



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | 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 | 11.1 | 11.8 | -0.7 | 3 | 5.3 | 6.4 | -1.1 | 4.5 | 4.9 | -0.4 | 8.6 | 8.2 | 0.4 | 10.2 | 10.6 | -0.4 | 15.9 | 16.4 | -0.5 | 16.4 | 16.8 | -0.4 | 17.5 | 13.2 | 4.3 |
| Coast | 2.6 | 2.4 | 0.2 | 12 | 1.6 | 1.1 | 0.5 | 1.9 | 1.5 | 0.4 | 1.4 | 1.3 | 0.1 | 1.7 | 1.3 | 0.4 | 2.4 | 2.5 | -0.1 | 3.7 | 3.5 | 0.2 | 1.6 | 1.0 | 0.6 |
| Edge | 8.0 | 7.3 | 0.7 | 6 | 16.0 | 17.9 | -1.9 | 13.1 | 14.8 | -1.7 | 12.0 | 11.9 | 0.1 | 10.7 | 9.1 | 1.6 | 6.8 | 3.9 | 2.9 | 3.3 | 2.7 | 0.6 | 14.3 | 12.0 | 2.3 |
| Gold | 0.2 | 0.2 | 0.0 | 17 | 0.5 | 0.4 | 0.1 | 0.2 | 0.3 | -0.1 | 0.2 | 0.3 | -0.1 | 0.1 | 0.3 | -0.2 | 0.1 | 0.3 | -0.2 | 0.2 | 0.3 | -0.1 | 0.3 | 0.4 | -0.1 |
| Gold AM | 0.1 | 0.1 | 0.0 | 19 | 0.1 | 0.2 | -0.1 | * | * | * | * | * | * | * | * | * | * | * | * | 0.2 | 0.1 | 0.1 | * | * | * |
| Magic Music* | 7.4 | n.a. | * | 7 | 1.2 | n.a. | * | 0.4 | n.a. | * | 0.7 | n.a. | * | 2.0 | n.a. | * | 6.6 | n.a. | * | 14.3 | n.a. | * | 3.4 | n.a. | * |
| Magic Talk* | 1.6 | n.a. | * | 13 | * | n.a. | * | 0.7 | n.a. | * | 0.8 | n.a. | * | 1.2 | n.a. | * | 1.5 | n.a. | * | 2.1 | n.a. | * | 1.7 | n.a. | * |
| Mai FM | 2.7 | 2.3 | 0.4 | 10 | 6.4 | 5.5 | 0.9 | 5.3 | 3.5 | 1.8 | 5.0 | 3.7 | 1.3 | 3.9 | 3.2 | 0.7 | 1.3 | 1.5 | -0.2 | 0.3 | 0.4 | -0.1 | 3.8 | 4.8 | -1.0 |
| More FM | 12.1 | 11.9 | 0.2 | 2 | 16.4 | 17.8 | -1.4 | 11.2 | 9.5 | 1.7 | 10.3 | 9.8 | 0.5 | 12.2 | 12.6 | -0.4 | 16.2 | 15.7 | 0.5 | 13.0 | 11.5 | 1.5 | 12.8 | 15.5 | -2.7 |
| Newstalk ZB | 12.6 | 14.1 | -1.5 | 1 | 1.0 | 1.8 | -0.8 | 1.4 | 2.0 | -0.6 | 1.7 | 2.4 | -0.7 | 4.0 | 5.2 | -1.2 | 9.0 | 11.4 | -2.4 | 17.9 | 19.7 | -1.8 | 7.4 | 7.0 | 0.4 |
| Pulzar FM | 1.0 | 1.0 | 0.0 | 15 | 0.7 | 0.5 | 0.2 | 1.8 | 1.8 | 0.0 | 1.5 | 1.7 | -0.2 | 1.7 | 1.8 | -0.1 | 1.1 | 1.0 | 0.1 | 0.3 | 0.3 | 0.0 | 2.0 | 1.8 | 0.2 |
| Radio Hauraki | 3.1 | 3.9 | -0.8 | 9 | 4.1 | 6.4 | -2.3 | 7.5 | 8.4 | -0.9 | 6.5 | 7.5 | -1.0 | 5.2 | 6.1 | -0.9 | 1.7 | 2.4 | -0.7 | 0.5 | 1.1 | -0.6 | 2.3 | 2.5 | -0.2 |
| Rhema | 0.3 | 0.2 | 0.1 | 16 | * | * | * | 0.4 | 0.1 | 0.3 | 0.5 | 0.2 | 0.3 | 0.4 | 0.3 | 0.1 | 0.2 | 0.3 | -0.1 | 0.3 | 0.1 | 0.2 | 0.5 | 0.1 | 0.4 |
| Rock | 8.5 | 8.0 | 0.5 | 5 | 11.9 | 11.9 | 0.0 | 15.1 | 14.7 | 0.4 | 14.5 | 13.9 | 0.6 | 12.3 | 12.3 | 0.0 | 7.6 | 6.5 | 1.1 | 4.2 | 2.6 | 1.6 | 5.2 | 9.1 | -3.9 |
| Star | 1.4 | 0.7 | 0.7 | 14 | 0.1 | 0.3 | -0.2 | 0.2 | 0.3 | -0.1 | 0.2 | 0.3 | -0.1 | 1.4 | 0.2 | 1.2 | 2.1 | 0.4 | 1.7 | 0.8 | 0.6 | 0.2 | 2.0 | 1.3 | 0.7 |
| Tahu FM | 0.2 | 0.3 | -0.1 | 17 | 0.4 | 1.1 | -0.7 | 0.2 | 0.3 | -0.1 | 0.2 | 0.2 | 0.0 | 0.1 | 0.2 | -0.1 | 0.2 | 0.3 | -0.1 | 0.2 | 0.2 | 0.0 | 0.2 | 0.3 | -0.1 |
| The Hits | 2.7 | 2.4 | 0.3 | 10 | 2.9 | 2.0 | 0.9 | 4.3 | 3.0 | 1.3 | 3.7 | 2.7 | 1.0 | 3.7 | 3.7 | 0.0 | 3.2 | 3.9 | -0.7 | 1.8 | 1.7 | 0.1 | 5.2 | 5.0 | 0.2 |
| The Sound | 10.0 | 9.4 | 0.6 | 4 | 6.8 | 7.4 | -0.6 | 6.3 | 8.2 | -1.9 | 10.6 | 9.5 | 1.1 | 11.9 | 11.0 | 0.9 | 14.3 | 14.1 | 0.2 | 11.2 | 11.3 | -0.1 | 6.4 | 7.2 | -0.8 |
| ZM | 7.1 | 6.8 | 0.3 | 8 | 16.6 | 13.0 | 3.6 | 16.2 | 14.3 | 1.9 | 12.5 | 13.0 | -0.5 | 9.8 | 10.2 | -0.4 | 3.5 | 3.4 | 0.1 | 1.4 | 1.3 | 0.1 | 9.8 | 10.2 | -0.4 |
| MediaWorks Combo | 61.6 | 60.2 | 1.4 | | 65.8 | 69.7 | -3.9 | 57.3 | 57.7 | -0.4 | 62.5 | 58.8 | 3.7 | 64.5 | 62.3 | 2.2 | 70.3 | 67.6 | 2.7 | 64.7 | 61.9 | 2.8 | 65.1 | 67.6 | -2.5 |
| NZME Combo | 28.4 | 30.4 | -2.0 | | 26.9 | 24.9 | 2.0 | 31.5 | 30.0 | 1.5 | 26.0 | 28.2 | -2.2 | 24.7 | 27.5 | -2.8 | 20.1 | 24.5 | -4.4 | 25.6 | 28.1 | -2.5 | 26.7 | 26.0 | 0.7 |
| NZME and Partners | 29.4 | 31.4 | -2.0 | | 27.5 | 25.5 | 2.0 | 33.3 | 31.8 | 1.5 | 27.6 | 29.8 | -2.2 | 26.4 | 29.3 | -2.9 | 21.1 | 25.5 | -4.4 | 25.9 | 28.4 | -2.5 | 28.7 | 27.8 | 0.9 |
| Potential (000) | 503.3 | 503.3 | 0.0 | | 109.6 | 109.6 | 0.0 | 181.3 | 181.0 | 0.3 | 161.0 | 161.0 | 0.0 | 236.0 | 236.0 | 0.0 | 143.8 | 143.8 | 0.0 | 119.7 | 119.7 | 0.0 | 90.4 | 91.1 | -0.7 |
| Sample | 1,687 | 1,560 | 127 | | 348 | 336 | 12 | 499 | 524 | -25 | 471 | 489 | -18 | 729 | 720 | 9 | 478 | 443 | 35 | 447 | 374 | 73 | 310 | 302 | 8 |

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

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 503.3 | 503.3 | 0.0 |
| Sample Size | 1,687 | 1,560 | 127 |

| | Breakfast | | | | Morning | | | Afternoon | | | Drive | | | Night | | | Mid Dawn | | | Weekend | | |
|-------------------|-----------|----------------------|------|------|---------|------|------|-----------|------|------|-------|------|------|-------|------|------|----------|------|------|---------|------|------|
| | This | Mon-Fri 6am-9am Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Breeze | 8.9 | 10.3 | -1.4 | 4 | 12.2 | 13.1 | -0.9 | 12.2 | 11.9 | 0.3 | 10.7 | 11.7 | -1.0 | 8.3 | 11.8 | -3.5 | 10.5 | 9.3 | 1.2 | 11.8 | 12.6 | -0.8 |
| Coast | 2.3 | 1.7 | 0.6 | 13 | 3.2 | 2.9 | 0.3 | 2.0 | 2.3 | -0.3 | 2.9 | 2.8 | 0.1 | 2.7 | 2.9 | -0.2 | 0.6 | 1.6 | -1.0 | 2.9 | 2.5 | 0.4 |
| Edge | 8.0 | 7.9 | 0.1 | 6 | 7.3 | 6.3 | 1.0 | 8.4 | 7.4 | 1.0 | 7.6 | 8.7 | -1.1 | 6.3 | 6.6 | -0.3 | 10.0 | 4.5 | 5.5 | 8.6 | 7.4 | 1.2 |
| Gold | 0.1 | 0.3 | -0.2 | 17 | 0.3 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.3 | -0.1 | 0.1 | 0.4 | -0.3 | * | 0.5 | * | 0.2 | 0.4 | -0.2 |
| Gold AM | 0.1 | * | * | 17 | * | * | * | 0.1 | 0.1 | 0.0 | 0.2 | 0.1 | 0.1 | 0.1 | * | * | * | * | * | 0.1 | * | * |
| Magic Music* | 5.3 | n.a. | * | 8 | 8.7 | n.a. | * | 8.3 | n.a. | * | 6.4 | n.a. | * | 5.9 | n.a. | * | 2.6 | n.a. | * | 8.7 | n.a. | * |
| Magic Talk* | 2.4 | n.a. | * | 11 | 1.0 | n.a. | * | 1.1 | n.a. | * | 1.6 | n.a. | * | 2.4 | n.a. | * | 2.3 | n.a. | * | 1.3 | n.a. | * |
| Mai FM | 2.4 | 2.6 | -0.2 | 11 | 2.3 | 2.2 | 0.1 | 3.2 | 2.4 | 0.8 | 4.1 | 2.4 | 1.7 | 1.3 | 1.7 | -0.4 | 1.6 | 1.7 | -0.1 | 2.6 | 2.4 | 0.2 |
| More FM | 14.0 | 14.4 | -0.4 | 2 | 14.2 | 14.3 | -0.1 | 12.7 | 12.6 | 0.1 | 9.8 | 11.5 | -1.7 | 5.5 | 5.4 | 0.1 | 7.6 | 4.7 | 2.9 | 12.0 | 10.3 | 1.7 |
| Newstalk ZB | 17.4 | 17.0 | 0.4 | 1 | 8.6 | 11.5 | -2.9 | 7.1 | 8.4 | -1.3 | 8.3 | 9.8 | -1.5 | 27.7 | 27.2 | 0.5 | 31.2 | 41.0 | -9.8 | 12.4 | 14.2 | -1.8 |
| Pulzar FM | 0.5 | 0.7 | -0.2 | 15 | 1.0 | 0.9 | 0.1 | 1.3 | 0.9 | 0.4 | 1.4 | 1.4 | 0.0 | 1.5 | 1.5 | 0.0 | 0.4 | 0.6 | -0.2 | 0.8 | 1.0 | -0.2 |
| Radio Hauraki | 3.2 | 3.5 | -0.3 | 9 | 4.2 | 5.3 | -1.1 | 3.8 | 4.7 | -0.9 | 3.8 | 4.2 | -0.4 | 2.1 | 1.5 | 0.6 | 0.7 | 1.2 | -0.5 | 1.8 | 3.3 | -1.5 |
| Rhema | 0.4 | 0.2 | 0.2 | 16 | 0.3 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.4 | 0.3 | 0.1 | 0.3 | 0.4 | -0.1 | 0.3 | 0.2 | 0.1 |
| Rock | 8.0 | 7.5 | 0.5 | 6 | 10.1 | 8.9 | 1.2 | 9.5 | 10.1 | -0.6 | 10.7 | 8.0 | 2.7 | 5.8 | 4.7 | 1.1 | 6.9 | 6.5 | 0.4 | 6.8 | 6.6 | 0.2 |
| Star | 1.1 | 1.0 | 0.1 | 14 | 0.8 | 0.1 | 0.7 | 0.8 | 0.5 | 0.3 | 1.5 | 0.5 | 1.0 | 3.5 | 0.5 | 3.0 | 2.4 | 2.4 | 0.0 | 1.9 | 1.1 | 0.8 |
| Tahu FM | 0.1 | 0.1 | 0.0 | 17 | 0.2 | 0.2 | 0.0 | 0.2 | 0.4 | -0.2 | 0.2 | 0.4 | -0.2 | 0.1 | 0.6 | -0.5 | 0.5 | 0.3 | 0.2 | 0.2 | 0.3 | -0.1 |
| The Hits | 2.9 | 2.7 | 0.2 | 10 | 2.0 | 2.1 | -0.1 | 2.6 | 2.5 | 0.1 | 2.9 | 2.2 | 0.7 | 3.1 | 1.7 | 1.4 | 3.0 | 2.4 | 0.6 | 2.8 | 2.8 | 0.0 |
| The Sound | 8.1 | 7.9 | 0.2 | 5 | 11.0 | 10.6 | 0.4 | 11.9 | 11.1 | 0.8 | 11.8 | 11.3 | 0.5 | 7.8 | 7.5 | 0.3 | 5.1 | 7.2 | -2.1 | 9.1 | 7.9 | 1.2 |
| ZM | 10.3 | 9.5 | 0.8 | 3 | 6.1 | 5.8 | 0.3 | 6.4 | 6.7 | -0.3 | 7.5 | 8.0 | -0.5 | 4.5 | 2.9 | 1.6 | 7.9 | 3.5 | 4.4 | 6.5 | 6.3 | 0.2 |
| MediaWorks Combo | 57.3 | 57.8 | -0.5 | | 67.1 | 65.0 | 2.1 | 67.6 | 65.6 | 2.0 | 63.1 | 61.8 | 1.3 | 43.7 | 49.7 | -6.0 | 46.8 | 38.7 | 8.1 | 61.4 | 58.1 | 3.3 |
| NZME Combo | 36.2 | 35.1 | 1.1 | | 24.5 | 28.6 | -4.1 | 22.5 | 25.7 | -3.2 | 25.9 | 28.0 | -2.1 | 40.3 | 36.7 | 3.6 | 43.4 | 50.1 | -6.7 | 26.8 | 29.6 | -2.8 |
| NZME and Partners | 36.8 | 35.8 | 1.0 | | 25.5 | 29.5 | -4.0 | 23.7 | 26.6 | -2.9 | 27.3 | 29.5 | -2.2 | 41.8 | 38.2 | 3.6 | 43.9 | 50.7 | -6.8 | 27.5 | 30.6 | -3.1 |

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

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | 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 | 84.9 | 90.2 | -5.3 | 3 | 11.4 | 10.8 | 0.6 | | 13.7 | 19.0 | -5.3 | | 17.5 | 22.8 | -5.3 | | 36.1 | 39.3 | -3.2 | | 39.9 | 38.2 | 1.7 | | 32.0 | 34.1 | -2.1 | | 20.8 | 22.2 | -1.4 | |
| Coast | 20.3 | 22.7 | -2.4 | 12 | 2.9 | 3.1 | -0.2 | | 2.8 | 3.6 | -0.8 | | 2.1 | 3.0 | -0.9 | | 5.0 | 6.0 | -1.0 | | 7.6 | 8.3 | -0.7 | | 8.9 | 9.4 | -0.5 | | 1.5 | 1.3 | 0.2 | |
| Edge | 95.0 | 102.4 | -7.4 | 2 | 34.2 | 35.5 | -1.3 | | 48.4 | 54.4 | -6.0 | | 38.1 | 42.0 | -3.9 | | 50.4 | 54.2 | -3.8 | | 21.5 | 23.3 | -1.8 | | 9.8 | 12.5 | -2.7 | | 23.3 | 25.8 | -2.5 | |
| Gold | 3.1 | 5.7 | -2.6 | 18 | 0.7 | 1.4 | -0.7 | | 0.3 | 1.6 | -1.3 | | 0.7 | 1.8 | -1.1 | | 0.7 | 2.7 | -2.0 | | 1.0 | 2.3 | -1.3 | | 1.7 | 1.6 | 0.1 | | 0.6 | 1.1 | -0.5 | |
| Gold AM | 2.6 | 1.6 | 1.0 | 19 | 0.9 | 0.9 | 0.0 | | 0.3 | 0.3 | 0.0 | | 0.2 | 0.2 | 0.0 | | 1.1 | 0.4 | 0.7 | | 0.9 | 0.2 | 0.7 | | 0.3 | 0.3 | 0.0 | | * | * | * | |
| Magic Music* | 38.4 | n.a. | * | 8 | 1.3 | n.a. | * | | 2.9 | n.a. | * | | 4.0 | n.a. | * | | 6.8 | n.a. | * | | 10.3 | n.a. | * | | 22.5 | n.a. | * | | 3.3 | n.a. | * | |
| Magic Talk* | 13.9 | n.a. | * | 13 | 0.2 | n.a. | * | | 1.7 | n.a. | * | | 2.1 | n.a. | * | | 5.6 | n.a. | * | | 5.9 | n.a. | * | | 5.2 | n.a. | * | | 2.5 | n.a. | * | |
| Mai FM | 30.9 | 30.9 | 0.0 | 11 | 8.2 | 8.9 | -0.7 | | 16.2 | 13.6 | 2.6 | | 14.3 | 11.3 | 3.0 | | 18.3 | 15.9 | 2.4 | | 7.5 | 8.8 | -1.3 | | 4.0 | 5.1 | -1.1 | | 8.3 | 9.1 | -0.8 | |
| More FM | 99.3 | 97.7 | 1.6 | 1 | 21.9 | 24.4 | -2.5 | | 32.0 | 31.9 | 0.1 | | 35.0 | 34.1 | 0.9 | | 53.7 | 52.6 | 1.1 | | 35.7 | 32.9 | 2.8 | | 22.2 | 19.1 | 3.1 | | 22.9 | 25.1 | -2.2 | |
| Newstalk ZB | 59.0 | 59.8 | -0.8 | 7 | 3.7 | 4.1 | -0.4 | | 6.1 | 5.5 | 0.6 | | 7.1 | 6.9 | 0.2 | | 15.4 | 15.9 | -0.5 | | 19.6 | 22.5 | -2.9 | | 25.1 | 24.8 | 0.3 | | 9.6 | 8.0 | 1.6 | |
| Pulzar FM | 7.4 | 7.2 | 0.2 | 14 | 2.1 | 1.3 | 0.8 | | 5.0 | 4.7 | 0.3 | | 3.6 | 4.7 | -1.1 | | 4.6 | 5.7 | -1.1 | | 1.3 | 1.0 | 0.3 | | 0.6 | 0.2 | 0.4 | | 1.1 | 1.1 | 0.0 | |
| Radio Hauraki | 35.8 | 40.1 | -4.3 | 9 | 4.4 | 8.2 | -3.8 | | 20.1 | 20.1 | 0.0 | | 21.4 | 20.1 | 1.3 | | 27.3 | 27.4 | -0.1 | | 9.2 | 11.5 | -2.3 | | 4.0 | 4.5 | -0.5 | | 7.2 | 8.1 | -0.9 | |
| Rhema | 3.9 | 3.8 | 0.1 | 17 | 0.2 | 0.3 | -0.1 | | 1.0 | 1.1 | -0.1 | | 1.0 | 1.4 | -0.4 | | 1.8 | 2.5 | -0.7 | | 1.6 | 1.8 | -0.2 | | 2.0 | 0.9 | 1.1 | | 1.3 | 1.2 | 0.1 | |
| Rock | 64.3 | 66.2 | -1.9 | 5 | 11.4 | 13.6 | -2.2 | | 31.4 | 32.7 | -1.3 | | 33.5 | 33.4 | 0.1 | | 45.2 | 44.9 | 0.3 | | 17.7 | 17.4 | 0.3 | | 7.8 | 7.5 | 0.3 | | 14.1 | 16.1 | -2.0 | |
| Star | 4.8 | 4.4 | 0.4 | 16 | 0.5 | 0.9 | -0.4 | | 0.2 | 0.3 | -0.1 | | 0.2 | 0.3 | -0.1 | | 0.8 | 0.3 | 0.5 | | 1.2 | 0.7 | 0.5 | | 1.6 | 1.0 | 0.6 | | 1.0 | 0.9 | 0.1 | |
| Tahu FM | 6.2 | 6.4 | -0.2 | 15 | 2.1 | 2.7 | -0.6 | | 3.1 | 2.7 | 0.4 | | 2.3 | 1.5 | 0.8 | | 2.5 | 2.1 | 0.4 | | 1.7 | 2.2 | -0.5 | | 1.7 | 1.6 | 0.1 | | 1.4 | 1.0 | 0.4 | |
| The Hits | 35.4 | 35.3 | 0.1 | 10 | 8.2 | 6.9 | 1.3 | | 17.1 | 16.9 | 0.2 | | 15.6 | 15.1 | 0.5 | | 22.9 | 23.3 | -0.4 | | 10.9 | 11.8 | -0.9 | | 4.1 | 5.0 | -0.9 | | 11.5 | 12.0 | -0.5 | |
| The Sound | 60.2 | 67.7 | -7.5 | 6 | 7.7 | 10.7 | -3.0 | | 14.9 | 17.7 | -2.8 | | 17.9 | 18.4 | -0.5 | | 31.4 | 33.4 | -2.0 | | 27.9 | 31.2 | -3.3 | | 19.8 | 22.1 | -2.3 | | 8.6 | 12.2 | -3.6 | |
| ZM | 74.7 | 73.8 | 0.9 | 4 | 21.1 | 21.4 | -0.3 | | 42.7 | 42.1 | 0.6 | | 38.5 | 37.2 | 1.3 | | 47.5 | 45.9 | 1.6 | | 13.9 | 13.6 | 0.3 | | 5.4 | 5.9 | -0.5 | | 18.9 | 20.0 | -1.1 | |
| MediaWorks Combo | 318.4 | 328.2 | -9.8 | | 64.0 | 66.7 | -2.7 | | 104.4 | 114.1 | -9.7 | | 102.8 | 109.0 | -6.2 | | 157.5 | 163.4 | -5.9 | | 105.5 | 106.0 | -0.5 | | 81.9 | 80.9 | 1.0 | | 64.3 | 68.2 | -3.9 | |
| NZME Combo | 194.2 | 198.9 | -4.7 | | 36.2 | 37.7 | -1.5 | | 73.0 | 74.6 | -1.6 | | 68.1 | 68.0 | 0.1 | | 98.1 | 99.0 | -0.9 | | 54.4 | 58.4 | -4.0 | | 42.2 | 43.8 | -1.6 | | 39.1 | 40.6 | -1.5 | |
| NZME and Partners | 195.4 | 200.6 | -5.2 | | 36.4 | 37.7 | -1.3 | | 73.5 | 75.7 | -2.2 | | 68.7 | 69.4 | -0.7 | | 98.9 | 100.7 | -1.8 | | 54.6 | 58.6 | -4.0 | | 42.4 | 43.8 | -1.4 | | 39.4 | 40.8 | -1.4 | |
| All Commercial Radio | 394.8 | 403.4 | -8.6 | | 76.5 | 80.7 | -4.2 | | 133.4 | 140.7 | -7.3 | | 130.6 | 133.6 | -3.0 | | 195.5 | 198.5 | -3.0 | | 122.6 | 123.8 | -1.2 | | 95.7 | 94.7 | 1.0 | | 77.7 | 81.1 | -3.4 | |
| Potential (000) | 503.3 | 503.3 | 0.0 | | 109.6 | 109.6 | 0.0 | | 181.3 | 181.0 | 0.3 | | 161.0 | 161.0 | 0.0 | | 236.0 | 236.0 | 0.0 | | 143.8 | 143.8 | 0.0 | | 119.7 | 119.7 | 0.0 | | 90.4 | 91.1 | -0.7 | |
| Sample | 1,687 | 1,560 | 127 | | 348 | 336 | 12 | | 499 | 524 | -25 | | 471 | 489 | -18 | | 729 | 720 | 9 | | 478 | 443 | 35 | | 447 | 374 | 73 | | 310 | 302 | 8 | |

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 503.3 | 503.3 | 0.0 |
| Sample Size | 1,687 | 1,560 | 127 |

| | 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 | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | | | |
| Breeze | 37.1 | 41.6 | -4.5 | 5 | 47.2 | 49.3 | -2.1 | 51.3 | 53.3 | -2.0 | 42.9 | 47.7 | -4.8 | 18.7 | 21.2 | -2.5 | 4.6 | 5.9 | -1.3 | 51.8 | 52.3 | -0.5 | | | | | | |
| Coast | 9.3 | 9.1 | 0.2 | 12 | 10.3 | 9.4 | 0.9 | 10.4 | 11.2 | -0.8 | 10.3 | 9.9 | 0.4 | 5.5 | 5.3 | 0.2 | 1.4 | 2.3 | -0.9 | 11.9 | 14.4 | -2.5 | | | | | | |
| Edge | 44.2 | 47.2 | -3.0 | 3 | 34.4 | 37.1 | -2.7 | 50.0 | 52.8 | -2.8 | 41.9 | 45.9 | -4.0 | 17.9 | 23.8 | -5.9 | 8.4 | 8.0 | 0.4 | 58.9 | 61.4 | -2.5 | | | | | | |
| Gold | 1.3 | 2.1 | -0.8 | 18 | 1.2 | 1.7 | -0.5 | 0.9 | 1.0 | -0.1 | 1.4 | 2.3 | -0.9 | 0.5 | 1.2 | -0.7 | * | 0.6 | * | 2.0 | 4.0 | -2.0 | | | | | | |
| Gold AM | 0.6 | 0.3 | 0.3 | 19 | * | 0.3 | * | 0.6 | 0.7 | -0.1 | 1.2 | 0.7 | 0.5 | 0.2 | * | * | * | * | * | 1.5 | 0.8 | 0.7 | | | | | | |
| Magic Music* | 18.7 | n.a. | * | 8 | 20.8 | n.a. | * | 23.0 | n.a. | * | 21.0 | n.a. | * | 8.6 | n.a. | * | 2.9 | n.a. | * | 27.7 | n.a. | * | | | | | | |
| Magic Talk* | 8.2 | n.a. | * | 13 | 5.5 | n.a. | * | 5.5 | n.a. | * | 5.5 | n.a. | * | 3.6 | n.a. | * | 2.1 | n.a. | * | 7.1 | n.a. | * | | | | | | |
| Mai FM | 14.4 | 12.5 | 1.9 | 11 | 11.8 | 10.1 | 1.7 | 14.9 | 13.0 | 1.9 | 12.8 | 10.7 | 2.1 | 5.7 | 5.1 | 0.6 | 2.1 | 2.5 | -0.4 | 16.7 | 16.1 | 0.6 | | | | | | |
| More FM | 56.5 | 57.3 | -0.8 | 1 | 46.9 | 42.5 | 4.4 | 57.0 | 56.2 | 0.8 | 43.9 | 47.7 | -3.8 | 17.1 | 15.2 | 1.9 | 8.1 | 7.9 | 0.2 | 63.4 | 56.3 | 7.1 | | | | | | |
| Newstalk ZB | 39.3 | 39.3 | 0.0 | 4 | 30.0 | 34.5 | -4.5 | 27.5 | 28.9 | -1.4 | 26.9 | 27.4 | -0.5 | 24.9 | 23.0 | 1.9 | 14.3 | 14.8 | -0.5 | 41.2 | 41.9 | -0.7 | | | | | | |
| Pulzar FM | 3.0 | 3.3 | -0.3 | 15 | 3.8 | 4.0 | -0.2 | 2.0 | 1.7 | 0.3 | 3.8 | 4.3 | -0.5 | 2.4 | 2.7 | -0.3 | 0.2 | 0.2 | 0.0 | 4.0 | 4.8 | -0.8 | | | | | | |
| Radio Hauraki | 17.0 | 19.3 | -2.3 | 9 | 16.2 | 18.5 | -2.3 | 18.1 | 18.6 | -0.5 | 18.8 | 18.5 | 0.3 | 6.9 | 7.8 | -0.9 | 1.4 | 1.4 | 0.0 | 19.6 | 24.3 | -4.7 | | | | | | |
| Rhema | 2.2 | 1.3 | 0.9 | 16 | 1.8 | 1.3 | 0.5 | 1.7 | 1.4 | 0.3 | 1.8 | 1.0 | 0.8 | 1.9 | 1.1 | 0.8 | 0.2 | 0.6 | -0.4 | 3.0 | 2.7 | 0.3 | | | | | | |
| Rock | 30.6 | 29.3 | 1.3 | 6 | 31.1 | 32.9 | -1.8 | 34.0 | 36.6 | -2.6 | 32.7 | 30.3 | 2.4 | 12.7 | 12.7 | 0.0 | 7.0 | 6.3 | 0.7 | 34.9 | 36.3 | -1.4 | | | | | | |
| Star | 3.3 | 2.6 | 0.7 | 14 | 2.4 | 1.1 | 1.3 | 3.0 | 2.0 | 1.0 | 2.4 | 1.7 | 0.7 | 1.4 | 0.5 | 0.9 | 1.3 | 2.1 | -0.8 | 4.2 | 2.9 | 1.3 | | | | | | |
| Tahu FM | 2.0 | 2.3 | -0.3 | 17 | 3.1 | 3.6 | -0.5 | 2.1 | 2.5 | -0.4 | 2.8 | 3.0 | -0.2 | 0.7 | 1.2 | -0.5 | 0.8 | 0.5 | 0.3 | 3.2 | 3.6 | -0.4 | | | | | | |
| The Hits | 14.7 | 14.2 | 0.5 | 10 | 11.1 | 12.6 | -1.5 | 15.8 | 15.2 | 0.6 | 17.7 | 14.2 | 3.5 | 11.0 | 7.1 | 3.9 | 3.9 | 3.0 | 0.9 | 19.0 | 18.9 | 0.1 | | | | | | |
| The Sound | 30.3 | 31.8 | -1.5 | 7 | 30.8 | 32.6 | -1.8 | 34.5 | 38.4 | -3.9 | 33.9 | 35.5 | -1.6 | 12.8 | 12.4 | 0.4 | 5.7 | 5.8 | -0.1 | 35.5 | 37.1 | -1.6 | | | | | | |
| ZM | 44.5 | 41.2 | 3.3 | 2 | 30.6 | 28.0 | 2.6 | 43.5 | 40.7 | 2.8 | 35.1 | 37.5 | -2.4 | 18.9 | 16.5 | 2.4 | 6.6 | 6.2 | 0.4 | 44.3 | 44.1 | 0.2 | | | | | | |
| MediaWorks Combo | 197.7 | 201.8 | -4.1 | | 186.5 | 188.6 | -2.1 | 217.2 | 222.4 | -5.2 | 196.0 | 197.5 | -1.5 | 86.1 | 95.3 | -9.2 | 38.0 | 36.4 | 1.6 | 239.2 | 236.8 | 2.4 | | | | | | |
| NZME Combo | 119.8 | 116.4 | 3.4 | | 94.1 | 99.0 | -4.9 | 107.4 | 107.7 | -0.3 | 105.4 | 104.7 | 0.7 | 64.6 | 58.2 | 6.4 | 27.1 | 27.0 | 0.1 | 128.3 | 132.3 | -4.0 | | | | | | |
| NZME and Partners | 121.8 | 118.9 | 2.9 | | 96.3 | 101.8 | -5.5 | 108.3 | 108.4 | -0.1 | 106.4 | 107.2 | -0.8 | 65.7 | 60.0 | 5.7 | 27.2 | 27.2 | 0.0 | 130.6 | 135.7 | -5.1 | | | | | | |
| All Commercial Radio | 287.7 | 286.6 | 1.1 | | 256.9 | 259.4 | -2.5 | 291.9 | 293.5 | -1.6 | 275.6 | 272.7 | 2.9 | 150.2 | 150.6 | -0.4 | 63.5 | 61.8 | 1.7 | 322.8 | 327.8 | -5.0 | | | | | | |

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | 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 | 8:23 | 8:46 | -0:23 | 3:35 | 5:16 | -1:40 | 5:59 | 4:56 | 1:03 | 9:34 | 6:59 | 2:34 | 8:34 | 8:11 | 0:22 | 9:03 | 10:05 | -1:02 | 10:09 | 9:44 | 0:24 | 9:18 | 7:17 | 2:00 |
| Coast | 8:04 | 7:07 | 0:57 | 4:15 | 3:05 | 1:10 | 12:01 | 8:12 | 3:48 | 12:43 | 8:06 | 4:37 | 10:31 | 6:45 | 3:46 | 7:17 | 7:03 | 0:13 | 8:07 | 7:25 | 0:42 | 11:52 | 9:10 | 2:41 |
| Edge | 5:26 | 4:46 | 0:39 | 3:38 | 4:29 | -0:50 | 4:56 | 5:13 | -0:17 | 6:08 | 5:29 | 0:39 | 6:28 | 5:06 | 1:21 | 7:11 | 3:56 | 3:14 | 6:42 | 4:16 | 2:25 | 6:49 | 5:41 | 1:08 |
| Gold | 3:54 | 2:54 | 0:59 | 6:14 | 2:22 | 3:51 | 9:15 | 3:46 | 5:28 | 4:26 | 2:50 | 1:36 | 4:26 | 2:59 | 1:27 | 2:41 | 3:00 | -0:18 | 2:44 | 3:14 | -0:30 | 6:01 | 4:03 | 1:57 |
| Gold AM | 2:11 | 2:27 | -0:15 | 1:19 | 2:11 | -0:52 | 1:00 | 3:00 | -2:00 | 0:15 | 0:15 | 0:00 | 1:01 | 0:15 | 0:46 | 1:10 | 0:15 | 0:55 | 9:22 | 7:15 | 2:07 | * | * | * |
| Magic Music* | 12:24 | n.a. | * | 7:20 | n.a. | * | 2:38 | n.a. | * | 3:15 | n.a. | * | 8:58 | n.a. | * | 14:43 | n.a. | * | 12:33 | n.a. | * | 11:38 | n.a. | * |
| Magic Talk* | 7:11 | n.a. | * | 0:15 | n.a. | * | 7:49 | n.a. | * | 7:07 | n.a. | * | 6:26 | n.a. | * | 5:49 | n.a. | * | 7:48 | n.a. | * | 7:30 | n.a. | * |
| Mai FM | 5:41 | 0:2 | 0:37 | 6:01 | 0:2 | 0:35 | 6:01 | 0:2 | 1:07 | 6:44 | 0:3 | 0:22 | 6:30 | 0:3 | 0:18 | 3:50 | 0:2 | -0:04 | 1:42 | 0:1 | -0:00 | 5:07 | 0:3 | -1:20 |
| More FM | 7:49 | 8:08 | -0:18 | 5:49 | 6:29 | -0:39 | 6:25 | 5:44 | 0:41 | 5:44 | 5:32 | 0:11 | 6:53 | 7:15 | -0:21 | 10:20 | 11:13 | -0:53 | 11:41 | 11:55 | -0:14 | 6:11 | 7:34 | -1:22 |
| Newstalk ZB | 13:43 | 0:7 | -1:58 | 2:00 | 0:2 | -2:00 | 4:21 | 0:3 | -2:44 | 4:45 | 0:3 | -2:08 | 7:50 | 0:4 | -1:59 | 10:24 | 0:5 | -1:31 | 14:08 | 0:7 | -1:33 | 8:33 | 0:4 | -2:10 |
| Pulzar FM | 8:35 | 9:04 | -0:29 | 2:25 | 3:40 | -1:15 | 6:36 | 7:10 | -0:34 | 8:07 | 6:51 | 1:16 | 11:26 | 9:43 | 1:42 | 18:59 | 23:07 | -4:08 | 8:25 | 22:45 | -14:19 | 20:26 | 19:59 | 0:26 |
| Radio Hauraki | 5:37 | 0:3 | -0:54 | 7:08 | 0:3 | 0:17 | 6:50 | 0:3 | -1:11 | 5:54 | 0:3 | -1:20 | 5:48 | 0:3 | -0:55 | 4:19 | 0:2 | -0:33 | 2:41 | 0:2 | -1:55 | 3:34 | 0:2 | -0:10 |
| Rhema | 4:46 | 2:51 | 1:55 | 0:45 | 0:30 | 0:15 | 7:41 | 1:41 | 6:00 | 9:16 | 2:54 | 6:22 | 7:16 | 3:22 | 3:54 | 3:28 | 3:29 | -0:00 | 2:58 | 2:18 | 0:40 | 4:22 | 1:21 | 3:00 |
| Rock | 8:33 | 0:3 | 0:31 | 8:10 | 0:3 | 0:23 | 8:47 | 0:4 | 0:09 | 8:24 | 0:3 | 0:18 | 8:17 | 0:3 | -0:01 | 9:47 | 0:4 | 0:56 | 10:35 | 0:3 | 3:38 | 4:03 | 0:3 | -2:51 |
| Star | 18:45 | 10:46 | 7:59 | 2:03 | 2:48 | -0:44 | 17:00 | 17:00 | 0:00 | 17:00 | 17:00 | 0:00 | 55:34 | 17:00 | 38:34 | 41:17 | 14:04 | 27:12 | 9:52 | 12:10 | -2:18 | 23:27 | 17:59 | 5:28 |
| Tahu FM | 1:52 | 0:1 | -1:17 | 1:19 | 0:2 | -2:16 | 1:23 | 0:1 | -0:27 | 1:40 | 0:1 | -1:12 | 1:38 | 0:1 | -1:07 | 2:45 | 0:1 | -0:02 | 2:51 | 0:1 | -0:03 | 1:19 | 0:1 | -1:58 |
| The Hits | 4:49 | 4:37 | 0:12 | 2:47 | 2:33 | 0:14 | 4:34 | 3:27 | 1:07 | 4:36 | 3:28 | 1:08 | 4:54 | 4:48 | 0:05 | 6:37 | 7:42 | -1:04 | 8:41 | 6:45 | 1:55 | 5:04 | 5:04 | 0:00 |
| The Sound | 10:39 | 0:4 | 1:20 | 6:52 | 0:3 | 0:43 | 7:45 | 0:4 | -1:11 | 11:31 | 0:4 | 1:34 | 11:30 | 0:4 | 1:31 | 11:41 | 0:4 | 1:03 | 11:11 | 0:4 | 1:02 | 8:15 | 0:3 | 1:03 |
| ZM | 6:09 | 6:07 | 0:01 | 6:05 | 5:22 | 0:43 | 6:57 | 6:32 | 0:24 | 6:19 | 6:45 | -0:25 | 6:16 | 6:46 | -0:29 | 5:40 | 5:50 | -0:09 | 5:03 | 4:23 | 0:40 | 5:43 | 6:13 | -0:29 |
| MediaWorks Combo | 12:27 | 12:14 | 0:12 | 7:59 | 9:15 | -1:16 | 10:02 | 9:43 | 0:19 | 11:50 | 10:27 | 1:22 | 12:26 | 11:35 | 0:50 | 15:09 | 14:59 | 0:10 | 15:40 | 15:08 | 0:32 | 11:12 | 12:07 | -0:54 |
| NZME Combo | 9:24 | 0:4 | -0:47 | 5:46 | 0:2 | -0:05 | 7:54 | 0:3 | 0:09 | 7:26 | 0:3 | -0:35 | 7:38 | 0:4 | -0:47 | 8:24 | 0:4 | -1:27 | 12:02 | 0:5 | -0:39 | 7:33 | 0:3 | -0:15 |
| NZME and Partners | 9:40 | 10:27 | -0:46 | 5:53 | 5:59 | -0:06 | 8:17 | 8:04 | 0:13 | 7:48 | 8:19 | -0:31 | 8:07 | 8:50 | -0:43 | 8:48 | 10:12 | -1:23 | 12:07 | 12:49 | -0:42 | 8:05 | 8:18 | -0:13 |
| All Commercial Radio | 16:18 | 0:7 | -0:15 | 10:10 | 0:5 | -0:49 | 13:43 | 0:6 | 0:02 | 14:53 | 0:6 | 0:23 | 15:32 | 0:6 | 0:13 | 18:34 | 0:8 | -0:23 | 20:44 | 0:9 | -0:09 | 14:15 | 0:6 | -0:49 |
| Potential (000) | 503.3 | 503.3 | 0.0 | 109.6 | 109.6 | 0.0 | 181.3 | 181.0 | 0.3 | 161.0 | 161.0 | 0.0 | 236.0 | 236.0 | 0.0 | 143.8 | 143.8 | 0.0 | 119.7 | 119.7 | 0.0 | 90.4 | 91.1 | -0.7 |
| Sample | 1,687 | 1,560 | 127 | 348 | 336 | 12 | 499 | 524 | -25 | 471 | 489 | -18 | 729 | 720 | 9 | 478 | 443 | 35 | 447 | 374 | 73 | 310 | 302 | 8 |

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 503.3 | 503.3 | 0.0 |
| Sample Size | 1,687 | 1,560 | 127 |

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

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

NZME and Partners Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or Pulzar FM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021