



Commercial Radio Reaches 3.3 Million New Zealanders. Total NZ Survey 1 2020

The New Zealand Commercial Radio Industry released the S1 first quarter Radio Audience Data into the market today and it reveals that over 3.6 million New Zealanders were listening to radio every week as the country went into lockdown and over 3.3million of those listen to commercial radio stations.

The GfK Radio Audience Measurement survey contacts at least 14,000 respondents across New Zealand every year. The fieldwork for this survey ceased in late March just before the lockdown was announced.

RBA CEO Jana Rangooni says “This is an unprecedented situation for the country and the Industry agreed at this time to suspend all fieldwork until at least late June. This means there will be no S2 Release as originally scheduled for June 25th. We hope to make a decision about options for the remainder of the year by the end of May.”

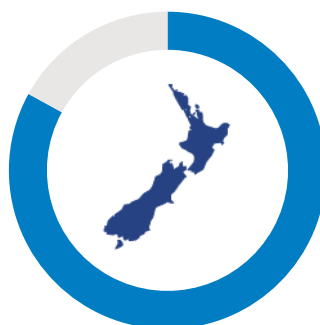
NZME CEO Michael Boggs says Radio’s incredible value to New Zealanders has been reinforced in recent weeks, as it invariably does in times of crisis and uncertainty. “Radio, like all media has been focused on supporting our audiences through this period. Whether it be supporting the Government as a Civil Defence Emergency broadcast partner, delivering round the clock local, national and international news coverage or by keeping New Zealanders entertained and connected, Radio is delivering for audiences as it always does in times like these.”

MediaWorks CEO Michael Anderson says that it's clear that New Zealanders are turning to Radio as a trusted source for news and entertainment especially through breaking events like Covid-19. "I'm very proud of our teams and the whole industry pulling together to support our listeners and advertisers through such a challenging period for us all."

Non Commercial Radio Audience Figures will be released Thursday April 30th at 1pm.

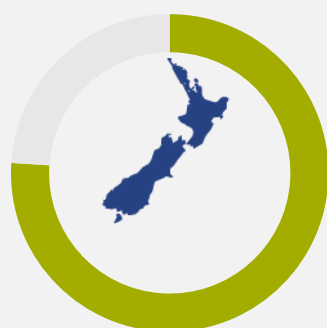
TOTAL RADIO LISTENING

3.65 million people or 83% of New Zealanders aged 10+, listen to radio each week in Survey 1 2020.



83%
of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



76%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.35 million people or 76% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2020.

This is an increase of approximately 29,800 people aged 10+ on Survey 4 2019.

On average listeners tune in for **16 hours 12 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



67%	74%	81%	82%	83%	78%	81%
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



57%

Of People 10+ listen to commercial radio during Breakfast
Mon-Fri
6am-9am



58%

Workday
Mon-Fri
9am-4pm



60%

Weekends
Sat-Sun
12mn-12mn

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2020, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated).
*Time Spent Listening (h:mm) All figures are based on commercial radio unless otherwise stated.

Total NZ Commercial Network Rankings Survey S1 2020 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Breeze	583.5
2	Network More FM	581.6
3	Network The Edge	578.7
4	Network Newstalk ZB	536.5
5	Network ZM	495.9
6	Network The Rock	431.1
7	Network The Hits	415.3
8	Network Magic	397.8
9	Network Mai FM	396.0
10	Network The Sound	389.5
All People 18-34		
1	Network The Edge	269.0
2	Network ZM	249.6
3	Network Mai FM	220.8
4	Network The Rock	161.2
5	Network More FM	153.9
6	Network Breeze	131.8
7	Network The Hits	124.6
8	Network George FM	82.6
9	Network The Sound	79.4
10	Network Flava	76.6
All People 25-54		
1	Network The Edge	319.9
2	Network More FM	314.7
3	Network ZM	307.7
4	Network The Rock	295.1
5	Network Breeze	285.1
6	Network The Hits	228.6
7	Network Mai FM	220.6
8	Network The Sound	211.2
9	Network Radio Hauraki	159.7
10	Network Newstalk ZB	159.1
All People 45-64		
1	Network Breeze	217.6
2	Network Newstalk ZB	204.2
3	Network More FM	194.6
4	Network The Sound	190.9
5	Network Magic	161.2
6	Network Coast	140.4
7	Network The Hits	128.8
8	Network The Rock	113.1
9	Network The Edge	99.0
10	Network ZM	81.0

Total Station Share % ^{2*}		
Rank	All People 10+	
1	Network Newstalk ZB	12.6
2	Network Breeze	9.8
3	Network Magic	8.7
4	Network The Rock	7.7
5	Network More FM	7.4
6	Network The Sound	7.3
=7	Network Coast/ Network The Edge	6.2
9	Network ZM	5.2
10	Network The Hits	5.0
All People 18-34		
1	Network The Edge	13.0
2	Network The Rock	12.3
3	Network ZM	11.5
4	Network Mai FM	10.7
5	Network Breeze	8.1
6	Network More FM	6.0
7	Network The Hits	5.5
8	Network The Sound	4.5
=9	Network Coast / Network Radio Hauraki / Network George FM	4.0
All People 25-54		
1	Network The Rock	10.8
2	Network Breeze	10.0
3	Network More FM	8.8
4	Network The Sound	8.5
5	Network The Edge	8.2
6	Network ZM	7.5
7	Network The Hits	5.7
8	Network Mai FM	5.2
9	Network Newstalk ZB	4.6
=10	Network Coast / Network Radio Hauraki	4.1
All People 45-64		
1	Network The Sound	12.6
2	Network Newstalk ZB	11.9
3	Network Breeze	10.9
4	Network Magic	9.7
5	Network More FM	9.3
6	Network Coast	7.2
7	Network The Rock	5.7
8	Network The Hits	5.6
9	Network The Edge	3.4
10	Network Radio Hauraki	2.8

¹ The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

² The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2020, People 10+, Mon-Sun 12mn-12mn, Cumulative Audience ('000.0's), (Unless otherwise stated) *Commercial Share %.

NZ Commercial Network Breakfast Rankings Survey S1 2020 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic³

Rank	All People 10+	Rank	All People 25-54
1	Network Newstalk ZB 18.4	1	Network The Rock 10.2
2	Network More FM 8.4	2	Network ZM 9.2
3	Network Breeze 8.3	3	Network More FM 8.9
4	Network Magic 7.3	4	Network Breeze 8.4
5	Network The Rock 6.8	5	Network The Edge 8.3
6	Network ZM 6.3	6	Network Newstalk ZB 7.3
7	Network The Edge 6.2	7	Network The Sound 6.4
8	Network The Sound 5.9	8	Network Mai FM 6.2
9	Network Mai FM 5.6	9	Network The Hits 5.3
=10	Network Coast / Network The Hits 4.7	10	Network Magic 4.2
All People 18-34		All People 45-64	
1	Network ZM 14.8	1	Network Newstalk ZB 18.5
2	Network The Edge 12.0	2	Network More FM 10.7
3	Network Mai FM 10.9	3	Network The Sound 10.5
4	Network The Rock 10.6	4	Network Breeze 9.6
5	Network Breeze 7.9	5	Network Magic 8.7
6	Network More FM 6.3	6	Network The Hits 5.9
7	Network Radio Hauraki 4.4	7	Network The Rock 5.6
8	Network George FM 4.3	8	Network Coast 5.1
9	Network The Hits 3.9	9	Network The Edge 3.4
=10	Network The Sound / Network Coast 3.8	10	Network ZM 2.9

³ The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am

Table 2: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2020 , People 10+, Mon-Fri 6am-9am, Commercial Share % (Unless otherwise stated).

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

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