



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	13.2	13.3	-0.1	2	6.1	9.0	-2.9		9.8	9.4	0.4		10.6	9.8	0.8		11.3	10.5	0.8		15.9	16.5	-0.6		18.1	19.8	-1.7		14.5	13.3	1.2	
Coast	1.1	1.3	-0.2	13	0.1	0.1	0.0		0.4	0.1	0.3		0.4	0.3	0.1		0.6	0.5	0.1		1.3	1.0	0.3		1.8	2.2	-0.4		0.6	0.5	0.1	
Edge	8.4	8.2	0.2	6	17.7	15.2	2.5		18.7	19.0	-0.3		13.9	13.8	0.1		11.4	10.4	1.0		4.7	3.4	1.3		1.3	1.8	-0.5		15.4	12.6	2.8	
Flava	*	0.1	*	*	*	0.3	*		*	0.2	*		0.1	0.2	-0.1		0.1	0.1	0.0		*	*	*		*	*	*		0.1	0.1	0.0	
Magic Music & Talk*	6.6	7.4	-0.8	7	0.2	0.3	-0.1		0.4	0.3	0.1		1.1	0.7	0.4		2.1	2.3	-0.2		5.0	5.4	-0.4		13.4	13.0	0.4		2.0	1.5	0.5	
Mai FM	2.6	2.4	0.2	11	5.1	5.1	0.0		5.6	6.9	-1.3		4.3	4.7	-0.4		3.3	3.7	-0.4		0.8	0.9	-0.1		0.2	*	*		4.2	1.6	2.6	
Mix	0.3	0.2	0.1	18	0.9	0.4	0.5		0.3	0.4	-0.1		0.4	0.4	0.0		0.3	0.4	-0.1		0.1	0.2	-0.1		*	0.1	*		0.3	0.1	0.2	
More FM	13.0	15.0	-2.0	3	30.9	25.5	5.4		10.1	10.4	-0.3		12.7	16.1	-3.4		13.4	16.0	-2.6		17.2	19.2	-2.0		14.3	17.1	-2.8		15.0	22.6	-7.6	
Newstalk ZB	13.8	12.1	1.7	1	1.5	1.5	0.0		1.6	1.5	0.1		2.0	2.6	-0.6		3.6	4.1	-0.5		9.0	9.2	-0.2		22.0	20.5	1.5		6.5	5.5	1.0	
Pulzar FM	0.6	0.5	0.1	16	1.0	0.7	0.3		1.8	0.4	1.4		0.9	1.0	-0.1		0.6	0.9	-0.3		0.1	0.3	-0.2		*	*	*		0.4	0.5	-0.1	
Radio Hauraki	3.5	2.5	1.0	10	1.7	0.7	1.0		6.9	5.6	1.3		6.4	4.6	1.8		5.5	4.1	1.4		3.1	2.2	0.9		1.2	0.7	0.5		2.8	2.0	0.8	
Radio Sport	2.3	2.0	0.3	12	*	0.2	*		0.6	0.5	0.1		1.2	1.3	-0.1		2.0	1.7	0.3		3.7	2.9	0.8		4.2	3.8	0.4		0.9	0.8	0.1	
Rhema	1.0	0.7	0.3	14	3.7	2.5	1.2		1.3	0.9	0.4		0.8	0.5	0.3		1.0	0.8	0.2		0.9	0.9	0.0		0.7	0.4	0.3		0.8	0.3	0.5	
Rock	8.8	7.5	1.3	5	11.1	5.5	5.6		12.6	12.6	0.0		16.5	11.8	4.7		13.0	11.2	1.8		6.0	7.1	-1.1		3.6	2.7	0.9		12.5	9.5	3.0	
Star	0.6	0.6	0.0	16	0.2	0.1	0.1		0.2	0.1	0.1		0.1	0.1	0.0		0.1	0.2	-0.1		0.3	0.5	-0.2		0.5	0.6	-0.1		0.3	0.3	0.0	
Tahu FM	0.7	0.9	-0.2	15	*	*	*		0.2	1.8	-1.6		0.2	0.4	-0.2		1.3	1.2	0.1		1.8	1.5	0.3		0.2	0.1	0.1		0.3	0.3	0.0	
The Hits	4.0	3.5	0.5	9	4.1	1.5	2.6		4.9	3.6	1.3		5.4	5.2	0.2		5.4	4.9	0.5		4.9	4.0	0.9		2.6	2.7	-0.1		5.8	8.1	-2.3	
The Sound	9.8	9.8	0.0	4	4.2	2.0	2.2		6.4	7.1	-0.7		7.9	10.2	-2.3		12.3	13.7	-1.4		17.9	16.6	1.3		10.2	8.0	2.2		6.3	4.6	1.7	
ZM	6.0	7.8	-1.8	8	10.6	27.7	-17.1		16.1	18.1	-2.0		12.1	13.3	-1.2		8.6	9.5	-0.9		1.9	2.0	-0.1		1.3	1.3	0.0		8.2	12.2	-4.0	
Others	3.8	4.2	-0.4		0.8	1.7	-0.9		2.0	1.2	0.8		2.9	2.8	0.1		4.1	3.8	0.3		5.5	6.3	-0.8		4.4	5.3	-0.9		2.9	3.6	-0.7	
MediaWorks Combo	62.5	63.7	-1.2		75.6	63.1	12.5		63.8	65.6	-1.8		67.2	67.2	0.0		67.0	67.9	-0.9		67.7	69.1	-1.4		61.3	62.7	-1.4		69.9	65.6	4.3	
NZME Combo	31.1	30.2	0.9		19.0	32.4	-13.4		30.8	30.0	0.8		28.1	28.0	0.1		26.2	26.0	0.2		24.1	23.3	0.8		33.4	32.5	0.9		25.6	29.7	-4.1	
NZME and Partners	31.7	30.7	1.0		20.0	33.1	-13.1		32.7	30.4	2.3		28.9	29.0	-0.1		26.8	26.8	0.0		24.2	23.6	0.6		33.4	32.5	0.9		26.0	30.2	-4.2	
Potential (000)	487.6	487.6	0.0		58.1	57.2	0.9		138.0	138.9	-0.9		150.5	150.5	0.0		224.6	224.6	0.0		139.9	139.9	0.0		113.9	113.9	0.0		89.5	78.9	10.6	
Sample	1,551	1,640	-89		158	180	-22		354	391	-37		456	504	-48		703	758	-55		488	484	4		448	447	1		303	298	5	

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 4 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,551	1,640	-89

	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	10.3	11.2	-0.9	3	15.3	15.2	0.1		15.3	15.0	0.3		10.0	11.0	-1.0		13.6	11.2	2.4		21.6	23.3	-1.7		11.6	11.7	-0.1	
Coast	0.3	0.6	-0.3	17	1.0	1.2	-0.2		1.1	1.4	-0.3		1.0	1.4	-0.4		1.8	1.0	0.8		1.9	0.9	1.0		1.6	1.9	-0.3	
Edge	7.4	8.0	-0.6	5	6.4	6.6	-0.2		8.2	8.1	0.1		11.1	10.7	0.4		9.6	7.7	1.9		6.4	5.4	1.0		10.0	9.2	0.8	
Flava	*	0.1	*	*	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.2	0.0		*	*	*		*	0.1	*	
Magic Music & Talk*	7.1	6.7	0.4	6	7.9	8.4	-0.5		6.8	7.9	-1.1		5.2	5.4	-0.2		4.9	8.1	-3.2		4.1	7.7	-3.6		6.3	7.4	-1.1	
Mai FM	1.9	2.5	-0.6	11	2.7	3.0	-0.3		2.7	2.5	0.2		2.6	3.3	-0.7		2.1	1.5	0.6		3.4	1.2	2.2		2.9	1.8	1.1	
Mix	0.2	0.2	0.0	18	0.1	0.1	0.0		0.1	0.2	-0.1		0.6	0.4	0.2		0.7	0.3	0.4		0.2	0.2	0.0		0.3	0.3	0.0	
More FM	17.0	20.3	-3.3	2	13.4	16.5	-3.1		13.1	15.8	-2.7		12.2	14.0	-1.8		6.8	5.4	1.4		6.4	5.3	1.1		12.1	12.5	-0.4	
Newstalk ZB	18.8	15.6	3.2	1	11.4	8.5	2.9		8.7	7.0	1.7		7.5	9.1	-1.6		26.5	23.8	2.7		24.2	23.6	0.6		15.0	13.8	1.2	
Pulzar FM	1.0	0.5	0.5	14	0.2	0.3	-0.1		0.5	0.3	0.2		1.6	0.4	1.2		0.8	1.4	-0.6		0.1	*	*		0.3	1.0	-0.7	
Radio Hauraki	3.3	2.8	0.5	10	3.0	2.4	0.6		4.0	3.3	0.7		4.8	2.7	2.1		3.4	1.9	1.5		2.1	0.9	1.2		3.1	1.8	1.3	
Radio Sport	1.7	2.1	-0.4	12	1.6	1.1	0.5		1.1	0.8	0.3		1.1	1.8	-0.7		2.8	3.1	-0.3		8.3	7.6	0.7		4.0	2.8	1.2	
Rhema	1.1	0.8	0.3	13	0.5	0.5	0.0		0.5	0.4	0.1		1.3	0.7	0.6		1.6	1.5	0.1		2.0	1.8	0.2		1.3	0.7	0.6	
Rock	8.2	6.7	1.5	4	9.4	8.2	1.2		10.4	8.2	2.2		12.1	10.3	1.8		6.6	4.9	1.7		7.0	4.7	2.3		6.2	6.2	0.0	
Star	0.7	0.8	-0.1	15	0.4	0.5	-0.1		0.7	0.5	0.2		0.4	0.5	-0.1		0.1	0.8	-0.7		0.4	0.6	-0.2		1.0	0.7	0.3	
Tahu FM	0.4	0.6	-0.2	16	1.0	1.3	-0.3		0.7	0.9	-0.2		0.5	0.4	0.1		0.3	0.2	0.1		0.2	0.2	0.0		0.9	1.5	-0.6	
The Hits	4.2	3.2	1.0	9	4.0	4.3	-0.3		4.6	4.2	0.4		4.6	3.8	0.8		2.6	2.2	0.4		2.8	1.3	1.5		3.3	3.1	0.2	
The Sound	7.1	6.8	0.3	6	11.9	11.1	0.8		12.9	12.7	0.2		11.0	9.9	1.1		2.6	8.6	-6.0		5.1	2.4	2.7		8.9	9.7	-0.8	
ZM	6.8	7.7	-0.9	8	6.5	7.1	-0.6		5.0	6.8	-1.8		7.4	9.1	-1.7		8.1	12.2	-4.1		1.5	8.5	-7.0		5.7	7.4	-1.7	
Others	2.3	2.7	-0.4		3.2	3.7	-0.5		3.5	3.9	-0.4		5.0	5.0	0.0		4.9	4.1	0.8		2.3	4.1	-1.8		5.4	6.1	-0.7	
MediaWorks Combo	59.1	62.3	-3.2		67.1	69.1	-2.0		69.6	70.3	-0.7		64.4	64.6	-0.2		46.3	47.8	-1.5		54.1	51.9	2.2		58.4	58.8	-0.4	
NZME Combo	35.6	33.1	2.5		27.7	25.7	2.0		24.9	24.9	0.0		27.1	29.1	-2.0		46.1	44.7	1.4		41.1	43.1	-2.0		33.1	31.7	1.4	
NZME and Partners	36.6	33.5	3.1		27.9	25.9	2.0		25.3	25.2	0.1		28.6	29.5	-0.9		46.9	46.1	0.8		41.2	43.2	-2.0		33.4	32.7	0.7	

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

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	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	87.0	88.8	-1.8	3	6.3	6.8	-0.5		21.8	19.0	2.8		25.7	27.6	-1.9		40.5	41.6	-1.1		32.9	32.8	0.1		27.4	29.2	-1.8		19.1	16.0	3.1	
Coast	17.0	14.3	2.7	13	0.3	0.3	0.0		2.0	1.9	0.1		2.1	2.2	-0.1		5.0	3.6	1.4		6.8	3.6	3.2		7.8	6.0	1.8		1.7	0.7	1.0	
Edge	94.1	95.2	-1.1	2	15.1	11.4	3.7		51.1	53.4	-2.3		43.2	46.8	-3.6		52.4	55.0	-2.6		14.4	13.1	1.3		5.5	5.5	0.0		22.9	20.8	2.1	
Flava	2.5	2.6	-0.1	19	0.6	0.4	0.2		0.8	1.6	-0.8		1.9	2.2	-0.3		1.9	2.2	-0.3		0.1	*	*		*	*	*		1.7	0.6	1.1	
Magic Music & Talk*	38.0	41.2	-3.2	8	0.6	0.8	-0.2		1.6	2.1	-0.5		4.1	4.7	-0.6		9.4	9.7	-0.3		13.2	12.6	0.6		22.1	22.3	-0.2		4.6	4.0	0.6	
Mai FM	25.0	24.7	0.3	11	5.1	3.3	1.8		14.9	15.9	-1.0		11.2	14.1	-2.9		12.4	15.7	-3.3		2.1	2.1	0.0		1.4	0.5	0.9		7.3	5.1	2.2	
Mix	5.6	4.7	0.9	17	1.5	1.1	0.4		1.4	1.0	0.4		2.5	1.6	0.9		3.8	2.6	1.2		1.3	1.5	-0.2		*	0.8	*		0.8	0.3	0.5	
More FM	95.7	107.1	-11.4	1	17.5	19.2	-1.7		19.2	21.6	-2.4		30.3	33.8	-3.5		48.9	55.1	-6.2		34.8	37.9	-3.1		22.6	21.9	0.7		23.1	27.0	-3.9	
Newstalk ZB	62.6	57.8	4.8	5	2.2	1.6	0.6		4.7	6.8	-2.1		6.3	9.5	-3.2		13.7	17.9	-4.2		18.9	18.8	0.1		28.0	24.8	3.2		7.3	8.1	-0.8	
Pulzar FM	8.2	7.8	0.4	15	0.9	0.6	0.3		4.6	1.9	2.7		4.3	4.3	0.0		5.0	6.4	-1.4		0.7	2.0	-1.3		0.4	0.5	-0.1		1.2	1.3	-0.1	
Radio Hauraki	35.0	28.9	6.1	9	3.0	1.9	1.1		16.4	15.5	0.9		17.4	16.8	0.6		23.8	21.7	2.1		8.4	6.0	2.4		2.2	1.6	0.6		5.8	5.3	0.5	
Radio Sport	18.9	17.1	1.8	12	*	1.1	*		1.2	1.1	0.1		3.8	4.8	-1.0		7.2	8.6	-1.4		8.1	7.2	0.9		9.0	6.1	2.9		2.3	1.9	0.4	
Rhema	12.0	6.2	5.8	14	2.1	1.2	0.9		3.6	2.2	1.4		3.1	1.3	1.8		4.5	2.2	2.3		3.6	1.6	2.0		3.2	1.0	2.2		1.5	0.6	0.9	
Rock	63.9	60.9	3.0	4	8.9	6.1	2.8		27.0	26.1	0.9		31.4	30.2	1.2		40.0	39.7	0.3		13.8	13.9	-0.1		6.5	6.1	0.4		13.5	12.7	0.8	
Star	6.6	5.7	0.9	16	0.7	0.4	0.3		1.0	0.3	0.7		0.7	1.1	-0.4		1.4	1.5	-0.1		2.3	1.7	0.6		3.1	2.7	0.4		1.6	0.8	0.8	
Tahu FM	4.0	4.8	-0.8	18	*	*	*		0.6	3.3	-2.7		0.9	1.4	-0.5		2.7	2.0	0.7		2.6	1.1	1.5		1.1	0.5	0.6		1.4	0.8	0.6	
The Hits	33.3	31.3	2.0	10	2.8	1.3	1.5		11.0	11.3	-0.3		14.8	14.5	0.3		22.5	21.3	1.2		11.6	10.7	0.9		4.3	5.0	-0.7		9.2	8.5	0.7	
The Sound	60.7	59.3	1.4	6	2.4	1.7	0.7		9.5	11.0	-1.5		16.6	18.0	-1.4		36.3	36.5	-0.2		33.9	31.9	2.0		18.4	18.2	0.2		12.6	10.1	2.5	
ZM	57.4	69.5	-12.1	7	7.8	15.2	-7.4		31.1	31.9	-0.8		30.3	33.6	-3.3		35.9	40.0	-4.1		9.1	9.8	-0.7		4.6	4.8	-0.2		15.7	15.3	0.4	
Others	42.5	43.2	-0.7		2.5	3.8	-1.3		8.6	6.2	2.4		12.4	13.1	-0.7		22.5	21.0	1.5		18.5	17.0	1.5		13.0	13.6	-0.6		8.0	7.5	0.5	
MediaWorks Combo	315.4	318.7	-3.3		38.9	34.2	4.7		94.4	96.4	-2.0		106.8	108.3	-1.5		158.7	160.6	-1.9		97.1	97.4	-0.3		72.9	72.6	0.3		68.1	60.0	8.1	
NZME Combo	196.1	190.7	5.4		15.9	20.5	-4.6		56.3	56.6	-0.3		66.8	67.8	-1.0		96.5	96.2	0.3		54.9	51.1	3.8		47.3	43.1	4.2		39.6	35.8	3.8	
NZME and Partners	200.7	195.4	5.3		16.1	20.7	-4.6		59.0	57.8	1.2		69.6	70.6	-1.0		99.5	100.1	-0.6		55.2	52.2	3.0		47.6	43.4	4.2		39.8	36.7	3.1	
All Commercial Radio	402.4	399.6	2.8		46.0	45.0	1.0		112.5	111.1	1.4		131.1	129.3	1.8		195.2	191.4	3.8		119.3	118.6	0.7		93.7	94.6	-0.9		81.8	71.5	10.3	
Potential (000)	487.6	487.6	0.0		58.1	57.2	0.9		138.0	138.9	-0.9		150.5	150.5	0.0		224.6	224.6	0.0		139.9	139.9	0.0		113.9	113.9	0.0		89.5	78.9	10.6	
Sample	1,551	1,640	-89		158	180	-22		354	391	-37		456	504	-48		703	758	-55		488	484	4		448	447	1		303	298	5	

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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 4 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	487.6	487.6	0.0
Sample Size	1,551	1,640	-89

	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	44.6	47.7	-3.1	4	47.2	46.8	0.4	55.7	53.6	2.1	38.8	38.9	-0.1	17.2	15.4	1.8	7.9	7.5	0.4	48.7	48.7	0.0
Coast	2.8	3.9	-1.1	17	7.9	6.1	1.8	7.6	7.2	0.4	6.1	6.0	0.1	3.2	2.0	1.2	2.2	1.9	0.3	9.9	7.5	2.4
Edge	46.7	52.7	-6.0	2	38.4	38.8	-0.4	48.4	51.9	-3.5	51.3	52.9	-1.6	28.0	25.0	3.0	12.4	10.4	2.0	63.9	61.5	2.4
Flava	0.3	1.0	-0.7	19	*	0.3	*	1.6	1.3	0.3	0.7	0.8	-0.1	0.5	0.6	-0.1	0.1	*	*	*	1.4	*
Magic Music & Talk*	22.0	21.5	0.5	8	22.6	22.4	0.2	22.1	22.3	-0.2	19.0	18.9	0.1	8.5	9.1	-0.6	5.0	7.4	-2.4	25.3	25.5	-0.2
Mai FM	10.3	11.6	-1.3	11	11.7	10.6	1.1	12.0	11.3	0.7	9.0	11.9	-2.9	5.2	5.1	0.1	4.8	1.9	2.9	13.6	9.8	3.8
Mix	3.0	2.4	0.6	16	1.0	0.9	0.1	1.1	1.0	0.1	2.6	1.6	1.0	1.2	1.5	-0.3	0.4	0.3	0.1	3.8	3.3	0.5
More FM	63.9	70.6	-6.7	1	44.4	50.1	-5.7	55.3	60.7	-5.4	52.4	60.1	-7.7	18.0	19.1	-1.1	11.0	8.5	2.5	55.5	66.6	-11.1
Newstalk ZB	45.7	43.2	2.5	3	31.9	28.7	3.2	28.3	24.9	3.4	25.9	25.6	0.3	21.6	22.6	-1.0	16.0	15.3	0.7	43.0	44.0	-1.0
Pulzar FM	5.0	2.9	2.1	14	1.8	1.9	-0.1	2.7	1.5	1.2	4.6	2.0	2.6	0.9	1.6	-0.7	0.6	0.3	0.3	3.0	3.9	-0.9
Radio Hauraki	17.2	14.8	2.4	9	10.3	10.1	0.2	15.4	15.6	-0.2	20.3	13.4	6.9	8.5	6.5	2.0	5.1	2.3	2.8	18.8	15.6	3.2
Radio Sport	8.9	9.3	-0.4	12	8.2	5.5	2.7	6.7	6.0	0.7	6.7	7.9	-1.2	4.7	5.5	-0.8	3.9	2.1	1.8	14.9	10.4	4.5
Rhema	6.2	3.6	2.6	13	3.2	2.5	0.7	4.2	2.6	1.6	4.4	2.6	1.8	3.7	1.1	2.6	1.9	1.3	0.6	6.6	2.8	3.8
Rock	38.6	34.4	4.2	5	26.3	27.5	-1.2	35.1	36.7	-1.6	37.4	34.3	3.1	11.4	10.6	0.8	8.7	7.2	1.5	33.4	33.0	0.4
Star	3.7	3.6	0.1	15	2.9	2.4	0.5	2.8	1.9	0.9	1.9	2.4	-0.5	0.1	1.3	-1.2	0.9	0.9	0.0	4.0	4.2	-0.2
Tahu FM	1.6	2.7	-1.1	18	2.7	3.0	-0.3	2.4	4.2	-1.8	2.4	2.0	0.4	1.2	1.2	0.0	0.5	0.9	-0.4	1.2	3.3	-2.1
The Hits	17.1	14.3	2.8	10	14.1	15.7	-1.6	20.4	18.5	1.9	18.4	15.8	2.6	7.7	7.4	0.3	4.6	1.7	2.9	19.8	18.5	1.3
The Sound	27.8	26.5	1.3	7	30.2	28.3	1.9	36.4	33.0	3.4	31.2	28.9	2.3	8.4	13.1	-4.7	5.4	5.4	0.0	33.6	35.7	-2.1
ZM	30.4	39.4	-9.0	6	28.1	32.6	-4.5	31.3	33.6	-2.3	30.2	36.6	-6.4	14.0	17.2	-3.2	2.0	4.9	-2.9	36.5	43.0	-6.5
Others	13.0	15.5	-2.5		15.3	13.7	1.6	15.5	16.2	-0.7	17.9	19.2	-1.3	9.8	9.8	0.0	3.1	2.8	0.3	25.0	24.3	0.7
MediaWorks Combo	205.9	215.0	-9.1		178.5	178.4	0.1	208.4	210.1	-1.7	201.4	204.4	-3.0	83.9	86.5	-2.6	44.3	40.6	3.7	224.5	226.8	-2.3
NZME Combo	117.3	119.4	-2.1		95.3	93.9	1.4	103.0	101.2	1.8	105.4	102.2	3.2	58.5	60.5	-2.0	32.8	27.6	5.2	132.1	130.5	1.6
NZME and Partners	121.1	121.6	-0.5		97.1	95.3	1.8	104.7	102.5	2.2	109.2	104.0	5.2	59.4	62.0	-2.6	33.1	27.9	5.2	134.2	133.8	0.4
All Commercial Radio	294.8	299.5	-4.7		241.5	240.4	1.1	279.1	274.0	5.1	280.6	277.8	2.8	139.9	141.6	-1.7	71.5	65.7	5.8	318.8	316.5	2.3

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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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	10:15	10:09	0:05	4:00	5:20	-1:20	6:52	7:45	-0:52	8:46	7:51	0:55	9:10	8:30	0:39	11:02	11:14	-0:12	12:57	13:17	-0:20	10:00	9:42	0:17
Coast	4:22	6:06	-1:44	1:45	1:45	0:00	2:50	1:07	1:42	3:38	3:18	0:19	4:07	4:42	-0:34	4:24	5:56	-1:31	4:30	7:06	-2:35	4:43	8:42	-3:59
Edge	6:04	5:51	0:12	4:48	5:25	-0:37	5:33	5:35	-0:01	6:49	6:33	0:15	7:12	6:23	0:49	7:25	5:44	1:41	4:41	6:15	-1:34	8:53	7:02	1:50
Flava	0:55	2:23	-1:28	0:21	3:30	-3:08	0:37	2:16	-1:38	1:06	2:11	-1:05	1:05	2:11	-1:06	0:30	*	*	*	*	*	1:05	2:00	-0:54
Magic Music & Talk*	11:42	12:09	-0:27	1:25	1:38	-0:12	4:01	2:30	1:31	5:33	3:14	2:19	7:19	8:02	-0:42	8:44	9:36	-0:52	11:56	11:25	0:31	5:44	4:24	1:20
Mai FM	6:56	6:41	0:15	4:06	6:21	-2:14	5:44	6:46	-1:02	8:13	7:27	0:45	8:43	7:56	0:47	8:45	9:30	-0:44	2:10	0:24	1:45	7:32	3:45	3:47
Mix	3:12	3:27	-0:15	2:31	1:19	1:12	3:04	5:52	-2:47	3:40	6:05	-2:24	2:54	5:03	-2:09	1:25	2:30	-1:05	*	1:44	*	5:12	3:00	2:12
More FM	9:11	9:30	-0:18	7:13	5:23	1:50	7:59	7:36	0:23	8:52	10:34	-1:42	9:04	9:48	-0:43	11:19	11:22	-0:02	12:22	15:20	-2:58	8:34	9:47	-1:13
Newstalk ZB	14:52	14:09	0:43	2:48	3:50	-1:01	5:14	3:31	1:42	6:52	6:01	0:50	8:42	7:42	0:59	10:50	10:58	-0:07	15:25	16:12	-0:46	11:40	8:00	3:40
Pulzar FM	4:59	4:37	0:22	4:34	4:54	-0:20	6:07	3:09	2:57	4:20	5:09	-0:48	3:55	4:35	-0:39	1:35	3:22	-1:47	0:34	0:34	0:00	4:17	4:24	-0:07
Radio Hauraki	6:44	5:52	0:51	2:21	1:23	0:58	6:23	5:38	0:45	7:47	6:07	1:40	7:41	6:25	1:15	8:25	8:13	0:12	11:07	8:56	2:10	6:23	4:24	1:59
Radio Sport	8:10	7:58	0:11	*	0:44	*	8:04	6:45	1:19	6:29	6:15	0:14	9:05	6:42	2:23	10:34	8:59	1:34	9:09	12:10	-3:00	4:57	4:58	-0:00
Rhema	5:31	7:40	-2:08	7:12	8:06	-0:53	5:34	6:15	-0:41	5:46	8:17	-2:31	7:07	12:04	-4:56	5:45	13:11	-7:25	4:10	7:03	-2:52	7:19	4:34	2:45
Rock	9:19	8:19	1:00	5:07	3:40	1:26	7:07	7:32	-0:25	11:07	8:41	2:25	10:40	9:33	1:06	9:55	11:22	-1:27	11:00	8:47	2:13	12:17	8:42	3:35
Star	6:38	7:24	-0:46	1:15	1:02	0:12	2:43	5:05	-2:21	3:04	2:27	0:37	2:40	5:20	-2:39	2:55	6:50	-3:54	3:21	4:40	-1:19	2:44	4:45	-2:01
Tahu FM	11:31	13:06	-1:34	*	*	*	5:45	8:42	-2:57	4:11	5:47	-1:35	15:44	19:45	-4:01	16:01	29:36	-13:34	3:00	2:45	0:15	3:11	4:39	-1:27
The Hits	8:05	7:41	0:23	5:54	4:33	1:20	6:45	5:01	1:43	7:48	7:58	-0:09	7:53	7:43	0:10	9:40	8:16	1:23	12:11	10:26	1:45	8:23	11:11	-2:48
The Sound	10:52	11:10	-0:17	7:10	4:44	2:26	10:14	10:05	0:09	10:07	12:36	-2:28	11:12	12:41	-1:29	12:04	11:38	0:25	10:53	8:34	2:18	6:38	5:19	1:19
ZM	7:05	7:34	-0:28	5:34	7:23	-1:48	7:52	8:53	-1:00	8:29	8:47	-0:18	7:54	8:00	-0:05	4:43	4:40	0:02	5:32	5:11	0:21	6:55	9:21	-2:25
Others	6:01	6:39	-0:37	1:20	1:48	-0:27	3:29	3:02	0:26	4:54	4:44	0:09	5:57	6:09	-0:12	6:51	8:14	-1:22	6:41	7:43	-1:01	4:50	5:36	-0:46
MediaWorks Combo	13:24	13:33	-0:09	7:58	7:29	0:28	10:17	10:42	-0:24	13:20	13:46	-0:26	13:55	14:17	-0:21	15:57	15:51	0:05	16:30	16:56	-0:26	13:32	12:48	0:44
NZME Combo	10:43	10:44	-0:01	4:54	6:24	-1:30	8:20	8:19	0:00	8:54	9:10	-0:16	8:58	9:07	-0:08	10:04	10:12	-0:08	13:52	14:47	-0:54	8:33	9:42	-1:09
NZME and Partners	10:40	10:39	0:00	5:05	6:29	-1:24	8:25	8:15	0:10	8:48	9:07	-0:18	8:53	9:03	-0:09	10:02	10:07	-0:04	13:48	14:42	-0:53	8:36	9:38	-1:01
All Commercial Radio	16:48	16:59	-0:10	8:54	9:01	-0:06	13:32	14:08	-0:36	16:10	17:10	-1:00	16:54	17:39	-0:45	19:11	18:52	0:19	20:58	20:44	0:13	16:07	16:21	-0:13
Potential (000)	487.6	487.6	0.0	58.1	57.2	0.9	138.0	138.9	-0.9	150.5	150.5	0.0	224.6	224.6	0.0	139.9	139.9	0.0	113.9	113.9	0.0	89.5	78.9	10.6
Sample	1,551	1,640	-89	158	180	-22	354	391	-37	456	504	-48	703	758	-55	488	484	4	448	447	1	303	298	5

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
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This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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Potential (000)	487.6	487.6	0.0
Sample Size	1,551	1,640	-89

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

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