

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 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	11.5	12.6	-1.1	3	9.1	8.0	1.1	7.4	6.9	0.5	10.3	10.2	0.1	10.3	10.1	0.2	14.7	16.4	-1.7	14.5	18.6	-4.1	12.4	16.7	-4.3
Coast	1.6	2.1	-0.5	12	0.7	1.3	-0.6	0.4	0.5	-0.1	1.0	0.2	0.8	0.8	0.9	-0.1	2.0	2.5	-0.5	2.8	4.2	-1.4	1.3	1.7	-0.4
Edge	7.0	9.0	-2.0	8	12.0	14.8	-2.8	14.2	15.0	-0.8	12.3	12.5	-0.2	10.1	12.3	-2.2	5.2	9.3	-4.1	2.4	4.3	-1.9	11.0	16.6	-5.6
Gold	0.3	0.3	0.0	17	0.1	0.7	-0.6	*	*	*	*	*	*	0.5	0.4	0.1	0.6	0.6	0.0	0.1	0.2	-0.1	0.1	*	*
Gold AM	0.2	0.2	0.0	18	0.1	0.1	0.0	*	0.1	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	*	*
Magic Music	8.7	8.9	-0.2	6	2.2	2.1	0.1	1.9	1.3	0.6	1.1	0.7	0.4	2.9	2.6	0.3	6.7	7.8	-1.1	15.7	15.8	-0.1	2.1	2.8	-0.7
Magic Talk	1.1	1.3	-0.2	13	0.4	*	*	0.2	0.1	0.1	0.6	0.2	0.4	0.7	0.5	0.2	0.9	0.9	0.0	1.3	2.3	-1.0	1.2	0.4	0.8
Mai FM	3.0	2.5	0.5	9	7.9	3.8	4.1	6.8	6.4	0.4	5.0	5.3	-0.3	4.1	4.1	0.0	1.5	1.0	0.5	0.1	0.2	-0.1	4.4	4.0	0.4
More FM	12.4	13.0	-0.6	2	12.4	15.2	-2.8	9.8	11.9	-2.1	12.9	10.9	2.0	14.4	13.6	0.8	16.1	18.2	-2.1	13.3	13.8	-0.5	14.1	14.2	-0.1
Newstalk ZB	15.2	11.3	3.9	1	3.8	2.8	1.0	2.3	1.1	1.2	2.8	1.5	1.3	5.6	4.0	1.6	11.8	8.6	3.2	22.7	16.2	6.5	10.7	6.0	4.7
Pulzar FM	0.6	0.5	0.1	15	1.1	0.5	0.6	1.9	1.6	0.3	1.4	1.4	0.0	0.9	0.9	0.0	0.2	0.1	0.1	0.1	0.2	-0.1	0.1	*	*
Radio Hauraki	2.7	2.6	0.1	10	2.3	1.6	0.7	5.1	5.3	-0.2	6.0	5.5	0.5	4.7	4.8	-0.1	2.0	2.1	-0.1	0.8	0.4	0.4	4.2	2.1	2.1
Rhema	0.4	0.5	-0.1	16	1.1	*	*	0.5	1.1	-0.6	0.5	1.0	-0.5	0.4	0.7	-0.3	0.2	0.2	0.0	0.1	0.4	-0.3	0.2	0.7	-0.5
Rock	9.2	8.0	1.2	5	14.3	13.7	0.6	16.7	14.1	2.6	12.9	13.6	-0.7	14.0	10.7	3.3	10.0	5.9	4.1	2.9	4.1	-1.2	11.4	3.0	8.4
Star	0.2	1.0	-0.8	18	0.5	0.1	0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.1	1.0	-0.9	0.3	1.7	-1.4	0.4	0.9	-0.5	0.1	1.0	-0.9
Tahu FM	0.7	0.6	0.1	14	2.2	2.2	0.0	0.4	0.3	0.1	0.6	0.6	0.0	0.8	0.7	0.1	0.5	0.4	0.1	0.1	*	*	1.0	1.3	-0.3
The Hits	2.6	3.0	-0.4	11	4.0	3.5	0.5	5.4	5.3	0.1	5.1	5.3	-0.2	4.0	4.6	-0.6	1.8	2.5	-0.7	0.8	1.3	-0.5	6.2	5.5	0.7
The Sound	10.5	9.2	1.3	4	7.8	3.8	4.0	6.6	4.5	2.1	8.6	11.2	-2.6	9.6	11.7	-2.1	16.2	12.9	3.3	14.7	10.1	4.6	5.7	9.2	-3.5
ZM	7.3	8.9	-1.6	7	14.8	20.1	-5.3	15.9	21.8	-5.9	13.3	16.7	-3.4	10.2	11.8	-1.6	4.1	3.3	0.8	2.0	2.4	-0.4	10.6	11.0	-0.4
MediaWorks Combo	63.8	64.7	-0.9		67.0	62.6	4.4	64.2	60.6	3.6	64.0	64.6	-0.6	66.6	65.6	1.0	71.6	72.4	-0.8	65.0	69.4	-4.4	62.4	67.0	-4.6
NZME Combo	30.0	28.4	1.6		25.8	30.2	-4.4	29.2	34.0	-4.8	28.5	29.5	-1.0	26.1	26.7	-0.6	22.5	19.8	2.7	29.3	24.8	4.5	33.2	26.3	6.9
NZME and Partners	30.6	29.0	1.6		26.9	30.7	-3.8	31.2	35.6	-4.4	29.9	30.9	-1.0	27.0	27.6	-0.6	22.6	19.9	2.7	29.5	24.9	4.6	33.3	26.3	7.0
Potential (000)	503.3	503.3	0.0		109.6	109.6	0.0	179.9	180.4	-0.5	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	89.5	88.2	1.3
Sample	1,663	1,510	153		339	326	13	506	454	52	471	409	62	727	648	79	473	414	59	454	400	54	307	275	32

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 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,663	1,510	153

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.8	10.7	0.1	3	13.6	14.5	-0.9	12.7	13.7	-1.0	10.1	11.7	-1.6	9.1	8.0	1.1	7.8	9.9	-2.1	11.1	13.4	-2.3
Coast	1.0	1.7	-0.7	13	1.9	2.4	-0.5	1.6	2.0	-0.4	1.2	1.7	-0.5	1.0	1.2	-0.2	4.0	1.7	2.3	1.8	2.7	-0.9
Edge	7.5	8.9	-1.4	6	4.6	7.7	-3.1	6.6	9.2	-2.6	9.4	9.3	0.1	8.3	8.8	-0.5	6.0	10.5	-4.5	7.5	9.5	-2.0
Gold	0.3	0.3	0.0	15	0.3	0.5	-0.2	0.3	0.5	-0.2	0.4	0.3	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1
Gold AM	0.2	0.2	0.0	19	0.2	*	*	0.3	0.1	0.2	0.1	0.3	-0.2	*	0.1	*	0.2	0.2	0.0	0.4	0.2	0.2
Magic Music	5.5	6.4	-0.9	8	9.4	10.6	-1.2	8.5	9.0	-0.5	7.5	7.6	-0.1	12.6	10.1	2.5	8.6	7.4	1.2	10.8	10.2	0.6
Magic Talk	1.0	1.9	-0.9	13	2.3	1.7	0.6	0.8	0.5	0.3	0.8	1.1	-0.3	1.3	1.7	-0.4	0.4	2.5	-2.1	0.4	1.1	-0.7
Mai FM	3.4	1.9	1.5	9	2.5	2.0	0.5	3.5	2.9	0.6	3.6	4.7	-1.1	2.9	1.7	1.2	1.5	0.8	0.7	2.7	2.4	0.3
More FM	14.4	14.9	-0.5	2	13.0	14.4	-1.4	12.5	14.3	-1.8	11.8	11.2	0.6	6.1	5.1	1.0	4.2	9.3	-5.1	13.4	12.6	0.8
Newstalk ZB	20.0	15.4	4.6	1	11.3	7.7	3.6	8.6	6.5	2.1	13.7	9.3	4.4	26.7	24.5	2.2	39.1	24.4	14.7	15.6	11.3	4.3
Pulzar FM	0.3	0.3	0.0	15	0.6	0.7	-0.1	0.4	0.5	-0.1	0.2	0.1	0.1	2.2	1.8	0.4	0.2	*	*	0.9	0.6	0.3
Radio Hauraki	2.2	2.6	-0.4	10	2.9	3.0	-0.1	3.5	3.2	0.3	3.9	3.5	0.4	2.4	1.7	0.7	1.3	0.9	0.4	1.7	1.7	0.0
Rhema	0.3	0.5	-0.2	15	0.3	0.4	-0.1	0.6	0.7	-0.1	0.3	0.2	0.1	0.9	0.6	0.3	0.3	*	*	0.2	0.5	-0.3
Rock	9.4	8.1	1.3	4	11.1	9.2	1.9	11.8	8.8	3.0	9.9	10.6	-0.7	5.7	6.3	-0.6	5.0	4.9	0.1	6.0	5.8	0.2
Star	0.3	0.6	-0.3	15	0.1	0.9	-0.8	0.2	0.8	-0.6	0.1	1.1	-1.0	0.2	2.5	-2.3	1.2	1.3	-0.1	0.3	1.2	-0.9
Tahu FM	1.1	0.9	0.2	12	0.2	0.1	0.1	0.3	0.2	0.1	0.6	0.5	0.1	1.5	1.4	0.1	1.7	2.2	-0.5	0.9	0.8	0.1
The Hits	1.9	2.8	-0.9	11	2.8	2.7	0.1	2.9	3.6	-0.7	2.9	3.4	-0.5	1.8	3.5	-1.7	2.6	2.3	0.3	2.8	2.7	0.1
The Sound	8.5	8.1	0.4	5	10.4	9.1	1.3	12.3	10.8	1.5	10.0	9.5	0.5	7.9	8.4	-0.5	7.4	5.9	1.5	11.9	8.9	3.0
ZM	6.8	11.0	-4.2	7	7.9	8.1	-0.2	9.2	9.0	0.2	7.9	9.6	-1.7	4.5	6.9	-2.4	4.5	11.2	-6.7	6.2	7.6	-1.4
MediaWorks Combo	61.1	61.0	0.1		67.4	69.3	-1.9	68.8	69.3	-0.5	63.3	65.9	-2.6	54.0	50.5	3.5	41.0	51.6	-10.6	64.0	64.1	-0.1
NZME Combo	32.9	34.1	-1.2		27.5	24.4	3.1	26.4	24.9	1.5	29.9	28.1	1.8	36.6	38.0	-1.4	51.9	40.8	11.1	28.6	26.5	2.1
NZME and Partners	33.2	34.5	-1.3		28.1	25.1	3.0	26.8	25.4	1.4	30.2	28.1	2.1	38.7	39.8	-1.1	52.0	40.8	11.2	29.5	27.1	2.4

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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 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	92.8	91.1	1.7	1	18.8	15.6	3.2	22.2	19.8	2.4	24.6	21.0	3.6	41.5	38.3	3.2	34.8	38.9	-4.1	26.9	31.1	-4.2	16.7	20.0	-3.3
Coast	17.7	19.4	-1.7	12	1.8	2.9	-1.1	2.9	3.2	-0.3	3.1	1.9	1.2	4.4	4.7	-0.3	6.6	7.5	-0.9	8.5	8.3	0.2	2.7	2.4	0.3
Edge	87.6	90.4	-2.8	3	27.8	32.0	-4.2	51.0	48.1	2.9	40.7	36.4	4.3	52.7	50.0	2.7	17.3	20.8	-3.5	7.1	8.1	-1.0	22.8	23.6	-0.8
Gold	3.7	3.0	0.7	16	1.5	1.3	0.2	0.6	*	*	0.9	*	*	1.7	0.6	1.1	1.1	0.9	0.2	0.5	1.2	-0.7	0.9	*	*
Gold AM	3.3	4.0	-0.7	17	1.2	1.5	-0.3	0.6	1.0	-0.4	0.2	0.2	0.0	1.1	1.6	-0.5	0.9	1.3	-0.4	0.4	0.5	-0.1	0.4	0.2	0.2
Magic Music	43.3	40.8	2.5	8	3.4	2.8	0.6	6.8	3.6	3.2	5.7	4.2	1.5	10.5	8.6	1.9	14.6	13.0	1.6	22.0	21.1	0.9	1.5	2.2	-0.7
Magic Talk	12.8	12.9	-0.1	13	1.4	0.7	0.7	1.0	0.4	0.6	2.3	1.1	1.2	4.9	4.1	0.8	4.4	5.8	-1.4	4.7	6.3	-1.6	2.0	0.7	1.3
Mai FM	37.0	32.1	4.9	10	12.1	7.5	4.6	20.4	21.2	-0.8	16.5	18.2	-1.7	20.9	21.3	-0.4	6.7	4.9	1.8	2.9	2.5	0.4	8.0	8.3	-0.3
More FM	91.7	101.7	-10.0	2	21.2	22.2	-1.0	25.1	31.9	-6.8	27.6	32.7	-5.1	47.6	53.3	-5.7	35.6	40.0	-4.4	22.4	24.6	-2.2	19.0	21.1	-2.1
Newstalk ZB	71.9	59.4	12.5	5	7.2	5.2	2.0	7.5	7.5	0.0	7.0	8.3	-1.3	19.3	15.4	3.9	25.6	18.9	6.7	30.4	25.7	4.7	9.6	8.6	1.0
Pulzar FM	8.2	5.9	2.3	15	3.3	2.6	0.7	5.7	3.9	1.8	3.9	2.3	1.6	4.3	2.3	2.0	1.0	0.9	0.1	0.6	1.1	-0.5	0.6	0.2	0.4
Radio Hauraki	30.4	34.2	-3.8	11	5.3	4.6	0.7	17.4	19.8	-2.4	18.2	20.9	-2.7	22.6	26.2	-3.6	6.9	8.0	-1.1	2.5	3.4	-0.9	6.0	5.5	0.5
Rhema	3.0	4.5	-1.5	18	0.3	0.3	0.0	0.6	1.6	-1.0	0.6	1.3	-0.7	1.5	1.9	-0.4	1.2	1.1	0.1	0.5	1.9	-1.4	0.5	0.8	-0.3
Rock	54.6	51.2	3.4	7	15.0	11.1	3.9	27.7	23.2	4.5	24.2	25.4	-1.2	35.6	35.3	0.3	14.9	13.6	1.3	4.0	4.8	-0.8	11.8	10.1	1.7
Star	2.9	4.4	-1.5	19	0.9	0.5	0.4	0.6	0.6	0.0	0.6	0.6	0.0	1.1	0.9	0.2	1.1	1.2	-0.1	1.0	1.8	-0.8	0.5	0.3	0.2
Tahu FM	9.3	7.8	1.5	14	4.1	3.0	1.1	3.1	3.3	-0.2	2.8	3.2	-0.4	4.2	4.4	-0.2	2.0	1.2	0.8	1.0	0.4	0.6	1.6	2.2	-0.6
The Hits	37.7	40.7	-3.0	9	12.1	11.7	0.4	16.1	18.3	-2.2	14.3	16.6	-2.3	20.2	24.9	-4.7	10.4	11.6	-1.2	5.4	4.1	1.3	9.2	10.4	-1.2
The Sound	64.9	55.5	9.4	6	11.5	6.6	4.9	17.7	15.2	2.5	17.9	17.0	0.9	30.7	28.7	2.0	28.6	25.4	3.2	21.8	19.1	2.7	7.6	9.1	-1.5
ZM	76.5	79.2	-2.7	4	26.0	23.9	2.1	45.2	48.0	-2.8	36.4	42.0	-5.6	46.1	49.6	-3.5	12.9	12.2	0.7	4.1	5.0	-0.9	20.0	16.7	3.3
MediaWorks Combo	308.6	311.5	-2.9		65.9	64.2	1.7	105.1	102.4	2.7	100.6	100.4	0.2	151.9	154.3	-2.4	99.4	103.6	-4.2	75.9	77.9	-2.0	59.0	62.2	-3.2
NZME Combo	196.4	196.0	0.4		43.4	40.3	3.1	70.0	76.0	-6.0	63.0	70.7	-7.7	93.0	99.5	-6.5	53.6	51.5	2.1	43.9	40.4	3.5	39.6	37.3	2.3
NZME and Partners	199.5	197.6	1.9		44.5	41.2	3.3	72.7	77.4	-4.7	64.8	71.2	-6.4	95.0	100.0	-5.0	53.8	51.5	2.3	43.9	40.6	3.3	39.6	37.3	2.3
All Commercial Radio	394.6	396.8	-2.2		82.2	78.1	4.1	136.3	137.3	-1.0	127.8	134.9	-7.1	192.3	200.6	-8.3	120.5	122.1	-1.6	94.5	92.8	1.7	74.9	77.5	-2.6
Potential (000)	503.3	503.3	0.0		109.6	109.6	0.0	179.9	180.4	-0.5	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	89.5	88.2	1.3
Sample	1,663	1,510	153		339	326	13	506	454	52	471	409	62	727	648	79	473	414	59	454	400	54	307	275	32

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

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

Survey Comparisons: 3/2021 - 4/2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,663	1,510	153

	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	46.0	44.0	2.0	2	43.5	47.6	-4.1	48.3	51.8	-3.5	43.2	45.9	-2.7	14.9	16.7	-1.8	9.4	7.9	1.5	53.8	59.2	-5.4						
Coast	4.9	7.6	-2.7	13	8.0	9.4	-1.4	10.5	9.9	0.6	7.4	9.2	-1.8	2.9	4.0	-1.1	2.0	1.8	0.2	8.4	10.3	-1.9						
Edge	43.8	46.3	-2.5	4	30.5	33.0	-2.5	40.3	44.5	-4.2	44.2	43.3	0.9	20.6	20.4	0.2	8.1	8.9	-0.8	51.5	57.1	-5.6						
Gold	1.2	1.1	0.1	19	1.0	0.7	0.3	1.5	1.2	0.3	1.3	1.2	0.1	1.0	0.8	0.2	1.0	0.9	0.1	0.8	1.2	-0.4						
Gold AM	1.5	1.4	0.1	17	0.8	*	*	1.5	1.2	0.3	0.5	1.0	-0.5	*	0.2	*	0.5	0.5	0.0	2.2	2.7	-0.5						
Magic Music	19.1	22.1	-3.0	9	24.4	25.0	-0.6	22.7	22.0	0.7	22.6	21.4	1.2	11.1	8.4	2.7	5.8	5.3	0.5	29.8	29.1	0.7						
Magic Talk	5.7	6.5	-0.8	12	6.2	4.6	1.6	5.8	3.9	1.9	4.5	3.7	0.8	2.8	2.9	-0.1	0.5	1.5	-1.0	3.5	6.3	-2.8						
Mai FM	21.1	14.0	7.1	8	13.2	10.8	2.4	17.7	13.3	4.4	15.8	15.0	0.8	7.4	5.9	1.5	2.9	1.6	1.3	18.4	20.0	-1.6						
More FM	51.3	55.1	-3.8	1	42.8	45.2	-2.4	49.5	56.5	-7.0	44.4	50.4	-6.0	17.8	18.1	-0.3	7.3	7.7	-0.4	57.1	64.4	-7.3						
Newstalk ZB	45.3	35.7	9.6	3	37.3	24.8	12.5	35.6	28.2	7.4	36.2	27.8	8.4	21.9	21.1	0.8	18.1	14.2	3.9	53.3	42.5	10.8						
Pulzar FM	3.3	2.3	1.0	15	2.6	2.2	0.4	3.2	2.0	1.2	2.6	0.8	1.8	2.1	0.5	1.6	0.3	*	*	4.7	3.8	0.9						
Radio Hauraki	12.3	17.0	-4.7	11	11.3	14.2	-2.9	13.8	15.2	-1.4	17.0	17.3	-0.3	6.2	5.8	0.4	2.5	2.2	0.3	14.5	18.2	-3.7						
Rhema	1.6	2.2	-0.6	16	1.5	2.0	-0.5	2.3	2.7	-0.4	1.2	1.8	-0.6	1.4	2.3	-0.9	0.3	*	*	1.6	3.3	-1.7						
Rock	27.9	28.9	-1.0	7	26.2	25.2	1.0	31.8	28.8	3.0	31.6	27.0	4.6	14.3	10.2	4.1	4.2	6.5	-2.3	26.2	26.5	-0.3						
Star	1.5	2.3	-0.8	17	0.9	2.6	-1.7	1.4	2.8	-1.4	0.4	2.0	-1.6	0.5	1.1	-0.6	0.8	0.6	0.2	2.4	3.7	-1.3						
Tahu FM	3.4	2.5	0.9	14	2.3	2.2	0.1	2.8	2.0	0.8	3.8	2.3	1.5	1.4	1.8	-0.4	0.9	2.1	-1.2	4.9	3.8	1.1						
The Hits	13.6	16.9	-3.3	10	15.8	15.3	0.5	17.0	19.1	-2.1	14.6	19.4	-4.8	4.5	10.2	-5.7	2.2	4.7	-2.5	16.9	18.5	-1.6						
The Sound	30.1	25.1	5.0	6	28.1	26.6	1.5	39.1	32.5	6.6	30.9	31.2	-0.3	10.7	12.2	-1.5	5.4	5.0	0.4	39.3	31.0	8.3						
ZM	40.5	50.8	-10.3	5	38.0	35.1	2.9	41.4	43.8	-2.4	36.9	40.9	-4.0	15.8	21.5	-5.7	4.9	8.3	-3.4	42.7	46.4	-3.7						
MediaWorks Combo	194.8	197.9	-3.1		178.3	180.1	-1.8	207.0	205.5	1.5	192.5	196.6	-4.1	90.1	85.3	4.8	37.1	41.0	-3.9	220.8	235.0	-14.2						
NZME Combo	111.3	121.8	-10.5		102.8	94.7	8.1	110.4	108.0	2.4	101.1	107.7	-6.6	50.3	60.5	-10.2	29.8	31.2	-1.4	127.2	127.5	-0.3						
NZME and Partners	113.9	122.9	-9.0		104.2	95.7	8.5	112.0	108.8	3.2	103.3	108.1	-4.8	51.5	60.8	-9.3	30.1	31.2	-1.1	130.1	129.3	0.8						
All Commercial Radio	278.8	286.4	-7.6		250.1	249.7	0.4	280.1	279.3	0.8	268.3	278.0	-9.7	135.8	141.4	-5.6	65.9	69.2	-3.3	312.9	323.7	-10.8						

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

CHRISTCHURCH COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 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	8:03	8:44	-0:40	4:21	4:02	0:18	5:44	6:11	-0:26	7:28	9:14	-1:45	7:15	7:55	-0:40	9:41	9:28	0:13	10:59	11:36	-0:36	9:04	9:00	0:04
Coast	5:47	6:51	-1:04	3:29	3:34	-0:04	2:19	2:52	-0:32	5:50	2:22	3:28	5:00	5:40	-0:40	6:53	7:29	-0:35	6:43	9:43	-3:00	5:57	7:44	-1:47
Edge	5:11	6:17	-1:05	3:51	3:38	0:13	4:47	5:31	-0:44	5:24	6:29	-1:04	5:38	7:22	-1:43	6:52	10:05	-3:12	7:00	10:11	-3:11	5:56	7:34	-1:37
Gold	4:20	7:00	-2:40	0:34	4:27	-3:52	0:45	*	*	0:52	*	*	7:50	20:36	-12:46	12:13	14:50	-2:37	3:44	2:50	0:54	0:52	*	*
Gold AM	4:31	2:24	2:06	0:25	0:34	-0:09	1:07	1:03	0:03	1:45	1:45	0:00	3:18	2:45	0:32	3:42	2:56	0:45	4:05	8:05	-3:59	1:51	1:45	0:06
Magic Music	13:05	13:51	-0:45	5:56	5:53	0:03	4:49	6:32	-1:42	3:24	3:15	0:09	8:11	9:02	-0:50	10:34	13:34	-2:59	14:36	14:30	0:06	16:53	14:04	2:49
Magic Talk	5:18	6:17	-0:59	2:43	0:30	2:13	4:05	4:09	-0:04	4:35	3:36	0:59	4:11	3:48	0:23	4:43	3:26	1:16	5:38	7:02	-1:23	7:08	6:19	0:48
Mai FM	5:19	4:57	0:22	5:52	3:59	1:53	5:44	5:20	0:23	5:22	5:30	-0:07	5:46	5:44	0:01	4:58	4:51	0:06	1:01	1:57	-0:56	6:40	5:13	1:27
More FM	8:48	8:05	0:42	5:14	5:22	-0:08	6:43	6:37	0:06	8:19	6:18	2:00	8:52	7:41	1:11	10:22	10:14	0:07	12:07	10:52	1:14	9:05	7:15	1:50
Newstalk ZB	13:41	11:58	1:42	4:40	4:16	0:24	5:19	2:33	2:45	7:08	3:28	3:39	8:28	7:44	0:44	10:32	10:18	0:13	15:15	12:10	3:04	13:46	7:29	6:16
Pulzar FM	4:48	5:35	-0:47	2:54	1:23	1:31	5:50	7:28	-1:37	6:36	11:34	-4:57	6:09	11:34	-5:25	3:58	3:02	0:56	5:27	2:59	2:28	1:55	0:15	1:40
Radio Hauraki	5:45	4:47	0:57	3:58	2:44	1:14	5:04	4:43	0:21	5:52	4:56	0:55	6:06	5:28	0:38	6:47	5:47	0:59	6:13	2:15	3:58	8:34	4:07	4:27
Rhema	8:27	6:52	1:35	32:00	0:45	31:15	15:44	12:26	3:18	15:44	14:38	1:06	7:59	11:49	-3:50	3:00	4:30	-1:30	2:37	3:36	-0:59	4:06	9:15	-5:08
Rock	10:54	9:55	0:59	8:31	9:45	-1:13	10:23	10:49	-0:26	9:32	10:10	-0:38	11:29	9:04	2:25	15:23	9:47	5:36	14:33	16:31	-1:57	11:49	3:15	8:34
Star	5:22	14:20	-8:58	5:19	1:15	4:04	3:39	4:45	-1:05	3:39	4:45	-1:05	3:27	31:23	-27:56	5:36	32:10	-26:33	7:31	9:42	-2:10	3:15	40:45	-37:30
Tahu FM	4:42	4:54	-0:11	4:49	5:42	-0:53	2:21	1:39	0:42	4:04	3:18	0:46	5:12	4:41	0:31	6:03	8:29	-2:26	2:06	1:28	0:37	7:50	6:21	1:28
The Hits	4:29	4:40	-0:10	2:55	2:20	0:34	5:46	5:05	0:40	6:19	6:05	0:14	5:51	5:33	0:17	4:02	4:54	-0:52	2:57	5:57	-2:59	8:20	5:41	2:38
The Sound	10:31	10:26	0:05	6:07	4:27	1:39	6:25	5:17	1:07	8:33	12:27	-3:53	9:08	12:15	-3:07	12:58	11:24	1:33	13:43	10:12	3:31	9:04	10:55	-1:50
ZM	6:12	7:08	-0:55	5:04	6:38	-1:33	6:04	8:02	-1:57	6:30	7:33	-1:03	6:31	7:07	-0:36	7:12	6:04	1:08	9:58	9:15	0:42	6:30	7:06	-0:35
MediaWorks Combo	13:25	13:07	0:17	9:05	7:39	1:25	10:30	10:29	0:01	11:21	12:12	-0:51	12:51	12:46	0:04	16:32	15:45	0:46	17:27	17:14	0:13	12:57	11:36	1:20
NZME Combo	9:54	9:10	0:43	5:19	5:53	-0:34	7:11	7:55	-0:44	8:04	7:54	0:10	8:13	8:03	0:10	9:36	8:39	0:57	13:38	11:52	1:45	10:17	7:35	2:41
NZME and Partners	9:56	9:16	0:40	5:24	5:51	-0:27	7:22	8:09	-0:46	8:15	8:13	0:01	8:19	8:16	0:03	9:38	8:42	0:56	13:42	11:54	1:48	10:19	7:35	2:43
All Commercial Radio	16:26	15:56	0:30	10:53	10:04	0:48	12:38	12:54	-0:16	13:58	14:03	-0:04	15:14	14:58	0:16	19:02	18:29	0:33	21:36	20:51	0:44	16:21	13:54	2:27
Potential (000)	503.3	503.3	0.0	109.6	109.6	0.0	179.9	180.4	-0.5	161.0	161.0	0.0	236.0	236.0	0.0	143.8	143.8	0.0	119.7	119.7	0.0	89.5	88.2	1.3
Sample	1,663	1,510	153	339	326	13	506	454	52	471	409	62	727	648	79	473	414	59	454	400	54	307	275	32

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

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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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	503.3	503.3	0.0
Sample Size	1,663	1,510	153

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

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