



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	10.5	10.5	0.0	3	5.1	4.5	0.6	4.0	4.5	-0.5	6.8	8.6	-1.8	9.9	9.1	0.8	18.2	16.6	1.6	15.5	18.8	-3.3	15.2	16.5	-1.3
Coast	4.2	4.1	0.1	9	0.9	0.7	0.2	0.9	1.3	-0.4	0.9	1.2	-0.3	1.1	1.6	-0.5	3.7	5.1	-1.4	10.7	10.3	0.4	1.7	1.1	0.6
Edge	7.6	7.1	0.5	5	19.6	20.3	-0.7	16.4	15.9	0.5	10.1	8.1	2.0	9.0	7.2	1.8	4.4	3.2	1.2	1.0	0.4	0.6	7.5	8.7	-1.2
Flava	0.2	0.2	0.0	19	1.2	0.6	0.6	0.3	0.4	-0.1	0.2	0.4	-0.2	0.1	0.3	-0.2	*	*	*	*	*	*	0.2	0.4	-0.2
George FM	0.3	0.3	0.0	18	0.1	*	*	0.8	1.0	-0.2	0.1	0.7	-0.6	0.1	0.5	-0.4	0.1	0.1	0.0	0.1	0.1	0.0	*	0.9	*
Hits	2.5	3.3	-0.8	12	1.3	2.1	-0.8	1.7	3.6	-1.9	4.3	5.9	-1.6	3.7	4.9	-1.2	2.5	2.6	-0.1	1.6	1.4	0.2	4.7	3.9	0.8
Magic	2.3	2.5	-0.2	13	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	0.3	0.3	0.0	2.0	2.5	-0.5	7.0	7.6	-0.6	0.5	0.4	0.1
Mai FM	5.6	4.2	1.4	8	8.1	9.4	-1.3	13.3	8.0	5.3	6.2	4.2	2.0	5.8	4.7	1.1	2.7	3.2	-0.5	*	0.2	*	7.2	4.1	3.1
Mix	0.2	0.2	0.0	19	0.2	0.4	-0.2	0.3	0.4	-0.1	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.3	-0.1	*	*	*	0.1	0.3	-0.2
More FM	17.6	16.2	1.4	1	38.3	36.5	1.8	15.0	14.9	0.1	18.1	15.6	2.5	20.3	17.9	2.4	20.8	19.4	1.4	11.7	12.0	-0.3	24.4	18.1	6.3
Newstalk ZB	11.2	11.6	-0.4	2	0.9	0.2	0.7	1.2	0.9	0.3	2.5	2.1	0.4	3.3	3.9	-0.6	8.8	10.1	-1.3	21.9	21.4	0.5	5.1	5.7	-0.6
Radio Hauraki	3.6	2.0	1.6	10	0.4	0.3	0.1	8.7	3.9	4.8	7.7	5.2	2.5	5.5	3.6	1.9	1.4	0.7	0.7	1.2	0.5	0.7	2.9	1.8	1.1
Radio Live	3.1	3.0	0.1	11	0.5	0.7	-0.2	1.5	1.9	-0.4	2.3	1.6	0.7	2.4	2.2	0.2	3.4	4.3	-0.9	5.0	4.8	0.2	1.9	1.9	0.0
Radio Sport	1.3	1.7	-0.4	14	0.1	0.4	-0.3	0.8	1.4	-0.6	1.2	2.2	-1.0	1.4	2.0	-0.6	1.4	1.5	-0.1	1.8	2.4	-0.6	1.2	0.9	0.3
Radio Tarana	1.1	1.1	0.0	15	*	*	*	2.9	2.6	0.3	1.3	1.3	0.0	0.9	0.9	0.0	*	*	*	*	*	*	1.8	2.2	-0.4
Rhema	0.4	0.7	-0.3	16	0.2	0.8	-0.6	0.5	0.4	0.1	0.7	0.7	0.0	0.5	1.1	-0.6	0.3	1.2	-0.9	0.4	0.4	0.0	1.1	1.4	-0.3
Rock	7.0	6.0	1.0	6	1.8	2.6	-0.8	9.2	12.2	-3.0	13.7	12.5	1.2	11.4	9.0	2.4	4.2	2.0	2.2	1.8	1.0	0.8	5.3	4.9	0.4
Star	0.4	0.3	0.1	16	0.4	0.2	0.2	0.4	*	*	0.3	0.2	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.4	0.7	-0.3	0.3	0.2	0.1
Tahu FM	0.1	0.2	-0.1	21	1.5	1.4	0.1	0.2	*	*	0.1	0.5	-0.4	0.1	0.3	-0.2	0.1	0.1	0.0	*	*	*	0.4	0.7	-0.3
The Sound	9.0	10.8	-1.8	4	5.6	3.3	2.3	5.6	7.3	-1.7	9.2	11.7	-2.5	11.1	14.3	-3.2	15.4	16.8	-1.4	10.7	10.1	0.6	9.4	12.9	-3.5
ZM	5.9	6.5	-0.6	7	8.1	6.4	1.7	11.2	14.0	-2.8	8.4	9.2	-0.8	7.4	7.9	-0.5	4.5	4.4	0.1	2.2	1.9	0.3	6.5	6.6	-0.1
Other	5.9	7.3	-1.4		5.6	9.1	-3.5	4.9	5.3	-0.4	5.4	7.5	-2.1	5.1	7.8	-2.7	5.6	5.9	-0.3	7.0	6.2	0.8	2.6	6.2	-3.6
Mediaworks Combo	62.9	60.6	2.3		79.1	77.3	1.8	66.0	65.8	0.2	66.8	63.3	3.5	70.3	65.2	5.1	71.3	68.0	3.3	52.8	54.9	-2.1	71.4	68.5	2.9
NZME Combo	29.1	29.7	-0.6		13.2	11.0	2.2	25.3	25.9	-0.6	25.4	26.4	-1.0	22.7	24.6	-1.9	22.5	24.8	-2.3	39.4	37.8	1.6	22.4	20.7	1.7
Potential (000)	411.2	411.2	0.0		46.2	47.8	-1.6	113.7	112.1	1.6	122.9	122.9	0.0	189.7	189.7	0.0	122.1	122.1	0.0	95.3	95.3	0.0	70.8	72.7	-1.9
Sample	1,247	1,409	-162		146	155	-9	291	302	-11	368	388	-20	581	627	-46	384	435	-51	317	400	-83	234	259	-25

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo: Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	This	Last	+/-
Potential (000)	411.2	411.2	0.0
Sample Size	1,247	1,409	-162

	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	9.0	9.2	-0.2	3	11.7	10.9	0.8	12.4	10.7	1.7	10.3	10.2	0.1	11.0	12.5	-1.5	6.0	10.5	-4.5	9.3	10.8	-1.5
Coast	2.5	3.0	-0.5	12	5.1	5.5	-0.4	5.1	5.1	0.0	4.1	3.8	0.3	2.7	3.3	-0.6	2.2	3.0	-0.8	5.0	3.7	1.3
Edge	7.6	6.3	1.3	5	5.3	6.1	-0.8	7.3	6.6	0.7	9.9	7.8	2.1	6.4	8.5	-2.1	6.5	8.2	-1.7	8.9	8.4	0.5
Flava	0.2	0.1	0.1	18	*	*	*	0.1	0.2	-0.1	0.2	0.3	-0.1	0.4	0.8	-0.4	0.2	*	*	0.2	0.1	0.1
George FM	*	0.3	*	*	0.3	0.2	0.1	0.5	0.3	0.2	0.4	0.4	0.0	0.2	0.3	-0.1	*	0.3	*	0.2	0.4	-0.2
Hits	2.8	3.8	-1.0	11	2.9	3.2	-0.3	3.1	3.5	-0.4	2.1	3.6	-1.5	0.9	2.5	-1.6	1.3	3.8	-2.5	2.1	2.6	-0.5
Magic	1.4	1.4	0.0	13	2.8	2.9	-0.1	3.1	3.1	0.0	1.7	1.7	0.0	1.4	1.2	0.2	0.5	1.1	-0.6	2.8	3.3	-0.5
Mai FM	4.7	3.5	1.2	8	4.8	3.8	1.0	5.1	3.6	1.5	5.8	4.2	1.6	9.2	7.0	2.2	6.3	3.9	2.4	6.3	4.8	1.5
Mix	0.2	0.3	-0.1	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.3	0.5	-0.2	0.6	0.2	0.4	0.2	0.1	0.1
More FM	22.5	21.5	1.0	1	19.4	16.6	2.8	18.7	15.7	3.0	16.6	16.5	0.1	8.3	8.5	-0.2	8.6	10.1	-1.5	15.3	14.7	0.6
Newstalk ZB	15.3	14.4	0.9	2	9.6	10.2	-0.6	5.6	6.7	-1.1	6.3	7.5	-1.2	20.0	20.1	-0.1	23.0	28.8	-5.8	13.2	13.0	0.2
Radio Hauraki	3.2	1.3	1.9	10	4.3	1.9	2.4	3.9	2.3	1.6	5.4	2.0	3.4	1.2	0.8	0.4	1.3	0.4	0.9	3.0	2.9	0.1
Radio Live	3.8	4.8	-1.0	9	2.9	2.1	0.8	2.6	2.3	0.3	2.9	2.5	0.4	5.0	3.3	1.7	7.9	5.3	2.6	2.3	2.8	-0.5
Radio Sport	1.2	1.8	-0.6	14	0.7	1.4	-0.7	0.6	1.2	-0.6	1.0	1.7	-0.7	1.5	1.9	-0.4	1.9	1.6	0.3	2.4	2.6	-0.2
Radio Tarana	0.6	0.7	-0.1	15	1.0	0.8	0.2	0.2	0.3	-0.1	1.4	1.6	-0.2	4.9	4.4	0.5	0.6	0.8	-0.2	1.4	1.5	-0.1
Rhema	0.6	0.8	-0.2	15	0.2	0.7	-0.5	0.4	0.8	-0.4	0.5	0.6	-0.1	0.6	0.9	-0.3	0.2	0.3	-0.1	0.4	0.6	-0.2
Rock	6.9	5.9	1.0	6	6.6	6.8	-0.2	7.2	7.3	-0.1	6.8	7.1	-0.3	6.4	4.4	2.0	14.9	3.0	11.9	6.2	4.6	1.6
Star	0.4	0.3	0.1	17	0.4	0.3	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.4	0.4	0.0	1.6	0.6	1.0	0.4	0.2	0.2
Tahu FM	0.1	0.3	-0.2	20	*	0.1	*	*	0.2	*	0.1	0.5	-0.4	0.4	0.5	-0.1	0.7	0.7	0.0	0.2	0.2	0.0
The Sound	8.0	8.7	-0.7	4	11.3	14.2	-2.9	10.8	15.0	-4.2	9.5	10.1	-0.6	6.6	5.3	1.3	5.7	8.5	-2.8	6.8	7.8	-1.0
ZM	5.7	6.9	-1.2	7	5.8	6.6	-0.8	7.2	7.7	-0.5	8.5	9.2	-0.7	3.3	3.3	0.0	3.4	4.0	-0.6	4.7	4.6	0.1
Other	3.1	4.8	-1.7		4.9	5.5	-0.6	5.5	7.1	-1.6	6.0	8.3	-2.3	9.1	9.5	-0.4	6.7	5.1	1.6	8.6	10.2	-1.6
Mediaworks Combo	64.0	61.6	2.4		65.0	63.6	1.4	67.7	64.7	3.0	63.9	60.4	3.5	54.4	51.1	3.3	56.3	50.9	5.4	58.1	57.5	0.6
NZME Combo	31.1	31.6	-0.5		28.5	28.9	-0.4	25.8	26.8	-1.0	27.8	28.4	-0.6	30.2	33.3	-3.1	33.8	41.7	-7.9	30.9	29.8	1.1

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo: Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	62.0	64.3	-2.3	3	5.3	4.6	0.7	9.1	12.4	-3.3	14.3	17.0	-2.7	28.7	31.2	-2.5	28.1	26.8	1.3	18.9	19.9	-1.0	15.5	16.7	-1.2
Coast	26.0	20.6	5.4	10	0.7	0.6	0.1	0.6	0.8	-0.2	2.1	1.2	0.9	5.2	3.6	1.6	9.8	7.4	2.4	16.5	13.0	3.5	3.1	2.0	1.1
Edge	68.5	70.8	-2.3	2	11.1	13.4	-2.3	37.7	37.3	0.4	26.5	25.9	0.6	35.4	33.9	1.5	11.9	10.5	1.4	3.6	2.8	0.8	13.1	14.8	-1.7
Flava	2.7	1.9	0.8	20	0.5	0.2	0.3	1.7	1.1	0.6	1.2	1.3	-0.1	1.2	1.3	-0.1	*	*	*	*	*	*	0.8	0.7	0.1
George FM	5.4	5.0	0.4	16	0.3	0.2	0.1	4.2	3.5	0.7	1.6	2.1	-0.5	1.6	2.3	-0.7	0.4	0.5	-0.1	0.7	0.5	0.2	*	1.2	*
Hits	24.7	25.3	-0.6	11	2.6	2.8	-0.2	8.9	9.6	-0.7	13.3	14.1	-0.8	17.4	17.9	-0.5	6.2	5.6	0.6	2.5	2.0	0.5	6.3	6.0	0.3
Magic	15.6	13.1	2.5	14	0.4	*	*	0.8	0.8	0.0	1.6	1.0	0.6	2.7	1.7	1.0	3.7	3.4	0.3	8.8	8.3	0.5	1.4	0.6	0.8
Mai FM	36.6	33.4	3.2	8	4.2	5.3	-1.1	25.9	21.0	4.9	19.3	15.9	3.4	21.2	18.0	3.2	2.3	2.9	-0.6	0.4	0.8	-0.4	8.7	6.9	1.8
Mix	4.1	4.6	-0.5	18	0.4	0.8	-0.4	2.0	2.2	-0.2	1.5	2.2	-0.7	2.6	3.3	-0.7	1.5	1.3	0.2	0.4	0.2	0.2	0.5	0.8	-0.3
More FM	100.6	97.4	3.2	1	18.1	16.8	1.3	21.4	21.4	0.0	33.1	31.4	1.7	55.6	55.0	0.6	34.2	35.4	-1.2	16.7	14.9	1.8	24.5	23.2	1.3
Newstalk ZB	51.0	50.6	0.4	4	1.2	0.5	0.7	4.9	4.3	0.6	6.2	6.0	0.2	14.5	14.5	0.0	18.4	17.9	0.5	21.0	21.2	-0.2	5.2	5.5	-0.3
Radio Hauraki	26.5	20.2	6.3	9	0.7	0.6	0.1	15.6	11.0	4.6	18.1	13.2	4.9	20.3	15.6	4.7	4.2	3.7	0.5	2.5	1.5	1.0	5.0	3.9	1.1
Radio Live	24.0	28.4	-4.4	12	1.0	1.5	-0.5	3.7	8.3	-4.6	7.4	10.0	-2.6	11.8	14.5	-2.7	9.0	9.3	-0.3	7.4	8.2	-0.8	4.8	4.3	0.5
Radio Sport	16.8	17.7	-0.9	13	0.6	0.2	0.4	2.5	4.1	-1.6	5.2	6.6	-1.4	8.4	9.9	-1.5	5.7	5.5	0.2	6.2	5.6	0.6	3.3	2.7	0.6
Radio Tarana	3.4	1.8	1.6	19	*	*	*	2.9	1.2	1.7	1.8	0.8	1.0	1.8	0.8	1.0	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.4	0.0
Rhema	6.6	6.8	-0.2	15	0.4	0.5	-0.1	1.8	1.5	0.3	2.9	2.9	0.0	3.5	4.5	-1.0	2.2	2.7	-0.5	1.8	1.4	0.4	1.9	2.6	-0.7
Rock	44.3	47.6	-3.3	7	1.8	3.4	-1.6	19.1	25.7	-6.6	26.2	27.8	-1.6	33.8	33.8	0.0	10.4	8.7	1.7	3.4	2.8	0.6	7.6	8.0	-0.4
Star	4.7	3.6	1.1	17	0.3	0.1	0.2	1.0	0.4	0.6	1.9	1.1	0.8	2.3	1.4	0.9	1.1	0.7	0.4	1.5	1.4	0.1	1.0	0.5	0.5
Tahu FM	2.5	3.9	-1.4	21	1.0	1.3	-0.3	1.1	0.8	0.3	1.2	1.8	-0.6	1.3	2.1	-0.8	0.2	0.3	-0.1	*	*	*	1.1	1.0	0.1
The Sound	50.1	51.1	-1.0	5	3.6	4.6	-1.0	10.0	10.5	-0.5	18.8	17.8	1.0	30.5	29.0	1.5	23.1	20.6	2.5	14.0	12.8	1.2	9.4	11.0	-1.6
ZM	49.4	53.0	-3.6	6	5.4	4.9	0.5	26.8	29.5	-2.7	21.0	22.9	-1.9	27.5	30.7	-3.2	9.4	11.2	-1.8	3.0	3.5	-0.5	9.3	10.3	-1.0
Other	48.8	54.9	-6.1		2.7	6.1	-3.4	15.6	17.3	-1.7	20.3	20.5	-0.2	26.7	27.5	-0.8	11.8	11.5	0.3	10.3	9.2	1.1	5.6	8.7	-3.1
Mediaworks Combo	267.8	263.2	4.6		30.9	31.4	-0.5	80.8	79.5	1.3	91.9	85.7	6.2	139.7	132.6	7.1	80.7	81.5	-0.8	51.8	53.4	-1.6	54.1	55.0	-0.9
NZME Combo	163.4	161.5	1.9		10.5	9.4	1.1	48.6	51.6	-3.0	54.9	56.1	-1.2	77.4	79.9	-2.5	45.1	44.0	1.1	42.8	39.0	3.8	28.3	27.7	0.6
All Commercial Radio	335.4	335.9	-0.5		35.0	35.5	-0.5	95.6	96.7	-1.1	110.4	108.2	2.2	165.1	164.5	0.6	96.7	97.2	-0.5	74.0	71.7	2.3	61.1	63.4	-2.3
Potential (000)	411.2	411.2	0.0		46.2	47.8	-1.6	113.7	112.1	1.6	122.9	122.9	0.0	189.7	189.7	0.0	122.1	122.1	0.0	95.3	95.3	0.0	70.8	72.7	-1.9
Sample	1,247	1,409	-162		146	155	-9	291	302	-11	368	388	-20	581	627	-46	384	435	-51	317	400	-83	234	259	-25

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo: Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	This	Last	+/-
Potential (000)	411.2	411.2	0.0
Sample Size	1,247	1,409	-162

	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	37.7	38.6	-0.9	2	28.9	30.5	-1.6	37.7	32.5	5.2	31.8	30.2	1.6	12.6	16.6	-4.0	7.8	8.2	-0.4	37.8	36.2	1.6
Coast	11.8	11.0	0.8	11	14.5	11.2	3.3	14.9	14.2	0.7	13.1	11.0	2.1	5.8	5.7	0.1	2.4	1.7	0.7	17.4	10.9	6.5
Edge	33.3	35.4	-2.1	4	23.2	24.2	-1.0	36.7	32.7	4.0	36.1	35.8	0.3	17.2	21.7	-4.5	7.8	8.5	-0.7	43.1	44.2	-1.1
Flava	0.5	0.2	0.3	20	0.3	0.2	0.1	1.9	1.5	0.4	0.8	1.3	-0.5	0.8	1.3	-0.5	0.6	*	*	2.1	1.3	0.8
George FM	*	1.3	*	*	2.7	0.8	1.9	1.7	2.0	-0.3	3.1	2.1	1.0	0.5	1.1	-0.6	0.4	1.4	-1.0	2.8	3.5	-0.7
Hits	10.2	13.3	-3.1	12	8.2	11.0	-2.8	11.8	13.6	-1.8	11.7	14.9	-3.2	3.4	5.2	-1.8	2.7	3.3	-0.6	13.4	12.7	0.7
Magic	5.8	4.7	1.1	14	7.5	7.5	0.0	10.1	8.6	1.5	6.4	4.7	1.7	3.3	1.8	1.5	0.9	0.9	0.0	9.4	8.1	1.3
Mai FM	19.6	16.9	2.7	8	16.6	13.7	2.9	22.5	17.3	5.2	20.1	15.5	4.6	13.9	12.1	1.8	6.8	4.8	2.0	24.1	20.4	3.7
Mix	1.5	2.4	-0.9	17	1.0	2.1	-1.1	2.3	2.6	-0.3	0.7	1.2	-0.5	1.0	2.5	-1.5	0.9	0.1	0.8	1.9	2.0	-0.1
More FM	69.5	70.4	-0.9	1	45.2	44.7	0.5	51.9	48.2	3.7	55.6	53.1	2.5	21.3	21.0	0.3	10.3	11.4	-1.1	56.6	53.5	3.1
Newstalk ZB	34.1	35.3	-1.2	3	25.9	27.5	-1.6	22.6	22.8	-0.2	20.6	20.3	0.3	16.8	16.4	0.4	12.6	13.5	-0.9	36.8	34.4	2.4
Radio Hauraki	13.2	11.1	2.1	10	12.8	9.7	3.1	12.6	10.9	1.7	17.3	11.5	5.8	4.7	4.4	0.3	1.7	0.4	1.3	15.7	12.7	3.0
Radio Live	14.8	16.3	-1.5	9	8.4	8.7	-0.3	9.0	8.8	0.2	11.6	11.7	-0.1	5.0	5.6	-0.6	4.9	5.2	-0.3	9.7	12.8	-3.1
Radio Sport	6.9	7.3	-0.4	13	5.8	5.1	0.7	4.2	4.9	-0.7	6.7	6.3	0.4	4.6	6.1	-1.5	1.6	1.2	0.4	11.8	12.2	-0.4
Radio Tarana	1.4	1.5	-0.1	18	2.6	1.7	0.9	1.0	0.4	0.6	2.6	1.7	0.9	2.6	1.7	0.9	0.6	0.8	-0.2	2.2	1.7	0.5
Rhema	2.9	4.3	-1.4	15	1.8	3.1	-1.3	3.0	2.7	0.3	1.6	2.4	-0.8	1.7	1.6	0.1	1.1	1.2	-0.1	3.7	4.0	-0.3
Rock	24.1	23.3	0.8	7	18.3	20.1	-1.8	20.6	21.4	-0.8	24.1	24.6	-0.5	12.4	10.9	1.5	7.8	6.4	1.4	22.2	27.1	-4.9
Star	2.6	1.3	1.3	16	2.4	1.5	0.9	1.7	0.7	1.0	2.6	1.5	1.1	0.8	1.0	-0.2	1.1	0.8	0.3	2.9	1.7	1.2
Tahu FM	0.8	1.5	-0.7	19	0.3	0.9	-0.6	0.3	1.6	-1.3	0.7	1.4	-0.7	0.9	0.6	0.3	0.3	0.2	0.1	1.2	1.8	-0.6
The Sound	28.2	30.2	-2.0	5	22.6	24.6	-2.0	26.3	30.9	-4.6	28.7	29.8	-1.1	10.0	10.2	-0.2	6.4	5.7	0.7	30.1	28.7	1.4
ZM	26.3	31.4	-5.1	6	18.5	20.7	-2.2	25.0	25.9	-0.9	30.1	32.5	-2.4	9.9	11.9	-2.0	3.5	3.5	0.0	29.4	28.9	0.5
Other	15.3	22.2	-6.9		17.5	21.4	-3.9	24.7	28.9	-4.2	21.7	26.8	-5.1	15.5	16.2	-0.7	4.4	3.0	1.4	32.8	36.5	-3.7
Mediaworks Combo	186.4	190.2	-3.8		150.8	146.6	4.2	171.8	164.3	7.5	173.9	165.6	8.3	85.9	88.8	-2.9	45.8	42.6	3.2	194.2	183.8	10.4
NZME Combo	97.5	103.9	-6.4		80.2	80.8	-0.6	84.8	87.1	-2.3	91.3	92.4	-1.1	44.6	50.1	-5.5	23.3	22.6	0.7	112.2	104.5	7.7
All Commercial Radio	253.0	260.4	-7.4		210.9	208.9	2.0	231.9	232.0	-0.1	239.0	236.0	3.0	130.8	132.1	-1.3	64.9	62.0	2.9	275.6	263.1	12.5

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NZME Combo: Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	10:43	9:49	0:53	2:55	3:13	-0:17	7:44	6:06	1:37	10:24	9:39	0:45	11:22	8:29	2:52	13:28	11:31	1:57	13:20	14:14	-0:54	11:16	11:04	0:11
Coast	10:20	12:05	-1:44	3:51	4:14	-0:22	25:07	27:26	-2:19	8:47	19:42	-10:54	6:59	12:46	-5:47	7:48	12:58	-5:10	10:36	11:53	-1:17	6:16	5:54	0:21
Edge	7:01	6:01	0:59	5:23	4:58	0:24	7:38	7:09	0:29	8:21	5:59	2:22	8:22	6:09	2:12	7:41	5:41	1:59	4:49	2:17	2:31	6:32	6:37	-0:04
Flava	3:58	5:19	-1:21	8:15	8:15	0:00	3:17	6:35	-3:17	3:15	5:33	-2:17	3:15	5:33	-2:17	*	*	*	4:49	*	*	2:10	6:30	-4:19
George FM	3:05	3:45	-0:40	0:30	0:30	0:00	3:26	4:34	-1:08	1:55	6:29	-4:33	1:55	6:03	-4:07	2:45	2:07	0:37	2:07	2:11	-0:04	*	8:58	*
Hits	6:26	7:47	-1:20	1:30	2:24	-0:53	3:16	6:20	-3:03	7:08	7:57	-0:49	7:04	7:53	-0:49	8:21	8:45	-0:23	10:36	10:40	-0:03	8:27	7:20	1:07
Magic	9:30	11:13	-1:43	0:20	*	*	2:35	3:02	-0:26	5:21	6:18	-0:56	3:31	5:10	-1:38	11:20	13:44	-2:23	12:59	13:45	-0:45	4:15	7:56	-3:40
Mai FM	9:40	7:29	2:11	5:51	5:52	-0:01	9:01	6:23	2:37	7:00	5:03	1:56	9:00	7:38	1:22	24:23	20:37	3:46	1:00	4:20	-3:20	9:25	6:42	2:42
Mix	2:33	2:53	-0:20	1:48	1:50	-0:01	3:02	2:43	0:19	2:57	2:37	0:19	3:00	3:23	-0:23	2:23	4:17	-1:54	0:37	0:30	0:07	1:46	4:59	-3:12
More FM	11:07	10:00	1:07	6:27	7:09	-0:42	12:14	11:37	0:36	11:57	9:28	2:28	12:03	9:25	2:37	12:36	10:12	2:23	11:29	12:08	-0:39	11:26	8:45	2:41
Newstalk ZB	13:55	13:49	0:06	2:19	1:21	0:58	4:26	3:25	1:01	8:46	6:43	2:03	7:25	7:48	-0:22	9:56	10:28	-0:31	17:01	15:09	1:52	11:22	11:32	-0:10
Radio Hauraki	8:40	6:00	2:39	1:50	1:49	0:00	9:49	5:57	3:51	9:19	7:30	1:49	8:54	6:48	2:05	7:09	3:40	3:29	7:39	4:43	2:55	6:30	5:20	1:10
Radio Live	8:19	6:21	1:57	1:37	1:33	0:03	7:10	3:47	3:23	6:48	3:06	3:42	6:34	4:26	2:08	7:43	8:32	-0:49	10:54	8:51	2:03	4:38	4:53	-0:15
Radio Sport	4:45	5:55	-1:10	0:44	5:15	-4:30	5:52	5:32	0:20	4:57	6:18	-1:21	5:21	6:00	-0:38	4:54	5:10	-0:16	4:45	6:28	-1:43	4:13	3:47	0:26
Radio Tarana	20:45	37:10	-16:24	*	*	*	17:32	35:40	-18:07	16:15	31:11	-14:56	16:15	31:11	-14:56	0:30	0:30	0:00	0:30	0:30	0:00	56:15	56:15	0:00
Rhema	4:06	6:07	-2:00	1:18	5:36	-4:18	5:04	4:37	0:27	5:07	4:31	0:36	4:51	6:55	-2:03	2:46	8:02	-5:15	3:37	4:33	-0:56	6:58	6:10	0:48
Rock	10:00	7:37	2:22	3:00	2:31	0:29	8:28	7:55	0:32	11:26	8:35	2:50	11:07	7:43	3:24	8:26	4:14	4:11	8:26	5:12	3:13	8:01	6:53	1:07
Star	5:12	4:36	0:35	3:52	5:45	-1:52	6:26	0:45	5:41	4:07	2:49	1:17	3:43	2:26	1:16	4:26	2:43	1:42	4:43	7:14	-2:30	3:13	3:56	-0:43
Tahu FM	3:40	3:46	-0:05	4:31	3:48	0:43	2:34	0:15	2:19	2:31	4:46	-2:14	3:22	4:41	-1:18	9:45	4:07	5:37	*	*	*	3:47	8:10	-4:23
The Sound	11:20	12:39	-1:19	4:39	2:22	2:17	9:47	11:36	-1:49	10:40	12:39	-1:59	12:01	14:22	-2:20	13:53	15:13	-1:20	12:29	11:52	0:37	11:29	13:13	-1:44
ZM	7:38	7:21	0:16	4:34	4:16	0:17	7:19	7:56	-0:37	8:47	7:40	1:06	8:51	7:31	1:20	9:58	7:23	2:34	11:49	8:08	3:40	8:02	7:07	0:55
Other	7:42	7:56	-0:14	6:20	4:54	1:26	5:28	5:06	0:22	5:47	7:03	-1:16	6:19	8:12	-1:53	9:52	9:34	0:18	10:59	10:02	0:56	5:19	8:01	-2:41
Mediaworks Combo	14:55	13:49	1:05	7:48	8:07	-0:19	14:18	13:51	0:27	15:56	14:09	1:46	16:35	14:17	2:17	18:19	15:35	2:44	16:39	15:29	1:09	15:10	13:58	1:11
NZME Combo	11:18	11:03	0:15	3:51	3:51	-0:00	9:07	8:24	0:42	10:08	9:01	1:06	9:40	8:56	0:43	10:20	10:30	-0:09	15:03	14:35	0:27	9:05	8:23	0:42
All Commercial Radio	18:55	17:52	1:03	8:42	9:17	-0:35	18:20	17:19	1:01	19:51	17:41	2:09	19:57	17:39	2:18	21:26	19:12	2:14	22:03	21:00	1:03	18:46	17:41	1:04
Potential (000)	411.2	411.2	0.0	46.2	47.8	-1.6	113.7	112.1	1.6	122.9	122.9	0.0	189.7	189.7	0.0	122.1	122.1	0.0	95.3	95.3	0.0	70.8	72.7	-1.9
Sample	1,247	1,409	-162	146	155	-9	291	302	-11	368	388	-20	581	627	-46	384	435	-51	317	400	-83	234	259	-25

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2016

Average Time Spent Listening (hh:mm) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	411.2	411.2	0.0
Sample Size	1,247	1,409	-162

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo: Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM