



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	13.3	10.3	3.0	2	9.0	5.4	3.6	9.4	6.3	3.1	9.8	10.5	-0.7	10.5	11.7	-1.2	16.5	13.0	3.5	19.8	13.9	5.9	13.3	9.9	3.4
Coast	1.3	2.0	-0.7	13	0.1	*	*	0.1	1.3	-1.2	0.3	0.3	0.0	0.5	0.8	-0.3	1.0	2.1	-1.1	2.2	2.9	-0.7	0.5	0.7	-0.2
Edge	8.2	8.5	-0.3	5	15.2	18.7	-3.5	19.0	19.4	-0.4	13.8	11.0	2.8	10.4	8.5	1.9	3.4	4.0	-0.6	1.8	2.1	-0.3	12.6	8.2	4.4
Flava	0.1	0.1	0.0	19	0.3	0.2	0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Magic Music & Talk*	7.4	8.7	-1.3	8	0.3	0.2	0.1	0.3	0.4	-0.1	0.7	1.3	-0.6	2.3	4.2	-1.9	5.4	10.6	-5.2	13.0	16.4	-3.4	1.5	5.1	-3.6
Mai FM	2.4	3.2	-0.8	11	5.1	9.4	-4.3	6.9	8.6	-1.7	4.7	6.1	-1.4	3.7	4.3	-0.6	0.9	0.7	0.2	*	*	*	1.6	3.0	-1.4
Mix	0.2	0.2	0.0	18	0.4	*	*	0.4	0.4	0.0	0.4	0.4	0.0	0.4	0.3	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0
More FM	15.0	13.2	1.8	1	25.5	13.9	11.6	10.4	8.4	2.0	16.1	11.4	4.7	16.0	12.2	3.8	19.2	17.5	1.7	17.1	18.0	-0.9	22.6	21.6	1.0
Newstalk ZB	12.1	15.2	-3.1	3	1.5	2.2	-0.7	1.5	6.7	-5.2	2.6	5.2	-2.6	4.1	8.3	-4.2	9.2	12.6	-3.4	20.5	21.4	-0.9	5.5	6.3	-0.8
Pulzar FM	0.5	0.6	-0.1	17	0.7	1.7	-1.0	0.4	0.6	-0.2	1.0	1.1	-0.1	0.9	0.9	0.0	0.3	0.2	0.1	*	*	*	0.5	0.4	0.1
Radio Hauraki	2.5	2.8	-0.3	10	0.7	3.0	-2.3	5.6	3.4	2.2	4.6	6.7	-2.1	4.1	4.8	-0.7	2.2	1.2	1.0	0.7	0.6	0.1	2.0	3.3	-1.3
Radio Sport	2.0	1.6	0.4	12	0.2	0.2	0.0	0.5	0.4	0.1	1.3	1.0	0.3	1.7	1.8	-0.1	2.9	2.4	0.5	3.8	2.1	1.7	0.8	0.5	0.3
Rhema	0.7	0.8	-0.1	15	2.5	2.8	-0.3	0.9	0.1	0.8	0.5	0.4	0.1	0.8	1.0	-0.2	0.9	1.4	-0.5	0.4	0.5	-0.1	0.3	0.9	-0.6
Rock	7.5	8.2	-0.7	7	5.5	11.3	-5.8	12.6	12.0	0.6	11.8	13.0	-1.2	11.2	12.6	-1.4	7.1	8.0	-0.9	2.7	2.3	0.4	9.5	8.6	0.9
Star	0.6	0.4	0.2	16	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.5	0.4	0.1	0.6	0.4	0.2	0.3	0.2	0.1
Tahu FM	0.9	0.6	0.3	14	*	*	*	1.8	1.9	-0.1	0.4	0.5	-0.1	1.2	0.3	0.9	1.5	0.2	1.3	0.1	0.4	-0.3	0.3	1.1	-0.8
The Hits	3.5	3.9	-0.4	9	1.5	5.2	-3.7	3.6	4.6	-1.0	5.2	6.7	-1.5	4.9	5.0	-0.1	4.0	2.8	1.2	2.7	3.1	-0.4	8.1	7.5	0.6
The Sound	9.8	8.1	1.7	4	2.0	6.6	-4.6	7.1	6.3	0.8	10.2	9.4	0.8	13.7	10.6	3.1	16.6	13.7	2.9	8.0	8.7	-0.7	4.6	5.6	-1.0
ZM	7.8	6.5	1.3	6	27.7	17.7	10.0	18.1	13.8	4.3	13.3	11.3	2.0	9.5	7.9	1.6	2.0	1.9	0.1	1.3	1.0	0.3	12.2	11.2	1.0
Others	4.2	5.2	-1.0		1.7	1.6	0.1	1.2	4.8	-3.6	2.8	3.3	-0.5	3.8	4.5	-0.7	6.3	7.3	-1.0	5.3	6.1	-0.8	3.6	6.0	-2.4
MediaWorks Combo	63.7	60.7	3.0		63.1	65.7	-2.6	65.6	62.7	2.9	67.2	63.4	3.8	67.9	64.5	3.4	69.1	67.5	1.6	62.7	61.9	0.8	65.6	62.0	3.6
NZME Combo	30.2	33.0	-2.8		32.4	28.5	3.9	30.0	31.3	-1.3	28.0	31.9	-3.9	26.0	30.2	-4.2	23.3	25.3	-2.0	32.5	32.2	0.3	29.7	30.5	-0.8
NZME and Partners	30.7	33.6	-2.9		33.1	30.2	2.9	30.4	31.9	-1.5	29.0	33.0	-4.0	26.8	31.0	-4.2	23.6	25.6	-2.0	32.5	32.2	0.3	30.2	30.9	-0.7
Potential (000)	487.6	487.6	0.0		57.2	54.3	2.9	138.9	141.8	-2.9	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	78.9	71.7	7.2
Sample	1,640	1,628	12		180	179	1	391	379	12	504	488	16	758	815	-57	484	513	-29	447	389	58	298	280	18

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,640	1,628	12

	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	11.2	9.5	1.7	3	15.2	12.0	3.2	15.0	11.4	3.6	11.0	10.0	1.0	11.2	5.0	6.2	23.3	4.7	18.6	11.7	11.1	0.6
Coast	0.6	1.8	-1.2	15	1.2	1.6	-0.4	1.4	1.6	-0.2	1.4	1.8	-0.4	1.0	0.8	0.2	0.9	5.2	-4.3	1.9	2.5	-0.6
Edge	8.0	8.5	-0.5	4	6.6	7.2	-0.6	8.1	9.4	-1.3	10.7	10.8	-0.1	7.7	7.3	0.4	5.4	6.0	-0.6	9.2	8.1	1.1
Flava	0.1	0.1	0.0	19	*	*	*	0.1	0.1	0.0	0.1	*	*	0.2	*	*	*	*	*	0.1	0.1	0.0
Magic Music & Talk*	6.7	6.7	0.0	7	8.4	9.1	-0.7	7.9	8.6	-0.7	5.4	7.4	-2.0	8.1	12.3	-4.2	7.7	12.2	-4.5	7.4	9.4	-2.0
Mai FM	2.5	3.2	-0.7	11	3.0	3.4	-0.4	2.5	3.5	-1.0	3.3	4.6	-1.3	1.5	3.1	-1.6	1.2	2.3	-1.1	1.8	2.4	-0.6
Mix	0.2	0.2	0.0	18	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.1	0.3	0.3	0.2	0.1	0.2	0.1	0.1	0.3	0.2	0.1
More FM	20.3	19.2	1.1	1	16.5	13.9	2.6	15.8	12.7	3.1	14.0	12.6	1.4	5.4	5.1	0.3	5.3	7.0	-1.7	12.5	11.3	1.2
Newstalk ZB	15.6	17.4	-1.8	2	8.5	10.6	-2.1	7.0	8.2	-1.2	9.1	11.2	-2.1	23.8	30.0	-6.2	23.6	39.7	-16.1	13.8	16.8	-3.0
Pulzar FM	0.5	0.5	0.0	17	0.3	0.5	-0.2	0.3	0.5	-0.2	0.4	0.6	-0.2	1.4	1.0	0.4	*	0.4	*	1.0	0.8	0.2
Radio Hauraki	2.8	3.2	-0.4	10	2.4	2.9	-0.5	3.3	3.9	-0.6	2.7	2.8	-0.1	1.9	1.4	0.5	0.9	1.0	-0.1	1.8	2.0	-0.2
Radio Sport	2.1	1.5	0.6	12	1.1	1.3	-0.2	0.8	1.5	-0.7	1.8	1.9	-0.1	3.1	1.4	1.7	7.6	0.9	6.7	2.8	2.1	0.7
Rhema	0.8	1.0	-0.2	13	0.5	0.8	-0.3	0.4	0.6	-0.2	0.7	1.1	-0.4	1.5	1.2	0.3	1.8	0.4	1.4	0.7	0.7	0.0
Rock	6.7	7.3	-0.6	7	8.2	9.8	-1.6	8.2	10.7	-2.5	10.3	9.0	1.3	4.9	4.6	0.3	4.7	2.3	2.4	6.2	7.2	-1.0
Star	0.8	0.4	0.4	13	0.5	0.2	0.3	0.5	0.2	0.3	0.5	0.4	0.1	0.8	0.6	0.2	0.6	0.4	0.2	0.7	0.4	0.3
Tahu FM	0.6	0.4	0.2	15	1.3	0.8	0.5	0.9	0.5	0.4	0.4	0.3	0.1	0.2	0.3	-0.1	0.2	0.2	0.0	1.5	1.0	0.5
The Hits	3.2	3.0	0.2	9	4.3	5.0	-0.7	4.2	5.2	-1.0	3.8	4.3	-0.5	2.2	2.1	0.1	1.3	0.8	0.5	3.1	3.4	-0.3
The Sound	6.8	6.4	0.4	6	11.1	9.5	1.6	12.7	10.5	2.2	9.9	7.7	2.2	8.6	7.9	0.7	2.4	4.0	-1.6	9.7	7.2	2.5
ZM	7.7	6.3	1.4	5	7.1	6.8	0.3	6.8	6.3	0.5	9.1	7.8	1.3	12.2	7.5	4.7	8.5	6.4	2.1	7.4	5.9	1.5
Others	2.7	3.3	-0.6		3.7	4.5	-0.8	3.9	4.3	-0.4	5.0	5.7	-0.7	4.1	8.2	-4.1	4.1	6.0	-1.9	6.1	7.3	-1.2
MediaWorks Combo	62.3	61.1	1.2		69.1	65.1	4.0	70.3	67.3	3.0	64.6	62.7	1.9	47.8	46.4	1.4	51.9	41.5	10.4	58.8	57.1	1.7
NZME Combo	33.1	34.4	-1.3		25.7	29.7	-4.0	24.9	28.2	-3.3	29.1	30.3	-1.2	44.7	43.4	1.3	43.1	55.0	-11.9	31.7	33.5	-1.8
NZME and Partners	33.5	34.9	-1.4		25.9	30.3	-4.4	25.2	28.6	-3.4	29.5	30.9	-1.4	46.1	44.4	1.7	43.2	55.4	-12.2	32.7	34.3	-1.6

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

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	88.8	80.1	8.7	3	6.8	4.9	1.9	19.0	18.5	0.5	27.6	26.6	1.0	41.6	41.0	0.6	32.8	28.8	4.0	29.2	26.6	2.6	16.0	13.5	2.5
Coast	14.3	16.8	-2.5	13	0.3	*	*	1.9	2.1	-0.2	2.2	2.2	0.0	3.6	5.7	-2.1	3.6	6.5	-2.9	6.0	6.8	-0.8	0.7	1.9	-1.2
Edge	95.2	97.4	-2.2	2	11.4	15.7	-4.3	53.4	54.0	-0.6	46.8	44.9	1.9	55.0	52.7	2.3	13.1	13.6	-0.5	5.5	6.2	-0.7	20.8	18.5	2.3
Flava	2.6	3.0	-0.4	19	0.4	0.3	0.1	1.6	2.6	-1.0	2.2	2.6	-0.4	2.2	2.6	-0.4	*	*	*	*	*	*	0.6	*	*
Magic Music & Talk*	41.2	52.7	-11.5	8	0.8	0.5	0.3	2.1	2.6	-0.5	4.7	5.9	-1.2	9.7	16.4	-6.7	12.6	21.9	-9.3	22.3	26.1	-3.8	4.0	5.6	-1.6
Mai FM	24.7	29.3	-4.6	11	3.3	3.9	-0.6	15.9	19.5	-3.6	14.1	15.3	-1.2	15.7	17.6	-1.9	2.1	2.9	-0.8	0.5	0.5	0.0	5.1	5.3	-0.2
Mix	4.7	3.2	1.5	18	1.1	0.2	0.9	1.0	1.5	-0.5	1.6	1.1	0.5	2.6	1.5	1.1	1.5	1.0	0.5	0.8	1.1	-0.3	0.3	0.1	0.2
More FM	107.1	105.1	2.0	1	19.2	15.2	4.0	21.6	23.5	-1.9	33.8	30.8	3.0	55.1	47.2	7.9	37.9	36.9	1.0	21.9	26.8	-4.9	27.0	22.8	4.2
Newstalk ZB	57.8	67.2	-9.4	7	1.6	2.3	-0.7	6.8	9.8	-3.0	9.5	11.3	-1.8	17.9	24.2	-6.3	18.8	22.7	-3.9	24.8	23.8	1.0	8.1	6.7	1.4
Pulzar FM	7.8	8.2	-0.4	14	0.6	1.3	-0.7	1.9	3.2	-1.3	4.3	3.8	0.5	6.4	5.2	1.2	2.0	1.7	0.3	0.5	0.5	0.0	1.3	0.7	0.6
Radio Hauraki	28.9	30.0	-1.1	10	1.9	2.2	-0.3	15.5	13.6	1.9	16.8	19.9	-3.1	21.7	23.0	-1.3	6.0	3.9	2.1	1.6	2.1	-0.5	5.3	6.1	-0.8
Radio Sport	17.1	18.3	-1.2	12	1.1	1.2	-0.1	1.1	1.8	-0.7	4.8	3.8	1.0	8.6	8.7	-0.1	7.2	7.9	-0.7	6.1	5.9	0.2	1.9	2.0	-0.1
Rhema	6.2	6.5	-0.3	15	1.2	1.5	-0.3	2.2	1.2	1.0	1.3	1.3	0.0	2.2	2.6	-0.4	1.6	2.1	-0.5	1.0	1.0	0.0	0.6	0.7	-0.1
Rock	60.9	68.1	-7.2	5	6.1	8.6	-2.5	26.1	29.1	-3.0	30.2	34.2	-4.0	39.7	43.5	-3.8	13.9	13.6	0.3	6.1	6.0	0.1	12.7	12.1	0.6
Star	5.7	4.9	0.8	16	0.4	0.2	0.2	0.3	0.4	-0.1	1.1	1.3	-0.2	1.5	1.9	-0.4	1.7	1.6	0.1	2.7	1.6	1.1	0.8	0.3	0.5
Tahu FM	4.8	6.6	-1.8	17	*	0.3	*	3.3	4.1	-0.8	1.4	2.6	-1.2	2.0	2.8	-0.8	1.1	1.0	0.1	0.5	1.3	-0.8	0.8	2.4	-1.6
The Hits	31.3	33.7	-2.4	9	1.3	3.6	-2.3	11.3	13.5	-2.2	14.5	16.7	-2.2	21.3	20.5	0.8	10.7	6.7	4.0	5.0	5.0	0.0	8.5	7.3	1.2
The Sound	59.3	53.5	5.8	6	1.7	5.3	-3.6	11.0	10.5	0.5	18.0	15.4	2.6	36.5	27.8	8.7	31.9	27.6	4.3	18.2	19.0	-0.8	10.1	8.0	2.1
ZM	69.5	61.8	7.7	4	15.2	12.3	2.9	31.9	30.0	1.9	33.6	30.6	3.0	40.0	35.0	5.0	9.8	7.0	2.8	4.8	3.7	1.1	15.3	12.2	3.1
Others	43.2	48.0	-4.8		3.8	3.5	0.3	6.2	12.4	-6.2	13.1	15.1	-2.0	21.0	23.7	-2.7	17.0	15.6	1.4	13.6	11.7	1.9	7.5	6.9	0.6
MediaWorks Combo	318.7	314.6	4.1		34.2	33.8	0.4	96.4	98.1	-1.7	108.3	108.6	-0.3	160.6	157.6	3.0	97.4	94.6	2.8	72.6	72.7	-0.1	60.0	53.5	6.5
NZME Combo	190.7	191.8	-1.1		20.5	19.1	1.4	56.6	59.4	-2.8	67.8	69.1	-1.3	96.2	96.7	-0.5	51.1	47.2	3.9	43.1	40.3	2.8	35.8	31.9	3.9
NZME and Partners	195.4	195.9	-0.5		20.7	19.1	1.6	57.8	61.7	-3.9	70.6	71.4	-0.8	100.1	99.7	0.4	52.2	47.8	4.4	43.4	40.3	3.1	36.7	32.4	4.3
All Commercial Radio	399.6	390.4	9.2		45.0	41.4	3.6	111.1	112.6	-1.5	129.3	128.9	0.4	191.4	189.9	1.5	118.6	115.8	2.8	94.6	91.0	3.6	71.5	63.4	8.1
Potential (000)	487.6	487.6	0.0		57.2	54.3	2.9	138.9	141.8	-2.9	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	78.9	71.7	7.2
Sample	1,640	1,628	12		180	179	1	391	379	12	504	488	16	758	815	-57	484	513	-29	447	389	58	298	280	18

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,640	1,628	12

	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	47.7	45.0	2.7	3	46.8	40.7	6.1		53.6	47.2	6.4		38.9	35.0	3.9		15.4	13.8	1.6		7.5	5.4	2.1		48.7	43.8	4.9	
Coast	3.9	7.7	-3.8	13	6.1	8.1	-2.0		7.2	8.4	-1.2		6.0	7.4	-1.4		2.0	2.8	-0.8		1.9	3.6	-1.7		7.5	9.6	-2.1	
Edge	52.7	55.5	-2.8	2	38.8	36.8	2.0		51.9	53.5	-1.6		52.9	49.7	3.2		25.0	23.0	2.0		10.4	10.2	0.2		61.5	58.9	2.6	
Flava	1.0	1.7	-0.7	19	0.3	0.2	0.1		1.3	1.3	0.0		0.8	0.2	0.6		0.6	0.2	0.4		*	*	*		1.4	1.7	-0.3	
Magic Music & Talk*	21.5	28.1	-6.6	8	22.4	29.4	-7.0		22.3	27.7	-5.4		18.9	25.1	-6.2		9.1	15.4	-6.3		7.4	11.4	-4.0		25.5	32.6	-7.1	
Mai FM	11.6	17.7	-6.1	11	10.6	11.7	-1.1		11.3	15.7	-4.4		11.9	14.9	-3.0		5.1	7.4	-2.3		1.9	3.7	-1.8		9.8	15.7	-5.9	
Mix	2.4	2.0	0.4	18	0.9	1.4	-0.5		1.0	1.5	-0.5		1.6	0.6	1.0		1.5	0.8	0.7		0.3	0.2	0.1		3.3	1.5	1.8	
More FM	70.6	70.0	0.6	1	50.1	44.6	5.5		60.7	49.8	10.9		60.1	52.1	8.0		19.1	17.7	1.4		8.5	8.9	-0.4		66.6	64.5	2.1	
Newstalk ZB	43.2	48.8	-5.6	4	28.7	33.0	-4.3		24.9	28.6	-3.7		25.6	29.4	-3.8		22.6	30.5	-7.9		15.3	22.5	-7.2		44.0	49.9	-5.9	
Pulzar FM	2.9	3.4	-0.5	16	1.9	2.7	-0.8		1.5	3.3	-1.8		2.0	2.2	-0.2		1.6	1.7	-0.1		0.3	1.2	-0.9		3.9	3.2	0.7	
Radio Hauraki	14.8	17.3	-2.5	9	10.1	14.6	-4.5		15.6	18.4	-2.8		13.4	13.3	0.1		6.5	5.9	0.6		2.3	1.3	1.0		15.6	16.3	-0.7	
Radio Sport	9.3	7.3	2.0	12	5.5	5.8	-0.3		6.0	8.9	-2.9		7.9	9.8	-1.9		5.5	3.3	2.2		2.1	0.6	1.5		10.4	12.6	-2.2	
Rhema	3.6	3.9	-0.3	14	2.5	3.2	-0.7		2.6	3.3	-0.7		2.6	2.3	0.3		1.1	1.4	-0.3		1.3	1.2	0.1		2.8	3.2	-0.4	
Rock	34.4	36.5	-2.1	6	27.5	31.3	-3.8		36.7	38.9	-2.2		34.3	31.7	2.6		10.6	11.5	-0.9		7.2	5.4	1.8		33.0	39.1	-6.1	
Star	3.6	2.5	1.1	14	2.4	1.3	1.1		1.9	1.2	0.7		2.4	2.2	0.2		1.3	1.4	-0.1		0.9	0.7	0.2		4.2	3.0	1.2	
Tahu FM	2.7	3.8	-1.1	17	3.0	3.5	-0.5		4.2	4.7	-0.5		2.0	1.8	0.2		1.2	1.8	-0.6		0.9	1.0	-0.1		3.3	3.9	-0.6	
The Hits	14.3	16.6	-2.3	10	15.7	17.2	-1.5		18.5	17.3	1.2		15.8	16.3	-0.5		7.4	7.7	-0.3		1.7	1.7	0.0		18.5	21.0	-2.5	
The Sound	26.5	27.8	-1.3	7	28.3	26.5	1.8		33.0	27.2	5.8		28.9	28.6	0.3		13.1	13.1	0.0		5.4	6.5	-1.1		35.7	33.0	2.7	
ZM	39.4	36.5	2.9	5	32.6	29.0	3.6		33.6	30.5	3.1		36.6	32.0	4.6		17.2	14.2	3.0		4.9	5.3	-0.4		43.0	36.5	6.5	
Others	15.5	21.1	-5.6		13.7	15.0	-1.3		16.2	17.3	-1.1		19.2	18.5	0.7		9.8	11.5	-1.7		2.8	5.2	-2.4		24.3	28.8	-4.5	
MediaWorks Combo	215.0	216.2	-1.2		178.4	178.3	0.1		210.1	205.2	4.9		204.4	196.8	7.6		86.5	90.0	-3.5		40.6	45.5	-4.9		226.8	227.6	-0.8	
NZME Combo	119.4	126.4	-7.0		93.9	101.8	-7.9		101.2	104.8	-3.6		102.2	99.9	2.3		60.5	62.6	-2.1		27.6	33.4	-5.8		130.5	134.0	-3.5	
NZME and Partners	121.6	127.5	-5.9		95.3	103.1	-7.8		102.5	106.6	-4.1		104.0	101.8	2.2		62.0	64.3	-2.3		27.9	34.6	-6.7		133.8	135.7	-1.9	
All Commercial Radio	299.5	302.1	-2.6		240.4	245.2	-4.8		274.0	271.7	2.3		277.8	264.3	13.5		141.6	146.1	-4.5		65.7	78.5	-12.8		316.5	315.3	1.2	

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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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	10:09	8:38	1:31	5:20	5:31	-0:10	7:45	5:38	2:07	7:51	8:09	-0:17	8:30	9:17	-0:46	11:14	9:39	1:34	13:17	9:21	3:55	9:42	8:20	1:22
Coast	6:06	7:48	-1:41	1:45	*	*	1:07	10:25	-9:17	3:18	2:42	0:36	4:42	4:37	0:04	5:56	6:52	-0:56	7:06	7:45	-0:39	8:42	4:05	4:36
Edge	5:51	5:50	0:01	5:25	6:00	-0:35	5:35	5:54	-0:18	6:33	5:03	1:30	6:23	5:14	1:08	5:44	6:21	-0:37	6:15	6:16	-0:00	7:02	5:01	2:01
Flava	2:23	1:52	0:31	3:30	2:46	0:43	2:16	1:45	0:30	2:11	1:45	0:26	2:11	1:45	0:26	*	*	*	*	*	*	2:00	*	*
Magic Music & Talk*	12:09	11:07	1:02	1:38	1:40	-0:01	2:30	2:35	-0:05	3:14	4:33	-1:19	8:02	8:21	-0:19	9:36	10:21	-0:45	11:25	11:20	0:05	4:24	10:13	-5:49
Mai FM	6:41	7:22	-0:40	6:21	12:16	-5:54	6:46	7:16	-0:29	7:27	8:15	-0:47	7:56	7:56	0:00	9:30	4:54	4:36	0:24	0:47	-0:22	3:45	6:16	-2:31
Mix	3:27	3:45	-0:17	1:19	1:15	0:04	5:52	4:54	0:57	6:05	6:39	-0:33	5:03	6:36	-1:33	2:30	2:25	0:04	1:44	1:27	0:16	3:00	6:45	-3:45
More FM	9:30	8:28	1:01	5:23	4:36	0:47	7:36	5:54	1:41	10:34	7:37	2:56	9:48	8:27	1:20	11:22	10:12	1:09	15:20	12:03	3:17	9:47	10:42	-0:55
Newstalk ZB	14:09	15:10	-1:01	3:50	4:45	-0:55	3:31	11:17	-7:45	6:01	9:26	-3:24	7:42	11:14	-3:31	10:58	11:58	-0:59	16:12	16:09	0:02	8:00	10:39	-2:39
Pulzar FM	4:37	5:01	-0:24	4:54	6:27	-1:32	3:09	3:02	0:07	5:09	6:09	-1:00	4:35	5:27	-0:52	3:22	3:06	0:16	0:34	0:30	0:04	4:24	6:44	-2:19
Radio Hauraki	5:52	6:18	-0:25	1:23	6:39	-5:15	5:38	4:10	1:28	6:07	6:53	-0:46	6:25	6:47	-0:21	8:13	6:25	1:47	8:56	4:45	4:10	4:24	6:04	-1:39
Radio Sport	7:58	5:50	2:07	0:44	0:52	-0:08	6:45	3:27	3:17	6:15	5:25	0:50	6:42	6:38	0:03	8:59	6:22	2:37	12:10	6:13	5:57	4:58	2:32	2:25
Rhema	7:40	8:39	-0:58	8:06	9:33	-1:27	6:15	1:50	4:25	8:17	7:06	1:11	12:04	12:21	-0:17	13:11	13:56	-0:45	7:03	8:10	-1:07	4:34	14:10	-9:36
Rock	8:19	8:06	0:12	3:40	6:34	-2:53	7:32	6:47	0:45	8:41	7:51	0:49	9:33	9:25	0:08	11:22	12:39	-1:16	8:47	6:56	1:50	8:42	8:01	0:40
Star	7:24	4:53	2:31	1:02	0:15	0:47	5:05	3:14	1:50	2:27	2:01	0:25	5:20	4:22	0:57	6:50	5:47	1:03	4:40	4:29	0:10	4:45	6:45	-1:59
Tahu FM	13:06	6:00	7:05	*	0:30	*	8:42	7:31	1:11	5:47	3:54	1:52	19:45	3:59	15:46	29:36	3:25	26:10	2:45	5:04	-2:19	4:39	5:11	-0:31
The Hits	7:41	7:44	-0:02	4:33	7:20	-2:46	5:01	5:35	-0:33	7:58	8:16	-0:17	7:43	7:57	-0:13	8:16	9:02	-0:45	10:26	11:06	-0:40	11:11	11:31	-0:19
The Sound	11:10	10:08	1:01	4:44	6:13	-1:28	10:05	9:52	0:12	12:36	12:32	0:04	12:41	12:30	0:10	11:38	10:40	0:57	8:34	8:16	0:18	5:19	7:51	-2:31
ZM	7:34	7:06	0:28	7:23	7:14	0:08	8:53	7:37	1:16	8:47	7:37	1:10	8:00	7:22	0:37	4:40	5:45	-1:05	5:11	5:09	0:01	9:21	10:25	-1:04
Others	6:39	7:19	-0:40	1:48	2:11	-0:23	3:02	6:25	-3:23	4:44	4:34	0:10	6:09	6:08	0:01	8:14	10:05	-1:51	7:43	9:21	-1:37	5:36	9:56	-4:19
MediaWorks Combo	13:33	12:58	0:35	7:29	9:47	-2:17	10:42	10:31	0:10	13:46	12:02	1:44	14:17	13:21	0:55	15:51	15:20	0:31	16:56	15:18	1:38	12:48	13:06	-0:18
NZME Combo	10:44	11:34	-0:49	6:24	7:31	-1:06	8:19	8:40	-0:20	9:10	9:31	-0:20	9:07	10:11	-1:03	10:12	11:32	-1:20	14:47	14:20	0:26	9:42	10:48	-1:05
NZME and Partners	10:39	11:32	-0:52	6:29	7:57	-1:27	8:15	8:30	-0:14	9:07	9:32	-0:24	9:03	10:10	-1:06	10:07	11:30	-1:23	14:42	14:21	0:21	9:38	10:47	-1:09
All Commercial Radio	16:59	17:13	-0:14	9:01	12:08	-3:07	14:08	14:38	-0:29	17:10	15:59	1:10	17:39	17:11	0:28	18:52	18:34	0:18	20:44	19:45	0:59	16:21	17:49	-1:27
Potential (000)	487.6	487.6	0.0	57.2	54.3	2.9	138.9	141.8	-2.9	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	78.9	71.7	7.2
Sample	1,640	1,628	12	180	179	1	391	379	12	504	488	16	758	815	-57	484	513	-29	447	389	58	298	280	18

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,640	1,628	12

	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	3:03	2:52	0:11	4:00	3:29	0:31	4:03	3:12	0:50	2:13	2:05	0:08	2:25	1:23	1:02	8:09	2:14	5:54	3:24	3:45	-0:21
Coast	2:07	3:12	-1:05	2:29	2:15	0:14	2:48	2:34	0:13	1:50	1:45	0:05	1:44	1:09	0:35	1:18	3:41	-2:23	3:32	3:49	-0:16
Edge	1:58	2:05	-0:07	2:06	2:18	-0:11	2:16	2:19	-0:02	1:34	1:35	-0:00	1:02	1:12	-0:10	1:21	1:31	-0:09	2:07	2:02	0:04
Flava	1:31	0:55	0:35	0:55	1:00	-0:04	1:24	1:31	-0:07	0:51	0:30	0:21	1:00	0:15	0:45	*	*	*	0:59	1:01	-0:01
Magic Music & Talk*	4:02	3:14	0:47	4:40	3:40	0:59	5:06	4:08	0:58	2:14	2:08	0:05	2:58	3:03	-0:05	2:44	2:44	-0:00	4:07	4:17	-0:10
Mai FM	2:50	2:24	0:26	3:31	3:28	0:03	3:10	2:55	0:15	2:08	2:15	-0:06	0:57	1:36	-0:39	1:40	1:37	0:03	2:34	2:16	0:18
Mix	1:17	1:15	0:02	1:08	0:52	0:16	2:41	2:10	0:30	2:00	1:17	0:43	0:43	1:12	-0:29	1:31	1:15	0:16	1:24	1:55	-0:31
More FM	3:45	3:43	0:01	4:04	3:40	0:24	3:47	3:23	0:24	1:49	1:46	0:03	0:56	1:05	-0:08	1:37	2:01	-0:23	2:38	2:35	0:02
Newstalk ZB	4:42	4:49	-0:07	3:39	3:48	-0:09	4:05	3:48	0:17	2:46	2:46	0:00	3:30	3:46	-0:15	4:02	4:32	-0:30	4:27	5:00	-0:33
Pulzar FM	2:05	1:55	0:10	1:51	2:22	-0:30	2:44	1:55	0:49	1:34	2:08	-0:34	2:56	2:18	0:38	0:15	0:48	-0:33	3:45	3:58	-0:13
Radio Hauraki	2:29	2:33	-0:03	2:59	2:22	0:36	3:01	2:49	0:11	1:35	1:32	0:02	0:57	0:54	0:03	1:03	2:05	-1:01	1:38	1:50	-0:12
Radio Sport	2:54	2:44	0:09	2:25	2:34	-0:09	2:00	2:13	-0:12	1:46	1:24	0:22	1:52	1:34	0:17	9:27	3:46	5:40	3:48	2:25	1:23
Rhema	3:03	3:33	-0:29	2:33	2:58	-0:25	2:27	2:25	0:02	1:59	3:24	-1:24	4:18	3:24	0:53	3:31	0:57	2:34	3:19	3:28	-0:09
Rock	2:33	2:42	-0:09	3:41	3:42	-0:00	3:15	3:38	-0:23	2:20	2:04	0:15	1:31	1:31	0:00	1:43	1:05	0:38	2:40	2:43	-0:03
Star	2:47	2:23	0:24	2:31	1:50	0:41	3:38	2:17	1:21	1:44	1:14	0:30	1:52	1:47	0:04	1:49	1:20	0:28	2:30	2:08	0:21
Tahu FM	2:40	1:19	1:21	5:11	2:35	2:35	3:09	1:25	1:44	1:38	1:11	0:26	0:30	0:42	-0:12	0:30	0:30	0:00	6:36	3:47	2:49
The Hits	2:56	2:26	0:29	3:21	3:26	-0:05	3:18	3:59	-0:40	1:53	1:55	-0:02	0:59	1:02	-0:03	1:57	1:14	0:43	2:23	2:24	-0:01
The Sound	3:21	3:08	0:13	4:51	4:14	0:37	5:36	5:07	0:29	2:41	1:57	0:43	2:11	2:19	-0:07	1:11	1:34	-0:22	3:51	3:15	0:36
ZM	2:33	2:20	0:12	2:41	2:47	-0:05	2:56	2:43	0:12	1:57	1:46	0:10	2:22	2:01	0:21	4:32	3:08	1:24	2:26	2:24	0:02
Others	2:17	2:08	0:08	3:19	3:31	-0:12	3:28	3:17	0:10	2:02	2:15	-0:12	1:23	2:44	-1:20	3:53	2:58	0:54	3:34	3:45	-0:11
MediaWorks Combo	3:46	3:49	-0:03	4:47	4:19	0:28	4:51	4:20	0:31	2:28	2:19	0:08	1:50	1:58	-0:08	3:21	2:21	0:59	3:40	3:43	-0:03
NZME Combo	3:36	3:41	-0:04	3:22	3:27	-0:04	3:34	3:33	0:00	2:13	2:12	0:00	2:28	2:39	-0:11	4:05	4:15	-0:09	3:25	3:42	-0:16
NZME and Partners	3:35	3:42	-0:06	3:22	3:28	-0:06	3:34	3:33	0:00	2:13	2:13	-0:00	2:28	2:39	-0:10	4:03	4:07	-0:04	3:27	3:45	-0:18
All Commercial Radio	4:21	4:29	-0:08	5:09	4:49	0:19	5:18	4:52	0:25	2:49	2:45	0:03	2:21	2:37	-0:16	3:59	3:17	0:42	4:28	4:42	-0:14

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