



Radio still regular source of news and entertainment in 84% of New Zealanders lives

Total NZ Survey 3 2020

The New Zealand Commercial Radio Industry released the S3 2020 Radio Audience Data into the market today and it reveals that almost 3.7 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

The GfK Radio Audience Measurement survey usually contacts at least 14,000 respondents across New Zealand every year.

“With no Survey 2 this year due to the disruption of COVID, we are pleased to see the latest audience data demonstrates the important role Radio plays in consumers everyday lives for news, information and entertainment even in the rapidly changing media landscape” RBA CEO Jana Rangooni says.

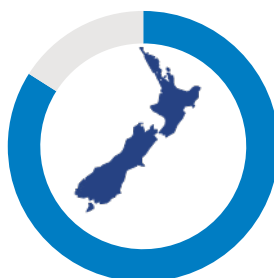
Mediaworks CEO and RBA Chair, Michael Anderson says: “I’m pleased to see the way that all media channels in New Zealand have stepped up to provide news and information in a period of unprecedented disruption to consumers, business and the media itself. The economic pressures have been intense but radio in particular has proven its enormous value to the country and continues to demonstrate resilience as it rebounds from the impacts of COVID-19. I’m incredibly proud of how the teams have come together and performed this year.”

NZME’s CEO Michael Boggs added that “throughout the pandemic crisis, all New Zealanders relied on media organisations to continue to do what they do best - keeping Kiwis informed and connected. The fast moving nature of the crisis and the swift alert level changes meant radio in particular has played a vital role in ensuring New Zealander’s have been kept up to date wherever they live and whenever they listen. Radio is now delivering on the equally critical role of supporting the post COVID recovery by ensuring Kiwi businesses engage with their customers.”

Non Commercial Radio Audience Figures will be released Thursday October 15th at 1pm.

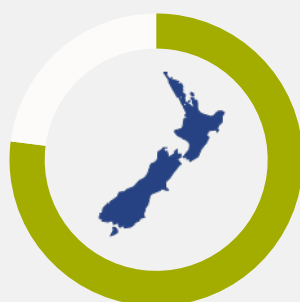
TOTAL RADIO LISTENING

3.69 million people or 84% of New Zealanders aged 10+, listen to radio each week in Survey 3 2020.



84%
of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



77%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.38 million people or 77% of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2020.

This is an increase of approximately 30,900 people aged 10+ on Survey 1 2020.

On average listeners tune in for **16 hours 39 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



67%	75%	82%	83%	83%	80%	82%
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



58%

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



59%

Workday Mon-Fri 9am-4pm



61%

Weekends Sat-Sun 12mn-12mn

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 3 2020, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). * Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.

Total NZ Commercial Network Rankings Survey S3 2020 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Breeze	622.0
2	Network Newstalk ZB	610.3
3	Network The Edge	576.0
4	Network More FM	567.4
5	Network ZM	523.6
6	Network Mai FM	429.5
7	Network Magic	427.9
8	Network The Rock	402.4
9	Network The Hits	402.3
10	Network The Sound	401.1
	All People 18-34	
1	Network The Edge	253.3
2	Network ZM	249.9
3	Network Mai FM	239.3
4	Network More FM	147.9
5	Network The Rock	142.5
6	Network Breeze	129.1
7	Network The Hits	116.2
8	Network Flava	83.0
9	Network The Sound	73.7
10	Network Radio Hauraki	73.3
	All People 25-54	
1	Network ZM	334.8
2	Network The Edge	318.5
3	Network More FM	313.0
4	Network Breeze	296.8
5	Network The Rock	259.0
6	Network Mai FM	246.4
7	Network The Hits	223.1
8	Network Newstalk ZB	215.6
9	Network The Sound	203.7
10	Network Radio Hauraki	166.5
	All People 45-64	
1	Network Newstalk ZB	241.8
2	Network Breeze	237.2
3	Network The Sound	208.8
4	Network More FM	187.8
5	Network Magic	172.3
6	Network Coast	153.0
7	Network The Hits	120.9
8	Network The Rock	103.3
9	Network The Edge	101.3
10	Network ZM	89.5

Total Station Share % ^{2*}		
Rank	All People 10+	
1	Network Newstalk ZB	12.7
2	Network Breeze	9.5
3	Network Magic	9.0
4	Network More FM	7.7
5	Network The Sound	7.1
6	Network The Rock	6.1
=7	Network The Edge	5.8
=7	Network Coast	5.8
9	Network ZM	5.7
10	Network Mai FM	5.4
	All People 18-34	
1	Network Mai FM	13.2
2	Network ZM	12.1
3	Network The Edge	10.6
4	Network The Rock	9.7
5	Network More FM	6.7
6	Network Breeze	6.1
7	Network The Hits	5.2
8	Network Flava	3.9
9	Network Radio Hauraki	3.7
10	Network The Sound	3.2
	All People 25-54	
1	Network More FM	9.6
2	Network Breeze	8.6
=3	Network ZM	8.4
=3	Network The Rock	8.4
5	Network The Sound	7.7
6	Network The Edge	7.6
=7	Network Mai FM	6.0
=7	Network The Hits	6.0
9	Network Newstalk ZB	5.8
10	Network Magic	4.5
	All People 45-64	
1	Network The Sound	12.9
2	Network Newstalk ZB	12.6
3	Network Breeze	11.9
4	Network Magic	10.5
5	Network More FM	9.2
6	Network Coast	6.9
7	Network The Hits	5.4
8	Network The Rock	4.4
9	Network Radio Hauraki	3.5
10	Network The Edge	3.2

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 3 2020, People 10+, Mon-Sun 12mn-12mn, Cumulative Audience (000.0's) (Unless otherwise stated) *Commercial Share %

NZ Commercial Network Breakfast Rankings Survey S3 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 18.8	1	Network ZM 10.0
2	Network More FM 8.1	2	Network More FM 9.2
3	Network Breeze 7.8	3	Network Newstalk ZB 9.2
4	Network Magic 7.6	4	Network The Rock 8.3
5	Network Mai FM 7.0	5	Network The Edge 7.2
6	Network ZM 6.8	6	Network Mai FM 7.0
7	Network The Rock 5.8	7	Network Breeze 6.8
8	Network The Sound 5.7	8	Network The Sound 6.1
9	Network The Edge 5.4	9	Network The Hits 5.2
10	Network Coast 4.5	10	Network Magic 5.0
All People 18-34		All People 45-64	
1	Network Mai FM 17.5	1	Network Newstalk ZB 19.9
2	Network ZM 12.9	2	Network More FM 10.3
3	Network The Rock 9.0	=3	Network Breeze 10.2
4	Network The Edge 8.9	=3	Network The Sound 10.2
5	Network More FM 6.1	5	Network Magic 9.8
6	Network Breeze 4.6	6	Network Coast 5.7
7	Network The Hits 4.3	7	Network The Hits 4.9
8	Network Radio Hauraki 4.0	8	Network The Rock 4.5
9	Network George FM 3.3	=9	Network ZM 3.4
=10	Network The Sound / Network Tarana 3.1	=9	Network The Edge 3.4

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 3 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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