



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019  
 Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	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	9.5	9.8	-0.3	4	3.6	7.1	-3.5	5.4	3.5	1.9	10.3	7.5	2.8	11.0	8.1	2.9	12.7	12.7	0.0	13.2	15.7	-2.5	8.3	10.3	-2.0	
Coast	1.9	2.0	-0.1	12	0.2	1.9	-1.7	1.1	0.9	0.2	0.4	0.6	-0.2	0.7	0.7	0.0	1.5	1.6	-0.1	2.3	3.2	-0.9	0.8	1.3	-0.5	
Edge	7.3	7.0	0.3	7	16.4	10.3	6.1	14.1	15.5	-1.4	10.8	10.9	-0.1	8.4	7.9	0.5	3.4	2.7	0.7	1.4	1.2	0.2	9.1	6.5	2.6	
Flava	*	0.1	*	*	*	0.7	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	0.2	*
Magic Music & Talk*	9.5	10.0	-0.5	4	0.9	4.6	-3.7	1.2	1.3	-0.1	2.3	3.6	-1.3	4.6	5.0	-0.4	13.1	11.7	1.4	22.4	22.6	-0.2	5.9	3.4	2.5	
Mai FM	3.8	3.0	0.8	10	9.6	2.8	6.8	9.8	8.7	1.1	5.8	3.9	1.9	3.7	2.5	1.2	0.2	0.2	0.0	0.1	0.1	0.0	3.8	3.1	0.7	
Mix	0.1	0.2	-0.1	18	0.1	1.1	-1.0	0.2	0.3	-0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.3	0.2	0.1	
More FM	12.4	14.6	-2.2	2	17.1	22.8	-5.7	8.7	7.1	1.6	9.0	13.8	-4.8	11.7	17.9	-6.2	16.5	20.4	-3.9	14.9	14.4	0.5	21.6	25.8	-4.2	
Newstalk ZB	14.0	11.7	2.3	1	3.5	3.0	0.5	5.1	1.3	3.8	3.3	1.0	2.3	7.9	4.7	3.2	14.7	12.4	2.3	19.5	20.4	-0.9	9.4	8.0	1.4	
Pulzar FM	0.7	0.7	0.0	15	2.7	1.6	1.1	1.1	1.4	-0.3	0.9	1.4	-0.5	0.7	1.0	-0.3	0.2	0.3	-0.1	*	*	*	*	*	*	
Radio Hauraki	4.3	3.3	1.0	9	3.2	1.3	1.9	6.5	6.6	-0.1	8.2	6.2	2.0	6.5	4.8	1.7	3.1	2.6	0.5	1.6	1.3	0.3	4.0	2.1	1.9	
Radio Sport	1.7	1.9	-0.2	13	0.2	0.7	-0.5	0.4	0.2	0.2	0.8	0.9	-0.1	1.6	1.3	0.3	2.3	2.1	0.2	1.7	3.1	-1.4	1.5	1.5	0.0	
Rhema	1.1	0.9	0.2	14	1.9	0.8	1.1	0.3	0.3	0.0	1.2	0.9	0.3	1.5	1.1	0.4	1.5	1.2	0.3	0.8	0.8	0.0	1.6	0.8	0.8	
Rock	10.0	9.6	0.4	3	11.4	8.5	2.9	16.1	19.3	-3.2	17.6	19.9	-2.3	13.7	14.1	-0.4	6.2	4.5	1.7	3.5	2.1	1.4	4.9	9.3	-4.4	
Star	0.5	0.9	-0.4	16	1.1	1.4	-0.3	0.4	0.3	0.1	0.1	0.1	0.0	0.3	1.0	-0.7	0.8	1.8	-1.0	0.7	0.9	-0.2	0.5	0.7	-0.2	
Tahu FM	0.2	1.4	-1.2	17	*	*	*	0.2	5.0	-4.8	0.2	0.2	0.0	0.2	0.1	0.1	0.1	*	*	0.3	*	*	0.7	0.2	0.5	
The Hits	3.4	3.5	-0.1	11	7.7	4.9	2.8	4.0	4.4	-0.4	4.2	3.9	0.3	4.0	4.4	-0.4	2.7	3.6	-0.9	2.2	1.5	0.7	3.9	6.3	-2.4	
The Sound	9.3	8.7	0.6	6	9.0	10.0	-1.0	8.9	7.5	1.4	9.4	8.5	0.9	11.5	11.2	0.3	14.0	13.4	0.6	8.6	7.1	1.5	7.6	4.9	2.7	
ZM	5.4	6.5	-1.1	8	8.8	8.9	-0.1	11.2	12.6	-1.4	10.8	12.0	-1.2	7.4	9.1	-1.7	1.7	4.3	-2.6	1.2	2.2	-1.0	9.3	12.0	-2.7	
Others	4.8	4.3	0.5		2.6	7.4	-4.8	5.2	3.6	1.6	4.3	4.7	-0.4	4.3	4.8	-0.5	5.4	4.2	1.2	5.5	3.2	2.3	6.9	3.5	3.4	
MediaWorks Combo	62.2	62.8	-0.6		68.4	66.9	1.5	65.3	63.2	2.1	65.8	68.3	-2.5	65.1	67.0	-1.9	66.0	65.8	0.2	64.1	63.1	1.0	61.1	63.3	-2.2	
NZME Combo	31.3	29.3	2.0		23.7	22.9	0.8	28.8	26.4	2.4	28.2	24.8	3.4	28.8	25.2	3.6	26.8	26.7	0.1	28.6	32.0	-3.4	30.1	31.5	-1.4	
NZME and Partners	32.0	30.0	2.0		26.4	24.5	1.9	29.9	27.8	2.1	29.1	26.2	2.9	29.6	26.2	3.4	27.0	27.0	0.0	28.6	32.0	-3.4	30.1	31.5	-1.4	
Potential (000)	487.6	478.8	8.8		50.7	50.6	0.1	145.4	142.2	3.2	150.5	147.8	2.7	224.6	221.7	2.9	139.9	138.4	1.5	113.9	110.7	3.2	77.2	84.0	-6.8	
Sample	1,557.0	1,704.0	-147.0		142.0	161.0	-19.0	384.0	459.0	-75.0	473.0	529.0	-56.0	792.0	833.0	-41.0	534.0	548.0	-14.0	399.0	447.0	-48.0	279.0	329.0	-50.0	

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

MediaWorks Combo: Breeze or Edge or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 1 2019

Station Share (%) by Daypart, People 10+  
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019  
 Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	487.6	478.8	8.8
Sample Size	1,557	1,704	-147

	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	7.9	7.3	0.6	5	11.2	12.5	-1.3	11.1	10.6	0.5	9.5	9.1	0.4	4.7	6.7	-2.0	3.7	3.4	0.3	10.6	11.5	-0.9
Coast	2.0	1.5	0.5	11	1.7	2.5	-0.8	1.4	2.4	-1.0	1.8	1.6	0.2	1.4	2.1	-0.7	4.2	1.5	2.7	2.3	2.2	0.1
Edge	6.5	6.4	0.1	7	6.0	5.7	0.3	8.3	7.4	0.9	9.6	9.8	-0.2	7.7	7.3	0.4	3.8	5.1	-1.3	7.8	7.1	0.7
Flava	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	0.2	*	*	0.2	*	*	0.1	*
Magic Music & Talk*	9.5	10.1	-0.6	3	8.2	8.3	-0.1	7.7	8.9	-1.2	6.7	6.1	0.6	15.1	16.5	-1.4	16.0	19.8	-3.8	10.6	10.6	0.0
Mai FM	4.1	3.2	0.9	9	3.3	2.9	0.4	3.0	2.2	0.8	4.4	2.4	2.0	3.6	2.0	1.6	9.6	8.7	0.9	3.4	2.9	0.5
Mix	*	0.1	*	*	0.1	0.2	-0.1	0.2	0.4	-0.2	0.1	0.3	-0.2	0.2	0.2	0.0	*	0.3	*	0.1	0.2	-0.1
More FM	18.9	20.3	-1.4	1	11.3	12.8	-1.5	10.9	14.2	-3.3	13.7	16.8	-3.1	6.4	7.1	-0.7	7.7	6.4	1.3	10.9	13.9	-3.0
Newstalk ZB	16.5	15.2	1.3	2	11.1	9.2	1.9	6.8	5.3	1.5	8.7	6.5	2.2	28.7	25.6	3.1	35.3	29.6	5.7	15.0	12.0	3.0
Pulzar FM	0.9	0.8	0.1	15	0.5	0.4	0.1	0.8	0.5	0.3	1.4	1.2	0.2	0.4	1.3	-0.9	0.3	0.2	0.1	0.3	0.5	-0.2
Radio Hauraki	4.0	3.0	1.0	10	5.0	4.0	1.0	6.0	4.4	1.6	6.3	5.1	1.2	1.7	1.2	0.5	1.4	1.0	0.4	2.7	2.0	0.7
Radio Sport	1.5	2.0	-0.5	13	1.7	2.2	-0.5	1.7	1.5	0.2	1.4	1.8	-0.4	1.5	2.0	-0.5	0.6	0.3	0.3	2.4	2.5	-0.1
Rhema	1.2	0.8	0.4	14	0.8	0.3	0.5	0.6	0.4	0.2	2.0	1.6	0.4	0.8	1.0	-0.2	0.5	1.3	-0.8	1.4	1.3	0.1
Rock	8.2	8.6	-0.4	4	12.5	11.2	1.3	14.7	13.2	1.5	10.9	10.7	0.2	6.6	5.5	1.1	3.3	8.0	-4.7	7.2	6.7	0.5
Star	0.6	1.1	-0.5	16	0.3	0.7	-0.4	0.4	0.7	-0.3	0.2	0.5	-0.3	0.8	1.5	-0.7	1.0	1.2	-0.2	0.8	1.3	-0.5
Tahu FM	0.1	1.5	-1.4	17	0.2	1.7	-1.5	0.2	1.9	-1.7	0.1	2.5	-2.4	0.2	*	*	*	*	*	0.3	0.6	-0.3
The Hits	2.0	1.9	0.1	11	4.3	5.5	-1.2	4.4	4.2	0.2	3.6	2.6	1.0	3.4	3.6	-0.2	1.4	2.0	-0.6	3.4	3.4	0.0
The Sound	6.8	6.0	0.8	6	11.6	9.9	1.7	11.9	10.3	1.6	8.7	8.4	0.3	5.8	6.9	-1.1	3.8	2.9	0.9	9.6	10.4	-0.8
ZM	6.0	7.6	-1.6	8	6.2	6.4	-0.2	6.0	7.2	-1.2	6.1	8.1	-2.0	3.9	5.0	-1.1	1.8	3.3	-1.5	4.7	5.3	-0.6
Others	3.4	2.8	0.6		4.2	3.4	0.8	4.1	4.3	-0.2	4.7	5.0	-0.3	7.1	4.2	2.9	5.5	4.8	0.7	6.5	5.7	0.8
MediaWorks Combo	62.1	61.8	0.3		64.1	63.4	0.7	67.8	67.0	0.8	64.2	63.5	0.7	51.1	52.3	-1.2	49.1	54.2	-5.1	60.4	63.3	-2.9
NZME Combo	32.5	31.3	1.2		30.9	30.1	0.8	26.6	25.4	1.2	28.1	26.0	2.1	40.8	39.9	0.9	45.6	38.2	7.4	30.8	27.7	3.1
NZME and Partners	33.4	32.1	1.3		31.3	30.5	0.8	27.4	26.0	1.4	29.5	27.2	2.3	41.2	41.2	0.0	45.9	38.4	7.5	31.1	28.2	2.9

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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

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019  
 Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	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	70.4	76.9	-6.5	4	4.6	6.8	-2.2	16.2	15.2	1.0	20.5	18.7	1.8	33.3	31.4	1.9	27.4	29.0	-1.6	25.2	27.4	-2.2	13.5	16.7	-3.2
Coast	16.8	17.6	-0.8	13	0.6	1.7	-1.1	1.9	1.5	0.4	2.3	1.9	0.4	6.0	3.9	2.1	7.3	6.2	1.1	7.4	8.9	-1.5	2.8	1.9	0.9
Edge	85.1	82.4	2.7	2	15.4	10.8	4.6	46.7	49.2	-2.5	35.9	34.3	1.6	43.1	41.6	1.5	12.3	11.8	0.5	5.7	4.7	1.0	15.3	17.3	-2.0
Flava	1.4	1.0	0.4	19	0.4	0.6	-0.2	1.0	0.4	0.6	1.0	0.4	0.6	1.0	0.4	0.6	*	*	*	*	*	*	*	0.4	*
Magic Music & Talk*	58.0	56.5	1.5	6	1.6	3.5	-1.9	6.3	5.1	1.2	10.0	8.6	1.4	21.4	19.1	2.3	26.7	25.1	1.6	26.5	26.8	-0.3	7.1	4.7	2.4
Mai FM	31.2	30.5	0.7	10	4.2	3.5	0.7	21.1	21.2	-0.1	16.7	14.9	1.8	18.2	15.6	2.6	2.1	1.3	0.8	0.8	0.8	0.0	6.3	8.4	-2.1
Mix	2.8	5.3	-2.5	18	0.2	0.4	-0.2	2.0	3.5	-1.5	1.9	2.0	-0.1	2.1	2.4	-0.3	0.5	1.2	-0.7	0.3	0.8	-0.5	1.3	1.1	0.2
More FM	102.7	115.6	-12.9	1	15.3	19.7	-4.4	25.0	25.6	-0.6	30.8	36.4	-5.6	47.0	62.0	-15.0	36.2	41.3	-5.1	25.8	23.1	2.7	24.1	30.4	-6.3
Newstalk ZB	70.1	61.8	8.3	5	4.1	3.0	1.1	7.3	4.3	3.0	5.8	3.4	2.4	21.0	15.4	5.6	26.1	24.1	2.0	24.1	26.9	-2.8	7.8	8.2	-0.4
Pulzar FM	11.9	10.4	1.5	14	2.6	1.8	0.8	6.6	6.2	0.4	4.0	5.3	-1.3	4.9	6.0	-1.1	1.1	0.7	0.4	0.5	0.2	0.3	0.3	0.2	0.1
Radio Hauraki	36.8	29.4	7.4	9	2.8	1.9	0.9	17.7	15.4	2.3	21.2	16.3	4.9	25.9	20.1	5.8	7.1	6.5	0.6	3.2	2.7	0.5	6.6	4.5	2.1
Radio Sport	19.8	25.2	-5.4	12	0.9	1.0	-0.1	2.6	2.5	0.1	4.1	4.1	0.0	8.4	8.9	-0.5	8.3	9.2	-0.9	7.3	9.5	-2.2	2.1	2.9	-0.8
Rhema	10.2	9.4	0.8	15	2.0	1.0	1.0	1.9	2.2	-0.3	2.3	2.3	0.0	4.6	3.9	0.7	3.7	3.1	0.6	2.0	2.3	-0.3	1.0	0.8	0.2
Rock	76.4	71.8	4.6	3	8.1	5.6	2.5	38.5	39.2	-0.7	40.8	40.3	0.5	49.2	46.7	2.5	13.9	12.2	1.7	7.3	6.3	1.0	9.5	12.6	-3.1
Star	8.0	10.8	-2.8	16	1.6	2.1	-0.5	2.0	2.2	-0.2	1.4	1.7	-0.3	2.4	3.4	-1.0	2.7	3.8	-1.1	2.5	3.5	-1.0	0.3	0.4	-0.1
Tahu FM	4.0	3.4	0.6	17	0.4	*	*	1.7	2.9	-1.2	2.6	1.6	1.0	2.8	1.6	1.2	0.3	*	*	0.7	*	*	2.1	1.3	0.8
The Hits	29.6	36.2	-6.6	11	4.7	2.9	1.8	10.7	16.1	-5.4	11.4	14.1	-2.7	15.7	20.3	-4.6	7.3	9.8	-2.5	4.9	4.8	0.1	5.7	9.7	-4.0
The Sound	57.7	61.1	-3.4	7	7.4	7.9	-0.5	14.6	16.0	-1.4	17.0	17.4	-0.4	29.7	33.6	-3.9	25.4	26.2	-0.8	16.2	13.3	2.9	8.0	8.7	-0.7
ZM	55.0	62.5	-7.5	8	7.9	8.8	-0.9	29.8	32.3	-2.5	24.6	27.2	-2.6	28.1	34.2	-6.1	6.6	11.1	-4.5	3.7	4.6	-0.9	11.8	15.9	-4.1
Others	48.4	45.9	2.5		3.5	4.2	-0.7	17.4	13.8	3.6	17.7	15.3	2.4	25.1	24.9	0.2	13.3	14.3	-1.0	9.7	8.4	1.3	8.6	7.0	1.6
MediaWorks Combo	313.7	319.5	-5.8		34.7	34.0	0.7	100.9	104.1	-3.2	106.3	105.9	0.4	154.4	158.7	-4.3	96.2	99.1	-2.9	73.1	72.2	0.9	55.3	60.3	-5.0
NZME Combo	188.2	188.6	-0.4		16.6	15.7	0.9	60.7	60.4	0.3	59.6	58.3	1.3	87.7	85.8	1.9	49.9	52.4	-2.5	40.7	45.7	-5.0	32.4	34.5	-2.1
NZME and Partners	194.7	193.7	1.0		17.2	16.3	0.9	65.4	64.0	1.4	61.9	60.8	1.1	90.3	88.6	1.7	50.1	52.7	-2.6	41.0	45.9	-4.9	32.4	34.5	-2.1
All Commercial Radio	390.5	398.0	-7.5		39.8	39.7	0.1	117.4	121.6	-4.2	127.2	128.1	-0.9	188.7	192.3	-3.6	117.8	119.5	-1.7	90.8	92.0	-1.2	66.2	72.7	-6.5
Potential (000)	487.6	478.8	8.8		50.7	50.6	0.1	145.4	142.2	3.2	150.5	147.8	2.7	224.6	221.7	2.9	139.9	138.4	1.5	113.9	110.7	3.2	77.2	84.0	-6.8
Sample	1,557	1,704	-147		142	161	-19	384	459	-75	473	529	-56	792	833	-41	534	548	-14	399	447	-48	279	329	-50

MediaWorks Combo: Breeze or Edge or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 1 2019

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2018 - 1/2019

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

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	487.6	478.8	8.8
Sample Size	1,557	1,704	-147

	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	37.5	39.4	-1.9	5	37.8	41.2	-3.4	46.0	44.7	1.3	35.9	37.8	-1.9	16.1	17.4	-1.3	6.0	6.3	-0.3	44.4	48.7	-4.3
Coast	8.0	7.5	0.5	12	8.0	8.8	-0.8	8.9	11.7	-2.8	7.6	8.2	-0.6	4.1	5.4	-1.3	3.1	2.4	0.7	9.8	10.7	-0.9
Edge	46.8	39.9	6.9	3	30.2	26.8	3.4	44.4	42.8	1.6	36.9	41.0	-4.1	22.7	19.1	3.6	9.8	10.3	-0.5	51.7	49.2	2.5
Flava	1.0	0.6	0.4	18	*	0.4	*	*	0.4	*	*	*	*	0.2	0.3	-0.1	*	0.2	*	0.2	0.3	-0.1
Magic Music & Talk*	35.7	35.6	0.1	7	28.9	26.4	2.5	27.2	29.4	-2.2	25.1	24.3	0.8	19.7	18.5	1.2	13.7	11.7	2.0	34.4	34.1	0.3
Mai FM	16.4	12.7	3.7	10	11.9	9.8	2.1	14.1	11.2	2.9	15.2	12.1	3.1	9.2	6.6	2.6	8.0	8.1	-0.1	19.2	17.6	1.6
Mix	0.7	1.0	-0.3	19	1.2	1.4	-0.2	1.4	1.3	0.1	1.1	3.0	-1.9	1.0	0.9	0.1	*	0.4	*	1.0	2.0	-1.0
More FM	70.0	73.5	-3.5	1	40.7	48.1	-7.4	50.1	57.9	-7.8	52.6	64.3	-11.7	20.4	24.2	-3.8	12.8	14.7	-1.9	58.3	68.2	-9.9
Newstalk ZB	50.9	46.6	4.3	2	32.4	31.3	1.1	29.3	26.7	2.6	29.4	25.1	4.3	29.0	24.1	4.9	25.2	21.0	4.2	47.9	43.3	4.6
Pulzar FM	5.8	5.3	0.5	14	3.7	3.5	0.2	6.4	4.4	2.0	4.3	5.3	-1.0	2.3	3.2	-0.9	1.3	0.3	1.0	3.5	4.2	-0.7
Radio Hauraki	22.1	17.5	4.6	9	18.0	11.7	6.3	19.5	14.7	4.8	19.5	16.5	3.0	6.5	4.3	2.2	2.2	1.5	0.7	21.9	16.9	5.0
Radio Sport	7.7	10.2	-2.5	13	7.9	11.1	-3.2	10.7	10.7	0.0	9.5	9.3	0.2	3.5	4.4	-0.9	0.4	0.9	-0.5	15.3	19.5	-4.2
Rhema	5.2	4.2	1.0	15	2.7	1.7	1.0	4.3	3.6	0.7	3.9	2.5	1.4	2.2	2.8	-0.6	1.6	2.0	-0.4	6.2	4.9	1.3
Rock	42.1	38.3	3.8	4	33.6	31.2	2.4	43.1	41.3	1.8	39.5	43.1	-3.6	15.7	15.1	0.6	7.4	10.3	-2.9	43.2	40.7	2.5
Star	2.3	4.2	-1.9	16	0.9	2.7	-1.8	2.7	4.7	-2.0	1.7	3.1	-1.4	0.7	1.8	-1.1	1.2	2.5	-1.3	4.0	5.5	-1.5
Tahu FM	1.3	1.6	-0.3	17	2.2	2.3	-0.1	2.2	2.6	-0.4	1.2	2.1	-0.9	0.9	*	*	*	0.3	*	1.8	2.8	-1.0
The Hits	13.0	13.0	0.0	11	13.3	16.0	-2.7	15.4	17.8	-2.4	15.3	15.8	-0.5	7.8	8.3	-0.5	2.4	1.9	0.5	18.6	22.5	-3.9
The Sound	29.4	28.6	0.8	8	28.8	26.8	2.0	33.7	36.6	-2.9	32.1	32.6	-0.5	10.2	12.5	-2.3	6.1	4.0	2.1	35.9	39.5	-3.6
ZM	36.0	41.3	-5.3	6	22.9	27.3	-4.4	27.8	33.9	-6.1	30.0	36.3	-6.3	13.5	16.7	-3.2	5.1	8.2	-3.1	30.5	34.7	-4.2
Others	20.5	18.0	2.5		14.9	12.6	2.3	18.4	21.5	-3.1	19.4	21.2	-1.8	9.6	9.5	0.1	6.3	4.6	1.7	29.1	26.8	2.3
MediaWorks Combo	217.0	215.8	1.2		170.6	170.4	0.2	197.5	202.5	-5.0	193.4	203.7	-10.3	97.3	98.9	-1.6	55.3	57.4	-2.1	230.2	234.8	-4.6
NZME Combo	124.9	122.3	2.6		96.0	96.8	-0.8	100.7	105.0	-4.3	101.8	104.2	-2.4	62.1	60.9	1.2	36.4	34.1	2.3	130.1	130.3	-0.2
NZME and Partners	127.9	126.2	1.7		98.6	100.0	-1.4	105.5	108.8	-3.3	105.3	108.1	-2.8	64.1	64.1	0.0	37.7	34.2	3.5	131.6	133.0	-1.4
All Commercial Radio	302.3	305.8	-3.5		238.9	239.5	-0.6	266.9	274.5	-7.6	264.9	278.4	-13.5	154.2	154.3	-0.1	88.5	86.1	2.4	314.7	320.1	-5.4

MediaWorks Combo: Breeze or Edge or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

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

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	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	9:40	9:06	0:34	3:55	4:30	-0:35	6:50	4:29	2:20	11:15	8:39	2:35	11:50	9:14	2:36	11:27	10:54	0:33	9:48	11:00	-1:11	7:23	7:43	-0:19
Coast	8:15	8:20	-0:04	1:27	4:51	-3:24	12:32	11:54	0:37	3:56	7:16	-3:20	4:11	6:20	-2:08	5:05	6:19	-1:14	5:47	6:56	-1:08	3:21	8:42	-5:21
Edge	6:11	6:07	0:03	5:17	4:06	1:10	6:09	6:10	-0:01	6:40	6:50	-0:09	7:00	6:46	0:13	6:45	5:45	1:00	4:30	4:58	-0:27	7:10	4:40	2:30
Flava	0:19	4:58	-4:39	0:30	4:48	-4:18	0:15	5:15	-5:00	0:15	5:15	-5:00	0:15	5:15	-5:00	*	*	*	*	*	*	*	5:15	*
Magic Music & Talk*	11:42	12:42	-1:00	2:58	5:35	-2:37	3:50	4:54	-1:03	5:12	9:02	-3:50	7:40	9:25	-1:44	12:08	11:34	0:33	15:48	16:10	-0:21	9:54	9:02	0:51
Mai FM	8:49	6:58	1:50	11:17	3:29	7:47	9:24	8:02	1:21	7:45	5:37	2:07	7:18	5:41	1:36	1:57	4:21	-2:24	1:30	1:23	0:07	7:14	4:35	2:38
Mix	2:46	3:08	-0:22	1:15	12:52	-11:37	2:28	1:29	0:59	3:04	2:16	0:48	2:59	2:16	0:43	3:18	5:24	-2:05	4:00	6:37	-2:37	3:13	2:47	0:25
More FM	8:39	9:04	-0:24	5:34	4:57	0:36	7:02	5:25	1:36	6:33	8:12	-1:39	8:55	10:17	-1:21	11:15	12:16	-1:00	10:46	11:56	-1:09	10:47	10:35	0:12
Newstalk ZB	14:23	13:39	0:44	4:11	4:24	-0:13	14:22	5:47	8:34	12:47	6:08	6:39	13:21	10:47	2:34	13:53	12:46	1:06	15:03	14:33	0:29	14:27	12:10	2:16
Pulzar FM	4:01	4:35	-0:33	5:09	3:58	1:10	3:20	4:33	-1:13	5:00	5:36	-0:35	5:13	5:59	-0:46	4:53	8:56	-4:02	0:45	1:00	-0:14	1:00	1:00	0:00
Radio Hauraki	8:21	8:02	0:19	5:42	2:58	2:43	7:27	8:21	-0:53	8:37	8:11	0:26	8:54	8:33	0:21	10:47	9:47	0:59	9:39	9:25	0:14	7:21	5:41	1:40
Radio Sport	6:14	5:30	0:43	1:21	2:56	-1:34	3:04	1:42	1:21	4:21	4:36	-0:15	6:56	5:01	1:55	6:42	5:31	1:11	4:17	6:18	-2:01	8:11	6:24	1:46
Rhema	7:42	6:36	1:05	4:41	3:33	1:08	2:55	2:43	0:11	11:32	8:40	2:52	11:32	10:07	1:25	10:08	9:36	0:31	7:18	6:36	0:41	19:19	11:36	7:42
Rock	9:24	9:36	-0:11	7:01	6:31	0:29	8:31	9:37	-1:05	9:36	10:39	-1:02	9:57	10:46	-0:48	10:54	9:13	1:41	9:00	6:24	2:35	6:14	9:11	-2:57
Star	4:44	6:11	-1:26	3:27	3:00	0:27	3:52	3:04	0:48	1:55	1:33	0:21	5:09	10:18	-5:08	7:13	11:52	-4:38	5:17	5:13	0:03	24:00	24:00	0:00
Tahu FM	3:00	28:47	-25:46	0:30	*	*	2:18	33:18	-30:59	2:01	2:08	-0:06	2:18	2:08	0:09	4:54	*	*	7:21	*	*	3:53	2:14	1:39
The Hits	8:16	6:54	1:21	8:03	7:11	0:52	7:31	5:23	2:08	8:13	5:55	2:18	9:01	7:43	1:18	9:02	9:03	-0:00	8:24	5:55	2:29	8:11	8:09	0:02
The Sound	11:33	10:12	1:21	6:03	5:25	0:38	12:26	9:09	3:17	12:16	10:29	1:47	13:53	11:51	2:01	13:35	12:40	0:55	9:53	10:13	-0:19	11:28	7:05	4:22
ZM	7:05	7:30	-0:24	5:29	4:22	1:07	7:39	7:37	0:01	9:48	9:30	0:17	9:23	9:31	-0:08	6:21	9:36	-3:15	5:58	8:52	-2:54	9:31	9:23	0:08
Others	7:09	6:40	0:28	3:42	7:40	-3:58	6:05	5:07	0:58	5:22	6:37	-1:14	6:09	6:53	-0:43	10:04	7:18	2:46	10:41	7:16	3:24	9:36	6:16	3:19
MediaWorks Combo	14:14	14:06	0:07	9:47	8:26	1:21	13:09	11:53	1:16	13:47	13:56	-0:08	15:03	15:02	0:01	16:56	16:27	0:29	16:23	16:46	-0:23	13:21	13:07	0:13
NZME Combo	11:56	11:10	0:45	7:04	6:15	0:48	9:39	8:32	1:07	10:34	9:11	1:23	11:44	10:27	1:17	13:15	12:40	0:34	13:07	13:26	-0:19	11:12	11:25	-0:12
NZME and Partners	11:47	11:07	0:39	7:37	6:26	1:10	9:17	8:30	0:47	10:29	9:18	1:11	11:41	10:31	1:10	13:18	12:43	0:35	13:02	13:22	-0:20	11:13	11:25	-0:12
All Commercial Radio	18:23	18:03	0:20	12:28	10:48	1:40	17:19	16:05	1:13	17:31	16:52	0:39	18:56	18:32	0:24	20:58	20:45	0:13	20:33	20:51	-0:17	18:13	17:11	1:02
Potential (000)	487.6	478.8	8.8	50.7	50.6	0.1	145.4	142.2	3.2	150.5	147.8	2.7	224.6	221.7	2.9	139.9	138.4	1.5	113.9	110.7	3.2	77.2	84.0	-6.8
Sample	1,557	1,704	-147	142	161	-19	384	459	-75	473	529	-56	792	833	-41	534	548	-14	399	447	-48	279	329	-50

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# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 4/2018 - 1/2019

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	This	Last	+/-
Potential (000)	487.6	478.8	8.8
Sample Size	1,557	1,704	-147

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

MediaWorks Combo: Breeze or Edge or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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.