



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	13.4	12.2	1.2	2	13.7	10.2	3.5	5.2	6.3	-1.1	6.5	8.5	-2.0	9.7	11.5	-1.8	17.9	17.3	0.6	27.0	19.3	7.7	14.5	15.6	-1.1
Coast	1.9	1.7	0.2	13	*	0.2	*	0.1	*	*	0.7	0.5	0.2	0.5	0.4	0.1	1.2	0.9	0.3	4.3	3.6	0.7	0.7	0.1	0.6
Edge	5.7	6.1	-0.4	8	15.8	18.1	-2.3	9.7	8.6	1.1	6.2	6.8	-0.6	5.8	6.7	-0.9	3.3	4.1	-0.8	0.5	0.5	0.0	5.1	5.5	-0.4
Flava	0.6	0.8	-0.2	15	1.8	*	*	1.4	2.4	-1.0	0.6	1.8	-1.2	0.4	1.2	-0.8	*	0.1	*	*	*	*	1.0	1.4	-0.4
Magic	3.0	3.8	-0.8	11	0.7	2.0	-1.3	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.2	0.2	3.6	3.6	0.0	9.0	10.0	-1.0	0.8	0.8	0.0
Mai FM	8.9	8.5	0.4	4	16.9	14.8	2.1	19.9	20.2	-0.3	11.8	9.9	1.9	8.3	7.0	1.3	3.5	3.7	-0.2	2.9	3.7	-0.8	9.9	8.4	1.5
Mix	0.1	0.1	0.0	19	*	0.2	*	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	0.1	*	*	0.1	*	0.2	0.3	-0.1
More FM	15.8	13.9	1.9	1	15.4	18.9	-3.5	16.7	14.4	2.3	13.7	12.7	1.0	17.1	15.0	2.1	21.9	18.8	3.1	12.9	11.3	1.6	17.4	17.1	0.3
Newstalk ZB	8.9	9.8	-0.9	4	0.2	0.2	0.0	0.7	0.3	0.4	1.4	1.4	0.0	2.9	2.4	0.5	8.0	8.2	-0.2	18.2	22.9	-4.7	4.7	6.7	-2.0
Radio Hauraki	3.4	4.7	-1.3	10	1.5	0.8	0.7	2.5	4.9	-2.4	4.5	7.5	-3.0	5.7	8.1	-2.4	5.5	5.6	-0.1	1.4	1.2	0.2	1.1	2.7	-1.6
RadioLIVE	4.1	4.2	-0.1	9	4.4	1.7	2.7	1.2	1.1	0.1	2.0	1.9	0.1	2.7	2.5	0.2	3.1	4.0	-0.9	6.6	8.2	-1.6	3.8	3.3	0.5
Radio Sport	1.6	2.0	-0.4	14	0.2	1.2	-1.0	0.4	0.5	-0.1	0.6	1.3	-0.7	1.7	2.4	-0.7	2.6	3.5	-0.9	2.2	2.5	-0.3	0.4	1.6	-1.2
Rhema	0.4	1.0	-0.6	16	1.0	1.7	-0.7	0.3	0.1	0.2	0.6	0.6	0.0	0.5	0.5	0.0	0.4	0.3	0.1	0.3	0.2	0.1	0.9	0.8	0.1
Rock	10.6	9.2	1.4	3	9.3	5.2	4.1	17.3	17.4	-0.1	24.8	19.9	4.9	17.6	14.6	3.0	5.6	5.1	0.5	2.5	2.5	0.0	14.0	9.4	4.6
Star	0.3	0.2	0.1	17	*	0.4	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.6	0.1	0.5	1.0	0.3	0.7	*	0.1	*
Tahu FM	0.3	0.5	-0.2	17	1.4	0.1	1.3	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.3	-0.2	0.5	0.8	-0.3	0.7	0.8	-0.1	0.4	0.9	-0.5
The Hits	2.6	2.7	-0.1	12	2.5	5.4	-2.9	2.1	2.4	-0.3	3.2	3.3	-0.1	3.8	4.1	-0.3	3.4	3.4	0.0	0.9	0.4	0.5	6.6	8.2	-1.6
The Sound	7.2	8.5	-1.3	6	4.6	3.2	1.4	2.3	4.7	-2.4	6.7	9.6	-2.9	10.0	11.8	-1.8	12.6	14.4	-1.8	6.1	8.3	-2.2	5.8	5.2	0.6
ZM	6.2	5.8	0.4	7	6.8	12.7	-5.9	14.5	12.1	2.4	10.7	8.9	1.8	7.8	6.8	1.0	2.0	2.3	-0.3	0.4	0.7	-0.3	9.7	8.4	1.3
Others	4.9	4.3	0.6		3.8	3.0	0.8	5.0	3.8	1.2	5.4	4.7	0.7	5.1	4.1	1.0	4.4	3.8	0.6	3.3	3.4	-0.1	3.0	3.4	-0.4
Mediaworks Combo	68.7	66.5	2.2		80.7	74.0	6.7	72.5	73.0	-0.5	71.8	69.4	2.4	71.4	69.3	2.1	71.5	71.0	0.5	67.3	63.9	3.4	71.4	65.3	6.1
NZME Combo	25.3	27.6	-2.3		13.0	20.8	-7.8	21.9	22.7	-0.8	21.9	24.8	-2.9	22.8	25.6	-2.8	22.6	24.0	-1.4	27.4	31.4	-4.0	24.4	29.5	-5.1
Potential (000)	431.4	431.4	0.0		49.1	50.0	-0.9	122.1	121.2	0.9	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	79.7	75.9	3.8
Sample	1,548.0	1,500.0	48.0		164.0	160.0	4.0	417.0	393.0	24.0	476.0	472.0	4.0	710.0	707.0	3.0	449.0	431.0	18.0	408.0	392.0	16.0	317.0	305.0	12.0

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,548	1,500	48

	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	13.2	10.0	3.2	2	15.4	13.3	2.1	14.1	13.4	0.7	13.6	13.2	0.4	7.5	7.5	0.0	9.8	8.0	1.8	13.6	13.7	-0.1
Coast	1.7	0.8	0.9	13	1.8	2.2	-0.4	2.1	2.1	0.0	1.8	1.6	0.2	1.0	0.2	0.8	1.0	1.2	-0.2	2.6	2.1	0.5
Edge	4.7	6.2	-1.5	9	3.5	5.1	-1.6	3.9	5.1	-1.2	6.8	7.3	-0.5	8.6	6.2	2.4	5.9	7.2	-1.3	8.7	6.9	1.8
Flava	0.7	0.8	-0.1	15	0.4	1.1	-0.7	0.2	0.8	-0.6	0.5	0.5	0.0	1.9	1.5	0.4	0.4	0.1	0.3	0.5	0.6	-0.1
Magic	2.0	2.4	-0.4	12	4.1	4.8	-0.7	4.0	4.5	-0.5	2.6	3.9	-1.3	1.5	2.5	-1.0	2.0	0.8	1.2	3.1	4.3	-1.2
Mai FM	9.2	7.8	1.4	5	9.0	7.7	1.3	9.1	8.3	0.8	9.6	9.5	0.1	9.6	9.7	-0.1	8.4	8.6	-0.2	8.0	9.1	-1.1
Mix	0.1	0.1	0.0	19	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0	0.1	*	*	0.2	0.4	-0.2	0.2	0.2	0.0
More FM	16.9	17.6	-0.7	1	18.9	15.5	3.4	18.6	15.7	2.9	16.3	13.4	2.9	7.6	6.9	0.7	7.6	4.1	3.5	13.3	11.5	1.8
Newstalk ZB	13.2	14.2	-1.0	2	5.8	7.1	-1.3	3.7	3.9	-0.2	4.6	5.4	-0.8	19.4	18.3	1.1	20.0	21.9	-1.9	10.1	12.1	-2.0
Radio Hauraki	2.6	3.7	-1.1	10	3.3	4.4	-1.1	3.9	5.0	-1.1	4.6	6.5	-1.9	5.6	7.3	-1.7	1.3	1.5	-0.2	2.7	4.2	-1.5
RadioLIVE	5.6	5.2	0.4	8	2.0	2.8	-0.8	2.2	2.7	-0.5	3.8	3.9	-0.1	3.5	4.6	-1.1	12.3	11.6	0.7	5.1	4.8	0.3
Radio Sport	1.5	2.0	-0.5	14	2.2	1.7	0.5	1.6	1.5	0.1	1.5	2.6	-1.1	0.5	3.4	-2.9	0.2	0.6	-0.4	2.0	2.4	-0.4
Rhema	0.6	1.2	-0.6	16	0.2	0.2	0.0	0.5	0.7	-0.2	0.4	0.4	0.0	0.5	1.6	-1.1	0.3	5.3	-5.0	0.4	1.1	-0.7
Rock	9.3	8.1	1.2	4	11.2	10.5	0.7	12.8	12.8	0.0	9.7	7.0	2.7	12.9	8.1	4.8	13.5	15.1	-1.6	8.2	6.0	2.2
Star	0.3	0.2	0.1	17	0.3	0.2	0.1	0.4	0.3	0.1	0.1	0.2	-0.1	0.2	0.3	-0.1	0.4	0.7	-0.3	0.4	0.2	0.2
Tahu FM	0.3	0.6	-0.3	17	0.9	1.0	-0.1	0.2	0.4	-0.2	0.1	0.2	-0.1	*	0.1	*	0.4	0.2	0.2	0.2	0.4	-0.2
The Hits	2.2	2.7	-0.5	11	1.9	2.7	-0.8	2.4	2.6	-0.2	3.3	3.3	0.0	3.7	2.5	1.2	2.5	1.4	1.1	2.9	2.8	0.1
The Sound	6.6	8.5	-1.9	6	9.8	10.6	-0.8	10.1	10.2	-0.1	6.7	8.6	-1.9	2.9	5.7	-2.8	4.3	5.6	-1.3	4.7	6.5	-1.8
ZM	6.1	5.8	0.3	7	5.1	5.4	-0.3	6.2	5.9	0.3	8.9	7.7	1.2	5.9	6.8	-0.9	5.9	3.1	2.8	6.0	5.3	0.7
Others	3.0	2.3	0.7		4.0	3.4	0.6	4.2	4.3	-0.1	5.0	5.0	0.0	7.0	6.8	0.2	3.4	2.5	0.9	7.4	6.0	1.4
Mediaworks Combo	67.6	65.7	1.9		73.9	70.4	3.5	74.6	72.6	2.0	69.1	66.8	2.3	54.2	51.1	3.1	63.8	61.1	2.7	64.7	62.7	2.0
NZME Combo	28.1	30.1	-2.0		20.6	24.8	-4.2	20.1	21.8	-1.7	25.4	27.4	-2.0	38.0	40.0	-2.0	31.6	30.3	1.3	27.0	29.6	-2.6

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	75.4	79.3	-3.9	2	6.3	9.1	-2.8	17.5	13.5	4.0	17.3	17.7	-0.4	34.6	36.6	-2.0	31.6	32.6	-1.0	24.3	23.5	0.8	16.0	16.2	-0.2
Coast	18.7	19.1	-0.4	13	*	0.5	*	0.9	*	*	3.4	1.8	1.6	4.1	3.0	1.1	3.7	5.3	-1.6	9.7	11.9	-2.2	1.5	0.7	0.8
Edge	64.2	61.3	2.9	3	10.7	12.7	-2.0	36.3	29.3	7.0	22.2	20.4	1.8	31.0	29.7	1.3	10.2	11.1	-0.9	1.9	2.0	-0.1	12.0	11.4	0.6
Flava	3.6	5.0	-1.4	16	0.5	*	*	2.9	3.2	-0.3	1.6	3.6	-2.0	1.6	3.9	-2.3	*	0.3	*	*	*	*	0.8	1.3	-0.5
Magic	21.8	26.6	-4.8	12	1.3	1.4	-0.1	1.3	1.7	-0.4	2.3	2.3	0.0	3.8	3.8	0.0	7.0	8.4	-1.4	12.8	16.4	-3.6	1.6	2.0	-0.4
Mai FM	50.1	51.9	-1.8	7	5.1	7.4	-2.3	30.5	31.1	-0.6	21.3	21.3	0.0	26.3	24.9	1.4	8.0	8.2	-0.2	3.6	5.2	-1.6	10.5	9.6	0.9
Mix	2.1	2.0	0.1	19	*	0.3	*	1.8	0.8	1.0	0.8	0.8	0.0	0.8	0.8	0.0	0.3	0.2	0.1	0.3	0.4	-0.1	0.4	0.5	-0.1
More FM	92.4	95.6	-3.2	1	12.6	17.4	-4.8	27.0	25.7	1.3	27.1	29.7	-2.6	48.5	48.8	-0.3	33.4	31.5	1.9	16.1	15.6	0.5	20.8	20.1	0.7
Newstalk ZB	50.5	53.0	-2.5	6	1.0	0.5	0.5	4.7	2.9	1.8	6.4	6.3	0.1	13.2	12.1	1.1	17.1	18.3	-1.2	22.2	28.1	-5.9	5.7	5.9	-0.2
Radio Hauraki	22.6	28.1	-5.5	11	1.9	1.3	0.6	9.2	11.7	-2.5	10.9	13.5	-2.6	15.6	19.5	-3.9	6.7	8.2	-1.5	2.0	2.9	-0.9	3.0	3.5	-0.5
RadioLIVE	27.2	31.2	-4.0	9	3.0	2.2	0.8	3.7	4.2	-0.5	4.8	7.8	-3.0	12.3	14.2	-1.9	10.5	12.6	-2.1	7.4	11.6	-4.2	5.2	5.8	-0.6
Radio Sport	16.3	20.6	-4.3	14	0.4	1.2	-0.8	2.1	1.8	0.3	3.4	5.5	-2.1	7.0	10.6	-3.6	6.8	9.3	-2.5	5.7	7.3	-1.6	1.4	2.0	-0.6
Rhema	7.2	8.7	-1.5	15	0.9	1.6	-0.7	1.4	0.8	0.6	3.0	2.5	0.5	4.0	3.7	0.3	2.5	2.0	0.5	1.6	1.4	0.2	1.6	1.2	0.4
Rock	55.6	55.3	0.3	4	4.5	3.9	0.6	28.0	27.6	0.4	30.2	31.7	-1.5	38.6	40.3	-1.7	12.8	12.1	0.7	4.7	3.7	1.0	13.7	10.8	2.9
Star	3.3	4.4	-1.1	17	*	0.7	*	1.3	1.4	-0.1	1.2	1.5	-0.3	1.2	1.7	-0.5	0.8	0.2	0.6	1.4	1.2	0.2	0.5	0.6	-0.1
Tahu FM	3.0	4.3	-1.3	18	0.4	0.5	-0.1	1.3	1.5	-0.2	1.4	1.6	-0.2	1.5	1.8	-0.3	1.2	1.6	-0.4	1.1	1.4	-0.3	1.3	1.6	-0.3
The Hits	26.7	28.4	-1.7	10	1.7	2.1	-0.4	7.6	10.3	-2.7	12.6	11.0	1.6	20.5	19.1	1.4	9.3	10.0	-0.7	2.0	2.1	-0.1	11.4	10.5	0.9
The Sound	46.5	53.6	-7.1	8	3.0	3.2	-0.2	9.0	10.4	-1.4	13.4	15.8	-2.4	28.6	32.8	-4.2	21.9	28.0	-6.1	9.1	12.8	-3.7	10.4	9.4	1.0
ZM	55.0	53.7	1.3	5	5.6	8.3	-2.7	34.7	30.1	4.6	25.6	23.5	2.1	31.3	28.9	2.4	6.3	6.4	-0.1	1.2	1.4	-0.2	13.6	12.4	1.2
Others	52.5	47.3	5.2		3.6	3.7	-0.1	15.4	15.2	0.2	17.8	16.7	1.1	28.4	25.7	2.7	17.4	14.8	2.6	10.1	8.0	2.1	11.4	9.0	2.4
Mediaworks Combo	284.2	293.5	-9.3		32.6	36.9	-4.3	89.8	87.9	1.9	88.7	91.4	-2.7	141.1	144.5	-3.4	89.6	91.7	-2.1	60.5	61.9	-1.4	56.3	55.0	1.3
NZME Combo	162.6	171.5	-8.9		10.4	13.5	-3.1	51.5	51.4	0.1	51.8	53.6	-1.8	76.7	80.3	-3.6	43.1	46.2	-3.1	36.4	40.0	-3.6	31.6	32.0	-0.4
All Commercial Radio	359.2	371.8	-12.6		36.2	41.4	-5.2	108.1	109.9	-1.8	116.0	118.4	-2.4	176.0	178.5	-2.5	106.2	107.7	-1.5	78.8	81.8	-3.0	69.7	67.7	2.0
Potential (000)	431.4	431.4	0.0		49.1	50.0	-0.9	122.1	121.2	0.9	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	79.7	75.9	3.8
Sample	1,548	1,500	48		164	160	4	417	393	24	476	472	4	710	707	3	449	431	18	408	392	16	317	305	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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,548	1,500	48

	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	47.9	44.6	3.3	2	34.1	38.2	-4.1	39.7	39.7	0.0	39.4	39.1	0.3	14.4	15.9	-1.5	9.0	7.4	1.6	45.8	50.4	-4.6
Coast	6.8	4.7	2.1	14	7.1	8.1	-1.0	7.9	10.1	-2.2	7.4	7.4	0.0	4.0	1.4	2.6	2.3	2.0	0.3	12.5	12.3	0.2
Edge	28.0	30.3	-2.3	5	19.8	22.8	-3.0	23.9	28.1	-4.2	29.5	28.9	0.6	17.6	15.6	2.0	6.1	7.7	-1.6	41.6	34.9	6.7
Flava	1.9	2.8	-0.9	16	2.1	2.8	-0.7	1.7	2.8	-1.1	2.5	2.3	0.2	2.1	1.9	0.2	0.5	0.7	-0.2	2.2	2.9	-0.7
Magic	10.5	13.1	-2.6	12	9.8	13.2	-3.4	12.7	17.1	-4.4	8.8	12.7	-3.9	4.7	6.2	-1.5	3.2	1.3	1.9	13.0	17.1	-4.1
Mai FM	27.0	28.3	-1.3	6	23.6	23.8	-0.2	28.6	31.6	-3.0	27.6	29.3	-1.7	16.1	15.4	0.7	10.0	10.0	0.0	37.2	38.6	-1.4
Mix	0.4	1.1	-0.7	19	0.8	0.5	0.3	0.1	0.9	-0.8	0.7	0.4	0.3	0.2	*	*	0.5	0.8	-0.3	1.0	1.1	-0.1
More FM	61.9	62.6	-0.7	1	43.2	42.5	0.7	51.7	55.5	-3.8	52.5	50.5	2.0	18.4	20.1	-1.7	7.8	7.9	-0.1	61.1	56.6	4.5
Newstalk ZB	39.4	41.9	-2.5	3	21.6	26.8	-5.2	20.6	24.2	-3.6	19.0	22.0	-3.0	21.1	21.0	0.1	14.3	14.8	-0.5	39.0	40.3	-1.3
Radio Hauraki	13.3	16.9	-3.6	10	10.1	13.3	-3.2	13.2	15.8	-2.6	13.8	18.0	-4.2	5.2	8.1	-2.9	2.1	2.3	-0.2	10.9	15.8	-4.9
RadioLIVE	22.5	22.2	0.3	9	8.5	10.2	-1.7	11.0	12.5	-1.5	12.5	15.5	-3.0	6.0	7.2	-1.2	4.7	5.3	-0.6	16.0	16.8	-0.8
Radio Sport	8.1	11.2	-3.1	13	6.3	7.5	-1.2	6.2	7.4	-1.2	6.7	10.4	-3.7	2.2	5.4	-3.2	0.5	2.0	-1.5	10.7	13.0	-2.3
Rhema	3.7	4.8	-1.1	15	2.1	2.0	0.1	3.0	4.9	-1.9	1.9	1.8	0.1	1.7	2.4	-0.7	0.6	0.7	-0.1	4.8	7.0	-2.2
Rock	26.4	32.0	-5.6	8	24.5	24.7	-0.2	28.7	30.7	-2.0	29.0	28.0	1.0	21.6	14.3	7.3	9.0	10.0	-1.0	30.7	29.5	1.2
Star	1.6	1.9	-0.3	17	1.6	1.1	0.5	1.2	1.5	-0.3	0.9	1.0	-0.1	0.8	1.4	-0.6	0.9	2.0	-1.1	1.9	2.5	-0.6
Tahu FM	1.6	3.2	-1.6	17	2.4	2.9	-0.5	1.1	1.6	-0.5	0.8	1.1	-0.3	*	0.1	*	0.4	0.6	-0.2	1.1	1.7	-0.6
The Hits	13.1	14.3	-1.2	11	10.6	9.4	1.2	11.0	12.3	-1.3	12.6	13.7	-1.1	8.3	6.3	2.0	4.4	3.0	1.4	15.5	15.7	-0.2
The Sound	26.9	34.6	-7.7	7	22.3	28.1	-5.8	27.4	30.6	-3.2	27.1	30.7	-3.6	7.7	12.3	-4.6	7.7	6.4	1.3	21.4	32.5	-11.1
ZM	34.4	34.1	0.3	4	21.6	18.3	3.3	28.2	28.4	-0.2	32.7	33.0	-0.3	13.8	11.6	2.2	7.4	5.4	2.0	34.0	31.9	2.1
Others	21.3	16.3	5.0		17.5	14.7	2.8	21.7	21.2	0.5	20.8	20.2	0.6	16.9	12.6	4.3	5.5	3.3	2.2	37.0	32.7	4.3
Mediaworks Combo	200.4	211.0	-10.6		154.2	165.3	-11.1	185.3	197.1	-11.8	188.8	191.2	-2.4	96.1	96.6	-0.5	50.5	48.8	1.7	209.8	218.0	-8.2
NZME Combo	107.3	115.5	-8.2		73.2	78.9	-5.7	84.4	93.5	-9.1	90.1	101.1	-11.0	54.3	53.9	0.4	31.2	30.6	0.6	111.2	116.1	-4.9
All Commercial Radio	276.3	293.6	-17.3		216.0	223.4	-7.4	251.4	262.9	-11.5	255.4	262.2	-6.8	148.1	147.7	0.4	72.3	72.9	-0.6	293.1	304.5	-11.4

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	12:13	11:12	1:01	9:23	4:58	4:25	5:44	9:20	-3:36	8:00	10:43	-2:42	9:40	11:07	-1:26	13:09	12:31	0:38	19:30	15:41	3:48	11:00	10:58	0:01
Coast	7:01	6:19	0:41	*	1:30	*	2:14	*	*	4:36	6:01	-1:24	4:07	5:15	-1:07	7:31	4:08	3:22	7:43	5:45	1:58	5:14	2:02	3:11
Edge	6:07	7:11	-1:04	6:21	6:21	0:00	5:12	5:50	-0:37	5:55	7:30	-1:35	6:28	8:03	-1:35	7:24	8:44	-1:20	4:10	5:07	-0:56	5:08	5:28	-0:19
Flava	10:44	11:22	-0:38	14:28	*	*	9:47	14:58	-5:11	8:22	11:20	-2:58	8:22	10:48	-2:26	*	4:15	*	*	*	*	14:29	12:17	2:11
Magic	9:38	10:21	-0:43	2:16	6:14	-3:58	2:59	2:34	0:25	1:44	2:12	-0:27	3:19	2:10	1:08	12:00	10:18	1:42	12:13	11:40	0:33	6:17	4:48	1:29
Mai FM	12:15	11:54	0:21	14:12	8:53	5:19	12:44	12:58	-0:13	11:39	10:24	1:14	10:59	9:59	0:59	10:03	10:38	-0:35	14:08	13:41	0:27	11:22	9:56	1:26
Mix	2:41	3:48	-1:07	*	3:15	*	2:02	2:26	-0:24	4:31	4:51	-0:20	4:31	4:51	-0:20	2:10	9:45	-7:34	2:10	5:17	-3:06	7:45	6:28	1:17
More FM	11:47	10:31	1:15	5:13	4:49	0:24	12:03	11:12	0:51	10:37	9:35	1:02	12:11	10:55	1:15	15:14	14:06	1:08	14:00	13:52	0:08	10:10	9:39	0:31
Newstalk ZB	12:08	13:24	-1:16	1:06	1:56	-0:50	3:01	2:18	0:43	4:26	4:57	-0:31	7:29	7:00	0:28	10:49	10:34	0:14	14:21	15:34	-1:12	10:02	12:49	-2:47
Radio Hauraki	10:23	12:02	-1:39	3:19	2:56	0:23	5:15	8:18	-3:03	8:42	12:25	-3:42	12:43	14:51	-2:07	19:01	16:01	3:00	12:02	7:31	4:31	4:27	8:36	-4:09
RadioLIVE	10:19	9:49	0:29	6:19	3:24	2:55	6:08	5:09	0:58	8:50	5:30	3:19	7:33	6:08	1:24	6:44	7:31	-0:46	15:36	13:26	2:10	8:44	6:24	2:20
Radio Sport	6:53	7:10	-0:16	1:50	4:29	-2:39	3:41	5:38	-1:56	3:57	5:13	-1:16	8:10	8:00	0:09	8:49	8:43	0:06	6:38	6:36	0:02	3:12	8:55	-5:42
Rhema	4:07	8:10	-4:02	5:11	4:40	0:30	4:02	3:32	0:30	4:10	5:26	-1:15	4:12	4:58	-0:46	3:30	3:26	0:04	2:52	2:42	0:10	6:27	7:17	-0:50
Rock	13:06	12:07	0:58	8:50	5:56	2:53	12:01	12:34	-0:32	17:18	14:07	3:10	15:48	12:54	2:53	10:10	9:58	0:11	9:10	13:06	-3:56	12:25	9:49	2:35
Star	6:39	3:32	3:07	*	2:32	*	1:31	1:55	-0:24	0:57	1:57	-1:00	0:57	3:00	-2:03	16:12	9:24	6:47	13:31	5:13	8:17	0:30	1:46	-1:16
Tahu FM	7:31	8:13	-0:42	15:15	1:00	14:15	3:33	3:26	0:07	3:28	4:42	-1:13	3:15	6:58	-3:43	9:38	12:21	-2:43	10:46	10:11	0:34	3:26	6:11	-2:44
The Hits	6:37	6:53	-0:16	6:22	11:35	-5:12	5:28	4:40	0:48	5:18	6:41	-1:23	6:27	7:40	-1:13	8:20	8:06	0:14	7:59	3:37	4:21	7:02	8:53	-1:50
The Sound	10:39	11:32	-0:52	6:30	4:27	2:03	4:53	9:06	-4:12	10:31	13:39	-3:08	12:03	12:43	-0:40	13:21	12:08	1:13	11:41	12:25	-0:44	6:45	6:17	0:27
ZM	7:49	7:52	-0:02	5:10	6:51	-1:40	8:06	8:00	0:06	8:50	8:32	0:18	8:37	8:21	0:16	7:14	8:22	-1:07	6:07	10:13	-4:05	8:36	7:44	0:52
Others	6:22	6:34	-0:11	4:34	3:36	0:58	6:16	5:02	1:13	6:25	6:17	0:07	6:11	5:42	0:28	5:53	6:01	-0:07	5:41	8:06	-2:25	3:08	4:21	-1:13
Mediaworks Combo	16:39	16:26	0:12	10:37	8:56	1:41	15:43	16:33	-0:50	17:05	17:05	-0:00	17:33	17:02	0:30	18:29	18:16	0:12	19:29	19:44	-0:15	15:21	13:27	1:53
NZME Combo	10:43	11:39	-0:56	5:22	6:51	-1:29	8:16	8:48	-0:32	8:56	10:24	-1:28	10:18	11:20	-1:01	12:09	12:15	-0:05	13:11	15:00	-1:48	9:21	10:26	-1:04
All Commercial Radio	19:10	19:31	-0:20	11:52	10:45	1:06	18:00	18:09	-0:09	18:12	19:00	-0:47	19:42	19:55	-0:12	21:50	21:55	-0:04	22:13	23:22	-1:09	17:23	16:45	0:37
Potential (000)	431.4	431.4	0.0	49.1	50.0	-0.9	122.1	121.2	0.9	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	79.7	75.9	3.8
Sample	1,548	1,500	48	164	160	4	417	393	24	476	472	4	710	707	3	449	431	18	408	392	16	317	305	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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,548	1,500	48

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

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