



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	All 10+				People 10-17				People 18-34				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	10.3	9.5	0.8	3	5.4	3.6	1.8		6.3	5.4	0.9		10.5	10.3	0.2		11.7	11.0	0.7		13.0	12.7	0.3		13.9	13.2	0.7		9.9	8.3	1.6	
Coast	2.0	1.9	0.1	12	*	0.2	*		1.3	1.1	0.2		0.3	0.4	-0.1		0.8	0.7	0.1		2.1	1.5	0.6		2.9	2.3	0.6		0.7	0.8	-0.1	
Edge	8.5	7.3	1.2	5	18.7	16.4	2.3		19.4	14.1	5.3		11.0	10.8	0.2		8.5	8.4	0.1		4.0	3.4	0.6		2.1	1.4	0.7		8.2	9.1	-0.9	
Flava	0.1	*	*	19	0.2	*	*		0.3	*	*		0.2	*	*		0.1	*	*		*	*	*		*	*	*		*	*	*	
Magic Music & Talk*	8.7	9.5	-0.8	4	0.2	0.9	-0.7		0.4	1.2	-0.8		1.3	2.3	-1.0		4.2	4.6	-0.4		10.6	13.1	-2.5		16.4	22.4	-6.0		5.1	5.9	-0.8	
Mai FM	3.2	3.8	-0.6	10	9.4	9.6	-0.2		8.6	9.8	-1.2		6.1	5.8	0.3		4.3	3.7	0.6		0.7	0.2	0.5		*	0.1	*		3.0	3.8	-0.8	
Mix	0.2	0.1	0.1	18	*	0.1	*		0.4	0.2	0.2		0.4	0.3	0.1		0.3	0.2	0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.3	-0.2	
More FM	13.2	12.4	0.8	2	13.9	17.1	-3.2		8.4	8.7	-0.3		11.4	9.0	2.4		12.2	11.7	0.5		17.5	16.5	1.0		18.0	14.9	3.1		21.6	21.6	0.0	
Newstalk ZB	15.2	14.0	1.2	1	2.2	3.5	-1.3		6.7	5.1	1.6		5.2	3.3	1.9		8.3	7.9	0.4		12.6	14.7	-2.1		21.4	19.5	1.9		6.3	9.4	-3.1	
Pulzar FM	0.6	0.7	-0.1	15	1.7	2.7	-1.0		0.6	1.1	-0.5		1.1	0.9	0.2		0.9	0.7	0.2		0.2	0.2	0.0		*	*	*		0.4	*	*	
Radio Hauraki	2.8	4.3	-1.5	11	3.0	3.2	-0.2		3.4	6.5	-3.1		6.7	8.2	-1.5		4.8	6.5	-1.7		1.2	3.1	-1.9		0.6	1.6	-1.0		3.3	4.0	-0.7	
Radio Sport	1.6	1.7	-0.1	13	0.2	0.2	0.0		0.4	0.4	0.0		1.0	0.8	0.2		1.8	1.6	0.2		2.4	2.3	0.1		2.1	1.7	0.4		0.5	1.5	-1.0	
Rhema	0.8	1.1	-0.3	14	2.8	1.9	0.9		0.1	0.3	-0.2		0.4	1.2	-0.8		1.0	1.5	-0.5		1.4	1.5	-0.1		0.5	0.8	-0.3		0.9	1.6	-0.7	
Rock	8.2	10.0	-1.8	6	11.3	11.4	-0.1		12.0	16.1	-4.1		13.0	17.6	-4.6		12.6	13.7	-1.1		8.0	6.2	1.8		2.3	3.5	-1.2		8.6	4.9	3.7	
Star	0.4	0.5	-0.1	17	*	1.1	*		0.1	0.4	-0.3		0.1	0.1	0.0		0.3	0.3	0.0		0.4	0.8	-0.4		0.4	0.7	-0.3		0.2	0.5	-0.3	
Tahu FM	0.6	0.2	0.4	15	*	*	*		1.9	0.2	1.7		0.5	0.2	0.3		0.3	0.2	0.1		0.2	0.1	0.1		0.4	0.3	0.1		1.1	0.7	0.4	
The Hits	3.9	3.4	0.5	9	5.2	7.7	-2.5		4.6	4.0	0.6		6.7	4.2	2.5		5.0	4.0	1.0		2.8	2.7	0.1		3.1	2.2	0.9		7.5	3.9	3.6	
The Sound	8.1	9.3	-1.2	7	6.6	9.0	-2.4		6.3	8.9	-2.6		9.4	9.4	0.0		10.6	11.5	-0.9		13.7	14.0	-0.3		8.7	8.6	0.1		5.6	7.6	-2.0	
ZM	6.5	5.4	1.1	8	17.7	8.8	8.9		13.8	11.2	2.6		11.3	10.8	0.5		7.9	7.4	0.5		1.9	1.7	0.2		1.0	1.2	-0.2		11.2	9.3	1.9	
Others	5.2	4.8	0.4		1.6	2.6	-1.0		4.8	5.2	-0.4		3.3	4.3	-1.0		4.5	4.3	0.2		7.3	5.4	1.9		6.1	5.5	0.6		6.0	6.9	-0.9	
MediaWorks Combo	60.7	62.2	-1.5		65.7	68.4	-2.7		62.7	65.3	-2.6		63.4	65.8	-2.4		64.5	65.1	-0.6		67.5	66.0	1.5		61.9	64.1	-2.2		62.0	61.1	0.9	
NZME Combo	33.0	31.3	1.7		28.5	23.7	4.8		31.3	28.8	2.5		31.9	28.2	3.7		30.2	28.8	1.4		25.3	26.8	-1.5		32.2	28.6	3.6		30.5	30.1	0.4	
NZME and Partners	33.6	32.0	1.6		30.2	26.4	3.8		31.9	29.9	2.0		33.0	29.1	3.9		31.0	29.6	1.4		25.6	27.0	-1.4		32.2	28.6	3.6		30.9	30.1	0.8	
Potential (000)	487.6	487.6	0.0		54.3	50.7	3.6		141.8	145.4	-3.6		150.5	150.5	0.0		224.6	224.6	0.0		139.9	139.9	0.0		113.9	113.9	0.0		71.7	77.2	-5.5	
Sample	1,628	1,557	71		179	142	37		379	384	-5		488	473	15		815	792	23		513	534	-21		389	399	-10		280	279	1	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

NZME and Partners Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Pulzar FM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,628	1,557	71

	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	9.5	7.9	1.6	3	12.0	11.2	0.8		11.4	11.1	0.3		10.0	9.5	0.5		5.0	4.7	0.3		4.7	3.7	1.0		11.1	10.6	0.5	
Coast	1.8	2.0	-0.2	12	1.6	1.7	-0.1		1.6	1.4	0.2		1.8	1.8	0.0		0.8	1.4	-0.6		5.2	4.2	1.0		2.5	2.3	0.2	
Edge	8.5	6.5	2.0	4	7.2	6.0	1.2		9.4	8.3	1.1		10.8	9.6	1.2		7.3	7.7	-0.4		6.0	3.8	2.2		8.1	7.8	0.3	
Flava	0.1	*	*	19	*	*	*		0.1	*	*		*	*	*		*	*	*		*	*	*		0.1	*	*	
Magic Music & Talk*	6.7	9.5	-2.8	6	9.1	8.2	0.9		8.6	7.7	0.9		7.4	6.7	0.7		12.3	15.1	-2.8		12.2	16.0	-3.8		9.4	10.6	-1.2	
Mai FM	3.2	4.1	-0.9	9	3.4	3.3	0.1		3.5	3.0	0.5		4.6	4.4	0.2		3.1	3.6	-0.5		2.3	9.6	-7.3		2.4	3.4	-1.0	
Mix	0.2	*	*	18	0.1	0.1	0.0		0.2	0.2	0.0		0.1	0.1	0.0		0.2	0.2	0.0		0.1	*	*		0.2	0.1	0.1	
More FM	19.2	18.9	0.3	1	13.9	11.3	2.6		12.7	10.9	1.8		12.6	13.7	-1.1		5.1	6.4	-1.3		7.0	7.7	-0.7		11.3	10.9	0.4	
Newstalk ZB	17.4	16.5	0.9	2	10.6	11.1	-0.5		8.2	6.8	1.4		11.2	8.7	2.5		30.0	28.7	1.3		39.7	35.3	4.4		16.8	15.0	1.8	
Pulzar FM	0.5	0.9	-0.4	15	0.5	0.5	0.0		0.5	0.8	-0.3		0.6	1.4	-0.8		1.0	0.4	0.6		0.4	0.3	0.1		0.8	0.3	0.5	
Radio Hauraki	3.2	4.0	-0.8	9	2.9	5.0	-2.1		3.9	6.0	-2.1		2.8	6.3	-3.5		1.4	1.7	-0.3		1.0	1.4	-0.4		2.0	2.7	-0.7	
Radio Sport	1.5	1.5	0.0	13	1.3	1.7	-0.4		1.5	1.7	-0.2		1.9	1.4	0.5		1.4	1.5	-0.1		0.9	0.6	0.3		2.1	2.4	-0.3	
Rhema	1.0	1.2	-0.2	14	0.8	0.8	0.0		0.6	0.6	0.0		1.1	2.0	-0.9		1.2	0.8	0.4		0.4	0.5	-0.1		0.7	1.4	-0.7	
Rock	7.3	8.2	-0.9	5	9.8	12.5	-2.7		10.7	14.7	-4.0		9.0	10.9	-1.9		4.6	6.6	-2.0		2.3	3.3	-1.0		7.2	7.2	0.0	
Star	0.4	0.6	-0.2	16	0.2	0.3	-0.1		0.2	0.4	-0.2		0.4	0.2	0.2		0.6	0.8	-0.2		0.4	1.0	-0.6		0.4	0.8	-0.4	
Tahu FM	0.4	0.1	0.3	16	0.8	0.2	0.6		0.5	0.2	0.3		0.3	0.1	0.2		0.3	0.2	0.1		0.2	*	*		1.0	0.3	0.7	
The Hits	3.0	2.0	1.0	11	5.0	4.3	0.7		5.2	4.4	0.8		4.3	3.6	0.7		2.1	3.4	-1.3		0.8	1.4	-0.6		3.4	3.4	0.0	
The Sound	6.4	6.8	-0.4	7	9.5	11.6	-2.1		10.5	11.9	-1.4		7.7	8.7	-1.0		7.9	5.8	2.1		4.0	3.8	0.2		7.2	9.6	-2.4	
ZM	6.3	6.0	0.3	8	6.8	6.2	0.6		6.3	6.0	0.3		7.8	6.1	1.7		7.5	3.9	3.6		6.4	1.8	4.6		5.9	4.7	1.2	
Others	3.3	3.4	-0.1		4.5	4.2	0.3		4.3	4.1	0.2		5.7	4.7	1.0		8.2	7.1	1.1		6.0	5.5	0.5		7.3	6.5	0.8	
MedialWorks Combo	61.1	62.1	-1.0		65.1	64.1	1.0		67.3	67.8	-0.5		62.7	64.2	-1.5		46.4	51.1	-4.7		41.5	49.1	-7.6		57.1	60.4	-3.3	
NZME Combo	34.4	32.5	1.9		29.7	30.9	-1.2		28.2	26.6	1.6		30.3	28.1	2.2		43.4	40.8	2.6		55.0	45.6	9.4		33.5	30.8	2.7	
NZME and Partners	34.9	33.4	1.5		30.3	31.3	-1.0		28.6	27.4	1.2		30.9	29.5	1.4		44.4	41.2	3.2		55.4	45.9	9.5		34.3	31.1	3.2	

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 - Saturday November 10 2018.



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019
 Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	All 10+				People 10-17			People 18-34			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	80.1	70.4	9.7	3	4.9	4.6	0.3	18.5	16.2	2.3	26.6	20.5	6.1	41.0	33.3	7.7	28.8	27.4	1.4	26.6	25.2	1.4	13.5	13.5	0.0
Coast	16.8	16.8	0.0	13	*	0.6	*	2.1	1.9	0.2	2.2	2.3	-0.1	5.7	6.0	-0.3	6.5	7.3	-0.8	6.8	7.4	-0.6	1.9	2.8	-0.9
Edge	97.4	85.1	12.3	2	15.7	15.4	0.3	54.0	46.7	7.3	44.9	35.9	9.0	52.7	43.1	9.6	13.6	12.3	1.3	6.2	5.7	0.5	18.5	15.3	3.2
Flava	3.0	1.4	1.6	19	0.3	0.4	-0.1	2.6	1.0	1.6	2.6	1.0	1.6	2.6	1.0	1.6	*	*	*	*	*	*	*	*	*
Magic Music & Talk*	52.7	58.0	-5.3	8	0.5	1.6	-1.1	2.6	6.3	-3.7	5.9	10.0	-4.1	16.4	21.4	-5.0	21.9	26.7	-4.8	26.1	26.5	-0.4	5.6	7.1	-1.5
Mai FM	29.3	31.2	-1.9	11	3.9	4.2	-0.3	19.5	21.1	-1.6	15.3	16.7	-1.4	17.6	18.2	-0.6	2.9	2.1	0.8	0.5	0.8	-0.3	5.3	6.3	-1.0
Mix	3.2	2.8	0.4	18	0.2	0.2	0.0	1.5	2.0	-0.5	1.1	1.9	-0.8	1.5	2.1	-0.6	1.0	0.5	0.5	1.1	0.3	0.8	0.1	1.3	-1.2
More FM	105.1	102.7	2.4	1	15.2	15.3	-0.1	23.5	25.0	-1.5	30.8	30.8	0.0	47.2	47.0	0.2	36.9	36.2	0.7	26.8	25.8	1.0	22.8	24.1	-1.3
Newstalk ZB	67.2	70.1	-2.9	5	2.3	4.1	-1.8	9.8	7.3	2.5	11.3	5.8	5.5	24.2	21.0	3.2	22.7	26.1	-3.4	23.8	24.1	-0.3	6.7	7.8	-1.1
Pulzar FM	8.2	11.9	-3.7	14	1.3	2.6	-1.3	3.2	6.6	-3.4	3.8	4.0	-0.2	5.2	4.9	0.3	1.7	1.1	0.6	0.5	0.5	0.0	0.7	0.3	0.4
Radio Hauraki	30.0	36.8	-6.8	10	2.2	2.8	-0.6	13.6	17.7	-4.1	19.9	21.2	-1.3	23.0	25.9	-2.9	3.9	7.1	-3.2	2.1	3.2	-1.1	6.1	6.6	-0.5
Radio Sport	18.3	19.8	-1.5	12	1.2	0.9	0.3	1.8	2.6	-0.8	3.8	4.1	-0.3	8.7	8.4	0.3	7.9	8.3	-0.4	5.9	7.3	-1.4	2.0	2.1	-0.1
Rhema	6.5	10.2	-3.7	16	1.5	2.0	-0.5	1.2	1.9	-0.7	1.3	2.3	-1.0	2.6	4.6	-2.0	2.1	3.7	-1.6	1.0	2.0	-1.0	0.7	1.0	-0.3
Rock	68.1	76.4	-8.3	4	8.6	8.1	0.5	29.1	38.5	-9.4	34.2	40.8	-6.6	43.5	49.2	-5.7	13.6	13.9	-0.3	6.0	7.3	-1.3	12.1	9.5	2.6
Star	4.9	8.0	-3.1	17	0.2	1.6	-1.4	0.4	2.0	-1.6	1.3	1.4	-0.1	1.9	2.4	-0.5	1.6	2.7	-1.1	1.6	2.5	-0.9	0.3	0.3	0.0
Tahu FM	6.6	4.0	2.6	15	0.3	0.4	-0.1	4.1	1.7	2.4	2.6	2.6	0.0	2.8	2.8	0.0	1.0	0.3	0.7	1.3	0.7	0.6	2.4	2.1	0.3
The Hits	33.7	29.6	4.1	9	3.6	4.7	-1.1	13.5	10.7	2.8	16.7	11.4	5.3	20.5	15.7	4.8	6.7	7.3	-0.6	5.0	4.9	0.1	7.3	5.7	1.6
The Sound	53.5	57.7	-4.2	7	5.3	7.4	-2.1	10.5	14.6	-4.1	15.4	17.0	-1.6	27.8	29.7	-1.9	27.6	25.4	2.2	19.0	16.2	2.8	8.0	8.0	0.0
ZM	61.8	55.0	6.8	6	12.3	7.9	4.4	30.0	29.8	0.2	30.6	24.6	6.0	35.0	28.1	6.9	7.0	6.6	0.4	3.7	3.7	0.0	12.2	11.8	0.4
Others	48.0	48.4	-0.4		3.5	3.5	0.0	12.4	17.4	-5.0	15.1	17.7	-2.6	23.7	25.1	-1.4	15.6	13.3	2.3	11.7	9.7	2.0	6.9	8.6	-1.7
MediaWorks Combo	314.6	313.7	0.9		33.8	34.7	-0.9	98.1	100.9	-2.8	108.6	106.3	2.3	157.6	154.4	3.2	94.6	96.2	-1.6	72.7	73.1	-0.4	53.5	55.3	-1.8
NZME Combo	191.8	188.2	3.6		19.1	16.6	2.5	59.4	60.7	-1.3	69.1	59.6	9.5	96.7	87.7	9.0	47.2	49.9	-2.7	40.3	40.7	-0.4	31.9	32.4	-0.5
NZME and Partners	195.9	194.7	1.2		19.1	17.2	1.9	61.7	65.4	-3.7	71.4	61.9	9.5	99.7	90.3	9.4	47.8	50.1	-2.3	40.3	41.0	-0.7	32.4	32.4	0.0
All Commercial Radio	390.4	390.5	-0.1		41.4	39.8	1.6	112.6	117.4	-4.8	128.9	127.2	1.7	189.9	188.7	1.2	115.8	117.8	-2.0	91.0	90.8	0.2	63.4	66.2	-2.8
Potential (000)	487.6	487.6	0.0		54.3	50.7	3.6	141.8	145.4	-3.6	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	71.7	77.2	-5.5
Sample	1,628	1,557	71		179	142	37	379	384	-5	488	473	15	815	792	23	513	534	-21	389	399	-10	280	279	1

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,628	1,557	71

	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	45.0	37.5	7.5	4	40.7	37.8	2.9	47.2	46.0	1.2	35.0	35.9	-0.9	13.8	16.1	-2.3	5.4	6.0	-0.6	43.8	44.4	-0.6
Coast	7.7	8.0	-0.3	12	8.1	8.0	0.1	8.4	8.9	-0.5	7.4	7.6	-0.2	2.8	4.1	-1.3	3.6	3.1	0.5	9.6	9.8	-0.2
Edge	55.5	46.8	8.7	2	36.8	30.2	6.6	53.5	44.4	9.1	49.7	36.9	12.8	23.0	22.7	0.3	10.2	9.8	0.4	58.9	51.7	7.2
Flava	1.7	1.0	0.7	19	0.2	*	*	1.3	*	*	0.2	*	*	0.2	0.2	0.0	*	*	*	1.7	0.2	1.5
Magic Music & Talk*	28.1	35.7	-7.6	7	29.4	28.9	0.5	27.7	27.2	0.5	25.1	25.1	0.0	15.4	19.7	-4.3	11.4	13.7	-2.3	32.6	34.4	-1.8
Mai FM	17.7	16.4	1.3	9	11.7	11.9	-0.2	15.7	14.1	1.6	14.9	15.2	-0.3	7.4	9.2	-1.8	3.7	8.0	-4.3	15.7	19.2	-3.5
Mix	2.0	0.7	1.3	18	1.4	1.2	0.2	1.5	1.4	0.1	0.6	1.1	-0.5	0.8	1.0	-0.2	0.2	*	*	1.5	1.0	0.5
More FM	70.0	70.0	0.0	1	44.6	40.7	3.9	49.8	50.1	-0.3	52.1	52.6	-0.5	17.7	20.4	-2.7	8.9	12.8	-3.9	64.5	58.3	6.2
Newstalk ZB	48.8	50.9	-2.1	3	33.0	32.4	0.6	28.6	29.3	-0.7	29.4	29.4	0.0	30.5	29.0	1.5	22.5	25.2	-2.7	49.9	47.9	2.0
Pulzar FM	3.4	5.8	-2.4	16	2.7	3.7	-1.0	3.3	6.4	-3.1	2.2	4.3	-2.1	1.7	2.3	-0.6	1.2	1.3	-0.1	3.2	3.5	-0.3
Radio Hauraki	17.3	22.1	-4.8	10	14.6	18.0	-3.4	18.4	19.5	-1.1	13.3	19.5	-6.2	5.9	6.5	-0.6	1.3	2.2	-0.9	16.3	21.9	-5.6
Radio Sport	7.3	7.7	-0.4	13	5.8	7.9	-2.1	8.9	10.7	-1.8	9.8	9.5	0.3	3.3	3.5	-0.2	0.6	0.4	0.2	12.6	15.3	-2.7
Rhema	3.9	5.2	-1.3	14	3.2	2.7	0.5	3.3	4.3	-1.0	2.3	3.9	-1.6	1.4	2.2	-0.8	1.2	1.6	-0.4	3.2	6.2	-3.0
Rock	36.5	42.1	-5.6	5	31.3	33.6	-2.3	38.9	43.1	-4.2	31.7	39.5	-7.8	11.5	15.7	-4.2	5.4	7.4	-2.0	39.1	43.2	-4.1
Star	2.5	2.3	0.2	17	1.3	0.9	0.4	1.2	2.7	-1.5	2.2	1.7	0.5	1.4	0.7	0.7	0.7	1.2	-0.5	3.0	4.0	-1.0
Tahu FM	3.8	1.3	2.5	15	3.5	2.2	1.3	4.7	2.2	2.5	1.8	1.2	0.6	1.8	0.9	0.9	1.0	*	*	3.9	1.8	2.1
The Hits	16.6	13.0	3.6	11	17.2	13.3	3.9	17.3	15.4	1.9	16.3	15.3	1.0	7.7	7.8	-0.1	1.7	2.4	-0.7	21.0	18.6	2.4
The Sound	27.8	29.4	-1.6	8	26.5	28.8	-2.3	27.2	33.7	-6.5	28.6	32.1	-3.5	13.1	10.2	2.9	6.5	6.1	0.4	33.0	35.9	-2.9
ZM	36.5	36.0	0.5	5	29.0	22.9	6.1	30.5	27.8	2.7	32.0	30.0	2.0	14.2	13.5	0.7	5.3	5.1	0.2	36.5	30.5	6.0
Others	21.1	20.5	0.6		15.0	14.9	0.1	17.3	18.4	-1.1	18.5	19.4	-0.9	11.5	9.6	1.9	5.2	6.3	-1.1	28.8	29.1	-0.3
MediaWorks Combo	216.2	217.0	-0.8		178.3	170.6	7.7	205.2	197.5	7.7	196.8	193.4	3.4	90.0	97.3	-7.3	45.5	55.3	-9.8	227.6	230.2	-2.6
NZME Combo	126.4	124.9	1.5		101.8	96.0	5.8	104.8	100.7	4.1	99.9	101.8	-1.9	62.6	62.1	0.5	33.4	36.4	-3.0	134.0	130.1	3.9
NZME and Partners	127.5	127.9	-0.4		103.1	98.6	4.5	106.6	105.5	1.1	101.8	105.3	-3.5	64.3	64.1	0.2	34.6	37.7	-3.1	135.7	131.6	4.1
All Commercial Radio	302.1	302.3	-0.2		245.2	238.9	6.3	271.7	266.9	4.8	264.3	264.9	-0.6	146.1	154.2	-8.1	78.5	88.5	-10.0	315.3	314.7	0.6

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 - Saturday November 10 2018.



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	All 10+			People 10-17			People 18-34			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	8:38	9:40	-1:02	5:31	3:55	1:35	5:38	6:50	-1:11	8:09	11:15	-3:05	9:17	11:50	-2:32	9:39	11:27	-1:47	9:21	9:48	-0:27	8:20	7:23	0:56
Coast	7:48	8:15	-0:27	*	1:27	*	10:25	12:32	-2:07	2:42	3:56	-1:14	4:37	4:11	0:25	6:52	5:05	1:47	7:45	5:47	1:57	4:05	3:21	0:44
Edge	5:50	6:11	-0:20	6:00	5:17	0:43	5:54	6:09	-0:14	5:03	6:40	-1:37	5:14	7:00	-1:45	6:21	6:45	-0:24	6:16	4:30	1:45	5:01	7:10	-2:09
Flava	1:52	0:19	1:33	2:46	0:30	2:16	1:45	0:15	1:30	1:45	0:15	1:30	1:45	0:15	1:30	*	*	*	*	*	*	*	*	*
Magic Music & Talk*	11:07	11:42	-0:34	1:40	2:58	-1:18	2:35	3:50	-1:15	4:33	5:12	-0:38	8:21	7:40	0:40	10:21	12:08	-1:46	11:20	15:48	-4:28	10:13	9:54	0:19
Mai FM	7:22	8:49	-1:26	12:16	11:17	0:59	7:16	9:24	-2:07	8:15	7:45	0:30	7:56	7:18	0:37	4:54	1:57	2:56	0:47	1:30	-0:43	6:16	7:14	-0:57
Mix	3:45	2:46	0:59	1:15	1:15	0:00	4:54	2:28	2:25	6:39	3:04	3:34	6:36	2:59	3:37	2:25	3:18	-0:53	1:27	4:00	-2:32	6:45	3:13	3:31
More FM	8:28	8:39	-0:11	4:36	5:34	-0:58	5:54	7:02	-1:07	7:37	6:33	1:04	8:27	8:55	-0:28	10:12	11:15	-1:03	12:03	10:46	1:16	10:42	10:47	-0:05
Newstalk ZB	15:10	14:23	0:47	4:45	4:11	0:34	11:17	14:22	-3:04	9:26	12:47	-3:21	11:14	13:21	-2:07	11:58	13:53	-1:55	16:09	15:03	1:06	10:39	14:27	-3:47
Pulzar FM	5:01	4:01	1:00	6:27	5:09	1:18	3:02	3:20	-0:17	6:09	5:00	1:09	5:27	5:13	0:14	3:06	4:53	-1:47	0:30	0:45	-0:15	6:44	1:00	5:44
Radio Hauraki	6:18	8:21	-2:03	6:39	5:42	0:56	4:10	7:27	-3:17	6:53	8:37	-1:44	6:47	8:54	-2:07	6:25	10:47	-4:21	4:45	9:39	-4:53	6:04	7:21	-1:17
Radio Sport	5:50	6:14	-0:23	0:52	1:21	-0:28	3:27	3:04	0:22	5:25	4:21	1:03	6:38	6:56	-0:17	6:22	6:42	-0:20	6:13	4:17	1:55	2:32	8:11	-5:38
Rhema	8:39	7:42	0:57	9:33	4:41	4:51	1:50	2:55	-1:05	7:06	11:32	-4:26	12:21	11:32	0:49	13:56	10:08	3:48	8:10	7:18	0:52	14:10	19:19	-5:08
Rock	8:06	9:24	-1:17	6:34	7:01	-0:26	6:47	8:31	-1:44	7:51	9:36	-1:44	9:25	9:57	-0:32	12:39	10:54	1:44	6:56	9:00	-2:04	8:01	6:14	1:46
Star	4:53	4:44	0:08	0:15	3:27	-3:12	3:14	3:52	-0:38	2:01	1:55	0:06	4:22	5:09	-0:47	5:47	7:13	-1:26	4:29	5:17	-0:47	6:45	24:00	-17:14
Tahu FM	6:00	3:00	3:00	0:30	0:30	0:00	7:31	2:18	5:12	3:54	2:01	1:52	3:59	2:18	1:41	3:25	4:54	-1:29	5:04	7:21	-2:17	5:11	3:53	1:17
The Hits	7:44	8:16	-0:31	7:20	8:03	-0:43	5:35	7:31	-1:56	8:16	8:13	0:02	7:57	9:01	-1:04	9:02	9:02	-0:00	11:06	8:24	2:42	11:31	8:11	3:19
The Sound	10:08	11:33	-1:24	6:13	6:03	0:09	9:52	12:26	-2:33	12:32	12:16	0:15	12:30	13:53	-1:22	10:40	13:35	-2:54	8:16	9:53	-1:37	7:51	11:28	-3:37
ZM	7:06	7:05	0:00	7:14	5:29	1:45	7:37	7:39	-0:02	7:37	9:48	-2:11	7:22	9:23	-2:00	5:45	6:21	-0:35	5:09	5:58	-0:49	10:25	9:31	0:53
Others	7:19	7:09	0:10	2:11	3:42	-1:30	6:25	6:05	0:20	4:34	5:22	-0:48	6:08	6:09	-0:01	10:05	10:04	0:01	9:21	10:41	-1:20	9:56	9:36	0:19
MedialWorks Combo	12:58	14:14	-1:15	9:47	9:47	-0:00	10:31	13:09	-2:37	12:02	13:47	-1:45	13:21	15:03	-1:42	15:20	16:56	-1:36	15:18	16:23	-1:04	13:06	13:21	-0:15
NZME Combo	11:34	11:56	-0:22	7:31	7:04	0:26	8:40	9:39	-0:59	9:31	10:34	-1:03	10:11	11:44	-1:33	11:32	13:15	-1:42	14:20	13:07	1:13	10:48	11:12	-0:24
NZME and Partners	11:32	11:47	-0:15	7:57	7:37	0:20	8:30	9:17	-0:47	9:32	10:29	-0:57	10:10	11:41	-1:31	11:30	13:18	-1:48	14:21	13:02	1:18	10:47	11:13	-0:25
All Commercial Radio	17:13	18:23	-1:09	12:08	12:28	-0:19	14:38	17:19	-2:40	15:59	17:31	-1:32	17:11	18:56	-1:44	18:34	20:58	-2:24	19:45	20:33	-0:48	17:49	18:13	-0:24
Potential (000)	487.6	487.6	0.0	54.3	50.7	3.6	141.8	145.4	-3.6	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	71.7	77.2	-5.5
Sample	1,628	1,557	71	179	142	37	379	384	-5	488	473	15	815	792	23	513	534	-21	389	399	-10	280	279	1

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2019

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	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,628	1,557	71

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

NZME and Partners Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Pulzar FM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 - Saturday November 10 2018.