



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 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 | 9.8 | 10.6 | -0.8 | 3 | 7.1 | 9.6 | -2.5 | | 3.5 | 3.8 | -0.3 | | 7.5 | 8.3 | -0.8 | | 8.1 | 9.8 | -1.7 | | 12.7 | 13.7 | -1.0 | | 15.7 | 15.4 | 0.3 | | 10.3 | 13.7 | -3.4 | |
| Coast | 2.0 | 3.9 | -1.9 | 13 | 1.9 | 3.6 | -1.7 | | 0.9 | 0.9 | 0.0 | | 0.6 | 0.7 | -0.1 | | 0.7 | 0.9 | -0.2 | | 1.6 | 7.3 | -5.7 | | 3.2 | 10.1 | -6.9 | | 1.3 | 1.7 | -0.4 | |
| Edge | 7.0 | 7.4 | -0.4 | 6 | 10.3 | 13.0 | -2.7 | | 15.5 | 15.6 | -0.1 | | 10.9 | 10.7 | 0.2 | | 7.9 | 7.7 | 0.2 | | 2.7 | 2.0 | 0.7 | | 1.2 | 1.3 | -0.1 | | 6.5 | 10.2 | -3.7 | |
| Flava | 0.1 | 0.1 | 0.0 | 20 | 0.7 | 1.0 | -0.3 | | 0.1 | 0.2 | -0.1 | | 0.1 | 0.2 | -0.1 | | 0.1 | 0.1 | 0.0 | | * | * | * | | * | * | * | | 0.2 | 0.3 | -0.1 | |
| Magic | 5.5 | 4.9 | 0.6 | 8 | 1.3 | 1.0 | 0.3 | | 0.6 | 0.2 | 0.4 | | 1.9 | 2.1 | -0.2 | | 2.5 | 2.3 | 0.2 | | 5.6 | 4.8 | 0.8 | | 14.0 | 11.2 | 2.8 | | 0.7 | 1.2 | -0.5 | |
| Mai FM | 3.0 | 2.0 | 1.0 | 12 | 2.8 | 3.9 | -1.1 | | 8.7 | 5.4 | 3.3 | | 3.9 | 1.9 | 2.0 | | 2.5 | 1.5 | 1.0 | | 0.2 | 0.5 | -0.3 | | 0.1 | 0.1 | 0.0 | | 3.1 | 2.8 | 0.3 | |
| Mix | 0.2 | 0.2 | 0.0 | 19 | 1.1 | 1.1 | 0.0 | | 0.3 | 0.2 | 0.1 | | 0.2 | 0.1 | 0.1 | | 0.1 | 0.1 | 0.0 | | 0.3 | 0.3 | 0.0 | | 0.3 | 0.3 | 0.0 | | 0.2 | * | * | |
| More FM | 14.6 | 14.6 | 0.0 | 1 | 22.8 | 20.8 | 2.0 | | 7.1 | 9.5 | -2.4 | | 13.8 | 15.7 | -1.9 | | 17.9 | 19.0 | -1.1 | | 20.4 | 20.4 | 0.0 | | 14.4 | 12.0 | 2.4 | | 25.8 | 22.4 | 3.4 | |
| Newstalk ZB | 11.7 | 10.6 | 1.1 | 2 | 3.0 | 1.6 | 1.4 | | 1.3 | 0.8 | 0.5 | | 1.0 | 0.8 | 0.2 | | 4.7 | 2.5 | 2.2 | | 12.4 | 9.1 | 3.3 | | 20.4 | 20.3 | 0.1 | | 8.0 | 4.8 | 3.2 | |
| Pulzar FM | 0.7 | 1.3 | -0.6 | 18 | 1.6 | 0.5 | 1.1 | | 1.4 | 2.5 | -1.1 | | 1.4 | 2.7 | -1.3 | | 1.0 | 2.2 | -1.2 | | 0.3 | 0.6 | -0.3 | | * | * | * | | * | 2.6 | * | |
| Radio Hauraki | 3.3 | 4.3 | -1.0 | 11 | 1.3 | 0.9 | 0.4 | | 6.6 | 8.9 | -2.3 | | 6.2 | 9.3 | -3.1 | | 4.8 | 6.6 | -1.8 | | 2.6 | 1.8 | 0.8 | | 1.3 | 1.2 | 0.1 | | 2.1 | 3.7 | -1.6 | |
| RadioLIVE | 4.5 | 4.1 | 0.4 | 9 | 3.2 | 4.0 | -0.8 | | 0.7 | 0.4 | 0.3 | | 1.7 | 1.3 | 0.4 | | 2.6 | 2.9 | -0.3 | | 6.1 | 4.9 | 1.2 | | 8.6 | 4.9 | 3.7 | | 2.7 | 4.4 | -1.7 | |
| Radio Sport | 1.9 | 1.7 | 0.2 | 14 | 0.7 | 0.5 | 0.2 | | 0.2 | 0.4 | -0.2 | | 0.9 | 0.4 | 0.5 | | 1.3 | 0.9 | 0.4 | | 2.1 | 2.0 | 0.1 | | 3.1 | 3.6 | -0.5 | | 1.5 | 0.5 | 1.0 | |
| Rhema | 0.9 | 0.3 | 0.6 | 16 | 0.8 | 0.8 | 0.0 | | 0.3 | 0.3 | 0.0 | | 0.9 | 0.2 | 0.7 | | 1.1 | 0.2 | 0.9 | | 1.2 | 0.1 | 1.1 | | 0.8 | 0.4 | 0.4 | | 0.8 | 0.4 | 0.4 | |
| Rock | 9.6 | 8.0 | 1.6 | 4 | 8.5 | 7.9 | 0.6 | | 19.3 | 15.3 | 4.0 | | 19.9 | 16.4 | 3.5 | | 14.1 | 12.4 | 1.7 | | 4.5 | 4.6 | -0.1 | | 2.1 | 2.4 | -0.3 | | 9.3 | 8.7 | 0.6 | |
| Star | 0.9 | 0.4 | 0.5 | 16 | 1.4 | 0.5 | 0.9 | | 0.3 | 0.1 | 0.2 | | 0.1 | * | * | | 1.0 | 0.5 | 0.5 | | 1.8 | 0.8 | 1.0 | | 0.9 | 0.3 | 0.6 | | 0.7 | * | * | |
| Tahu FM | 1.4 | 2.3 | -0.9 | 15 | * | * | * | | 5.0 | 8.3 | -3.3 | | 0.2 | 0.3 | -0.1 | | 0.1 | 0.2 | -0.1 | | * | * | * | | * | * | * | | 0.2 | 0.1 | 0.1 | |
| The Hits | 3.5 | 3.5 | 0.0 | 10 | 4.9 | 2.5 | 2.4 | | 4.4 | 4.6 | -0.2 | | 3.9 | 6.0 | -2.1 | | 4.4 | 5.2 | -0.8 | | 3.6 | 2.9 | 0.7 | | 1.5 | 1.6 | -0.1 | | 6.3 | 6.2 | 0.1 | |
| The Sound | 8.7 | 8.7 | 0.0 | 5 | 10.0 | 5.1 | 4.9 | | 7.5 | 4.7 | 2.8 | | 8.5 | 7.3 | 1.2 | | 11.2 | 10.4 | 0.8 | | 13.4 | 14.8 | -1.4 | | 7.1 | 10.5 | -3.4 | | 4.9 | 6.1 | -1.2 | |
| ZM | 6.5 | 7.0 | -0.5 | 7 | 8.9 | 12.5 | -3.6 | | 12.6 | 12.6 | 0.0 | | 12.0 | 10.8 | 1.2 | | 9.1 | 9.1 | 0.0 | | 4.3 | 4.9 | -0.6 | | 2.2 | 2.2 | 0.0 | | 12.0 | 7.1 | 4.9 | |
| Others | 4.3 | 4.3 | 0.0 | | 7.4 | 9.1 | -1.7 | | 3.6 | 5.3 | -1.7 | | 4.7 | 4.8 | -0.1 | | 4.8 | 5.5 | -0.7 | | 4.2 | 4.4 | -0.2 | | 3.2 | 2.2 | 1.0 | | 3.5 | 3.1 | 0.4 | |
| MediaWorks Combo | 62.8 | 60.8 | 2.0 | | 66.9 | 65.8 | 1.1 | | 63.2 | 56.7 | 6.5 | | 68.3 | 64.8 | 3.5 | | 67.0 | 66.9 | 0.1 | | 65.8 | 65.6 | 0.2 | | 63.1 | 57.9 | 5.2 | | 63.3 | 69.6 | -6.3 | |
| NZME Combo | 29.3 | 31.3 | -2.0 | | 22.9 | 24.4 | -1.5 | | 26.4 | 28.7 | -2.3 | | 24.8 | 28.5 | -3.7 | | 25.2 | 25.5 | -0.3 | | 26.7 | 28.4 | -1.7 | | 32.0 | 39.3 | -7.3 | | 31.5 | 24.3 | 7.2 | |
| NZME and Partners | 30.0 | 32.6 | -2.6 | | 24.5 | 24.9 | -0.4 | | 27.8 | 31.2 | -3.4 | | 26.2 | 31.2 | -5.0 | | 26.2 | 27.7 | -1.5 | | 27.0 | 29.1 | -2.1 | | 32.0 | 39.3 | -7.3 | | 31.5 | 26.9 | 4.6 | |
| Potential (000) | 478.8 | 478.8 | 0.0 | | 50.6 | 53.5 | -2.9 | | 142.2 | 139.3 | 2.9 | | 147.8 | 147.8 | 0.0 | | 221.7 | 221.7 | 0.0 | | 138.4 | 138.4 | 0.0 | | 110.7 | 110.7 | 0.0 | | 84.0 | 88.4 | -4.4 | |
| Sample | 1,704.0 | 1,625.0 | 79.0 | | 161.0 | 154.0 | 7.0 | | 459.0 | 444.0 | 15.0 | | 529.0 | 480.0 | 49.0 | | 833.0 | 780.0 | 53.0 | | 548.0 | 499.0 | 49.0 | | 447.0 | 413.0 | 34.0 | | 329.0 | 326.0 | 3.0 | |

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 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 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 478.8 | 478.8 | 0.0 |
| Sample Size | 1,704 | 1,625 | 79 |

| | 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 | 7.3 | 8.1 | -0.8 | 5 | 12.5 | 14.0 | -1.5 | 10.6 | 12.2 | -1.6 | 9.1 | 9.3 | -0.2 | 6.7 | 8.2 | -1.5 | 3.4 | 3.0 | 0.4 | 11.5 | 11.5 | 0.0 |
| Coast | 1.5 | 1.7 | -0.2 | 14 | 2.5 | 2.4 | 0.1 | 2.4 | 3.0 | -0.6 | 1.6 | 1.9 | -0.3 | 2.1 | 3.5 | -1.4 | 1.5 | 18.4 | -16.9 | 2.2 | 6.0 | -3.8 |
| Edge | 6.4 | 6.9 | -0.5 | 6 | 5.7 | 5.7 | 0.0 | 7.4 | 7.6 | -0.2 | 9.8 | 11.8 | -2.0 | 7.3 | 9.0 | -1.7 | 5.1 | 3.9 | 1.2 | 7.1 | 6.9 | 0.2 |
| Flava | * | * | * | * | 0.1 | 0.1 | 0.0 | 0.1 | 0.2 | -0.1 | * | * | * | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.1 | 0.1 | 0.0 |
| Magic | 4.6 | 4.0 | 0.6 | 9 | 5.8 | 4.6 | 1.2 | 6.0 | 4.1 | 1.9 | 2.7 | 2.1 | 0.6 | 6.3 | 6.5 | -0.2 | 7.5 | 11.1 | -3.6 | 6.5 | 6.6 | -0.1 |
| Mai FM | 3.2 | 1.2 | 2.0 | 10 | 2.9 | 1.4 | 1.5 | 2.2 | 1.3 | 0.9 | 2.4 | 1.9 | 0.5 | 2.0 | 2.9 | -0.9 | 8.7 | 1.8 | 6.9 | 2.9 | 3.6 | -0.7 |
| Mix | 0.1 | 0.1 | 0.0 | 19 | 0.2 | 0.3 | -0.1 | 0.4 | 0.4 | 0.0 | 0.3 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.3 | 0.0 | 0.2 | 0.1 | 0.1 |
| More FM | 20.3 | 19.8 | 0.5 | 1 | 12.8 | 13.6 | -0.8 | 14.2 | 13.8 | 0.4 | 16.8 | 16.0 | 0.8 | 7.1 | 10.1 | -3.0 | 6.4 | 6.3 | 0.1 | 13.9 | 13.5 | 0.4 |
| Newstalk ZB | 15.2 | 15.1 | 0.1 | 2 | 9.2 | 8.9 | 0.3 | 5.3 | 5.5 | -0.2 | 6.5 | 6.1 | 0.4 | 25.6 | 19.7 | 5.9 | 29.6 | 21.1 | 8.5 | 12.0 | 10.7 | 1.3 |
| Pulzar FM | 0.8 | 0.6 | 0.2 | 17 | 0.4 | 0.8 | -0.4 | 0.5 | 0.7 | -0.2 | 1.2 | 1.9 | -0.7 | 1.3 | 3.2 | -1.9 | 0.2 | 0.7 | -0.5 | 0.5 | 2.2 | -1.7 |
| Radio Hauraki | 3.0 | 3.6 | -0.6 | 11 | 4.0 | 5.2 | -1.2 | 4.4 | 6.4 | -2.0 | 5.1 | 4.7 | 0.4 | 1.2 | 2.2 | -1.0 | 1.0 | 1.0 | 0.0 | 2.0 | 3.2 | -1.2 |
| RadioLIVE | 5.5 | 5.7 | -0.2 | 8 | 2.5 | 3.1 | -0.6 | 2.9 | 2.7 | 0.2 | 3.4 | 4.3 | -0.9 | 10.2 | 6.3 | 3.9 | 12.3 | 4.7 | 7.6 | 4.1 | 3.9 | 0.2 |
| Radio Sport | 2.0 | 1.9 | 0.1 | 12 | 2.2 | 1.7 | 0.5 | 1.5 | 1.2 | 0.3 | 1.8 | 2.0 | -0.2 | 2.0 | 1.3 | 0.7 | 0.3 | 0.5 | -0.2 | 2.5 | 2.1 | 0.4 |
| Rhema | 0.8 | 0.4 | 0.4 | 17 | 0.3 | 0.2 | 0.1 | 0.4 | 0.2 | 0.2 | 1.6 | * | * | 1.0 | 0.4 | 0.6 | 1.3 | 1.2 | 0.1 | 1.3 | 0.3 | 1.0 |
| Rock | 8.6 | 8.6 | 0.0 | 3 | 11.2 | 8.8 | 2.4 | 13.2 | 10.1 | 3.1 | 10.7 | 8.5 | 2.2 | 5.5 | 5.0 | 0.5 | 8.0 | 8.4 | -0.4 | 6.7 | 5.4 | 1.3 |
| Star | 1.1 | 0.3 | 0.8 | 16 | 0.7 | 0.3 | 0.4 | 0.7 | 0.2 | 0.5 | 0.5 | 0.3 | 0.2 | 1.5 | 0.5 | 1.0 | 1.2 | 0.4 | 0.8 | 1.3 | 0.5 | 0.8 |
| Tahu FM | 1.5 | 2.5 | -1.0 | 14 | 1.7 | 2.9 | -1.2 | 1.9 | 3.1 | -1.2 | 2.5 | 4.0 | -1.5 | * | * | * | * | * | * | 0.6 | 0.9 | -0.3 |
| The Hits | 1.9 | 3.7 | -1.8 | 13 | 5.5 | 4.7 | 0.8 | 4.2 | 4.1 | 0.1 | 2.6 | 2.3 | 0.3 | 3.6 | 2.9 | 0.7 | 2.0 | 1.6 | 0.4 | 3.4 | 2.9 | 0.5 |
| The Sound | 6.0 | 6.2 | -0.2 | 7 | 9.9 | 10.3 | -0.4 | 10.3 | 10.4 | -0.1 | 8.4 | 9.1 | -0.7 | 6.9 | 6.8 | 0.1 | 2.9 | 5.1 | -2.2 | 10.4 | 8.9 | 1.5 |
| ZM | 7.6 | 6.9 | 0.7 | 4 | 6.4 | 7.5 | -1.1 | 7.2 | 8.4 | -1.2 | 8.1 | 8.9 | -0.8 | 5.0 | 5.8 | -0.8 | 3.3 | 4.3 | -1.0 | 5.3 | 5.3 | 0.0 |
| Others | 2.8 | 2.8 | 0.0 | | 3.4 | 3.5 | -0.1 | 4.3 | 4.4 | -0.1 | 5.0 | 4.8 | 0.2 | 4.2 | 5.3 | -1.1 | 4.8 | 5.9 | -1.1 | 5.7 | 5.4 | 0.3 |
| MediaWorks Combo | 61.8 | 60.6 | 1.2 | | 63.4 | 61.9 | 1.5 | 67.0 | 62.8 | 4.2 | 63.5 | 63.5 | 0.0 | 52.3 | 55.8 | -3.5 | 54.2 | 44.7 | 9.5 | 63.3 | 61.1 | 2.2 |
| NZME Combo | 31.3 | 33.0 | -1.7 | | 30.1 | 30.8 | -0.7 | 25.4 | 29.2 | -3.8 | 26.0 | 26.1 | -0.1 | 39.9 | 35.7 | 4.2 | 38.2 | 47.6 | -9.4 | 27.7 | 30.5 | -2.8 |
| NZME and Partners | 32.1 | 33.6 | -1.5 | | 30.5 | 31.6 | -1.1 | 26.0 | 29.9 | -3.9 | 27.2 | 28.0 | -0.8 | 41.2 | 39.0 | 2.2 | 38.4 | 48.3 | -9.9 | 28.2 | 32.6 | -4.4 |

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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 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018
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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 | 76.9 | 78.0 | -1.1 | 3 | 6.8 | 5.7 | 1.1 | 15.2 | 14.9 | 0.3 | 18.7 | 21.0 | -2.3 | 31.4 | 35.7 | -4.3 | 29.0 | 28.9 | 0.1 | 27.4 | 26.0 | 1.4 | 16.7 | 19.6 | -2.9 |
| Coast | 17.6 | 25.9 | -8.3 | 14 | 1.7 | 2.9 | -1.2 | 1.5 | 1.3 | 0.2 | 1.9 | 2.0 | -0.1 | 3.9 | 4.4 | -0.5 | 6.2 | 11.0 | -4.8 | 8.9 | 13.3 | -4.4 | 1.9 | 2.7 | -0.8 |
| Edge | 82.4 | 82.7 | -0.3 | 2 | 10.8 | 12.3 | -1.5 | 49.2 | 48.3 | 0.9 | 34.3 | 31.3 | 3.0 | 41.6 | 37.8 | 3.8 | 11.8 | 10.9 | 0.9 | 4.7 | 5.4 | -0.7 | 17.3 | 20.8 | -3.5 |
| Flava | 1.0 | 1.5 | -0.5 | 20 | 0.6 | 0.6 | 0.0 | 0.4 | 0.9 | -0.5 | 0.4 | 0.9 | -0.5 | 0.4 | 0.9 | -0.5 | * | * | * | * | * | * | 0.4 | 0.9 | -0.5 |
| Magic | 29.6 | 33.2 | -3.6 | 11 | 1.6 | 1.7 | -0.1 | 2.6 | 1.6 | 1.0 | 3.4 | 2.6 | 0.8 | 7.1 | 6.6 | 0.5 | 11.9 | 13.7 | -1.8 | 17.4 | 20.5 | -3.1 | 1.5 | 3.0 | -1.5 |
| Mai FM | 30.5 | 27.5 | 3.0 | 10 | 3.5 | 4.4 | -0.9 | 21.2 | 19.1 | 2.1 | 14.9 | 9.8 | 5.1 | 15.6 | 11.0 | 4.6 | 1.3 | 1.6 | -0.3 | 0.8 | 0.4 | 0.4 | 8.4 | 7.6 | 0.8 |
| Mix | 5.3 | 4.9 | 0.4 | 18 | 0.4 | 0.4 | 0.0 | 3.5 | 3.1 | 0.4 | 2.0 | 1.9 | 0.1 | 2.4 | 2.1 | 0.3 | 1.2 | 0.9 | 0.3 | 0.8 | 0.8 | 0.0 | 1.1 | 0.3 | 0.8 |
| More FM | 115.6 | 115.3 | 0.3 | 1 | 19.7 | 19.0 | 0.7 | 25.6 | 26.1 | -0.5 | 36.4 | 39.1 | -2.7 | 62.0 | 66.3 | -4.3 | 41.3 | 40.6 | 0.7 | 23.1 | 20.5 | 2.6 | 30.4 | 32.4 | -2.0 |
| Newstalk ZB | 61.8 | 52.5 | 9.3 | 6 | 3.0 | 1.2 | 1.8 | 4.3 | 2.4 | 1.9 | 3.4 | 3.3 | 0.1 | 15.4 | 10.8 | 4.6 | 24.1 | 18.4 | 5.7 | 26.9 | 25.2 | 1.7 | 8.2 | 5.5 | 2.7 |
| Pulzar FM | 10.4 | 10.2 | 0.2 | 16 | 1.8 | 0.4 | 1.4 | 6.2 | 5.8 | 0.4 | 5.3 | 7.4 | -2.1 | 6.0 | 7.9 | -1.9 | 0.7 | 0.4 | 0.3 | 0.2 | * | * | 0.2 | 2.7 | -2.5 |
| Radio Hauraki | 29.4 | 34.4 | -5.0 | 12 | 1.9 | 1.2 | 0.7 | 15.4 | 16.8 | -1.4 | 16.3 | 21.2 | -4.9 | 20.1 | 24.9 | -4.8 | 6.5 | 6.2 | 0.3 | 2.7 | 2.9 | -0.2 | 4.5 | 9.3 | -4.8 |
| RadioLIVE | 31.1 | 29.1 | 2.0 | 9 | 2.7 | 3.2 | -0.5 | 2.9 | 3.1 | -0.2 | 6.1 | 4.6 | 1.5 | 13.8 | 11.8 | 2.0 | 14.3 | 10.8 | 3.5 | 10.3 | 8.1 | 2.2 | 4.0 | 4.7 | -0.7 |
| Radio Sport | 25.2 | 26.6 | -1.4 | 13 | 1.0 | 0.6 | 0.4 | 2.5 | 3.0 | -0.5 | 4.1 | 2.5 | 1.6 | 8.9 | 7.3 | 1.6 | 9.2 | 11.1 | -1.9 | 9.5 | 12.5 | -3.0 | 2.9 | 2.8 | 0.1 |
| Rhema | 9.4 | 6.4 | 3.0 | 17 | 1.0 | 1.4 | -0.4 | 2.2 | 2.1 | 0.1 | 2.3 | 1.8 | 0.5 | 3.9 | 2.3 | 1.6 | 3.1 | 0.8 | 2.3 | 2.3 | 1.1 | 1.2 | 0.8 | 0.9 | -0.1 |
| Rock | 71.8 | 58.8 | 13.0 | 4 | 5.6 | 4.7 | 0.9 | 39.2 | 29.5 | 9.7 | 40.3 | 31.8 | 8.5 | 46.7 | 37.7 | 9.0 | 12.2 | 12.6 | -0.4 | 6.3 | 6.6 | -0.3 | 12.6 | 13.2 | -0.6 |
| Star | 10.8 | 4.4 | 6.4 | 15 | 2.1 | 0.8 | 1.3 | 2.2 | 1.3 | 0.9 | 1.7 | 0.6 | 1.1 | 3.4 | 1.2 | 2.2 | 3.8 | 1.2 | 2.6 | 3.5 | 1.3 | 2.2 | 0.4 | 0.3 | 0.1 |
| Tahu FM | 3.4 | 3.3 | 0.1 | 19 | * | * | * | 2.9 | 3.1 | -0.2 | 1.6 | 0.7 | 0.9 | 1.6 | 0.7 | 0.9 | * | * | * | * | * | * | 1.3 | 0.5 | 0.8 |
| The Hits | 36.2 | 37.6 | -1.4 | 8 | 2.9 | 2.9 | 0.0 | 16.1 | 14.9 | 1.2 | 14.1 | 20.9 | -6.8 | 20.3 | 25.4 | -5.1 | 9.8 | 8.3 | 1.5 | 4.8 | 4.5 | 0.3 | 9.7 | 11.8 | -2.1 |
| The Sound | 61.1 | 60.1 | 1.0 | 7 | 7.9 | 5.1 | 2.8 | 16.0 | 11.8 | 4.2 | 17.4 | 16.7 | 0.7 | 33.6 | 33.6 | 0.0 | 26.2 | 30.6 | -4.4 | 13.3 | 18.0 | -4.7 | 8.7 | 11.7 | -3.0 |
| ZM | 62.5 | 65.0 | -2.5 | 5 | 8.8 | 7.5 | 1.3 | 32.3 | 33.3 | -1.0 | 27.2 | 29.3 | -2.1 | 34.2 | 39.2 | -5.0 | 11.1 | 13.6 | -2.5 | 4.6 | 4.0 | 0.6 | 15.9 | 14.0 | 1.9 |
| Others | 45.9 | 45.7 | 0.2 | | 4.2 | 5.9 | -1.7 | 13.8 | 12.6 | 1.2 | 15.3 | 12.0 | 3.3 | 24.9 | 22.0 | 2.9 | 14.3 | 13.8 | 0.5 | 8.4 | 7.7 | 0.7 | 7.0 | 5.9 | 1.1 |
| MediaWorks Combo | 319.5 | 310.7 | 8.8 | | 34.0 | 32.5 | 1.5 | 104.1 | 96.0 | 8.1 | 105.9 | 101.4 | 4.5 | 158.7 | 155.3 | 3.4 | 99.1 | 97.0 | 2.1 | 72.2 | 70.3 | 1.9 | 60.3 | 67.6 | -7.3 |
| NZME Combo | 188.6 | 197.7 | -9.1 | | 15.7 | 15.3 | 0.4 | 60.4 | 60.7 | -0.3 | 58.3 | 65.3 | -7.0 | 85.8 | 91.4 | -5.6 | 52.4 | 54.0 | -1.6 | 45.7 | 48.1 | -2.4 | 34.5 | 35.3 | -0.8 |
| NZME and Partners | 193.7 | 202.1 | -8.4 | | 16.3 | 15.4 | 0.9 | 64.0 | 64.3 | -0.3 | 60.8 | 68.3 | -7.5 | 88.6 | 94.5 | -5.9 | 52.7 | 54.1 | -1.4 | 45.9 | 48.1 | -2.2 | 34.5 | 35.3 | -0.8 |
| All Commercial Radio | 398.0 | 391.2 | 6.8 | | 39.7 | 38.3 | 1.4 | 121.6 | 115.7 | 5.9 | 128.1 | 124.7 | 3.4 | 192.3 | 188.4 | 3.9 | 119.5 | 118.4 | 1.1 | 92.0 | 90.6 | 1.4 | 72.7 | 78.0 | -5.3 |
| Potential (000) | 478.8 | 478.8 | 0.0 | | 50.6 | 53.5 | -2.9 | 142.2 | 139.3 | 2.9 | 147.8 | 147.8 | 0.0 | 221.7 | 221.7 | 0.0 | 138.4 | 138.4 | 0.0 | 110.7 | 110.7 | 0.0 | 84.0 | 88.4 | -4.4 |
| Sample | 1,704 | 1,625 | 79 | | 161 | 154 | 7 | 459 | 444 | 15 | 529 | 480 | 49 | 833 | 780 | 53 | 548 | 499 | 49 | 447 | 413 | 34 | 329 | 326 | 3 |

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2018 - 4/2018

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

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 478.8 | 478.8 | 0.0 |
| Sample Size | 1,704 | 1,625 | 79 |

| | 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 | 39.4 | 41.3 | -1.9 | 5 | 41.2 | 41.4 | -0.2 | 44.7 | 42.0 | 2.7 | 37.8 | 39.1 | -1.3 | 17.4 | 16.3 | 1.1 | 6.3 | 5.4 | 0.9 | 48.7 | 48.2 | 0.5 |
| Coast | 7.5 | 8.6 | -1.1 | 14 | 8.8 | 9.0 | -0.2 | 11.7 | 12.7 | -1.0 | 8.2 | 9.9 | -1.7 | 5.4 | 10.5 | -5.1 | 2.4 | 5.0 | -2.6 | 10.7 | 15.2 | -4.5 |
| Edge | 39.9 | 39.8 | 0.1 | 4 | 26.8 | 25.0 | 1.8 | 42.8 | 43.7 | -0.9 | 41.0 | 48.0 | -7.0 | 19.1 | 17.4 | 1.7 | 10.3 | 6.5 | 3.8 | 49.2 | 48.0 | 1.2 |
| Flava | 0.6 | 1.0 | -0.4 | 20 | 0.4 | 0.9 | -0.5 | 0.4 | 1.0 | -0.6 | * | 0.1 | * | 0.3 | 0.4 | -0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.3 | 0.0 |
| Magic | 17.0 | 16.4 | 0.6 | 10 | 16.8 | 19.2 | -2.4 | 17.5 | 20.5 | -3.0 | 10.5 | 12.7 | -2.2 | 8.2 | 10.1 | -1.9 | 3.3 | 5.0 | -1.7 | 19.0 | 25.3 | -6.3 |
| Mai FM | 12.7 | 9.9 | 2.8 | 12 | 9.8 | 6.4 | 3.4 | 11.2 | 9.4 | 1.8 | 12.1 | 10.4 | 1.7 | 6.6 | 7.0 | -0.4 | 8.1 | 5.0 | 3.1 | 17.6 | 19.3 | -1.7 |
| Mix | 1.0 | 1.1 | -0.1 | 19 | 1.4 | 1.5 | -0.1 | 1.3 | 1.2 | 0.1 | 3.0 | 2.5 | 0.5 | 0.9 | 0.6 | 0.3 | 0.4 | 0.3 | 0.1 | 2.0 | 1.7 | 0.3 |
| More FM | 73.5 | 72.4 | 1.1 | 1 | 48.1 | 48.4 | -0.3 | 57.9 | 54.8 | 3.1 | 64.3 | 63.2 | 1.1 | 24.2 | 27.0 | -2.8 | 14.7 | 12.9 | 1.8 | 68.2 | 69.8 | -1.6 |
| Newstalk ZB | 46.6 | 38.6 | 8.0 | 2 | 31.3 | 27.8 | 3.5 | 26.7 | 25.9 | 0.8 | 25.1 | 20.1 | 5.0 | 24.1 | 21.0 | 3.1 | 21.0 | 14.9 | 6.1 | 43.3 | 38.5 | 4.8 |
| Pulzar FM | 5.3 | 4.2 | 1.1 | 15 | 3.5 | 4.2 | -0.7 | 4.4 | 3.3 | 1.1 | 5.3 | 7.2 | -1.9 | 3.2 | 6.1 | -2.9 | 0.3 | 0.9 | -0.6 | 4.2 | 6.7 | -2.5 |
| Radio Hauraki | 17.5 | 15.4 | 2.1 | 9 | 11.7 | 14.9 | -3.2 | 14.7 | 20.2 | -5.5 | 16.5 | 19.3 | -2.8 | 4.3 | 7.5 | -3.2 | 1.5 | 1.9 | -0.4 | 16.9 | 17.4 | -0.5 |
| RadioLIVE | 18.7 | 19.4 | -0.7 | 8 | 10.4 | 10.2 | 0.2 | 13.5 | 13.4 | 0.1 | 13.7 | 14.7 | -1.0 | 10.3 | 6.8 | 3.5 | 8.3 | 4.9 | 3.4 | 15.7 | 14.2 | 1.5 |
| Radio Sport | 10.2 | 10.1 | 0.1 | 13 | 11.1 | 10.5 | 0.6 | 10.7 | 9.3 | 1.4 | 9.3 | 11.1 | -1.8 | 4.4 | 3.3 | 1.1 | 0.9 | 1.2 | -0.3 | 19.5 | 21.0 | -1.5 |
| Rhema | 4.2 | 2.6 | 1.6 | 16 | 1.7 | 1.6 | 0.1 | 3.6 | 2.2 | 1.4 | 2.5 | 0.3 | 2.2 | 2.8 | 1.8 | 1.0 | 2.0 | 1.8 | 0.2 | 4.9 | 1.9 | 3.0 |
| Rock | 38.3 | 32.4 | 5.9 | 6 | 31.2 | 24.7 | 6.5 | 41.3 | 31.5 | 9.8 | 43.1 | 32.0 | 11.1 | 15.1 | 15.4 | -0.3 | 10.3 | 10.2 | 0.1 | 40.7 | 33.5 | 7.2 |
| Star | 4.2 | 1.7 | 2.5 | 16 | 2.7 | 1.9 | 0.8 | 4.7 | 1.9 | 2.8 | 3.1 | 1.6 | 1.5 | 1.8 | 0.9 | 0.9 | 2.5 | 1.4 | 1.1 | 5.5 | 2.4 | 3.1 |
| Tahu FM | 1.6 | 2.7 | -1.1 | 18 | 2.3 | 2.4 | -0.1 | 2.6 | 2.5 | 0.1 | 2.1 | 2.5 | -0.4 | * | * | * | 0.3 | 0.3 | 0.0 | 2.8 | 2.8 | 0.0 |
| The Hits | 13.0 | 18.0 | -5.0 | 11 | 16.0 | 15.6 | 0.4 | 17.8 | 18.6 | -0.8 | 15.8 | 16.1 | -0.3 | 8.3 | 11.4 | -3.1 | 1.9 | 1.4 | 0.5 | 22.5 | 21.3 | 1.2 |
| The Sound | 28.6 | 28.3 | 0.3 | 7 | 26.8 | 26.5 | 0.3 | 36.6 | 34.9 | 1.7 | 32.6 | 33.6 | -1.0 | 12.5 | 16.3 | -3.8 | 4.0 | 5.7 | -1.7 | 39.5 | 38.3 | 1.2 |
| ZM | 41.3 | 37.2 | 4.1 | 3 | 27.3 | 35.4 | -8.1 | 33.9 | 38.9 | -5.0 | 36.3 | 40.1 | -3.8 | 16.7 | 15.9 | 0.8 | 8.2 | 7.3 | 0.9 | 34.7 | 34.3 | 0.4 |
| Others | 18.0 | 17.6 | 0.4 | | 12.6 | 12.6 | 0.0 | 21.5 | 21.0 | 0.5 | 21.2 | 19.3 | 1.9 | 9.5 | 10.9 | -1.4 | 4.6 | 5.1 | -0.5 | 26.8 | 29.8 | -3.0 |
| MediaWorks Combo | 215.8 | 210.7 | 5.1 | | 170.4 | 163.5 | 6.9 | 202.5 | 196.3 | 6.2 | 203.7 | 202.6 | 1.1 | 98.9 | 103.0 | -4.1 | 57.4 | 50.8 | 6.6 | 234.8 | 229.1 | 5.7 |
| NZME Combo | 122.3 | 118.4 | 3.9 | | 96.8 | 104.6 | -7.8 | 105.0 | 117.9 | -12.9 | 104.2 | 110.7 | -6.5 | 60.9 | 67.3 | -6.4 | 34.1 | 30.7 | 3.4 | 130.3 | 131.6 | -1.3 |
| NZME and Partners | 126.2 | 121.6 | 4.6 | | 100.0 | 108.2 | -8.2 | 108.8 | 120.3 | -11.5 | 108.1 | 116.3 | -8.2 | 64.1 | 73.4 | -9.3 | 34.2 | 31.5 | 2.7 | 133.0 | 138.0 | -5.0 |
| All Commercial Radio | 305.8 | 297.6 | 8.2 | | 239.5 | 237.4 | 2.1 | 274.5 | 273.9 | 0.6 | 278.4 | 277.2 | 1.2 | 154.3 | 163.2 | -8.9 | 86.1 | 79.6 | 6.5 | 320.1 | 317.4 | 2.7 |

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

| | All 10+ | | | People 10-17 | | | People 18-34 | | | People 25-44 | | | People 25-54 | | | People 45-64 | | | People 55-74 | | | MGS with Klds | | |
|----------------------|---------|-------|--------|--------------|------|-------|--------------|-------|--------|--------------|-------|-------|--------------|-------|-------|--------------|-------|--------|--------------|-------|-------|---------------|-------|--------|
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Breeze | 9:06 | 9:56 | -0:49 | 4:30 | 5:50 | -1:19 | 4:29 | 5:10 | -0:40 | 8:39 | 9:30 | -0:50 | 9:14 | 10:14 | -0:59 | 10:54 | 11:34 | -0:40 | 11:00 | 11:34 | -0:33 | 7:43 | 11:08 | -3:25 |
| Coast | 8:20 | 10:55 | -2:35 | 4:51 | 4:17 | 0:33 | 11:54 | 13:09 | -1:14 | 7:16 | 7:47 | -0:30 | 6:20 | 7:12 | -0:51 | 6:19 | 16:12 | -9:53 | 6:56 | 14:50 | -7:54 | 8:42 | 9:57 | -1:14 |
| Edge | 6:07 | 6:32 | -0:25 | 4:06 | 3:40 | 0:26 | 6:10 | 6:28 | -0:17 | 6:50 | 8:14 | -1:24 | 6:46 | 7:35 | -0:49 | 5:45 | 4:33 | 1:12 | 4:58 | 4:40 | 0:17 | 4:40 | 7:47 | -3:07 |
| Flava | 4:58 | 5:33 | -0:34 | 4:48 | 6:01 | -1:13 | 5:15 | 5:15 | 0:00 | 5:15 | 5:15 | 0:00 | 5:15 | 5:15 | 0:00 | * | * | * | * | * | * | 5:15 | 5:15 | 0:00 |
| Magic | 13:21 | 10:49 | 2:32 | 3:33 | 2:03 | 1:29 | 4:41 | 3:04 | 1:36 | 11:50 | 19:00 | -7:09 | 12:27 | 12:47 | -0:19 | 11:41 | 8:27 | 3:13 | 15:24 | 10:39 | 4:45 | 5:43 | 6:11 | -0:28 |
| Mai FM | 6:58 | 5:18 | 1:40 | 3:29 | 3:03 | 0:26 | 8:02 | 5:37 | 2:25 | 5:37 | 4:41 | 0:55 | 5:41 | 5:02 | 0:39 | 4:21 | 6:55 | -2:34 | 1:23 | 4:09 | -2:46 | 4:35 | 5:45 | -1:09 |
| Mix | 3:08 | 2:55 | 0:12 | 12:52 | 9:45 | 3:06 | 1:29 | 1:00 | 0:29 | 2:16 | 1:23 | 0:52 | 2:16 | 1:28 | 0:47 | 5:24 | 7:20 | -1:56 | 6:37 | 8:39 | -2:01 | 2:47 | 1:39 | 1:08 |
| More FM | 9:04 | 9:14 | -0:10 | 4:57 | 3:49 | 1:08 | 5:25 | 7:16 | -1:50 | 8:12 | 9:38 | -1:26 | 10:17 | 10:39 | -0:21 | 12:16 | 12:14 | 0:02 | 11:56 | 11:26 | 0:29 | 10:35 | 10:57 | -0:21 |
| Newstalk ZB | 13:39 | 14:43 | -1:04 | 4:24 | 4:34 | -0:10 | 5:47 | 6:37 | -0:50 | 6:08 | 6:11 | -0:03 | 10:47 | 8:44 | 2:03 | 12:46 | 12:07 | 0:39 | 14:33 | 15:42 | -1:08 | 12:10 | 13:43 | -1:33 |
| Pulzar FM | 4:35 | 9:21 | -4:46 | 3:58 | 4:27 | -0:28 | 4:33 | 8:24 | -3:50 | 5:36 | 8:47 | -3:11 | 5:59 | 10:17 | -4:17 | 8:56 | 35:36 | -26:39 | 1:00 | * | * | 1:00 | 15:02 | -14:02 |
| Radio Hauraki | 8:02 | 9:05 | -1:03 | 2:58 | 2:39 | 0:19 | 8:21 | 10:36 | -2:15 | 8:11 | 10:34 | -2:22 | 8:33 | 9:52 | -1:19 | 9:47 | 7:00 | 2:46 | 9:25 | 8:06 | 1:18 | 5:41 | 6:17 | -0:35 |
| RadioLIVE | 10:21 | 10:13 | 0:08 | 5:07 | 4:18 | 0:49 | 4:29 | 2:49 | 1:39 | 5:59 | 6:41 | -0:41 | 6:37 | 9:14 | -2:36 | 10:38 | 11:03 | -0:25 | 15:56 | 11:49 | 4:07 | 8:32 | 14:50 | -6:17 |
| Radio Sport | 5:30 | 4:34 | 0:55 | 2:56 | 2:54 | 0:01 | 1:42 | 2:21 | -0:39 | 4:36 | 4:07 | 0:29 | 5:01 | 4:34 | 0:27 | 5:31 | 4:28 | 1:03 | 6:18 | 5:34 | 0:44 | 6:24 | 2:56 | 3:28 |
| Rhema | 6:36 | 3:12 | 3:24 | 3:33 | 2:01 | 1:32 | 2:43 | 2:26 | 0:16 | 8:40 | 2:40 | 6:00 | 10:07 | 3:08 | 6:59 | 9:36 | 4:30 | 5:06 | 6:36 | 6:12 | 0:24 | 11:36 | 6:21 | 5:15 |
| Rock | 9:36 | 9:57 | -0:21 | 6:31 | 5:51 | 0:39 | 9:37 | 10:20 | -0:42 | 10:39 | 12:25 | -1:45 | 10:46 | 12:09 | -1:23 | 9:13 | 8:51 | 0:21 | 6:24 | 7:08 | -0:44 | 9:11 | 10:27 | -1:15 |
| Star | 6:11 | 5:54 | 0:17 | 3:00 | 2:10 | 0:49 | 3:04 | 1:20 | 1:44 | 1:33 | 1:21 | 0:12 | 10:18 | 14:11 | -3:53 | 11:52 | 15:20 | -3:28 | 5:13 | 3:55 | 1:18 | 24:00 | 2:00 | 22:00 |
| Tahu FM | 28:47 | 50:23 | -21:36 | * | * | * | 33:18 | 53:41 | -20:23 | 2:08 | 10:39 | -8:30 | 2:08 | 10:39 | -8:30 | * | * | * | * | * | * | 2:14 | 4:18 | -2:04 |
| The Hits | 6:54 | 6:43 | 0:11 | 7:11 | 3:01 | 4:09 | 5:23 | 6:10 | -0:47 | 5:55 | 6:55 | -1:00 | 7:43 | 7:34 | 0:09 | 9:03 | 8:31 | 0:32 | 5:55 | 6:55 | -1:00 | 8:09 | 8:20 | -0:10 |
| The Sound | 10:12 | 10:32 | -0:20 | 5:25 | 3:27 | 1:57 | 9:09 | 7:55 | 1:14 | 10:29 | 10:30 | -0:01 | 11:51 | 11:25 | 0:26 | 12:40 | 11:45 | 0:54 | 10:13 | 11:24 | -1:11 | 7:05 | 8:13 | -1:07 |
| ZM | 7:30 | 7:54 | -0:24 | 4:22 | 5:47 | -1:25 | 7:37 | 7:35 | 0:02 | 9:30 | 8:52 | 0:37 | 9:31 | 8:36 | 0:55 | 9:36 | 8:48 | 0:47 | 8:52 | 10:33 | -1:41 | 9:23 | 8:02 | 1:21 |
| Others | 6:40 | 6:54 | -0:14 | 7:40 | 5:22 | 2:17 | 5:07 | 8:26 | -3:19 | 6:37 | 9:32 | -2:54 | 6:53 | 9:11 | -2:18 | 7:18 | 7:51 | -0:33 | 7:16 | 5:36 | 1:40 | 6:16 | 8:18 | -2:02 |
| MediaWorks Combo | 14:06 | 14:18 | -0:11 | 8:26 | 7:02 | 1:23 | 11:53 | 11:48 | 0:04 | 13:56 | 15:24 | -1:27 | 15:02 | 15:58 | -0:55 | 16:27 | 16:29 | -0:01 | 16:46 | 16:04 | 0:41 | 13:07 | 16:19 | -3:11 |
| NZME Combo | 11:10 | 11:33 | -0:23 | 6:15 | 5:32 | 0:43 | 8:32 | 9:26 | -0:54 | 9:11 | 10:30 | -1:19 | 10:27 | 10:21 | 0:05 | 12:40 | 12:49 | -0:08 | 13:26 | 15:55 | -2:28 | 11:25 | 10:55 | 0:30 |
| NZME and Partners | 11:07 | 11:47 | -0:39 | 6:26 | 5:37 | 0:49 | 8:30 | 9:40 | -1:10 | 9:18 | 11:00 | -1:42 | 10:31 | 10:52 | -0:20 | 12:43 | 13:05 | -0:21 | 13:22 | 15:55 | -2:32 | 11:25 | 12:05 | -0:39 |
| All Commercial Radio | 18:03 | 18:41 | -0:37 | 10:48 | 9:05 | 1:43 | 16:05 | 17:15 | -1:10 | 16:52 | 19:18 | -2:26 | 18:32 | 19:40 | -1:08 | 20:45 | 20:35 | 0:10 | 20:51 | 21:32 | -0:41 | 17:11 | 20:19 | -3:08 |
| Potential (000) | 478.8 | 478.8 | 0.0 | 50.6 | 53.5 | -2.9 | 142.2 | 139.3 | 2.9 | 147.8 | 147.8 | 0.0 | 221.7 | 221.7 | 0.0 | 138.4 | 138.4 | 0.0 | 110.7 | 110.7 | 0.0 | 84.0 | 88.4 | -4.4 |
| Sample | 1,704 | 1,625 | 79 | 161 | 154 | 7 | 459 | 444 | 15 | 529 | 480 | 49 | 833 | 780 | 53 | 548 | 499 | 49 | 447 | 413 | 34 | 329 | 326 | 3 |

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

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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 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 478.8 | 478.8 | 0.0 |
| Sample Size | 1,704 | 1,625 | 79 |

| | 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 | 2:31 | 2:43 | -0:12 | 3:41 | 4:07 | -0:26 | 3:26 | 4:23 | -0:57 | 2:01 | 2:02 | -0:01 | 1:36 | 2:02 | -0:25 | 1:45 | 1:46 | -0:01 | 3:41 | 3:49 | -0:08 |
| Coast | 2:43 | 2:40 | 0:03 | 3:26 | 3:12 | 0:13 | 2:54 | 3:36 | -0:42 | 1:38 | 1:36 | 0:02 | 1:37 | 1:21 | 0:16 | 2:00 | 11:43 | -9:42 | 3:13 | 6:19 | -3:05 |
| Edge | 2:12 | 2:25 | -0:12 | 2:35 | 2:47 | -0:12 | 2:30 | 2:37 | -0:07 | 1:59 | 2:06 | -0:07 | 1:37 | 2:05 | -0:27 | 1:36 | 1:54 | -0:17 | 2:15 | 2:17 | -0:02 |
| Flava | 0:57 | 0:34 | 0:23 | 1:45 | 1:45 | 0:00 | 3:15 | 3:29 | -0:14 | * | 0:30 | * | 3:00 | 2:43 | 0:16 | 4:15 | 4:15 | 0:00 | 2:26 | 3:29 | -1:02 |
| Magic | 3:39 | 3:21 | 0:18 | 4:11 | 2:57 | 1:14 | 4:58 | 3:01 | 1:57 | 2:09 | 1:27 | 0:42 | 3:14 | 2:35 | 0:38 | 7:21 | 7:00 | 0:21 | 5:21 | 4:11 | 1:09 |
| Mai FM | 3:28 | 1:42 | 1:46 | 3:34 | 2:39 | 0:54 | 2:49 | 2:09 | 0:40 | 1:39 | 1:32 | 0:06 | 1:15 | 1:39 | -0:23 | 3:29 | 1:09 | 2:20 | 2:34 | 3:00 | -0:26 |
| Mix | 0:54 | 0:45 | 0:09 | 1:54 | 1:59 | -0:05 | 4:11 | 4:38 | -0:26 | 0:57 | 0:43 | 0:14 | 0:56 | 0:22 | 0:34 | 2:39 | 2:59 | -0:19 | 1:22 | 1:06 | 0:15 |
| More FM | 3:46 | 3:49 | -0:02 | 3:14 | 3:25 | -0:11 | 3:34 | 3:49 | -0:15 | 2:11 | 2:10 | 0:00 | 1:14 | 1:30 | -0:15 | 1:24 | 1:32 | -0:07 | 3:11 | 3:05 | 0:05 |
| Newstalk ZB | 4:27 | 5:28 | -1:01 | 3:35 | 3:54 | -0:19 | 2:51 | 3:12 | -0:20 | 2:10 | 2:36 | -0:25 | 4:27 | 3:46 | 0:41 | 4:36 | 4:28 | 0:07 | 4:20 | 4:27 | -0:06 |
| Pulzar FM | 2:01 | 2:00 | 0:01 | 1:24 | 2:19 | -0:55 | 1:44 | 3:08 | -1:24 | 1:55 | 2:16 | -0:21 | 1:40 | 2:07 | -0:26 | 1:53 | 2:33 | -0:40 | 1:52 | 5:10 | -3:18 |
| Radio Hauraki | 2:19 | 3:15 | -0:55 | 4:12 | 4:13 | -0:01 | 4:20 | 4:46 | -0:26 | 2:35 | 2:05 | 0:29 | 1:09 | 1:11 | -0:02 | 2:06 | 1:40 | 0:26 | 1:52 | 2:54 | -1:02 |
| RadioLIVE | 4:00 | 4:05 | -0:05 | 2:52 | 3:40 | -0:48 | 3:04 | 3:01 | 0:02 | 2:05 | 2:29 | -0:23 | 4:09 | 3:46 | 0:22 | 4:47 | 3:01 | 1:46 | 4:03 | 4:25 | -0:22 |
| Radio Sport | 2:41 | 2:33 | 0:07 | 2:21 | 1:57 | 0:24 | 2:02 | 1:54 | 0:07 | 1:35 | 1:32 | 0:03 | 1:56 | 1:34 | 0:22 | 1:12 | 1:10 | 0:02 | 1:59 | 1:36 | 0:23 |
| Rhema | 2:28 | 2:01 | 0:27 | 2:18 | 1:08 | 1:10 | 1:31 | 1:27 | 0:04 | 5:09 | 0:36 | 4:33 | 1:33 | 0:51 | 0:41 | 2:05 | 2:10 | -0:05 | 4:16 | 2:18 | 1:57 |
| Rock | 3:03 | 3:41 | -0:38 | 4:22 | 4:20 | 0:02 | 4:39 | 4:50 | -0:11 | 2:04 | 2:17 | -0:12 | 1:32 | 1:18 | 0:14 | 2:32 | 2:35 | -0:02 | 2:33 | 2:34 | -0:00 |
| Star | 3:31 | 2:36 | 0:55 | 3:05 | 2:01 | 1:04 | 2:01 | 1:44 | 0:16 | 1:25 | 1:38 | -0:13 | 3:32 | 2:18 | 1:13 | 1:35 | 0:58 | 0:37 | 3:32 | 3:33 | -0:00 |
| Tahu FM | 12:26 | 12:44 | -0:18 | 8:57 | 14:57 | -5:59 | 10:46 | 18:42 | -7:56 | 9:56 | 13:29 | -3:32 | * | * | * | 0:30 | 0:30 | 0:00 | 3:08 | 5:15 | -2:06 |
| The Hits | 2:02 | 2:52 | -0:49 | 4:10 | 3:38 | 0:32 | 3:23 | 3:18 | 0:05 | 1:22 | 1:14 | 0:08 | 1:49 | 1:00 | 0:48 | 3:18 | 3:45 | -0:27 | 2:21 | 2:09 | 0:11 |
| The Sound | 2:51 | 3:02 | -0:11 | 4:30 | 4:43 | -0:12 | 4:05 | 4:31 | -0:26 | 2:10 | 2:18 | -0:08 | 2:19 | 1:40 | 0:38 | 2:20 | 2:50 | -0:29 | 4:06 | 3:44 | 0:21 |
| ZM | 2:30 | 2:36 | -0:05 | 2:49 | 2:35 | 0:13 | 3:04 | 3:16 | -0:11 | 1:52 | 1:53 | -0:01 | 1:16 | 1:28 | -0:12 | 1:18 | 1:52 | -0:34 | 2:24 | 2:28 | -0:03 |
| Others | 2:07 | 2:14 | -0:06 | 3:17 | 3:24 | -0:07 | 2:54 | 3:09 | -0:14 | 1:58 | 2:06 | -0:08 | 1:50 | 1:58 | -0:07 | 3:25 | 3:40 | -0:14 | 3:19 | 2:53 | 0:25 |
| MediaWorks Combo | 3:55 | 4:01 | -0:05 | 4:31 | 4:36 | -0:05 | 4:47 | 4:50 | -0:02 | 2:37 | 2:41 | -0:04 | 2:13 | 2:10 | 0:02 | 3:04 | 2:47 | 0:17 | 4:13 | 4:16 | -0:03 |
| NZME Combo | 3:30 | 3:53 | -0:23 | 3:46 | 3:35 | 0:11 | 3:30 | 3:45 | -0:14 | 2:05 | 2:01 | 0:04 | 2:45 | 2:08 | 0:36 | 3:39 | 4:54 | -1:14 | 3:19 | 3:42 | -0:23 |
| NZME and Partners | 3:28 | 3:51 | -0:22 | 3:42 | 3:33 | 0:08 | 3:27 | 3:45 | -0:18 | 2:06 | 2:03 | 0:03 | 2:42 | 2:08 | 0:33 | 3:39 | 4:51 | -1:11 | 3:19 | 3:47 | -0:28 |
| All Commercial Radio | 4:28 | 4:41 | -0:12 | 5:04 | 5:08 | -0:03 | 5:17 | 5:31 | -0:14 | 3:01 | 3:05 | -0:04 | 2:43 | 2:28 | 0:15 | 3:47 | 3:58 | -0:11 | 4:53 | 5:02 | -0:09 |

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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