



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	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	12.5	11.0	1.5	2	8.1	8.5	-0.4	6.7	7.4	-0.7	6.1	7.4	-1.3	9.4	8.9	0.5	19.1	13.8	5.3	21.3	16.3	5.0	12.0	10.3	1.7
Coast	1.7	1.3	0.4	12	0.3	0.1	0.2	0.5	0.5	0.0	0.3	0.1	0.2	0.6	0.5	0.1	2.5	2.6	-0.1	4.2	3.0	1.2	1.0	0.2	0.8
Edge	8.9	8.7	0.2	6	17.1	17.5	-0.4	21.4	18.9	2.5	16.7	13.6	3.1	12.0	11.2	0.8	4.2	5.7	-1.5	2.4	2.1	0.3	11.7	13.1	-1.4
Gold / Mix*	0.1	0.3	-0.2	17	0.6	0.9	-0.3	0.2	0.6	-0.4	0.1	0.5	-0.4	0.1	0.4	-0.3	0.1	*	*	0.1	*	*	0.1	0.4	-0.3
Magic	7.4	7.8	-0.4	7	1.8	2.3	-0.5	1.5	1.4	0.1	1.8	1.3	0.5	2.5	3.0	-0.5	5.5	6.9	-1.4	16.3	16.7	-0.4	3.3	2.5	0.8
Mai FM	1.9	2.2	-0.3	11	3.5	5.0	-1.5	4.5	5.0	-0.5	3.4	4.1	-0.7	2.3	2.7	-0.4	0.5	0.4	0.1	0.3	0.2	0.1	1.9	2.5	-0.6
More FM	10.7	10.8	-0.1	3	15.4	18.8	-3.4	8.8	7.5	1.3	12.9	9.8	3.1	12.3	11.5	0.8	11.9	15.8	-3.9	10.3	12.3	-2.0	16.3	10.8	5.5
Newstalk ZB	13.6	15.1	-1.5	1	2.0	1.5	0.5	1.1	1.8	-0.7	2.6	3.3	-0.7	4.9	4.8	0.1	9.9	9.3	0.6	16.6	21.2	-4.6	7.9	8.2	-0.3
Pulzar FM	0.4	0.7	-0.3	15	0.8	0.1	0.7	0.1	1.6	-1.5	1.3	1.6	-0.3	0.8	1.0	-0.2	*	*	*	*	*	*	0.3	0.3	0.0
Radio Hauraki	4.0	2.9	1.1	9	6.7	7.3	-0.6	8.0	4.7	3.3	7.1	4.4	2.7	5.6	3.5	2.1	3.1	2.0	1.1	1.9	1.0	0.9	3.8	2.6	1.2
Rhema	0.6	0.8	-0.2	14	0.2	3.7	-3.5	0.1	0.2	-0.1	1.2	0.3	0.9	0.9	0.8	0.1	0.2	1.0	-0.8	0.2	0.5	-0.3	0.5	0.9	-0.4
Rock	9.6	11.1	-1.5	5	17.4	16.9	0.5	17.8	18.3	-0.5	13.5	20.7	-7.2	12.6	16.8	-4.2	7.9	7.9	0.0	2.2	2.7	-0.5	9.7	17.6	-7.9
Star	1.7	0.6	1.1	12	*	0.1	*	0.3	0.4	-0.1	3.4	0.3	3.1	2.1	0.3	1.8	0.3	0.2	0.1	0.8	0.2	0.6	0.5	0.6	-0.1
Tahu FM	0.4	0.5	-0.1	15	0.1	*	*	0.2	0.2	0.0	0.5	0.7	-0.2	0.7	0.8	-0.1	0.5	0.7	-0.2	0.2	0.4	-0.2	0.1	0.3	-0.2
The Hits	3.4	4.2	-0.8	10	5.1	5.5	-0.4	1.7	4.4	-2.7	3.5	5.7	-2.2	3.5	5.0	-1.5	3.5	4.8	-1.3	4.2	3.9	0.3	4.2	6.3	-2.1
The Sound	10.0	9.7	0.3	4	5.1	7.2	-2.1	4.8	5.6	-0.8	6.7	7.8	-1.1	13.5	12.9	0.6	20.4	18.6	1.8	10.1	10.4	-0.3	11.0	10.5	0.5
ZM	7.0	6.3	0.7	8	11.6	3.1	8.5	17.2	16.9	0.3	12.2	13.8	-1.6	9.8	9.8	0.0	4.4	2.5	1.9	1.6	1.3	0.3	11.3	9.6	1.7
MediaWorks Combo	61.1	61.5	-0.4		68.3	76.3	-8.0	65.7	64.4	1.3	61.2	64.9	-3.7	64.7	67.1	-2.4	69.3	69.2	0.1	62.8	60.8	2.0	65.9	67.2	-1.3
NZME Combo	30.4	32.7	-2.3		26.4	18.7	7.7	29.4	30.4	-1.0	26.3	29.4	-3.1	25.0	26.2	-1.2	24.2	24.6	-0.4	29.2	34.4	-5.2	28.3	28.6	-0.3
NZME and Partners	30.8	33.4	-2.6		27.2	18.8	8.4	29.4	32.0	-2.6	27.6	31.0	-3.4	25.8	27.3	-1.5	24.2	24.6	-0.4	29.2	34.4	-5.2	28.6	29.0	-0.4
Potential (000)	488.3	488.3	0.0		57.3	56.4	0.9	136.6	137.5	-0.9	150.6	150.6	0.0	224.3	224.3	0.0	140.3	140.3	0.0	115.6	115.6	0.0	91.2	93.6	-2.4
Sample	1,854	1,552	302		204	154	50	455	393	62	544	452	92	865	676	189	582	446	136	490	435	55	360	283	77

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 Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,854	1,552	302

	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	10.2	8.9	1.3	3	14.0	12.1	1.9	14.8	13.0	1.8	8.7	7.9	0.8	9.4	8.3	1.1	9.1	7.1	2.0	14.3	13.3	1.0
Coast	1.1	0.8	0.3	12	1.7	1.3	0.4	2.0	1.4	0.6	1.7	1.1	0.6	0.9	1.3	-0.4	1.3	2.2	-0.9	1.9	1.6	0.3
Edge	8.5	8.3	0.2	6	8.2	6.6	1.6	7.5	7.8	-0.3	12.1	11.7	0.4	9.7	9.0	0.7	8.6	11.8	-3.2	9.0	9.5	-0.5
Gold / Mix*	*	0.2	*	*	*	0.2	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.6	1.3	-0.7	0.3	0.3	0.0	*	0.3	*
Magic	5.8	6.9	-1.1	8	8.9	9.2	-0.3	8.2	8.0	0.2	6.6	6.8	-0.2	6.0	7.0	-1.0	2.4	3.9	-1.5	8.3	8.5	-0.2
Mai FM	1.1	1.3	-0.2	12	1.7	2.6	-0.9	1.2	2.2	-1.0	3.1	2.1	1.0	3.0	3.2	-0.2	0.8	2.6	-1.8	2.4	2.3	0.1
More FM	14.9	14.9	0.0	2	10.9	10.5	0.4	10.7	10.3	0.4	10.9	10.6	0.3	5.4	5.4	0.0	4.2	6.9	-2.7	9.1	9.9	-0.8
Newstalk ZB	17.3	19.8	-2.5	1	11.3	13.4	-2.1	8.9	9.3	-0.4	8.7	7.9	0.8	25.9	29.3	-3.4	38.3	38.1	0.2	13.6	15.3	-1.7
Pulzar FM	0.2	0.8	-0.6	15	0.6	0.7	-0.1	0.8	0.9	-0.1	0.5	1.4	-0.9	0.3	0.8	-0.5	0.2	0.1	0.1	0.2	0.2	0.0
Radio Hauraki	3.5	2.4	1.1	9	4.7	2.4	2.3	5.4	3.3	2.1	4.6	4.1	0.5	3.0	2.9	0.1	1.5	1.7	-0.2	2.7	3.0	-0.3
Rhema	0.4	0.7	-0.3	14	0.3	0.3	0.0	0.3	0.4	-0.1	0.8	1.6	-0.8	3.0	1.8	1.2	2.8	0.2	2.6	0.2	1.1	-0.9
Rock	9.7	10.2	-0.5	4	10.7	11.9	-1.2	10.9	13.3	-2.4	11.7	13.6	-1.9	7.8	9.8	-2.0	5.3	8.6	-3.3	7.4	8.4	-1.0
Star	1.6	0.7	0.9	11	1.1	0.5	0.6	0.7	0.6	0.1	0.3	0.3	0.0	2.9	1.3	1.6	8.7	0.2	8.5	2.8	0.6	2.2
Tahu FM	0.1	0.1	0.0	16	0.4	0.7	-0.3	0.7	0.8	-0.1	0.3	0.5	-0.2	0.3	0.6	-0.3	0.1	0.2	-0.1	0.5	0.5	0.0
The Hits	2.9	3.8	-0.9	10	3.2	4.1	-0.9	3.2	4.7	-1.5	3.7	4.5	-0.8	5.1	4.4	0.7	0.8	1.9	-1.1	4.1	4.3	-0.2
The Sound	8.3	8.4	-0.1	7	11.5	12.5	-1.0	12.1	12.8	-0.7	10.2	10.2	0.0	5.4	2.9	2.5	6.3	8.9	-2.6	9.7	7.0	2.7
ZM	9.5	7.6	1.9	5	5.9	6.8	-0.9	6.9	6.6	0.3	8.3	7.8	0.5	6.9	5.5	1.4	3.3	1.5	1.8	5.5	4.6	0.9
MediaWorks Combo	58.5	58.9	-0.4		66.0	65.4	0.6	65.5	67.7	-2.2	63.3	63.0	0.3	47.2	45.7	1.5	36.7	49.9	-13.2	60.4	59.1	1.3
NZME Combo	34.8	36.6	-1.8		27.6	30.2	-2.6	27.3	27.4	-0.1	27.7	28.0	-0.3	42.4	46.3	-3.9	45.5	48.3	-2.8	28.4	33.6	-5.2
NZME and Partners	35.0	37.4	-2.4		28.2	30.9	-2.7	28.1	28.3	-0.2	28.2	29.4	-1.2	42.6	47.1	-4.5	45.6	48.4	-2.8	28.6	33.8	-5.2

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 Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	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	79.0	80.7	-1.7	3	6.2	6.7	-0.5		19.8	18.5	1.3		24.5	23.4	1.1		41.8	39.8	2.0		30.6	32.4	-1.8		23.3	25.6	-2.3		22.0	19.3	2.7	
Coast	17.5	18.3	-0.8	12	1.0	0.5	0.5		2.4	2.6	-0.2		2.5	1.6	0.9		4.9	5.0	-0.1		6.8	8.2	-1.4		8.9	9.2	-0.3		2.8	1.7	1.1	
Edge	95.7	93.3	2.4	1	13.8	16.7	-2.9		49.7	46.4	3.3		48.5	39.7	8.8		58.6	51.5	7.1		14.8	17.0	-2.2		5.6	6.1	-0.5		23.2	23.2	0.0	
Gold / Mix*	3.0	5.3	-2.3	16	1.2	1.0	0.2		0.7	2.2	-1.5		0.3	2.5	-2.2		0.8	3.2	-2.4		0.7	0.7	0.0		0.4	0.1	0.3		0.4	0.9	-0.5	
Magic	47.2	46.6	0.6	8	0.5	0.6	-0.1		4.1	3.1	1.0		7.8	4.4	3.4		13.8	12.8	1.0		15.1	18.2	-3.1		24.4	25.2	-0.8		7.3	6.6	0.7	
Mai FM	32.1	26.8	5.3	10	3.5	5.1	-1.6		17.2	15.1	2.1		14.2	10.8	3.4		16.4	12.2	4.2		4.5	2.6	1.9		3.1	1.6	1.5		5.8	6.0	-0.2	
More FM	87.4	95.1	-7.7	2	11.6	14.3	-2.7		22.7	22.0	0.7		28.8	28.4	0.4		45.4	46.8	-1.4		30.7	36.9	-6.2		18.6	24.5	-5.9		23.5	21.4	2.1	
Newstalk ZB	61.7	61.4	0.3	5	1.9	2.2	-0.3		3.7	4.5	-0.8		7.5	6.8	0.7		18.5	14.6	3.9		23.1	19.0	4.1		23.9	25.4	-1.5		10.3	8.8	1.5	
Pulzar FM	2.7	5.5	-2.8	17	0.1	0.2	-0.1		0.4	3.4	-3.0		1.8	2.6	-0.8		2.2	3.5	-1.3		0.4	0.9	-0.5		0.1	+	+		0.6	0.6	0.0	
Radio Hauraki	32.4	33.6	-1.2	9	2.4	3.1	-0.7		14.0	13.3	0.7		14.7	13.5	1.2		20.0	19.8	0.2		9.2	9.4	-0.2		4.4	3.2	1.2		7.3	6.2	1.1	
Rhema	5.6	10.5	-4.9	14	0.5	1.9	-1.4		1.0	2.5	-1.5		2.8	3.2	-0.4		3.5	4.6	-1.1		1.3	3.3	-2.0		1.1	2.7	-1.6		1.2	1.4	-0.2	
Rock	58.5	71.3	-12.8	7	7.8	9.7	-1.9		21.5	28.6	-7.1		26.5	33.1	-6.6		36.8	45.0	-8.2		14.5	17.6	-3.1		5.0	5.9	-0.9		13.0	17.5	-4.5	
Star	5.8	5.7	0.1	13	0.3	0.5	-0.2		0.3	0.8	-0.5		1.7	0.5	1.2		2.0	1.7	0.3		1.5	2.1	-0.6		1.9	1.6	0.3		1.0	1.6	-0.6	
Tahu FM	4.9	5.8	-0.9	15	0.4	0.2	0.2		1.3	1.3	0.0		1.7	1.6	0.1		3.1	3.5	-0.4		1.6	2.6	-1.0		0.6	1.4	-0.8		0.6	1.2	-0.6	
The Hits	32.1	35.6	-3.5	10	4.7	4.8	-0.1		8.3	11.7	-3.4		11.0	13.3	-2.3		16.9	20.1	-3.2		10.5	11.2	-0.7		6.3	5.5	0.8		7.7	8.6	-0.9	
The Sound	60.2	59.5	0.7	6	4.9	4.4	0.5		9.9	8.6	1.3		16.3	16.3	0.0		34.4	33.9	0.5		31.6	31.4	0.2		17.1	17.8	-0.7		14.1	15.1	-1.0	
ZM	74.4	65.2	9.2	4	10.6	5.7	4.9		40.7	38.8	1.9		37.8	34.5	3.3		46.2	41.4	4.8		11.8	10.2	1.6		4.2	4.6	-0.4		17.6	16.9	0.7	
MediaWorks Combo	301.7	317.6	-15.9		32.3	37.7	-5.4		91.2	95.1	-3.9		102.9	103.6	-0.7		155.1	159.3	-4.2		93.9	100.9	-7.0		68.2	73.2	-5.0		64.4	70.1	-5.7	
NZME Combo	184.3	202.1	-17.8		16.5	15.1	1.4		57.5	63.1	-5.6		62.6	66.3	-3.7		89.7	94.1	-4.4		51.7	53.3	-1.6		42.3	48.4	-6.1		36.8	39.8	-3.0	
NZME and Partners	185.9	204.2	-18.3		16.6	15.1	1.5		57.5	64.7	-7.2		64.1	67.7	-3.6		91.1	95.5	-4.4		51.7	53.3	-1.6		42.3	48.4	-6.1		37.3	39.8	-2.5	
All Commercial Radio	388.2	403.8	-15.6		41.0	43.1	-2.1		110.8	117.3	-6.5		127.9	131.7	-3.8		190.6	197.8	-7.2		116.6	120.7	-4.1		91.3	93.2	-1.9		79.8	84.1	-4.3	
Potential (000)	488.3	488.3	0.0		57.3	56.4	0.9		136.6	137.5	-0.9		150.6	150.6	0.0		224.3	224.3	0.0		140.3	140.3	0.0		115.6	115.6	0.0		91.2	93.6	-2.4	
Sample	1,854	1,552	302		204	154	50		455	393	62		544	452	92		865	676	189		582	446	136		490	435	55		360	283	77	

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,854	1,552	302

	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	40.5	41.1	-0.6	4	38.5	39.5	-1.0	47.3	46.0	1.3	33.8	33.2	0.6	13.2	13.2	0.0	3.5	4.0	-0.5	43.4	46.7	-3.3
Coast	6.7	5.1	1.6	12	6.4	7.3	-0.9	8.5	7.4	1.1	6.9	6.7	0.2	2.7	3.3	-0.6	1.4	2.4	-1.0	10.1	11.3	-1.2
Edge	48.4	45.8	2.6	2	37.8	34.5	3.3	49.2	49.1	0.1	55.4	49.6	5.8	28.5	27.0	1.5	6.1	11.4	-5.3	64.8	64.4	0.4
Gold / Mix*	0.8	2.9	-2.1	17	0.3	1.3	-1.0	0.8	2.1	-1.3	1.5	2.5	-1.0	1.3	0.9	0.4	0.2	0.4	-0.2	1.1	3.4	-2.3
Magic	22.8	24.2	-1.4	8	28.3	27.9	0.4	30.0	26.7	3.3	21.7	21.3	0.4	10.8	11.7	-0.9	2.8	4.8	-2.0	30.7	34.1	-3.4
Mai FM	10.3	10.3	0.0	11	10.8	11.6	-0.8	10.1	11.9	-1.8	13.3	8.8	4.5	7.3	5.7	1.6	1.6	3.5	-1.9	19.2	15.1	4.1
More FM	54.8	59.7	-4.9	1	38.0	36.8	1.2	46.3	44.8	1.5	44.5	45.5	-1.0	16.9	17.1	-0.2	5.5	9.5	-4.0	53.7	55.4	-1.7
Newstalk ZB	39.3	42.8	-3.5	5	30.8	34.4	-3.6	32.7	29.5	3.2	28.8	25.6	3.2	22.8	21.2	1.6	18.6	17.9	0.7	42.6	40.4	2.2
Pulzar FM	0.9	4.0	-3.1	16	1.5	1.6	-0.1	1.5	2.0	-0.5	2.1	4.6	-2.5	0.4	0.9	-0.5	0.3	0.4	-0.1	0.8	1.6	-0.8
Radio Hauraki	17.0	17.0	0.0	9	12.8	11.3	1.5	16.1	14.1	2.0	16.5	19.5	-3.0	6.8	8.3	-1.5	2.2	3.1	-0.9	16.8	16.8	0.0
Rhema	2.4	4.7	-2.3	14	1.5	2.6	-1.1	3.0	3.5	-0.5	3.8	5.0	-1.2	2.2	4.3	-2.1	1.1	0.5	0.6	2.2	5.9	-3.7
Rock	34.4	43.4	-9.0	6	28.2	32.5	-4.3	32.6	38.8	-6.2	35.9	42.8	-6.9	15.0	16.7	-1.7	4.4	7.1	-2.7	35.8	39.5	-3.7
Star	3.9	2.8	1.1	13	3.2	2.5	0.7	2.6	2.4	0.2	1.3	1.8	-0.5	2.0	0.5	1.5	1.6	0.5	1.1	4.5	3.2	1.3
Tahu FM	1.7	2.2	-0.5	15	1.5	2.4	-0.9	2.4	2.7	-0.3	3.1	3.9	-0.8	0.9	1.8	-0.9	0.6	0.6	0.0	3.4	2.5	0.9
The Hits	14.2	15.7	-1.5	10	13.2	15.9	-2.7	15.5	18.4	-2.9	15.9	18.7	-2.8	8.2	9.1	-0.9	1.5	2.9	-1.4	17.8	21.7	-3.9
The Sound	33.0	31.6	1.4	7	29.5	30.6	-1.1	34.2	34.3	-0.1	31.5	31.5	0.0	14.1	9.2	4.9	5.5	5.8	-0.3	37.6	34.1	3.5
ZM	47.0	36.5	10.5	3	28.3	29.5	-1.2	36.4	33.9	2.5	41.2	33.8	7.4	21.0	17.1	3.9	5.1	2.7	2.4	44.1	38.4	5.7
MediaWorks Combo	195.9	206.4	-10.5		170.7	180.6	-9.9	193.2	204.3	-11.1	189.4	194.5	-5.1	90.6	89.2	1.4	26.8	38.1	-11.3	226.3	233.4	-7.1
NZME Combo	116.9	120.4	-3.5		87.8	101.6	-13.8	101.4	104.9	-3.5	102.4	109.2	-6.8	60.8	61.7	-0.9	28.4	30.2	-1.8	120.4	132.9	-12.5
NZME and Partners	117.6	123.0	-5.4		89.2	103.2	-14.0	102.8	106.0	-3.2	103.7	112.1	-8.4	61.3	62.6	-1.3	28.7	30.2	-1.5	121.0	133.5	-12.5
All Commercial Radio	284.4	292.8	-8.4		234.2	248.0	-13.8	270.1	276.0	-5.9	270.7	279.3	-8.6	150.5	146.6	3.9	57.1	64.9	-7.8	311.4	326.3	-14.9

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	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	10:28	8:48	1:39	4:56	4:56	0:00	4:50	5:36	-0:45	5:05	6:07	-1:02	7:19	6:55	0:23	13:54	9:11	4:42	16:51	11:29	5:22	6:50	7:10	-0:20
Coast	6:18	4:35	1:42	1:13	0:30	0:43	2:54	2:48	0:06	2:47	1:15	1:32	4:03	3:17	0:46	8:04	6:44	1:19	8:38	5:54	2:43	4:33	1:19	3:14
Edge	6:07	6:01	0:06	4:43	4:02	0:41	6:12	5:43	0:28	7:01	6:34	0:26	6:39	6:44	-0:04	6:14	7:09	-0:54	7:57	6:15	1:41	6:19	7:37	-1:18
Gold / Mix*	2:38	3:47	-1:08	1:59	3:24	-1:25	3:31	3:38	-0:07	4:27	4:08	0:18	3:48	3:31	0:16	3:51	1:23	2:28	3:17	0:15	3:02	3:43	6:16	-2:32
Magic	10:25	10:44	-0:18	14:29	13:50	0:38	5:13	6:27	-1:13	4:45	5:50	-1:04	5:57	7:09	-1:12	8:05	8:08	-0:02	12:20	11:55	0:24	5:36	5:05	0:31
Mai FM	3:50	5:12	-1:22	3:47	3:48	-0:01	3:46	4:36	-0:49	4:50	7:22	-2:31	4:34	6:48	-2:13	2:23	2:58	-0:35	1:39	2:41	-1:01	4:06	5:34	-1:27
More FM	8:06	7:17	0:48	5:06	5:03	0:03	5:34	4:45	0:48	9:08	6:37	2:31	8:47	7:39	1:08	8:35	9:11	-0:35	10:12	9:03	1:08	8:44	6:49	1:54
Newstalk ZB	14:38	15:49	-1:11	3:55	2:34	1:21	4:12	5:31	-1:18	7:11	9:29	-2:17	8:31	10:09	-1:38	9:33	10:34	-1:01	12:50	15:05	-2:14	9:38	12:37	-2:59
Pulzar FM	11:07	8:20	2:47	26:15	2:00	24:15	2:10	6:43	-4:33	14:39	12:04	2:34	12:02	9:15	2:46	0:30	0:56	-0:26	0:30	+	+	5:30	7:26	-1:56
Radio Hauraki	8:11	5:35	2:36	10:25	9:12	1:13	8:15	4:55	3:20	9:48	6:18	3:30	9:04	5:32	3:31	7:29	4:33	2:55	7:42	5:52	1:49	6:32	5:37	0:55
Rhema	6:42	4:51	1:51	1:28	7:23	-5:55	2:12	1:19	0:53	9:10	1:53	7:16	8:04	5:06	2:57	3:22	6:21	-2:59	4:06	3:20	0:46	5:03	8:26	-3:22
Rock	10:55	10:01	0:53	8:30	6:44	1:45	11:55	8:59	2:56	10:25	12:02	-1:36	11:09	11:34	-0:25	12:03	9:43	2:19	8:19	8:10	0:08	9:22	13:34	-4:12
Star	19:15	6:28	12:46	0:15	1:00	-0:45	14:01	7:11	6:50	40:08	10:35	29:33	35:05	4:40	30:24	5:12	1:53	3:19	7:17	2:20	4:57	5:56	5:13	0:42
Tahu FM	5:28	5:42	-0:13	0:47	0:15	0:32	2:27	1:43	0:43	6:04	7:54	-1:50	7:08	7:14	-0:05	7:28	5:57	1:30	4:53	4:47	0:06	2:09	3:28	-1:18
The Hits	7:04	7:36	-0:31	4:08	4:22	-0:14	2:58	5:17	-2:18	6:34	8:11	-1:37	6:43	7:47	-1:03	7:30	9:17	-1:46	12:15	12:48	-0:33	6:54	9:53	-2:59
The Sound	11:00	10:29	0:31	3:56	6:17	-2:20	6:57	9:08	-2:11	8:26	9:09	-0:42	12:48	11:46	1:02	14:19	12:44	1:35	10:50	10:29	0:20	9:50	9:23	0:27
ZM	6:11	6:14	-0:02	4:10	2:05	2:05	6:04	6:07	-0:02	6:36	7:40	-1:03	6:53	7:21	-0:28	8:16	5:22	2:53	7:19	5:17	2:01	8:03	7:41	0:21
MediaWorks Combo	13:24	12:27	0:57	8:04	7:48	0:16	10:22	9:30	0:52	12:09	12:02	0:06	13:35	13:03	0:31	16:25	14:46	1:38	17:00	15:00	2:00	12:51	12:57	-0:06
NZME Combo	10:54	10:24	0:30	6:06	4:47	1:19	7:21	6:45	0:36	8:35	8:32	0:03	9:03	8:38	0:25	10:24	9:56	0:27	12:45	12:50	-0:04	9:38	9:42	-0:03
NZME and Partners	10:58	10:31	0:26	6:15	4:48	1:26	7:22	6:56	0:25	8:48	8:49	-0:00	9:12	8:51	0:21	10:24	9:57	0:26	12:45	12:50	-0:04	9:36	9:49	-0:12
All Commercial Radio	17:03	15:55	1:07	9:19	8:57	0:22	13:00	11:57	1:03	15:59	14:36	1:22	17:05	15:41	1:23	19:04	17:51	1:12	20:14	19:23	0:51	15:44	16:03	-0:19
Potential (000)	488.3	488.3	0.0	57.3	56.4	0.9	136.6	137.5	-0.9	150.6	150.6	0.0	224.3	224.3	0.0	140.3	140.3	0.0	115.6	115.6	0.0	91.2	93.6	-2.4
Sample	1,854	1,552	302	204	154	50	455	393	62	544	452	92	865	676	189	582	446	136	490	435	55	360	283	77

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,854	1,552	302

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

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2020)

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava (from S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

\*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.