



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Jan 31 to Sat Jun 19 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	12.6	11.1	1.5	2	8.0	5.3	2.7	6.9	4.5	2.4	10.2	8.6	1.6	10.1	10.2	-0.1	16.4	15.9	0.5	18.6	16.4	2.2	16.7	17.5	-0.8
Coast	2.1	2.6	-0.5	12	1.3	1.6	-0.3	0.5	1.9	-1.4	0.2	1.4	-1.2	0.9	1.7	-0.8	2.5	2.4	0.1	4.2	3.7	0.5	1.7	1.6	0.1
Edge	9.0	8.0	1.0	5	14.8	16.0	-1.2	15.0	13.1	1.9	12.5	12.0	0.5	12.3	10.7	1.6	9.3	6.8	2.5	4.3	3.3	1.0	16.6	14.3	2.3
Gold	0.3	0.2	0.1	18	0.7	0.5	0.2	*	0.2	*	*	0.2	*	0.4	0.1	0.3	0.6	0.1	0.5	0.2	0.2	0.0	*	0.3	*
Gold AM	0.2	0.1	0.1	19	0.1	0.1	0.0	0.1	*	*	*	*	*	0.1	*	*	0.2	*	*	0.2	0.2	0.0	*	*	*
Magic Music	8.9	7.4	1.5	6	2.1	1.2	0.9	1.3	0.4	0.9	0.7	0.7	0.0	2.6	2.0	0.6	7.8	6.6	1.2	15.8	14.3	1.5	2.8	3.4	-0.6
Magic Talk	1.3	1.6	-0.3	13	*	*	*	0.1	0.7	-0.6	0.2	0.8	-0.6	0.5	1.2	-0.7	0.9	1.5	-0.6	2.3	2.1	0.2	0.4	1.7	-1.3
Mai FM	2.5	2.7	-0.2	11	3.8	6.4	-2.6	6.4	5.3	1.1	5.3	5.0	0.3	4.1	3.9	0.2	1.0	1.3	-0.3	0.2	0.3	-0.1	4.0	3.8	0.2
More FM	13.0	12.1	0.9	1	15.2	16.4	-1.2	11.9	11.2	0.7	10.9	10.3	0.6	13.6	12.2	1.4	18.2	16.2	2.0	13.8	13.0	0.8	14.2	12.8	1.4
Newstalk ZB	11.3	12.6	-1.3	3	2.8	1.0	1.8	1.1	1.4	-0.3	1.5	1.7	-0.2	4.0	4.0	0.0	8.6	9.0	-0.4	16.2	17.9	-1.7	6.0	7.4	-1.4
Pulzar FM	0.5	1.0	-0.5	16	0.5	0.7	-0.2	1.6	1.8	-0.2	1.4	1.5	-0.1	0.9	1.7	-0.8	0.1	1.1	-1.0	0.2	0.3	-0.1	*	2.0	*
Radio Hauraki	2.6	3.1	-0.5	10	1.6	4.1	-2.5	5.3	7.5	-2.2	5.5	6.5	-1.0	4.8	5.2	-0.4	2.1	1.7	0.4	0.4	0.5	-0.1	2.1	2.3	-0.2
Rhema	0.5	0.3	0.2	16	*	*	*	1.1	0.4	0.7	1.0	0.5	0.5	0.7	0.4	0.3	0.2	0.2	0.0	0.4	0.3	0.1	0.7	0.5	0.2
Rock	8.0	8.5	-0.5	8	13.7	11.9	1.8	14.1	15.1	-1.0	13.6	14.5	-0.9	10.7	12.3	-1.6	5.9	7.6	-1.7	4.1	4.2	-0.1	3.0	5.2	-2.2
Star	1.0	1.4	-0.4	14	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	1.0	1.4	-0.4	1.7	2.1	-0.4	0.9	0.8	0.1	1.0	2.0	-1.0
Tahu FM	0.6	0.2	0.4	15	2.2	0.4	1.8	0.3	0.2	0.1	0.6	0.2	0.4	0.7	0.1	0.6	0.4	0.2	0.2	*	0.2	*	1.3	0.2	1.1
The Hits	3.0	2.7	0.3	9	3.5	2.9	0.6	5.3	4.3	1.0	5.3	3.7	1.6	4.6	3.7	0.9	2.5	3.2	-0.7	1.3	1.8	-0.5	5.5	5.2	0.3
The Sound	9.2	10.0	-0.8	4	3.8	6.8	-3.0	4.5	6.3	-1.8	11.2	10.6	0.6	11.7	11.9	-0.2	12.9	14.3	-1.4	10.1	11.2	-1.1	9.2	6.4	2.8
ZM	8.9	7.1	1.8	6	20.1	16.6	3.5	21.8	16.2	5.6	16.7	12.5	4.2	11.8	9.8	2.0	3.3	3.5	-0.2	2.4	1.4	1.0	11.0	9.8	1.2
MediaWorks Combo	64.7	61.6	3.1		62.6	65.8	-3.2	60.6	57.3	3.3	64.6	62.5	2.1	65.6	64.5	1.1	72.4	70.3	2.1	69.4	64.7	4.7	67.0	65.1	1.9
NZME Combo	28.4	28.4	0.0		30.2	26.9	3.3	34.0	31.5	2.5	29.5	26.0	3.5	26.7	24.7	2.0	19.8	20.1	-0.3	24.8	25.6	-0.8	26.3	26.7	-0.4
NZME and Partners	29.0	29.4	-0.4		30.7	27.5	3.2	35.6	33.3	2.3	30.9	27.6	3.3	27.6	26.4	1.2	19.9	21.1	-1.2	24.9	25.9	-1.0	26.3	28.7	-2.4
Potential (000)	503.3	503.3	0.0		109.6	109.6	0.0	180.4	181.3	-0.9	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	88.2	90.4	-2.2
Sample	1,510	1,687	-177		326	348	-22	454	499	-45	409	471	-62	648	729	-81	414	478	-64	400	447	-47	275	310	-35

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,510	1,687	-177

	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	10.7	8.9	1.8	4	14.5	12.2	2.3	13.7	12.2	1.5	11.7	10.7	1.0	8.0	8.3	-0.3	9.9	10.5	-0.6	13.4	11.8	1.6	
Coast	1.7	2.3	-0.6	13	2.4	3.2	-0.8	2.0	2.0	0.0	1.7	2.9	-1.2	1.2	2.7	-1.5	1.7	0.6	1.1	2.7	2.9	-0.2	
Edge	8.9	8.0	0.9	5	7.7	7.3	0.4	9.2	8.4	0.8	9.3	7.6	1.7	8.8	6.3	2.5	10.5	10.0	0.5	9.5	8.6	0.9	
Gold	0.3	0.1	0.2	17	0.5	0.3	0.2	0.5	0.2	0.3	0.3	0.2	0.1	0.1	0.1	0.0	0.1	*	*	0.2	0.2	0.0	
Gold AM	0.2	0.1	0.1	19	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.1	0.0	0.2	*	*	0.2	0.1	0.1	
Magic Music	6.4	5.3	1.1	8	10.6	8.7	1.9	9.0	8.3	0.7	7.6	6.4	1.2	10.1	5.9	4.2	7.4	2.6	4.8	10.2	8.7	1.5	
Magic Talk	1.9	2.4	-0.5	11	1.7	1.0	0.7	0.5	1.1	-0.6	1.1	1.6	-0.5	1.7	2.4	-0.7	2.5	2.3	0.2	1.1	1.3	-0.2	
Mai FM	1.9	2.4	-0.5	11	2.0	2.3	-0.3	2.9	3.2	-0.3	4.7	4.1	0.6	1.7	1.3	0.4	0.8	1.6	-0.8	2.4	2.6	-0.2	
More FM	14.9	14.0	0.9	2	14.4	14.2	0.2	14.3	12.7	1.6	11.2	9.8	1.4	5.1	5.5	-0.4	9.3	7.6	1.7	12.6	12.0	0.6	
Newstalk ZB	15.4	17.4	-2.0	1	7.7	8.6	-0.9	6.5	7.1	-0.6	9.3	8.3	1.0	24.5	27.7	-3.2	24.4	31.2	-6.8	11.3	12.4	-1.1	
Pulzar FM	0.3	0.5	-0.2	17	0.7	1.0	-0.3	0.5	1.3	-0.8	0.1	1.4	-1.3	1.8	1.5	0.3	*	0.4	*	0.6	0.8	-0.2	
Radio Hauraki	2.6	3.2	-0.6	10	3.0	4.2	-1.2	3.2	3.8	-0.6	3.5	3.8	-0.3	1.7	2.1	-0.4	0.9	0.7	0.2	1.7	1.8	-0.1	
Rhema	0.5	0.4	0.1	16	0.4	0.3	0.1	0.7	0.2	0.5	0.2	0.2	0.0	0.6	0.4	0.2	*	0.3	*	0.5	0.3	0.2	
Rock	8.1	8.0	0.1	6	9.2	10.1	-0.9	8.8	9.5	-0.7	10.6	10.7	-0.1	6.3	5.8	0.5	4.9	6.9	-2.0	5.8	6.8	-1.0	
Star	0.6	1.1	-0.5	15	0.9	0.8	0.1	0.8	0.8	0.0	1.1	1.5	-0.4	2.5	3.5	-1.0	1.3	2.4	-1.1	1.2	1.9	-0.7	
Tahu FM	0.9	0.1	0.8	14	0.1	0.2	-0.1	0.2	0.2	0.0	0.5	0.2	0.3	1.4	0.1	1.3	2.2	0.5	1.7	0.8	0.2	0.6	
The Hits	2.8	2.9	-0.1	9	2.7	2.0	0.7	3.6	2.6	1.0	3.4	2.9	0.5	3.5	3.1	0.4	2.3	3.0	-0.7	2.7	2.8	-0.1	
The Sound	8.1	8.1	0.0	6	9.1	11.0	-1.9	10.8	11.9	-1.1	9.5	11.8	-2.3	8.4	7.8	0.6	5.9	5.1	0.8	8.9	9.1	-0.2	
ZM	11.0	10.3	0.7	3	8.1	6.1	2.0	9.0	6.4	2.6	9.6	7.5	2.1	6.9	4.5	2.4	11.2	7.9	3.3	7.6	6.5	1.1	
MediaWorks Combo	61.0	57.3	3.7		69.3	67.1	2.2	69.3	67.6	1.7	65.9	63.1	2.8	50.5	43.7	6.8	51.6	46.8	4.8	64.1	61.4	2.7	
NZME Combo	34.1	36.2	-2.1		24.4	24.5	-0.1	24.9	22.5	2.4	28.1	25.9	2.2	38.0	40.3	-2.3	40.8	43.4	-2.6	26.5	26.8	-0.3	
NZME and Partners	34.5	36.8	-2.3		25.1	25.5	-0.4	25.4	23.7	1.7	28.1	27.3	0.8	39.8	41.8	-2.0	40.8	43.9	-3.1	27.1	27.5	-0.4	

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CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

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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	91.1	84.9	6.2	2	15.6	11.4	4.2	19.8	13.7	6.1	21.0	17.5	3.5	38.3	36.1	2.2	38.9	39.9	-1.0	31.1	32.0	-0.9	20.0	20.8	-0.8
Coast	19.4	20.3	-0.9	12	2.9	2.9	0.0	3.2	2.8	0.4	1.9	2.1	-0.2	4.7	5.0	-0.3	7.5	7.6	-0.1	8.3	8.9	-0.6	2.4	1.5	0.9
Edge	90.4	95.0	-4.6	3	32.0	34.2	-2.2	48.1	48.4	-0.3	36.4	38.1	-1.7	50.0	50.4	-0.4	20.8	21.5	-0.7	8.1	9.8	-1.7	23.6	23.3	0.3
Gold	3.0	3.1	-0.1	19	1.3	0.7	0.6	*	0.3	*	*	0.7	*	0.6	0.7	-0.1	0.9	1.0	-0.1	1.2	1.7	-0.5	*	0.6	*
Gold AM	4.0	2.6	1.4	18	1.5	0.9	0.6	1.0	0.3	0.7	0.2	0.2	0.0	1.6	1.1	0.5	1.3	0.9	0.4	0.5	0.3	0.2	0.2	*	*
Magic Music	40.8	38.4	2.4	8	2.8	1.3	1.5	3.6	2.9	0.7	4.2	4.0	0.2	8.6	6.8	1.8	13.0	10.3	2.7	21.1	22.5	-1.4	2.2	3.3	-1.1
Magic Talk	12.9	13.9	-1.0	13	0.7	0.2	0.5	0.4	1.7	-1.3	1.1	2.1	-1.0	4.1	5.6	-1.5	5.8	5.9	-0.1	6.3	5.2	1.1	0.7	2.5	-1.8
Mai FM	32.1	30.9	1.2	11	7.5	8.2	-0.7	21.2	16.2	5.0	18.2	14.3	3.9	21.3	18.3	3.0	4.9	7.5	-2.6	2.5	4.0	-1.5	8.3	8.3	0.0
More FM	101.7	99.3	2.4	1	22.2	21.9	0.3	31.9	32.0	-0.1	32.7	35.0	-2.3	53.3	53.7	-0.4	40.0	35.7	4.3	24.6	22.2	2.4	21.1	22.9	-1.8
Newstalk ZB	59.4	59.0	0.4	5	5.2	3.7	1.5	7.5	6.1	1.4	8.3	7.1	1.2	15.4	15.4	0.0	18.9	19.6	-0.7	25.7	25.1	0.6	8.6	9.6	-1.0
Pulzar FM	5.9	7.4	-1.5	15	2.6	2.1	0.5	3.9	5.0	-1.1	2.3	3.6	-1.3	2.3	4.6	-2.3	0.9	1.3	-0.4	1.1	0.6	0.5	0.2	1.1	-0.9
Radio Hauraki	34.2	35.8	-1.6	10	4.6	4.4	0.2	19.8	20.1	-0.3	20.9	21.4	-0.5	26.2	27.3	-1.1	8.0	9.2	-1.2	3.4	4.0	-0.6	5.5	7.2	-1.7
Rhema	4.5	3.9	0.6	16	0.3	0.2	0.1	1.6	1.0	0.6	1.3	1.0	0.3	1.9	1.8	0.1	1.1	1.6	-0.5	1.9	2.0	-0.1	0.8	1.3	-0.5
Rock	51.2	64.3	-13.1	7	11.1	11.4	-0.3	23.2	31.4	-8.2	25.4	33.5	-8.1	35.3	45.2	-9.9	13.6	17.7	-4.1	4.8	7.8	-3.0	10.1	14.1	-4.0
Star	4.4	4.8	-0.4	17	0.5	0.5	0.0	0.6	0.2	0.4	0.6	0.2	0.4	0.9	0.8	0.1	1.2	1.2	0.0	1.8	1.6	0.2	0.3	1.0	-0.7
Tahu FM	7.8	6.2	1.6	14	3.0	2.1	0.9	3.3	3.1	0.2	3.2	2.3	0.9	4.4	2.5	1.9	1.2	1.7	-0.5	0.4	1.7	-1.3	2.2	1.4	0.8
The Hits	40.7	35.4	5.3	9	11.7	8.2	3.5	18.3	17.1	1.2	16.6	15.6	1.0	24.9	22.9	2.0	11.6	10.9	0.7	4.1	4.1	0.0	10.4	11.5	-1.1
The Sound	55.5	60.2	-4.7	6	6.6	7.7	-1.1	15.2	14.9	0.3	17.0	17.9	-0.9	28.7	31.4	-2.7	25.4	27.9	-2.5	19.1	19.8	-0.7	9.1	8.6	0.5
ZM	79.2	74.7	4.5	4	23.9	21.1	2.8	48.0	42.7	5.3	42.0	38.5	3.5	49.6	47.5	2.1	12.2	13.9	-1.7	5.0	5.4	-0.4	16.7	18.9	-2.2
MediaWorks Combo	311.5	318.4	-6.9		64.2	64.0	0.2	102.4	104.4	-2.0	100.4	102.8	-2.4	154.3	157.5	-3.2	103.6	105.5	-1.9	77.9	81.9	-4.0	62.2	64.3	-2.1
NZME Combo	196.0	194.2	1.8		40.3	36.2	4.1	76.0	73.0	3.0	70.7	68.1	2.6	99.5	98.1	1.4	51.5	54.4	-2.9	40.4	42.2	-1.8	37.3	39.1	-1.8
NZME and Partners	197.6	195.4	2.2		41.2	36.4	4.8	77.4	73.5	3.9	71.2	68.7	2.5	100.0	98.9	1.1	51.5	54.6	-3.1	40.6	42.4	-1.8	37.3	39.4	-2.1
All Commercial Radio	396.8	394.8	2.0		78.1	76.5	1.6	137.3	133.4	3.9	134.9	130.6	4.3	200.6	195.5	5.1	122.1	122.6	-0.5	92.8	95.7	-2.9	77.5	77.7	-0.2
Potential (000)	503.3	503.3	0.0		109.6	109.6	0.0	180.4	181.3	-0.9	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	88.2	90.4	-2.2
Sample	1,510	1,687	-177		326	348	-22	454	499	-45	409	471	-62	648	729	-81	414	478	-64	400	447	-47	275	310	-35

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

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This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,510	1,687	-177

	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	44.0	37.1	6.9	4	47.6	47.2	0.4	51.8	51.3	0.5	45.9	42.9	3.0	16.7	18.7	-2.0	7.9	4.6	3.3	59.2	51.8	7.4						
Coast	7.6	9.3	-1.7	12	9.4	10.3	-0.9	9.9	10.4	-0.5	9.2	10.3	-1.1	4.0	5.5	-1.5	1.8	1.4	0.4	10.3	11.9	-1.6						
Edge	46.3	44.2	2.1	3	33.0	34.4	-1.4	44.5	50.0	-5.5	43.3	41.9	1.4	20.4	17.9	2.5	8.9	8.4	0.5	57.1	58.9	-1.8						
Gold	1.1	1.3	-0.2	19	0.7	1.2	-0.5	1.2	0.9	0.3	1.2	1.4	-0.2	0.8	0.5	0.3	0.9	*	*	1.2	2.0	-0.8						
Gold AM	1.4	0.6	0.8	18	*	*	*	1.2	0.6	0.6	1.0	1.2	-0.2	0.2	0.2	0.0	0.5	*	*	2.7	1.5	1.2						
Magic Music	22.1	18.7	3.4	8	25.0	20.8	4.2	22.0	23.0	-1.0	21.4	21.0	0.4	8.4	8.6	-0.2	5.3	2.9	2.4	29.1	27.7	1.4						
Magic Talk	6.5	8.2	-1.7	13	4.6	5.5	-0.9	3.9	5.5	-1.6	3.7	5.5	-1.8	2.9	3.6	-0.7	1.5	2.1	-0.6	6.3	7.1	-0.8						
Mai FM	14.0	14.4	-0.4	11	10.8	11.8	-1.0	13.3	14.9	-1.6	15.0	12.8	2.2	5.9	5.7	0.2	1.6	2.1	-0.5	20.0	16.7	3.3						
More FM	55.1	56.5	-1.4	1	45.2	46.9	-1.7	56.5	57.0	-0.5	50.4	43.9	6.5	18.1	17.1	1.0	7.7	8.1	-0.4	64.4	63.4	1.0						
Newstalk ZB	35.7	39.3	-3.6	5	24.8	30.0	-5.2	28.2	27.5	0.7	27.8	26.9	0.9	21.1	24.9	-3.8	14.2	14.3	-0.1	42.5	41.2	1.3						
Pulzar FM	2.3	3.0	-0.7	15	2.2	3.8	-1.6	2.0	2.0	0.0	0.8	3.8	-3.0	0.5	2.4	-1.9	*	0.2	*	3.8	4.0	-0.2						
Radio Hauraki	17.0	17.0	0.0	9	14.2	16.2	-2.0	15.2	18.1	-2.9	17.3	18.8	-1.5	5.8	6.9	-1.1	2.2	1.4	0.8	18.2	19.6	-1.4						
Rhema	2.2	2.2	0.0	17	2.0	1.8	0.2	2.7	1.7	1.0	1.8	1.8	0.0	2.3	1.9	0.4	*	0.2	*	3.3	3.0	0.3						
Rock	28.9	30.6	-1.7	6	25.2	31.1	-5.9	28.8	34.0	-5.2	27.0	32.7	-5.7	10.2	12.7	-2.5	6.5	7.0	-0.5	26.5	34.9	-8.4						
Star	2.3	3.3	-1.0	15	2.6	2.4	0.2	2.8	3.0	-0.2	2.0	2.4	-0.4	1.1	1.4	-0.3	0.6	1.3	-0.7	3.7	4.2	-0.5						
Tahu FM	2.5	2.0	0.5	14	2.2	3.1	-0.9	2.0	2.1	-0.1	2.3	2.8	-0.5	1.8	0.7	1.1	2.1	0.8	1.3	3.8	3.2	0.6						
The Hits	16.9	14.7	2.2	10	15.3	11.1	4.2	19.1	15.8	3.3	19.4	17.7	1.7	10.2	11.0	-0.8	4.7	3.9	0.8	18.5	19.0	-0.5						
The Sound	25.1	30.3	-5.2	7	26.6	30.8	-4.2	32.5	34.5	-2.0	31.2	33.9	-2.7	12.2	12.8	-0.6	5.0	5.7	-0.7	31.0	35.5	-4.5						
ZM	50.8	44.5	6.3	2	35.1	30.6	4.5	43.8	43.5	0.3	40.9	35.1	5.8	21.5	18.9	2.6	8.3	6.6	1.7	46.4	44.3	2.1						
MediaWorks Combo	197.9	197.7	0.2		180.1	186.5	-6.4	205.5	217.2	-11.7	196.6	196.0	0.6	85.3	86.1	-0.8	41.0	38.0	3.0	235.0	239.2	-4.2						
NZME Combo	121.8	119.8	2.0		94.7	94.1	0.6	108.0	107.4	0.6	107.7	105.4	2.3	60.5	64.6	-4.1	31.2	27.1	4.1	127.5	128.3	-0.8						
NZME and Partners	122.9	121.8	1.1		95.7	96.3	-0.6	108.8	108.3	0.5	108.1	106.4	1.7	60.8	65.7	-4.9	31.2	27.2	4.0	129.3	130.6	-1.3						
All Commercial Radio	286.4	287.7	-1.3		249.7	256.9	-7.2	279.3	291.9	-12.6	278.0	275.6	2.4	141.4	150.2	-8.8	69.2	63.5	5.7	323.7	322.8	0.9						

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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Jan 31 to Sat Jun 19 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	8:44	8:23	0:21	4:02	3:35	0:27	6:11	5:59	0:11	9:14	9:34	-0:19	7:55	8:34	-0:38	9:28	9:03	0:25	11:36	10:09	1:27	9:00	9:18	-0:18
Coast	6:51	8:04	-1:13	3:34	4:15	-0:41	2:52	12:01	-9:09	2:22	12:43	-10:21	5:40	10:31	-4:51	7:29	7:17	0:11	9:43	8:07	1:36	7:44	11:52	-4:07
Edge	6:17	5:26	0:50	3:38	3:38	0:00	5:31	4:56	0:35	6:29	6:08	0:20	7:22	6:28	0:54	10:05	7:11	2:53	10:11	6:42	3:28	7:34	6:49	0:45
Gold	7:00	3:54	3:06	4:27	6:14	-1:46	*	9:15	*	*	4:26	*	20:36	4:26	16:10	14:50	2:41	12:08	2:50	2:44	0:06	*	6:01	*
Gold AM	2:24	2:11	0:13	0:34	1:19	-0:44	1:03	1:00	0:03	1:45	0:15	1:30	2:45	1:01	1:44	2:56	1:10	1:46	8:05	9:22	-1:17	1:45	*	*
Magic Music	13:51	12:24	1:27	5:53	7:20	-1:27	6:32	2:38	3:54	3:15	3:15	-0:00	9:02	8:58	0:03	13:34	14:43	-1:09	14:30	12:33	1:56	14:04	11:38	2:26
Magic Talk	6:17	7:11	-0:53	0:30	0:15	0:15	4:09	7:49	-3:39	3:36	7:07	-3:31	3:48	6:26	-2:38	3:26	5:49	-2:22	7:02	7:48	-0:46	6:19	7:30	-1:11
Mai FM	4:57	5:41	-0:44	3:59	6:01	-2:02	5:20	6:01	-0:40	5:30	6:44	-1:14	5:44	6:30	-0:45	4:51	3:50	1:01	1:57	1:42	0:14	5:13	5:07	0:05
More FM	8:05	7:49	0:15	5:22	5:49	-0:26	6:37	6:25	0:12	6:18	5:44	0:34	7:41	6:53	0:47	10:14	10:20	-0:05	10:52	11:41	-0:48	7:15	6:11	1:03
Newstalk ZB	11:58	13:43	-1:44	4:16	2:00	2:15	2:33	4:21	-1:48	3:28	4:45	-1:16	7:44	7:50	-0:06	10:18	10:24	-0:06	12:10	14:08	-1:57	7:29	8:33	-1:03
Pulzar FM	5:35	8:35	-3:00	1:23	2:25	-1:01	7:28	6:36	0:52	11:34	8:07	3:26	11:34	11:26	0:08	3:02	18:59	-15:56	2:59	8:25	-5:26	0:15	20:26	-20:11
Radio Hauraki	4:47	5:37	-0:49	2:44	7:08	-4:24	4:43	6:50	-2:07	4:56	5:54	-0:58	5:28	5:48	-0:19	5:47	4:19	1:28	2:15	2:41	-0:26	4:07	3:34	0:33
Rhema	6:52	4:46	2:05	0:45	0:45	0:00	12:26	7:41	4:44	14:38	9:16	5:21	11:49	7:16	4:33	4:30	3:28	1:02	3:36	2:58	0:38	9:15	4:22	4:52
Rock	9:55	8:33	1:22	9:45	8:10	1:34	10:49	8:47	2:01	10:10	8:24	1:46	9:04	8:17	0:46	9:47	9:47	0:00	16:31	10:35	5:56	3:15	4:03	-0:48
Star	14:20	18:45	-4:25	1:15	2:03	-0:48	4:45	17:00	-12:15	4:45	17:00	-12:15	31:23	55:34	-24:10	32:10	41:17	-9:07	9:42	9:52	-0:09	40:45	23:27	17:17
Tahu FM	4:54	1:52	3:01	5:42	1:19	4:22	1:39	1:23	0:15	3:18	1:40	1:37	4:41	1:38	3:03	8:29	2:45	5:44	1:28	2:51	-1:23	6:21	1:19	5:02
The Hits	4:40	4:49	-0:09	2:20	2:47	-0:26	5:05	4:34	0:31	6:05	4:36	1:28	5:33	4:54	0:39	4:54	6:37	-1:42	5:57	8:41	-2:43	5:41	5:04	0:37
The Sound	10:26	10:39	-0:13	4:27	6:52	-2:24	5:17	7:45	-2:27	12:27	11:31	0:56	12:15	11:30	0:44	11:24	11:41	-0:16	10:12	11:11	-0:58	10:55	8:15	2:40
ZM	7:08	6:09	0:58	6:38	6:05	0:32	8:02	6:57	1:04	7:33	6:19	1:14	7:07	6:16	0:51	6:04	5:40	0:23	9:15	5:03	4:12	7:06	5:43	1:22
MediaWorks Combo	13:07	12:27	0:40	7:39	7:59	-0:20	10:29	10:02	0:26	12:12	11:50	0:22	12:46	12:26	0:20	15:45	15:09	0:35	17:14	15:40	1:33	11:36	11:12	0:24
NZME Combo	9:10	9:24	-0:13	5:53	5:46	0:06	7:55	7:54	0:01	7:54	7:26	0:28	8:03	7:38	0:24	8:39	8:24	0:15	11:52	12:02	-0:10	7:35	7:33	0:01
NZME and Partners	9:16	9:40	-0:24	5:51	5:53	-0:01	8:09	8:17	-0:07	8:13	7:48	0:25	8:16	8:07	0:09	8:42	8:48	-0:06	11:54	12:07	-0:13	7:35	8:05	-0:29
All Commercial Radio	15:56	16:18	-0:21	10:04	10:10	-0:05	12:54	13:43	-0:48	14:03	14:53	-0:50	14:58	15:32	-0:33	18:29	18:34	-0:05	20:51	20:44	0:06	13:54	14:15	-0:21
Potential (000)	503.3	503.3	0.0	109.6	109.6	0.0	180.4	181.3	-0.9	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	88.2	90.4	-2.2
Sample	1,510	1,687	-177	326	348	-22	454	499	-45	409	471	-62	648	729	-81	414	478	-64	400	447	-47	275	310	-35

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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



CHRISTCHURCH COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,510	1,687	-177

	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	2:42	-0:00	3:24	2:48	0:35	3:42	3:19	0:23	1:53	1:50	0:03	1:41	1:45	-0:03	2:39	4:52	-2:13	3:09	3:22	-0:13
Coast	2:26	2:47	-0:20	2:52	3:21	-0:29	2:51	2:41	0:09	1:24	2:05	-0:40	1:04	1:58	-0:53	1:57	0:53	1:04	3:41	3:33	0:08
Edge	2:08	2:03	0:04	2:35	2:18	0:17	2:54	2:20	0:33	1:36	1:20	0:15	1:32	1:24	0:08	2:30	2:32	-0:01	2:17	2:09	0:08
Gold	2:53	0:30	2:23	7:47	2:35	5:11	5:40	3:32	2:07	1:54	1:00	0:53	0:28	0:39	-0:10	0:15	*	*	2:31	1:40	0:51
Gold AM	1:38	1:07	0:30	*	*	*	1:14	2:45	-1:30	1:55	1:11	0:43	2:00	2:00	0:00	0:47	*	*	1:10	1:07	0:02
Magic Music	3:12	3:12	0:00	4:43	4:34	0:09	5:44	5:03	0:40	2:39	2:14	0:24	4:16	2:43	1:33	2:58	1:55	1:03	4:52	4:38	0:13
Magic Talk	3:18	3:23	-0:05	4:02	2:00	2:02	1:39	2:49	-1:10	2:08	2:07	0:01	2:02	2:41	-0:38	3:32	2:22	1:09	2:29	2:44	-0:15
Mai FM	1:28	1:55	-0:26	2:01	2:10	-0:08	3:01	3:02	-0:00	2:18	2:19	-0:00	0:59	0:54	0:04	1:06	1:36	-0:30	1:40	2:20	-0:39
More FM	3:00	2:47	0:12	3:33	3:18	0:15	3:33	3:06	0:26	1:39	1:38	0:00	1:00	1:16	-0:16	2:33	2:00	0:32	2:42	2:47	-0:05
Newstalk ZB	4:46	4:59	-0:13	3:27	3:08	0:18	3:14	3:36	-0:22	2:29	2:16	0:12	4:08	4:24	-0:16	3:39	4:40	-1:01	3:41	4:26	-0:44
Pulzar FM	1:30	2:01	-0:31	3:22	2:45	0:36	3:27	9:00	-5:33	0:39	2:44	-2:05	12:13	2:27	9:46	*	6:00	*	2:08	2:57	-0:48
Radio Hauraki	1:39	2:08	-0:28	2:22	2:49	-0:26	2:58	2:58	-0:00	1:29	1:29	0:00	1:00	1:11	-0:10	0:51	1:01	-0:09	1:15	1:23	-0:08
Rhema	2:34	2:20	0:14	2:20	1:51	0:28	3:53	1:17	2:35	0:36	0:38	-0:02	1:00	0:52	0:08	*	2:45	*	2:02	1:38	0:23
Rock	3:05	2:57	0:08	4:05	3:32	0:32	4:18	3:54	0:23	2:55	2:23	0:31	2:12	1:48	0:23	1:36	2:06	-0:29	3:01	2:52	0:08
Star	2:48	3:38	-0:50	3:44	3:47	-0:03	4:05	3:41	0:24	3:59	4:31	-0:31	8:27	9:34	-1:07	4:20	3:52	0:28	4:24	6:37	-2:13
Tahu FM	3:59	0:28	3:30	0:45	0:46	-0:00	1:18	1:23	-0:04	1:35	0:25	1:10	2:53	0:46	2:07	2:18	1:11	1:06	2:42	0:49	1:53
The Hits	1:49	2:11	-0:22	1:56	1:57	-0:00	2:37	2:16	0:20	1:17	1:12	0:04	1:13	1:06	0:06	1:02	1:39	-0:37	2:01	2:08	-0:06
The Sound	3:34	3:01	0:32	3:48	3:54	-0:06	4:39	4:48	-0:09	2:16	2:33	-0:17	2:27	2:25	0:02	2:31	1:56	0:34	3:58	3:47	0:11
ZM	2:23	2:37	-0:13	2:34	2:11	0:23	2:53	2:03	0:49	1:44	1:33	0:10	1:08	0:57	0:11	2:51	2:32	0:18	2:16	2:10	0:06
MediaWorks Combo	3:24	3:16	0:08	4:17	3:55	0:22	4:44	4:21	0:23	2:29	2:21	0:07	2:06	2:00	0:05	2:40	2:37	0:02	3:46	3:47	-0:00
NZME Combo	3:06	3:25	-0:18	2:52	2:50	0:02	3:14	2:55	0:19	1:56	1:48	0:08	2:14	2:28	-0:14	2:46	3:25	-0:39	2:53	3:04	-0:11
NZME and Partners	3:06	3:24	-0:18	2:55	2:52	0:02	3:16	3:03	0:13	1:56	1:52	0:03	2:19	2:31	-0:11	2:46	3:26	-0:40	2:54	3:06	-0:12
All Commercial Radio	3:52	3:55	-0:03	4:28	4:14	0:13	5:01	4:47	0:14	2:40	2:39	0:00	2:31	2:38	-0:07	3:03	3:21	-0:17	4:17	4:34	-0:17

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