

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 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	11.0	13.2	-2.2	3	8.5	6.1	2.4	7.4	9.8	-2.4	7.4	10.6	-3.2	8.9	11.3	-2.4	13.8	15.9	-2.1	16.3	18.1	-1.8	10.3	14.5	-4.2
Coast	1.3	1.1	0.2	13	0.1	0.1	0.0	0.5	0.4	0.1	0.1	0.4	-0.3	0.5	0.6	-0.1	2.6	1.3	1.3	3.0	1.8	1.2	0.2	0.6	-0.4
Edge	8.7	8.4	0.3	6	17.5	17.7	-0.2	18.9	18.7	0.2	13.6	13.9	-0.3	11.2	11.4	-0.2	5.7	4.7	1.0	2.1	1.3	0.8	13.1	15.4	-2.3
Magic	7.8	6.6	1.2	7	2.3	0.2	2.1	1.4	0.4	1.0	1.3	1.1	0.2	3.0	2.1	0.9	6.9	5.0	1.9	16.7	13.4	3.3	2.5	2.0	0.5
Mai FM	2.2	2.6	-0.4	11	5.0	5.1	-0.1	5.0	5.6	-0.6	4.1	4.3	-0.2	2.7	3.3	-0.6	0.4	0.8	-0.4	0.2	0.2	0.0	2.5	4.2	-1.7
Mix	0.3	0.3	0.0	18	0.9	0.9	0.0	0.6	0.3	0.3	0.5	0.4	0.1	0.4	0.3	0.1	*	0.1	*	*	*	*	0.4	0.3	0.1
More FM	10.8	13.0	-2.2	4	18.8	30.9	-12.1	7.5	10.1	-2.6	9.8	12.7	-2.9	11.5	13.4	-1.9	15.8	17.2	-1.4	12.3	14.3	-2.0	10.8	15.0	-4.2
Newstalk ZB	15.1	13.8	1.3	1	1.5	1.5	0.0	1.8	1.6	0.2	3.3	2.0	1.3	4.8	3.6	1.2	9.3	9.0	0.3	21.2	22.0	-0.8	8.2	6.5	1.7
Pulzar FM	0.7	0.6	0.1	15	0.1	1.0	-0.9	1.6	1.8	-0.2	1.6	0.9	0.7	1.0	0.6	0.4	*	0.1	*	*	*	*	0.3	0.4	-0.1
Radio Hauraki	2.9	3.5	-0.6	10	7.3	1.7	5.6	4.7	6.9	-2.2	4.4	6.4	-2.0	3.5	5.5	-2.0	2.0	3.1	-1.1	1.0	1.2	-0.2	2.6	2.8	-0.2
Radio Sport	2.1	2.3	-0.2	12	0.4	*	*	1.4	0.6	0.8	1.5	1.2	0.3	2.1	2.0	0.1	3.0	3.7	-0.7	3.0	4.2	-1.2	1.3	0.9	0.4
Rhema	0.8	1.0	-0.2	14	3.7	3.7	0.0	0.2	1.3	-1.1	0.3	0.8	-0.5	0.8	1.0	-0.2	1.0	0.9	0.1	0.5	0.7	-0.2	0.9	0.8	0.1
Rock	11.1	8.8	2.3	2	16.9	11.1	5.8	18.3	12.6	5.7	20.7	16.5	4.2	16.8	13.0	3.8	7.9	6.0	1.9	2.7	3.6	-0.9	17.6	12.5	5.1
Star	0.6	0.6	0.0	16	0.1	0.2	-0.1	0.4	0.2	0.2	0.3	0.1	0.2	0.3	0.1	0.2	0.2	0.3	-0.1	0.2	0.5	-0.3	0.6	0.3	0.3
Tahu FM	0.5	0.7	-0.2	17	*	*	*	0.2	0.2	0.0	0.7	0.2	0.5	0.8	1.3	-0.5	0.7	1.8	-1.1	0.4	0.2	0.2	0.3	0.3	0.0
The Hits	4.2	4.0	0.2	9	5.5	4.1	1.4	4.4	4.9	-0.5	5.7	5.4	0.3	5.0	5.4	-0.4	4.8	4.9	-0.1	3.9	2.6	1.3	6.3	5.8	0.5
The Sound	9.7	9.8	-0.1	5	7.2	4.2	3.0	5.6	6.4	-0.8	7.8	7.9	-0.1	12.9	12.3	0.6	18.6	17.9	0.7	10.4	10.2	0.2	10.5	6.3	4.2
ZM	6.3	6.0	0.3	8	3.1	10.6	-7.5	16.9	16.1	0.8	13.8	12.1	1.7	9.8	8.6	1.2	2.5	1.9	0.6	1.3	1.3	0.0	9.6	8.2	1.4
MediaWorks Combo	61.5	62.5	-1.0		76.3	75.6	0.7	64.4	63.8	0.6	64.9	67.2	-2.3	67.1	67.0	0.1	69.2	67.7	1.5	60.8	61.3	-0.5	67.2	69.9	-2.7
NZME Combo	32.7	31.1	1.6		18.7	19.0	-0.3	30.4	30.8	-0.4	29.4	28.1	1.3	26.2	26.2	0.0	24.6	24.1	0.5	34.4	33.4	1.0	28.6	25.6	3.0
NZME and Partners	33.4	31.7	1.7		18.8	20.0	-1.2	32.0	32.7	-0.7	31.0	28.9	2.1	27.3	26.8	0.5	24.6	24.2	0.4	34.4	33.4	1.0	29.0	26.0	3.0
Potential (000)	488.3	487.6	0.7		56.4	58.1	-1.7	137.5	138.0	-0.5	150.6	150.5	0.1	224.3	224.6	-0.3	140.3	139.9	0.4	115.6	113.9	1.7	93.6	89.5	4.1
Sample	1,552	1,551	1		154	158	-4	393	354	39	452	456	-4	676	703	-27	446	488	-42	435	448	-13	283	303	-20

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

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

NZME Combo: Coast or Flava (until S4 2019) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners: Coast or Flava (until S4 2019) 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 or Flava (from S1 2020)

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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

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

	This	Last	+/-
Potential (000)	488.3	487.6	0.7
Sample Size	1,552	1,551	1

	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	8.9	10.3	-1.4	4	12.1	15.3	-3.2	13.0	15.3	-2.3	7.9	10.0	-2.1	8.3	13.6	-5.3	7.1	21.6	-14.5	13.3	11.6	1.7
Coast	0.8	0.3	0.5	13	1.3	1.0	0.3	1.4	1.1	0.3	1.1	1.0	0.1	1.3	1.8	-0.5	2.2	1.9	0.3	1.6	1.6	0.0
Edge	8.3	7.4	0.9	6	6.6	6.4	0.2	7.8	8.2	-0.4	11.7	11.1	0.6	9.0	9.6	-0.6	11.8	6.4	5.4	9.5	10.0	-0.5
Magic	6.9	7.1	-0.2	8	9.2	7.9	1.3	8.0	6.8	1.2	6.8	5.2	1.6	7.0	4.9	2.1	3.9	4.1	-0.2	8.5	6.3	2.2
Mai FM	1.3	1.9	-0.6	12	2.6	2.7	-0.1	2.2	2.7	-0.5	2.1	2.6	-0.5	3.2	2.1	1.1	2.6	3.4	-0.8	2.3	2.9	-0.6
Mix	0.2	0.2	0.0	17	0.2	0.1	0.1	0.2	0.1	0.1	0.5	0.6	-0.1	1.3	0.7	0.6	0.3	0.2	0.1	0.3	0.3	0.0
More FM	14.9	17.0	-2.1	2	10.5	13.4	-2.9	10.3	13.1	-2.8	10.6	12.2	-1.6	5.4	6.8	-1.4	6.9	6.4	0.5	9.9	12.1	-2.2
Newstalk ZB	19.8	18.8	1.0	1	13.4	11.4	2.0	9.3	8.7	0.6	7.9	7.5	0.4	29.3	26.5	2.8	38.1	24.2	13.9	15.3	15.0	0.3
Pulzar FM	0.8	1.0	-0.2	13	0.7	0.2	0.5	0.9	0.5	0.4	1.4	1.6	-0.2	0.8	0.8	0.0	0.1	0.1	0.0	0.2	0.3	-0.1
Radio Hauraki	2.4	3.3	-0.9	10	2.4	3.0	-0.6	3.3	4.0	-0.7	4.1	4.8	-0.7	2.9	3.4	-0.5	1.7	2.1	-0.4	3.0	3.1	-0.1
Radio Sport	1.5	1.7	-0.2	11	1.7	1.6	0.1	1.5	1.1	0.4	2.0	1.1	0.9	1.7	2.8	-1.1	2.5	8.3	-5.8	3.8	4.0	-0.2
Rhema	0.7	1.1	-0.4	15	0.3	0.5	-0.2	0.4	0.5	-0.1	1.6	1.3	0.3	1.8	1.6	0.2	0.2	2.0	-1.8	1.1	1.3	-0.2
Rock	10.2	8.2	2.0	3	11.9	9.4	2.5	13.3	10.4	2.9	13.6	12.1	1.5	9.8	6.6	3.2	8.6	7.0	1.6	8.4	6.2	2.2
Star	0.7	0.7	0.0	15	0.5	0.4	0.1	0.6	0.7	-0.1	0.3	0.4	-0.1	1.3	0.1	1.2	0.2	0.4	-0.2	0.6	1.0	-0.4
Tahu FM	0.1	0.4	-0.3	18	0.7	1.0	-0.3	0.8	0.7	0.1	0.5	0.5	0.0	0.6	0.3	0.3	0.2	0.2	0.0	0.5	0.9	-0.4
The Hits	3.8	4.2	-0.4	9	4.1	4.0	0.1	4.7	4.6	0.1	4.5	4.6	-0.1	4.4	2.6	1.8	1.9	2.8	-0.9	4.3	3.3	1.0
The Sound	8.4	7.1	1.3	5	12.5	11.9	0.6	12.8	12.9	-0.1	10.2	11.0	-0.8	2.9	2.6	0.3	8.9	5.1	3.8	7.0	8.9	-1.9
ZM	7.6	6.8	0.8	7	6.8	6.5	0.3	6.6	5.0	1.6	7.8	7.4	0.4	5.5	8.1	-2.6	1.5	1.5	0.0	4.6	5.7	-1.1
MediaWorks Combo	58.9	59.1	-0.2		65.4	67.1	-1.7	67.7	69.6	-1.9	63.0	64.4	-1.4	45.7	46.3	-0.6	49.9	54.1	-4.2	59.1	58.4	0.7
NZME Combo	36.6	35.6	1.0		30.2	27.7	2.5	27.4	24.9	2.5	28.0	27.1	0.9	46.3	46.1	0.2	48.3	41.1	7.2	33.6	33.1	0.5
NZME and Partners	37.4	36.6	0.8		30.9	27.9	3.0	28.3	25.3	3.0	29.4	28.6	0.8	47.1	46.9	0.2	48.4	41.2	7.2	33.8	33.4	0.4

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

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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	80.7	87.0	-6.3	3	6.7	6.3	0.4	18.5	21.8	-3.3	23.4	25.7	-2.3	39.8	40.5	-0.7	32.4	32.9	-0.5	25.6	27.4	-1.8	19.3	19.1	0.2
Coast	18.3	17.0	1.3	13	0.5	0.3	0.2	2.6	2.0	0.6	1.6	2.1	-0.5	5.0	5.0	0.0	8.2	6.8	1.4	9.2	7.8	1.4	1.7	1.7	0.0
Edge	93.3	94.1	-0.8	2	16.7	15.1	1.6	46.4	51.1	-4.7	39.7	43.2	-3.5	51.5	52.4	-0.9	17.0	14.4	2.6	6.1	5.5	0.6	23.2	22.9	0.3
Magic	46.6	38.0	8.6	8	0.6	0.6	0.0	3.1	1.6	1.5	4.4	4.1	0.3	12.8	9.4	3.4	18.2	13.2	5.0	25.2	22.1	3.1	6.6	4.6	2.0
Mai FM	26.8	25.0	1.8	11	5.1	5.1	0.0	15.1	14.9	0.2	10.8	11.2	-0.4	12.2	12.4	-0.2	2.6	2.1	0.5	1.6	1.4	0.2	6.0	7.3	-1.3
Mix	5.3	5.6	-0.3	18	1.0	1.5	-0.5	2.2	1.4	0.8	2.5	2.5	0.0	3.2	3.8	-0.6	0.7	1.3	-0.6	0.1	*	*	0.9	0.8	0.1
More FM	95.1	95.7	-0.6	1	14.3	17.5	-3.2	22.0	19.2	2.8	28.4	30.3	-1.9	46.8	48.9	-2.1	36.9	34.8	2.1	24.5	22.6	1.9	21.4	23.1	-1.7
Newstalk ZB	61.4	62.6	-1.2	6	2.2	2.2	0.0	4.5	4.7	-0.2	6.8	6.3	0.5	14.6	13.7	0.9	19.0	18.9	0.1	25.4	28.0	-2.6	8.8	7.3	1.5
Pulzar FM	5.5	8.2	-2.7	17	0.2	0.9	-0.7	3.4	4.6	-1.2	2.6	4.3	-1.7	3.5	5.0	-1.5	0.9	0.7	0.2	*	0.4	*	0.6	1.2	-0.6
Radio Hauraki	33.6	35.0	-1.4	10	3.1	3.0	0.1	13.3	16.4	-3.1	13.5	17.4	-3.9	19.8	23.8	-4.0	9.4	8.4	1.0	3.2	2.2	1.0	6.2	5.8	0.4
Radio Sport	23.4	18.9	4.5	12	0.8	*	*	2.6	1.2	1.4	3.0	3.8	-0.8	7.9	7.2	0.7	9.5	8.1	1.4	9.8	9.0	0.8	3.3	2.3	1.0
Rhema	10.5	12.0	-1.5	14	1.9	2.1	-0.2	2.5	3.6	-1.1	3.2	3.1	0.1	4.6	4.5	0.1	3.3	3.6	-0.3	2.7	3.2	-0.5	1.4	1.5	-0.1
Rock	71.3	63.9	7.4	4	9.7	8.9	0.8	28.6	27.0	1.6	33.1	31.4	1.7	45.0	40.0	5.0	17.6	13.8	3.8	5.9	6.5	-0.6	17.5	13.5	4.0
Star	5.7	6.6	-0.9	16	0.5	0.7	-0.2	0.8	1.0	-0.2	0.5	0.7	-0.2	1.7	1.4	0.3	2.1	2.3	-0.2	1.6	3.1	-1.5	1.6	1.6	0.0
Tahu FM	5.8	4.0	1.8	15	0.2	*	*	1.3	0.6	0.7	1.6	0.9	0.7	3.5	2.7	0.8	2.6	2.6	0.0	1.4	1.1	0.3	1.2	1.4	-0.2
The Hits	35.6	33.3	2.3	9	4.8	2.8	2.0	11.7	11.0	0.7	13.3	14.8	-1.5	20.1	22.5	-2.4	11.2	11.6	-0.4	5.5	4.3	1.2	8.6	9.2	-0.6
The Sound	59.5	60.7	-1.2	7	4.4	2.4	2.0	8.6	9.5	-0.9	16.3	16.6	-0.3	33.9	36.3	-2.4	31.4	33.9	-2.5	17.8	18.4	-0.6	15.1	12.6	2.5
ZM	65.2	57.4	7.8	5	5.7	7.8	-2.1	38.8	31.1	7.7	34.5	30.3	4.2	41.4	35.9	5.5	10.2	9.1	1.1	4.6	4.6	0.0	16.9	15.7	1.2
MediaWorks Combo	317.6	315.4	2.2		37.7	38.9	-1.2	95.1	94.4	0.7	103.6	106.8	-3.2	159.3	158.7	0.6	100.9	97.1	3.8	73.2	72.9	0.3	70.1	68.1	2.0
NZME Combo	202.1	196.1	6.0		15.1	15.9	-0.8	63.1	56.3	6.8	66.3	66.8	-0.5	94.1	96.5	-2.4	53.3	54.9	-1.6	48.4	47.3	1.1	39.8	39.6	0.2
NZME and Partners	204.2	200.7	3.5		15.1	16.1	-1.0	64.7	59.0	5.7	67.7	69.6	-1.9	95.5	99.5	-4.0	53.3	55.2	-1.9	48.4	47.6	0.8	39.8	39.8	0.0
All Commercial Radio	403.8	402.4	1.4		43.1	46.0	-2.9	117.3	112.5	4.8	131.7	131.1	0.6	197.8	195.2	2.6	120.7	119.3	1.4	93.2	93.7	-0.5	84.1	81.8	2.3
Potential (000)	488.3	487.6	0.7		56.4	58.1	-1.7	137.5	138.0	-0.5	150.6	150.5	0.1	224.3	224.6	-0.3	140.3	139.9	0.4	115.6	113.9	1.7	93.6	89.5	4.1
Sample	1,552	1,551	1		154	158	-4	393	354	39	452	456	-4	676	703	-27	446	488	-42	435	448	-13	283	303	-20

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Sample Size	1,552	1,551	1

	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	41.1	44.6	-3.5	5	39.5	47.2	-7.7	46.0	55.7	-9.7	33.2	38.8	-5.6	13.2	17.2	-4.0	4.0	7.9	-3.9	46.7	48.7	-2.0
Coast	5.1	2.8	2.3	13	7.3	7.9	-0.6	7.4	7.6	-0.2	6.7	6.1	0.6	3.3	3.2	0.1	2.4	2.2	0.2	11.3	9.9	1.4
Edge	45.8	46.7	-0.9	2	34.5	38.4	-3.9	49.1	48.4	0.7	49.6	51.3	-1.7	27.0	28.0	-1.0	11.4	12.4	-1.0	64.4	63.9	0.5
Magic	24.2	22.0	2.2	8	27.9	22.6	5.3	26.7	22.1	4.6	21.3	19.0	2.3	11.7	8.5	3.2	4.8	5.0	-0.2	34.1	25.3	8.8
Mai FM	10.3	10.3	0.0	11	11.6	11.7	-0.1	11.9	12.0	-0.1	8.8	9.0	-0.2	5.7	5.2	0.5	3.5	4.8	-1.3	15.1	13.6	1.5
Mix	2.9	3.0	-0.1	16	1.3	1.0	0.3	2.1	1.1	1.0	2.5	2.6	-0.1	0.9	1.2	-0.3	0.4	0.4	0.0	3.4	3.8	-0.4
More FM	59.7	63.9	-4.2	1	36.8	44.4	-7.6	44.8	55.3	-10.5	45.5	52.4	-6.9	17.1	18.0	-0.9	9.5	11.0	-1.5	55.4	55.5	-0.1
Newstalk ZB	42.8	45.7	-2.9	4	34.4	31.9	2.5	29.5	28.3	1.2	25.6	25.9	-0.3	21.2	21.6	-0.4	17.9	16.0	1.9	40.4	43.0	-2.6
Pulzar FM	4.0	5.0	-1.0	15	1.6	1.8	-0.2	2.0	2.7	-0.7	4.6	4.6	0.0	0.9	0.9	0.0	0.4	0.6	-0.2	1.6	3.0	-1.4
Radio Hauraki	17.0	17.2	-0.2	9	11.3	10.3	1.0	14.1	15.4	-1.3	19.5	20.3	-0.8	8.3	8.5	-0.2	3.1	5.1	-2.0	16.8	18.8	-2.0
Radio Sport	8.6	8.9	-0.3	12	8.9	8.2	0.7	8.7	6.7	2.0	10.1	6.7	3.4	4.4	4.7	-0.3	2.1	3.9	-1.8	17.8	14.9	2.9
Rhema	4.7	6.2	-1.5	14	2.6	3.2	-0.6	3.5	4.2	-0.7	5.0	4.4	0.6	4.3	3.7	0.6	0.5	1.9	-1.4	5.9	6.6	-0.7
Rock	43.4	38.6	4.8	3	32.5	26.3	6.2	38.8	35.1	3.7	42.8	37.4	5.4	16.7	11.4	5.3	7.1	8.7	-1.6	39.5	33.4	6.1
Star	2.8	3.7	-0.9	17	2.5	2.9	-0.4	2.4	2.8	-0.4	1.8	1.9	-0.1	0.5	0.1	0.4	0.5	0.9	-0.4	3.2	4.0	-0.8
Tahu FM	2.2	1.6	0.6	18	2.4	2.7	-0.3	2.7	2.4	0.3	3.9	2.4	1.5	1.8	1.2	0.6	0.6	0.5	0.1	2.5	1.2	1.3
The Hits	15.7	17.1	-1.4	10	15.9	14.1	1.8	18.4	20.4	-2.0	18.7	18.4	0.3	9.1	7.7	1.4	2.9	4.6	-1.7	21.7	19.8	1.9
The Sound	31.6	27.8	3.8	7	30.6	30.2	0.4	34.3	36.4	-2.1	31.5	31.2	0.3	9.2	8.4	0.8	5.8	5.4	0.4	34.1	33.6	0.5
ZM	36.5	30.4	6.1	6	29.5	28.1	1.4	33.9	31.3	2.6	33.8	30.2	3.6	17.1	14.0	3.1	2.7	2.0	0.7	38.4	36.5	1.9
MediaWorks Combo	206.4	205.9	0.5		180.6	178.5	2.1	204.3	208.4	-4.1	194.5	201.4	-6.9	89.2	83.9	5.3	38.1	44.3	-6.2	233.4	224.5	8.9
NZME Combo	120.4	117.3	3.1		101.6	95.3	6.3	104.9	103.0	1.9	109.2	105.4	3.8	61.7	58.5	3.2	30.2	32.8	-2.6	132.9	132.1	0.8
NZME and Partners	123.0	121.1	1.9		103.2	97.1	6.1	106.0	104.7	1.3	112.1	109.2	2.9	62.6	59.4	3.2	30.2	33.1	-2.9	133.5	134.2	-0.7
All Commercial Radio	292.8	294.8	-2.0		248.0	241.5	6.5	276.0	279.1	-3.1	279.3	280.6	-1.3	146.6	139.9	6.7	64.9	71.5	-6.6	326.3	318.8	7.5

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

NZME Combo: Coast or Flava (until S4 2019) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast or Flava (until S4 2019) 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 or Flava (from S1 2020)

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 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	8:48	10:15	-1:27	4:56	4:00	0:55	5:36	6:52	-1:16	6:07	8:46	-2:39	6:55	9:10	-2:14	9:11	11:02	-1:50	11:29	12:57	-1:28	7:10	10:00	-2:49
Coast	4:35	4:22	0:13	0:30	1:45	-1:15	2:48	2:50	-0:01	1:15	3:38	-2:23	3:17	4:07	-0:50	6:44	4:24	2:19	5:54	4:30	1:24	1:19	4:43	-3:24
Edge	6:01	6:04	-0:02	4:02	4:48	-0:45	5:43	5:33	0:09	6:34	6:49	-0:14	6:44	7:12	-0:28	7:09	7:25	-0:16	6:15	4:41	1:34	7:37	8:53	-1:15
Magic	10:44	11:42	-0:57	13:50	1:25	12:25	6:27	4:01	2:25	5:50	5:33	0:16	7:09	7:19	-0:10	8:08	8:44	-0:36	11:55	11:56	-0:01	5:05	5:44	-0:39
Mai FM	5:12	6:56	-1:44	3:48	4:06	-0:18	4:36	5:44	-1:08	7:22	8:13	-0:51	6:48	8:43	-1:55	2:58	8:45	-5:46	2:41	2:10	0:31	5:34	7:32	-1:58
Mix	3:47	3:12	0:34	3:24	2:31	0:52	3:38	3:04	0:34	4:08	3:40	0:27	3:31	2:54	0:37	1:23	1:25	-0:01	0:15	*	*	6:16	5:12	1:03
More FM	7:17	9:11	-1:54	5:03	7:13	-2:10	4:45	7:59	-3:14	6:37	8:52	-2:14	7:39	9:04	-1:25	9:11	11:19	-2:08	9:03	12:22	-3:19	6:49	8:34	-1:44
Newstalk ZB	15:49	14:52	0:56	2:34	2:48	-0:14	5:31	5:14	0:17	9:29	6:52	2:36	10:09	8:42	1:26	10:34	10:50	-0:16	15:05	15:25	-0:20	12:37	11:40	0:57
Pulzar FM	8:20	4:59	3:21	2:00	4:34	-2:34	6:43	6:07	0:35	12:04	4:20	7:44	9:15	3:55	5:19	0:56	1:35	-0:38	*	0:34	*	7:26	4:17	3:09
Radio Hauraki	5:35	6:44	-1:08	9:12	2:21	6:50	4:55	6:23	-1:28	6:18	7:47	-1:29	5:32	7:41	-2:08	4:33	8:25	-3:51	5:52	11:07	-5:14	5:37	6:23	-0:46
Radio Sport	5:54	8:10	-2:16	2:04	*	*	7:44	8:04	-0:20	9:46	6:29	3:16	8:16	9:05	-0:49	6:46	10:34	-3:48	5:28	9:09	-3:41	5:30	4:57	0:32
Rhema	4:51	5:31	-0:40	7:23	7:12	0:10	1:19	5:34	-4:14	1:53	5:46	-3:52	5:06	7:07	-2:00	6:21	5:45	0:36	3:20	4:10	-0:50	8:26	7:19	1:06
Rock	10:01	9:19	0:42	6:44	5:07	1:37	8:59	7:07	1:52	12:02	11:07	0:54	11:34	10:40	0:54	9:43	9:55	-0:11	8:10	11:00	-2:49	13:34	12:17	1:17
Star	6:28	6:38	-0:10	1:00	1:15	-0:15	7:11	2:43	4:27	10:35	3:04	7:30	4:40	2:40	1:59	1:53	2:55	-1:02	2:20	3:21	-1:00	5:13	2:44	2:29
Tahu FM	5:42	11:31	-5:49	0:15	*	*	1:43	5:45	-4:01	7:54	4:11	3:43	7:14	15:44	-8:29	5:57	16:01	-10:04	4:47	3:00	1:46	3:28	3:11	0:16
The Hits	7:36	8:05	-0:29	4:22	5:54	-1:31	5:17	6:45	-1:28	8:11	7:48	0:23	7:47	7:53	-0:06	9:17	9:40	-0:23	12:48	12:11	0:37	9:53	8:23	1:29
The Sound	10:29	10:52	-0:23	6:17	7:10	-0:52	9:08	10:14	-1:06	9:09	10:07	-0:58	11:46	11:12	0:34	12:44	12:04	0:40	10:29	10:53	-0:23	9:23	6:38	2:44
ZM	6:14	7:05	-0:51	2:05	5:34	-3:29	6:07	7:52	-1:44	7:40	8:29	-0:49	7:21	7:54	-0:33	5:22	4:43	0:39	5:17	5:32	-0:14	7:41	6:55	0:46
MediaWorks Combo	12:27	13:24	-0:57	7:48	7:58	-0:09	9:30	10:17	-0:47	12:02	13:20	-1:17	13:03	13:55	-0:51	14:46	15:57	-1:11	15:00	16:30	-1:30	12:57	13:32	-0:34
NZME Combo	10:24	10:43	-0:18	4:47	4:54	-0:06	6:45	8:20	-1:35	8:32	8:54	-0:22	8:38	8:58	-0:20	9:56	10:04	-0:07	12:50	13:52	-1:02	9:42	8:33	1:09
NZME and Partners	10:31	10:40	-0:08	4:48	5:05	-0:16	6:56	8:25	-1:28	8:49	8:48	0:00	8:51	8:53	-0:02	9:57	10:02	-0:04	12:50	13:48	-0:57	9:49	8:36	1:12
All Commercial Radio	15:55	16:48	-0:53	8:57	8:54	0:02	11:57	13:32	-1:34	14:36	16:10	-1:33	15:41	16:54	-1:13	17:51	19:11	-1:20	19:23	20:58	-1:35	16:03	16:07	-0:04
Potential (000)	488.3	487.6	0.7	56.4	58.1	-1.7	137.5	138.0	-0.5	150.6	150.5	0.1	224.3	224.6	-0.3	140.3	139.9	0.4	115.6	113.9	1.7	93.6	89.5	4.1
Sample	1,552	1,551	1	154	158	-4	393	354	39	452	456	-4	676	703	-27	446	488	-42	435	448	-13	283	303	-20

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

NZME Combo: Coast or Flava (until S4 2019) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners: Coast or Flava (until S4 2019) 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 or Flava (from S1 2020)

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

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

	This	Last	+/-
Potential (000)	488.3	487.6	0.7
Sample Size	1,552	1,551	1

	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	2:37	2:54	-0:16	3:27	3:57	-0:29	3:47	4:04	-0:17	1:55	2:02	-0:07	1:55	2:30	-0:35	4:05	8:04	-3:59	3:59	3:21	0:37
Coast	1:48	1:29	0:19	2:05	1:37	0:28	2:33	2:03	0:29	1:20	1:17	0:03	1:11	1:47	-0:36	2:07	2:34	-0:27	1:59	2:14	-0:14
Edge	2:11	2:00	0:10	2:09	2:01	0:07	2:08	2:30	-0:22	1:53	1:42	0:10	1:01	1:05	-0:03	2:23	1:32	0:51	2:04	2:12	-0:08
Magic	3:26	4:04	-0:38	3:44	4:13	-0:29	4:02	4:32	-0:30	2:33	2:11	0:22	1:51	1:49	0:01	1:52	2:26	-0:33	3:30	3:31	-0:00
Mai FM	1:34	2:18	-0:44	2:30	2:45	-0:15	2:31	3:16	-0:45	1:52	2:18	-0:26	1:42	1:17	0:25	1:43	2:05	-0:21	2:07	2:58	-0:50
Mix	0:57	1:02	-0:04	1:23	1:11	0:11	1:30	1:44	-0:13	1:28	1:48	-0:19	4:06	1:59	2:07	2:10	1:06	1:03	1:09	1:09	-0:00
More FM	3:00	3:20	-0:20	3:13	3:40	-0:26	3:05	3:30	-0:24	1:52	1:50	0:01	0:57	1:12	-0:14	1:39	1:44	-0:05	2:30	3:04	-0:34
Newstalk ZB	5:35	5:11	0:24	4:24	4:20	0:03	4:14	4:34	-0:20	2:28	2:18	0:09	4:14	3:53	0:21	4:54	4:29	0:24	5:18	4:55	0:23
Pulzar FM	2:24	2:23	0:01	4:52	1:22	3:29	6:00	2:34	3:26	2:27	2:44	-0:16	2:43	2:45	-0:02	0:45	0:30	0:14	1:34	1:31	0:02
Radio Hauraki	1:41	2:24	-0:42	2:23	3:31	-1:08	3:07	3:47	-0:39	1:40	1:51	-0:11	1:05	1:15	-0:10	1:17	1:14	0:02	2:31	2:20	0:10
Radio Sport	2:09	2:22	-0:13	2:09	2:19	-0:10	2:19	2:19	-0:00	1:33	1:19	0:14	1:10	1:52	-0:42	2:40	6:19	-3:39	2:59	3:45	-0:45
Rhema	1:43	2:12	-0:29	1:23	1:52	-0:28	1:25	1:45	-0:19	2:32	2:20	0:12	1:18	1:20	-0:02	0:59	3:07	-2:07	2:34	2:46	-0:11
Rock	2:50	2:39	0:11	4:09	4:21	-0:11	4:36	4:22	0:14	2:32	2:33	-0:00	1:48	1:49	-0:00	2:47	2:22	0:25	2:59	2:38	0:21
Star	2:48	2:26	0:22	2:03	1:51	0:11	3:15	3:59	-0:44	1:20	1:36	-0:15	7:36	2:00	5:36	0:50	1:21	-0:31	2:51	3:20	-0:29
Tahu FM	0:41	3:14	-2:33	3:19	4:40	-1:21	4:06	4:34	-0:27	1:01	1:35	-0:34	1:00	0:53	0:06	0:49	1:00	-0:10	2:32	10:23	-7:50
The Hits	2:56	3:06	-0:09	2:56	3:26	-0:29	3:26	3:22	0:04	1:57	1:58	-0:01	1:28	1:05	0:23	1:29	1:49	-0:20	2:47	2:20	0:26
The Sound	3:12	3:12	0:00	4:35	4:47	-0:11	5:00	5:14	-0:13	2:36	2:48	-0:11	0:58	0:59	-0:00	3:31	2:47	0:44	2:53	3:43	-0:50
ZM	2:31	2:48	-0:17	2:37	2:47	-0:10	2:36	2:23	0:12	1:51	1:55	-0:04	0:59	1:50	-0:50	1:18	2:13	-0:55	1:41	2:12	-0:30
MediaWorks Combo	3:27	3:36	-0:09	4:05	4:33	-0:28	4:27	4:56	-0:29	2:36	2:32	0:04	1:34	1:45	-0:10	3:00	3:36	-0:36	3:33	3:39	-0:06
NZME Combo	3:40	3:48	-0:08	3:21	3:32	-0:10	3:30	3:34	-0:04	2:03	2:02	0:01	2:18	2:30	-0:11	3:40	3:43	-0:02	3:33	3:31	0:01
NZME and Partners	3:40	3:47	-0:06	3:23	3:29	-0:06	3:35	3:34	0:00	2:06	2:04	0:01	2:18	2:30	-0:11	3:41	3:41	-0:00	3:33	3:30	0:02
All Commercial Radio	4:07	4:15	-0:07	4:33	5:01	-0:28	4:52	5:18	-0:26	2:52	2:49	0:03	2:05	2:16	-0:10	3:32	4:08	-0:35	4:18	4:25	-0:06

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

NZME Combo: Coast or Flava (until S4 2019) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast or Flava (until S4 2019) 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 or Flava (from S1 2020)