



# Commercial Radio reaches almost 3.5m New Zealanders

## Total NZ Survey 1 2021

The New Zealand Commercial Radio Industry released the S1 2021 radio audience data into the market today and it reveals that over 3.7 million New Zealanders were listening to radio every week and almost 3.5 million of those listen to commercial radio stations.

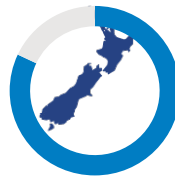
While 2020 saw declines of around 15% in radio revenue as the impacts of COVID were felt by the sector, audiences have held up in 2021.

CEO of the Radio Broadcasters Association, Jana Rangooni, says "There is some irony in this for the industry as more and more New Zealanders of all ages turned to radio for trusted news, information, music and entertainment with most stations seeing cume increases from the same time last year."

TRB GM Peter Richardson noted "The survey once again demonstrates radio's ability to reach a critical mass of New Zealanders who listen to commercial radio each and every week. When one adds in the effectiveness of the medium and the ability to respond rapidly it is clear why radio remains an important medium for advertisers. In the last year, the Government's COVID messaging has made good use of these strengths of radio."

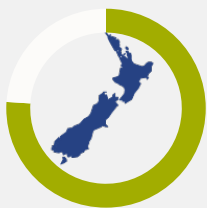
### TOTAL RADIO LISTENING

**3.73 million people or 82%** of New Zealanders aged 10+, listen to radio each week in Survey 1 2021.



**82%** of the New Zealand population aged 10+ tune in to radio each week

### COMMERCIAL RADIO LISTENING



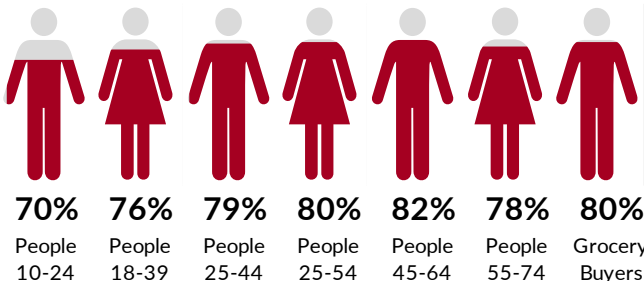
**76%** of the New Zealand population aged 10+ tune in to commercial radio each week

**3.47 million people or 76%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2021. This is an increase of approximately 105,700 people aged 10+ on Survey 4 2020.

On average listeners tune in for **16 hours 08 minutes** of commercial radio each week\*



### WEEKLY CUMULATIVE AUDIENCES



**Listen to commercial radio**



GfK RAM, S1/21, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). \* Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

# Total NZ Commercial Network Rankings Survey S1 2021 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>		
Rank	All People 10+	
1	Network The Edge	652.2
2	Network Breeze	652.1
3	Network Newstalk ZB	627.5
4	Network More FM	605.3
5	Network ZM	586.6
6	Network The Rock	490.6
7	Network Mai FM	457.9
8	Network The Hits	428.7
9	Network The Sound	418.0
10	Network Magic Music & Talk	415.2
All People 18-34		
1	Network The Edge	290.3
2	Network ZM	270.0
3	Network Mai FM	228.1
4	Network The Rock	177.9
5	Network More FM	148.6
6	Network Breeze	133.2
7	Network The Hits	130.0
8	Network George FM	95.2
9	Network Flava	95.1
10	Network Radio Hauraki	75.7
All People 25-54		
1	Network ZM	350.9
2	Network The Edge	344.7
3	Network More FM	318.4
4	Network The Rock	318.0
5	Network Breeze	315.5
6	Network Mai FM	276.8
7	Network The Hits	234.0
8	Network Newstalk ZB	232.4
9	Network The Sound	195.7
10	Network Radio Hauraki	158.6
All People 45-64		
1	Network Breeze	235.3
2	Network Newstalk ZB	225.4
3	Network The Sound	193.9
4	Network More FM	190.7
5	Network Coast	146.6
6	Network Magic Music & Talk	144.3
7	Network The Rock	122.0
8	Network The Edge	120.9
9	Network The Hits	118.5
10	Network ZM	102.6

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	12.3
2	Network Breeze	9.5
3	Network Magic Music & Talk	9.3
4	Network More FM	7.4
5	Network The Rock	7.2
6	Network The Sound	7.1
7	Network ZM	6.2
8	Network The Edge	6.1
9	Network Coast	5.8
10	Network Mai FM	5.0
All People 18-34		
=1	Network ZM	12.7
=1	Network The Edge	12.7
3	Network The Rock	12.5
4	Network Mai FM	11.0
5	Network More FM	5.6
6	Network Breeze	5.5
7	Network The Hits	5.2
8	Network George FM	4.8
9	Network The Sound	4.0
10	Network Radio Hauraki	3.8
All People 25-54		
1	Network The Rock	10.4
2	Network Breeze	9.5
3	Network ZM	8.7
4	Network More FM	8.5
5	Network The Edge	7.4
6	Network The Sound	7.2
7	Network Mai FM	7.0
8	Network Newstalk ZB	6.1
9	Network The Hits	5.9
10	Network Coast	4.1
All People 45-64		
1	Network Breeze	11.7
2	Network The Sound	11.6
3	Network Newstalk ZB	11.4
4	Network Magic Music & Talk	9.2
5	Network More FM	9.1
6	Network Coast	7.0
7	Network The Rock	6.1
8	Network The Hits	4.8
9	Network ZM	4.0
10	Network The Edge	3.4

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

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

Table 1: GfK Comm RAM, S1/21, Total NZ, Cume ('000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) \*Share %

## NZ Commercial Network Breakfast Rankings Survey S1 2021 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic <sup>3</sup>						
Rank	All People 10+			Rank	All People 25-54	
1	Network Newstalk ZB	16.8		1	Network ZM	10.8
2	Network More FM	8.4		2	Network The Rock	9.7
3	Network Breeze	8.0		3	Network More FM	8.8
4	Network ZM	7.7		=4	Network Newstalk ZB	8.7
5	Network Magic Music & Talk	7.6		=4	Network Mai FM	8.7
6	Network The Rock	6.9		=6	Network The Edge	7.6
7	Network The Edge	6.2		=6	Network Breeze	7.6
8	Network Mai FM	6.1		8	Network The Sound	5.7
9	Network The Sound	5.6		9	Network The Hits	5.1
10	Network Coast	4.9		10	Network Magic Music & Talk	3.6
	All People 18-34				All People 45-64	
1	Network ZM	15.7		1	Network Newstalk ZB	16.0
2	Network Mai FM	13.2		2	Network More FM	11.0
3	Network The Edge	12.4		3	Network Breeze	9.6
4	Network The Rock	11.4		4	Network Magic Music & Talk	9.1
5	Network George FM	5.4		5	Network The Sound	8.8
6	Network More FM	5.1		6	Network Coast	6.4
7	Network The Hits	4.5		7	Network The Rock	5.8
8	Network Breeze	4.1		8	Network ZM	5.4
9	Network The Sound	3.4		9	Network The Hits	4.1
=10	Network Newstalk ZB / Network Radio Hauraki	3.3		10	Network The Edge	3.5

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

Table 2: GfK Comm RAM S1/21, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (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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