



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 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	12.2	11.8	0.4	2	10.2	8.6	1.6	6.3	8.2	-1.9	8.5	7.7	0.8	11.5	11.5	0.0	17.3	17.3	0.0	19.3	14.7	4.6	15.6	12.9	2.7
Coast	1.7	2.3	-0.6	14	0.2	0.6	-0.4	*	0.2	*	0.5	0.4	0.1	0.4	0.6	-0.2	0.9	1.7	-0.8	3.6	4.6	-1.0	0.1	0.6	-0.5
Edge	6.1	7.8	-1.7	7	18.1	16.4	1.7	8.6	13.4	-4.8	6.8	10.7	-3.9	6.7	9.4	-2.7	4.1	6.3	-2.2	0.5	3.3	-2.8	5.5	6.2	-0.7
Flava	0.8	0.6	0.2	16	*	0.1	*	2.4	0.9	1.5	1.8	1.6	0.2	1.2	1.2	0.0	0.1	0.2	-0.1	*	*	*	1.4	*	*
Magic	3.8	3.4	0.4	11	2.0	1.1	0.9	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.4	-0.2	3.6	4.3	-0.7	10.0	8.7	1.3	0.8	1.3	-0.5
Mai FM	8.5	5.1	3.4	5	14.8	17.0	-2.2	20.2	11.4	8.8	9.9	8.1	1.8	7.0	5.5	1.5	3.7	1.1	2.6	3.7	1.0	2.7	8.4	4.4	4.0
Mix	0.1	0.1	0.0	19	0.2	0.2	0.0	0.1	*	*	0.2	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.3	0.2	0.1
More FM	13.9	12.6	1.3	1	18.9	17.7	1.2	14.4	10.3	4.1	12.7	12.8	-0.1	15.0	14.5	0.5	18.8	18.5	0.3	11.3	13.0	-1.7	17.1	21.1	-4.0
Newstalk ZB	9.8	12.7	-2.9	3	0.2	1.0	-0.8	0.3	1.2	-0.9	1.4	1.8	-0.4	2.4	3.3	-0.9	8.2	10.7	-2.5	22.9	25.8	-2.9	6.7	8.8	-2.1
Radio Hauraki	4.7	3.6	1.1	9	0.8	1.2	-0.4	4.9	6.8	-1.9	7.5	5.8	1.7	8.1	4.7	3.4	5.6	1.7	3.9	1.2	1.0	0.2	2.7	4.0	-1.3
RadioLIVE	4.2	3.6	0.6	10	1.7	0.6	1.1	1.1	0.7	0.4	1.9	1.8	0.1	2.5	2.2	0.3	4.0	4.7	-0.7	8.2	7.4	0.8	3.3	2.4	0.9
Radio Sport	2.0	1.8	0.2	13	1.2	1.4	-0.2	0.5	0.8	-0.3	1.3	0.9	0.4	2.4	1.9	0.5	3.5	3.4	0.1	2.5	2.4	0.1	1.6	2.5	-0.9
Rhema	1.0	0.6	0.4	15	1.7	1.2	0.5	0.1	0.2	-0.1	0.6	0.4	0.2	0.5	0.4	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.8	0.6	0.2
Rock	9.2	8.9	0.3	4	5.2	4.9	0.3	17.4	15.9	1.5	19.9	14.7	5.2	14.6	12.6	2.0	5.1	4.9	0.2	2.5	2.0	0.5	9.4	7.1	2.3
Star	0.2	0.9	-0.7	18	0.4	0.7	-0.3	0.1	0.2	-0.1	0.1	1.1	-1.0	0.1	1.3	-1.2	0.1	0.8	-0.7	0.3	0.1	0.2	0.1	0.1	0.0
Tahu FM	0.5	0.4	0.1	17	0.1	0.5	-0.4	0.3	0.2	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.8	0.3	0.5	0.8	*	*	0.9	0.5	0.4
The Hits	2.7	2.5	0.2	12	5.4	5.0	0.4	2.4	2.3	0.1	3.3	2.5	0.8	4.1	3.8	0.3	3.4	3.7	-0.3	0.4	0.7	-0.3	8.2	7.1	1.1
The Sound	8.5	9.3	-0.8	5	3.2	3.0	0.2	4.7	7.2	-2.5	9.6	11.6	-2.0	11.8	11.8	0.0	14.4	13.0	1.4	8.3	9.8	-1.5	5.2	9.3	-4.1
ZM	5.8	7.5	-1.7	8	12.7	16.1	-3.4	12.1	16.3	-4.2	8.9	12.5	-3.6	6.8	9.4	-2.6	2.3	2.6	-0.3	0.7	1.0	-0.3	8.4	8.2	0.2
Others	4.3	4.5	-0.2		3.0	2.8	0.2	3.8	3.5	0.3	4.7	5.0	-0.3	4.1	5.0	-0.9	3.8	4.7	-0.9	3.4	4.2	-0.8	3.4	2.7	0.7
Mediaworks Combo	66.5	62.5	4.0		74.0	69.3	4.7	73.0	67.3	5.7	69.4	67.6	1.8	69.3	68.0	1.3	71.0	70.1	0.9	63.9	59.9	4.0	65.3	64.8	0.5
NZME Combo	27.6	31.1	-3.5		20.8	25.6	-4.8	22.7	28.5	-5.8	24.8	25.5	-0.7	25.6	25.0	0.6	24.0	24.1	-0.1	31.4	35.6	-4.2	29.5	31.3	-1.8
Potential (000)	431.4	431.4	0.0		50.0	51.1	-1.1	121.2	120.1	1.1	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.9	75.3	0.6
Sample	1,500.0	1,784.0	-284.0		160.0	180.0	-20.0	393.0	419.0	-26.0	472.0	520.0	-48.0	707.0	802.0	-95.0	431.0	537.0	-106.0	392.0	509.0	-117.0	305.0	344.0	-39.0

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

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,500	1,784	-284

	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	10.0	9.7	0.3	3	13.3	12.1	1.2	13.4	13.5	-0.1	13.2	13.4	-0.2	7.5	9.1	-1.6	8.0	6.3	1.7	13.7	12.6	1.1
Coast	0.8	1.5	-0.7	15	2.2	2.7	-0.5	2.1	2.1	0.0	1.6	1.7	-0.1	0.2	1.8	-1.6	1.2	6.6	-5.4	2.1	2.6	-0.5
Edge	6.2	7.1	-0.9	7	5.1	8.4	-3.3	5.1	9.1	-4.0	7.3	9.1	-1.8	6.2	7.0	-0.8	7.2	8.0	-0.8	6.9	6.3	0.6
Flava	0.8	0.8	0.0	15	1.1	1.0	0.1	0.8	0.7	0.1	0.5	0.1	0.4	1.5	0.1	1.4	0.1	0.6	-0.5	0.6	0.3	0.3
Magic	2.4	2.1	0.3	12	4.8	3.6	1.2	4.5	3.9	0.6	3.9	3.3	0.6	2.5	2.6	-0.1	0.8	0.9	-0.1	4.3	4.8	-0.5
Mai FM	7.8	4.2	3.6	6	7.7	3.7	4.0	8.3	5.0	3.3	9.5	5.0	4.5	9.7	5.5	4.2	8.6	2.2	6.4	9.1	7.7	1.4
Mix	0.1	*	*	19	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.4	0.2	0.2	0.2	*	*
More FM	17.6	19.0	-1.4	1	15.5	11.7	3.8	15.7	11.9	3.8	13.4	10.8	2.6	6.9	8.6	-1.7	4.1	6.7	-2.6	11.5	11.0	0.5
Newstalk ZB	14.2	15.2	-1.0	2	7.1	10.4	-3.3	3.9	6.0	-2.1	5.4	8.7	-3.3	18.3	25.7	-7.4	21.9	30.2	-8.3	12.1	14.6	-2.5
Radio Hauraki	3.7	3.8	-0.1	10	4.4	4.5	-0.1	5.0	4.6	0.4	6.5	4.3	2.2	7.3	1.3	6.0	1.5	0.6	0.9	4.2	2.6	1.6
RadioLIVE	5.2	4.1	1.1	9	2.8	3.2	-0.4	2.7	3.1	-0.4	3.9	2.6	1.3	4.6	5.5	-0.9	11.6	6.1	5.5	4.8	3.5	1.3
Radio Sport	2.0	1.2	0.8	13	1.7	1.1	0.6	1.5	1.9	-0.4	2.6	2.6	0.0	3.4	3.0	0.4	0.6	0.6	0.0	2.4	2.5	-0.1
Rhema	1.2	0.6	0.6	14	0.2	0.2	0.0	0.7	0.4	0.3	0.4	0.4	0.0	1.6	1.1	0.5	5.3	3.6	1.7	1.1	0.8	0.3
Rock	8.1	8.1	0.0	5	10.5	10.4	0.1	12.8	10.7	2.1	7.0	8.9	-1.9	8.1	7.2	0.9	15.1	13.4	1.7	6.0	6.1	-0.1
Star	0.2	0.9	-0.7	18	0.2	1.0	-0.8	0.3	0.6	-0.3	0.2	0.9	-0.7	0.3	0.7	-0.4	0.7	1.5	-0.8	0.2	0.8	-0.6
Tahu FM	0.6	0.4	0.2	17	1.0	0.2	0.8	0.4	0.4	0.0	0.2	0.4	-0.2	0.1	0.2	-0.1	0.2	0.4	-0.2	0.4	0.5	-0.1
The Hits	2.7	2.2	0.5	11	2.7	2.9	-0.2	2.6	2.7	-0.1	3.3	2.8	0.5	2.5	1.8	0.7	1.4	1.6	-0.2	2.8	2.5	0.3
The Sound	8.5	7.7	0.8	4	10.6	10.9	-0.3	10.2	10.8	-0.6	8.6	10.2	-1.6	5.7	7.1	-1.4	5.6	4.8	0.8	6.5	8.8	-2.3
ZM	5.8	8.2	-2.4	8	5.4	7.8	-2.4	5.9	8.5	-2.6	7.7	9.2	-1.5	6.8	5.8	1.0	3.1	3.1	0.0	5.3	5.8	-0.5
Others	2.3	3.1	-0.8		3.4	4.0	-0.6	4.3	4.0	0.3	5.0	5.3	-0.3	6.8	5.7	1.1	2.5	2.7	-0.2	6.0	6.2	-0.2
Mediaworks Combo	65.7	62.1	3.6		70.4	63.9	6.5	72.6	68.0	4.6	66.8	63.4	3.4	51.1	52.7	-1.6	61.1	48.3	12.8	62.7	60.8	1.9
NZME Combo	30.1	32.9	-2.8		24.8	30.6	-5.8	21.8	26.6	-4.8	27.4	29.5	-2.1	40.0	39.6	0.4	30.3	43.4	-13.1	29.6	30.8	-1.2

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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	79.3	75.7	3.6	2	9.1	5.8	3.3	13.5	14.0	-0.5	17.7	19.4	-1.7	36.6	37.8	-1.2	32.6	32.3	0.3	23.5	22.7	0.8	16.2	15.6	0.6
Coast	19.1	18.8	0.3	14	0.5	0.5	0.0	*	1.0	*	1.8	1.4	0.4	3.0	3.3	-0.3	5.3	7.7	-2.4	11.9	11.6	0.3	0.7	1.6	-0.9
Edge	61.3	63.9	-2.6	3	12.7	12.0	0.7	29.3	31.9	-2.6	20.4	24.2	-3.8	29.7	31.8	-2.1	11.1	11.1	0.0	2.0	3.6	-1.6	11.4	11.0	0.4
Flava	5.0	4.1	0.9	16	*	0.4	*	3.2	1.0	2.2	3.6	2.4	1.2	3.9	3.2	0.7	0.3	0.8	-0.5	*	0.1	*	1.3	0.1	1.2
Magic	26.6	22.1	4.5	12	1.4	0.4	1.0	1.7	1.5	0.2	2.3	1.2	1.1	3.8	3.4	0.4	8.4	10.0	-1.6	16.4	14.5	1.9	2.0	2.1	-0.1
Mai FM	51.9	43.2	8.7	8	7.4	9.6	-2.2	31.1	23.3	7.8	21.3	18.4	2.9	24.9	20.1	4.8	8.2	4.5	3.7	5.2	2.8	2.4	9.6	6.1	3.5
Mix	2.0	1.3	0.7	19	0.3	0.2	0.1	0.8	*	*	0.8	0.3	0.5	0.8	0.6	0.2	0.2	0.6	-0.4	0.4	0.4	0.0	0.5	0.4	0.1
More FM	95.6	97.9	-2.3	1	17.4	16.7	0.7	25.7	24.1	1.6	29.7	34.2	-4.5	48.8	53.0	-4.2	31.5	35.3	-3.8	15.6	19.8	-4.2	20.1	27.1	-7.0
Newstalk ZB	53.0	59.1	-6.1	7	0.5	1.7	-1.2	2.9	4.0	-1.1	6.3	7.2	-0.9	12.1	15.5	-3.4	18.3	22.3	-4.0	28.1	30.8	-2.7	5.9	7.7	-1.8
Radio Hauraki	28.1	27.9	0.2	11	1.3	1.7	-0.4	11.7	14.1	-2.4	13.5	12.8	0.7	19.5	16.8	2.7	8.2	6.8	1.4	2.9	3.3	-0.4	3.5	5.1	-1.6
RadioLIVE	31.2	26.8	4.4	9	2.2	1.1	1.1	4.2	2.6	1.6	7.8	7.7	0.1	14.2	12.1	2.1	12.6	12.0	0.6	11.6	11.9	-0.3	5.8	3.9	1.9
Radio Sport	20.6	21.1	-0.5	13	1.2	1.3	-0.1	1.8	3.1	-1.3	5.5	5.1	0.4	10.6	9.8	0.8	9.3	10.4	-1.1	7.3	8.0	-0.7	2.0	2.0	0.0
Rhema	8.7	6.7	2.0	15	1.6	1.5	0.1	0.8	1.1	-0.3	2.5	2.0	0.5	3.7	2.5	1.2	2.0	0.9	1.1	1.4	1.1	0.3	1.2	1.5	-0.3
Rock	55.3	57.6	-2.3	4	3.9	4.8	-0.9	27.6	26.5	1.1	31.7	29.7	2.0	40.3	38.7	1.6	12.1	11.8	0.3	3.7	3.6	0.1	10.8	9.7	1.1
Star	4.4	6.4	-2.0	17	0.7	0.9	-0.2	1.4	1.4	0.0	1.5	2.6	-1.1	1.7	3.0	-1.3	0.2	0.6	-0.4	1.2	1.2	0.0	0.6	0.7	-0.1
Tahu FM	4.3	4.2	0.1	18	0.5	1.5	-1.0	1.5	0.6	0.9	1.6	1.0	0.6	1.8	1.3	0.5	1.6	0.7	0.9	1.4	0.3	1.1	1.6	0.6	1.0
The Hits	28.4	27.4	1.0	10	2.1	2.6	-0.5	10.3	9.9	0.4	11.0	10.9	0.1	19.1	17.3	1.8	10.0	9.3	0.7	2.1	3.4	-1.3	10.5	8.0	2.5
The Sound	53.6	54.3	-0.7	6	3.2	4.1	-0.9	10.4	11.7	-1.3	15.8	18.0	-2.2	32.8	31.1	1.7	28.0	24.5	3.5	12.8	13.7	-0.9	9.4	9.0	0.4
ZM	53.7	56.9	-3.2	5	8.3	10.7	-2.4	30.1	28.4	1.7	23.5	25.9	-2.4	28.9	31.8	-2.9	6.4	7.9	-1.5	1.4	2.1	-0.7	12.4	11.7	0.7
Others	47.3	43.1	4.2		3.7	3.1	0.6	15.2	11.1	4.1	16.7	12.9	3.8	25.7	20.8	4.9	14.8	15.5	-0.7	8.0	12.1	-4.1	9.0	5.4	3.6
Mediaworks Combo	293.5	282.0	11.5		36.9	34.1	2.8	87.9	84.1	3.8	91.4	93.0	-1.6	144.5	143.0	1.5	91.7	91.2	0.5	61.9	60.6	1.3	55.0	55.7	-0.7
NZME Combo	171.5	179.5	-8.0		13.5	17.7	-4.2	51.4	52.2	-0.8	53.6	55.8	-2.2	80.3	82.1	-1.8	46.2	50.3	-4.1	40.0	44.9	-4.9	32.0	32.3	-0.3
All Commercial Radio	371.8	361.3	10.5		41.4	40.4	1.0	109.9	105.5	4.4	118.4	117.0	1.4	178.5	175.2	3.3	107.7	107.5	0.2	81.8	82.0	-0.2	67.7	65.0	2.7
Potential (000)	431.4	431.4	0.0		50.0	51.1	-1.1	121.2	120.1	1.1	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.9	75.3	0.6
Sample	1,500	1,784	-284		160	180	-20	393	419	-26	472	520	-48	707	802	-95	431	537	-106	392	509	-117	305	344	-39

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



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

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	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,500	1,784	-284

	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	44.6	39.5	5.1	2	38.2	37.2	1.0	39.7	39.3	0.4	39.1	36.9	2.2	15.9	16.4	-0.5	7.4	8.1	-0.7	50.4	47.4	3.0
Coast	4.7	6.3	-1.6	15	8.1	10.0	-1.9	10.1	10.8	-0.7	7.4	8.8	-1.4	1.4	4.3	-2.9	2.0	4.0	-2.0	12.3	12.3	0.0
Edge	30.3	32.3	-2.0	7	22.8	26.5	-3.7	28.1	31.9	-3.8	28.9	30.7	-1.8	15.6	17.6	-2.0	7.7	8.2	-0.5	34.9	31.9	3.0
Flava	2.8	1.4	1.4	17	2.8	1.5	1.3	2.8	2.4	0.4	2.3	1.1	1.2	1.9	0.2	1.7	0.7	1.6	-0.9	2.9	2.0	0.9
Magic	13.1	10.8	2.3	12	13.2	11.7	1.5	17.1	15.2	1.9	12.7	11.1	1.6	6.2	5.0	1.2	1.3	2.0	-0.7	17.1	15.3	1.8
Mai FM	28.3	23.7	4.6	8	23.8	16.0	7.8	31.6	24.0	7.6	29.3	21.3	8.0	15.4	8.8	6.6	10.0	3.2	6.8	38.6	31.6	7.0
Mix	1.1	0.6	0.5	19	0.5	0.7	-0.2	0.9	1.1	-0.2	0.4	0.5	-0.1	*	*	*	0.8	0.4	0.4	1.1	0.4	0.7
More FM	62.6	66.5	-3.9	1	42.5	41.5	1.0	55.5	52.0	3.5	50.5	49.6	0.9	20.1	21.8	-1.7	7.9	10.7	-2.8	56.6	54.6	2.0
Newstalk ZB	41.9	43.3	-1.4	3	26.8	26.5	0.3	24.2	26.4	-2.2	22.0	28.2	-6.2	21.0	25.8	-4.8	14.8	15.7	-0.9	40.3	43.1	-2.8
Radio Hauraki	16.9	18.4	-1.5	10	13.3	12.7	0.6	15.8	14.2	1.6	18.0	15.7	2.3	8.1	4.6	3.5	2.3	1.8	0.5	15.8	12.7	3.1
RadioLIVE	22.2	17.0	5.2	9	10.2	11.3	-1.1	12.5	11.0	1.5	15.5	12.1	3.4	7.2	7.5	-0.3	5.3	4.0	1.3	16.8	12.6	4.2
Radio Sport	11.2	8.0	3.2	13	7.5	6.7	0.8	7.4	7.9	-0.5	10.4	9.7	0.7	5.4	3.5	1.9	2.0	1.6	0.4	13.0	14.1	-1.1
Rhema	4.8	2.9	1.9	14	2.0	1.7	0.3	4.9	2.6	2.3	1.8	2.3	-0.5	2.4	1.1	1.3	0.7	0.8	-0.1	7.0	4.3	2.7
Rock	32.0	38.2	-6.2	6	24.7	27.6	-2.9	30.7	31.3	-0.6	28.0	31.2	-3.2	14.3	10.4	3.9	10.0	9.1	0.9	29.5	29.7	-0.2
Star	1.9	2.8	-0.9	18	1.1	2.7	-1.6	1.5	3.6	-2.1	1.0	2.7	-1.7	1.4	1.3	0.1	2.0	1.1	0.9	2.5	4.2	-1.7
Tahu FM	3.2	2.6	0.6	16	2.9	1.1	1.8	1.6	2.2	-0.6	1.1	1.9	-0.8	0.1	0.1	0.0	0.6	0.9	-0.3	1.7	2.2	-0.5
The Hits	14.3	10.8	3.5	11	9.4	9.4	0.0	12.3	12.6	-0.3	13.7	14.1	-0.4	6.3	6.1	0.2	3.0	2.1	0.9	15.7	15.1	0.6
The Sound	34.6	34.9	-0.3	4	28.1	28.9	-0.8	30.6	32.4	-1.8	30.7	30.0	0.7	12.3	12.8	-0.5	6.4	3.5	2.9	32.5	34.5	-2.0
ZM	34.1	34.2	-0.1	5	18.3	21.6	-3.3	28.4	31.9	-3.5	33.0	34.7	-1.7	11.6	12.6	-1.0	5.4	5.2	0.2	31.9	32.4	-0.5
Others	16.3	17.0	-0.7		14.7	14.8	-0.1	21.2	17.8	3.4	20.2	20.6	-0.4	12.6	9.1	3.5	3.3	3.1	0.2	32.7	26.5	6.2
Mediaworks Combo	211.0	207.4	3.6		165.3	161.6	3.7	197.1	183.7	13.4	191.2	179.6	11.6	96.6	88.5	8.1	48.8	42.1	6.7	218.0	204.1	13.9
NZME Combo	115.5	112.7	2.8		78.9	83.3	-4.4	93.5	97.3	-3.8	101.1	105.7	-4.6	53.9	55.0	-1.1	30.6	31.8	-1.2	116.1	117.8	-1.7
All Commercial Radio	293.6	285.0	8.6		223.4	219.6	3.8	262.9	251.2	11.7	262.2	255.1	7.1	147.7	138.8	8.9	72.9	70.5	2.4	304.5	291.3	13.2

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 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	11:12	10:21	0:50	4:58	5:47	-0:48	9:20	10:22	-1:01	10:43	8:23	2:19	11:07	9:41	1:26	12:31	11:48	0:42	15:41	12:27	3:14	10:58	8:58	1:59
Coast	6:19	8:03	-1:44	1:30	4:38	-3:07	*	4:20	*	6:01	5:25	0:35	5:15	5:49	-0:33	4:08	4:57	-0:48	5:45	7:35	-1:50	2:02	3:49	-1:46
Edge	7:11	8:08	-0:57	6:21	5:23	0:58	5:50	7:27	-1:37	7:30	9:16	-1:45	8:03	9:25	-1:21	8:44	12:29	-3:44	5:07	17:54	-12:47	5:28	6:06	-0:38
Flava	11:22	9:37	1:45	*	0:48	*	14:58	16:17	-1:19	11:20	14:11	-2:50	10:48	11:51	-1:02	4:15	4:33	-0:18	*	0:15	*	12:17	0:15	12:02
Magic	10:21	10:17	0:04	6:14	10:35	-4:20	2:34	3:13	-0:38	2:12	3:18	-1:05	2:10	4:12	-2:01	10:18	9:29	0:49	11:40	11:30	0:09	4:48	6:46	-1:57
Mai FM	11:54	7:51	4:02	8:53	6:58	1:54	12:58	8:40	4:17	10:24	9:13	1:10	9:59	8:42	1:17	10:38	5:36	5:01	13:41	7:11	6:30	9:56	7:53	2:02
Mix	3:48	4:33	-0:45	3:15	3:15	0:00	2:26	*	*	4:51	1:34	3:17	4:51	4:18	0:33	9:45	7:21	2:23	5:17	5:51	-0:34	6:28	6:04	0:24
More FM	10:31	8:31	2:00	4:49	4:10	0:38	11:12	7:34	3:38	9:35	7:53	1:41	10:55	8:45	2:10	14:06	11:31	2:34	13:52	12:37	1:14	9:39	8:27	1:11
Newstalk ZB	13:24	14:16	-0:51	1:56	2:20	-0:23	2:18	5:21	-3:03	4:57	5:18	-0:20	7:00	6:47	0:13	10:34	10:33	0:01	15:34	16:09	-0:35	12:49	12:17	0:32
Radio Hauraki	12:02	8:36	3:25	2:56	2:47	0:08	8:18	8:31	-0:12	12:25	9:29	2:56	14:51	8:52	5:58	16:01	5:27	10:34	7:31	5:32	1:59	8:36	8:32	0:04
RadioLIVE	9:49	8:53	0:56	3:24	2:04	1:20	5:09	4:27	0:42	5:30	4:55	0:34	6:08	5:54	0:14	7:31	8:42	-1:11	13:26	11:53	1:32	6:24	6:40	-0:15
Radio Sport	7:10	5:47	1:23	4:29	4:03	0:25	5:38	4:34	1:04	5:13	3:55	1:18	8:00	6:08	1:51	8:43	7:13	1:29	6:36	5:45	0:50	8:55	13:38	-4:43
Rhema	8:10	6:24	1:46	4:40	3:05	1:35	3:32	3:26	0:06	5:26	4:45	0:40	4:58	4:41	0:17	3:26	2:44	0:42	2:42	1:49	0:52	7:17	4:18	2:59
Rock	12:07	10:13	1:54	5:56	4:03	1:52	12:34	10:36	1:57	14:07	10:28	3:39	12:54	10:21	2:33	9:58	9:05	0:53	13:06	10:20	2:46	9:49	7:56	1:53
Star	3:32	8:54	-5:21	2:32	3:03	-0:30	1:55	2:50	-0:54	1:57	9:07	-7:10	3:00	13:18	-10:18	9:24	27:12	-17:48	5:13	2:15	2:58	1:46	2:23	-0:36
Tahu FM	8:13	6:07	2:05	1:00	1:14	-0:14	3:26	5:26	-2:00	4:42	8:09	-3:27	6:58	9:48	-2:49	12:21	8:44	3:37	10:11	2:13	7:57	6:11	9:49	-3:38
The Hits	6:53	6:04	0:48	11:35	7:31	4:03	4:40	4:10	0:29	6:41	4:44	1:57	7:40	7:06	0:34	8:06	8:38	-0:32	3:37	3:54	-0:16	8:53	9:35	-0:42
The Sound	11:32	11:21	0:11	4:27	2:49	1:37	9:06	10:53	-1:46	13:39	13:34	0:05	12:43	12:07	0:36	12:08	11:39	0:28	12:25	13:43	-1:18	6:17	11:14	-4:57
ZM	7:52	8:42	-0:50	6:51	5:56	0:54	8:00	10:09	-2:09	8:32	10:08	-1:36	8:21	9:24	-1:03	8:22	7:07	1:14	10:13	9:38	0:34	7:44	7:35	0:08
Others	6:34	6:55	-0:20	3:36	3:37	-0:00	5:02	5:36	-0:34	6:17	8:13	-1:56	5:42	7:42	-1:59	6:01	6:40	-0:39	8:06	6:44	1:22	4:21	5:22	-1:00
Mediaworks Combo	16:26	14:42	1:43	8:56	8:01	0:55	16:33	14:10	2:23	17:05	15:18	1:46	17:02	15:10	1:52	18:16	16:54	1:22	19:44	19:00	0:44	13:27	12:36	0:51
NZME Combo	11:39	11:30	0:09	6:51	5:40	1:11	8:48	9:41	-0:52	10:24	9:37	0:47	11:20	9:43	1:37	12:15	10:32	1:43	15:00	15:15	-0:14	10:26	10:29	-0:03
All Commercial Radio	19:31	18:22	1:09	10:45	9:45	0:59	18:09	16:47	1:22	19:00	18:01	0:58	19:55	18:12	1:42	21:55	20:28	1:26	23:22	23:27	-0:04	16:45	16:41	0:03
Potential (000)	431.4	431.4	0.0	50.0	51.1	-1.1	121.2	120.1	1.1	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.9	75.3	0.6
Sample	1,500	1,784	-284	160	180	-20	393	419	-26	472	520	-48	707	802	-95	431	537	-106	392	509	-117	305	344	-39

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,500	1,784	-284

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

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