



NELSON COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.9	5.2	-0.3	8	3.1	2.6	0.5	4.0	2.0	2.0	3.8	3.2	0.6	4.5	4.4	0.1	6.1	7.9	-1.8	6.8	8.7	-1.9	4.8	3.6	1.2
Coast	5.9	5.6	0.3	6	11.4	8.5	2.9	1.7	4.2	-2.5	3.6	3.8	-0.2	5.1	5.5	-0.4	7.0	6.8	0.2	5.9	5.6	0.3	3.7	2.5	1.2
Edge	7.1	8.0	-0.9	5	10.3	12.9	-2.6	12.7	12.9	-0.2	11.6	13.0	-1.4	10.5	11.2	-0.7	6.6	6.7	-0.1	2.4	2.5	-0.1	18.9	15.8	3.1
George FM	3.7	5.2	-1.5	11	10.9	18.4	-7.5	9.2	14.0	-4.8	5.4	5.9	-0.5	3.9	4.4	-0.5	2.7	3.0	-0.3	2.1	2.1	0.0	2.1	2.1	0.0
Gold	3.6	2.8	0.8	13	0.8	1.0	-0.2	0.7	0.5	0.2	0.9	0.7	0.2	2.2	1.8	0.4	5.9	4.5	1.4	6.6	5.3	1.3	1.5	1.6	-0.1
Gold Sport**	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.1	*	0.2	0.3	-0.1
Life FM	1.4	0.7	0.7	14	9.6	4.7	4.9	1.7	0.3	1.4	0.7	0.2	0.5	0.4	0.1	0.3	0.5	*	*	0.6	0.2	0.4	0.9	0.2	0.7
Magic	9.1	10.3	-1.2	3	*	*	*	1.1	1.3	-0.2	1.2	1.7	-0.5	2.0	3.1	-1.1	3.6	5.2	-1.6	17.1	17.3	-0.2	2.1	1.7	0.4
More FM	11.9	12.2	-0.3	1	9.2	10.2	-1.0	16.7	13.3	3.4	19.3	17.5	1.8	13.7	12.9	0.8	8.4	9.9	-1.5	11.2	13.7	-2.5	16.6	16.9	-0.3
Newstalk ZB	10.6	8.3	2.3	2	1.0	1.0	0.0	1.3	1.7	-0.4	3.4	1.9	1.5	3.2	2.4	0.8	8.0	6.5	1.5	19.4	16.6	2.8	9.2	7.8	1.4
Radio Hauraki	5.3	4.9	0.4	7	2.5	3.6	-1.1	3.0	3.8	-0.8	3.9	4.7	-0.8	9.6	8.4	1.2	9.5	8.1	1.4	0.7	1.0	-0.3	9.3	8.8	0.5
Rhema	0.3	0.2	0.1	16	0.5	0.3	0.2	0.1	*	*	0.2	*	*	0.1	*	*	*	*	*	0.1	*	*	0.2	0.1	0.1
Rock	7.3	9.0	-1.7	4	9.7	6.9	2.8	13.6	16.6	-3.0	14.9	19.1	-4.2	11.4	15.2	-3.8	4.9	7.3	-2.4	1.8	2.0	-0.2	6.0	10.4	-4.4
SENZ Sport	0.3	0.3	0.0	16	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.5	0.4	0.1	0.1	*	*	0.9	0.8	0.1
Star	0.3	0.3	0.0	16	*	*	*	0.5	0.5	0.0	0.4	0.5	-0.1	0.3	0.3	0.0	*	*	*	0.4	0.5	-0.1	0.2	0.2	0.0
The Hits	3.8	3.3	0.5	10	6.2	4.8	1.4	4.7	4.9	-0.2	5.3	5.9	-0.6	3.6	3.7	-0.1	3.7	2.6	1.1	4.0	2.8	1.2	3.6	3.8	-0.2
The Sound	4.2	4.0	0.2	9	0.4	0.9	-0.5	0.6	1.4	-0.8	0.4	1.5	-1.1	3.5	4.0	-0.5	9.2	8.0	1.2	7.3	6.7	0.6	0.8	0.8	0.0
Today FM*	1.2	1.5	-0.3	15	*	0.1	*	1.0	1.1	-0.1	1.3	1.5	-0.2	1.2	1.4	-0.2	1.3	1.4	-0.1	1.8	2.4	-0.6	1.4	1.5	-0.1
ZM	3.7	3.6	0.1	11	3.9	8.3	-4.4	11.8	7.6	4.2	10.8	5.8	5.0	6.4	4.8	1.6	0.4	2.1	-1.7	0.3	0.4	-0.1	5.2	8.3	-3.1
MediaWorks Combo	50.9	55.7	-4.8		43.9	52.3	-8.4	59.9	63.3	-3.4	58.8	64.0	-5.2	53.4	57.0	-3.6	45.6	49.4	-3.8	50.5	55.5	-5.0	59.0	53.6	5.4
NZME Combo	33.3	28.8	4.5		27.4	27.0	0.4	24.0	22.7	1.3	28.0	22.7	5.3	30.3	26.7	3.6	34.7	30.7	4.0	36.9	31.9	5.0	32.9	33.1	-0.2
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0	23.6	23.4	0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.5	15.0	0.5
Sample	837	813	24		112	93	19	150	132	18	164	157	7	276	273	3	239	261	-22	321	327	-6	136	133	3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	837	813	24

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.1	5.2	-0.1	8	5.3	5.6	-0.3	5.4	5.8	-0.4	3.4	4.5	-1.1	2.3	2.7	-0.4	1.6	3.0	-1.4	5.9	5.6	0.3
Coast	6.9	6.3	0.6	4	5.5	5.4	0.1	5.6	6.1	-0.5	5.8	5.3	0.5	3.4	3.5	-0.1	11.4	10.5	0.9	5.5	4.6	0.9
Edge	5.7	6.8	-1.1	6	5.3	5.8	-0.5	6.9	6.2	0.7	9.9	11.2	-1.3	8.6	10.7	-2.1	7.5	10.5	-3.0	8.5	10.4	-1.9
George FM	2.8	3.8	-1.0	11	3.6	5.7	-2.1	4.6	5.2	-0.6	4.9	7.3	-2.4	3.6	7.0	-3.4	4.1	1.8	2.3	3.2	4.7	-1.5
Gold	2.6	2.7	-0.1	12	4.8	3.3	1.5	4.1	3.0	1.1	2.9	2.9	0.0	0.5	0.6	-0.1	0.6	0.3	0.3	4.2	3.0	1.2
Gold Sport**	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	1.4	1.1	0.3	14	1.1	0.9	0.2	1.3	0.4	0.9	1.6	0.2	1.4	0.6	0.3	0.3	*	*	*	2.0	1.1	0.9
Magic	7.1	7.8	-0.7	3	8.4	7.9	0.5	8.7	10.0	-1.3	9.2	9.6	-0.4	11.8	12.7	-0.9	6.5	13.1	-6.6	11.6	14.7	-3.1
More FM	12.8	14.1	-1.3	2	14.8	13.9	0.9	12.1	11.9	0.2	8.2	9.3	-1.1	9.3	7.3	2.0	8.5	7.4	1.1	11.3	12.5	-1.2
Newstalk ZB	15.9	13.0	2.9	1	8.2	6.5	1.7	5.2	4.2	1.0	7.4	6.4	1.0	21.2	17.3	3.9	24.8	20.4	4.4	11.4	7.9	3.5
Radio Hauraki	4.6	4.1	0.5	9	5.0	5.4	-0.4	6.0	6.2	-0.2	6.7	5.8	0.9	4.3	3.7	0.6	0.8	1.8	-1.0	5.5	3.9	1.6
Rhema	0.3	0.3	0.0	18	*	*	*	0.1	*	*	0.2	*	*	0.4	*	*	2.0	2.3	-0.3	0.6	0.5	0.1
Rock	6.5	6.6	-0.1	5	9.1	11.5	-2.4	10.1	13.5	-3.4	6.7	8.5	-1.8	4.7	4.8	-0.1	11.2	5.3	5.9	3.8	5.5	-1.7
SENZ Sport	0.5	0.4	0.1	17	0.5	0.4	0.1	*	*	*	*	*	*	1.1	1.4	-0.3	0.4	0.7	-0.3	0.2	0.2	0.0
Star	0.8	0.8	0.0	16	0.3	0.3	0.0	*	0.1	*	*	*	*	*	0.1	*	0.2	*	*	0.3	0.3	0.0
The Hits	5.2	4.6	0.6	7	3.4	3.2	0.2	3.4	2.8	0.6	3.7	3.0	0.7	4.3	4.2	0.1	7.0	7.1	-0.1	2.9	2.4	0.5
The Sound	2.4	2.7	-0.3	13	3.1	3.5	-0.4	3.6	3.5	0.1	6.3	4.9	1.4	5.9	6.9	-1.0	2.4	1.8	0.6	5.8	5.5	0.3
Today FM*	1.1	1.8	-0.7	15	2.0	1.8	0.2	1.3	1.1	0.2	1.1	1.1	0.0	0.8	1.6	-0.8	3.7	4.6	-0.9	0.3	1.3	-1.0
ZM	3.8	4.3	-0.5	10	4.2	3.4	0.8	4.7	3.5	1.2	3.6	4.4	-0.8	2.2	3.1	-0.9	0.1	5.6	-5.5	2.9	2.7	0.2
MediaWorks Combo	44.7	49.4	-4.7		52.2	55.9	-3.7	54.4	57.3	-2.9	52.0	56.5	-4.5	49.5	53.7	-4.2	45.4	47.5	-2.1	51.6	60.2	-8.6
NZME Combo	39.2	35.2	4.0		31.5	27.5	4.0	29.3	26.2	3.1	30.3	27.8	2.5	36.0	32.3	3.7	50.2	45.8	4.4	32.7	25.0	7.7

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.6	9.1	0.5	3	1.5	1.1	0.4	2.2	1.2	1.0	1.9	1.6	0.3	3.9	3.4	0.5	4.1	4.0	0.1	3.8	4.1	-0.3	2.1	1.8	0.3
Coast	5.6	5.4	0.2	10	0.5	0.5	0.0	0.5	0.7	-0.2	0.7	0.7	0.0	1.5	1.4	0.1	2.2	1.8	0.4	3.0	2.8	0.2	0.5	0.4	0.1
Edge	16.4	18.3	-1.9	1	3.9	5.9	-2.0	7.1	8.0	-0.9	7.3	7.5	-0.2	10.5	10.4	0.1	4.8	4.2	0.6	1.9	1.7	0.2	4.0	3.9	0.1
George FM	5.8	7.0	-1.2	8	1.8	2.3	-0.5	3.6	4.2	-0.6	2.7	2.9	-0.2	3.3	4.0	-0.7	1.3	1.8	-0.5	0.7	0.8	-0.1	1.1	1.3	-0.2
Gold	5.1	4.0	1.1	12	0.6	0.6	0.0	1.2	0.7	0.5	1.3	0.7	0.6	2.5	1.8	0.7	2.3	2.0	0.3	1.7	1.5	0.2	0.9	0.9	0.0
Gold Sport**	0.1	0.2	-0.1	19	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0
Life FM	2.4	1.7	0.7	14	1.6	1.3	0.3	1.0	0.4	0.6	0.5	0.3	0.2	0.6	0.3	0.3	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.1	0.3
Magic	7.9	8.4	-0.5	7	*	*	*	0.4	0.5	-0.1	0.6	0.8	-0.2	1.1	1.5	-0.4	1.6	1.8	-0.2	4.4	4.2	0.2	0.6	0.6	0.0
More FM	13.0	13.9	-0.9	2	2.5	3.4	-0.9	3.6	2.8	0.8	5.5	4.7	0.8	6.8	6.2	0.6	3.2	3.7	-0.5	3.2	3.9	-0.7	3.0	3.0	0.0
Newstalk ZB	9.0	7.8	1.2	5	0.4	0.4	0.0	0.3	0.4	-0.1	1.0	0.7	0.3	2.1	1.7	0.4	3.1	2.5	0.6	4.3	3.7	0.6	1.8	1.3	0.5
Radio Hauraki	5.7	5.6	0.1	9	1.6	1.0	0.6	2.2	1.7	0.5	1.9	2.5	-0.6	3.5	4.2	-0.7	1.9	2.0	-0.1	0.5	0.5	0.0	1.4	1.7	-0.3
Rhema	1.0	0.7	0.3	16	0.4	0.4	0.0	0.1	*	*	0.2	*	*	0.2	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1
Rock	9.4	8.6	0.8	4	2.5	1.6	0.9	3.9	3.6	0.3	3.8	4.1	-0.3	6.0	6.4	-0.4	2.8	2.6	0.2	0.9	0.5	0.4	1.6	2.0	-0.4
SENZ Sport	0.6	0.5	0.1	17	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.5	0.3	0.2	0.2	*	*	0.3	0.3	0.0
Star	0.4	0.4	0.0	18	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0
The Hits	8.0	6.7	1.3	6	2.3	2.0	0.3	3.3	2.0	1.3	3.3	2.8	0.5	4.0	3.5	0.5	1.8	1.5	0.3	1.4	1.0	0.4	0.9	1.0	-0.1
The Sound	4.4	4.9	-0.5	13	0.3	0.5	-0.2	0.5	0.4	0.1	0.4	0.5	-0.1	2.0	2.2	-0.2	3.1	3.1	0.0	2.0	2.1	-0.1	0.5	0.5	0.0
Today FM*	1.7	2.8	-1.1	15	*	0.3	*	0.1	0.4	-0.3	0.5	0.5	0.0	1.0	1.4	-0.4	1.0	1.5	-0.5	0.7	1.1	-0.4	0.1	0.2	-0.1
ZM	5.5	5.8	-0.3	11	1.7	2.9	-1.2	3.0	3.1	-0.1	2.9	1.8	1.1	3.2	2.3	0.9	0.6	0.7	-0.1	0.6	0.6	0.0	1.5	1.4	0.1
MediaWorks Combo	46.9	49.3	-2.4		7.2	9.4	-2.2	14.0	14.1	-0.1	15.2	14.4	0.8	23.7	23.2	0.5	15.6	16.1	-0.5	13.1	13.3	-0.2	9.1	9.0	0.1
NZME Combo	31.2	29.5	1.7		4.6	5.1	-0.5	7.7	7.1	0.6	8.9	8.2	0.7	14.0	13.0	1.0	10.1	8.9	1.2	9.6	8.7	0.9	6.6	6.3	0.3
All Commercial Radio	63.2	66.0	-2.8		9.3	11.5	-2.2	16.3	17.5	-1.2	18.1	18.7	-0.6	29.7	29.8	-0.1	22.2	21.8	0.4	19.3	19.5	-0.2	12.4	12.2	0.2
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0	23.6	23.4	0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.5	15.0	0.5
Sample	837	813	24		112	93	19	150	132	18	164	157	7	276	273	3	239	261	-22	321	327	-6	136	133	3

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	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	837	813	24

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.1	3.7	0.4	6	3.9	3.8	0.1	3.5	4.4	-0.9	3.6	3.7	-0.1	1.2	1.2	0.0	0.5	0.9	-0.4	6.4	6.0	0.4
Coast	3.1	2.8	0.3	9	3.2	3.2	0.0	3.4	3.1	0.3	3.0	3.0	0.0	0.7	0.8	-0.1	0.4	0.3	0.1	3.3	2.9	0.4
Edge	7.8	9.4	-1.6	1	6.6	7.0	-0.4	8.7	8.7	0.0	7.3	9.2	-1.9	3.0	3.7	-0.7	1.5	1.8	-0.3	9.7	11.3	-1.6
George FM	2.6	3.4	-0.8	10	2.2	3.6	-1.4	3.5	4.0	-0.5	2.7	3.6	-0.9	0.4	0.8	-0.4	1.1	0.5	0.6	3.0	4.0	-1.0
Gold	2.2	2.3	-0.1	12	2.2	1.5	0.7	3.4	1.8	1.6	1.7	2.0	-0.3	0.6	0.5	0.1	0.4	0.3	0.1	3.4	2.3	1.1
Gold Sport**	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	0.1	*
Life FM	1.4	1.1	0.3	14	0.6	0.7	-0.1	1.6	1.1	0.5	1.3	0.4	0.9	0.4	0.3	0.1	*	*	*	2.0	1.2	0.8
Magic	3.6	4.2	-0.6	8	5.1	5.0	0.1	5.2	5.8	-0.6	4.2	4.4	-0.2	1.5	1.7	-0.2	1.2	1.1	0.1	5.7	6.4	-0.7
More FM	7.4	8.6	-1.2	2	6.1	5.9	0.2	6.5	6.8	-0.3	5.2	6.1	-0.9	2.9	3.0	-0.1	1.0	0.9	0.1	8.6	8.6	0.0
Newstalk ZB	6.6	5.3	1.3	3	4.8	4.3	0.5	4.1	3.9	0.2	3.1	2.7	0.4	3.8	2.8	1.0	1.9	1.6	0.3	7.2	6.1	1.1
Radio Hauraki	2.0	3.0	-1.0	13	2.5	2.9	-0.4	3.1	4.0	-0.9	2.0	3.4	-1.4	0.7	1.6	-0.9	0.4	0.5	-0.1	3.1	3.1	0.0
Rhema	0.2	0.1	0.1	18	0.1	*	*	0.2	*	*	0.3	0.2	0.1	0.1	*	*	0.1	0.1	0.0	0.8	0.5	0.3
Rock	5.4	5.5	-0.1	4	4.3	4.4	-0.1	5.3	6.4	-1.1	4.6	4.6	0.0	1.1	1.0	0.1	1.4	0.7	0.7	4.1	4.9	-0.8
SENZ Sport	0.3	0.3	0.0	16	0.3	0.3	0.0	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.2	-0.1	0.3	0.2	0.1
Star	0.3	0.2	0.1	16	0.3	0.4	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.1	*	*	0.3	0.4	-0.1
The Hits	4.6	3.6	1.0	5	2.6	3.0	-0.4	4.8	4.2	0.6	3.7	2.8	0.9	1.1	1.2	-0.1	0.6	0.5	0.1	3.8	2.8	1.0
The Sound	2.6	2.6	0.0	10	2.4	2.7	-0.3	2.8	3.2	-0.4	2.4	2.2	0.2	1.2	1.0	0.2	0.4	0.5	-0.1	2.4	2.5	-0.1
Today FM*	1.2	1.9	-0.7	15	1.1	1.1	0.0	0.9	1.4	-0.5	1.0	1.1	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.6	1.0	-0.4
ZM	3.7	4.1	-0.4	7	2.7	2.5	0.2	2.7	2.8	-0.1	2.7	2.6	0.1	1.7	1.8	-0.1	0.2	0.4	-0.2	3.7	3.9	-0.2
MediaWorks Combo	28.6	32.1	-3.5		26.4	27.5	-1.1	30.5	32.9	-2.4	26.7	29.7	-3.0	10.8	11.5	-0.7	5.7	5.3	0.4	33.1	35.7	-2.6
NZME Combo	20.6	19.5	1.1		16.8	15.9	0.9	19.1	18.4	0.7	14.4	14.3	0.1	8.4	8.6	-0.2	4.3	3.3	1.0	22.0	19.7	2.3
All Commercial Radio	46.1	48.4	-2.3		40.8	42.2	-1.4	46.8	48.9	-2.1	41.7	44.0	-2.3	20.2	21.3	-1.1	9.4	9.1	0.3	52.0	54.0	-2.0

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 4 2022

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5:59	6:41	-0:41	2:31	3:30	-0:58	5:17	5:29	-0:11	6:33	6:34	-0:01	6:48	7:23	-0:35	7:00	8:37	-1:36	6:36	7:09	-0:32	5:09	4:32	0:37
Coast	12:12	11:52	0:20	27:38	23:19	4:18	10:07	18:13	-8:06	16:19	18:05	-1:45	20:37	22:36	-1:58	14:53	16:50	-1:57	7:12	6:36	0:36	15:44	15:20	0:24
Edge	5:05	5:02	0:02	3:09	3:15	-0:05	5:16	5:01	0:14	5:19	5:32	-0:13	5:51	6:07	-0:16	6:31	6:59	-0:27	4:47	4:47	-0:00	10:20	9:07	1:12
George FM	7:32	8:33	-1:01	7:03	12:13	-5:09	7:34	10:17	-2:43	6:46	6:34	0:11	6:56	6:20	0:36	9:46	7:13	2:33	11:44	9:24	2:20	4:15	3:35	0:40
Gold	8:14	8:10	0:04	1:38	2:24	-0:46	1:41	2:16	-0:34	2:22	2:55	-0:32	5:09	5:45	-0:36	11:54	9:50	2:03	14:49	12:07	2:41	3:37	4:16	-0:38
Gold Sport**	6:15	5:37	0:37	*	*	*	*	*	*	*	*	*	6:15	6:15	0:00	6:15	6:15	0:00	*	4:45	*	6:15	6:15	0:00
Life FM	6:45	4:49	1:55	7:03	5:37	1:25	5:12	2:21	2:51	4:11	2:44	1:26	4:09	2:44	1:25	11:57	1:15	10:42	13:02	2:38	10:23	5:30	2:58	2:32
Magic	13:33	14:06	-0:32	*	*	*	8:46	8:02	0:44	6:26	6:28	-0:01	10:15	12:13	-1:57	10:35	12:30	-1:55	14:24	13:46	0:38	7:23	6:39	0:43
More FM	10:45	10:06	0:38	4:25	4:25	-0:00	13:32	14:46	-1:14	11:45	12:04	-0:19	11:51	11:55	-0:04	12:23	11:41	0:42	12:50	11:54	0:56	12:11	12:42	-0:31
Newstalk ZB	13:49	12:21	1:27	2:40	3:32	-0:52	14:58	13:38	1:19	11:49	8:49	2:59	8:57	7:55	1:01	12:09	11:12	0:56	16:47	14:57	1:49	11:11	13:26	-2:15
Radio Hauraki	10:56	10:06	0:49	1:46	5:34	-3:47	3:58	6:49	-2:51	6:42	6:00	0:41	15:53	11:29	4:24	24:01	18:05	5:55	5:35	7:05	-1:29	14:35	11:44	2:50
Rhema	3:58	3:27	0:31	1:27	1:15	0:11	2:30	*	*	4:07	*	*	4:07	*	*	1:30	1:30	0:00	2:29	1:01	1:28	1:57	1:30	0:27
Rock	9:04	12:11	-3:07	4:41	6:23	-1:41	10:16	14:31	-4:14	13:10	14:49	-1:39	11:08	13:34	-2:25	8:11	12:22	-4:10	7:13	14:52	-7:38	8:01	11:52	-3:51
SENZ Sport	5:27	7:15	-1:47	*	*	*	*	*	*	*	*	*	6:00	6:00	0:00	5:09	6:00	-0:50	2:05	*	*	6:00	6:00	0:00
Star	8:30	8:35	-0:05	*	*	*	9:30	9:30	0:00	9:30	9:30	0:00	9:30	9:30	0:00	*	*	*	10:04	7:53	2:11	5:45	5:45	0:00
The Hits	5:34	5:42	-0:08	3:07	3:37	-0:30	4:10	7:41	-3:30	5:23	6:44	-1:20	5:17	6:02	-0:44	9:58	7:50	2:07	10:49	9:33	1:15	8:48	8:18	0:30
The Sound	10:57	9:34	1:23	1:29	2:50	-1:20	3:26	9:38	-6:11	3:39	9:00	-5:20	10:13	10:26	-0:12	13:58	11:10	2:47	13:39	10:31	3:07	3:45	3:14	0:30
Today FM*	8:06	6:06	1:59	*	0:30	*	23:15	7:50	15:24	9:31	8:44	0:47	7:17	5:41	1:35	6:12	4:08	2:03	9:13	7:09	2:04	23:15	14:01	9:13
ZM	7:55	7:07	0:47	2:42	4:12	-1:30	11:27	7:32	3:55	12:42	10:16	2:25	11:45	11:55	-0:09	2:46	12:52	-10:06	2:10	2:31	-0:20	7:55	13:00	-5:04
MediaWorks Combo	12:42	13:02	-0:20	7:14	8:18	-1:03	12:35	14:02	-1:27	12:57	14:17	-1:20	13:15	14:02	-0:47	13:41	13:30	0:11	14:22	14:03	0:19	14:21	13:38	0:42
NZME Combo	12:28	11:18	1:10	7:01	7:55	-0:54	9:07	10:02	-0:54	10:33	8:56	1:36	12:44	11:45	0:59	16:09	15:11	0:57	14:15	12:17	1:58	11:03	12:02	-0:58
All Commercial Radio	18:30	17:31	0:59	12:46	13:04	-0:18	18:01	17:50	0:11	18:30	17:13	1:17	19:49	19:13	0:36	21:11	20:12	0:58	19:16	17:14	2:01	17:49	18:36	-0:47
Potential (000)	90.6	90.6	0.0	17.5	17.5	0.0	23.6	23.4	0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.5	15.0	0.5
Sample	837	813	24	112	93	19	150	132	18	164	157	7	276	273	3	239	261	-22	321	327	-6	136	133	3

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 4 2022

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	837	813	24

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	2:32	2:56	-0:23	3:01	3:18	-0:17	4:03	3:32	0:30	1:13	1:35	-0:21	1:10	1:11	-0:00	1:08	1:00	0:07	2:20	2:11	0:09
Coast	4:39	4:48	-0:09	3:45	3:50	-0:05	4:19	5:18	-0:58	2:27	2:17	0:09	2:56	2:25	0:31	10:27	8:49	1:38	4:14	3:48	0:26
Edge	1:30	1:31	-0:01	1:47	1:51	-0:04	2:07	1:54	0:12	1:42	1:35	0:07	1:40	1:32	0:08	1:47	1:40	0:07	2:12	2:11	0:00
George FM	2:14	2:22	-0:07	3:44	3:31	0:12	3:30	3:30	0:00	2:15	2:36	-0:21	4:49	4:43	0:06	1:22	0:58	0:24	2:40	2:49	-0:08
Gold	2:22	2:26	-0:04	4:47	4:55	-0:07	3:12	4:31	-1:19	2:13	1:54	0:19	0:33	0:32	0:01	0:32	0:22	0:10	3:04	3:05	-0:00
Gold Sport**	*	*	*	2:00	2:24	-0:24	4:15	2:47	1:27	*	*	*	*	*	*	*	*	*	*	1:00	*
Life FM	2:04	2:00	0:03	3:55	2:42	1:13	2:04	1:00	1:03	1:30	0:47	0:43	0:54	0:30	0:24	*	*	*	2:34	2:09	0:24
Magic	4:02	3:55	0:07	3:40	3:32	0:08	4:28	4:36	-0:08	2:47	2:50	-0:02	4:34	3:58	0:36	1:56	3:24	-1:28	5:10	5:25	-0:14
More FM	3:35	3:28	0:07	5:22	5:16	0:05	4:55	4:44	0:10	2:01	2:00	0:01	1:52	1:18	0:34	3:00	2:18	0:42	3:20	3:26	-0:05
Newstalk ZB	4:58	5:10	-0:12	3:48	3:25	0:23	3:19	2:56	0:22	3:01	3:08	-0:07	3:18	3:18	-0:00	4:33	3:48	0:45	4:01	3:05	0:56
Radio Hauraki	4:38	2:54	1:43	4:25	4:12	0:12	5:07	4:09	0:58	4:15	2:12	2:02	3:22	1:14	2:08	0:46	1:03	-0:16	4:26	3:02	1:23
Rhema	3:00	4:30	-1:29	0:45	*	*	1:15	*	*	0:48	0:15	0:33	2:30	*	*	5:00	5:00	0:00	2:04	2:25	-0:20
Rock	2:29	2:32	-0:02	4:40	5:53	-1:13	5:03	5:44	-0:40	1:50	2:23	-0:33	2:25	2:38	-0:13	2:54	2:08	0:46	2:21	2:41	-0:19
SENZ Sport	3:00	3:00	0:00	3:00	3:00	0:00	*	*	*	*	*	*	3:10	5:00	-1:49	1:15	1:15	0:00	2:01	3:30	-1:28
Star	5:38	6:51	-1:13	1:51	1:43	0:08	1:00	1:00	0:00	0:45	0:45	0:00	*	0:30	*	1:15	*	*	2:13	1:55	0:18
The Hits	2:19	2:39	-0:19	2:54	2:21	0:33	1:53	1:48	0:05	1:17	1:22	-0:04	2:14	1:51	0:23	4:02	4:12	-0:10	1:53	2:01	-0:08
The Sound	1:55	2:12	-0:16	2:50	2:54	-0:04	3:26	2:57	0:29	3:20	2:50	0:29	2:57	3:49	-0:51	2:10	1:00	1:09	6:07	5:09	0:57
Today FM*	1:50	1:58	-0:08	3:51	3:36	0:14	4:00	2:07	1:53	1:24	1:13	0:10	1:37	2:18	-0:41	12:15	22:45	-10:29	1:13	2:55	-1:41
ZM	2:08	2:13	-0:04	3:29	2:59	0:29	4:44	3:23	1:20	1:43	2:08	-0:25	0:47	0:55	-0:07	0:15	4:17	-4:02	1:59	1:38	0:21
MediaWorks Combo	3:14	3:14	-0:00	4:24	4:35	-0:10	4:44	4:42	0:02	2:28	2:28	0:00	2:42	2:30	0:12	2:51	2:35	0:16	3:56	3:59	-0:02
NZME Combo	3:56	3:48	0:07	4:10	3:54	0:15	4:04	3:50	0:13	2:39	2:31	0:08	2:32	2:00	0:32	4:08	3:58	0:10	3:45	3:00	0:45
All Commercial Radio	4:29	4:21	0:07	5:27	5:20	0:06	5:40	5:31	0:09	3:02	2:57	0:05	2:55	2:31	0:24	3:47	3:10	0:36	4:52	4:22	0:29

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022