



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 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	10.9	11.4	-0.5	3	12.4	9.8	2.6	5.3	5.1	0.2	9.2	7.7	1.5	11.5	11.0	0.5	15.5	17.9	-2.4	15.1	18.0	-2.9	12.4	13.6	-1.2
Coast	2.2	1.3	0.9	14	2.3	0.8	1.5	*	0.1	*	0.1	0.1	0.0	0.4	0.2	0.2	2.7	0.9	1.8	4.7	2.7	2.0	1.2	1.0	0.2
Edge	7.0	6.9	0.1	7	15.6	16.8	-1.2	15.6	14.7	0.9	10.3	10.0	0.3	7.4	7.0	0.4	2.1	1.9	0.2	1.5	1.3	0.2	9.0	7.0	2.0
Flava	0.4	0.5	-0.1	16	0.7	1.7	-1.0	0.5	0.4	0.1	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Magic	3.5	3.3	0.2	9	0.1	*	*	0.1	0.1	0.0	0.2	*	*	0.6	0.6	0.0	4.0	5.0	-1.0	9.5	10.4	-0.9	2.0	1.0	1.0
Mai FM	2.7	4.3	-1.6	12	11.2	12.9	-1.7	5.0	8.0	-3.0	2.2	6.7	-4.5	2.2	5.1	-2.9	1.4	1.8	-0.4	0.4	0.7	-0.3	3.7	5.7	-2.0
Mix	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	*	*	0.1	*	*	*	0.1	*	*	*	*	*	*	*
More FM	14.4	14.5	-0.1	1	21.4	19.1	2.3	10.1	10.3	-0.2	15.2	13.2	2.0	16.6	15.9	0.7	18.7	19.6	-0.9	14.1	14.4	-0.3	24.6	23.9	0.7
Newstalk ZB	10.6	10.4	0.2	4	0.8	0.6	0.2	0.7	0.9	-0.2	1.2	1.3	-0.1	1.6	2.6	-1.0	8.7	8.5	0.2	22.4	21.7	0.7	3.8	3.7	0.1
Pulzar FM	0.9	0.2	0.7	15	0.3	0.4	-0.1	1.2	0.1	1.1	1.1	0.3	0.8	1.4	0.3	1.1	1.1	0.1	1.0	*	*	*	2.8	0.2	2.6
Radio Hauraki	5.1	3.4	1.7	8	0.4	0.9	-0.5	9.4	5.8	3.6	10.9	6.1	4.8	8.7	5.4	3.3	3.1	3.3	-0.2	0.9	1.5	-0.6	6.2	4.9	1.3
RadioLIVE	3.0	2.8	0.2	11	0.3	2.1	-1.8	0.4	0.6	-0.2	0.7	1.7	-1.0	2.2	2.5	-0.3	3.7	3.1	0.6	4.0	3.4	0.6	4.2	4.6	-0.4
Radio Sport	2.3	2.4	-0.1	13	2.4	1.8	0.6	1.2	1.3	-0.1	0.5	0.5	0.0	1.7	1.7	0.0	3.5	3.6	-0.1	3.3	3.6	-0.3	0.4	0.7	-0.3
Rhema	0.4	0.5	-0.1	16	0.7	0.6	0.1	0.1	0.2	-0.1	0.7	0.8	-0.1	0.5	0.6	-0.1	0.2	0.4	-0.2	0.3	0.4	-0.1	1.3	1.6	-0.3
Rock	8.2	10.2	-2.0	6	5.9	6.8	-0.9	13.4	16.1	-2.7	14.0	18.7	-4.7	12.5	16.4	-3.9	7.1	8.4	-1.3	2.5	2.0	0.5	4.6	5.7	-1.1
Star	0.1	0.3	-0.2	19	0.3	0.2	0.1	0.1	0.1	0.0	0.1	*	*	0.1	0.1	0.0	0.1	0.6	-0.5	0.1	0.9	-0.8	0.1	0.1	0.0
Tahu FM	0.3	0.3	0.0	18	*	1.2	*	0.3	0.1	0.2	0.3	0.1	0.2	0.5	0.3	0.2	0.5	0.4	0.1	0.1	0.1	0.0	0.4	0.3	0.1
The Hits	3.1	3.0	0.1	10	2.8	2.7	0.1	4.2	3.3	0.9	4.1	2.9	1.2	3.7	3.5	0.2	3.4	3.9	-0.5	2.8	2.3	0.5	4.3	5.3	-1.0
The Sound	12.3	10.9	1.4	2	1.5	4.6	-3.1	10.7	10.4	0.3	12.4	12.7	-0.3	14.7	13.3	1.4	18.0	14.3	3.7	15.3	12.3	3.0	8.5	8.3	0.2
ZM	9.1	9.1	0.0	5	18.4	13.7	4.7	17.7	18.6	-0.9	12.9	12.4	0.5	9.5	8.8	0.7	2.4	1.8	0.6	0.8	0.6	0.2	7.5	10.5	-3.0
Others	3.4	4.1	-0.7		2.5	3.2	-0.7	3.7	3.6	0.1	3.6	4.5	-0.9	4.2	4.6	-0.4	3.7	4.5	-0.8	2.1	3.8	-1.7	3.1	2.0	1.1
Mediaworks Combo	62.6	64.6	-2.0		68.3	72.1	-3.8	62.3	65.6	-3.3	65.6	71.3	-5.7	68.5	72.1	-3.6	70.6	72.0	-1.4	62.5	62.5	0.0	69.0	69.8	-0.8
NZME Combo	33.0	30.3	2.7		27.8	22.3	5.5	34.0	30.5	3.5	30.0	23.4	6.6	26.0	22.5	3.5	24.2	22.4	1.8	34.9	32.4	2.5	23.4	26.1	-2.7
NZME and Partners	33.9	30.5	3.4		28.2	22.6	5.6	35.3	30.6	4.7	31.2	23.7	7.5	27.4	22.8	4.6	25.2	22.5	2.7	34.9	32.4	2.5	26.2	26.3	-0.1
Potential (000)	478.8	478.8	0.0		53.5	54.7	-1.2	139.3	138.1	1.2	147.8	147.8	0.0	221.7	221.7	0.0	138.4	138.4	0.0	110.7	110.7	0.0	84.4	87.8	-3.4
Sample	1,534.0	1,632.0	-98.0		144.0	172.0	-28.0	431.0	429.0	2.0	481.0	502.0	-21.0	712.0	738.0	-26.0	437.0	479.0	-42.0	403.0	439.0	-36.0	301.0	317.0	-16.0

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 RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Hokonui

NZME and Partners Combo: From S1 2018 - 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 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	478.8	478.8	0.0
Sample Size	1,534	1,632	-98

	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	10.7	11.8	-1.1	3	11.7	11.8	-0.1		11.1	10.5	0.6		8.5	10.0	-1.5		7.9	7.3	0.6		9.2	12.1	-2.9		12.7	13.4	-0.7	
Coast	1.3	1.4	-0.1	13	1.6	1.3	0.3		2.5	1.2	1.3		1.3	0.7	0.6		2.7	2.2	0.5		5.4	0.6	4.8		3.0	1.7	1.3	
Edge	6.4	6.0	0.4	7	5.8	5.8	0.0		6.0	5.9	0.1		9.1	7.5	1.6		7.4	8.1	-0.7		3.9	4.9	-1.0		9.0	9.3	-0.3	
Flava	0.2	0.3	-0.1	18	0.1	0.1	0.0		0.3	0.3	0.0		0.2	0.2	0.0		0.7	0.8	-0.1		1.9	2.8	-0.9		0.5	0.7	-0.2	
Magic	2.8	2.7	0.1	11	4.2	4.0	0.2		3.2	3.7	-0.5		2.3	2.6	-0.3		3.6	1.8	1.8		2.2	2.4	-0.2		4.6	4.0	0.6	
Mai FM	2.3	4.4	-2.1	12	2.6	5.2	-2.6		2.2	4.8	-2.6		2.5	3.4	-0.9		2.4	3.7	-1.3		5.6	4.1	1.5		3.4	3.7	-0.3	
Mix	*	*	*	*	*	0.1	*		0.1	*	*		*	0.1	*		*	*	*		*	*	*		*	*	*	
More FM	19.4	18.6	0.8	1	14.0	13.7	0.3		13.6	15.1	-1.5		15.2	16.0	-0.8		13.0	11.0	2.0		7.6	8.9	-1.3		12.5	12.5	0.0	
Newstalk ZB	13.8	13.0	0.8	2	8.9	7.7	1.2		4.8	4.8	0.0		6.1	5.8	0.3		18.9	21.1	-2.2		26.7	27.2	-0.5		11.8	11.7	0.1	
Pulzar FM	0.5	*	*	15	0.5	0.1	0.4		0.8	0.2	0.6		1.0	0.1	0.9		1.3	0.1	1.2		0.7	*	*		1.6	0.4	1.2	
Radio Hauraki	4.9	3.8	1.1	8	6.3	4.4	1.9		6.8	4.4	2.4		5.8	3.6	2.2		2.5	1.5	1.0		1.2	0.7	0.5		4.0	2.3	1.7	
RadioLIVE	4.9	4.7	0.2	8	2.0	1.8	0.2		1.5	1.1	0.4		2.2	2.2	0.0		4.5	4.5	0.0		4.8	5.5	-0.7		3.2	3.0	0.2	
Radio Sport	1.1	0.8	0.3	14	1.2	1.5	-0.3		1.9	2.0	-0.1		3.1	2.8	0.3		4.4	3.9	0.5		2.2	2.2	0.0		3.6	4.3	-0.7	
Rhema	0.3	0.5	-0.2	16	0.2	0.3	-0.1		0.3	0.4	-0.1		0.4	0.7	-0.3		0.8	0.8	0.0		0.4	0.3	0.1		0.5	0.6	-0.1	
Rock	7.5	8.9	-1.4	6	8.9	11.3	-2.4		9.6	11.5	-1.9		9.1	11.9	-2.8		7.3	10.6	-3.3		6.5	7.2	-0.7		7.2	8.7	-1.5	
Star	0.1	0.4	-0.3	19	*	0.2	*		*	0.3	*		*	*	*		*	0.1	*		0.3	0.2	0.1		0.2	0.4	-0.2	
Tahu FM	0.3	0.2	0.1	16	0.3	0.3	0.0		0.5	0.4	0.1		0.2	0.3	-0.1		0.1	0.1	0.0		0.3	0.7	-0.4		0.3	0.3	0.0	
The Hits	3.4	2.5	0.9	10	3.6	2.9	0.7		3.8	3.6	0.2		3.2	3.8	-0.6		1.3	2.0	-0.7		2.0	2.7	-0.7		2.2	3.0	-0.8	
The Sound	9.5	8.4	1.1	4	17.1	16.9	0.2		17.3	16.4	0.9		13.1	11.3	1.8		5.3	3.1	2.2		8.0	6.0	2.0		8.7	6.6	2.1	
ZM	8.6	8.8	-0.2	5	7.7	6.5	1.2		10.5	9.8	0.7		14.0	13.6	0.4		11.6	12.5	-0.9		7.5	7.4	0.1		5.9	7.1	-1.2	
Others	2.0	2.7	-0.7		3.1	3.9	-0.8		3.4	3.7	-0.3		2.6	3.4	-0.8		4.2	4.7	-0.5		3.7	4.0	-0.3		5.0	6.2	-1.2	
Mediaworks Combo	63.7	65.7	-2.0		66.7	70.7	-4.0		65.0	69.1	-4.1		62.6	65.2	-2.6		52.8	50.3	2.5		48.5	51.5	-3.0		61.8	61.5	0.3	
NZME Combo	33.4	30.7	2.7		29.6	24.7	4.9		30.7	26.2	4.5		33.8	30.6	3.2		42.2	44.2	-2.0		47.5	44.2	3.3		31.3	30.8	0.5	
NZME and Partners	33.9	30.8	3.1		30.2	24.8	5.4		31.5	26.4	5.1		34.8	30.7	4.1		43.5	44.4	-0.9		48.2	44.2	4.0		32.9	31.2	1.7	

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2018

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

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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	82.5	82.7	-0.2	3	10.0	8.8	1.2	15.8	16.9	-1.1	25.2	24.4	0.8	41.7	41.6	0.1	29.9	32.7	-2.8	23.6	24.7	-1.1	17.4	17.4	0.0
Coast	17.6	15.3	2.3	14	1.7	0.7	1.0	0.3	1.1	-0.8	0.7	1.2	-0.5	2.6	2.1	0.5	6.1	3.4	2.7	8.1	7.0	1.1	1.9	1.7	0.2
Edge	83.0	83.7	-0.7	2	15.9	16.7	-0.8	43.6	43.3	0.3	29.6	31.7	-2.1	35.9	39.4	-3.5	11.1	11.4	-0.3	6.5	4.7	1.8	16.8	16.7	0.1
Flava	2.9	3.0	-0.1	18	1.4	1.3	0.1	0.4	0.7	-0.3	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.2	0.1	0.6	0.5	0.1	0.3	0.2	0.1
Magic	27.0	23.7	3.3	12	0.5	0.1	0.4	1.1	0.8	0.3	1.5	0.8	0.7	4.2	3.4	0.8	10.7	10.5	0.2	16.7	15.9	0.8	2.6	1.1	1.5
Mai FM	30.7	34.7	-4.0	11	4.4	4.8	-0.4	16.7	18.0	-1.3	10.9	15.7	-4.8	16.2	20.7	-4.5	6.9	7.4	-0.5	1.6	2.4	-0.8	9.9	9.8	0.1
Mix	1.6	1.3	0.3	20	0.1	*	*	1.0	0.8	0.2	1.0	0.3	0.7	1.2	0.4	0.8	0.3	0.5	-0.2	0.1	0.4	-0.3	0.1	*	*
More FM	102.8	105.4	-2.6	1	14.0	15.1	-1.1	22.8	26.6	-3.8	33.9	30.8	3.1	56.1	54.8	1.3	39.1	40.7	-1.6	22.1	21.7	0.4	27.3	27.1	0.2
Newstalk ZB	50.3	52.6	-2.3	7	1.4	1.7	-0.3	3.0	5.4	-2.4	5.8	6.7	-0.9	10.1	13.3	-3.2	13.8	15.3	-1.5	23.1	22.1	1.0	4.6	5.4	-0.8
Pulzar FM	6.2	3.3	2.9	15	0.2	0.3	-0.1	3.3	1.5	1.8	3.3	1.8	1.5	4.2	2.5	1.7	0.9	0.7	0.2	*	*	*	2.1	0.9	1.2
Radio Hauraki	38.8	32.7	6.1	8	0.6	1.2	-0.6	20.1	18.1	2.0	24.7	18.2	6.5	31.0	23.8	7.2	7.5	7.6	-0.1	2.1	2.6	-0.5	8.1	5.2	2.9
RadioLIVE	26.3	24.8	1.5	13	0.9	0.9	0.0	3.9	3.7	0.2	5.3	6.4	-1.1	12.8	13.5	-0.7	10.9	10.1	0.8	7.4	6.7	0.7	6.1	5.3	0.8
Radio Sport	31.1	30.0	1.1	9	1.9	1.9	0.0	2.2	2.7	-0.5	3.8	3.4	0.4	12.2	11.7	0.5	16.7	16.0	0.7	13.0	11.7	1.3	2.0	2.3	-0.3
Rhema	5.1	6.6	-1.5	17	1.4	1.3	0.1	0.8	1.3	-0.5	1.4	1.9	-0.5	1.7	2.6	-0.9	1.5	2.2	-0.7	1.5	1.9	-0.4	1.3	1.7	-0.4
Rock	60.2	67.7	-7.5	6	5.3	5.8	-0.5	26.2	33.1	-6.9	30.1	34.9	-4.8	40.1	45.6	-5.5	15.3	15.5	-0.2	5.6	5.3	0.3	11.1	13.0	-1.9
Star	2.8	2.9	-0.1	19	0.8	0.7	0.1	1.3	1.0	0.3	0.7	0.7	0.0	1.0	1.0	0.0	0.5	1.2	-0.7	0.4	1.0	-0.6	0.7	0.6	0.1
Tahu FM	5.2	4.7	0.5	16	*	0.4	*	1.3	0.8	0.5	1.2	0.8	0.4	3.1	2.6	0.5	2.8	2.7	0.1	1.1	1.0	0.1	1.9	1.6	0.3
The Hits	30.9	32.1	-1.2	10	4.9	4.4	0.5	11.7	12.4	-0.7	14.1	14.7	-0.6	19.7	21.2	-1.5	9.5	9.2	0.3	4.1	3.1	1.0	6.5	8.9	-2.4
The Sound	64.7	62.6	2.1	5	3.4	4.7	-1.3	12.7	14.4	-1.7	17.6	20.0	-2.4	37.2	36.6	0.6	33.9	27.2	6.7	20.0	15.8	4.2	9.9	10.6	-0.7
ZM	72.9	67.8	5.1	4	9.9	9.8	0.1	36.5	37.1	-0.6	32.4	32.7	-0.3	40.6	38.0	2.6	11.2	7.2	4.0	3.8	2.7	1.1	15.1	16.1	-1.0
Others	40.5	46.7	-6.2		4.3	3.3	1.0	11.9	13.4	-1.5	13.8	16.7	-2.9	21.9	24.2	-2.3	11.2	14.4	-3.2	5.9	10.9	-5.0	7.2	8.0	-0.8
Mediaworks Combo	320.2	322.0	-1.8		35.8	38.2	-2.4	93.0	97.9	-4.9	102.9	105.4	-2.5	160.5	163.1	-2.6	103.8	103.4	0.4	73.4	71.2	2.2	63.4	63.4	0.0
NZME Combo	204.2	195.2	9.0		17.9	17.8	0.1	62.8	62.4	0.4	68.8	65.6	3.2	98.1	94.0	4.1	52.8	49.2	3.6	43.3	41.3	2.0	33.4	34.5	-1.1
NZME and Partners	207.4	196.5	10.9		18.2	18.0	0.2	64.7	62.6	2.1	70.2	66.5	3.7	99.9	95.2	4.7	53.2	49.4	3.8	43.3	41.3	2.0	33.6	34.9	-1.3
All Commercial Radio	393.9	392.5	1.4		40.7	42.1	-1.4	113.7	117.4	-3.7	123.0	125.5	-2.5	189.8	190.3	-0.5	123.6	119.9	3.7	92.4	90.1	2.3	74.7	75.8	-1.1
Potential (000)	478.8	478.8	0.0		53.5	54.7	-1.2	139.3	138.1	1.2	147.8	147.8	0.0	221.7	221.7	0.0	138.4	138.4	0.0	110.7	110.7	0.0	84.4	87.8	-3.4
Sample	1,534	1,632	-98		144	172	-28	431	429	2	481	502	-21	712	738	-26	437	479	-42	403	439	-36	301	317	-16

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Hokonui

NZME and Partners Combo: From S1 2018 - 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 2 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	478.8	478.8	0.0
Sample Size	1,534	1,632	-98

	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	45.2	45.8	-0.6	2	40.0	36.6	3.4		39.1	39.8	-0.7		40.8	41.1	-0.3		17.9	17.8	0.1		11.0	12.2	-1.2		55.0	52.6	2.4	
Coast	5.4	6.2	-0.8	14	5.5	6.1	-0.6		8.7	6.3	2.4		5.6	4.4	1.2		5.0	4.7	0.3		1.8	1.5	0.3		9.9	11.4	-1.5	
Edge	43.1	40.6	2.5	3	32.1	31.5	0.6		36.4	33.7	2.7		40.5	38.4	2.1		24.1	26.6	-2.5		6.3	7.2	-0.9		53.9	53.6	0.3	
Flava	0.5	0.4	0.1	19	0.8	1.0	-0.2		1.1	1.3	-0.2		1.1	1.4	-0.3		2.1	1.8	0.3		0.5	1.0	-0.5		2.6	2.3	0.3	
Magic	11.6	10.2	1.4	12	15.3	13.2	2.1		17.5	16.3	1.2		12.2	10.5	1.7		7.0	4.7	2.3		4.3	5.2	-0.9		19.4	15.9	3.5	
Mai FM	12.0	16.6	-4.6	11	13.4	15.5	-2.1		15.4	18.9	-3.5		14.0	15.3	-1.3		7.4	8.1	-0.7		7.7	5.7	2.0		19.6	21.5	-1.9	
Mix	0.1	0.1	0.0	20	0.4	0.8	-0.4		0.9	0.2	0.7		0.5	0.7	-0.2		0.5	0.2	0.3		*	0.2	*		0.5	0.5	0.0	
More FM	66.4	68.1	-1.7	1	48.9	46.1	2.8		60.8	62.0	-1.2		56.4	59.4	-3.0		27.8	27.1	0.7		12.1	11.5	0.6		62.4	66.2	-3.8	
Newstalk ZB	34.8	36.0	-1.2	6	23.3	21.6	1.7		20.7	18.8	1.9		19.0	19.0	0.0		21.6	25.9	-4.3		15.7	16.3	-0.6		38.2	41.1	-2.9	
Pulzar FM	1.6	0.9	0.7	17	2.7	0.6	2.1		2.7	1.0	1.7		2.9	1.1	1.8		3.2	0.4	2.8		0.9	*	*		4.5	2.8	1.7	
Radio Hauraki	18.8	16.7	2.1	8	18.5	13.4	5.1		21.5	17.7	3.8		22.0	17.8	4.2		11.1	8.0	3.1		1.9	1.1	0.8		20.8	15.4	5.4	
RadioLIVE	18.3	18.6	-0.3	9	7.5	7.9	-0.4		7.8	6.7	1.1		9.2	9.0	0.2		7.5	8.0	-0.5		6.9	6.7	0.2		14.2	13.3	0.9	
Radio Sport	7.5	6.3	1.2	13	9.6	9.2	0.4		12.8	11.8	1.0		15.6	12.9	2.7		6.6	6.2	0.4		2.3	2.1	0.2		22.1	21.7	0.4	
Rhema	2.2	3.8	-1.6	15	1.9	3.0	-1.1		2.6	3.3	-0.7		1.1	2.9	-1.8		1.2	1.4	-0.2		0.5	0.6	-0.1		3.7	3.9	-0.2	
Rock	30.0	32.7	-2.7	7	22.8	28.6	-5.8		29.7	34.1	-4.4		27.5	34.6	-7.1		15.8	21.7	-5.9		6.5	7.1	-0.6		36.4	39.6	-3.2	
Star	0.9	1.1	-0.2	18	0.3	0.8	-0.5		0.4	1.0	-0.6		0.2	0.2	0.0		0.3	0.6	-0.3		0.6	0.4	0.2		1.5	1.7	-0.2	
Tahu FM	2.1	1.9	0.2	16	1.7	2.0	-0.3		2.8	2.8	0.0		0.9	1.4	-0.5		0.9	0.7	0.2		0.3	0.6	-0.3		1.6	1.5	0.1	
The Hits	17.2	16.4	0.8	10	13.4	14.9	-1.5		16.2	16.6	-0.4		14.2	15.7	-1.5		7.2	7.8	-0.6		3.3	4.5	-1.2		14.2	17.9	-3.7	
The Sound	40.1	38.8	1.3	5	35.0	33.9	1.1		36.7	36.2	0.5		39.8	36.0	3.8		13.4	8.9	4.5		6.8	5.0	1.8		35.4	28.6	6.8	
ZM	42.9	42.8	0.1	4	37.8	32.3	5.5		41.9	38.6	3.3		46.7	41.7	5.0		26.1	26.1	0.0		8.8	7.9	0.9		41.3	43.4	-2.1	
Others	12.1	17.4	-5.3		10.3	15.0	-4.7		15.7	18.7	-3.0		15.4	18.8	-3.4		9.0	13.3	-4.3		3.9	5.4	-1.5		30.0	32.5	-2.5	
Mediaworks Combo	221.4	221.5	-0.1		179.9	181.3	-1.4		201.8	206.6	-4.8		199.0	204.0	-5.0		103.4	106.9	-3.5		54.9	54.2	0.7		248.3	240.0	8.3	
NZME Combo	121.1	118.0	3.1		102.3	93.1	9.2		114.8	105.1	9.7		118.9	107.1	11.8		75.1	76.0	-0.9		33.3	33.2	0.1		136.7	137.8	-1.1	
NZME and Partners	122.0	118.8	3.2		104.2	93.8	10.4		116.2	105.7	10.5		121.3	107.9	13.4		78.3	76.4	1.9		34.2	33.2	1.0		141.2	140.4	0.8	
All Commercial Radio	300.0	300.5	-0.5		249.7	251.2	-1.5		281.8	285.1	-3.3		278.3	280.0	-1.7		167.6	173.8	-6.2		86.5	82.9	3.6		329.6	324.4	5.2	

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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 (from S1 2018) internet only listening to Hokonui

NZME and Partners Combo: From S1 2018 - 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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 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	9:31	9:42	-0:10	4:44	5:37	-0:52	7:02	6:18	0:43	8:43	7:07	1:35	10:24	9:34	0:50	12:55	13:28	-0:32	11:17	12:27	-1:10	9:38	9:51	-0:12
Coast	9:09	6:11	2:58	5:21	5:12	0:08	1:44	2:15	-0:31	2:31	2:11	0:19	6:07	3:21	2:45	11:11	6:49	4:22	10:09	6:44	3:25	8:13	7:22	0:50
Edge	6:07	5:51	0:15	3:45	5:06	-1:20	7:28	7:04	0:24	8:23	7:06	1:17	7:43	6:25	1:18	4:37	4:05	0:31	4:11	4:37	-0:26	7:14	5:16	1:58
Flava	9:14	10:51	-1:36	1:49	6:34	-4:45	27:36	10:50	16:46	4:15	2:31	1:43	4:15	2:31	1:43	3:00	3:00	0:00	2:16	2:07	0:09	3:00	3:00	0:00
Magic	9:18	9:54	-0:35	0:47	1:00	-0:12	1:58	3:15	-1:16	3:00	1:03	1:57	5:27	6:10	-0:43	9:22	11:45	-2:23	10:04	11:08	-1:04	10:07	11:51	-1:44
Mai FM	6:26	8:45	-2:18	9:38	13:34	-3:55	6:16	9:16	-2:59	4:55	9:36	-4:40	5:05	8:51	-3:45	5:07	5:59	-0:52	3:59	4:52	-0:53	5:04	7:16	-2:12
Mix	1:37	2:05	-0:27	0:15	*	*	1:36	1:51	-0:15	1:34	1:45	-0:10	1:58	2:27	-0:29	3:05	2:25	0:39	0:30	1:52	-1:22	0:30	*	*
More FM	10:07	9:45	0:22	5:49	6:25	-0:35	9:20	8:06	1:13	10:48	9:40	1:08	11:09	10:29	0:40	11:55	11:54	0:01	11:17	11:23	-0:05	12:13	11:08	1:04
Newstalk ZB	15:12	13:59	1:13	2:07	1:52	0:14	4:47	3:25	1:22	4:54	4:12	0:42	6:01	6:59	-0:57	15:41	13:36	2:05	17:07	16:44	0:23	11:01	8:36	2:24
Pulzar FM	10:45	3:33	7:12	5:30	6:10	-0:40	7:53	1:38	6:14	8:24	4:12	4:12	12:49	3:46	9:02	28:41	2:36	26:04	*	*	*	18:02	2:08	15:54
Radio Hauraki	9:35	7:21	2:14	2:23	4:03	-1:40	9:47	6:40	3:07	10:37	7:34	3:02	10:34	8:14	2:20	10:21	10:33	-0:11	7:36	9:39	-2:03	10:15	11:50	-1:34
RadioLIVE	8:12	8:06	0:06	1:08	12:08	-11:00	2:13	3:15	-1:02	3:00	6:09	-3:09	6:26	6:47	-0:20	8:27	7:36	0:50	9:34	8:44	0:49	9:26	10:55	-1:28
Radio Sport	5:22	5:41	-0:19	4:47	4:56	-0:08	11:57	9:47	2:09	3:18	3:22	-0:04	5:24	5:18	0:05	5:11	5:33	-0:22	4:26	5:11	-0:45	3:00	3:31	-0:30
Rhema	5:15	5:16	-0:01	1:56	2:29	-0:33	3:53	3:47	0:06	12:38	9:02	3:36	10:44	8:32	2:12	2:36	4:03	-1:26	3:08	3:14	-0:06	13:31	11:22	2:09
Rock	9:53	10:38	-0:45	4:14	5:56	-1:42	10:43	10:11	0:31	11:13	12:04	-0:50	11:44	13:02	-1:18	11:34	13:18	-1:44	7:57	6:23	1:33	5:37	5:32	0:05
Star	2:12	6:37	-4:24	1:27	1:16	0:10	1:47	2:18	-0:31	1:57	1:08	0:48	2:52	2:15	0:37	3:43	13:18	-9:35	2:52	14:57	-12:05	1:57	1:25	0:31
Tahu FM	4:17	4:29	-0:11	*	15:15	*	4:42	1:58	2:44	6:28	3:24	3:04	6:06	4:43	1:23	4:26	4:09	0:17	1:28	1:27	0:00	2:50	2:10	0:40
The Hits	7:10	6:39	0:31	2:12	3:06	-0:54	7:31	5:37	1:53	7:00	4:22	2:38	7:01	5:59	1:02	9:02	10:26	-1:23	12:04	12:16	-0:12	8:52	7:33	1:19
The Sound	13:46	12:21	1:25	1:40	4:58	-3:17	17:41	15:04	2:36	17:00	14:20	2:40	14:52	13:10	1:42	13:12	12:55	0:17	13:32	13:14	0:17	11:37	9:58	1:38
ZM	8:59	9:27	-0:28	7:07	7:06	0:01	10:09	10:30	-0:21	9:34	8:33	1:00	8:48	8:22	0:25	5:25	5:59	-0:34	3:41	3:30	0:10	6:45	8:11	-1:25
Others	6:05	6:15	-0:09	2:16	4:50	-2:33	6:29	5:40	0:49	6:22	6:01	0:20	7:14	6:54	0:19	8:07	7:40	0:27	6:18	5:58	0:19	5:50	3:10	2:39
Mediaworks Combo	14:07	14:10	-0:02	7:17	9:34	-2:17	14:01	14:00	0:01	15:20	15:13	0:06	16:06	15:59	0:06	16:56	17:09	-0:12	15:01	14:58	0:03	14:46	13:55	0:50
NZME Combo	11:39	10:58	0:41	5:56	6:21	-0:25	11:20	10:13	1:07	10:29	8:01	2:28	9:59	8:40	1:19	11:24	11:13	0:10	14:14	13:24	0:49	9:30	9:33	-0:02
NZME and Partners	11:48	10:57	0:50	5:55	6:23	-0:27	11:24	10:13	1:11	10:40	8:01	2:38	10:20	8:39	1:40	11:48	11:11	0:36	14:14	13:24	0:49	10:35	9:30	1:04
All Commercial Radio	18:20	18:00	0:20	9:22	12:02	-2:39	18:24	17:48	0:36	19:32	17:56	1:36	19:52	19:01	0:51	20:08	20:32	-0:24	19:05	18:57	0:08	18:09	16:40	1:28
Potential (000)	478.8	478.8	0.0	53.5	54.7	-1.2	139.3	138.1	1.2	147.8	147.8	0.0	221.7	221.7	0.0	138.4	138.4	0.0	110.7	110.7	0.0	84.4	87.8	-3.4
Sample	1,534	1,632	-98	144	172	-28	431	429	2	481	502	-21	712	738	-26	437	479	-42	403	439	-36	301	317	-16

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NZME and Partners Combo: From S1 2018 - 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 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	478.8	478.8	0.0
Sample Size	1,534	1,632	-98

	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	3:07	3:20	-0.12	3:32	3:38	-0.06	4:19	3:53	0.25	1:46	2:09	-0.23	2:06	2:04	0.01	2:26	2:45	-0.19	3:34	3:49	-0.14
Coast	3:06	2:51	0.14	3:35	2:23	1.12	4:21	2:45	1:35	2:03	1:27	0.35	2:37	2:23	0.13	8:41	1:02	7:38	4:40	2:17	2.23
Edge	1:57	1:55	0.02	2:10	2:03	0.06	2:30	2:34	-0.04	1:54	1:44	0.10	1:27	1:31	-0.04	1:47	1:54	-0.07	2:34	2:35	-0.01
Flava	6:31	8:19	-1.48	1:27	1:27	-0.00	3:52	3:03	0.49	1:21	1:18	0.02	1:42	2:17	-0.35	11:37	7:40	3:56	3:05	4:20	-1.15
Magic	3:12	3:27	-0.14	3:20	3:27	-0.07	2:45	3:20	-0.35	1:38	2:14	-0.35	2:25	1:55	0.30	1:28	1:15	0.12	3:40	3:47	-0.07
Mai FM	2:29	3:25	-0.56	2:18	3:49	-1.30	2:12	3:43	-1.30	1:32	2:00	-0.27	1:32	2:16	-0.43	2:06	2:00	0.05	2:42	2:36	0.05
Mix	0:15	2:15	-2.00	1:33	1:31	0.02	1:29	1:45	-0.15	0:16	0:42	-0.25	0:15	1:00	-0.45	*	0:15	*	0:46	0:51	-0.04
More FM	3:51	3:32	0.19	3:28	3:21	0.06	3:24	3:35	-0.10	2:18	2:23	-0.05	2:13	2:02	0.10	1:50	2:09	-0.19	3:05	2:49	0.16
Newstalk ZB	5:13	4:39	0.34	4:35	4:01	0.34	3:33	3:47	-0.13	2:44	2:41	0.02	4:09	4:06	0.02	4:56	4:39	0.17	4:46	4:16	0.29
Pulzar FM	3:58	0:21	3.36	2:28	1:33	0.55	4:26	2:51	1:35	2:49	0:42	2:06	1:58	1:46	0.11	2:21	*	*	5:31	2:09	3.21
Radio Hauraki	3:26	2:55	0.31	4:07	3:43	0.23	4:47	3:41	1.06	2:15	1:49	0.25	1:05	0:57	0.07	1:52	1:45	0.07	3:00	2:16	0.44
RadioLIVE	3:34	3:17	0.16	3:09	2:34	0.35	2:59	2:27	0.31	2:00	2:12	-0.12	2:49	2:49	0.00	2:02	2:17	-0.15	3:31	3:21	0.09
Radio Sport	2:01	1:38	0.23	1:28	1:48	-0.20	2:13	2:26	-0.12	1:43	1:57	-0.14	3:09	3:09	-0.00	2:47	2:57	-0.09	2:30	2:55	-0.25
Rhema	1:55	1:35	0.20	1:23	1:13	0.09	1:40	1:36	0.04	2:48	2:13	0.34	3:11	2:50	0.20	2:16	1:38	0.37	2:06	2:07	-0.00
Rock	3:17	3:30	-0.13	4:44	4:27	0.16	4:54	4:58	-0.03	2:49	3:03	-0.13	2:12	2:27	-0.15	2:55	2:49	0.06	3:02	3:16	-0.14
Star	1:40	4:08	-2.27	1:32	3:41	-2.09	0:52	4:52	-3.59	0:45	0:15	0.30	0:30	0:56	-0.26	1:42	1:31	0.10	1:48	3:31	-1.43
Tahu FM	1:47	1:34	0.12	2:08	1:47	0.20	2:26	1:53	0.32	2:00	1:45	0.14	0:45	0:45	0.00	3:00	3:00	0.00	2:48	3:09	-0.21
The Hits	2:35	1:59	0.35	3:17	2:10	1.06	3:35	3:10	0.24	1:56	2:08	-0.11	0:52	1:15	-0.23	1:49	1:41	0.08	2:26	2:28	-0.01
The Sound	3:06	2:47	0.19	5:54	5:38	0.16	7:13	6:41	0.31	2:48	2:46	0.02	1:53	1:43	0.09	3:24	3:19	0.04	3:49	3:27	0.22
ZM	2:38	2:38	-0.00	2:27	2:16	0.11	3:50	3:45	0.04	2:33	2:53	-0.19	2:06	2:25	-0.18	2:29	2:36	-0.06	2:13	2:26	-0.13
Others	2:14	2:00	0.13	3:39	2:59	0.40	3:17	2:54	0.22	1:27	1:35	-0.08	2:13	1:46	0.27	2:46	2:04	0.41	2:33	2:51	-0.17
Mediaworks Combo	3:48	3:49	-0.01	4:29	4:24	0.04	4:54	4:56	-0.01	2:41	2:50	-0.09	2:25	2:22	0.03	2:34	2:38	-0.03	3:51	3:50	0.00
NZME Combo	3:38	3:21	0.16	3:30	2:59	0.30	4:05	3:40	0.24	2:25	2:32	-0.06	2:40	2:55	-0.15	4:09	3:42	0.27	3:32	3:20	0.12
NZME and Partners	3:40	3:20	0.19	3:29	2:59	0.30	4:08	3:41	0.26	2:26	2:31	-0.04	2:38	2:55	-0.16	4:06	3:42	0.24	3:36	3:19	0.17
All Commercial Radio	4:24	4:17	0.06	4:50	4:29	0.20	5:25	5:10	0.14	3:04	3:10	-0.06	2:50	2:53	-0.03	3:22	3:21	0.01	4:41	4:36	0.04

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Hokonui

NZME and Partners Combo: From S1 2018 - 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