



Christchurch

Radio Performance 2016



Hottest Hip Hop & RnB

33,400 Listeners

- **#1 HIP HOP & RNB STATION**
- 16,900 BREAKFAST LISTENERS*
- 73% OF LISTENERS ARE AGED 18-39
- 53% OF LISTENERS ARE MALE



70,800 Listeners

- **#1 STATION FOR ALL PEOPLE 18-39**
- #1 FOR FEMALES 18-39
- 36,000 DRIVE LISTENERS**
- 35,400 BREAKFAST LISTENERS*
- 61% OF LISTENERS ARE FEMALE
- 58% OF LISTENERS ARE AGED 18-39
- 53% OF LISTENERS ARE HOUSEHOLDS WITH KIDS 0-17



beats working...

5,000 Listeners

- **71% OF LISTENERS ARE AGED 18-39**
- 2,000 DRIVE LISTENERS**
- 1,300 BREAKFAST LISTENERS*
- 76% OF LISTENERS ARE MALE



97,400 Listeners

- **#1 STATION IN CHRISTCHURCH**
- #1 FOR ALL PEOPLE 10-54, 18-54, 25-54 & 35-59
- #1 FOR FEMALES 10-54, 18-54, 25-54 & 35-59
- #1 FOR MALES 10-54, 18-54, 25-54 & 35-59
- #1 FOR HHS & HHS WITH KIDS 0-17
- #1 FOR HOUSEHOLDS WITH KIDS 0-4 & 0-17



64,300 Listeners

- **#2 STATION FOR HHS**
- #2 FOR ALL PEOPLE 35-59
- #2 FOR FEMALES 25-54 & 35-59#
- #3 FOR ALL PEOPLE
- 52% OF LISTENERS ARE HHS
- 58% OF LISTENERS ARE FEMALE
- 38,600 BREAKFAST LISTENERS*
- 30,200 DRIVE LISTENERS**



47,600 Listeners

- **#1 STATION FOR MALES 18-39**
- #2 FOR MALES 10-54, 18-54 & 25-54
- #2 FOR HOUSEHOLDS WITH KIDS 0-4
- 66% OF LISTENERS ARE AGED 18-39
- 23,300 BREAKFAST LISTENERS*
- 24,600 DRIVE LISTENERS**
- 60% OF LISTENERS ARE MALE



51,100 Listeners

- **#1 STATION FOR MALES#**
- #2 FOR ALL PEOPLE 10-54, 18-54, 25-54 & 35-59#
- #2 FOR HHS WITH KIDS 0-17#
- 30,200 BREAKFAST LISTENERS*
- 29,800 DRIVE LISTENERS**
- 55% OF LISTENERS ARE AGED 35-59



28,400 Listeners

- **16,300 NEW PAUL HENRY BREAKFAST LISTENERS***
- 11,700 DUNCAN GARNER DRIVE LISTENERS**
- 52% OF LISTENERS ARE MALE
- 37% OF LISTENERS ARE AGED 55+



13,100 Listeners

- **4,700 BREAKFAST LISTENERS***
- 83% OF LISTENERS ARE AGED 55+
- 59% OF LISTENERS ARE HHS

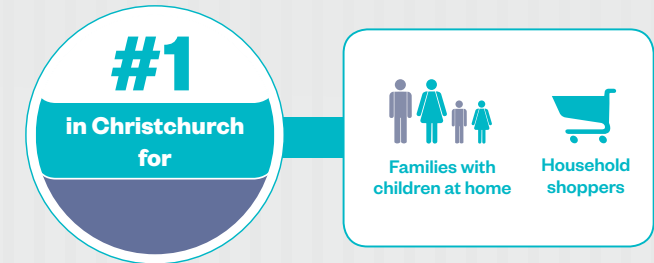
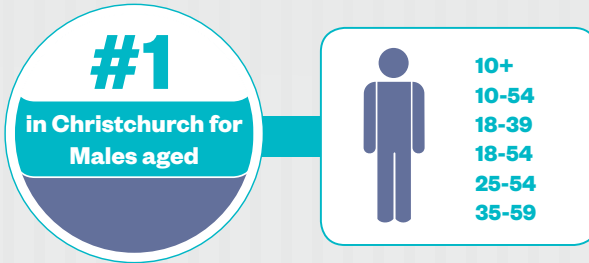
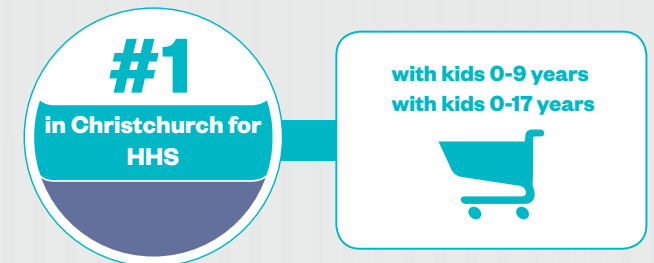
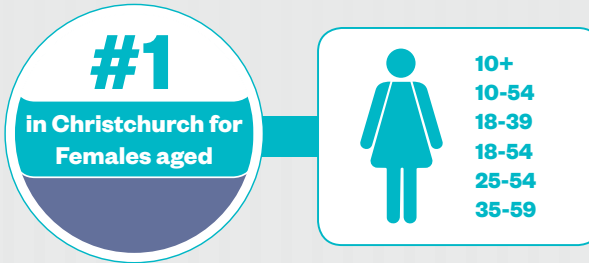
GRK RADIO AUDIENCE MEASUREMENT SURVEY, COMMERCIAL RADIO STATIONS CHRISTCHURCH 2/2016, MON-SUN, 12MN - 12MN, ALL PEOPLE 10+, *MON-FRI, 6AM-9AM, ALL PEOPLE 10+, **MON-FRI, 4PM-7PM, ALL PEOPLE 10+, CUMULATIVE AUDIENCE (000s), (UNLESS OTHERWISE STATED) #MON-SUN, 12MN - 12MN, ALL PEOPLE 10+ (UNLESS OTHERWISE STATED), STATION SHARE (%)



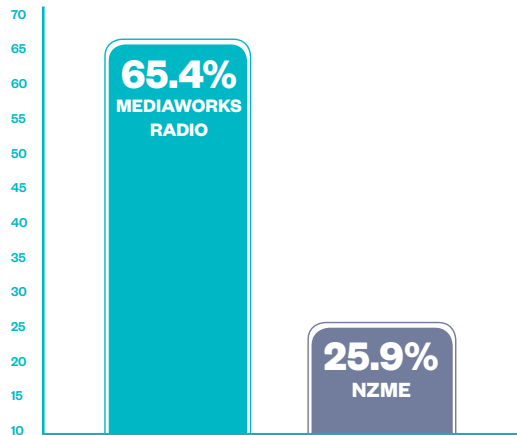
MEDIWORKS

Number One network in Christchurch

MediaWorks Radio is still the **#1** network in Christchurch with **263,000** listeners every week

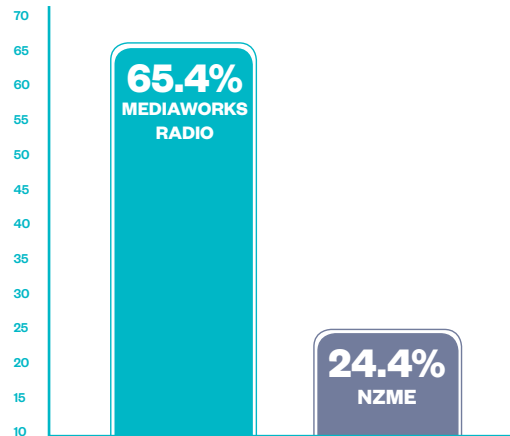


MEDIAWORKS RADIO VS NZME ALL PEOPLE 18-39



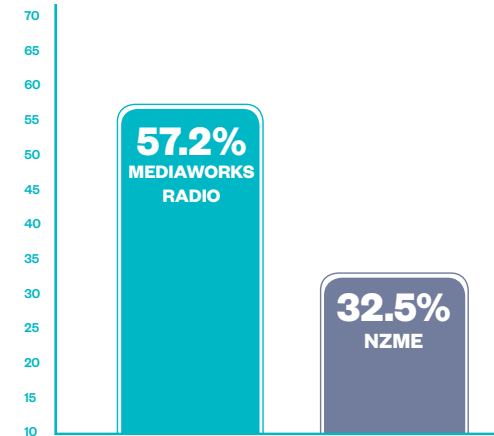
GfK NEW ZEALAND COMMERCIAL RADIO SURVEY CHRISTCHURCH 2/2016, STATION SHARE (%), ALL PEOPLE 18-39, MON-SUN, 6A-12MN

MEDIAWORKS RADIO VS NZME ALL PEOPLE 25-54



GfK NEW ZEALAND COMMERCIAL RADIO SURVEY CHRISTCHURCH 2/2016, STATION SHARE (%), ALL PEOPLE 25-54, MON-SUN, 6A-12MN

MEDIAWORKS RADIO VS NZME HHS



GfK NEW ZEALAND COMMERCIAL RADIO SURVEY CHRISTCHURCH 2/2016, STATION SHARE (%), HHS, MON-SUN, 6A-12MN