



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	9.6	9.7	-0.1	3	7.2	7.1	0.1	7.0	4.6	2.4	9.3	7.0	2.3	9.3	8.4	0.9	11.2	13.5	-2.3	11.8	12.5	-0.7	7.8	6.8	1.0
Coast	3.2	2.4	0.8	11	1.1	1.3	-0.2	3.1	1.0	2.1	3.1	1.0	2.1	3.7	2.0	1.7	4.7	3.9	0.8	3.7	3.3	0.4	2.3	1.1	1.2
Edge	8.9	7.9	1.0	4	20.2	20.4	-0.2	16.3	18.9	-2.6	11.8	14.3	-2.5	11.4	11.2	0.2	8.6	3.9	4.7	3.9	1.2	2.7	11.4	8.4	3.0
Flava	0.9	0.2	0.7	14	1.0	0.4	0.6	0.7	0.6	0.1	2.5	0.5	2.0	1.5	0.3	1.2	0.1	*	*	0.1	*	*	0.7	0.5	0.2
Gold	*	0.5	*	*	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.9	-0.8	*	1.2	*	*	0.1	*	*	*	*
Gold Sport	0.1	0.4	-0.3	18	0.3	0.1	0.2	*	0.1	*	*	0.1	*	*	0.1	*	*	0.6	*	0.1	1.2	-1.1	*	*	*
Magic	6.7	6.8	-0.1	7	0.7	1.0	-0.3	0.8	1.1	-0.3	2.3	2.7	-0.4	1.7	2.0	-0.3	4.8	4.9	-0.1	15.0	14.7	0.3	2.8	1.3	1.5
Mai FM	1.2	1.3	-0.1	13	5.2	5.1	0.1	1.1	2.6	-1.5	0.6	2.0	-1.4	0.7	1.4	-0.7	1.2	0.4	0.8	0.9	0.3	0.6	2.3	1.8	0.5
More FM	10.8	9.8	1.0	2	16.1	16.7	-0.6	7.3	6.6	0.7	6.7	5.7	1.0	11.3	10.0	1.3	15.5	13.8	1.7	11.0	9.7	1.3	18.2	14.1	4.1
Newstalk ZB	17.0	19.6	-2.6	1	0.4	1.2	-0.8	3.7	2.4	1.3	4.1	3.5	0.6	5.7	6.0	-0.3	11.2	16.5	-5.3	23.1	30.0	-6.9	7.6	17.4	-9.8
Radio Hauraki	4.4	3.8	0.6	9	5.4	8.0	-2.6	6.9	5.4	1.5	8.6	5.6	3.0	7.0	5.2	1.8	2.9	2.7	0.2	0.8	0.6	0.2	10.7	8.6	2.1
Rhema	0.5	0.6	-0.1	15	0.4	0.5	-0.1	0.2	0.4	-0.2	0.1	0.3	-0.2	0.4	0.5	-0.1	0.4	0.6	-0.2	0.1	0.5	-0.4	0.6	0.6	0.0
Rock	7.7	8.4	-0.7	6	8.2	7.8	0.4	14.5	15.5	-1.0	15.6	16.3	-0.7	13.0	14.9	-1.9	6.1	7.5	-1.4	2.0	1.6	0.4	7.7	10.3	-2.6
SENZ Sport	0.4	0.2	0.2	16	0.1	0.2	-0.1	0.1	*	*	*	*	*	0.2	0.1	0.1	0.7	0.2	0.5	0.8	0.4	0.4	*	0.1	*
Star	1.5	1.8	-0.3	12	0.1	0.4	-0.3	0.1	*	*	0.1	*	*	3.2	2.9	0.3	4.0	4.9	-0.9	*	1.2	*	*	1.5	*
Tahu FM	0.4	0.5	-0.1	16	0.6	1.0	-0.4	1.0	0.9	0.1	0.7	0.8	-0.1	0.5	0.6	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.7	0.7	0.0
The Hits	3.9	3.9	0.0	10	3.4	4.3	-0.9	8.3	8.9	-0.6	7.8	8.0	-0.2	6.1	5.8	0.3	2.8	2.3	0.5	2.0	2.2	-0.2	2.6	4.8	-2.2
The Sound	8.2	8.9	-0.7	5	10.0	11.6	-1.6	4.2	5.6	-1.4	4.5	4.6	-0.1	6.9	7.3	-0.4	13.1	15.1	-2.0	12.0	13.6	-1.6	7.0	6.1	0.9
ZM	6.4	5.3	1.1	8	12.8	8.2	4.6	16.2	11.2	5.0	11.7	10.4	1.3	9.7	8.0	1.7	4.2	3.4	0.8	1.2	1.9	-0.7	8.3	8.9	-0.6
MediaWorks Combo	53.8	52.9	0.9		70.3	70.1	0.2	53.2	55.3	-2.1	51.7	52.7	-1.0	54.7	55.4	-0.7	60.6	59.1	1.5	56.8	53.6	3.2	57.6	49.0	8.6
NZME Combo	35.9	36.1	-0.2		24.5	23.5	1.0	39.1	29.9	9.2	37.9	29.2	8.7	33.8	28.3	5.5	25.9	30.6	-4.7	31.1	39.3	-8.2	32.3	41.3	-9.0
Potential (000)	511.7	511.7	0.0		109.7	109.7	0.0	183.3	183.2	0.1	164.1	164.1	0.0	238.6	238.6	0.0	144.6	144.6	0.0	122.6	122.6	0.0	94.4	102.3	-7.9
Sample	1,708	1,557	151		433	377	56	622	525	97	533	470	63	786	724	62	458	447	11	381	360	21	343	343	0

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

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

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	511.7	511.7	0.0
Sample Size	1,708	1,557	151

	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	8.5	8.4	0.1	4	10.3	10.6	-0.3	11.0	10.9	0.1	8.5	7.8	0.7	7.4	8.3	-0.9	9.8	9.5	0.3	9.6	10.3	-0.7	
Coast	3.5	1.8	1.7	10	3.3	1.9	1.4	3.4	3.4	0.0	2.5	2.3	0.2	2.4	0.8	1.6	6.0	4.7	1.3	2.8	2.4	0.4	
Edge	10.0	8.9	1.1	3	6.6	5.8	0.8	9.1	7.2	1.9	10.3	10.6	-0.3	11.6	10.0	1.6	4.3	3.3	1.0	9.0	7.8	1.2	
Flava	0.7	0.1	0.6	14	0.9	0.2	0.7	1.0	0.3	0.7	1.0	0.1	0.9	0.1	*	*	*	*	*	1.0	0.3	0.7	
Gold	*	0.3	*	*	0.1	0.5	-0.4	*	0.6	*	*	0.9	*	*	0.2	*	*	*	*	*	*	0.4	*
Gold Sport	*	0.2	*	*	*	0.7	*	*	0.7	*	*	0.3	*	*	0.2	*	*	*	*	0.3	0.3	0.0	
Magic	4.0	4.0	0.0	9	8.6	8.2	0.4	7.4	7.7	-0.3	5.3	6.1	-0.8	3.0	5.1	-2.1	4.1	3.0	1.1	8.6	8.7	-0.1	
Mai FM	1.1	1.2	-0.1	12	1.0	1.0	0.0	0.6	1.0	-0.4	2.9	2.5	0.4	1.2	0.5	0.7	0.8	2.2	-1.4	1.3	1.2	0.1	
More FM	14.5	12.3	2.2	2	11.0	10.7	0.3	9.9	8.9	1.0	11.4	9.1	2.3	4.6	4.3	0.3	8.9	7.5	1.4	10.0	10.3	-0.3	
Newstalk ZB	21.2	27.7	-6.5	1	13.9	14.4	-0.5	14.2	13.6	0.6	14.9	15.8	-0.9	23.2	25.7	-2.5	33.1	47.9	-14.8	16.6	19.4	-2.8	
Radio Hauraki	5.3	4.5	0.8	8	5.0	4.9	0.1	4.4	4.0	0.4	5.9	4.4	1.5	2.8	2.5	0.3	3.1	1.7	1.4	2.9	2.6	0.3	
Rhema	0.3	0.4	-0.1	16	0.7	0.9	-0.2	0.3	0.5	-0.2	0.4	0.5	-0.1	0.1	*	*	0.3	0.3	0.0	0.8	0.9	-0.1	
Rock	6.1	6.1	0.0	6	7.9	9.4	-1.5	8.0	10.4	-2.4	9.7	10.1	-0.4	6.6	11.2	-4.6	5.8	3.7	2.1	7.9	6.7	1.2	
SENZ Sport	0.1	*	*	17	0.5	0.2	0.3	0.3	0.1	0.2	0.3	0.1	0.2	0.1	0.1	0.0	*	0.2	*	0.7	0.3	0.4	
Star	1.0	1.3	-0.3	13	1.1	1.5	-0.4	1.0	1.4	-0.4	1.5	1.6	-0.1	5.8	5.0	0.8	0.3	0.4	-0.1	2.0	2.2	-0.2	
Tahu FM	0.4	0.5	-0.1	15	0.4	0.5	-0.1	0.4	0.6	-0.2	0.3	0.4	-0.1	0.1	0.1	0.0	1.5	1.5	0.0	0.5	0.5	0.0	
The Hits	3.4	2.7	0.7	11	5.1	5.1	0.0	4.0	4.3	-0.3	2.1	3.0	-0.9	4.1	3.9	0.2	4.1	1.3	2.8	4.1	4.5	-0.4	
The Sound	5.4	5.0	0.4	7	8.8	8.7	0.1	9.7	10.1	-0.4	8.3	10.4	-2.1	9.9	11.1	-1.2	7.3	2.6	4.7	8.1	10.4	-2.3	
ZM	7.0	7.3	-0.3	5	6.5	5.0	1.5	6.4	5.0	1.4	7.5	6.1	1.4	9.1	3.8	5.3	5.0	4.2	0.8	4.9	4.2	0.7	
MediaWorks Combo	50.1	46.0	4.1		55.1	54.6	0.5	56.2	56.3	-0.1	57.0	56.7	0.3	45.0	50.7	-5.7	41.9	31.7	10.2	55.1	55.4	-0.3	
NZME Combo	41.1	44.6	-3.5		34.8	32.7	2.1	33.5	31.9	1.6	34.2	33.2	1.0	41.6	37.1	4.5	51.3	59.8	-8.5	32.7	34.0	-1.3	

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

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



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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	68.8	74.0	-5.2	3	8.1	8.2	-0.1	16.2	19.2	-3.0	17.4	21.6	-4.2	31.0	36.7	-5.7	29.3	31.7	-2.4	25.2	23.8	1.4	12.3	17.8	-5.5
Coast	23.0	20.1	2.9	11	2.5	1.9	0.6	4.1	3.0	1.1	4.8	3.9	0.9	8.9	7.5	1.4	9.8	7.5	2.3	8.9	7.9	1.0	3.7	3.8	-0.1
Edge	78.6	75.5	3.1	2	24.7	23.1	1.6	44.7	47.0	-2.3	36.8	38.8	-2.0	47.4	47.9	-0.5	16.0	13.0	3.0	6.5	4.4	2.1	18.1	19.3	-1.2
Flava	4.2	2.0	2.2	15	1.2	1.1	0.1	2.1	1.3	0.8	2.2	0.7	1.5	2.2	0.7	1.5	0.5	0.2	0.3	0.7	0.2	0.5	0.9	0.5	0.4
Gold	0.8	2.7	-1.9	19	0.3	0.7	-0.4	0.3	0.9	-0.6	0.3	0.9	-0.6	0.3	1.6	-1.3	0.2	1.1	-0.9	0.2	0.5	-0.3	0.4	0.7	-0.3
Gold Sport	1.5	3.8	-2.3	18	0.9	0.6	0.3	0.6	1.2	-0.6	0.5	1.1	-0.6	0.5	1.4	-0.9	*	1.8	*	0.2	1.9	-1.7	*	0.3	*
Magic	40.2	42.2	-2.0	8	1.7	2.1	-0.4	3.8	5.9	-2.1	4.8	7.3	-2.5	7.2	9.0	-1.8	10.7	9.0	1.7	24.1	24.3	-0.2	3.5	4.3	-0.8
Mai FM	14.9	17.9	-3.0	12	6.7	7.5	-0.8	5.9	9.7	-3.8	3.6	7.1	-3.5	5.8	8.3	-2.5	3.9	2.3	1.6	2.2	1.8	0.4	4.4	6.3	-1.9
More FM	78.7	79.8	-1.1	1	18.1	18.6	-0.5	22.3	23.3	-1.0	21.9	20.2	1.7	39.6	40.8	-1.2	30.1	31.5	-1.4	20.0	18.7	1.3	20.7	20.1	0.6
Newstalk ZB	58.7	71.4	-12.7	5	1.6	2.3	-0.7	4.7	4.6	0.1	7.1	6.3	0.8	14.6	16.6	-2.0	19.3	29.1	-9.8	25.9	35.7	-9.8	6.8	11.7	-4.9
Radio Hauraki	28.9	28.5	0.4	10	4.0	4.0	0.0	10.4	11.0	-0.6	16.5	14.8	1.7	21.5	20.1	1.4	7.9	7.6	0.3	3.0	3.8	-0.8	9.1	8.2	0.9
Rhema	4.8	8.3	-3.5	14	0.6	0.5	0.1	1.1	1.1	0.0	1.1	1.1	0.0	2.3	2.9	-0.6	1.6	4.2	-2.6	1.0	3.9	-2.9	1.2	2.7	-1.5
Rock	60.5	58.7	1.8	4	12.9	11.9	1.0	28.6	28.9	-0.3	31.6	31.7	-0.1	42.5	41.7	0.8	15.1	13.3	1.8	5.1	5.2	-0.1	15.9	17.2	-1.3
SENZ Sport	3.5	3.5	0.0	16	0.5	0.9	-0.4	0.8	0.6	0.2	0.3	0.2	0.1	0.9	0.6	0.3	1.4	0.9	0.5	2.2	1.9	0.3	*	0.8	*
Star	2.4	3.0	-0.6	17	0.3	0.2	0.1	1.1	0.4	0.7	1.3	0.7	0.6	2.0	1.6	0.4	0.7	2.0	-1.3	0.2	1.3	-1.1	0.3	0.8	-0.5
Tahu FM	11.0	13.4	-2.4	13	2.7	3.1	-0.4	5.7	5.8	-0.1	4.5	5.9	-1.4	6.3	7.7	-1.4	3.4	3.8	-0.4	2.1	2.6	-0.5	3.7	4.4	-0.7
The Hits	36.9	35.4	1.5	9	8.3	7.8	0.5	18.5	20.0	-1.5	18.2	18.6	-0.4	22.2	23.7	-1.5	8.6	7.5	1.1	6.4	3.7	2.7	7.1	9.1	-2.0
The Sound	47.7	54.6	-6.9	7	6.8	7.2	-0.4	12.6	13.0	-0.4	15.7	14.5	1.2	26.0	27.2	-1.2	22.1	27.9	-5.8	14.9	19.9	-5.0	10.4	11.1	-0.7
ZM	58.0	60.4	-2.4	6	12.9	14.4	-1.5	36.9	39.6	-2.7	34.4	35.0	-0.6	40.6	40.4	0.2	9.7	10.4	-0.7	3.9	5.6	-1.7	13.7	16.8	-3.1
MediaWorks Combo	263.7	276.7	-13.0		51.1	51.7	-0.6	87.3	95.9	-8.6	89.2	94.8	-5.6	131.2	139.6	-8.4	83.9	88.0	-4.1	70.7	72.8	-2.1	54.7	60.8	-6.1
NZME Combo	174.3	187.7	-13.4		25.5	28.4	-2.9	64.3	65.4	-1.1	68.5	65.0	3.5	90.2	91.7	-1.5	45.9	55.0	-9.1	41.2	49.5	-8.3	35.0	44.0	-9.0
All Commercial Radio	348.7	364.7	-16.0		59.4	62.4	-3.0	116.9	124.3	-7.4	121.5	123.9	-2.4	174.6	180.5	-5.9	106.7	113.4	-6.7	90.7	96.2	-5.5	72.5	82.2	-9.7
Potential (000)	511.7	511.7	0.0		109.7	109.7	0.0	183.3	183.2	0.1	164.1	164.1	0.0	238.6	238.6	0.0	144.6	144.6	0.0	122.6	122.6	0.0	94.4	102.3	-7.9
Sample	1,708	1,557	151		433	377	56	622	525	97	533	470	63	786	724	62	458	447	11	381	360	21	343	343	0

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	This	Last	+/-
Potential (000)	511.7	511.7	0.0
Sample Size	1,708	1,557	151

	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	33.5	38.3	-4.8	5	32.7	32.9	-0.2	37.8	42.5	-4.7	27.9	31.7	-3.8	10.2	12.9	-2.7	7.9	10.3	-2.4	40.1	42.4	-2.3
Coast	9.0	6.7	2.3	11	9.1	8.1	1.0	12.4	12.6	-0.2	9.1	8.9	0.2	3.7	2.8	0.9	2.7	2.8	-0.1	11.4	8.7	2.7
Edge	47.2	44.1	3.1	2	27.4	26.9	0.5	40.6	39.0	1.6	37.3	38.3	-1.0	17.1	16.9	0.2	5.8	6.1	-0.3	49.0	48.4	0.6
Flava	1.5	0.5	1.0	15	1.9	0.8	1.1	2.4	1.5	0.9	2.1	1.0	1.1	0.4	0.2	0.2	*	*	*	3.0	1.3	1.7
Gold	*	1.9	*	*	0.3	0.6	-0.3	0.3	0.5	-0.2	0.2	2.1	-1.9	0.1	0.9	-0.8	0.1	*	*	0.4	1.4	-1.0
Gold Sport	*	1.7	*	*	0.5	2.1	-1.6	0.4	2.1	-1.7	*	1.7	*	*	0.6	*	*	*	1.0	1.7	-0.7	
Magic	15.7	15.0	0.7	10	23.8	22.0	1.8	24.7	28.8	-4.1	19.7	19.6	0.1	5.7	9.3	-3.6	4.7	4.8	-0.1	27.6	26.6	1.0
Mai FM	6.7	8.2	-1.5	12	5.1	5.8	-0.7	4.7	6.8	-2.1	7.7	10.4	-2.7	2.2	2.4	-0.2	1.1	2.4	-1.3	9.0	9.9	-0.9
More FM	49.0	49.9	-0.9	1	40.6	39.6	1.0	40.0	41.4	-1.4	36.4	35.9	0.5	14.0	13.7	0.3	7.2	8.9	-1.7	42.6	47.8	-5.2
Newstalk ZB	40.7	55.0	-14.3	3	37.1	43.9	-6.8	33.9	39.9	-6.0	34.7	41.8	-7.1	19.9	25.6	-5.7	15.7	20.5	-4.8	43.6	51.9	-8.3
Radio Hauraki	17.0	14.7	2.3	9	15.5	13.9	1.6	15.4	14.3	1.1	16.1	15.0	1.1	5.7	6.1	-0.4	2.1	1.7	0.4	16.9	15.7	1.2
Rhema	2.1	3.3	-1.2	14	2.1	3.7	-1.6	2.0	4.6	-2.6	1.3	2.7	-1.4	0.4	0.6	-0.2	0.9	0.8	0.1	3.5	5.0	-1.5
Rock	29.5	28.4	1.1	6	25.7	26.4	-0.7	31.5	34.9	-3.4	33.9	34.1	-0.2	11.0	11.4	-0.4	6.1	4.8	1.3	34.1	34.2	-0.1
SENZ Sport	1.1	0.9	0.2	16	1.1	0.9	0.2	1.0	0.5	0.5	1.0	0.5	0.5	0.2	0.2	0.0	*	0.5	*	3.3	2.4	0.9
Star	1.1	2.0	-0.9	16	1.0	1.6	-0.6	1.2	1.5	-0.3	1.5	1.2	0.3	1.0	1.4	-0.4	0.2	0.6	-0.4	1.4	2.3	-0.9
Tahu FM	4.0	5.6	-1.6	13	3.8	3.9	-0.1	3.5	4.7	-1.2	2.6	3.2	-0.6	0.9	1.1	-0.2	1.0	1.2	-0.2	6.8	7.7	-0.9
The Hits	18.2	17.8	0.4	8	14.4	15.5	-1.1	19.6	19.2	0.4	12.5	14.4	-1.9	5.4	6.8	-1.4	3.3	2.7	0.6	17.6	20.1	-2.5
The Sound	20.8	22.6	-1.8	7	21.7	24.7	-3.0	29.0	29.0	0.0	22.2	27.1	-4.9	13.4	16.5	-3.1	5.2	3.7	1.5	27.5	32.7	-5.2
ZM	33.6	35.8	-2.2	4	24.5	25.6	-1.1	31.1	30.7	0.4	27.8	27.4	0.4	12.2	10.8	1.4	6.5	5.7	0.8	32.5	32.9	-0.4
MediaWorks Combo	168.2	172.1	-3.9		146.9	148.7	-1.8	172.5	184.5	-12.0	154.3	164.2	-9.9	68.0	75.2	-7.2	31.7	33.9	-2.2	187.3	200.0	-12.7
NZME Combo	111.5	124.2	-12.7		93.9	101.7	-7.8	102.1	109.3	-7.2	93.4	102.5	-9.1	44.3	50.4	-6.1	27.2	31.3	-4.1	114.4	123.7	-9.3
All Commercial Radio	251.1	268.8	-17.7		215.4	227.7	-12.3	248.3	270.0	-21.7	227.4	244.4	-17.0	109.5	124.9	-15.4	57.9	63.8	-5.9	273.0	292.6	-19.6

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM or Humm FM  
 NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	7:52	8:15	-0:22	5:53	5:52	0:00	5:53	4:14	1:39	8:38	6:12	2:25	7:55	6:56	0:59	7:56	9:25	-1:28	8:21	9:59	-1:38	6:38	4:56	1:41
Coast	7:47	7:35	0:12	2:51	4:26	-1:34	10:23	6:08	4:15	10:31	4:55	5:35	11:04	8:01	3:03	10:01	11:27	-1:26	7:26	7:54	-0:27	6:42	3:41	3:00
Edge	6:25	6:36	-0:10	5:25	5:56	-0:31	5:00	7:06	-2:06	5:10	7:03	-1:53	6:20	7:02	-0:41	11:09	6:35	4:33	10:52	5:15	5:36	6:36	5:38	0:57
Flava	11:38	5:58	5:40	5:28	2:29	2:59	4:35	8:00	-3:24	18:02	12:07	5:55	18:02	12:07	5:55	3:45	3:30	0:15	2:37	3:30	-0:52	7:30	10:41	-3:11
Gold	1:55	11:09	-9:13	0:30	0:37	-0:07	4:19	3:04	1:15	4:19	3:04	1:15	4:19	18:02	-13:42	0:15	24:20	-24:05	0:15	2:45	-2:30	0:15	0:37	-0:22
Gold Sport	2:32	6:50	-4:18	2:16	1:29	0:46	0:27	1:56	-1:29	0:30	2:08	-1:38	0:30	1:53	-1:23	*	7:03	*	10:30	12:08	-1:38	*	1:00	*
Magic	9:23	10:12	-0:48	2:28	3:12	-0:43	3:00	3:19	-0:19	7:50	7:05	0:44	6:08	6:44	-0:36	9:20	12:04	-2:43	11:07	11:35	-0:28	8:26	3:56	4:29
Mai FM	4:40	4:37	0:03	5:06	4:35	0:31	2:36	4:49	-2:13	2:39	5:16	-2:37	3:19	5:05	-1:46	6:24	4:14	2:10	7:15	3:09	4:05	5:33	3:46	1:47
More FM	7:45	7:45	-0:00	5:53	6:03	-0:09	4:27	5:01	-0:34	4:55	5:23	-0:28	7:31	7:24	0:07	10:44	9:44	0:59	9:50	9:57	-0:06	9:15	9:04	0:10
Newstalk ZB	16:20	17:22	-1:02	1:41	3:30	-1:48	10:44	9:17	1:27	9:18	10:30	-1:12	10:26	10:57	-0:31	12:05	12:34	-0:28	15:55	16:05	-0:09	11:42	19:14	-7:31
Radio Hauraki	8:36	8:27	0:09	8:54	13:25	-4:30	9:06	8:46	0:20	8:24	7:17	1:06	8:35	7:45	0:49	7:40	7:48	-0:08	4:48	3:14	1:34	12:25	13:34	-1:09
Rhema	5:39	4:29	1:10	4:03	7:37	-3:33	2:00	5:46	-3:46	2:00	5:46	-3:46	4:18	4:41	-0:23	5:36	3:00	2:35	2:21	2:25	-0:03	5:20	3:03	2:16
Rock	7:11	9:04	-1:53	4:14	4:26	-0:11	6:57	9:29	-2:31	7:59	9:51	-1:52	8:06	10:47	-2:41	8:24	12:29	-4:04	7:01	5:56	1:04	5:02	7:46	-2:43
SENZ Sport	5:41	3:03	2:38	1:18	1:08	0:09	1:12	1:12	-0:00	1:00	1:00	0:00	5:33	2:34	2:58	11:24	5:48	5:35	6:49	4:05	2:44	*	0:54	*
Star	35:40	37:00	-1:20	1:22	15:00	-13:37	1:24	0:30	0:54	1:36	1:14	0:22	42:57	54:33	-11:36	127:00	53:25	73:34	5:00	18:08	-13:08	0:30	23:59	-23:29
Tahu FM	2:12	2:25	-0:13	1:26	2:05	-0:39	2:25	2:40	-0:14	2:29	2:33	-0:03	2:14	2:17	-0:02	2:39	2:45	-0:06	3:07	3:14	-0:07	2:05	2:02	0:02
The Hits	5:57	6:57	-0:59	2:42	3:41	-0:59	6:11	7:55	-1:43	6:56	8:14	-1:17	7:19	7:22	-0:02	6:48	6:45	0:03	5:28	11:19	-5:50	3:54	6:52	-2:58
The Sound	9:40	10:15	-0:34	9:38	10:52	-1:13	4:32	7:41	-3:09	4:35	6:01	-1:26	7:01	8:08	-1:07	12:21	12:00	0:21	14:19	13:02	1:17	7:04	7:04	0:00
ZM	6:15	5:30	0:45	6:34	3:48	2:45	5:59	5:00	0:59	5:29	5:42	-0:13	6:17	5:58	0:19	8:57	7:11	1:45	5:40	6:30	-0:49	6:23	6:53	-0:29
MediaWorks Combo	11:31	12:04	-0:33	9:05	9:08	-0:02	8:20	10:13	-1:52	9:21	10:39	-1:17	11:03	11:58	-0:55	15:02	14:53	0:08	14:21	14:04	0:16	11:02	10:25	0:37
NZME Combo	11:37	12:09	-0:32	6:21	5:34	0:47	8:19	8:06	0:13	8:56	8:36	0:19	9:57	9:19	0:37	11:45	12:19	-0:34	13:27	15:11	-1:43	9:41	12:08	-2:26
All Commercial Radio	16:11	17:19	-1:07	11:08	10:47	0:20	11:43	14:15	-2:32	13:18	15:28	-2:10	15:10	16:43	-1:33	19:30	19:34	-0:03	19:41	19:52	-0:10	14:29	15:43	-1:13
Potential (000)	511.7	511.7	0.0	109.7	109.7	0.0	183.3	183.2	0.1	164.1	164.1	0.0	238.6	238.6	0.0	144.6	144.6	0.0	122.6	122.6	0.0	94.4	102.3	-7.9
Sample	1,708	1,557	151	433	377	56	622	525	97	533	470	63	786	724	62	458	447	11	381	360	21	343	343	0

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

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



# CHRISTCHURCH COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	511.7	511.7	0.0
Sample Size	1,708	1,557	151

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

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

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