



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	11.1	10.5	0.6	3	8.7	5.1	3.6	6.2	4.0	2.2	6.2	6.8	-0.6	9.7	9.9	-0.2	15.2	18.2	-3.0	14.0	15.5	-1.5	9.2	15.2	-6.0	
Coast	3.4	4.2	-0.8	10	0.4	0.9	-0.5	0.3	0.9	-0.6	0.5	0.9	-0.4	0.7	1.1	-0.4	3.1	3.7	-0.6	7.6	10.7	-3.1	1.1	1.7	-0.6	
Edge	8.1	7.6	0.5	6	15.0	19.6	-4.6	15.6	16.4	-0.8	12.1	10.1	2.0	10.1	9.0	1.1	5.8	4.4	1.4	3.4	1.0	2.4	7.0	7.5	-0.5	
Flava	0.4	0.2	0.2	16	0.1	1.2	-1.1	0.3	0.3	0.0	0.9	0.2	0.7	0.6	0.1	0.5	0.1	*	*	*	*	*	*	0.2	0.2	0.0
Magic	2.3	2.3	0.0	12	0.1	*	*	0.2	0.1	0.1	0.1	0.4	-0.3	0.4	0.3	0.1	3.4	2.0	1.4	6.7	7.0	-0.3	1.1	0.5	0.6	
Mai FM	4.9	5.6	-0.7	8	14.3	8.1	6.2	11.3	13.3	-2.0	7.6	6.2	1.4	5.4	5.8	-0.4	0.5	2.7	-2.2	0.1	*	*	5.1	7.2	-2.1	
Mix	0.1	0.2	-0.1	19	0.1	0.2	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	0.2	0.1	0.1	
More FM	14.8	17.6	-2.8	1	21.9	38.3	-16.4	10.7	15.0	-4.3	15.6	18.1	-2.5	17.4	20.3	-2.9	20.9	20.8	0.1	15.3	11.7	3.6	25.5	24.4	1.1	
Newstalk ZB	12.2	11.2	1.0	2	2.3	0.9	1.4	1.9	1.2	0.7	2.8	2.5	0.3	3.8	3.3	0.5	11.4	8.8	2.6	24.8	21.9	2.9	9.4	5.1	4.3	
Radio Hauraki	4.5	3.6	0.9	9	1.2	0.4	0.8	10.2	8.7	1.5	7.1	7.7	-0.6	5.6	5.5	0.1	2.4	1.4	1.0	1.4	1.2	0.2	4.8	2.9	1.9	
Radio Live	3.2	3.1	0.1	11	0.8	0.5	0.3	1.1	1.5	-0.4	2.7	2.3	0.4	2.9	2.4	0.5	3.5	3.4	0.1	4.9	5.0	-0.1	1.4	1.9	-0.5	
Radio Sport	1.5	1.3	0.2	14	0.4	0.1	0.3	0.9	0.8	0.1	0.8	1.2	-0.4	1.5	1.4	0.1	2.7	1.4	1.3	1.9	1.8	0.1	1.8	1.2	0.6	
Rhema	0.2	0.4	-0.2	17	0.4	0.2	0.2	0.3	0.5	-0.2	0.4	0.7	-0.3	0.3	0.5	-0.2	0.1	0.3	-0.2	0.1	0.4	-0.3	0.4	1.1	-0.7	
Rock	9.2	7.0	2.2	4	6.2	1.8	4.4	13.0	9.2	3.8	14.1	13.7	0.4	12.8	11.4	1.4	5.7	4.2	1.5	2.9	1.8	1.1	7.8	5.3	2.5	
Star	1.0	0.4	0.6	15	0.4	0.4	0.0	0.3	0.4	-0.1	1.1	0.3	0.8	1.3	0.3	1.0	0.9	0.2	0.7	0.3	0.4	-0.1	0.2	0.3	-0.1	
Tahu FM	0.2	0.1	0.1	17	0.4	1.5	-1.1	0.5	0.2	0.3	0.5	0.1	0.4	0.3	0.1	0.2	*	0.1	*	*	*	*	0.4	0.4	0.0	
The Hits	1.9	2.5	-0.6	13	1.4	1.3	0.1	1.7	1.7	0.0	2.7	4.3	-1.6	2.6	3.7	-1.1	1.9	2.5	-0.6	1.2	1.6	-0.4	4.1	4.7	-0.6	
The Sound	8.2	9.0	-0.8	5	6.1	5.6	0.5	5.0	5.6	-0.6	6.7	9.2	-2.5	9.5	11.1	-1.6	13.9	15.4	-1.5	9.1	10.7	-1.6	9.1	9.4	-0.3	
ZM	7.6	5.9	1.7	7	16.8	8.1	8.7	14.7	11.2	3.5	12.6	8.4	4.2	9.6	7.4	2.2	3.7	4.5	-0.8	2.3	2.2	0.1	9.2	6.5	2.7	
Other	5.0	7.3	-2.3		2.9	5.7	-2.8	5.4	8.6	-3.2	5.4	6.8	-1.4	5.3	6.1	-0.8	4.7	5.7	-1.0	4.1	7.1	-3.0	2.1	4.4	-2.3	
Mediaworks Combo	61.8	62.6	-0.8		73.0	79.0	-6.0	63.1	65.1	-2.0	65.2	66.6	-1.4	68.2	70.3	-2.1	68.9	71.2	-2.3	56.3	52.7	3.6	66.1	71.4	-5.3	
NZME Combo	31.7	29.1	2.6		22.8	13.2	9.6	30.4	25.3	5.1	27.5	25.4	2.1	24.6	22.7	1.9	25.4	22.5	2.9	39.2	39.4	-0.2	30.8	22.4	8.4	
Potential (000)	431.4	411.2	20.2		45.8	46.2	-0.4	125.4	113.7	11.7	130.7	122.9	7.8	199.1	189.7	9.4	126.6	122.1	4.5	99.1	95.3	3.8	71.9	70.8	1.1	
Sample	1,572	1,247	325		160	146	14	374	291	83	467	368	99	731	581	150	485	384	101	428	317	111	301	234	67	

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

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

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	431.4	411.2	20.2
Sample Size	1,572	1,247	325

	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	10.3	9.0	1.3	3	11.9	11.7	0.2	12.8	12.4	0.4	11.9	10.3	1.6	9.4	11.0	-1.6	4.9	6.0	-1.1	10.3	9.3	1.0
Coast	2.4	2.5	-0.1	11	3.4	5.1	-1.7	3.6	5.1	-1.5	2.9	4.1	-1.2	3.6	2.7	0.9	6.7	2.2	4.5	4.0	5.0	-1.0
Edge	6.8	7.6	-0.8	6	7.4	5.3	2.1	9.7	7.3	2.4	10.1	9.9	0.2	7.8	6.4	1.4	8.3	6.5	1.8	7.0	8.9	-1.9
Flava	0.6	0.2	0.4	16	0.5	*	*	0.4	0.1	0.3	*	0.2	*	*	0.4	*	0.6	0.2	0.4	0.4	0.2	0.2
Magic	1.4	1.4	0.0	13	2.2	2.8	-0.6	2.6	3.1	-0.5	2.2	1.7	0.5	2.4	1.4	1.0	0.6	0.5	0.1	3.4	2.8	0.6
Mai FM	4.5	4.7	-0.2	9	3.9	4.8	-0.9	4.2	5.1	-0.9	4.4	5.8	-1.4	3.9	9.2	-5.3	2.0	6.3	-4.3	7.9	6.3	1.6
Mix	0.1	0.2	-0.1	17	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.3	-0.2	0.6	0.6	0.0	0.1	0.2	-0.1
More FM	19.9	22.5	-2.6	1	15.9	19.4	-3.5	15.0	18.7	-3.7	13.2	16.6	-3.4	8.6	8.3	0.3	7.4	8.6	-1.2	12.8	15.3	-2.5
Newstalk ZB	14.5	15.3	-0.8	2	9.3	9.6	-0.3	5.9	5.6	0.3	8.8	6.3	2.5	27.2	20.0	7.2	32.8	23.0	9.8	13.6	13.2	0.4
Radio Hauraki	5.2	3.2	2.0	8	5.8	4.3	1.5	5.4	3.9	1.5	6.4	5.4	1.0	0.9	1.2	-0.3	1.7	1.3	0.4	2.5	3.0	-0.5
Radio Live	4.0	3.8	0.2	10	3.1	2.9	0.2	2.7	2.6	0.1	2.0	2.9	-0.9	4.9	5.0	-0.1	6.0	7.9	-1.9	2.9	2.3	0.6
Radio Sport	1.0	1.2	-0.2	15	1.1	0.7	0.4	1.9	0.6	1.3	1.7	1.0	0.7	0.8	1.5	-0.7	0.4	1.9	-1.5	2.2	2.4	-0.2
Rhema	0.1	0.6	-0.5	17	0.2	0.2	0.0	0.2	0.4	-0.2	0.2	0.5	-0.3	0.7	0.6	0.1	0.2	0.2	0.0	0.3	0.4	-0.1
Rock	8.5	6.9	1.6	4	10.4	6.6	3.8	10.6	7.2	3.4	9.4	6.8	2.6	7.5	6.4	1.1	12.2	14.9	-2.7	7.2	6.2	1.0
Star	1.1	0.4	0.7	14	1.2	0.4	0.8	0.7	0.3	0.4	0.8	0.2	0.6	0.9	0.4	0.5	2.5	1.6	0.9	1.0	0.4	0.6
Tahu FM	0.1	0.1	0.0	17	*	*	*	0.2	*	*	0.2	0.1	0.1	0.3	0.4	-0.1	0.1	0.7	-0.6	0.4	0.2	0.2
The Hits	1.5	2.8	-1.3	12	1.7	2.9	-1.2	2.0	3.1	-1.1	1.7	2.1	-0.4	1.7	0.9	0.8	2.1	1.3	0.8	2.3	2.1	0.2
The Sound	6.3	8.0	-1.7	7	9.8	11.3	-1.5	9.9	10.8	-0.9	9.1	9.5	-0.4	6.9	6.6	0.3	2.2	5.7	-3.5	7.8	6.8	1.0
ZM	8.0	5.7	2.3	5	7.4	5.8	1.6	8.3	7.2	1.1	10.0	8.5	1.5	5.5	3.3	2.2	4.2	3.4	0.8	6.6	4.7	1.9
Other	3.5	3.7	-0.2		4.8	6.2	-1.4	3.9	6.3	-2.4	4.7	7.9	-3.2	7.0	14.2	-7.2	4.3	7.4	-3.1	7.4	10.2	-2.8
Mediaworks Combo	61.7	64.0	-2.3		64.5	64.7	-0.2	67.6	67.3	0.3	62.2	63.4	-1.2	51.4	54.2	-2.8	43.5	56.3	-12.8	59.4	57.9	1.5
NZME Combo	33.4	31.1	2.3		29.3	28.5	0.8	27.4	25.8	1.6	31.9	27.8	4.1	39.7	30.2	9.5	49.3	33.8	15.5	31.5	30.9	0.6

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

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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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	71.6	62.0	9.6	2	3.5	5.3	-1.8	15.4	9.1	6.3	18.8	14.3	4.5	34.9	28.7	6.2	30.0	28.1	1.9	21.6	18.9	2.7	13.5	15.5	-2.0
Coast	24.2	26.0	-1.8	12	0.3	0.7	-0.4	1.2	0.6	0.6	2.8	2.1	0.7	5.2	5.2	0.0	10.6	9.8	0.8	14.7	16.5	-1.8	2.8	3.1	-0.3
Edge	66.2	68.5	-2.3	3	8.8	11.1	-2.3	37.6	37.7	-0.1	24.6	26.5	-1.9	32.3	35.4	-3.1	12.4	11.9	0.5	5.2	3.6	1.6	11.7	13.1	-1.4
Flava	4.0	2.7	1.3	17	0.4	0.5	-0.1	2.6	1.7	0.9	1.7	1.2	0.5	2.0	1.2	0.8	0.3	*	*	0.1	*	*	1.1	0.8	0.3
Magic	15.8	15.6	0.2	14	0.6	0.4	0.2	1.0	0.8	0.2	1.5	1.6	-0.1	3.6	2.7	0.9	7.4	3.7	3.7	9.0	8.8	0.2	2.3	1.4	0.9
Mai FM	42.8	36.6	6.2	8	6.9	4.2	2.7	26.9	25.9	1.0	18.8	19.3	-0.5	21.3	21.2	0.1	3.0	2.3	0.7	0.5	0.4	0.1	7.4	8.7	-1.3
Mix	2.6	4.1	-1.5	19	0.2	0.4	-0.2	1.8	2.0	-0.2	0.6	1.5	-0.9	1.0	2.6	-1.6	0.6	1.5	-0.9	0.2	0.4	-0.2	0.2	0.5	-0.3
More FM	102.5	100.6	1.9	1	15.1	18.1	-3.0	24.3	21.4	2.9	37.7	33.1	4.6	57.0	55.6	1.4	36.4	34.2	2.2	22.1	16.7	5.4	29.3	24.5	4.8
Newstalk ZB	57.9	51.0	6.9	5	2.3	1.2	1.1	6.2	4.9	1.3	8.1	6.2	1.9	16.4	14.5	1.9	22.2	18.4	3.8	27.3	21.0	6.3	8.5	5.2	3.3
Radio Hauraki	28.9	26.5	2.4	9	1.2	0.7	0.5	16.4	15.6	0.8	16.7	18.1	-1.4	19.9	20.3	-0.4	6.1	4.2	1.9	3.2	2.5	0.7	6.6	5.0	1.6
Radio Live	27.5	24.0	3.5	10	1.0	1.0	0.0	2.5	3.7	-1.2	7.1	7.4	-0.3	12.5	11.8	0.7	12.7	9.0	3.7	10.9	7.4	3.5	4.6	4.8	-0.2
Radio Sport	18.3	16.8	1.5	13	0.9	0.6	0.3	3.8	2.5	1.3	4.8	5.2	-0.4	9.0	8.4	0.6	8.4	5.7	2.7	5.8	6.2	-0.4	1.5	3.3	-1.8
Rhema	6.3	6.6	-0.3	16	0.8	0.4	0.4	1.5	1.8	-0.3	2.3	2.9	-0.6	3.1	3.5	-0.4	1.7	2.2	-0.5	1.4	1.8	-0.4	1.4	1.9	-0.5
Rock	51.9	44.3	7.6	6	3.5	1.8	1.7	22.5	19.1	3.4	27.0	26.2	0.8	35.9	33.8	2.1	11.3	10.4	0.9	3.9	3.4	0.5	9.5	7.6	1.9
Star	7.2	4.7	2.5	15	0.4	0.3	0.1	1.4	1.0	0.4	2.4	1.9	0.5	3.1	2.3	0.8	1.2	1.1	0.1	1.8	1.5	0.3	0.9	1.0	-0.1
Tahu FM	3.7	2.5	1.2	18	0.8	1.0	-0.2	1.9	1.1	0.8	1.9	1.2	0.7	2.2	1.3	0.9	0.6	0.2	0.4	0.2	*	*	1.4	1.1	0.3
The Hits	26.1	24.7	1.4	11	2.1	2.6	-0.5	9.1	8.9	0.2	11.9	13.3	-1.4	16.4	17.4	-1.0	8.2	6.2	2.0	4.2	2.5	1.7	6.6	6.3	0.3
The Sound	50.8	50.1	0.7	7	3.6	3.6	0.0	12.3	10.0	2.3	16.5	18.8	-2.3	29.0	30.5	-1.5	23.4	23.1	0.3	12.5	14.0	-1.5	9.2	9.4	-0.2
ZM	59.7	49.4	10.3	4	9.8	5.4	4.4	30.0	26.8	3.2	25.9	21.0	4.9	32.9	27.5	5.4	9.9	9.4	0.5	3.2	3.0	0.2	12.7	9.3	3.4
Other	48.7	55.0	-6.3		2.7	3.0	-0.3	16.6	20.6	-4.0	16.0	21.6	-5.6	25.0	28.1	-3.1	15.0	12.2	2.8	11.0	10.8	0.2	5.3	6.0	-0.7
Mediaworks Combo	277.2	266.5	10.7		27.8	30.9	-3.1	89.3	79.5	9.8	96.0	91.3	4.7	145.4	139.1	6.3	87.6	80.7	6.9	55.4	51.8	3.6	55.2	54.1	1.1
NZME Combo	182.3	163.4	18.9		15.7	10.5	5.2	55.1	48.6	6.5	59.4	54.9	4.5	84.3	77.4	6.9	53.4	45.1	8.3	47.9	42.8	5.1	34.0	28.3	5.7
All Commercial Radio	355.9	335.4	20.5		34.2	35.0	-0.8	107.3	95.6	11.7	118.9	110.4	8.5	177.6	165.1	12.5	108.0	96.7	11.3	80.1	74.0	6.1	63.5	61.1	2.4
Potential (000)	431.4	411.2	20.2		45.8	46.2	-0.4	125.4	113.7	11.7	130.7	122.9	7.8	199.1	189.7	9.4	126.6	122.1	4.5	99.1	95.3	3.8	71.9	70.8	1.1
Sample	1,572	1,247	325		160	146	14	374	291	83	467	368	99	731	581	150	485	384	101	428	317	111	301	234	67

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Sample Size	1,572	1,247	325

	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	38.9	37.7	1.2	3	34.3	28.9	5.4	43.3	37.7	5.6	36.6	31.8	4.8	14.8	12.6	2.2	9.3	7.8	1.5	46.4	37.8	8.6
Coast	9.7	11.8	-2.1	11	12.3	14.5	-2.2	13.7	14.9	-1.2	13.3	13.1	0.2	7.2	5.8	1.4	5.3	2.4	2.9	16.3	17.4	-1.1
Edge	31.7	33.3	-1.6	6	26.4	23.2	3.2	37.1	36.7	0.4	32.2	36.1	-3.9	17.7	17.2	0.5	8.9	7.8	1.1	34.9	43.1	-8.2
Flava	0.8	0.5	0.3	19	1.0	0.3	0.7	3.3	1.9	1.4	0.3	0.8	-0.5	*	0.8	*	1.8	0.6	1.2	3.4	2.1	1.3
Magic	7.4	5.8	1.6	13	7.2	7.5	-0.3	9.2	10.1	-0.9	8.4	6.4	2.0	4.9	3.3	1.6	1.4	0.9	0.5	10.9	9.4	1.5
Mai FM	23.3	19.6	3.7	8	18.3	16.6	1.7	20.9	22.5	-1.6	18.3	20.1	-1.8	9.0	13.9	-4.9	3.7	6.8	-3.1	31.4	24.1	7.3
Mix	0.9	1.5	-0.6	18	0.4	1.0	-0.6	1.7	2.3	-0.6	0.7	0.7	0.0	0.3	1.0	-0.7	1.3	0.9	0.4	0.9	1.9	-1.0
More FM	69.9	69.5	0.4	1	46.9	45.2	1.7	52.6	51.9	0.7	55.2	55.6	-0.4	22.6	21.3	1.3	10.9	10.3	0.6	58.9	56.6	2.3
Newstalk ZB	39.4	34.1	5.3	2	23.3	25.9	-2.6	25.6	22.6	3.0	27.9	20.6	7.3	24.6	16.8	7.8	16.8	12.6	4.2	41.9	36.8	5.1
Radio Hauraki	18.2	13.2	5.0	9	14.3	12.8	1.5	13.2	12.6	0.6	16.8	17.3	-0.5	2.7	4.7	-2.0	3.8	1.7	2.1	12.9	15.7	-2.8
Radio Live	17.5	14.8	2.7	10	11.4	8.4	3.0	9.9	9.0	0.9	9.4	11.6	-2.2	5.8	5.0	0.8	5.3	4.9	0.4	11.6	9.7	1.9
Radio Sport	7.1	6.9	0.2	14	6.0	5.8	0.2	7.5	4.2	3.3	8.6	6.7	1.9	2.9	4.6	-1.7	0.8	1.6	-0.8	13.0	11.8	1.2
Rhema	1.5	2.9	-1.4	16	1.5	1.8	-0.3	2.2	3.0	-0.8	2.0	1.6	0.4	1.2	1.7	-0.5	0.9	1.1	-0.2	3.2	3.7	-0.5
Rock	32.3	24.1	8.2	4	25.6	18.3	7.3	27.8	20.6	7.2	27.7	24.1	3.6	9.1	12.4	-3.3	6.6	7.8	-1.2	24.5	22.2	2.3
Star	3.4	2.6	0.8	15	3.8	2.4	1.4	4.2	1.7	2.5	3.3	2.6	0.7	1.1	0.8	0.3	1.2	1.1	0.1	5.1	2.9	2.2
Tahu FM	1.1	0.8	0.3	17	0.1	0.3	-0.2	1.3	0.3	1.0	1.4	0.7	0.7	0.9	0.9	0.0	0.1	0.3	-0.2	2.4	1.2	1.2
The Hits	8.5	10.2	-1.7	12	8.0	8.2	-0.2	11.9	11.8	0.1	11.6	11.7	-0.1	5.6	3.4	2.2	3.1	2.7	0.4	15.8	13.4	2.4
The Sound	29.9	28.2	1.7	7	25.5	22.6	2.9	30.0	26.3	3.7	28.8	28.7	0.1	10.6	10.0	0.6	4.7	6.4	-1.7	29.7	30.1	-0.4
ZM	31.9	26.3	5.6	5	23.5	18.5	5.0	31.3	25.0	6.3	37.6	30.1	7.5	15.3	9.9	5.4	6.3	3.5	2.8	37.3	29.4	7.9
Other	17.0	16.7	0.3		17.2	21.3	-4.1	19.6	27.1	-7.5	19.3	26.0	-6.7	10.6	17.3	-6.7	4.8	5.2	-0.4	29.1	36.3	-7.2
Mediaworks Combo	198.8	186.4	12.4		159.9	149.5	10.4	178.0	170.8	7.2	175.2	173.0	2.2	83.7	85.5	-1.8	42.5	45.8	-3.3	201.7	192.9	8.8
NZME Combo	106.7	97.5	9.2		83.1	80.2	2.9	95.1	84.8	10.3	106.3	91.3	15.0	56.5	44.6	11.9	34.9	23.3	11.6	124.7	112.2	12.5
All Commercial Radio	269.9	253.0	16.9		219.3	210.9	8.4	242.2	231.9	10.3	251.6	239.0	12.6	135.0	130.8	4.2	72.3	64.9	7.4	290.5	275.6	14.9

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

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	10:01	10:43	-0:41	6:41	2:55	3:46	7:46	7:44	0:02	7:18	10:24	-3:06	9:10	11:22	-2:11	11:05	13:28	-2:22	11:35	13:20	-1:44	7:28	11:16	-3:47
Coast	9:12	10:20	-1:08	3:52	3:51	0:00	4:11	25:07	-20:55	3:37	8:47	-5:09	4:18	6:59	-2:40	6:23	7:48	-1:24	9:13	10:36	-1:22	4:19	6:16	-1:56
Edge	7:52	7:01	0:50	4:34	5:23	-0:48	7:58	7:38	0:19	10:49	8:21	2:27	10:18	8:22	1:56	10:10	7:41	2:29	11:50	4:49	7:00	6:32	6:32	-0:00
Flava	6:22	3:58	2:23	0:46	8:15	-7:28	2:32	3:17	-0:45	11:35	3:15	8:19	10:39	3:15	7:24	5:15	*	*	0:15	*	*	2:27	2:10	0:17
Magic	9:35	9:30	0:05	0:24	0:20	0:04	3:23	2:35	0:47	2:09	5:21	-3:12	3:33	3:31	0:02	9:56	11:20	-1:23	13:13	12:59	0:14	5:08	4:15	0:52
Mai FM	7:28	9:40	-2:12	5:34	5:51	-0:16	8:05	9:01	-0:55	8:55	7:00	1:54	8:19	9:00	-0:41	3:32	24:23	-20:50	2:19	1:00	1:19	7:29	9:25	-1:56
Mix	3:28	2:33	0:55	1:30	1:48	-0:18	3:27	3:02	0:24	6:40	2:57	3:43	6:21	3:00	3:21	4:24	2:23	2:01	0:45	0:37	0:07	8:15	1:46	6:28
More FM	9:20	11:07	-1:47	3:53	6:27	-2:34	8:26	12:14	-3:47	9:07	11:57	-2:49	10:05	12:03	-1:57	12:32	12:36	-0:04	12:23	11:29	0:53	9:30	11:26	-1:56
Newstalk ZB	13:37	13:55	-0:18	2:43	2:19	0:24	6:02	4:26	1:36	7:35	8:46	-1:11	7:39	7:25	0:13	11:10	9:56	1:14	16:16	17:01	-0:44	12:01	11:22	0:38
Radio Hauraki	10:10	8:40	1:29	2:44	1:50	0:54	11:57	9:49	2:08	9:18	9:19	-0:01	9:14	8:54	0:20	8:28	7:09	1:19	7:37	7:39	-0:01	7:53	6:30	1:23
Radio Live	7:33	8:19	-0:46	2:16	1:37	0:38	8:38	7:10	1:28	8:21	6:48	1:32	7:37	6:34	1:02	5:58	7:43	-1:45	8:02	10:54	-2:51	3:16	4:38	-1:22
Radio Sport	5:18	4:45	0:33	1:14	0:44	0:30	4:45	5:52	-1:07	3:38	4:57	-1:18	5:32	5:21	0:10	7:01	4:54	2:07	5:57	4:45	1:12	13:12	4:13	8:58
Rhema	2:22	4:06	-1:44	1:28	1:18	0:10	3:37	5:04	-1:26	3:23	5:07	-1:43	3:07	4:51	-1:43	1:18	2:46	-1:28	1:05	3:37	-2:31	3:07	6:58	-3:50
Rock	11:26	10:00	1:26	4:42	3:00	1:42	11:07	8:28	2:39	11:28	11:26	0:01	11:47	11:07	0:39	11:03	8:26	2:36	13:02	8:26	4:35	8:55	8:01	0:54
Star	9:21	5:12	4:08	2:39	3:52	-1:13	4:40	6:26	-1:46	9:42	4:07	5:35	13:10	3:43	9:26	16:39	4:26	12:13	3:20	4:43	-1:23	2:02	3:13	-1:10
Tahu FM	3:21	3:40	-0:19	1:20	4:31	-3:11	4:50	2:34	2:16	5:20	2:31	2:49	4:42	3:22	1:19	1:11	9:45	-8:33	1:45	*	*	3:25	3:47	-0:21
The Hits	4:34	6:26	-1:52	1:44	1:30	0:13	3:30	3:16	0:13	5:05	7:08	-2:02	5:12	7:04	-1:52	5:03	8:21	-3:18	5:00	10:36	-5:35	6:53	8:27	-1:33
The Sound	10:29	11:20	-0:51	4:31	4:39	-0:08	7:45	9:47	-2:02	8:54	10:40	-1:46	10:46	12:01	-1:14	12:54	13:53	-0:59	13:05	12:29	0:35	10:44	11:29	-0:45
ZM	8:15	7:38	0:37	4:34	4:34	0:00	9:22	7:19	2:03	10:39	8:47	1:52	9:39	8:51	0:47	8:10	9:58	-1:48	12:57	11:49	1:08	7:53	8:02	-0:09
Other	6:38	8:26	-1:48	2:57	5:45	-2:47	6:15	7:16	-1:00	7:23	6:55	0:28	7:01	7:10	-0:09	6:45	9:38	-2:53	6:42	10:42	-4:00	4:13	8:28	-4:14
Mediaworks Combo	14:25	14:55	-0:29	7:02	7:48	-0:45	13:34	14:21	-0:47	14:56	16:00	-1:04	15:28	16:38	-1:09	17:09	18:18	-1:09	18:13	16:38	1:35	13:04	15:10	-2:06
NZME Combo	11:15	11:18	-0:03	3:53	3:51	0:01	10:35	9:07	1:28	10:11	10:08	0:03	9:37	9:40	-0:02	10:21	10:20	0:00	14:38	15:03	-0:24	9:55	9:05	0:49
All Commercial Radio	18:10	18:55	-0:45	7:50	8:42	-0:52	17:53	18:20	-0:26	18:30	19:51	-1:20	18:34	19:57	-1:23	20:11	21:26	-1:15	22:21	22:03	0:17	17:11	18:46	-1:34
Potential (000)	431.4	411.2	20.2	45.8	46.2	-0.4	125.4	113.7	11.7	130.7	122.9	7.8	199.1	189.7	9.4	126.6	122.1	4.5	99.1	95.3	3.8	71.9	70.8	1.1
Sample	1,572	1,247	325	160	146	14	374	291	83	467	368	99	731	581	150	485	384	101	428	317	111	301	234	67

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound
 NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	431.4	411.2	20.2
Sample Size	1,572	1,247	325

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

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

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