



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 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	11.8	11.1	0.7	3	8.6	8.7	-0.1	8.2	6.2	2.0	7.7	6.2	1.5	11.5	9.7	1.8	17.3	15.2	2.1	14.7	14.0	0.7	12.9	9.2	3.7
Coast	2.3	3.4	-1.1	13	0.6	0.4	0.2	0.2	0.3	-0.1	0.4	0.5	-0.1	0.6	0.7	-0.1	1.7	3.1	-1.4	4.6	7.6	-3.0	0.6	1.1	-0.5
Edge	7.8	8.1	-0.3	6	16.4	15.0	1.4	13.4	15.6	-2.2	10.7	12.1	-1.4	9.4	10.1	-0.7	6.3	5.8	0.5	3.3	3.4	-0.1	6.2	7.0	-0.8
Flava	0.6	0.4	0.2	16	0.1	0.1	0.0	0.9	0.3	0.6	1.6	0.9	0.7	1.2	0.6	0.6	0.2	0.1	0.1	*	*	*	*	0.2	*
Magic	3.4	2.3	1.1	11	1.1	0.1	1.0	0.3	0.2	0.1	0.2	0.1	0.1	0.4	0.4	0.0	4.3	3.4	0.9	8.7	6.7	2.0	1.3	1.1	0.2
Mai FM	5.1	4.9	0.2	8	17.0	14.3	2.7	11.4	11.3	0.1	8.1	7.6	0.5	5.5	5.4	0.1	1.1	0.5	0.6	1.0	0.1	0.9	4.4	5.1	-0.7
Mix	0.1	0.1	0.0	19	0.2	0.1	0.1	*	0.3	*	*	0.2	*	0.1	0.2	-0.1	0.2	0.1	0.1	0.1	*	*	0.2	0.2	0.0
More FM	12.6	14.8	-2.2	2	17.7	21.9	-4.2	10.3	10.7	-0.4	12.8	15.6	-2.8	14.5	17.4	-2.9	18.5	20.9	-2.4	13.0	15.3	-2.3	21.1	25.5	-4.4
Newstalk ZB	12.7	12.2	0.5	1	1.0	2.3	-1.3	1.2	1.9	-0.7	1.8	2.8	-1.0	3.3	3.8	-0.5	10.7	11.4	-0.7	25.8	24.8	1.0	8.8	9.4	-0.6
Radio Hauraki	3.6	4.5	-0.9	9	1.2	1.2	0.0	6.8	10.2	-3.4	5.8	7.1	-1.3	4.7	5.6	-0.9	1.7	2.4	-0.7	1.0	1.4	-0.4	4.0	4.8	-0.8
RadioLIVE	3.6	3.2	0.4	9	0.6	0.8	-0.2	0.7	1.1	-0.4	1.8	2.7	-0.9	2.2	2.9	-0.7	4.7	3.5	1.2	7.4	4.9	2.5	2.4	1.4	1.0
Radio Sport	1.8	1.5	0.3	14	1.4	0.4	1.0	0.8	0.9	-0.1	0.9	0.8	0.1	1.9	1.5	0.4	3.4	2.7	0.7	2.4	1.9	0.5	2.5	1.8	0.7
Rhema	0.6	0.2	0.4	16	1.2	0.4	0.8	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.3	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.4	0.2
Rock	8.9	9.2	-0.3	5	4.9	6.2	-1.3	15.9	13.0	2.9	14.7	14.1	0.6	12.6	12.8	-0.2	4.9	5.7	-0.8	2.0	2.9	-0.9	7.1	7.8	-0.7
Star	0.9	1.0	-0.1	15	0.7	0.4	0.3	0.2	0.3	-0.1	1.1	1.1	0.0	1.3	1.3	0.0	0.8	0.9	-0.1	0.1	0.3	-0.2	0.1	0.2	-0.1
Tahu FM	0.4	0.2	0.2	18	0.5	0.4	0.1	0.2	0.5	-0.3	0.4	0.5	-0.1	0.4	0.3	0.1	0.3	*	*	*	*	*	0.5	0.4	0.1
The Hits	2.5	1.9	0.6	12	5.0	1.4	3.6	2.3	1.7	0.6	2.5	2.7	-0.2	3.8	2.6	1.2	3.7	1.9	1.8	0.7	1.2	-0.5	7.1	4.1	3.0
The Sound	9.3	8.2	1.1	4	3.0	6.1	-3.1	7.2	5.0	2.2	11.6	6.7	4.9	11.8	9.5	2.3	13.0	13.9	-0.9	9.8	9.1	0.7	9.3	9.1	0.2
ZM	7.5	7.6	-0.1	7	16.1	16.8	-0.7	16.3	14.7	1.6	12.5	12.6	-0.1	9.4	9.6	-0.2	2.6	3.7	-1.1	1.0	2.3	-1.3	8.2	9.2	-1.0
Others	4.5	5.0	-0.5		2.8	2.9	-0.1	3.5	5.4	-1.9	5.0	5.4	-0.4	5.0	5.3	-0.3	4.7	4.7	0.0	4.2	4.1	0.1	2.7	2.1	0.6
Mediaworks Combo	62.5	61.8	0.7		69.3	73.0	-3.7	67.3	63.1	4.2	67.6	65.2	2.4	68.0	68.2	-0.2	70.1	68.9	1.2	59.9	56.3	3.6	64.8	66.1	-1.3
NZME Combo	31.1	31.7	-0.6		25.6	22.8	2.8	28.5	30.4	-1.9	25.5	27.5	-2.0	25.0	24.6	0.4	24.1	25.4	-1.3	35.6	39.2	-3.6	31.3	30.8	0.5
Potential (000)	431.4	431.4	0.0		51.1	45.8	5.3	120.1	125.4	-5.3	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.3	71.9	3.4
Sample	1,784.0	1,572.0	212.0		180.0	160.0	20.0	419.0	374.0	45.0	520.0	467.0	53.0	802.0	731.0	71.0	537.0	485.0	52.0	509.0	428.0	81.0	344.0	301.0	43.0

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 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

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

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

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,784	1,572	212

	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	9.7	10.3	-0.6	3	12.1	11.9	0.2	13.5	12.8	0.7	13.4	11.9	1.5	9.1	9.4	-0.3	6.3	4.9	1.4	12.6	10.3	2.3
Coast	1.5	2.4	-0.9	13	2.7	3.4	-0.7	2.1	3.6	-1.5	1.7	2.9	-1.2	1.8	3.6	-1.8	6.6	6.7	-0.1	2.6	4.0	-1.4
Edge	7.1	6.8	0.3	7	8.4	7.4	1.0	9.1	9.7	-0.6	9.1	10.1	-1.0	7.0	7.8	-0.8	8.0	8.3	-0.3	6.3	7.0	-0.7
Flava	0.8	0.6	0.2	16	1.0	0.5	0.5	0.7	0.4	0.3	0.1	*	*	0.1	*	*	0.6	0.6	0.0	0.3	0.4	-0.1
Magic	2.1	1.4	0.7	12	3.6	2.2	1.4	3.9	2.6	1.3	3.3	2.2	1.1	2.6	2.4	0.2	0.9	0.6	0.3	4.8	3.4	1.4
Mai FM	4.2	4.5	-0.3	8	3.7	3.9	-0.2	5.0	4.2	0.8	5.0	4.4	0.6	5.5	3.9	1.6	2.2	2.0	0.2	7.7	7.9	-0.2
Mix	*	0.1	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*	0.2	0.6	-0.4	*	0.1	*
More FM	19.0	19.9	-0.9	1	11.7	15.9	-4.2	11.9	15.0	-3.1	10.8	13.2	-2.4	8.6	8.6	0.0	6.7	7.4	-0.7	11.0	12.8	-1.8
Newstalk ZB	15.2	14.5	0.7	2	10.4	9.3	1.1	6.0	5.9	0.1	8.7	8.8	-0.1	25.7	27.2	-1.5	30.2	32.8	-2.6	14.6	13.6	1.0
Radio Hauraki	3.8	5.2	-1.4	10	4.5	5.8	-1.3	4.6	5.4	-0.8	4.3	6.4	-2.1	1.3	0.9	0.4	0.6	1.7	-1.1	2.6	2.5	0.1
RadioLIVE	4.1	4.0	0.1	9	3.2	3.1	0.1	3.1	2.7	0.4	2.6	2.0	0.6	5.5	4.9	0.6	6.1	6.0	0.1	3.5	2.9	0.6
Radio Sport	1.2	1.0	0.2	14	1.1	1.1	0.0	1.9	1.9	0.0	2.6	1.7	0.9	3.0	0.8	2.2	0.6	0.4	0.2	2.5	2.2	0.3
Rhema	0.6	0.1	0.5	17	0.2	0.2	0.0	0.4	0.2	0.2	0.4	0.2	0.2	1.1	0.7	0.4	3.6	0.2	3.4	0.8	0.3	0.5
Rock	8.1	8.5	-0.4	5	10.4	10.4	0.0	10.7	10.6	0.1	8.9	9.4	-0.5	7.2	7.5	-0.3	13.4	12.2	1.2	6.1	7.2	-1.1
Star	0.9	1.1	-0.2	15	1.0	1.2	-0.2	0.6	0.7	-0.1	0.9	0.8	0.1	0.7	0.9	-0.2	1.5	2.5	-1.0	0.8	1.0	-0.2
Tahu FM	0.4	0.1	0.3	18	0.2	*	*	0.4	0.2	0.2	0.4	0.2	0.2	0.2	0.3	-0.1	0.4	0.1	0.3	0.5	0.4	0.1
The Hits	2.2	1.5	0.7	11	2.9	1.7	1.2	2.7	2.0	0.7	2.8	1.7	1.1	1.8	1.7	0.1	1.6	2.1	-0.5	2.5	2.3	0.2
The Sound	7.7	6.3	1.4	6	10.9	9.8	1.1	10.8	9.9	0.9	10.2	9.1	1.1	7.1	6.9	0.2	4.8	2.2	2.6	8.8	7.8	1.0
ZM	8.2	8.0	0.2	4	7.8	7.4	0.4	8.5	8.3	0.2	9.2	10.0	-0.8	5.8	5.5	0.3	3.1	4.2	-1.1	5.8	6.6	-0.8
Others	3.1	3.5	-0.4		4.0	4.8	-0.8	4.0	3.9	0.1	5.3	4.7	0.6	5.7	7.0	-1.3	2.7	4.3	-1.6	6.2	7.4	-1.2
Mediaworks Combo	62.1	61.7	0.4		63.9	64.5	-0.6	68.0	67.6	0.4	63.4	62.2	1.2	52.7	51.4	1.3	48.3	43.5	4.8	60.8	59.4	1.4
NZME Combo	32.9	33.4	-0.5		30.6	29.3	1.3	26.6	27.4	-0.8	29.5	31.9	-2.4	39.6	39.7	-0.1	43.4	49.3	-5.9	30.8	31.5	-0.7

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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	75.7	71.6	4.1	2	5.8	3.5	2.3	14.0	15.4	-1.4	19.4	18.8	0.6	37.8	34.9	2.9	32.3	30.0	2.3	22.7	21.6	1.1	15.6	13.5	2.1
Coast	18.8	24.2	-5.4	14	0.5	0.3	0.2	1.0	1.2	-0.2	1.4	2.8	-1.4	3.3	5.2	-1.9	7.7	10.6	-2.9	11.6	14.7	-3.1	1.6	2.8	-1.2
Edge	63.9	66.2	-2.3	3	12.0	8.8	3.2	31.9	37.6	-5.7	24.2	24.6	-0.4	31.8	32.3	-0.5	11.1	12.4	-1.3	3.6	5.2	-1.6	11.0	11.7	-0.7
Flava	4.1	4.0	0.1	18	0.4	0.4	0.0	1.0	2.6	-1.6	2.4	1.7	0.7	3.2	2.0	1.2	0.8	0.3	0.5	0.1	0.1	0.0	0.1	1.1	-1.0
Magic	22.1	15.8	6.3	12	0.4	0.6	-0.2	1.5	1.0	0.5	1.2	1.5	-0.3	3.4	3.6	-0.2	10.0	7.4	2.6	14.5	9.0	5.5	2.1	2.3	-0.2
Mai FM	43.2	42.8	0.4	8	9.6	6.9	2.7	23.3	26.9	-3.6	18.4	18.8	-0.4	20.1	21.3	-1.2	4.5	3.0	1.5	2.8	0.5	2.3	6.1	7.4	-1.3
Mix	1.3	2.6	-1.3	19	0.2	0.2	0.0	*	1.8	*	0.3	0.6	-0.3	0.6	1.0	-0.4	0.6	0.6	0.0	0.4	0.2	0.2	0.4	0.2	0.2
More FM	97.9	102.5	-4.6	1	16.7	15.1	1.6	24.1	24.3	-0.2	34.2	37.7	-3.5	53.0	57.0	-4.0	35.3	36.4	-1.1	19.8	22.1	-2.3	27.1	29.3	-2.2
Newstalk ZB	59.1	57.9	1.2	4	1.7	2.3	-0.6	4.0	6.2	-2.2	7.2	8.1	-0.9	15.5	16.4	-0.9	22.3	22.2	0.1	30.8	27.3	3.5	7.7	8.5	-0.8
Radio Hauraki	27.9	28.9	-1.0	9	1.7	1.2	0.5	14.1	16.4	-2.3	12.8	16.7	-3.9	16.8	19.9	-3.1	6.8	6.1	0.7	3.3	3.2	0.1	5.1	6.6	-1.5
RadioLIVE	26.8	27.5	-0.7	11	1.1	1.0	0.1	2.6	2.5	0.1	7.7	7.1	0.6	12.1	12.5	-0.4	12.0	12.7	-0.7	11.9	10.9	1.0	3.9	4.6	-0.7
Radio Sport	21.1	18.3	2.8	13	1.3	0.9	0.4	3.1	3.8	-0.7	5.1	4.8	0.3	9.8	9.0	0.8	10.4	8.4	2.0	8.0	5.8	2.2	2.0	1.5	0.5
Rhema	6.7	6.3	0.4	15	1.5	0.8	0.7	1.1	1.5	-0.4	2.0	2.3	-0.3	2.5	3.1	-0.6	0.9	1.7	-0.8	1.1	1.4	-0.3	1.5	1.4	0.1
Rock	57.6	51.9	5.7	5	4.8	3.5	1.3	26.5	22.5	4.0	29.7	27.0	2.7	38.7	35.9	2.8	11.8	11.3	0.5	3.6	3.9	-0.3	9.7	9.5	0.2
Star	6.4	7.2	-0.8	16	0.9	0.4	0.5	1.4	1.4	0.0	2.6	2.4	0.2	3.0	3.1	-0.1	0.6	1.2	-0.6	1.2	1.8	-0.6	0.7	0.9	-0.2
Tahu FM	4.2	3.7	0.5	17	1.5	0.8	0.7	0.6	1.9	-1.3	1.0	1.9	-0.9	1.3	2.2	-0.9	0.7	0.6	0.1	0.3	0.2	0.1	0.6	1.4	-0.8
The Hits	27.4	26.1	1.3	10	2.6	2.1	0.5	9.9	9.1	0.8	10.9	11.9	-1.0	17.3	16.4	0.9	9.3	8.2	1.1	3.4	4.2	-0.8	8.0	6.6	1.4
The Sound	54.3	50.8	3.5	7	4.1	3.6	0.5	11.7	12.3	-0.6	18.0	16.5	1.5	31.1	29.0	2.1	24.5	23.4	1.1	13.7	12.5	1.2	9.0	9.2	-0.2
ZM	56.9	59.7	-2.8	6	10.7	9.8	0.9	28.4	30.0	-1.6	25.9	25.9	0.0	31.8	32.9	-1.1	7.9	9.9	-2.0	2.1	3.2	-1.1	11.7	12.7	-1.0
Others	43.1	48.7	-5.6		3.1	2.7	0.4	11.1	16.6	-5.5	12.9	16.0	-3.1	20.8	25.0	-4.2	15.5	15.0	0.5	12.1	11.0	1.1	5.4	5.3	0.1
Mediaworks Combo	282.0	277.2	4.8		34.1	27.8	6.3	84.1	89.3	-5.2	93.0	96.0	-3.0	143.0	145.4	-2.4	91.2	87.6	3.6	60.6	55.4	5.2	55.7	55.2	0.5
NZME Combo	179.5	182.3	-2.8		17.7	15.7	2.0	52.2	55.1	-2.9	55.8	59.4	-3.6	82.1	84.3	-2.2	50.3	53.4	-3.1	44.9	47.9	-3.0	32.3	34.0	-1.7
All Commercial Radio	361.3	355.9	5.4		40.4	34.2	6.2	105.5	107.3	-1.8	117.0	118.9	-1.9	175.2	177.6	-2.4	107.5	108.0	-0.5	82.0	80.1	1.9	65.0	63.5	1.5
Potential (000)	431.4	431.4	0.0		51.1	45.8	5.3	120.1	125.4	-5.3	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.3	71.9	3.4
Sample	1,784	1,572	212		180	160	20	419	374	45	520	467	53	802	731	71	537	485	52	509	428	81	344	301	43

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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	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,784	1,572	212

	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	39.5	38.9	0.6	3	37.2	34.3	2.9	39.3	43.3	-4.0	36.9	36.6	0.3	16.4	14.8	1.6	8.1	9.3	-1.2	47.4	46.4	1.0
Coast	6.3	9.7	-3.4	14	10.0	12.3	-2.3	10.8	13.7	-2.9	8.8	13.3	-4.5	4.3	7.2	-2.9	4.0	5.3	-1.3	12.3	16.3	-4.0
Edge	32.3	31.7	0.6	7	26.5	26.4	0.1	31.9	37.1	-5.2	30.7	32.2	-1.5	17.6	17.7	-0.1	8.2	8.9	-0.7	31.9	34.9	-3.0
Flava	1.4	0.8	0.6	18	1.5	1.0	0.5	2.4	3.3	-0.9	1.1	0.3	0.8	0.2	*	*	1.6	1.8	-0.2	2.0	3.4	-1.4
Magic	10.8	7.4	3.4	11	11.7	7.2	4.5	15.2	9.2	6.0	11.1	8.4	2.7	5.0	4.9	0.1	2.0	1.4	0.6	15.3	10.9	4.4
Mai FM	23.7	23.3	0.4	8	16.0	18.3	-2.3	24.0	20.9	3.1	21.3	18.3	3.0	8.8	9.0	-0.2	3.2	3.7	-0.5	31.6	31.4	0.2
Mix	0.6	0.9	-0.3	19	0.7	0.4	0.3	1.1	1.7	-0.6	0.5	0.7	-0.2	*	0.3	*	0.4	1.3	-0.9	0.4	0.9	-0.5
More FM	66.5	69.9	-3.4	1	41.5	46.9	-5.4	52.0	52.6	-0.6	49.6	55.2	-5.6	21.8	22.6	-0.8	10.7	10.9	-0.2	54.6	58.9	-4.3
Newstalk ZB	43.3	39.4	3.9	2	26.5	23.3	3.2	26.4	25.6	0.8	28.2	27.9	0.3	25.8	24.6	1.2	15.7	16.8	-1.1	43.1	41.9	1.2
Radio Hauraki	18.4	18.2	0.2	9	12.7	14.3	-1.6	14.2	13.2	1.0	15.7	16.8	-1.1	4.6	2.7	1.9	1.8	3.8	-2.0	12.7	12.9	-0.2
RadioLIVE	17.0	17.5	-0.5	10	11.3	11.4	-0.1	11.0	9.9	1.1	12.1	9.4	2.7	7.5	5.8	1.7	4.0	5.3	-1.3	12.6	11.6	1.0
Radio Sport	8.0	7.1	0.9	13	6.7	6.0	0.7	7.9	7.5	0.4	9.7	8.6	1.1	3.5	2.9	0.6	1.6	0.8	0.8	14.1	13.0	1.1
Rhema	2.9	1.5	1.4	15	1.7	1.5	0.2	2.6	2.2	0.4	2.3	2.0	0.3	1.1	1.2	-0.1	0.8	0.9	-0.1	4.3	3.2	1.1
Rock	38.2	32.3	5.9	4	27.6	25.6	2.0	31.3	27.8	3.5	31.2	27.7	3.5	10.4	9.1	1.3	9.1	6.6	2.5	29.7	24.5	5.2
Star	2.8	3.4	-0.6	16	2.7	3.8	-1.1	3.6	4.2	-0.6	2.7	3.3	-0.6	1.3	1.1	0.2	1.1	1.2	-0.1	4.2	5.1	-0.9
Tahu FM	2.6	1.1	1.5	17	1.1	0.1	1.0	2.2	1.3	0.9	1.9	1.4	0.5	0.1	0.9	-0.8	0.9	0.1	0.8	2.2	2.4	-0.2
The Hits	10.8	8.5	2.3	11	9.4	8.0	1.4	12.6	11.9	0.7	14.1	11.6	2.5	6.1	5.6	0.5	2.1	3.1	-1.0	15.1	15.8	-0.7
The Sound	34.9	29.9	5.0	5	28.9	25.5	3.4	32.4	30.0	2.4	30.0	28.8	1.2	12.8	10.6	2.2	3.5	4.7	-1.2	34.5	29.7	4.8
ZM	34.2	31.9	2.3	6	21.6	23.5	-1.9	31.9	31.3	0.6	34.7	37.6	-2.9	12.6	15.3	-2.7	5.2	6.3	-1.1	32.4	37.3	-4.9
Others	17.0	17.0	0.0		14.8	17.2	-2.4	17.8	19.6	-1.8	20.6	19.3	1.3	9.1	10.6	-1.5	3.1	4.8	-1.7	26.5	29.1	-2.6
Mediaworks Combo	207.4	198.8	8.6		161.6	159.9	1.7	183.7	178.0	5.7	179.6	175.2	4.4	88.5	83.7	4.8	42.1	42.5	-0.4	204.1	201.7	2.4
NZME Combo	112.7	106.7	6.0		83.3	83.1	0.2	97.3	95.1	2.2	105.7	106.3	-0.6	55.0	56.5	-1.5	31.8	34.9	-3.1	117.8	124.7	-6.9
All Commercial Radio	285.0	269.9	15.1		219.6	219.3	0.3	251.2	242.2	9.0	255.1	251.6	3.5	138.8	135.0	3.8	70.5	72.3	-1.8	291.3	290.5	0.8

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 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	10:21	10:01	0:20	5:47	6:41	-0:54	10:22	7:46	2:36	8:23	7:18	1:05	9:41	9:10	0:30	11:48	11:05	0:42	12:27	11:35	0:51	8:58	7:28	1:30
Coast	8:03	9:12	-1:08	4:38	3:52	0:45	4:20	4:11	0:09	5:25	3:37	1:48	5:49	4:18	1:31	4:57	6:23	-1:26	7:35	9:13	-1:38	3:49	4:19	-0:30
Edge	8:08	7:52	0:16	5:23	4:34	0:48	7:27	7:58	-0:30	9:16	10:49	-1:32	9:25	10:18	-0:53	12:29	10:10	2:18	17:54	11:50	6:04	6:06	6:32	-0:26
Flava	9:37	6:22	3:15	0:48	0:46	0:01	16:17	2:32	13:45	14:11	11:35	2:36	11:51	10:39	1:11	4:33	5:15	-0:41	0:15	0:15	0:00	0:15	2:27	-2:12
Magic	10:17	9:35	0:41	10:35	0:24	10:11	3:13	3:23	-0:10	3:18	2:09	1:08	4:12	3:33	0:38	9:29	9:56	-0:27	11:30	13:13	-1:42	6:46	5:08	1:38
Mai FM	7:51	7:28	0:23	6:58	5:34	1:24	8:40	8:05	0:34	9:13	8:55	0:18	8:42	8:19	0:23	5:36	3:32	2:04	7:11	2:19	4:52	7:53	7:29	0:24
Mix	4:33	3:28	1:05	3:15	1:30	1:45	*	3:27	*	1:34	6:40	-5:06	4:18	6:21	-2:03	7:21	4:24	2:56	5:51	0:45	5:06	6:04	8:15	-2:10
More FM	8:31	9:20	-0:49	4:10	3:53	0:17	7:34	8:26	-0:52	7:53	9:07	-1:13	8:45	10:05	-1:19	11:31	12:32	-1:00	12:37	12:23	0:14	8:27	9:30	-1:02
Newstalk ZB	14:16	13:37	0:39	2:20	2:43	-0:23	5:21	6:02	-0:41	5:18	7:35	-2:16	6:47	7:39	-0:52	10:33	11:10	-0:37	16:09	16:16	-0:07	12:17	12:01	0:16
Radio Hauraki	8:36	10:10	-1:33	2:47	2:44	0:03	8:31	11:57	-3:26	9:29	9:18	0:10	8:52	9:14	-0:21	5:27	8:28	-3:01	5:32	7:37	-2:04	8:32	7:53	0:38
RadioLIVE	8:53	7:33	1:19	2:04	2:16	-0:11	4:27	8:38	-4:11	4:55	8:21	-3:25	5:54	7:37	-1:42	8:42	5:58	2:44	11:53	8:02	3:51	6:40	3:16	3:24
Radio Sport	5:47	5:18	0:28	4:03	1:14	2:48	4:34	4:45	-0:11	3:55	3:38	0:17	6:08	5:32	0:36	7:13	7:01	0:11	5:45	5:57	-0:12	13:38	13:12	0:26
Rhema	6:24	2:22	4:01	3:05	1:28	1:37	3:26	3:37	-0:11	4:45	3:23	1:21	4:41	3:07	1:33	2:44	1:18	1:25	1:49	1:05	0:43	4:18	3:07	1:10
Rock	10:13	11:26	-1:12	4:03	4:42	-0:38	10:36	11:07	-0:31	10:28	11:28	-0:59	10:21	11:47	-1:26	9:05	11:03	-1:57	10:20	13:02	-2:41	7:56	8:55	-0:58
Star	8:54	9:21	-0:26	3:03	2:39	0:24	2:50	4:40	-1:50	9:07	9:42	-0:34	13:18	13:10	0:08	27:12	16:39	10:33	2:15	3:20	-1:05	2:23	2:02	0:21
Tahu FM	6:07	3:21	2:46	1:14	1:20	-0:05	5:26	4:50	0:35	8:09	5:20	2:48	9:48	4:42	5:06	8:44	1:11	7:32	2:13	1:45	0:28	9:49	3:25	6:23
The Hits	6:04	4:34	1:29	7:31	1:44	5:47	4:10	3:30	0:40	4:44	5:05	-0:20	7:06	5:12	1:53	8:38	5:03	3:35	3:54	5:00	-1:06	9:35	6:53	2:41
The Sound	11:21	10:29	0:52	2:49	4:31	-1:41	10:53	7:45	3:08	13:34	8:54	4:40	12:07	10:46	1:21	11:39	12:54	-1:14	13:43	13:05	0:38	11:14	10:44	0:30
ZM	8:42	8:15	0:27	5:56	4:34	1:21	10:09	9:22	0:46	10:08	10:39	-0:31	9:24	9:39	-0:14	7:07	8:10	-1:02	9:38	12:57	-3:18	7:35	7:53	-0:17
Others	6:55	6:38	0:16	3:37	2:57	0:39	5:36	6:15	-0:39	8:13	7:23	0:50	7:42	7:01	0:40	6:40	6:45	-0:04	6:44	6:42	0:01	5:22	4:13	1:08
Mediaworks Combo	14:42	14:25	0:16	8:01	7:02	0:58	14:10	13:34	0:36	15:18	14:56	0:22	15:10	15:28	-0:18	16:54	17:09	-0:15	19:00	18:13	0:46	12:36	13:04	-0:27
NZME Combo	11:30	11:15	0:15	5:40	3:53	1:47	9:41	10:35	-0:53	9:37	10:11	-0:33	9:43	9:37	0:05	10:32	10:21	0:10	15:15	14:38	0:36	10:29	9:55	0:34
All Commercial Radio	18:22	18:10	0:11	9:45	7:50	1:55	16:47	17:53	-1:06	18:01	18:30	-0:29	18:12	18:34	-0:21	20:28	20:11	0:17	23:27	22:21	1:06	16:41	17:11	-0:30
Potential (000)	431.4	431.4	0.0	51.1	45.8	5.3	120.1	125.4	-5.3	130.7	130.7	0.0	199.1	199.1	0.0	126.6	126.6	0.0	99.1	99.1	0.0	75.3	71.9	3.4
Sample	1,784	1,572	212	180	160	20	419	374	45	520	467	53	802	731	71	537	485	52	509	428	81	344	301	43

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

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

	This	Last	+/-
Potential (000)	431.4	431.4	0.0
Sample Size	1,784	1,572	212

	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	3:13	3:17	-0:03	3:44	3:57	-0:12	4:46	4:06	0:40	2:49	2:27	0:22	2:04	2:14	-0:09	1:51	1:08	0:42	3:43	3:04	0:38
Coast	3:03	3:05	-0:01	3:05	3:09	-0:04	2:41	3:37	-0:55	1:31	1:40	-0:09	1:34	1:45	-0:11	3:58	2:46	1:12	2:58	3:23	-0:25
Edge	2:53	2:38	0:14	3:39	3:10	0:29	3:56	3:37	0:19	2:17	2:23	-0:05	1:29	1:32	-0:02	2:20	2:02	0:18	2:45	2:47	-0:01
Flava	7:01	8:56	-1:55	7:57	6:19	1:37	4:06	1:29	2:37	0:58	0:30	0:28	2:00	*	*	0:49	0:45	0:03	2:26	1:36	0:49
Magic	2:36	2:18	0:17	3:30	3:32	-0:02	3:33	3:51	-0:17	2:19	1:58	0:20	1:54	1:42	0:12	1:02	0:52	0:09	4:21	4:17	0:03
Mai FM	2:18	2:23	-0:04	2:39	2:24	0:14	2:53	2:47	0:05	1:50	1:49	0:00	2:19	1:30	0:49	1:36	1:09	0:27	3:25	3:30	-0:05
Mix	0:41	1:30	-0:48	2:17	2:03	0:13	1:51	1:24	0:27	1:22	2:24	-1:02	*	1:00	*	1:13	1:01	0:11	0:51	1:21	-0:29
More FM	3:44	3:30	0:14	3:16	3:50	-0:34	3:09	3:57	-0:47	1:41	1:48	-0:06	1:27	1:19	0:07	1:29	1:28	0:00	2:48	3:01	-0:12
Newstalk ZB	4:36	4:32	0:03	4:31	4:32	-0:01	3:09	3:10	-0:00	2:24	2:23	0:00	3:42	3:52	-0:09	4:35	4:14	0:20	4:44	4:30	0:13
Radio Hauraki	2:41	3:33	-0:51	4:07	4:34	-0:27	4:29	5:37	-1:08	2:06	2:54	-0:48	1:04	1:05	-0:00	0:43	0:59	-0:16	2:48	2:39	0:09
RadioLIVE	3:10	2:47	0:23	3:17	3:04	0:12	3:50	3:48	0:02	1:41	1:35	0:06	2:43	2:58	-0:14	3:38	2:29	1:09	3:52	3:31	0:21
Radio Sport	2:00	1:40	0:19	1:57	2:04	-0:06	3:16	3:25	-0:08	2:04	1:32	0:32	3:10	0:55	2:15	0:52	1:10	-0:18	2:26	2:19	0:06
Rhema	2:53	1:07	1:45	1:31	1:22	0:08	1:56	1:11	0:45	1:28	0:53	0:35	3:45	2:03	1:42	10:09	0:31	9:37	2:25	1:11	1:14
Rock	2:46	3:14	-0:28	4:19	4:37	-0:17	4:45	5:15	-0:29	2:12	2:33	-0:20	2:34	2:53	-0:18	3:31	4:03	-0:31	2:53	4:04	-1:11
Star	4:10	4:08	0:01	4:21	3:34	0:47	2:23	2:26	-0:03	2:39	1:52	0:47	2:01	2:49	-0:47	3:13	4:41	-1:28	2:48	2:50	-0:01
Tahu FM	1:53	1:29	0:23	2:29	1:00	1:29	2:36	1:48	0:47	1:33	1:09	0:24	5:15	1:00	4:15	1:05	1:30	-0:24	3:21	2:16	1:05
The Hits	2:41	2:11	0:30	3:32	2:20	1:12	3:00	2:16	0:43	1:31	1:08	0:23	1:05	1:03	0:02	1:49	1:30	0:19	2:17	1:59	0:17
The Sound	2:52	2:36	0:16	4:20	4:21	-0:01	4:38	4:33	0:04	2:37	2:23	0:13	2:04	2:17	-0:12	3:16	1:02	2:13	3:35	3:40	-0:04
ZM	3:08	3:06	0:02	4:09	3:36	0:33	3:40	3:39	0:00	2:03	2:00	0:02	1:41	1:15	0:26	1:23	1:27	-0:03	2:29	2:26	0:02
Others	2:23	2:32	-0:09	3:06	3:10	-0:03	3:04	2:44	0:20	2:00	1:50	0:09	2:21	2:20	0:01	2:06	1:57	0:08	3:17	3:30	-0:12
Mediaworks Combo	3:55	3:49	0:05	4:33	4:35	-0:01	5:08	5:14	-0:06	2:44	2:41	0:02	2:13	2:09	0:03	2:44	2:13	0:30	4:10	4:05	0:04
NZME Combo	3:49	3:51	-0:02	4:14	4:00	0:13	3:47	3:59	-0:11	2:10	2:16	-0:06	2:40	2:27	0:13	3:15	3:05	0:10	3:39	3:30	0:08
All Commercial Radio	4:35	4:34	0:01	5:15	5:11	0:03	5:31	5:42	-0:11	3:02	3:00	0:01	2:41	2:35	0:05	3:23	3:00	0:22	4:48	4:47	0:01

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