



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	12.8	12.5	0.3	2	5.8	8.1	-2.3		7.0	6.7	0.3		6.3	6.1	0.2		10.6	9.4	1.2		19.9	19.1	0.8		20.3	21.3	-1.0		12.8	12.0	0.8	
Coast	2.2	1.7	0.5	11	0.8	0.3	0.5		0.6	0.5	0.1		0.4	0.3	0.1		0.9	0.6	0.3		2.5	2.5	0.0		4.5	4.2	0.3		1.3	1.0	0.3	
Edge	8.2	8.9	-0.7	7	14.7	17.1	-2.4		19.5	21.4	-1.9		13.4	16.7	-3.3		10.3	12.0	-1.7		4.6	4.2	0.4		2.4	2.4	0.0		11.0	11.7	-0.7	
Gold*	0.2	0.1	0.1	16	0.8	0.6	0.2		0.2	0.2	0.0		0.1	0.1	0.0		0.2	0.1	0.1		0.3	0.1	0.2		0.1	0.1	0.0		0.2	0.1	0.1	
Gold AM	0.1	n.a.	*	18	*	n.a.	*		0.1	n.a.	*		*	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		*	n.a.	*		0.1	n.a.	*	
Magic	8.3	7.4	0.9	6	0.5	1.8	-1.3		1.0	1.5	-0.5		1.5	1.8	-0.3		2.3	2.5	-0.2		7.0	5.5	1.5		17.5	16.3	1.2		2.7	3.3	-0.6	
Mai FM	1.8	1.9	-0.1	12	2.9	3.5	-0.6		4.4	4.5	-0.1		3.9	3.4	0.5		2.7	2.3	0.4		0.5	0.5	0.0		0.2	0.3	-0.1		3.4	1.9	1.5	
More FM	10.7	10.7	0.0	3	20.2	15.4	4.8		6.6	8.8	-2.2		12.4	12.9	-0.5		11.5	12.3	-0.8		10.3	11.9	-1.6		10.1	10.3	-0.2		18.6	16.3	2.3	
Newstalk ZB	12.9	13.6	-0.7	1	3.0	2.0	1.0		1.9	1.1	0.8		2.7	2.6	0.1		4.5	4.9	-0.4		10.1	9.9	0.2		16.8	16.6	0.2		5.1	7.9	-2.8	
Pulzar FM	0.2	0.4	-0.2	16	0.5	0.8	-0.3		0.4	0.1	0.3		0.6	1.3	-0.7		0.4	0.8	-0.4		*	*	*		*	*	*		0.2	0.3	-0.1	
Radio Hauraki	4.5	4.0	0.5	9	5.9	6.7	-0.8		8.8	8.0	0.8		8.2	7.1	1.1		6.6	5.6	1.0		3.8	3.1	0.7		2.2	1.9	0.3		4.5	3.8	0.7	
Rhema	0.3	0.6	-0.3	14	*	0.2	*		0.2	0.1	0.1		0.8	1.2	-0.4		0.5	0.9	-0.4		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	0.5	-0.3	
Rock	10.0	9.6	0.4	4	13.5	17.4	-3.9		17.3	17.8	-0.5		14.2	13.5	0.7		13.4	12.6	0.8		8.4	7.9	0.5		2.5	2.2	0.3		11.4	9.7	1.7	
Star	1.5	1.7	-0.2	13	0.3	*	*		*	0.3	*		2.5	3.4	-0.9		1.5	2.1	-0.6		0.7	0.3	0.4		1.2	0.8	0.4		0.1	0.5	-0.4	
Tahu FM	0.3	0.4	-0.1	14	1.5	0.1	1.4		0.4	0.2	0.2		0.3	0.5	-0.2		0.5	0.7	-0.2		0.4	0.5	-0.1		*	0.2	*		0.3	0.1	0.2	
The Hits	3.0	3.4	-0.4	10	3.1	5.1	-2.0		1.1	1.7	-0.6		2.9	3.5	-0.6		3.2	3.5	-0.3		3.1	3.5	-0.4		4.0	4.2	-0.2		2.4	4.2	-1.8	
The Sound	10.0	10.0	0.0	4	4.5	5.1	-0.6		6.7	4.8	1.9		7.2	6.7	0.5		13.3	13.5	-0.2		19.9	20.4	-0.5		10.7	10.1	0.6		9.4	11.0	-1.6	
ZM	6.6	7.0	-0.4	8	16.7	11.6	5.1		16.1	17.2	-1.1		13.3	12.2	1.1		9.8	9.8	0.0		3.2	4.4	-1.2		1.4	1.6	-0.2		11.5	11.3	0.2	
MediaWorks Combo	62.1	61.1	1.0		62.0	68.3	-6.3		63.3	65.7	-2.4		59.4	61.2	-1.8		64.3	64.7	-0.4		70.5	69.3	1.2		63.6	62.8	0.8		69.3	65.9	3.4	
NZME Combo	30.1	30.4	-0.3		30.4	26.4	4.0		29.7	29.4	0.3		28.8	26.3	2.5		26.2	25.0	1.2		23.9	24.2	-0.3		29.4	29.2	0.2		25.1	28.3	-3.2	
NZME and Partners	30.3	30.8	-0.5		30.9	27.2	3.7		30.1	29.4	0.7		29.4	27.6	1.8		26.6	25.8	0.8		23.9	24.2	-0.3		29.5	29.2	0.3		25.3	28.6	-3.3	
Potential (000)	488.3	488.3	0.0		57.7	57.3	0.4		136.2	136.6	-0.4		150.6	150.6	0.0		224.3	224.3	0.0		140.3	140.3	0.0		115.6	115.6	0.0		87.4	91.2	-3.8	
Sample	1,705	1,854	-149		201	204	-3		430	455	-25		551	544	7		850	865	-15		533	582	-49		411	490	-79		348	360	-12	

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,705	1,854	-149

	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	11.1	10.2	0.9	3	14.9	14.0	0.9		13.9	14.8	-0.9		10.2	8.7	1.5		11.7	9.4	2.3		10.0	9.1	0.9		13.3	14.3	-1.0				
Coast	1.3	1.1	0.2	13	2.3	1.7	0.6		2.6	2.0	0.6		2.3	1.7	0.6		1.7	0.9	0.8		2.3	1.3	1.0		2.6	1.9	0.7				
Edge	9.1	8.5	0.6	5	7.0	8.2	-1.2		7.2	7.5	-0.3		11.2	12.1	-0.9		11.2	9.7	1.5		3.5	8.6	-5.1		7.7	9.0	-1.3				
Gold*	0.2	*	*	14	*	*	*		0.1	0.1	0.0		0.4	0.3	0.1		0.5	0.6	-0.1		0.4	0.3	0.1		0.2	*	*				
Gold AM	0.1	n.a.	*	16	0.1	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		*	n.a.	*		*	n.a.	*		0.2	n.a.	*				
Magic	5.9	5.8	0.1	8	10.0	8.9	1.1		9.3	8.2	1.1		6.5	6.6	-0.1		8.5	6.0	2.5		2.3	2.4	-0.1		9.5	8.3	1.2				
Mai FM	1.7	1.1	0.6	11	1.5	1.7	-0.2		1.0	1.2	-0.2		3.0	3.1	-0.1		2.6	3.0	-0.4		1.0	0.8	0.2		2.3	2.4	-0.1				
More FM	13.3	14.9	-1.6	2	11.6	10.9	0.7		11.1	10.7	0.4		11.3	10.9	0.4		5.6	5.4	0.2		4.2	4.2	0.0		9.1	9.1	0.0				
Newstalk ZB	14.7	17.3	-2.6	1	11.0	11.3	-0.3		9.5	8.9	0.6		8.8	8.7	0.1		25.4	25.9	-0.5		35.0	38.3	-3.3		12.8	13.6	-0.8				
Pulzar FM	0.1	0.2	-0.1	16	0.1	0.6	-0.5		0.2	0.8	-0.6		0.3	0.5	-0.2		0.3	0.3	0.0		0.1	0.2	-0.1		0.2	0.2	0.0				
Radio Hauraki	3.8	3.5	0.3	9	5.3	4.7	0.6		5.6	5.4	0.2		5.2	4.6	0.6		2.7	3.0	-0.3		2.3	1.5	0.8		3.5	2.7	0.8				
Rhema	0.1	0.4	-0.3	16	0.2	0.3	-0.1		0.2	0.3	-0.1		0.5	0.8	-0.3		2.1	3.0	-0.9		2.3	2.8	-0.5		0.1	0.2	-0.1				
Rock	10.7	9.7	1.0	4	11.2	10.7	0.5		12.2	10.9	1.3		11.1	11.7	-0.6		4.9	7.8	-2.9		3.6	5.3	-1.7		7.6	7.4	0.2				
Star	1.7	1.6	0.1	11	0.7	1.1	-0.4		0.8	0.7	0.1		0.4	0.3	0.1		1.4	2.9	-1.5		8.3	8.7	-0.4		2.4	2.8	-0.4				
Tahu FM	0.2	0.1	0.1	14	0.2	0.4	-0.2		0.5	0.7	-0.2		0.4	0.3	0.1		0.6	0.3	0.3		0.3	0.1	0.2		0.3	0.5	-0.2				
The Hits	2.9	2.9	0.0	10	3.2	3.2	0.0		2.7	3.2	-0.5		3.2	3.7	-0.5		3.0	5.1	-2.1		0.9	0.8	0.1		3.1	4.1	-1.0				
The Sound	8.7	8.3	0.4	7	10.3	11.5	-1.2		11.3	12.1	-0.8		9.9	10.2	-0.3		6.3	5.4	0.9		9.1	6.3	2.8		10.7	9.7	1.0				
ZM	9.1	9.5	-0.4	5	5.2	5.9	-0.7		6.2	6.9	-0.7		8.3	8.3	0.0		5.7	6.9	-1.2		3.8	3.3	0.5		5.9	5.5	0.4				
MediaWorks Combo	60.6	58.5	2.1		66.6	66.0	0.6		66.2	65.5	0.7		63.3	63.3	0.0		51.8	47.2	4.6		34.2	36.7	-2.5		60.6	60.4	0.2				
NZME Combo	32.6	34.8	-2.2		28.4	27.6	0.8		27.7	27.3	0.4		28.9	27.7	1.2		39.1	42.4	-3.3		44.9	45.5	-0.6		28.5	28.4	0.1				
NZME and Partners	32.7	35.0	-2.3		28.5	28.2	0.3		27.9	28.1	-0.2		29.2	28.2	1.0		39.3	42.6	-3.3		45.0	45.6	-0.6		28.7	28.6	0.1				

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	79.3	79.0	0.3	3	4.9	6.2	-1.3		18.0	19.8	-1.8		21.9	24.5	-2.6		39.5	41.8	-2.3		31.3	30.6	0.7		24.1	23.3	0.8		20.8	22.0	-1.2	
Coast	20.6	17.5	3.1	12	1.0	1.0	0.0		2.9	2.4	0.5		3.3	2.5	0.8		6.3	4.9	1.4		8.2	6.8	1.4		8.9	8.9	0.0		3.2	2.8	0.4	
Edge	91.9	95.7	-3.8	1	12.2	13.8	-1.6		44.4	49.7	-5.3		44.0	48.5	-4.5		57.0	58.6	-1.6		18.8	14.8	4.0		6.1	5.6	0.5		21.9	23.2	-1.3	
Gold*	4.4	3.0	1.4	14	1.1	1.2	-0.1		1.2	0.7	0.5		0.9	0.3	0.6		2.0	0.8	1.2		1.8	0.7	1.1		0.8	0.4	0.4		0.7	0.4	0.3	
Gold AM	2.0	n.a.	*	18	*	n.a.	*		0.4	n.a.	*		0.1	n.a.	*		0.5	n.a.	*		0.7	n.a.	*		0.5	n.a.	*		0.5	n.a.	*	
Magic	46.9	47.2	-0.3	8	0.8	0.5	0.3		3.2	4.1	-0.9		7.5	7.8	-0.3		13.7	13.8	-0.1		15.5	15.1	0.4		24.1	24.4	-0.3		5.4	7.3	-1.9	
Mai FM	30.8	32.1	-1.3	11	2.9	3.5	-0.6		15.5	17.2	-1.7		14.9	14.2	0.7		17.9	16.4	1.5		5.4	4.5	0.9		3.3	3.1	0.2		8.0	5.8	2.2	
More FM	81.8	87.4	-5.6	2	10.5	11.6	-1.1		20.6	22.7	-2.1		27.4	28.8	-1.4		42.6	45.4	-2.8		26.8	30.7	-3.9		16.5	18.6	-2.1		23.7	23.5	0.2	
Newstalk ZB	62.0	61.7	0.3	6	2.2	1.9	0.3		4.5	3.7	0.8		8.1	7.5	0.6		17.7	18.5	-0.8		22.7	23.1	-0.4		25.5	23.9	1.6		7.7	10.3	-2.6	
Pulzar FM	2.7	2.7	0.0	17	0.1	0.1	0.0		1.0	0.4	0.6		2.5	1.8	0.7		2.5	2.2	0.3		*	0.4	*		0.2	0.1	0.1		0.5	0.6	-0.1	
Radio Hauraki	39.2	32.4	6.8	9	4.2	2.4	1.8		17.3	14.0	3.3		18.4	14.7	3.7		24.8	20.0	4.8		10.3	9.2	1.1		4.2	4.4	-0.2		7.9	7.3	0.6	
Rhema	3.6	5.6	-2.0	16	0.3	0.5	-0.2		0.7	1.0	-0.3		1.8	2.8	-1.0		2.3	3.5	-1.2		0.8	1.3	-0.5		0.9	1.1	-0.2		0.6	1.2	-0.6	
Rock	60.1	58.5	1.6	7	6.7	7.8	-1.1		23.1	21.5	1.6		28.3	26.5	1.8		39.7	36.8	2.9		14.8	14.5	0.3		4.3	5.0	-0.7		15.6	13.0	2.6	
Star	5.6	5.8	-0.2	13	0.3	0.3	0.0		0.2	0.3	-0.1		1.4	1.7	-0.3		1.4	2.0	-0.6		1.5	1.5	0.0		2.0	1.9	0.1		0.7	1.0	-0.3	
Tahu FM	3.9	4.9	-1.0	15	0.4	0.4	0.0		1.3	1.3	0.0		1.6	1.7	-0.1		2.9	3.1	-0.2		1.6	1.6	0.0		0.3	0.6	-0.3		1.0	0.6	0.4	
The Hits	32.1	32.1	0.0	10	3.7	4.7	-1.0		9.8	8.3	1.5		13.8	11.0	2.8		19.1	16.9	2.2		8.9	10.5	-1.6		6.1	6.3	-0.2		8.6	7.7	0.9	
The Sound	67.2	60.2	7.0	5	5.3	4.9	0.4		14.7	9.9	4.8		16.9	16.3	0.6		35.5	34.4	1.1		35.2	31.6	3.6		19.8	17.1	2.7		15.4	14.1	1.3	
ZM	71.5	74.4	-2.9	4	12.6	10.6	2.0		37.7	40.7	-3.0		37.3	37.8	-0.5		44.5	46.2	-1.7		9.6	11.8	-2.2		3.1	4.2	-1.1		18.0	17.6	0.4	
MediaWorks Combo	298.3	301.7	-3.4		30.0	32.3	-2.3		85.0	91.2	-6.2		101.6	102.9	-1.3		153.0	155.1	-2.1		94.5	93.9	0.6		68.7	68.2	0.5		61.1	64.4	-3.3	
NZME Combo	191.1	184.3	6.8		19.1	16.5	2.6		58.3	57.5	0.8		65.3	62.6	2.7		92.6	89.7	2.9		53.2	51.7	1.5		44.0	42.3	1.7		36.6	36.8	-0.2	
NZME and Partners	192.4	185.9	6.5		19.2	16.6	2.6		58.8	57.5	1.3		66.5	64.1	2.4		93.8	91.1	2.7		53.2	51.7	1.5		44.0	42.3	1.7		37.1	37.3	-0.2	
All Commercial Radio	383.8	388.2	-4.4		40.0	41.0	-1.0		105.3	110.8	-5.5		125.5	127.9	-2.4		188.7	190.6	-1.9		117.6	116.6	1.0		89.8	91.3	-1.5		76.5	79.8	-3.3	
Potential (000)	488.3	488.3	0.0		57.7	57.3	0.4		136.2	136.6	-0.4		150.6	150.6	0.0		224.3	224.3	0.0		140.3	140.3	0.0		115.6	115.6	0.0		87.4	91.2	-3.8	
Sample	1,705	1,854	-149		201	204	-3		430	455	-25		551	544	7		850	865	-15		533	582	-49		411	490	-79		348	360	-12	

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,705	1,854	-149

	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	44.7	40.5	4.2	3	43.1	38.5	4.6	47.5	47.3	0.2	40.3	33.8	6.5	14.5	13.2	1.3	5.7	3.5	2.2	43.6	43.4	0.2
Coast	7.4	6.7	0.7	12	8.3	6.4	1.9	10.0	8.5	1.5	8.0	6.9	1.1	4.1	2.7	1.4	2.4	1.4	1.0	12.6	10.1	2.5
Edge	47.9	48.4	-0.5	2	36.4	37.8	-1.4	44.8	49.2	-4.4	54.7	55.4	-0.7	32.9	28.5	4.4	4.4	6.1	-1.7	58.1	64.8	-6.7
Gold*	1.1	0.8	0.3	15	0.8	0.3	0.5	0.9	0.8	0.1	2.2	1.5	0.7	1.4	1.3	0.1	0.6	0.2	0.4	2.1	1.1	1.0
Gold AM	0.8	n.a.	*	17	1.2	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	1.9	n.a.	*
Magic	23.2	22.8	0.4	8	29.2	28.3	0.9	32.3	30.0	2.3	23.6	21.7	1.9	12.3	10.8	1.5	3.5	2.8	0.7	29.3	30.7	-1.4
Mai FM	12.1	10.3	1.8	11	9.5	10.8	-1.3	9.9	10.1	-0.2	12.4	13.3	-0.9	6.4	7.3	-0.9	1.9	1.6	0.3	18.5	19.2	-0.7
More FM	50.7	54.8	-4.1	1	37.9	38.0	-0.1	46.4	46.3	0.1	45.9	44.5	1.4	15.6	16.9	-1.3	4.8	5.5	-0.7	50.7	53.7	-3.0
Newstalk ZB	37.5	39.3	-1.8	5	32.9	30.8	2.1	34.3	32.7	1.6	28.2	28.8	-0.6	22.5	22.8	-0.3	16.4	18.6	-2.2	43.9	42.6	1.3
Pulzar FM	0.6	0.9	-0.3	18	0.9	1.5	-0.6	1.0	1.5	-0.5	1.9	2.1	-0.2	1.0	0.4	0.6	0.1	0.3	-0.2	2.1	0.8	1.3
Radio Hauraki	21.2	17.0	4.2	9	16.8	12.8	4.0	18.6	16.1	2.5	18.3	16.5	1.8	6.5	6.8	-0.3	3.0	2.2	0.8	22.9	16.8	6.1
Rhema	1.1	2.4	-1.3	15	0.8	1.5	-0.7	1.5	3.0	-1.5	1.7	3.8	-2.1	1.2	2.2	-1.0	1.3	1.1	0.2	1.5	2.2	-0.7
Rock	35.2	34.4	0.8	6	30.8	28.2	2.6	36.3	32.6	3.7	32.7	35.9	-3.2	11.1	15.0	-3.9	5.5	4.4	1.1	37.2	35.8	1.4
Star	4.0	3.9	0.1	13	2.7	3.2	-0.5	2.7	2.6	0.1	1.6	1.3	0.3	1.3	2.0	-0.7	2.7	1.6	1.1	2.9	4.5	-1.6
Tahu FM	1.5	1.7	-0.2	14	2.1	1.5	0.6	2.2	2.4	-0.2	2.4	3.1	-0.7	1.2	0.9	0.3	0.6	0.6	0.0	3.8	3.4	0.4
The Hits	14.8	14.2	0.6	10	15.0	13.2	1.8	15.4	15.5	-0.1	13.8	15.9	-2.1	5.0	8.2	-3.2	2.0	1.5	0.5	15.7	17.8	-2.1
The Sound	34.3	33.0	1.3	7	30.6	29.5	1.1	37.3	34.2	3.1	32.6	31.5	1.1	12.7	14.1	-1.4	7.2	5.5	1.7	40.6	37.6	3.0
ZM	42.6	47.0	-4.4	4	26.4	28.3	-1.9	35.4	36.4	-1.0	41.7	41.2	0.5	19.8	21.0	-1.2	6.5	5.1	1.4	43.0	44.1	-1.1
MediaWorks Combo	196.2	195.9	0.3		172.8	170.7	2.1	196.8	193.2	3.6	192.0	189.4	2.6	89.9	90.6	-0.7	28.9	26.8	2.1	219.7	226.3	-6.6
NZME Combo	115.0	116.9	-1.9		95.1	87.8	7.3	106.4	101.4	5.0	104.8	102.4	2.4	57.7	60.8	-3.1	29.3	28.4	0.9	125.4	120.4	5.0
NZME and Partners	115.6	117.6	-2.0		96.0	89.2	6.8	107.2	102.8	4.4	106.5	103.7	2.8	58.7	61.3	-2.6	29.4	28.7	0.7	126.6	121.0	5.6
All Commercial Radio	282.8	284.4	-1.6		236.7	234.2	2.5	271.6	270.1	1.5	270.1	270.7	-0.6	144.5	150.5	-6.0	61.1	57.1	4.0	307.4	311.4	-4.0

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	11:09	10:28	0:41	4:46	4:56	-0:10	5:54	4:50	1:04	5:45	5:05	0:40	8:42	7:19	1:23	15:11	13:54	1:16	16:15	16:51	-0:36	7:45	6:50	0:54
Coast	7:28	6:18	1:10	3:19	1:13	2:05	3:01	2:54	0:06	2:41	2:47	-0:06	4:30	4:03	0:26	7:07	8:04	-0:56	9:39	8:38	1:00	5:05	4:33	0:31
Edge	6:11	6:07	0:03	4:51	4:43	0:07	6:39	6:12	0:27	6:09	7:01	-0:52	5:52	6:39	-0:46	5:49	6:14	-0:25	7:32	7:57	-0:24	6:20	6:19	0:00
Gold*	3:05	2:38	0:27	2:44	1:59	0:45	2:35	3:31	-0:55	1:19	4:27	-3:07	2:49	3:48	-0:59	3:59	3:51	0:08	3:47	3:17	0:30	2:45	3:43	-0:57
Gold AM	2:54	n.a.	*	*	n.a.	*	3:00	n.a.	*	0:15	n.a.	*	3:35	n.a.	*	2:54	n.a.	*	1:17	n.a.	*	3:04	n.a.	*
Magic	12:16	10:25	1:50	2:22	14:29	-12:07	4:42	5:13	-0:30	4:08	4:45	-0:37	5:29	5:57	-0:28	10:45	8:05	2:39	14:02	12:20	1:42	6:14	5:36	0:38
Mai FM	4:08	3:50	0:18	4:04	3:47	0:16	4:18	3:46	0:31	5:19	4:50	0:29	4:57	4:34	0:22	2:12	2:23	-0:10	0:55	1:39	-0:43	5:18	4:06	1:11
More FM	9:02	8:06	0:55	7:43	5:06	2:37	4:50	5:34	-0:44	9:07	9:08	-0:00	8:46	8:47	-0:01	9:07	8:35	0:31	11:48	10:12	1:36	9:53	8:44	1:09
Newstalk ZB	14:21	14:38	-0:16	5:30	3:55	1:34	6:20	4:12	2:07	6:38	7:11	-0:32	8:14	8:31	-0:16	10:40	9:33	1:07	12:44	12:50	-0:05	8:19	9:38	-1:18
Pulzar FM	5:07	11:07	-6:00	26:15	26:15	0:00	6:10	2:10	3:59	4:46	14:39	-9:52	4:46	12:02	-7:15	*	0:30	*	0:30	0:30	0:00	5:19	5:30	-0:11
Radio Hauraki	7:54	8:11	-0:16	5:46	10:25	-4:39	7:39	8:15	-0:36	8:55	9:48	-0:53	8:36	9:04	-0:28	8:43	7:29	1:14	9:54	7:42	2:12	7:12	6:32	0:39
Rhema	6:42	6:42	0:00	0:30	1:28	-0:58	4:09	2:12	1:56	9:18	9:10	0:08	7:49	8:04	-0:15	2:51	3:22	-0:31	3:45	4:06	-0:20	3:15	5:03	-1:48
Rock	11:31	10:55	0:35	8:05	8:30	-0:25	11:20	11:55	-0:35	10:05	10:25	-0:19	11:01	11:09	-0:08	13:29	12:03	1:26	11:23	8:19	3:04	9:11	9:22	-0:10
Star	18:26	19:15	-0:48	4:30	0:15	4:15	0:30	14:01	-13:31	36:20	40:08	-3:47	36:20	35:05	1:15	11:07	5:12	5:55	11:56	7:17	4:38	1:16	5:56	-4:39
Tahu FM	5:55	5:28	0:26	14:46	0:47	13:59	4:40	2:27	2:13	4:21	6:04	-1:43	5:25	7:08	-1:43	5:50	7:28	-1:37	2:00	4:53	-2:53	4:13	2:09	2:03
The Hits	6:23	7:04	-0:41	3:27	4:08	-0:40	1:37	2:58	-1:21	4:14	6:34	-2:20	5:26	6:43	-1:17	8:24	7:30	0:53	12:35	12:15	0:20	3:35	6:54	-3:18
The Sound	10:20	11:00	-0:40	3:22	3:56	-0:34	6:55	6:57	-0:01	8:35	8:26	0:08	12:09	12:48	-0:39	13:27	14:19	-0:52	10:26	10:50	-0:23	7:39	9:50	-2:10
ZM	6:25	6:11	0:14	5:21	4:10	1:10	6:28	6:04	0:23	7:09	6:36	0:32	7:11	6:53	0:17	8:00	8:16	-0:15	8:42	7:19	1:23	8:03	8:03	-0:00
MediaWorks Combo	14:24	13:24	1:00	8:21	8:04	0:16	11:17	10:22	0:54	11:47	12:09	-0:22	13:41	13:35	0:06	17:48	16:25	1:23	17:55	17:00	0:54	14:16	12:51	1:25
NZME Combo	10:54	10:54	-0:00	6:25	6:06	0:18	7:43	7:21	0:22	8:53	8:35	0:17	9:13	9:03	0:09	10:42	10:24	0:17	12:56	12:45	0:10	8:39	9:38	-0:59
NZME and Partners	10:53	10:58	-0:04	6:30	6:15	0:14	7:45	7:22	0:23	8:54	8:48	0:05	9:14	9:12	0:01	10:42	10:24	0:17	12:56	12:45	0:10	8:36	9:36	-1:00
All Commercial Radio	18:02	17:03	0:59	10:04	9:19	0:44	14:23	13:00	1:22	16:02	15:59	0:03	17:15	17:05	0:10	20:17	19:04	1:13	21:32	20:14	1:17	16:27	15:44	0:42
Potential (000)	488.3	488.3	0.0	57.7	57.3	0.4	136.2	136.6	-0.4	150.6	150.6	0.0	224.3	224.3	0.0	140.3	140.3	0.0	115.6	115.6	0.0	87.4	91.2	-3.8
Sample	1,705	1,854	-149	201	204	-3	430	455	-25	551	544	7	850	865	-15	533	582	-49	411	490	-79	348	360	-12

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	488.3	488.3	0.0
Sample Size	1,705	1,854	-149

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

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast (Includes C105.7 from 19-31 July 2020) or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

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