



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Metro - Sun Apr 11 to Sat Aug 28 2021/ Regional - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021 *Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Metro - Sun Jan 31 to Sat Jun 19 2021/ Regional - Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 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	+/-
Network Breeze	9.4	9.6	-0.2	2	5.6	6.1	-0.5	6.5	6.4	0.1	8.2	8.8	-0.6	8.8	9.3	-0.5	11.9	12.3	-0.4	12.6	12.3	0.3	10.4	10.8	-0.4
Network Coast	4.7	5.3	-0.6	10	2.3	2.3	0.0	2.1	2.4	-0.3	1.9	2.3	-0.4	2.8	3.5	-0.7	5.9	6.8	-0.9	8.3	8.8	-0.5	4.0	4.1	-0.1
Network The Edge	6.3	6.0	0.3	8	14.7	13.3	1.4	11.2	9.9	1.3	8.9	8.4	0.5	7.6	7.4	0.2	4.3	4.4	-0.1	2.0	2.0	0.0	9.5	8.1	1.4
Network Flava	1.7	1.6	0.1	14	4.7	4.3	0.4	3.7	3.5	0.2	2.9	2.6	0.3	2.1	1.9	0.2	0.6	0.4	0.2	0.1	0.1	0.0	2.3	1.5	0.8
Network George FM	2.7	2.0	0.7	12	3.7	3.9	-0.2	5.1	4.3	0.8	4.5	3.5	1.0	4.4	2.8	1.6	2.2	1.0	1.2	0.1	0.3	-0.2	1.8	1.3	0.5
Network Gold	1.1	1.1	0.0	15	0.6	0.9	-0.3	0.2	0.5	-0.3	0.6	0.8	-0.2	1.1	1.1	0.0	2.1	1.9	0.2	1.7	1.4	0.3	0.9	1.0	-0.1
Network Gold AM	0.3	0.3	0.0	21	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.6	0.1	0.5	0.5	0.0	0.2	0.1	0.1
Network Hokonui	0.2	0.2	0.0	22	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.0
Network Life FM	1.1	1.3	-0.2	15	1.0	1.7	-0.7	1.5	1.5	0.0	1.8	1.9	-0.1	1.7	1.8	-0.1	1.0	1.2	-0.2	0.5	0.7	-0.2	1.3	1.7	-0.4
Network Magic Music & Talk*	8.8	9.4	-0.6	3	1.9	1.9	0.0	2.0	2.3	-0.3	2.1	2.3	-0.2	3.2	3.6	-0.4	8.7	9.4	-0.7	16.6	16.7	-0.1	4.4	6.9	-2.5
Network Mai FM	5.4	5.8	-0.4	9	11.3	12.1	-0.8	11.1	11.4	-0.3	9.5	10.2	-0.7	7.2	8.0	-0.8	2.6	2.6	0.0	1.2	0.7	0.5	5.4	5.3	0.1
Network Maori Radio	0.5	0.4	0.1	19	0.7	0.5	0.2	0.5	0.5	0.0	0.6	0.5	0.1	0.5	0.5	0.0	0.5	0.6	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0
Network More FM	7.9	7.2	0.7	4	10.8	9.4	1.4	6.7	6.2	0.5	7.1	6.7	0.4	8.2	8.0	0.2	9.5	9.0	0.5	7.7	6.5	1.2	9.6	9.5	0.1
Network Newstalk ZB	14.3	12.9	1.4	1	2.8	2.6	0.2	4.0	3.3	0.7	5.4	4.2	1.2	7.6	6.3	1.3	14.3	12.0	2.3	21.6	20.1	1.5	10.9	9.5	1.4
Network Radio Hauraki	2.2	2.3	-0.1	13	1.8	2.0	-0.2	2.9	3.5	-0.6	3.4	3.8	-0.4	3.6	3.7	-0.1	2.6	2.4	0.2	0.9	1.0	-0.1	2.0	2.4	-0.4
Network Rhema	0.6	0.6	0.0	18	0.4	0.6	-0.2	0.3	0.4	-0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.6	0.6	0.0	0.7	0.7	0.0	0.5	0.5	0.0
Network The Rock	7.5	7.5	0.0	5	10.3	9.5	0.8	12.4	12.8	-0.4	12.3	12.4	-0.1	11.0	11.1	-0.1	6.5	6.8	-0.3	2.6	3.0	-0.4	6.5	6.6	-0.1
Network Star	0.5	0.6	-0.1	19	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.6	0.0	1.0	0.9	0.1	0.2	0.4	-0.2
Network Tarana	0.8	1.3	-0.5	17	0.7	0.6	0.1	0.6	1.6	-1.0	0.9	2.0	-1.1	0.8	1.6	-0.8	0.7	1.1	-0.4	1.2	1.5	-0.3	1.5	2.0	-0.5
Network The Hits	4.2	4.6	-0.4	11	5.3	6.9	-1.6	4.8	5.1	-0.3	5.0	5.3	-0.3	5.3	5.6	-0.3	4.4	5.0	-0.6	2.9	3.3	-0.4	6.1	6.4	-0.3
Network The Sound	6.5	7.1	-0.6	7	3.1	3.2	-0.1	4.2	4.7	-0.5	5.3	5.7	-0.4	6.7	7.3	-0.6	10.0	10.8	-0.8	9.3	10.3	-1.0	5.5	5.4	0.1
Network ZM	6.7	6.4	0.3	6	12.9	11.8	1.1	12.7	11.9	0.8	11.2	10.6	0.6	9.1	8.6	0.5	3.9	4.0	-0.1	1.7	2.0	-0.3	9.0	8.9	0.1
MediaWorks Combo	54.6	54.4	0.2		61.4	59.3	2.1	59.3	58.0	1.3	57.9	57.9	0.0	57.1	57.4	-0.3	55.6	56.2	-0.6	52.2	51.7	0.5	53.0	53.7	-0.7
NZME Combo	35.8	34.9	0.9		31.1	31.5	-0.4	30.9	30.6	0.3	30.8	29.9	0.9	32.1	31.2	0.9	34.7	33.4	1.3	38.3	37.7	0.6	35.6	34.2	1.4
NZME and Partners	37.4	36.5	0.9		32.0	32.7	-0.7	33.8	33.4	0.4	34.2	32.8	1.4	34.7	33.6	1.1	35.9	34.7	1.2	39.1	38.4	0.7	37.4	36.1	1.3
Potential (000)	3,724.5	3,724.5	0.0		846.9	846.9	0.0	1,341.0	1,341.6	-0.6	1,215.1	1,215.1	0.0	1,757.4	1,757.4	0.0	1,037.0	1,037.0	0.0	853.3	853.3	0.0	660.6	655.5	5.1
Sample	13,745	14,285	-540		2,580	2,664	-84	3,968	4,093	-125	3,930	4,074	-144	5,985	6,307	-322	4,047	4,341	-294	3,979	4,123	-144	2,528	2,636	-108

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

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	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	13,745	14,285	-540

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	8.4	8.2	0.2	2	11.0	10.4	0.6	10.7	10.5	0.2	8.4	9.2	-0.8	6.7	7.8	-1.1	6.9	7.4	-0.5	9.6	10.3	-0.7
Network Coast	4.0	4.5	-0.5	10	5.5	6.4	-0.9	5.1	5.7	-0.6	4.4	5.0	-0.6	2.9	3.3	-0.4	3.8	3.1	0.7	5.1	5.6	-0.5
Network The Edge	5.8	5.7	0.1	8	5.8	5.5	0.3	6.9	6.4	0.5	7.2	6.9	0.3	5.9	5.4	0.5	4.9	5.2	-0.3	6.4	6.2	0.2
Network Flava	1.7	1.4	0.3	14	1.7	1.6	0.1	2.0	1.9	0.1	2.1	1.9	0.2	2.2	2.0	0.2	0.8	0.8	0.0	1.4	1.1	0.3
Network George FM	2.3	1.9	0.4	12	2.6	1.7	0.9	2.9	2.0	0.9	3.3	2.6	0.7	1.5	1.4	0.1	1.3	1.4	-0.1	3.0	2.1	0.9
Network Gold	0.7	0.9	-0.2	16	1.2	1.2	0.0	1.1	1.1	0.0	1.1	1.0	0.1	1.9	1.2	0.7	1.8	1.0	0.8	1.2	1.3	-0.1
Network Gold AM	0.3	0.3	0.0	21	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.2	0.1	0.4	0.5	-0.1
Network Hokonui	0.2	0.2	0.0	22	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.1	0.1	0.1	0.1	0.0	+	+	+	0.2	0.1	0.1
Network Life FM	1.0	1.1	-0.1	15	0.9	1.1	-0.2	0.9	1.1	-0.2	1.3	1.3	0.0	1.2	1.0	0.2	1.2	1.5	-0.3	1.6	2.0	-0.4
Network Magic Music & Talk*	8.0	8.3	-0.3	4	10.6	11.0	-0.4	8.7	9.5	-0.8	6.2	7.0	-0.8	8.1	8.2	-0.1	8.1	9.7	-1.6	9.9	10.3	-0.4
Network Mai FM	6.0	6.7	-0.7	7	4.7	4.9	-0.2	4.9	5.0	-0.1	6.6	7.2	-0.6	6.2	7.0	-0.8	6.4	6.7	-0.3	5.0	5.1	-0.1
Network Maori Radio	0.5	0.4	0.1	19	0.3	0.4	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.6	0.5	0.1	0.9	0.7	0.2	0.6	0.5	0.1
Network More FM	8.0	7.4	0.6	4	8.5	7.7	0.8	8.7	7.9	0.8	8.0	7.1	0.9	4.6	4.3	0.3	5.3	3.8	1.5	8.1	7.1	1.0
Network Newstalk ZB	19.6	18.5	1.1	1	9.9	9.2	0.7	9.1	8.1	1.0	13.8	10.7	3.1	22.8	21.0	1.8	31.6	30.1	1.5	13.4	11.7	1.7
Network Radio Hauraki	2.1	2.0	0.1	13	2.3	2.6	-0.3	2.8	3.0	-0.2	2.7	2.6	0.1	1.8	1.8	0.0	1.6	1.3	0.3	1.7	2.0	-0.3
Network Rhema	0.6	0.5	0.1	18	0.5	0.6	-0.1	0.6	0.7	-0.1	0.5	0.6	-0.1	1.0	1.2	-0.2	0.3	0.3	0.0	0.6	0.7	-0.1
Network The Rock	7.1	6.8	0.3	6	8.5	8.9	-0.4	8.9	8.9	0.0	8.5	8.3	0.2	5.7	6.1	-0.4	4.6	4.6	0.0	6.0	6.2	-0.2
Network Star	0.5	0.5	0.0	19	0.4	0.5	-0.1	0.5	0.6	-0.1	0.4	0.5	-0.1	0.9	1.0	-0.1	1.0	0.6	0.4	0.5	0.7	-0.2
Network Tarana	0.7	1.1	-0.4	16	0.7	0.8	-0.1	0.5	0.9	-0.4	0.7	1.6	-0.9	2.6	2.7	-0.1	0.7	2.1	-1.4	1.1	1.5	-0.4
Network The Hits	3.9	4.4	-0.5	11	4.5	4.7	-0.2	4.9	5.1	-0.2	4.5	4.9	-0.4	3.3	3.8	-0.5	2.9	3.2	-0.3	4.0	4.6	-0.6
Network The Sound	4.9	5.3	-0.4	9	7.7	8.3	-0.6	7.9	8.5	-0.6	5.9	6.6	-0.7	5.5	6.0	-0.5	3.2	4.2	-1.0	7.0	7.3	-0.3
Network ZM	8.3	8.2	0.1	3	5.8	5.6	0.2	6.6	6.3	0.3	7.8	7.7	0.1	5.3	4.5	0.8	5.1	4.5	0.6	5.9	5.7	0.2
MediaWorks Combo	50.5	50.3	0.2		59.3	58.6	0.7	59.4	58.7	0.7	54.1	54.9	-0.8	44.2	46.2	-2.0	40.8	43.0	-2.2	55.0	54.5	0.5
NZME Combo	41.0	40.6	0.4		31.5	31.9	-0.4	32.5	31.9	0.6	36.8	34.4	2.4	41.1	38.4	2.7	48.8	44.8	4.0	33.6	33.0	0.6
NZME and Partners	42.4	42.3	0.1		33.3	33.3	0.0	33.9	33.2	0.7	38.5	36.2	2.3	43.4	40.0	3.4	49.3	45.6	3.7	35.5	34.8	0.7

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

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	533.8	551.1	-17.3	2	81.4	86.2	-4.8	139.0	146.3	-7.3	157.4	163.4	-6.0	253.1	260.4	-7.3	206.6	211.7	-5.1	174.1	177.7	-3.6	111.8	109.7	2.1
Network Coast	263.4	288.6	-25.2	11	21.2	22.9	-1.7	39.2	42.0	-2.8	45.4	49.3	-3.9	94.0	103.3	-9.3	116.7	129.0	-12.3	120.0	128.7	-8.7	44.2	43.2	1.0
Network The Edge	505.7	519.1	-13.4	5	185.2	188.7	-3.5	270.2	276.8	-6.6	215.5	219.2	-3.7	279.6	282.2	-2.6	95.8	99.5	-3.7	39.7	45.4	-5.7	121.1	115.7	5.4
Network Flava	133.8	131.1	2.7	14	46.0	48.6	-2.6	75.6	73.9	1.7	71.0	67.5	3.5	82.6	79.6	3.0	15.6	14.0	1.6	5.0	2.3	2.7	28.7	28.6	0.1
Network George FM	139.2	126.1	13.1	13	40.9	37.1	3.8	77.8	74.4	3.4	68.7	64.2	4.5	89.6	79.5	10.1	25.9	21.1	4.8	8.5	8.3	0.2	22.9	17.6	5.3
Network Gold	65.5	63.4	2.1	16	9.0	10.1	-1.1	9.8	11.3	-1.5	11.9	12.5	-0.6	28.2	27.3	0.9	30.7	30.0	0.7	26.0	24.4	1.6	9.8	11.4	-1.6
Network Gold AM	30.4	26.6	3.8	20	4.7	2.8	1.9	2.8	3.1	-0.3	4.3	5.7	-1.4	12.2	10.2	2.0	15.8	11.1	4.7	12.2	11.1	1.1	3.8	3.0	0.8
Network Hokonui	9.8	11.4	-1.6	22	2.2	2.2	0.0	2.8	2.8	0.0	2.2	2.5	-0.3	3.1	3.5	-0.4	3.8	3.7	0.1	3.8	3.7	0.1	0.8	0.9	-0.1
Network Life FM	86.4	101.5	-15.1	15	23.9	27.8	-3.9	34.0	41.0	-7.0	35.4	41.3	-5.9	49.0	54.8	-5.8	22.1	25.2	-3.1	11.1	15.2	-4.1	18.7	20.5	-1.8
Network Magic Music & Talk*	345.1	359.0	-13.9	9	23.0	21.8	1.2	42.3	50.1	-7.8	47.0	51.9	-4.9	93.4	99.2	-5.8	122.8	125.9	-3.1	167.1	172.3	-5.2	36.0	41.4	-5.4
Network Mai FM	373.4	400.9	-27.5	6	130.4	134.0	-3.6	215.5	229.0	-13.5	182.3	201.1	-18.8	217.6	240.6	-23.0	51.8	56.7	-4.9	22.3	23.5	-1.2	68.7	72.2	-3.5
Network Maori Radio	52.8	54.1	-1.3	17	15.3	14.5	0.8	22.4	21.6	0.8	19.8	19.2	0.6	28.4	27.5	0.9	13.8	16.3	-2.5	7.7	10.5	-2.8	9.0	9.5	-0.5
Network More FM	512.6	483.5	29.1	3	135.3	128.4	6.9	161.5	159.6	1.9	167.5	165.4	2.1	260.2	254.3	5.9	167.7	155.0	12.7	107.2	91.8	15.4	112.2	109.2	3.0
Network Newstalk ZB	562.5	541.9	20.6	1	50.3	48.7	1.6	96.6	92.0	4.6	119.7	110.2	9.5	204.7	198.2	6.5	203.5	197.2	6.3	222.5	210.1	12.4	95.6	89.5	6.1
Network Radio Hauraki	201.0	205.1	-4.1	12	33.9	34.5	-0.6	81.1	87.4	-6.3	92.4	96.0	-3.6	138.9	136.9	2.0	69.1	66.3	2.8	27.1	32.1	-5.0	38.2	40.7	-2.5
Network Rhema	49.3	46.7	2.6	18	6.4	7.3	-0.9	7.1	8.6	-1.5	11.6	10.9	0.7	20.6	17.7	2.9	21.0	15.7	5.3	19.0	16.0	3.0	7.8	7.6	0.2
Network The Rock	372.6	399.8	-27.2	7	91.6	94.5	-2.9	170.1	191.9	-21.8	173.6	190.3	-16.7	242.8	257.6	-14.8	98.1	103.7	-5.6	36.8	44.2	-7.4	72.9	79.5	-6.6
Network Star	25.4	28.6	-3.2	21	2.0	4.3	-2.3	3.2	2.8	0.4	4.7	3.8	0.9	7.0	7.2	-0.2	8.8	8.5	0.3	14.2	13.0	1.2	2.2	3.5	-1.3
Network Tarana	41.0	42.9	-1.9	19	8.0	8.1	-0.1	19.4	20.8	-1.4	20.8	22.9	-2.1	25.8	27.6	-1.8	7.1	7.8	-0.7	6.1	6.6	-0.5	12.0	12.4	-0.4
Network The Hits	353.8	361.2	-7.4	8	97.2	100.1	-2.9	140.7	147.7	-7.0	131.9	141.6	-9.7	193.7	202.5	-8.8	101.7	102.3	-0.6	58.6	55.2	3.4	83.2	82.2	1.0
Network The Sound	305.0	314.9	-9.9	10	45.6	43.2	2.4	77.3	76.5	0.8	80.5	83.0	-2.5	151.0	153.2	-2.2	140.9	145.9	-5.0	104.5	113.6	-9.1	51.1	52.5	-1.4
Network ZM	506.8	494.5	12.3	4	153.3	151.3	2.0	279.4	275.6	3.8	250.4	244.3	6.1	308.6	297.6	11.0	92.8	88.0	4.8	42.3	42.9	-0.6	115.3	108.9	6.4
MediaWorks Combo	2,076.2	2,122.1	-45.9		459.9	462.1	-2.2	742.9	776.7	-33.8	708.4	740.5	-32.1	1,037.7	1,066.4	-28.7	620.8	622.1	-1.3	484.8	493.2	-8.4	398.8	392.7	6.1
NZME Combo	1,623.0	1,629.3	-6.3		308.4	314.1	-5.7	554.8	563.2	-8.4	558.6	554.4	4.2	810.2	804.4	5.8	484.1	483.8	0.3	393.2	392.4	0.8	321.0	316.2	4.8
NZME and Partners	1,677.3	1,685.7	-8.4		314.7	320.2	-5.5	585.6	592.6	-7.0	592.5	588.6	3.9	851.1	848.3	2.8	496.3	497.8	-1.5	400.3	398.4	1.9	334.2	331.6	2.6
All Commercial Radio	2,855.1	2,884.6	-29.5		569.7	582.7	-13.0	988.1	1,009.8	-21.7	974.5	986.7	-12.2	1,425.9	1,433.5	-7.6	865.3	856.8	8.5	691.4	691.0	0.4	557.1	546.2	10.9
Potential (000)	3,724.5	3,724.5	0.0		846.9	846.9	0.0	1,341.0	1,341.6	-0.6	1,215.1	1,215.1	0.0	1,757.4	1,757.4	0.0	1,037.0	1,037.0	0.0	853.3	853.3	0.0	660.6	655.5	5.1
Sample	13,745	14,285	-540		2,580	2,664	-84	3,968	4,093	-125	3,930	4,074	-144	5,985	6,307	-322	4,047	4,341	-294	3,979	4,123	-144	2,528	2,636	-108

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Metro - Sun Apr 11 to Sat Aug 28 2021/ Regional - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021 *Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Metro - Sun Jan 31 to Sat Jun 19 2021/ Regional - Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	13,745	14,285	-540

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am	Last	+/-	Rank	Mon-Fri 9am-12md	Last	+/-	Mon-Fri 12md-4pm	Last	+/-	Mon-Fri 4pm-7pm	Last	+/-	Mon-Fri 7pm-12mn	Last	+/-	Mon-Fri 12mn-6am	Last	+/-	Sat-Sun 12mn-12mn	Last	+/-
Network Breeze	242.2	249.1	-6.9	5	239.1	241.6	-2.5	272.8	277.3	-4.5	226.3	238.8	-12.5	93.8	100.4	-6.6	58.2	56.2	2.0	325.3	328.7	-3.4
Network Coast	115.1	141.2	-26.1	11	131.6	154.6	-23.0	129.3	141.9	-12.6	117.1	131.7	-14.6	43.7	49.9	-6.2	28.2	26.8	1.4	141.1	163.1	-22.0
Network The Edge	250.2	246.8	3.4	4	166.3	174.8	-8.5	240.3	253.2	-12.9	225.5	221.5	4.0	102.1	96.1	6.0	40.7	49.2	-8.5	289.3	291.0	-1.7
Network Flava	68.4	61.7	6.7	13	50.3	51.6	-1.3	60.9	64.6	-3.7	61.7	53.4	8.3	34.6	31.3	3.3	11.8	11.7	0.1	65.0	60.3	4.7
Network George FM	64.0	58.8	5.2	14	54.4	44.5	9.9	70.9	56.0	14.9	71.5	60.2	11.3	25.0	24.4	0.6	14.0	12.1	1.9	81.6	68.8	12.8
Network Gold	27.7	32.6	-4.9	16	29.7	27.5	2.2	31.4	30.4	1.0	29.3	27.1	2.2	12.1	13.9	-1.8	7.4	7.5	-0.1	39.6	36.2	3.4
Network Gold AM	8.8	9.2	-0.4	21	7.6	7.8	-0.2	12.7	10.0	2.7	7.0	7.8	-0.8	6.4	5.7	0.7	3.6	2.2	1.4	15.3	16.1	-0.8
Network Hokonui	4.7	4.8	-0.1	22	4.7	4.7	0.0	4.9	5.1	-0.2	4.0	4.0	0.0	0.9	1.3	-0.4	0.7	1.0	-0.3	4.8	5.9	-1.1
Network Life FM	39.1	41.4	-2.3	15	30.0	35.8	-5.8	31.4	39.3	-7.9	38.9	44.0	-5.1	16.5	18.8	-2.3	6.7	9.0	-2.3	54.2	71.6	-17.4
Network Magic Music & Talk*	175.3	178.7	-3.4	8	192.7	192.6	0.1	186.7	190.5	-3.8	141.8	152.0	-10.2	71.2	77.6	-6.4	43.7	45.5	-1.8	226.8	235.6	-8.8
Network Mai FM	207.5	225.2	-17.7	7	149.2	156.7	-7.5	171.9	184.7	-12.8	183.5	188.9	-5.4	95.8	101.0	-5.2	51.4	63.0	-11.6	224.5	239.3	-14.8
Network Maori Radio	15.4	16.8	-1.4	19	15.8	18.7	-2.9	18.7	20.5	-1.8	15.3	17.5	-2.2	7.6	6.6	1.0	6.6	6.4	0.2	26.2	23.6	2.6
Network More FM	264.3	250.0	14.3	3	199.9	192.3	7.6	247.0	235.4	11.6	235.0	210.8	24.2	82.9	83.6	-0.7	45.7	40.8	4.9	303.1	276.5	26.6
Network Newstalk ZB	384.5	377.5	7.0	1	245.3	240.6	4.7	249.5	233.2	16.3	269.3	252.7	16.6	167.0	159.4	7.6	146.9	135.4	11.5	357.9	344.9	13.0
Network Radio Hauraki	97.2	92.7	4.5	12	77.6	80.7	-3.1	88.9	95.5	-6.6	94.6	93.0	1.6	34.3	36.4	-2.1	18.6	17.6	1.0	95.4	103.2	-7.8
Network Rhema	24.4	18.0	6.4	17	19.7	20.2	-0.5	17.5	19.1	-1.6	15.6	17.2	-1.6	10.2	13.2	-3.0	4.9	4.6	0.3	31.0	27.8	3.2
Network The Rock	210.6	213.8	-3.2	6	167.2	184.0	-16.8	186.6	201.7	-15.1	197.0	196.6	0.4	66.7	75.1	-8.4	43.7	40.9	2.8	208.8	229.3	-20.5
Network Star	13.0	15.4	-2.4	20	10.6	13.4	-2.8	9.4	13.9	-4.5	8.4	8.8	-0.4	7.4	6.7	0.7	5.8	5.4	0.4	18.3	19.8	-1.5
Network Tarana	17.8	21.5	-3.7	18	14.8	16.7	-1.9	17.6	19.1	-1.5	18.9	23.1	-4.2	16.3	16.9	-0.6	4.6	8.3	-3.7	26.6	29.5	-2.9
Network The Hits	153.8	170.0	-16.2	9	137.6	135.0	2.6	170.0	169.9	0.1	153.9	161.4	-7.5	63.3	66.1	-2.8	26.5	31.0	-4.5	185.2	193.2	-8.0
Network The Sound	137.7	153.7	-16.0	10	146.6	155.5	-8.9	160.7	173.9	-13.2	140.9	148.0	-7.1	54.3	57.0	-2.7	25.4	25.8	-0.4	177.1	181.4	-4.3
Network ZM	301.5	292.6	8.9	2	188.9	189.6	-0.7	238.9	243.8	-4.9	244.9	238.6	6.3	100.8	96.6	4.2	48.2	49.8	-1.6	286.3	274.6	11.7
MediaWorks Combo	1,280.7	1,295.1	-14.4		1,097.6	1,107.4	-9.8	1,260.7	1,286.7	-26.0	1,197.0	1,193.1	3.9	529.4	547.7	-18.3	280.6	288.0	-7.4	1,489.6	1,500.0	-10.4
NZME Combo	1,051.0	1,058.7	-7.7		776.2	792.8	-16.6	876.2	876.3	-0.1	880.3	861.9	18.4	436.6	430.9	5.7	270.1	263.3	6.8	1,047.5	1,044.7	2.8
NZME and Partners	1,092.1	1,103.6	-11.5		810.3	828.6	-18.3	913.0	915.6	-2.6	910.8	899.6	11.2	461.8	451.2	10.6	275.8	272.0	3.8	1,095.7	1,096.0	-0.3
All Commercial Radio	2,116.5	2,133.5	-17.0		1,708.2	1,738.3	-30.1	1,920.2	1,949.4	-29.2	1,904.3	1,893.6	10.7	945.8	970.2	-24.4	528.5	527.5	1.0	2,264.6	2,287.9	-23.3

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

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NZ MAJOR MARKETS 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: Metro - Sun Apr 11 to Sat Aug 28 2021/ Regional - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021 *Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	7:49	7:46	0:02	4:20	4:30	-0:10	5:56	5:42	0:13	6:48	7:16	-0:28	7:16	7:31	-0:14	8:56	8:50	0:06	9:39	9:13	0:25	7:32	7:59	-0:27
Network Coast	7:54	8:09	-0:15	6:55	6:25	0:30	6:44	7:36	-0:51	5:33	6:21	-0:47	6:13	7:04	-0:51	7:46	7:59	-0:13	9:15	9:07	0:07	7:21	7:43	-0:22
Network The Edge	5:30	5:11	0:18	5:00	4:32	0:28	5:14	4:41	0:32	5:24	5:10	0:14	5:40	5:34	0:06	6:54	6:40	0:14	6:46	5:45	1:01	6:18	5:43	0:35
Network Flava	5:41	5:17	0:23	6:25	5:42	0:42	6:13	6:09	0:03	5:16	5:14	0:02	5:27	5:07	0:20	5:36	4:13	1:22	3:01	3:18	-0:17	6:33	4:20	2:12
Network George FM	8:29	6:56	1:32	5:46	6:45	-0:59	8:20	7:36	0:43	8:40	7:23	1:17	10:19	7:23	2:56	13:01	6:57	6:04	2:19	4:22	-2:02	6:12	5:51	0:20
Network Gold	7:37	7:51	-0:14	4:03	6:00	-1:56	2:01	5:13	-3:11	6:26	8:14	-1:48	8:13	8:52	-0:38	10:30	9:42	0:47	8:31	7:44	0:47	7:23	7:21	0:02
Network Gold AM	4:59	5:22	-0:23	1:48	1:59	-0:11	3:32	3:55	-0:23	3:33	3:23	0:09	5:39	5:21	0:17	6:49	7:35	-0:45	5:54	6:12	-0:18	4:21	3:38	0:42
Network Hokonui	9:28	7:43	1:45	7:24	8:19	-0:55	14:41	15:14	-0:32	11:55	10:47	1:07	10:10	9:14	0:55	7:24	6:05	1:18	8:57	7:04	1:53	12:39	12:24	0:15
Network Life FM	5:52	5:56	-0:04	2:44	3:50	-1:06	5:25	4:44	0:40	6:44	6:11	0:33	7:14	6:53	0:20	7:01	7:10	-0:09	5:32	5:52	-0:20	5:43	6:40	-0:56
Network Magic Music & Talk*	11:18	11:39	-0:21	5:15	5:28	-0:12	5:58	6:07	-0:09	5:58	6:04	-0:05	7:14	7:34	-0:20	11:01	11:18	-0:17	13:16	12:55	0:20	9:50	13:31	-3:40
Network Mai FM	6:25	6:25	0:00	5:29	5:47	-0:18	6:33	6:31	0:01	6:50	6:50	-0:00	6:58	7:01	-0:03	7:53	6:52	1:01	7:01	4:01	2:59	6:22	5:55	0:26
Network Maori Radio	3:51	3:38	0:12	2:43	2:14	0:28	2:51	3:18	-0:27	3:42	3:21	0:20	3:50	3:40	0:10	5:41	5:38	0:03	6:32	5:56	0:36	3:31	3:00	0:31
Network More FM	6:51	6:37	0:14	5:04	4:41	0:23	5:17	5:04	0:13	5:32	5:28	0:04	6:36	6:36	-0:00	8:44	8:51	-0:06	9:34	9:21	0:13	6:57	7:02	-0:05
Network Newstalk ZB	11:16	10:38	0:38	3:30	3:23	0:07	5:17	4:44	0:32	5:56	5:11	0:45	7:46	6:44	1:02	10:50	9:15	1:35	12:57	12:43	0:13	9:10	8:37	0:33
Network Radio Hauraki	4:54	5:04	-0:09	3:22	3:43	-0:21	4:28	5:11	-0:42	4:48	5:18	-0:30	5:28	5:42	-0:14	5:52	5:34	0:17	4:11	4:01	0:09	4:16	4:48	-0:31
Network Rhema	5:07	6:03	-0:56	3:43	5:33	-1:50	5:56	5:36	0:20	6:01	5:50	0:11	5:17	5:57	-0:40	4:05	6:08	-2:03	4:35	5:44	-1:09	4:47	5:47	-1:00
Network The Rock	8:52	8:24	0:28	7:05	6:25	0:40	9:13	8:42	0:30	9:17	8:50	0:26	9:30	9:05	0:24	10:12	9:57	0:14	9:25	9:06	0:18	7:11	6:42	0:28
Network Star	8:57	9:13	-0:15	2:03	2:36	-0:32	2:28	3:06	-0:37	1:55	2:23	-0:27	6:15	9:26	-3:10	10:10	11:22	-1:11	9:38	9:09	0:29	7:13	8:21	-1:08
Network Tarana	9:09	13:23	-4:14	5:19	4:30	0:49	3:47	9:49	-6:02	5:39	11:43	-6:03	6:39	12:16	-5:37	14:37	20:51	-6:13	25:27	29:52	-4:25	9:50	13:06	-3:15
Network The Hits	5:16	5:44	-0:27	3:27	4:27	-1:00	4:18	4:33	-0:14	5:00	5:05	-0:04	5:43	5:48	-0:04	6:39	7:24	-0:45	6:35	8:00	-1:24	5:53	6:20	-0:27
Network The Sound	9:30	10:00	-0:30	4:16	4:46	-0:29	6:57	8:02	-1:05	8:37	9:19	-0:42	9:21	10:01	-0:40	10:56	11:11	-0:15	11:51	12:02	-0:11	8:42	8:21	0:21
Network ZM	5:49	5:47	0:02	5:19	5:01	0:18	5:46	5:38	0:08	5:51	5:52	-0:01	6:09	6:07	0:02	6:32	6:59	-0:26	5:15	6:17	-1:02	6:19	6:38	-0:19
MediaWorks Combo	11:38	11:27	0:10	8:26	8:14	0:12	10:06	9:46	0:20	10:43	10:35	0:07	11:32	11:21	0:10	13:53	13:43	0:09	14:21	13:58	0:22	10:45	11:07	-0:22
NZME Combo	9:45	9:35	0:10	6:22	6:26	-0:04	7:03	7:07	-0:04	7:14	7:19	-0:05	8:19	8:11	0:07	11:06	10:30	0:36	12:57	12:48	0:09	8:57	8:48	0:08
NZME and Partners	9:52	9:40	0:11	6:26	6:34	-0:08	7:18	7:22	-0:03	7:33	7:33	0:00	8:33	8:22	0:11	11:11	10:35	0:36	13:01	12:50	0:10	9:03	8:52	0:10
All Commercial Radio	15:30	15:29	0:01	11:06	11:01	0:05	12:49	12:57	-0:08	13:28	13:44	-0:16	14:42	14:44	-0:01	17:54	17:44	0:10	19:15	19:17	-0:01	14:30	14:54	-0:23
Potential (000)	3,724.5	3,724.5	0.0	846.9	846.9	0.0	1,341.0	1,341.6	-0.6	1,215.1	1,215.1	0.0	1,757.4	1,757.4	0.0	1,037.0	1,037.0	0.0	853.3	853.3	0.0	660.6	655.5	5.1
Sample	13,745	14,285	-540	2,580	2,664	-84	3,968	4,093	-125	3,930	4,074	-144	5,985	6,307	-322	4,047	4,341	-294	3,979	4,123	-144	2,528	2,636	-108

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Metro - Sun Apr 11 to Sat Aug 28 2021/ Regional - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021 *Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Metro - Sun Jan 31 to Sat Jun 19 2021/ Regional - Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	13,745	14,285	-540

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

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