



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	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	11.4	13.4	-2.0	2	9.8	13.7	-3.9	5.1	5.2	-0.1	7.7	6.5	1.2	11.0	9.7	1.3	17.9	17.9	0.0	18.0	27.0	-9.0	13.6	14.5	-0.9
Coast	1.3	1.9	-0.6	14	0.8	*	*	0.1	0.1	0.0	0.1	0.7	-0.6	0.2	0.5	-0.3	0.9	1.2	-0.3	2.7	4.3	-1.6	1.0	0.7	0.3
Edge	6.9	5.7	1.2	7	16.8	15.8	1.0	14.7	9.7	5.0	10.0	6.2	3.8	7.0	5.8	1.2	1.9	3.3	-1.4	1.3	0.5	0.8	7.0	5.1	1.9
Flava	0.5	0.6	-0.1	15	1.7	1.8	-0.1	0.4	1.4	-1.0	*	0.6	*	*	0.4	*	*	*	*	0.1	*	*	0.1	1.0	-0.9
Magic	3.3	3.0	0.3	10	*	0.7	*	0.1	0.2	-0.1	*	0.2	*	0.6	0.4	0.2	5.0	3.6	1.4	10.4	9.0	1.4	1.0	0.8	0.2
Mai FM	4.3	8.9	-4.6	8	12.9	16.9	-4.0	8.0	19.9	-11.9	6.7	11.8	-5.1	5.1	8.3	-3.2	1.8	3.5	-1.7	0.7	2.9	-2.2	5.7	9.9	-4.2
Mix	*	0.1	*	*	*	*	*	0.1	0.2	-0.1	*	0.2	*	*	0.1	*	0.1	*	*	*	*	*	*	0.2	*
More FM	14.5	15.8	-1.3	1	19.1	15.4	3.7	10.3	16.7	-6.4	13.2	13.7	-0.5	15.9	17.1	-1.2	19.6	21.9	-2.3	14.4	12.9	1.5	23.9	17.4	6.5
Newstalk ZB	10.4	8.9	1.5	4	0.6	0.2	0.4	0.9	0.7	0.2	1.3	1.4	-0.1	2.6	2.9	-0.3	8.5	8.0	0.5	21.7	18.2	3.5	3.7	4.7	-1.0
Pulzar FM	0.2	n.a.	*	19	0.4	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.2	n.a.	*
Radio Hauraki	3.4	3.4	0.0	9	0.9	1.5	-0.6	5.8	2.5	3.3	6.1	4.5	1.6	5.4	5.7	-0.3	3.3	5.5	-2.2	1.5	1.4	0.1	4.9	1.1	3.8
RadioLIVE	2.8	4.1	-1.3	12	2.1	4.4	-2.3	0.6	1.2	-0.6	1.7	2.0	-0.3	2.5	2.7	-0.2	3.1	3.1	0.0	3.4	6.6	-3.2	4.6	3.8	0.8
Radio Sport	2.4	1.6	0.8	13	1.8	0.2	1.6	1.3	0.4	0.9	0.5	0.6	-0.1	1.7	1.7	0.0	3.6	2.6	1.0	3.6	2.2	1.4	0.7	0.4	0.3
Rhema	0.5	0.4	0.1	15	0.6	1.0	-0.4	0.2	0.3	-0.1	0.8	0.6	0.2	0.6	0.5	0.1	0.4	0.4	0.0	0.4	0.3	0.1	1.6	0.9	0.7
Rock	10.2	10.6	-0.4	5	6.8	9.3	-2.5	16.1	17.3	-1.2	18.7	24.8	-6.1	16.4	17.6	-1.2	8.4	5.6	2.8	2.0	2.5	-0.5	5.7	14.0	-8.3
Star	0.3	0.3	0.0	17	0.2	*	*	0.1	0.1	0.0	*	0.1	*	0.1	*	*	0.6	0.6	0.0	0.9	1.0	-0.1	0.1	*	*
Tahu FM	0.3	0.3	0.0	17	1.2	1.4	-0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.1	0.2	0.4	0.5	-0.1	0.1	0.7	-0.6	0.3	0.4	-0.1
The Hits	3.0	2.6	0.4	11	2.7	2.5	0.2	3.3	2.1	1.2	2.9	3.2	-0.3	3.5	3.8	-0.3	3.9	3.4	0.5	2.3	0.9	1.4	5.3	6.6	-1.3
The Sound	10.9	7.2	3.7	3	4.6	4.6	0.0	10.4	2.3	8.1	12.7	6.7	6.0	13.3	10.0	3.3	14.3	12.6	1.7	12.3	6.1	6.2	8.3	5.8	2.5
ZM	9.1	6.2	2.9	6	13.7	6.8	6.9	18.6	14.5	4.1	12.4	10.7	1.7	8.8	7.8	1.0	1.8	2.0	-0.2	0.6	0.4	0.2	10.5	9.7	0.8
Others	4.1	4.9	-0.8		3.2	3.8	-0.6	3.6	5.0	-1.4	4.5	5.4	-0.9	4.6	5.1	-0.5	4.5	4.4	0.1	3.8	3.3	0.5	2.0	3.0	-1.0
Mediaworks Combo	64.6	68.7	-4.1		72.1	80.7	-8.6	65.6	72.5	-6.9	71.3	71.8	-0.5	72.1	71.4	0.7	72.0	71.5	0.5	62.5	67.3	-4.8	69.8	71.4	-1.6
NZME Combo	30.3	25.3	5.0		22.3	13.0	9.3	30.5	21.9	8.6	23.4	21.9	1.5	22.5	22.8	-0.3	22.4	22.6	-0.2	32.4	27.4	5.0	26.1	24.4	1.7
NZME and Partners	30.5	n.a.	*		22.6	n.a.	*	30.6	n.a.	*	23.7	n.a.	*	22.8	n.a.	*	22.5	n.a.	*	32.4	n.a.	*	26.3	n.a.	*
Potential (000)	478.8	431.4	47.4		54.7	49.1	5.6	138.1	122.1	16.0	147.8	130.7	17.1	221.7	199.1	22.6	138.4	126.6	11.8	110.7	99.1	11.6	87.8	79.7	8.1
Sample	1,632.0	1,548.0	84.0		172.0	164.0	8.0	429.0	417.0	12.0	502.0	476.0	26.0	738.0	710.0	28.0	479.0	449.0	30.0	439.0	408.0	31.0	317.0	317.0	0.0

**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 1 2018

Station Share (%) by Daypart, People 10+  
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	478.8	431.4	47.4
Sample Size	1,632	1,548	84

	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	11.8	13.2	-1.4	3	11.8	15.4	-3.6		10.5	14.1	-3.6		10.0	13.6	-3.6		7.3	7.5	-0.2		12.1	9.8	2.3		13.4	13.6	-0.2	
Coast	1.4	1.7	-0.3	13	1.3	1.8	-0.5		1.2	2.1	-0.9		0.7	1.8	-1.1		2.2	1.0	1.2		0.6	1.0	-0.4		1.7	2.6	-0.9	
Edge	6.0	4.7	1.3	7	5.8	3.5	2.3		5.9	3.9	2.0		7.5	6.8	0.7		8.1	8.6	-0.5		4.9	5.9	-1.0		9.3	8.7	0.6	
Flava	0.3	0.7	-0.4	17	0.1	0.4	-0.3		0.3	0.2	0.1		0.2	0.5	-0.3		0.8	1.9	-1.1		2.8	0.4	2.4		0.7	0.5	0.2	
Magic	2.7	2.0	0.7	11	4.0	4.1	-0.1		3.7	4.0	-0.3		2.6	2.6	0.0		1.8	1.5	0.3		2.4	2.0	0.4		4.0	3.1	0.9	
Mai FM	4.4	9.2	-4.8	9	5.2	9.0	-3.8		4.8	9.1	-4.3		3.4	9.6	-6.2		3.7	9.6	-5.9		4.1	8.4	-4.3		3.7	8.0	-4.3	
Mix	*	0.1	*	*	0.1	0.1	0.0		*	*	*		0.1	0.1	0.0		*	0.1	*		*	0.2	*		*	0.2	*	
More FM	18.6	16.9	1.7	1	13.7	18.9	-5.2		15.1	18.6	-3.5		16.0	16.3	-0.3		11.0	7.6	3.4		8.9	7.6	1.3		12.5	13.3	-0.8	
Newstalk ZB	13.0	13.2	-0.2	2	7.7	5.8	1.9		4.8	3.7	1.1		5.8	4.6	1.2		21.1	19.4	1.7		27.2	20.0	7.2		11.7	10.1	1.6	
Pulzar FM	*	*	*	*	0.1	*	*		0.2	*	*		0.1	*	*		0.1	*	*		*	*	*		0.4	*	*	
Radio Hauraki	3.8	2.6	1.2	10	4.4	3.3	1.1		4.4	3.9	0.5		3.6	4.6	-1.0		1.5	5.6	-4.1		0.7	1.3	-0.6		2.3	2.7	-0.4	
RadioLIVE	4.7	5.6	-0.9	8	1.8	2.0	-0.2		1.1	2.2	-1.1		2.2	3.8	-1.6		4.5	3.5	1.0		5.5	12.3	-6.8		3.0	5.1	-2.1	
Radio Sport	0.8	1.5	-0.7	14	1.5	2.2	-0.7		2.0	1.6	0.4		2.8	1.5	1.3		3.9	0.5	3.4		2.2	0.2	2.0		4.3	2.0	2.3	
Rhema	0.5	0.6	-0.1	15	0.3	0.2	0.1		0.4	0.5	-0.1		0.7	0.4	0.3		0.8	0.5	0.3		0.3	0.3	0.0		0.6	0.4	0.2	
Rock	8.9	9.3	-0.4	4	11.3	11.2	0.1		11.5	12.8	-1.3		11.9	9.7	2.2		10.6	12.9	-2.3		7.2	13.5	-6.3		8.7	8.2	0.5	
Star	0.4	0.3	0.1	16	0.2	0.3	-0.1		0.3	0.4	-0.1		*	0.1	*		0.1	0.2	-0.1		0.2	0.4	-0.2		0.4	0.4	0.0	
Tahu FM	0.2	0.3	-0.1	18	0.3	0.9	-0.6		0.4	0.2	0.2		0.3	0.1	0.2		0.1	*	*		0.7	0.4	0.3		0.3	0.2	0.1	
The Hits	2.5	2.2	0.3	12	2.9	1.9	1.0		3.6	2.4	1.2		3.8	3.3	0.5		2.0	3.7	-1.7		2.7	2.5	0.2		3.0	2.9	0.1	
The Sound	8.4	6.6	1.8	6	16.9	9.8	7.1		16.4	10.1	6.3		11.3	6.7	4.6		3.1	2.9	0.2		6.0	4.3	1.7		6.6	4.7	1.9	
ZM	8.8	6.1	2.7	5	6.5	5.1	1.4		9.8	6.2	3.6		13.6	8.9	4.7		12.5	5.9	6.6		7.4	5.9	1.5		7.1	6.0	1.1	
Others	2.7	3.0	-0.3		3.9	4.0	-0.1		3.7	4.2	-0.5		3.4	5.0	-1.6		4.7	7.0	-2.3		4.0	3.4	0.6		6.2	7.4	-1.2	
Mediaworks Combo	65.7	67.6	-1.9		70.7	73.9	-3.2		69.1	74.6	-5.5		65.2	69.1	-3.9		50.3	54.2	-3.9		51.5	63.8	-12.3		61.5	64.7	-3.2	
NZME Combo	30.7	28.1	2.6		24.7	20.6	4.1		26.2	20.1	6.1		30.6	25.4	5.2		44.2	38.0	6.2		44.2	31.6	12.6		30.8	27.0	3.8	
NZME and Partners	30.8	n.a.	*		24.8	n.a.	*		26.4	n.a.	*		30.7	n.a.	*		44.4	n.a.	*		44.2	n.a.	*		31.2	n.a.	*	

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# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 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	82.7	75.4	7.3	3	8.8	6.3	2.5	16.9	17.5	-0.6	24.4	17.3	7.1	41.6	34.6	7.0	32.7	31.6	1.1	24.7	24.3	0.4	17.4	16.0	1.4
Coast	15.3	18.7	-3.4	14	0.7	*	*	1.1	0.9	0.2	1.2	3.4	-2.2	2.1	4.1	-2.0	3.4	3.7	-0.3	7.0	9.7	-2.7	1.7	1.5	0.2
Edge	83.7	64.2	19.5	2	16.7	10.7	6.0	43.3	36.3	7.0	31.7	22.2	9.5	39.4	31.0	8.4	11.4	10.2	1.2	4.7	1.9	2.8	16.7	12.0	4.7
Flava	3.0	3.6	-0.6	18	1.3	0.5	0.8	0.7	2.9	-2.2	0.4	1.6	-1.2	0.4	1.6	-1.2	0.2	*	*	0.5	*	*	0.2	0.8	-0.6
Magic	23.7	21.8	1.9	13	0.1	1.3	-1.2	0.8	1.3	-0.5	0.8	2.3	-1.5	3.4	3.8	-0.4	10.5	7.0	3.5	15.9	12.8	3.1	1.1	1.6	-0.5
Mai FM	34.7	50.1	-15.4	8	4.8	5.1	-0.3	18.0	30.5	-12.5	15.7	21.3	-5.6	20.7	26.3	-5.6	7.4	8.0	-0.6	2.4	3.6	-1.2	9.8	10.5	-0.7
Mix	1.3	2.1	-0.8	20	*	*	*	0.8	1.8	-1.0	0.3	0.8	-0.5	0.4	0.8	-0.4	0.5	0.3	0.2	0.4	0.3	0.1	*	0.4	*
More FM	105.4	92.4	13.0	1	15.1	12.6	2.5	26.6	27.0	-0.4	30.8	27.1	3.7	54.8	48.5	6.3	40.7	33.4	7.3	21.7	16.1	5.6	27.1	20.8	6.3
Newstalk ZB	52.6	50.5	2.1	7	1.7	1.0	0.7	5.4	4.7	0.7	6.7	6.4	0.3	13.3	13.2	0.1	15.3	17.1	-1.8	22.1	22.2	-0.1	5.4	5.7	-0.3
Pulzar FM	3.3	*	*	17	0.3	*	*	1.5	*	*	1.8	*	*	2.5	*	*	0.7	*	*	*	*	*	0.9	*	*
Radio Hauraki	32.7	22.6	10.1	9	1.2	1.9	-0.7	18.1	9.2	8.9	18.2	10.9	7.3	23.8	15.6	8.2	7.6	6.7	0.9	2.6	2.0	0.6	5.2	3.0	2.2
RadioLIVE	24.8	27.2	-2.4	12	0.9	3.0	-2.1	3.7	3.7	0.0	6.4	4.8	1.6	13.5	12.3	1.2	10.1	10.5	-0.4	6.7	7.4	-0.7	5.3	5.2	0.1
Radio Sport	30.0	16.3	13.7	11	1.9	0.4	1.5	2.7	2.1	0.6	3.4	3.4	0.0	11.7	7.0	4.7	16.0	6.8	9.2	11.7	5.7	6.0	2.3	1.4	0.9
Rhema	6.6	7.2	-0.6	15	1.3	0.9	0.4	1.3	1.4	-0.1	1.9	3.0	-1.1	2.6	4.0	-1.4	2.2	2.5	-0.3	1.9	1.6	0.3	1.7	1.6	0.1
Rock	67.7	55.6	12.1	5	5.8	4.5	1.3	33.1	28.0	5.1	34.9	30.2	4.7	45.6	38.6	7.0	15.5	12.8	2.7	5.3	4.7	0.6	13.0	13.7	-0.7
Star	2.9	3.3	-0.4	19	0.7	*	*	1.0	1.3	-0.3	0.7	1.2	-0.5	1.0	1.2	-0.2	1.2	0.8	0.4	1.0	1.4	-0.4	0.6	0.5	0.1
Tahu FM	4.7	3.0	1.7	16	0.4	0.4	0.0	0.8	1.3	-0.5	0.8	1.4	-0.6	2.6	1.5	1.1	2.7	1.2	1.5	1.0	1.1	-0.1	1.6	1.3	0.3
The Hits	32.1	26.7	5.4	10	4.4	1.7	2.7	12.4	7.6	4.8	14.7	12.6	2.1	21.2	20.5	0.7	9.2	9.3	-0.1	3.1	2.0	1.1	8.9	11.4	-2.5
The Sound	62.6	46.5	16.1	6	4.7	3.0	1.7	14.4	9.0	5.4	20.0	13.4	6.6	36.6	28.6	8.0	27.2	21.9	5.3	15.8	9.1	6.7	10.6	10.4	0.2
ZM	67.8	55.0	12.8	4	9.8	5.6	4.2	37.1	34.7	2.4	32.7	25.6	7.1	38.0	31.3	6.7	7.2	6.3	0.9	2.7	1.2	1.5	16.1	13.6	2.5
Others	46.7	52.5	-5.8		3.3	3.6	-0.3	13.4	15.4	-2.0	16.7	17.8	-1.1	24.2	28.4	-4.2	14.4	17.4	-3.0	10.9	10.1	0.8	8.0	11.4	-3.4
Mediaworks Combo	322.0	284.2	37.8		38.2	32.6	5.6	97.9	89.8	8.1	105.4	88.7	16.7	163.1	141.1	22.0	103.4	89.6	13.8	71.2	60.5	10.7	63.4	56.3	7.1
NZME Combo	195.2	162.6	32.6		17.8	10.4	7.4	62.4	51.5	10.9	65.6	51.8	13.8	94.0	76.7	17.3	49.2	43.1	6.1	41.3	36.4	4.9	34.5	31.6	2.9
NZME and Partners	196.5	n.a.	*		18.0	n.a.	*	62.6	n.a.	*	66.5	n.a.	*	95.2	n.a.	*	49.4	n.a.	*	41.3	n.a.	*	34.9	n.a.	*
All Commercial Radio	392.5	359.2	33.3		42.1	36.2	5.9	117.4	108.1	9.3	125.5	116.0	9.5	190.3	176.0	14.3	119.9	106.2	13.7	90.1	78.8	11.3	75.8	69.7	6.1
Potential (000)	478.8	431.4	47.4		54.7	49.1	5.6	138.1	122.1	16.0	147.8	130.7	17.1	221.7	199.1	22.6	138.4	126.6	11.8	110.7	99.1	11.6	87.8	79.7	8.1
Sample	1,632	1,548	84		172	164	8	429	417	12	502	476	26	738	710	28	479	449	30	439	408	31	317	317	0

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 1 2018

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	478.8	431.4	47.4
Sample Size	1,632	1,548	84

	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	45.8	47.9	-2.1	2	36.6	34.1	2.5		39.8	39.7	0.1		41.1	39.4	1.7		17.8	14.4	3.4		12.2	9.0	3.2		52.6	45.8	6.8	
Coast	6.2	6.8	-0.6	14	6.1	7.1	-1.0		6.3	7.9	-1.6		4.4	7.4	-3.0		4.7	4.0	0.7		1.5	2.3	-0.8		11.4	12.5	-1.1	
Edge	40.6	28.0	12.6	4	31.5	19.8	11.7		33.7	23.9	9.8		38.4	29.5	8.9		26.6	17.6	9.0		7.2	6.1	1.1		53.6	41.6	12.0	
Flava	0.4	1.9	-1.5	19	1.0	2.1	-1.1		1.3	1.7	-0.4		1.4	2.5	-1.1		1.8	2.1	-0.3		1.0	0.5	0.5		2.3	2.2	0.1	
Magic	10.2	10.5	-0.3	12	13.2	9.8	3.4		16.3	12.7	3.6		10.5	8.8	1.7		4.7	4.7	0.0		5.2	3.2	2.0		15.9	13.0	2.9	
Mai FM	16.6	27.0	-10.4	10	15.5	23.6	-8.1		18.9	28.6	-9.7		15.3	27.6	-12.3		8.1	16.1	-8.0		5.7	10.0	-4.3		21.5	37.2	-15.7	
Mix	0.1	0.4	-0.3	20	0.8	0.8	0.0		0.2	0.1	0.1		0.7	0.7	0.0		0.2	0.2	0.0		0.2	0.5	-0.3		0.5	1.0	-0.5	
More FM	68.1	61.9	6.2	1	46.1	43.2	2.9		62.0	51.7	10.3		59.4	52.5	6.9		27.1	18.4	8.7		11.5	7.8	3.7		66.2	61.1	5.1	
Newstalk ZB	36.0	39.4	-3.4	6	21.6	21.6	0.0		18.8	20.6	-1.8		19.0	19.0	0.0		25.9	21.1	4.8		16.3	14.3	2.0		41.1	39.0	2.1	
Pulzar FM	0.9	*	*	18	0.6	*	*		1.0	*	*		1.1	*	*		0.4	*	*		*	*	*		2.8	*	*	
Radio Hauraki	16.7	13.3	3.4	9	13.4	10.1	3.3		17.7	13.2	4.5		17.8	13.8	4.0		8.0	5.2	2.8		1.1	2.1	-1.0		15.4	10.9	4.5	
RadioLIVE	18.6	22.5	-3.9	8	7.9	8.5	-0.6		6.7	11.0	-4.3		9.0	12.5	-3.5		8.0	6.0	2.0		6.7	4.7	2.0		13.3	16.0	-2.7	
Radio Sport	6.3	8.1	-1.8	13	9.2	6.3	2.9		11.8	6.2	5.6		12.9	6.7	6.2		6.2	2.2	4.0		2.1	0.5	1.6		21.7	10.7	11.0	
Rhema	3.8	3.7	0.1	15	3.0	2.1	0.9		3.3	3.0	0.3		2.9	1.9	1.0		1.4	1.7	-0.3		0.6	0.6	0.0		3.9	4.8	-0.9	
Rock	32.7	26.4	6.3	7	28.6	24.5	4.1		34.1	28.7	5.4		34.6	29.0	5.6		21.7	21.6	0.1		7.1	9.0	-1.9		39.6	30.7	8.9	
Star	1.1	1.6	-0.5	17	0.8	1.6	-0.8		1.0	1.2	-0.2		0.2	0.9	-0.7		0.6	0.8	-0.2		0.4	0.9	-0.5		1.7	1.9	-0.2	
Tahu FM	1.9	1.6	0.3	16	2.0	2.4	-0.4		2.8	1.1	1.7		1.4	0.8	0.6		0.7	*	*		0.6	0.4	0.2		1.5	1.1	0.4	
The Hits	16.4	13.1	3.3	11	14.9	10.6	4.3		16.6	11.0	5.6		15.7	12.6	3.1		7.8	8.3	-0.5		4.5	4.4	0.1		17.9	15.5	2.4	
The Sound	38.8	26.9	11.9	5	33.9	22.3	11.6		36.2	27.4	8.8		36.0	27.1	8.9		8.9	7.7	1.2		5.0	7.7	-2.7		28.6	21.4	7.2	
ZM	42.8	34.4	8.4	3	32.3	21.6	10.7		38.6	28.2	10.4		41.7	32.7	9.0		26.1	13.8	12.3		7.9	7.4	0.5		43.4	34.0	9.4	
Others	17.4	21.3	-3.9		15.0	17.5	-2.5		18.7	21.7	-3.0		18.8	20.8	-2.0		13.3	16.9	-3.6		5.4	5.5	-0.1		32.5	37.0	-4.5	
Mediaworks Combo	221.5	200.4	21.1		181.3	154.2	27.1		206.6	185.3	21.3		204.0	188.8	15.2		106.9	96.1	10.8		54.2	50.5	3.7		240.0	209.8	30.2	
NZME Combo	118.0	107.3	10.7		93.1	73.2	19.9		105.1	84.4	20.7		107.1	90.1	17.0		76.0	54.3	21.7		33.2	31.2	2.0		137.8	111.2	26.6	
NZME and Partners	118.8	n.a.	*		93.8	n.a.	*		105.7	n.a.	*		107.9	n.a.	*		76.4	n.a.	*		33.2	n.a.	*		140.4	n.a.	*	
All Commercial Radio	300.5	276.3	24.2		251.2	216.0	35.2		285.1	251.4	33.7		280.0	255.4	24.6		173.8	148.1	25.7		82.9	72.3	10.6		324.4	293.1	31.3	

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 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	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	9:42	12:13	-2:31	5:37	9:23	-3:46	6:18	5:44	0:34	7:07	8:00	-0:53	9:34	9:40	-0:06	13:28	13:09	0:19	12:27	19:30	-7:02	9:51	11:00	-1:08
Coast	6:11	7:01	-0:50	5:12	*	*	2:15	2:14	0:01	2:11	4:36	-2:24	3:21	4:07	-0:46	6:49	7:31	-0:41	6:44	7:43	-0:58	7:22	5:14	2:07
Edge	5:51	6:07	-0:15	5:06	6:21	-1:15	7:04	5:12	1:51	7:06	5:55	1:11	6:25	6:28	-0:03	4:05	7:24	-3:19	4:37	4:10	0:27	5:16	5:08	0:08
Flava	10:51	10:44	0:07	6:34	14:28	-7:53	10:50	9:47	1:02	2:31	8:22	-5:51	2:31	8:22	-5:51	3:00	*	*	2:07	*	*	3:00	14:29	-11:29
Magic	9:54	9:38	0:15	1:00	2:16	-1:16	3:15	2:59	0:15	1:03	1:44	-0:41	6:10	3:19	2:51	11:45	12:00	-0:14	11:08	12:13	-1:05	11:51	6:17	5:34
Mai FM	8:45	12:15	-3:30	13:34	14:12	-0:38	9:16	12:44	-3:28	9:36	11:39	-2:02	8:51	10:59	-2:07	5:59	10:03	-4:03	4:52	14:08	-9:15	7:16	11:22	-4:06
Mix	2:05	2:41	-0:35	*	*	*	1:51	2:02	-0:10	1:45	4:31	-2:46	2:27	4:31	-2:03	2:25	2:10	0:15	1:52	2:10	-0:18	*	7:45	*
More FM	9:45	11:47	-2:02	6:25	5:13	1:11	8:06	12:03	-3:56	9:40	10:37	-0:57	10:29	12:11	-1:42	11:54	15:14	-3:20	11:23	14:00	-2:37	11:08	10:10	0:57
Newstalk ZB	13:59	12:08	1:51	1:52	1:06	0:46	3:25	3:01	0:23	4:12	4:26	-0:14	6:59	7:29	-0:29	13:36	10:49	2:47	16:44	14:21	2:22	8:36	10:02	-1:25
Pulzar FM	3:33	*	*	6:10	*	*	1:38	*	*	4:12	*	*	3:46	*	*	2:36	*	*	*	*	*	2:08	*	*
Radio Hauraki	7:21	10:23	-3:01	4:03	3:19	0:43	6:40	5:15	1:25	7:34	8:42	-1:08	8:14	12:43	-4:29	10:33	19:01	-8:28	9:39	12:02	-2:23	11:50	4:27	7:22
RadioLIVE	8:06	10:19	-2:13	12:08	6:19	5:48	3:15	6:08	-2:52	6:09	8:50	-2:40	6:47	7:33	-0:46	7:36	6:44	0:51	8:44	15:36	-6:52	10:55	8:44	2:10
Radio Sport	5:41	6:53	-1:11	4:56	1:50	3:06	9:47	3:41	6:06	3:22	3:57	-0:34	5:18	8:10	-2:51	5:33	8:49	-3:16	5:11	6:38	-1:27	3:31	3:12	0:18
Rhema	5:16	4:07	1:08	2:29	5:11	-2:42	3:47	4:02	-0:15	9:02	4:10	4:51	8:32	4:12	4:19	4:03	3:30	0:32	3:14	2:52	0:21	11:22	6:27	4:55
Rock	10:38	13:06	-2:27	5:56	8:50	-2:53	10:11	12:01	-1:50	12:04	17:18	-5:14	13:02	15:48	-2:45	13:18	10:10	3:08	6:23	9:10	-2:46	5:32	12:25	-6:53
Star	6:37	6:39	-0:02	1:16	*	*	2:18	1:31	0:47	1:08	0:57	0:11	2:15	0:57	1:18	13:18	16:12	-2:53	14:57	13:31	1:26	1:25	0:30	0:55
Tahu FM	4:29	7:31	-3:01	15:15	15:15	0:00	1:58	3:33	-1:34	3:24	3:28	-0:04	4:43	3:15	1:28	4:09	9:38	-5:28	1:27	10:46	-9:18	2:10	3:26	-1:16
The Hits	6:39	6:37	0:02	3:06	6:22	-3:16	5:37	5:28	0:08	4:22	5:18	-0:55	5:59	6:27	-0:28	10:26	8:20	2:06	12:16	7:59	4:16	7:33	7:02	0:30
The Sound	12:21	10:39	1:41	4:58	6:30	-1:32	15:04	4:53	10:10	14:20	10:31	3:48	13:10	12:03	1:06	12:55	13:21	-0:25	13:14	11:41	1:33	9:58	6:45	3:13
ZM	9:27	7:49	1:38	7:06	5:10	1:55	10:30	8:06	2:23	8:33	8:50	-0:16	8:22	8:37	-0:14	5:59	7:14	-1:14	3:30	6:07	-2:36	8:11	8:36	-0:25
Others	6:15	6:22	-0:07	4:50	4:34	0:15	5:40	6:16	-0:35	6:01	6:25	-0:23	6:54	6:11	0:43	7:40	5:53	1:46	5:58	5:41	0:17	3:10	3:08	0:02
Mediaworks Combo	14:10	16:39	-2:29	9:34	10:37	-1:03	14:00	15:43	-1:42	15:13	17:05	-1:51	15:59	17:33	-1:33	17:09	18:29	-1:20	14:58	19:29	-4:31	13:55	15:21	-1:25
NZME Combo	10:58	10:43	0:15	6:21	5:22	0:58	10:13	8:16	1:56	8:01	8:56	-0:54	8:40	10:18	-1:38	11:13	12:09	-0:56	13:24	13:11	0:13	9:33	9:21	0:11
NZME and Partners	10:57	n.a.	*	6:23	n.a.	*	10:13	n.a.	*	8:01	n.a.	*	8:39	n.a.	*	11:11	n.a.	*	13:24	n.a.	*	9:30	n.a.	*
All Commercial Radio	18:00	19:10	-1:10	12:02	11:52	0:09	17:48	18:00	-0:12	17:56	18:12	-0:16	19:01	19:42	-0:41	20:32	21:50	-1:17	18:57	22:13	-3:15	16:40	17:23	-0:42
Potential (000)	478.8	431.4	47.4	54.7	49.1	5.6	138.1	122.1	16.0	147.8	130.7	17.1	221.7	199.1	22.6	138.4	126.6	11.8	110.7	99.1	11.6	87.8	79.7	8.1
Sample	1,632	1,548	84	172	164	8	429	417	12	502	476	26	738	710	28	479	449	30	439	408	31	317	317	0

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 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 4/2017 - 1/2018

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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	478.8	431.4	47.4
Sample Size	1,632	1,548	84

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

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