



NELSON COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	12.3	9.8	2.5	2	6.9	5.8	1.1	7.6	7.4	0.2	7.0	6.9	0.1	9.4	9.1	0.3	17.8	13.2	4.6	17.5	13.1	4.4	18.1	14.7	3.4
Coast	4.4	4.1	0.3	9	1.6	5.1	-3.5	0.4	0.5	-0.1	0.6	0.7	-0.1	1.4	1.5	-0.1	4.8	4.0	0.8	7.9	5.7	2.2	1.5	1.8	-0.3
Edge	7.5	6.8	0.7	4	18.4	16.0	2.4	9.8	9.3	0.5	10.0	9.7	0.3	9.6	9.3	0.3	6.6	6.0	0.6	3.9	3.4	0.5	13.4	12.2	1.2
George FM	4.2	4.1	0.1	10	13.1	14.8	-1.7	10.1	10.7	-0.6	6.3	6.0	0.3	6.2	5.6	0.6	2.7	2.4	0.3	0.6	0.7	-0.1	4.2	4.1	0.1
Gold	3.1	3.4	-0.3	11	1.7	0.9	0.8	0.2	0.5	-0.3	0.6	1.0	-0.4	1.3	2.1	-0.8	7.5	7.8	-0.3	6.4	6.4	0.0	5.0	3.4	1.6
Gold Sport	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.4	0.2	0.5	0.3	0.2	0.1	0.1	0.0
Life FM	0.6	1.1	-0.5	14	0.4	2.6	-2.2	1.2	1.7	-0.5	1.1	1.4	-0.3	1.3	1.4	-0.1	0.7	1.1	-0.4	0.1	0.5	-0.4	1.2	1.5	-0.3
Magic	6.6	7.5	-0.9	6	4.2	4.0	0.2	1.0	0.9	0.1	1.7	1.7	0.0	1.4	1.3	0.1	4.5	4.0	0.5	11.8	12.9	-1.1	4.4	4.4	0.0
More FM	7.2	7.5	-0.3	5	12.1	10.1	2.0	8.7	8.3	0.4	9.3	9.2	0.1	9.8	8.9	0.9	7.4	7.2	0.2	4.2	6.1	-1.9	15.8	19.2	-3.4
Newstalk ZB	14.4	15.8	-1.4	1	0.8	1.1	-0.3	0.3	0.2	0.1	0.3	1.7	-1.4	1.0	2.0	-1.0	6.2	7.5	-1.3	18.6	20.1	-1.5	1.0	3.9	-2.9
Radio Hauraki	1.5	1.7	-0.2	13	1.7	1.8	-0.1	1.1	1.7	-0.6	1.4	1.6	-0.2	3.1	3.7	-0.6	2.6	3.0	-0.4	*	0.1	*	1.4	2.7	-1.3
Rhema	0.5	0.5	0.0	15	1.5	1.3	0.2	*	0.1	*	*	0.2	*	*	0.1	*	0.9	0.7	0.2	0.9	0.7	0.2	*	0.1	*
Rock	8.7	8.4	0.3	3	15.9	13.6	2.3	16.7	15.3	1.4	17.9	17.1	0.8	15.1	15.2	-0.1	5.2	6.7	-1.5	1.9	2.2	-0.3	6.0	6.3	-0.3
SENZ Sport	0.4	0.4	0.0	17	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.9	0.9	0.0	*	*	*
Star	0.5	0.4	0.1	15	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	*	*	1.2	1.1	0.1	1.1	1.0	0.1	*	*	*
The Hits	6.1	5.9	0.2	7	9.6	8.7	0.9	9.8	9.2	0.6	8.9	9.1	-0.2	8.5	8.2	0.3	6.4	6.3	0.1	4.0	4.3	-0.3	7.7	6.7	1.0
The Sound	4.5	4.8	-0.3	8	1.1	0.9	0.2	3.4	2.7	0.7	3.8	2.6	1.2	3.2	2.6	0.6	8.5	9.7	-1.2	8.4	9.6	-1.2	3.5	2.5	1.0
ZM	2.6	2.8	-0.2	12	4.5	3.9	0.6	5.3	7.6	-2.3	4.6	6.8	-2.2	4.3	5.5	-1.2	1.4	1.2	0.2	0.6	0.4	0.2	2.8	3.4	-0.6
MediaWorks Combo	51.8	49.5	2.3		71.9	65.5	6.4	59.9	57.4	2.5	58.6	55.9	2.7	56.5	53.7	2.8	52.7	49.1	3.6	48.2	47.9	0.3	68.1	66.0	2.1
NZME Combo	32.2	34.1	-1.9		20.2	22.6	-2.4	17.0	20.1	-3.1	16.3	21.0	-4.7	19.7	23.1	-3.4	29.4	30.2	-0.8	38.0	37.4	0.6	19.6	22.2	-2.6
Potential (000)	92.4	90.8	1.6		17.7	17.4	0.3	24.2	23.7	0.5	23.7	22.9	0.8	37.4	36.8	0.6	28.2	28.3	-0.1	26.9	26.7	0.2	13.6	13.7	-0.1
Sample	909	981	-72		126	152	-26	197	219	-22	220	227	-7	350	368	-18	263	277	-14	325	345	-20	152	160	-8

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	92.4	90.8	1.6
Sample Size	909	981	-72

	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	12.5	11.0	1.5	2	11.4	7.9	3.5	12.6	9.7	2.9	13.0	10.3	2.7	9.5	7.7	1.8	11.6	8.4	3.2	13.0	10.9	2.1
Coast	4.0	3.8	0.2	8	3.8	4.1	-0.3	4.9	4.6	0.3	3.6	3.0	0.6	2.9	2.5	0.4	1.4	1.2	0.2	6.2	5.2	1.0
Edge	8.2	7.9	0.3	4	5.3	4.5	0.8	7.2	6.9	0.3	10.2	9.4	0.8	7.3	6.2	1.1	2.9	2.7	0.2	8.5	7.2	1.3
George FM	2.9	3.1	-0.2	12	4.5	4.4	0.1	6.1	6.6	-0.5	4.6	4.2	0.4	1.7	1.2	0.5	2.9	2.9	0.0	3.9	3.0	0.9
Gold	3.0	2.9	0.1	10	3.7	4.6	-0.9	2.9	3.5	-0.6	3.6	3.9	-0.3	4.5	3.5	1.0	3.6	2.5	1.1	2.1	2.7	-0.6
Gold Sport	0.1	0.1	0.0	18	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Life FM	0.8	1.1	-0.3	14	0.5	0.9	-0.4	0.3	0.7	-0.4	0.7	1.6	-0.9	0.6	0.8	-0.2	0.5	0.5	0.0	0.8	1.4	-0.6
Magic	5.9	6.3	-0.4	6	7.3	8.8	-1.5	5.6	6.7	-1.1	4.6	5.8	-1.2	4.9	6.9	-2.0	3.0	3.3	-0.3	9.8	10.3	-0.5
More FM	8.0	7.5	0.5	5	7.0	7.6	-0.6	8.8	8.3	0.5	8.1	8.4	-0.3	4.3	5.1	-0.8	4.8	5.6	-0.8	5.8	6.9	-1.1
Newstalk ZB	19.1	20.5	-1.4	1	9.8	10.4	-0.6	7.1	8.2	-1.1	10.8	11.5	-0.7	29.4	32.0	-2.6	38.1	40.8	-2.7	15.5	17.4	-1.9
Radio Hauraki	1.0	1.1	-0.1	13	1.1	1.0	0.1	1.3	1.2	0.1	2.7	3.0	-0.3	4.4	3.6	0.8	0.7	0.5	0.2	1.1	2.5	-1.4
Rhema	0.6	0.4	0.2	15	0.5	0.5	0.0	0.5	0.5	0.0	0.4	0.4	0.0	0.4	0.6	-0.2	1.8	0.8	1.0	0.3	0.4	-0.1
Rock	9.0	8.1	0.9	3	9.3	10.3	-1.0	9.1	9.5	-0.4	8.4	7.1	1.3	8.0	6.7	1.3	6.6	8.6	-2.0	8.3	7.0	1.3
SENZ Sport	0.5	0.4	0.1	16	0.4	0.4	0.0	0.2	0.2	0.0	0.6	0.5	0.1	0.8	0.9	-0.1	0.8	0.6	0.2	0.5	0.4	0.1
Star	0.2	0.2	0.0	17	0.7	0.6	0.1	0.4	0.4	0.0	0.6	0.6	0.0	0.3	0.3	0.0	*	0.2	*	0.6	0.5	0.1
The Hits	5.0	5.6	-0.6	7	7.0	6.8	0.2	7.6	7.1	0.5	7.1	6.8	0.3	6.6	6.0	0.6	7.3	6.3	1.0	3.7	3.8	-0.1
The Sound	3.5	3.7	-0.2	9	5.6	5.7	-0.1	5.2	5.2	0.0	2.8	3.4	-0.6	2.4	3.1	-0.7	1.1	2.2	-1.1	5.9	6.0	-0.1
ZM	3.0	3.3	-0.3	10	3.1	3.6	-0.5	3.4	3.8	-0.4	2.5	2.6	-0.1	2.0	1.8	0.2	0.7	0.6	0.1	1.3	1.5	-0.2
MediaWorks Combo	51.4	49.0	2.4		50.9	49.6	1.3	54.8	53.2	1.6	52.2	49.3	2.9	39.2	38.0	1.2	33.5	34.3	-0.8	56.3	52.2	4.1
NZME Combo	35.3	37.3	-2.0		28.9	30.7	-1.8	27.4	28.6	-1.2	30.5	31.1	-0.6	49.8	49.5	0.3	52.1	54.1	-2.0	30.2	33.4	-3.2

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	14.1	13.1	1.0	2	1.9	1.9	0.0	3.9	4.0	-0.1	3.7	3.7	0.0	6.2	6.4	-0.2	5.7	5.5	0.2	5.0	4.3	0.7	2.4	2.2	0.2
Coast	6.7	6.5	0.2	8	0.6	0.7	-0.1	0.5	0.5	0.0	0.7	0.8	-0.1	1.6	1.7	-0.1	2.5	2.5	0.0	3.3	3.2	0.1	0.5	0.6	-0.1
Edge	16.3	16.6	-0.3	1	5.4	5.1	0.3	6.2	6.0	0.2	6.4	6.1	0.3	8.5	8.9	-0.4	3.9	4.6	-0.7	2.4	2.4	0.0	4.1	3.9	0.2
George FM	6.5	6.3	0.2	9	1.6	1.7	-0.1	3.1	3.0	0.1	2.8	2.6	0.2	4.1	3.7	0.4	1.9	1.8	0.1	0.7	0.9	-0.2	1.7	1.7	0.0
Gold	3.1	4.3	-1.2	13	0.6	0.5	0.1	0.2	0.8	-0.6	0.2	0.8	-0.6	0.5	1.3	-0.8	1.6	2.1	-0.5	2.0	2.1	-0.1	0.6	0.7	-0.1
Gold Sport	0.4	0.2	0.2	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0
Life FM	1.4	2.0	-0.6	14	0.4	0.8	-0.4	0.7	0.9	-0.2	0.6	0.7	-0.1	0.9	1.0	-0.1	0.4	0.5	-0.1	0.1	0.2	-0.1	0.1	0.3	-0.2
Magic	9.2	9.1	0.1	5	1.0	0.9	0.1	0.8	0.7	0.1	0.8	0.8	0.0	1.1	1.1	0.0	2.3	2.2	0.1	5.3	5.0	0.3	0.7	0.6	0.1
More FM	10.7	10.6	0.1	3	2.7	2.4	0.3	2.7	2.7	0.0	3.2	3.0	0.2	5.3	4.9	0.4	3.6	3.7	-0.1	2.2	2.6	-0.4	3.0	2.9	0.1
Newstalk ZB	9.1	10.5	-1.4	6	0.3	0.5	-0.2	0.2	0.2	0.0	0.2	0.4	-0.2	1.2	1.6	-0.4	2.6	3.1	-0.5	4.1	4.6	-0.5	0.1	0.5	-0.4
Radio Hauraki	3.7	3.8	-0.1	12	0.9	1.2	-0.3	1.0	1.4	-0.4	1.3	1.1	0.2	2.8	2.5	0.3	1.5	1.5	0.0	0.1	0.2	-0.1	0.7	0.7	0.0
Rhema	1.1	1.2	-0.1	15	0.3	0.3	0.0	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	0.6	0.6	0.0	0.7	0.6	0.1	*	0.1	*
Rock	9.7	9.6	0.1	4	2.1	2.3	-0.2	4.8	4.3	0.5	5.0	3.9	1.1	6.3	5.5	0.8	2.3	2.9	-0.6	1.2	1.6	-0.4	1.0	1.2	-0.2
SENZ Sport	0.6	0.6	0.0	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.4	-0.1	*	*	*
Star	0.8	0.7	0.1	16	0.2	0.2	0.0	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
The Hits	9.1	9.5	-0.4	6	1.8	2.1	-0.3	3.9	4.1	-0.2	3.7	3.7	0.0	5.5	5.4	0.1	3.1	3.3	-0.2	1.7	1.8	-0.1	2.1	1.7	0.4
The Sound	4.7	4.9	-0.2	11	0.3	0.3	0.0	1.3	1.3	0.0	1.4	1.3	0.1	1.9	1.9	0.0	2.2	2.5	-0.3	2.5	2.7	-0.2	0.7	0.6	0.1
ZM	5.1	5.3	-0.2	10	1.5	1.4	0.1	2.6	2.8	-0.2	2.8	3.2	-0.4	3.0	3.5	-0.5	0.3	0.4	-0.1	0.3	0.4	-0.1	1.2	1.3	-0.1
MediaWorks Combo	48.7	47.7	1.0		9.4	9.0	0.4	14.3	13.5	0.8	14.6	13.4	1.2	22.0	21.6	0.4	15.8	16.7	-0.9	14.3	14.2	0.1	8.6	8.6	0.0
NZME Combo	31.5	33.1	-1.6		4.6	4.7	-0.1	7.0	7.7	-0.7	7.6	8.0	-0.4	12.5	13.2	-0.7	10.2	11.2	-1.0	10.0	10.5	-0.5	4.4	5.0	-0.6
All Commercial Radio	66.8	66.5	0.3		11.2	10.6	0.6	17.8	17.1	0.7	18.4	17.7	0.7	28.5	28.5	0.0	22.4	23.3	-0.9	20.8	20.9	-0.1	11.1	11.3	-0.2
Potential (000)	92.4	90.8	1.6		17.7	17.4	0.3	24.2	23.7	0.5	23.7	22.9	0.8	37.4	36.8	0.6	28.2	28.3	-0.1	26.9	26.7	0.2	13.6	13.7	-0.1
Sample	909	981	-72		126	152	-26	197	219	-22	220	227	-7	350	368	-18	263	277	-14	325	345	-20	152	160	-8

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2024

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	92.4	90.8	1.6
Sample Size	909	981	-72

	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	8.1	7.4	0.7	2	6.3	5.3	1.0	8.7	6.9	1.8	6.2	5.6	0.6	2.7	2.3	0.4	1.6	1.2	0.4	7.9	7.3	0.6
Coast	3.5	3.4	0.1	9	3.1	3.0	0.1	4.1	3.8	0.3	2.1	2.1	0.0	1.6	1.4	0.2	0.6	0.6	0.0	4.5	4.2	0.3
Edge	9.6	9.3	0.3	1	5.6	5.4	0.2	9.3	9.4	-0.1	7.0	6.9	0.1	3.6	3.4	0.2	1.0	1.0	0.0	11.0	11.1	-0.1
George FM	2.5	2.6	-0.1	10	3.3	3.0	0.3	3.9	4.1	-0.2	3.0	2.9	0.1	1.1	0.8	0.3	0.6	0.7	-0.1	3.6	3.1	0.5
Gold	1.8	2.0	-0.2	12	1.6	2.1	-0.5	1.8	2.9	-1.1	1.4	1.6	-0.2	1.0	1.0	0.0	0.4	0.4	0.0	1.5	2.2	-0.7
Gold Sport	0.1	0.1	0.0	18	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Life FM	0.7	1.0	-0.3	14	0.3	0.4	-0.1	0.6	0.9	-0.3	0.7	1.3	-0.6	0.2	0.2	0.0	0.2	0.2	0.0	0.9	1.6	-0.7
Magic	3.9	4.2	-0.3	8	5.2	5.6	-0.4	4.1	4.5	-0.4	3.0	3.6	-0.6	1.6	1.8	-0.2	1.1	1.0	0.1	6.4	6.6	-0.2
More FM	7.0	6.5	0.5	3	5.0	5.5	-0.5	6.5	6.6	-0.1	5.0	5.3	-0.3	2.2	2.3	-0.1	0.9	1.1	-0.2	5.4	6.3	-0.9
Newstalk ZB	7.0	8.2	-1.2	3	4.6	5.0	-0.4	3.9	4.4	-0.5	3.8	4.0	-0.2	4.4	5.3	-0.9	3.7	4.1	-0.4	6.7	7.9	-1.2
Radio Hauraki	1.3	1.1	0.2	13	0.8	1.2	-0.4	1.8	1.5	0.3	2.1	1.5	0.6	1.2	0.9	0.3	0.4	0.3	0.1	1.8	2.0	-0.2
Rhema	0.6	0.6	0.0	15	0.7	0.9	-0.2	0.6	0.8	-0.2	0.5	0.4	0.1	0.2	0.3	-0.1	0.5	0.4	0.1	0.6	0.8	-0.2
Rock	6.0	5.4	0.6	5	4.3	4.5	-0.2	5.1	4.9	0.2	4.7	4.3	0.4	1.5	1.2	0.3	1.7	1.8	-0.1	5.7	4.9	0.8
SENZ Sport	0.4	0.4	0.0	16	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.2	0.0	0.6	0.6	0.0
Star	0.2	0.3	-0.1	17	0.2	0.2	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	*	0.1	*	0.6	0.5	0.1
The Hits	4.4	4.9	-0.5	6	3.9	3.9	0.0	5.8	5.7	0.1	4.2	4.6	-0.4	2.1	1.9	0.2	0.7	0.7	0.0	3.5	4.2	-0.7
The Sound	2.3	2.7	-0.4	11	3.1	3.2	-0.1	3.0	2.9	0.1	1.9	2.1	-0.2	1.0	1.2	-0.2	0.3	0.3	0.0	3.1	3.2	-0.1
ZM	4.1	4.2	-0.1	7	1.5	2.0	-0.5	3.3	3.1	0.2	2.1	2.3	-0.2	1.1	1.1	0.0	0.7	0.6	0.1	2.5	2.7	-0.2
MediaWorks Combo	31.9	30.5	1.4		26.8	27.0	-0.2	32.1	31.9	0.2	26.0	25.6	0.4	11.6	11.2	0.4	5.9	5.8	0.1	35.2	35.2	0.0
NZME Combo	20.4	21.8	-1.4		14.9	16.3	-1.4	18.8	19.1	-0.3	14.5	14.6	-0.1	10.1	10.2	-0.1	5.9	6.4	-0.5	19.4	21.2	-1.8
All Commercial Radio	48.8	48.6	0.2		42.5	43.1	-0.6	49.3	49.3	0.0	40.5	40.9	-0.4	22.3	21.8	0.5	11.6	11.6	0.0	52.6	54.0	-1.4

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	9:41	8:44	0:57	4:26	3:50	0:36	6:16	5:38	0:38	6:00	5:44	0:16	6:55	6:42	0:12	11:34	10:03	1:31	14:29	13:26	1:02	13:27	11:52	1:34
Coast	7:20	7:21	-0:00	3:22	9:53	-6:31	3:03	2:58	0:05	2:42	2:46	-0:03	3:54	4:10	-0:16	6:58	6:41	0:16	9:44	8:04	1:40	5:21	5:25	-0:03
Edge	5:06	4:47	0:19	4:14	3:58	0:16	4:59	4:43	0:16	5:04	4:53	0:10	5:13	4:54	0:19	6:18	5:29	0:48	6:43	6:10	0:33	5:47	5:40	0:07
George FM	7:15	7:38	-0:23	9:59	11:21	-1:21	10:28	10:53	-0:25	7:17	6:59	0:17	6:55	7:01	-0:06	5:20	5:44	-0:23	3:07	3:23	-0:15	4:18	4:24	-0:06
Gold	11:00	9:25	1:35	3:47	2:09	1:37	3:08	1:52	1:16	8:44	4:14	4:29	12:20	7:33	4:47	17:47	15:38	2:08	13:07	13:38	-0:30	16:02	8:44	7:17
Gold Sport	5:59	7:12	-1:12	*	*	*	*	*	*	*	*	*	2:00	2:00	0:00	9:20	8:34	0:45	11:41	10:44	0:57	2:00	2:00	0:00
Life FM	4:44	6:07	-1:22	1:10	4:05	-2:55	5:07	5:39	-0:31	5:40	5:50	-0:10	6:32	6:54	-0:21	7:06	10:01	-2:54	3:15	9:55	-6:40	14:07	10:26	3:40
Magic	7:59	9:45	-1:45	5:09	5:33	-0:24	3:57	3:47	0:09	6:45	6:19	0:26	5:42	5:30	0:11	7:16	7:33	-0:17	9:10	11:40	-2:30	10:28	12:26	-1:57
More FM	7:32	8:17	-0:45	5:35	5:20	0:15	10:19	9:30	0:49	9:30	9:12	0:18	8:33	8:28	0:05	7:31	8:12	-0:41	8:01	10:22	-2:21	9:22	12:08	-2:45
Newstalk ZB	17:39	17:43	-0:03	2:58	2:53	0:04	5:00	5:00	0:00	5:00	12:00	-7:00	4:01	6:09	-2:07	8:49	10:06	-1:17	18:29	19:45	-1:16	15:00	14:03	0:56
Radio Hauraki	4:24	5:14	-0:49	2:19	1:59	0:19	3:33	3:41	-0:07	3:30	4:30	-1:00	5:06	6:56	-1:50	6:25	8:21	-1:55	3:00	2:26	0:33	3:20	6:47	-3:26
Rhema	5:02	4:49	0:12	5:17	5:05	0:12	*	2:30	*	*	3:49	*	1:30	2:54	-1:24	5:29	4:54	0:35	5:20	5:26	-0:05	*	2:30	*
Rock	10:00	10:18	-0:18	9:32	7:22	2:09	11:10	10:45	0:25	11:30	13:26	-1:55	10:58	13:02	-2:04	8:23	9:37	-1:13	6:43	6:05	0:38	10:45	9:26	1:18
SENZ Sport	8:21	7:45	0:35	*	*	*	*	*	*	*	*	*	5:45	5:45	0:00	5:45	4:09	1:35	14:17	9:20	4:57	*	*	*
Star	6:36	6:57	-0:21	0:45	0:45	0:00	3:00	3:00	0:00	3:00	3:00	0:00	1:06	1:26	-0:20	22:43	26:31	-3:47	19:26	20:22	-0:55	*	*	*
The Hits	7:25	7:22	0:02	6:26	5:16	1:10	7:56	6:45	1:10	7:44	7:32	0:11	7:11	7:08	0:03	7:36	8:13	-0:37	9:44	10:24	-0:40	6:32	6:58	-0:26
The Sound	10:45	11:22	-0:36	3:48	3:22	0:25	8:26	6:14	2:11	8:31	5:58	2:33	7:46	6:24	1:22	14:16	16:19	-2:03	14:01	15:52	-1:51	8:52	7:31	1:21
ZM	5:42	6:15	-0:33	3:37	3:31	0:05	6:31	8:11	-1:39	5:10	6:31	-1:20	6:31	7:21	-0:50	17:30	12:05	5:25	7:32	5:35	1:56	4:13	4:48	-0:34
MediaWorks Combo	11:52	12:12	-0:20	9:25	9:12	0:13	13:18	12:55	0:23	12:53	12:43	0:09	11:49	11:42	0:06	12:22	12:27	-0:05	13:53	15:05	-1:12	13:56	13:49	0:06
NZME Combo	11:25	12:06	-0:41	5:25	6:08	-0:43	7:42	7:57	-0:14	6:54	8:02	-1:08	7:15	8:13	-0:57	10:42	11:24	-0:42	15:33	15:55	-0:21	7:55	8:07	-0:11
All Commercial Radio	16:41	17:41	-0:59	11:01	11:58	-0:57	17:52	17:45	0:07	17:28	17:19	0:09	16:07	16:30	-0:22	16:37	18:08	-1:31	19:45	21:24	-1:39	15:55	16:04	-0:08
Potential (000)	92.4	90.8	1.6	17.7	17.4	0.3	24.2	23.7	0.5	23.7	22.9	0.8	37.4	36.8	0.6	28.2	28.3	-0.1	26.9	26.7	0.2	13.6	13.7	-0.1
Sample	909	981	-72	126	152	-26	197	219	-22	220	227	-7	350	368	-18	263	277	-14	325	345	-20	152	160	-8

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	92.4	90.8	1.6
Sample Size	909	981	-72

	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	3:24	3:19	0:04	3:41	3:13	0:27	3:36	3:38	-0:02	2:28	2:12	0:15	2:13	2:16	-0:02	2:51	3:12	-0:20	3:38	3:39	-0:01
Coast	2:32	2:30	0:01	2:28	2:56	-0:28	2:57	3:11	-0:13	2:00	1:41	0:19	1:08	1:10	-0:02	0:51	0:51	-0:00	3:03	3:02	0:01
Edge	1:52	1:53	-0:00	1:57	1:47	0:10	1:56	1:53	0:02	1:42	1:39	0:03	1:15	1:15	-0:00	1:05	1:09	-0:03	1:43	1:36	0:06
George FM	2:30	2:36	-0:06	2:51	3:09	-0:17	3:55	4:06	-0:11	1:50	1:46	0:04	0:58	0:58	0:00	1:54	1:47	0:07	2:22	2:20	0:01
Gold	3:46	3:16	0:29	4:40	4:40	0:00	4:02	3:07	0:54	3:05	2:59	0:05	2:47	2:25	0:22	3:30	2:50	0:39	3:11	2:58	0:12
Gold Sport	2:30	2:30	0:00	2:28	3:06	-0:37	3:51	3:34	0:16	1:30	1:30	0:00	*	*	*	*	*	*	2:16	2:14	0:01
Life FM	2:30	2:29	0:01	3:27	4:51	-1:24	1:18	1:55	-0:36	1:08	1:33	-0:24	2:15	2:38	-0:22	0:57	0:59	-0:02	2:00	2:10	-0:10
Magic	3:18	3:20	-0:02	2:55	3:25	-0:30	3:23	3:52	-0:29	1:46	1:54	-0:07	1:58	2:34	-0:35	1:05	1:25	-0:19	3:25	3:50	-0:24
More FM	2:31	2:36	-0:05	2:50	2:59	-0:08	3:22	3:15	0:06	1:53	1:55	-0:02	1:13	1:30	-0:16	1:57	2:18	-0:21	2:22	2:40	-0:18
Newstalk ZB	5:57	5:35	0:22	4:21	4:27	-0:06	4:34	4:46	-0:11	3:20	3:26	-0:05	4:11	4:05	0:06	4:00	4:28	-0:27	5:06	5:25	-0:19
Radio Hauraki	1:39	2:19	-0:39	2:47	1:45	1:02	1:47	2:06	-0:18	1:31	2:29	-0:57	2:14	2:49	-0:35	0:42	0:48	-0:06	1:24	3:05	-1:40
Rhema	2:00	1:21	0:39	1:18	1:21	-0:02	2:04	1:44	0:19	0:51	1:06	-0:15	0:55	1:15	-0:20	1:25	0:57	0:27	1:19	1:19	-0:00
Rock	3:17	3:21	-0:04	4:28	4:57	-0:29	4:26	4:58	-0:31	2:06	1:59	0:07	3:24	3:50	-0:26	1:29	2:08	-0:38	3:12	3:28	-0:15
SENZ Sport	2:24	2:34	-0:10	2:53	2:54	-0:00	1:27	1:27	-0:00	2:02	2:04	-0:02	2:35	2:06	0:28	1:17	1:23	-0:05	1:43	1:31	0:11
Star	1:58	1:34	0:24	5:35	6:07	-0:32	4:11	4:13	-0:01	2:36	2:37	-0:01	1:01	0:59	0:02	*	1:15	*	2:15	2:37	-0:21
The Hits	2:30	2:32	-0:01	3:41	3:47	-0:05	3:14	3:12	0:02	1:59	1:48	0:11	1:56	2:06	-0:09	4:11	4:12	-0:01	2:18	2:13	0:05
The Sound	3:19	3:05	0:13	3:45	3:51	-0:05	4:22	4:35	-0:13	1:44	1:56	-0:12	1:26	1:42	-0:15	1:25	3:00	-1:34	4:17	4:33	-0:15
ZM	1:36	1:46	-0:10	4:19	3:56	0:23	2:33	3:10	-0:37	1:26	1:23	0:03	1:07	1:08	-0:00	0:25	0:22	0:02	1:10	1:22	-0:11
MediaWorks Combo	3:31	3:34	-0:03	3:53	3:58	-0:04	4:16	4:19	-0:02	2:21	2:19	0:02	2:06	2:18	-0:12	2:11	2:38	-0:27	3:33	3:38	-0:05
NZME Combo	3:47	3:49	-0:02	3:58	4:04	-0:05	3:39	3:53	-0:14	2:28	2:33	-0:05	3:05	3:17	-0:11	3:25	3:45	-0:19	3:27	3:52	-0:25
All Commercial Radio	4:29	4:35	-0:05	4:49	5:01	-0:11	5:04	5:15	-0:11	2:54	2:56	-0:02	2:47	3:05	-0:18	3:20	3:50	-0:29	4:13	4:32	-0:19

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui