



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	All 10+				People 10-24			People 18-39			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	12.8	-1.0	3	6.4	7.4	-1.0	4.9	5.8	-0.9	8.2	6.3	1.9	10.6	10.6	0.0	16.4	19.9	-3.5	16.8	20.3	-3.5	13.2	12.8	0.4	
Coast	2.4	2.2	0.2	10	1.1	0.6	0.5	1.5	0.5	1.0	1.3	0.4	0.9	1.3	0.9	0.4	2.5	2.5	0.0	3.5	4.5	-1.0	1.0	1.3	-0.3	
Edge	7.3	8.2	-0.9	7	17.9	19.5	-1.6	14.8	16.7	-1.9	11.9	13.4	-1.5	9.1	10.3	-1.2	3.9	4.6	-0.7	2.7	2.4	0.3	12.0	11.0	1.0	
Gold	0.2	0.2	0.0	16	0.4	0.5	-0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.3	0.3	0.0	0.3	0.1	0.2	0.4	0.2	0.2	
Gold AM	0.1	0.1	0.0	18	0.2	0.1	0.1	*	0.1	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	0.1	*
Magic Music & Talk	9.1	8.3	0.8	5	1.2	0.9	0.3	1.0	1.5	-0.5	1.3	1.5	-0.2	3.3	2.3	1.0	9.4	7.0	2.4	16.5	17.5	-1.0	5.7	2.7	3.0	
Mai FM	2.3	1.8	0.5	12	5.5	3.6	1.9	3.5	3.9	-0.4	3.7	3.9	-0.2	3.2	2.7	0.5	1.5	0.5	1.0	0.4	0.2	0.2	4.8	3.4	1.4	
More FM	11.9	10.7	1.2	2	17.8	13.3	4.5	9.5	10.9	-1.4	9.8	12.4	-2.6	12.6	11.5	1.1	15.7	10.3	5.4	11.5	10.1	1.4	15.5	18.6	-3.1	
Newstalk ZB	14.1	12.9	1.2	1	1.8	2.3	-0.5	2.0	2.4	-0.4	2.4	2.7	-0.3	5.2	4.5	0.7	11.4	10.1	1.3	19.7	16.8	2.9	7.0	5.1	1.9	
Pulzar FM	1.0	0.2	0.8	13	0.5	0.2	0.3	1.8	0.4	1.4	1.7	0.6	1.1	1.8	0.4	1.4	1.0	*	*	0.3	*	*	1.8	0.2	1.6	
Radio Hauraki	3.9	4.5	-0.6	9	6.4	5.8	0.6	8.4	8.1	0.3	7.5	8.2	-0.7	6.1	6.6	-0.5	2.4	3.8	-1.4	1.1	2.2	-1.1	2.5	4.5	-2.0	
Rhema	0.2	0.3	-0.1	16	*	0.3	*	0.1	0.2	-0.1	0.2	0.8	-0.6	0.3	0.5	-0.2	0.3	0.1	0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	
Rock	8.0	10.0	-2.0	6	11.9	21.5	-9.6	14.7	18.6	-3.9	13.9	14.2	-0.3	12.3	13.4	-1.1	6.5	8.4	-1.9	2.6	2.5	0.1	9.1	11.4	-2.3	
Star	0.7	1.5	-0.8	14	0.3	0.1	0.2	0.3	*	*	0.3	2.5	-2.2	0.2	1.5	-1.3	0.4	0.7	-0.3	0.6	1.2	-0.6	1.3	0.1	1.2	
Tahu FM	0.3	0.3	0.0	15	1.1	0.7	0.4	0.3	0.4	-0.1	0.2	0.3	-0.1	0.2	0.5	-0.3	0.3	0.4	-0.1	0.2	*	*	0.3	0.3	0.0	
The Hits	2.4	3.0	-0.6	10	2.0	2.2	-0.2	3.0	1.7	1.3	2.7	2.9	-0.2	3.7	3.2	0.5	3.9	3.1	0.8	1.7	4.0	-2.3	5.0	2.4	2.6	
The Sound	9.4	10.0	-0.6	4	7.4	5.6	1.8	8.2	6.9	1.3	9.5	7.2	2.3	11.0	13.3	-2.3	14.1	19.9	-5.8	11.3	10.7	0.6	7.2	9.4	-2.2	
ZM	6.8	6.6	0.2	8	13.0	11.7	1.3	14.3	13.6	0.7	13.0	13.3	-0.3	10.2	9.8	0.4	3.4	3.2	0.2	1.3	1.4	-0.1	10.2	11.5	-1.3	
MediaWorks Combo	60.2	62.1	-1.9		69.7	72.6	-2.9	57.7	65.0	-7.3	58.8	59.4	-0.6	62.3	64.3	-2.0	67.6	70.5	-2.9	61.9	63.6	-1.7	67.6	69.3	-1.7	
NZME Combo	30.4	30.1	0.3		24.9	23.2	1.7	30.0	27.3	2.7	28.2	28.8	-0.6	27.5	26.2	1.3	24.5	23.9	0.6	28.1	29.4	-1.3	26.0	25.1	0.9	
NZME and Partners	31.4	30.3	1.1		25.5	23.4	2.1	31.8	27.7	4.1	29.8	29.4	0.4	29.3	26.6	2.7	25.5	23.9	1.6	28.4	29.5	-1.1	27.8	25.3	2.5	
Potential (000)	503.3	488.3	15.0		109.6	111.1	-1.5	181.0	170.6	10.4	161.0	150.6	10.4	236.0	224.3	11.7	143.8	140.3	3.5	119.7	115.6	4.1	91.1	87.4	3.7	
Sample	1,560	1,705	-145		336	338	-2	524	572	-48	489	551	-62	720	850	-130	443	533	-90	374	411	-37	302	348	-46	

NZME and Partners

MediaWorks Combo: Breeze or Edge or Magic Music & Talk 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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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	503.3	488.3	15.0
Sample Size	1,560	1,705	-145

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	10.3	11.1	-0.8	3	13.1	14.9	-1.8	11.9	13.9	-2.0	11.7	10.2	1.5	11.8	11.7	0.1	9.3	10.0	-0.7	12.6	13.3	-0.7
Coast	1.7	1.3	0.4	12	2.9	2.3	0.6	2.3	2.6	-0.3	2.8	2.3	0.5	2.9	1.7	1.2	1.6	2.3	-0.7	2.5	2.6	-0.1
Edge	7.9	9.1	-1.2	5	6.3	7.0	-0.7	7.4	7.2	0.2	8.7	11.2	-2.5	6.6	11.2	-4.6	4.5	3.5	1.0	7.4	7.7	-0.3
Gold	0.3	0.2	0.1	15	0.1	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	0.4	0.5	-0.1	0.5	0.4	0.1	0.4	0.2	0.2
Gold AM	*	0.1	*	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	0.2	*
Magic Music & Talk	7.1	5.9	1.2	8	9.5	10.0	-0.5	9.8	9.3	0.5	7.7	6.5	1.2	11.5	8.5	3.0	3.7	2.3	1.4	10.3	9.5	0.8
Mai FM	2.6	1.7	0.9	11	2.2	1.5	0.7	2.4	1.0	1.4	2.4	3.0	-0.6	1.7	2.6	-0.9	1.7	1.0	0.7	2.4	2.3	0.1
More FM	14.4	13.3	1.1	2	14.3	11.6	2.7	12.6	11.1	1.5	11.5	11.3	0.2	5.4	5.6	-0.2	4.7	4.2	0.5	10.3	9.1	1.2
Newstalk ZB	17.0	14.7	2.3	1	11.5	11.0	0.5	8.4	9.5	-1.1	9.8	8.8	1.0	27.2	25.4	1.8	41.0	35.0	6.0	14.2	12.8	1.4
Pulzar FM	0.7	0.1	0.6	14	0.9	0.1	0.8	0.9	0.2	0.7	1.4	0.3	1.1	1.5	0.3	1.2	0.6	0.1	0.5	1.0	0.2	0.8
Radio Hauraki	3.5	3.8	-0.3	9	5.3	5.3	0.0	4.7	5.6	-0.9	4.2	5.2	-1.0	1.5	2.7	-1.2	1.2	2.3	-1.1	3.3	3.5	-0.2
Rhema	0.2	0.1	0.1	16	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.5	-0.4	0.3	2.1	-1.8	0.4	2.3	-1.9	0.2	0.1	0.1
Rock	7.5	10.7	-3.2	7	8.9	11.2	-2.3	10.1	12.2	-2.1	8.0	11.1	-3.1	4.7	4.9	-0.2	6.5	3.6	2.9	6.6	7.6	-1.0
Star	1.0	1.7	-0.7	13	0.1	0.7	-0.6	0.5	0.8	-0.3	0.5	0.4	0.1	0.5	1.4	-0.9	2.4	8.3	-5.9	1.1	2.4	-1.3
Tahu FM	0.1	0.2	-0.1	17	0.2	0.2	0.0	0.4	0.5	-0.1	0.4	0.4	0.0	0.6	0.6	0.0	0.3	0.3	0.0	0.3	0.3	0.0
The Hits	2.7	2.9	-0.2	10	2.1	3.2	-1.1	2.5	2.7	-0.2	2.2	3.2	-1.0	1.7	3.0	-1.3	2.4	0.9	1.5	2.8	3.1	-0.3
The Sound	7.9	8.7	-0.8	5	10.6	10.3	0.3	11.1	11.3	-0.2	11.3	9.9	1.4	7.5	6.3	1.2	7.2	9.1	-1.9	7.9	10.7	-2.8
ZM	9.5	9.1	0.4	4	5.8	5.2	0.6	6.7	6.2	0.5	8.0	8.3	-0.3	2.9	5.7	-2.8	3.5	3.8	-0.3	6.3	5.9	0.4
MediaWorks Combo	57.8	60.6	-2.8		65.0	66.6	-1.6	65.6	66.2	-0.6	61.8	63.3	-1.5	49.7	51.8	-2.1	38.7	34.2	4.5	58.1	60.6	-2.5
NZME Combo	35.1	32.6	2.5		28.6	28.4	0.2	25.7	27.7	-2.0	28.0	28.9	-0.9	36.7	39.1	-2.4	50.1	44.9	5.2	29.6	28.5	1.1
NZME and Partners	35.8	32.7	3.1		29.5	28.5	1.0	26.6	27.9	-1.3	29.5	29.2	0.3	38.2	39.3	-1.1	50.7	45.0	5.7	30.6	28.7	1.9

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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

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

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	All 10+				People 10-24			People 18-39			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	90.2	79.3	10.9	3	10.8	9.9	0.9	19.0	22.1	-3.1	22.8	21.9	0.9	39.3	39.5	-0.2	38.2	31.3	6.9	34.1	24.1	10.0	22.2	20.8	1.4
Coast	22.7	20.6	2.1	12	3.1	2.0	1.1	3.6	3.4	0.2	3.0	3.3	-0.3	6.0	6.3	-0.3	8.3	8.2	0.1	9.4	8.9	0.5	1.3	3.2	-1.9
Edge	102.4	91.9	10.5	1	35.5	28.8	6.7	54.4	52.6	1.8	42.0	44.0	-2.0	54.2	57.0	-2.8	23.3	18.8	4.5	12.5	6.1	6.4	25.8	21.9	3.9
Gold	5.7	4.4	1.3	15	1.4	1.6	-0.2	1.6	1.3	0.3	1.8	0.9	0.9	2.7	2.0	0.7	2.3	1.8	0.5	1.6	0.8	0.8	1.1	0.7	0.4
Gold AM	1.6	2.0	-0.4	18	0.9	0.4	0.5	0.3	0.6	-0.3	0.2	0.1	0.1	0.4	0.5	-0.1	0.2	0.7	-0.5	0.3	0.5	-0.2	*	0.5	*
Magic Music & Talk	47.3	46.9	0.4	8	2.2	1.1	1.1	4.6	6.3	-1.7	5.7	7.5	-1.8	12.7	13.7	-1.0	15.8	15.5	0.3	22.3	24.1	-1.8	6.1	5.4	0.7
Mai FM	30.9	30.8	0.1	11	8.9	8.0	0.9	13.6	17.4	-3.8	11.3	14.9	-3.6	15.9	17.9	-2.0	8.8	5.4	3.4	5.1	3.3	1.8	9.1	8.0	1.1
More FM	97.7	81.8	15.9	2	24.4	20.3	4.1	31.9	28.7	3.2	34.1	27.4	6.7	52.6	42.6	10.0	32.9	26.8	6.1	19.1	16.5	2.6	25.1	23.7	1.4
Newstalk ZB	59.8	62.0	-2.2	7	4.1	4.3	-0.2	5.5	7.0	-1.5	6.9	8.1	-1.2	15.9	17.7	-1.8	22.5	22.7	-0.2	24.8	25.5	-0.7	8.0	7.7	0.3
Pulzar FM	7.2	2.7	4.5	13	1.3	0.1	1.2	4.7	1.2	3.5	4.7	2.5	2.2	5.7	2.5	3.2	1.0	*	*	0.2	0.2	0.0	1.1	0.5	0.6
Radio Hauraki	40.1	39.2	0.9	9	8.2	10.2	-2.0	20.1	22.0	-1.9	20.1	18.4	1.7	27.4	24.8	2.6	11.5	10.3	1.2	4.5	4.2	0.3	8.1	7.9	0.2
Rhema	3.8	3.6	0.2	17	0.3	0.4	-0.1	1.1	1.2	-0.1	1.4	1.8	-0.4	2.5	2.3	0.2	1.8	0.8	1.0	0.9	0.9	0.0	1.2	0.6	0.6
Rock	66.2	60.1	6.1	6	13.6	15.9	-2.3	32.7	31.4	1.3	33.4	28.3	5.1	44.9	39.7	5.2	17.4	14.8	2.6	7.5	4.3	3.2	16.1	15.6	0.5
Star	4.4	5.6	-1.2	16	0.9	0.3	0.6	0.3	0.4	-0.1	0.3	1.4	-1.1	0.3	1.4	-1.1	0.7	1.5	-0.8	1.0	2.0	-1.0	0.9	0.7	0.2
Tahu FM	6.4	3.9	2.5	14	2.7	0.8	1.9	2.7	1.8	0.9	1.5	1.6	-0.1	2.1	2.9	-0.8	2.2	1.6	0.6	1.6	0.3	1.3	1.0	1.0	0.0
The Hits	35.3	32.1	3.2	10	6.9	6.6	0.3	16.9	13.6	3.3	15.1	13.8	1.3	23.3	19.1	4.2	11.8	8.9	2.9	5.0	6.1	-1.1	12.0	8.6	3.4
The Sound	67.7	67.2	0.5	5	10.7	11.3	-0.6	17.7	18.8	-1.1	18.4	16.9	1.5	33.4	35.5	-2.1	31.2	35.2	-4.0	22.1	19.8	2.3	12.2	15.4	-3.2
ZM	73.8	71.5	2.3	4	21.4	23.0	-1.6	42.1	42.8	-0.7	37.2	37.3	-0.1	45.9	44.5	1.4	13.6	9.6	4.0	5.9	3.1	2.8	20.0	18.0	2.0
MediaWorks Combo	328.2	298.3	29.9		66.7	61.9	4.8	114.1	110.1	4.0	109.0	101.6	7.4	163.4	153.0	10.4	106.0	94.5	11.5	80.9	68.7	12.2	68.2	61.1	7.1
NZME Combo	198.9	191.1	7.8		37.7	36.8	0.9	74.6	71.8	2.8	68.0	65.3	2.7	99.0	92.6	6.4	58.4	53.2	5.2	43.8	44.0	-0.2	40.6	36.6	4.0
NZME and Partners	200.6	192.4	8.2		37.7	36.9	0.8	75.7	72.6	3.1	69.4	66.5	2.9	100.7	93.8	6.9	58.6	53.2	5.4	43.8	44.0	-0.2	40.8	37.1	3.7
All Commercial Radio	403.4	383.8	19.6		80.7	78.1	2.6	140.7	134.7	6.0	133.6	125.5	8.1	198.5	188.7	9.8	123.8	117.6	6.2	94.7	89.8	4.9	81.1	76.5	4.6
Potential (000)	503.3	488.3	15.0		109.6	111.1	-1.5	181.0	170.6	10.4	161.0	150.6	10.4	236.0	224.3	11.7	143.8	140.3	3.5	119.7	115.6	4.1	91.1	87.4	3.7
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Sample Size	1,560	1,705	-145

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	This	
Breeze	41.6	44.7	-3.1	3	49.3	43.1	6.2	53.3	47.5	5.8	47.7	40.3	7.4	21.2	14.5	6.7	5.9	5.7	0.2	52.3	43.6	8.7
Coast	9.1	7.4	1.7	12	9.4	8.3	1.1	11.2	10.0	1.2	9.9	8.0	1.9	5.3	4.1	1.2	2.3	2.4	-0.1	14.4	12.6	1.8
Edge	47.2	47.9	-0.7	2	37.1	36.4	0.7	52.8	44.8	8.0	45.9	54.7	-8.8	23.8	32.9	-9.1	8.0	4.4	3.6	61.4	58.1	3.3
Gold	2.1	1.1	1.0	16	1.7	0.8	0.9	1.0	0.9	0.1	2.3	2.2	0.1	1.2	1.4	-0.2	0.6	0.6	0.0	4.0	2.1	1.9
Gold AM	0.3	0.8	-0.5	18	0.3	1.2	-0.9	0.7	0.9	-0.2	0.7	0.5	0.2	*	0.3	*	*	0.1	*	0.8	1.9	-1.1
Magic Music & Talk	23.5	23.2	0.3	8	24.2	29.2	-5.0	28.0	32.3	-4.3	23.2	23.6	-0.4	15.2	12.3	2.9	5.1	3.5	1.6	30.5	29.3	1.2
Mai FM	12.5	12.1	0.4	11	10.1	9.5	0.6	13.0	9.9	3.1	10.7	12.4	-1.7	5.1	6.4	-1.3	2.5	1.9	0.6	16.1	18.5	-2.4
More FM	57.3	50.7	6.6	1	42.5	37.9	4.6	56.2	46.4	9.8	47.7	45.9	1.8	15.2	15.6	-0.4	7.9	4.8	3.1	56.3	50.7	5.6
Newstalk ZB	39.3	37.5	1.8	5	34.5	32.9	1.6	28.9	34.3	-5.4	27.4	28.2	-0.8	23.0	22.5	0.5	14.8	16.4	-1.6	41.9	43.9	-2.0
Pulzar FM	3.3	0.6	2.7	13	4.0	0.9	3.1	1.7	1.0	0.7	4.3	1.9	2.4	2.7	1.0	1.7	0.2	0.1	0.1	4.8	2.1	2.7
Radio Hauraki	19.3	21.2	-1.9	9	18.5	16.8	1.7	18.6	18.6	0.0	18.5	18.3	0.2	7.8	6.5	1.3	1.4	3.0	-1.6	24.3	22.9	1.4
Rhema	1.3	1.1	0.2	17	1.3	0.8	0.5	1.4	1.5	-0.1	1.0	1.7	-0.7	1.1	1.2	-0.1	0.6	1.3	-0.7	2.7	1.5	1.2
Rock	29.3	35.2	-5.9	7	32.9	30.8	2.1	36.6	36.3	0.3	30.3	32.7	-2.4	12.7	11.1	1.6	6.3	5.5	0.8	36.3	37.2	-0.9
Star	2.6	4.0	-1.4	14	1.1	2.7	-1.6	2.0	2.7	-0.7	1.7	1.6	0.1	0.5	1.3	-0.8	2.1	2.7	-0.6	2.9	2.9	0.0
Tahu FM	2.3	1.5	0.8	15	3.6	2.1	1.5	2.5	2.2	0.3	3.0	2.4	0.6	1.2	1.2	0.0	0.5	0.6	-0.1	3.6	3.8	-0.2
The Hits	14.2	14.8	-0.6	10	12.6	15.0	-2.4	15.2	15.4	-0.2	14.2	13.8	0.4	7.1	5.0	2.1	3.0	2.0	1.0	18.9	15.7	3.2
The Sound	31.8	34.3	-2.5	6	32.6	30.6	2.0	38.4	37.3	1.1	35.5	32.6	2.9	12.4	12.7	-0.3	5.8	7.2	-1.4	37.1	40.6	-3.5
ZM	41.2	42.6	-1.4	4	28.0	26.4	1.6	40.7	35.4	5.3	37.5	41.7	-4.2	16.5	19.8	-3.3	6.2	6.5	-0.3	44.1	43.0	1.1
MediaWorks Combo	201.8	196.2	5.6		188.6	172.8	15.8	222.4	196.8	25.6	197.5	192.0	5.5	95.3	89.9	5.4	36.4	28.9	7.5	236.8	219.7	17.1
NZME Combo	116.4	115.0	1.4		99.0	95.1	3.9	107.7	106.4	1.3	104.7	104.8	-0.1	58.2	57.7	0.5	27.0	29.3	-2.3	132.3	125.4	6.9
NZME and Partners	118.9	115.6	3.3		101.8	96.0	5.8	108.4	107.2	1.2	107.2	106.5	0.7	60.0	58.7	1.3	27.2	29.4	-2.2	135.7	126.6	9.1
All Commercial Radio	286.6	282.8	3.8		259.4	236.7	22.7	293.5	271.6	21.9	272.7	270.1	2.6	150.6	144.5	6.1	61.8	61.1	0.7	327.8	307.4	20.4

MediaWorks Combo: Breeze or Edge or Magic Music & Talk 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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	All 10+			People 10-24			People 18-39			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	8:46	11:09	-2:23	5:16	7:13	-1:56	4:56	5:18	-0:22	6:59	5:45	1:13	8:11	8:42	-0:31	10:05	15:11	-5:05	9:44	16:15	-6:30	7:17	7:45	-0:27
Coast	7:07	7:28	-0:21	3:05	2:50	0:14	8:12	2:57	5:14	8:06	2:41	5:25	6:45	4:30	2:14	7:03	7:07	-0:04	7:25	9:39	-2:14	9:10	5:05	4:05
Edge	4:46	6:11	-1:24	4:29	6:29	-2:00	5:13	6:30	-1:16	5:29	6:09	-0:39	5:06	5:52	-0:46	3:56	5:49	-1:52	4:16	7:32	-3:16	5:41	6:20	-0:39
Gold	2:54	3:05	-0:10	2:22	3:13	-0:51	3:46	2:20	1:26	2:50	1:19	1:30	2:59	2:49	0:09	3:00	3:59	-0:59	3:14	3:47	-0:33	4:03	2:45	1:18
Gold AM	2:27	2:54	-0:26	2:11	3:00	-0:48	3:00	2:18	0:41	0:15	0:15	0:00	0:15	3:35	-3:20	0:15	2:54	-2:39	7:15	1:17	5:57	*	3:04	*
Magic Music & Talk	12:46	12:16	0:30	4:59	7:24	-2:24	4:15	4:56	-0:40	4:31	4:08	0:23	7:46	5:29	2:16	14:00	10:45	3:15	14:35	14:02	0:32	11:31	6:14	5:16
Mai FM	5:04	4:08	0:55	5:26	4:20	1:05	4:54	4:33	0:21	6:22	5:19	1:02	6:12	4:57	1:14	3:55	2:12	1:42	1:43	0:55	0:47	6:27	5:18	1:09
More FM	8:08	9:02	-0:53	6:29	6:18	0:11	5:44	7:48	-2:04	5:32	9:07	-3:34	7:15	8:46	-1:31	11:13	9:07	2:06	11:55	11:48	0:07	7:34	9:53	-2:19
Newstalk ZB	15:41	14:21	1:19	4:01	5:05	-1:04	7:05	6:58	0:07	6:53	6:38	0:15	9:50	8:14	1:35	11:56	10:40	1:16	15:41	12:44	2:57	10:44	8:19	2:24
Pulzar FM	9:04	5:07	3:57	3:40	26:15	-22:34	7:10	6:33	0:36	6:51	4:46	2:05	9:43	4:46	4:57	23:07	*	*	22:45	0:30	22:15	19:59	5:19	14:40
Radio Hauraki	6:31	7:54	-1:23	6:51	5:24	1:26	8:01	7:34	0:26	7:15	8:55	-1:39	6:44	8:36	-1:51	4:52	8:43	-3:51	4:36	9:54	-5:18	3:44	7:12	-3:27
Rhema	2:51	6:42	-3:51	0:30	7:16	-6:46	1:41	3:55	-2:14	2:54	9:18	-6:24	3:22	7:49	-4:26	3:29	2:51	0:38	2:18	3:45	-1:27	1:21	3:15	-1:54
Rock	8:01	11:31	-3:30	7:46	12:55	-5:09	8:38	12:07	-3:28	8:05	10:05	-2:00	8:18	11:01	-2:42	8:50	13:29	-4:38	6:56	11:23	-4:27	6:55	9:11	-2:16
Star	10:46	18:26	-7:40	2:48	4:30	-1:41	17:00	1:22	15:37	17:00	36:20	-19:20	17:00	36:20	-19:20	14:04	11:07	2:56	12:10	11:56	0:14	17:59	1:16	16:42
Tahu FM	3:09	5:55	-2:46	3:36	9:24	-5:47	1:51	4:07	-2:16	2:52	4:21	-1:28	2:45	5:25	-2:39	2:47	5:50	-3:02	2:55	2:00	0:55	3:17	4:13	-0:55
The Hits	4:37	6:23	-1:46	2:33	3:09	-0:36	3:27	2:31	0:55	3:28	4:14	-0:45	4:48	5:26	-0:38	7:42	8:24	-0:41	6:45	12:35	-5:50	5:04	3:35	1:28
The Sound	9:18	10:20	-1:01	6:09	4:46	1:22	8:56	7:27	1:28	9:56	8:35	1:21	9:59	12:09	-2:09	10:37	13:27	-2:49	10:08	10:26	-0:17	7:11	7:39	-0:28
ZM	6:07	6:25	-0:17	5:22	4:51	0:30	6:32	6:29	0:02	6:45	7:09	-0:24	6:46	7:11	-0:24	5:50	8:00	-2:10	4:23	8:42	-4:19	6:13	8:03	-1:49
MediaWorks Combo	12:14	14:24	-2:09	9:15	11:15	-1:59	9:43	12:04	-2:21	10:27	11:47	-1:20	11:35	13:41	-2:06	14:59	17:48	-2:49	15:08	17:55	-2:47	12:07	14:16	-2:09
NZME Combo	10:12	10:54	-0:41	5:52	6:02	-0:10	7:44	7:45	-0:01	8:01	8:53	-0:52	8:25	9:13	-0:47	9:51	10:42	-0:50	12:42	12:56	-0:13	7:48	8:39	-0:50
NZME and Partners	10:27	10:53	-0:26	5:59	6:05	-0:05	8:04	7:47	0:16	8:19	8:54	-0:34	8:50	9:14	-0:23	10:12	10:42	-0:29	12:49	12:56	-0:06	8:18	8:36	-0:17
All Commercial Radio	16:33	18:02	-1:29	10:59	12:17	-1:17	13:40	15:10	-1:30	14:30	16:02	-1:32	15:18	17:15	-1:57	18:58	20:17	-1:18	20:53	21:32	-0:38	15:05	16:27	-1:22
Potential (000)	503.3	488.3	15.0	109.6	111.1	-1.5	181.0	170.6	10.4	161.0	150.6	10.4	236.0	224.3	11.7	143.8	140.3	3.5	119.7	115.6	4.1	91.1	87.4	3.7
Sample	1,560	1,705	-145	336	338	-2	524	572	-48	489	551	-62	720	850	-130	443	533	-90	374	411	-37	302	348	-46

MediaWorks Combo: Breeze or Edge or Magic Music & Talk 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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	This	Last	+/-
Potential (000)	503.3	488.3	15.0
Sample Size	1,560	1,705	-145

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk 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