



Radio Listening remained strong as NZ went into recent Lockdown. - Total NZ Survey 3 2021

The New Zealand Commercial Radio Industry released the S3 2021 GfK Radio Audience Data into the market today, and it shows more than 3.7 million New Zealanders were listening to radio every week and almost 3.5 million of those listen to commercial radio stations.

This survey period includes the first two weeks of the nationwide Level 4 lockdown. Changes to collection methods have been made during lockdown in order to deliver the final survey of the year in November (S4) and this will include listening during the current alert level variations around New Zealand.

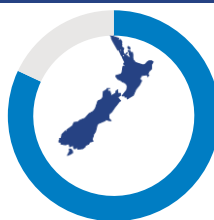
Radio Broadcasters CEO Jana Rangooni says “As we have come to expect, the changes in Alert Levels in New Zealand and periods of lockdown bring a change in people’s behavior. They bring an increase in demand for up to date trusted information but also a need for music and entertainment to keep people company.”

The third commercial radio survey release has been delayed a week due to the adjustments required to GfK’s diary processing that had to be implemented because of the Level 4 restrictions. Since the global pandemic GfK has developed more flexible options in both Australia and New Zealand in 2021 to ensure surveys can still be completed in periods of Lockdown.

The Total New Zealand survey for Radio New Zealand is released tomorrow at 1pm.

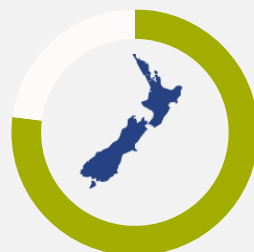
TOTAL RADIO LISTENING

3.73 million people or 82% of New Zealanders aged 10+, listen to radio each week in Survey 3 2021.



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

COMMERCIAL RADIO LISTENING



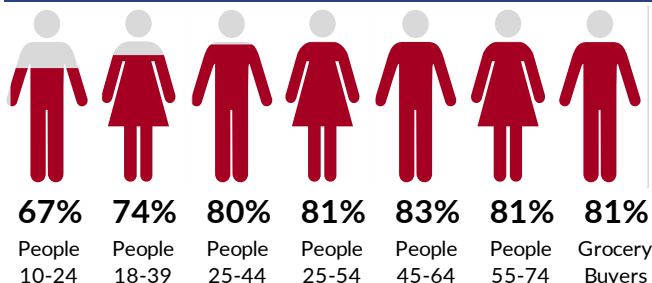
77% of the New Zealand population aged 10+ tune in to commercial radio each week

3.47 million people or 77% of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2021.

On average listeners tune in for **15 hours 40 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



GfK RAM, S3/21, 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 S3 2021 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	671.6
2	Network Breeze	648.2
3	Network More FM	633.2
4	Network The Edge	611.5
5	Network ZM	605.7
6	Network The Rock	453.5
7	Network Mai FM	441.3
8	Network The Hits	427.7
9	Network Magic Music & Talk	422.0
10	Network The Sound	377.1
All People 18-34		
1	Network The Edge	270.7
2	Network ZM	265.7
3	Network Mai FM	209.4
4	Network More FM	151.2
5	Network The Rock	151.0
6	Network The Hits	131.1
7	Network Breeze	116.7
8	Network Newstalk ZB	79.7
9	Network George FM	77.8
10	Network Flava	68.9
All People 25-54		
1	Network ZM	366.4
2	Network The Edge	334.4
3	Network More FM	323.4
4	Network Breeze	302.9
5	Network The Rock	294.4
6	Network Mai FM	257.0
7	Network Newstalk ZB	244.4
8	Network The Hits	232.6
9	Network The Sound	186.5
10	Network Radio Hauraki	165.9
All People 45-64		
1	Network Breeze	249.3
2	Network Newstalk ZB	241.7
3	Network More FM	205.8
4	Network The Sound	174.5
5	Network Magic Music & Talk	151.9
6	Network Coast	144.7
7	Network The Hits	122.9
8	Network The Rock	122.6
9	Network The Edge	116.4
10	Network ZM	109.6

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	13.9
2	Network Breeze	9.4
3	Network Magic Music & Talk	8.9
4	Network More FM	8.1
5	Network The Rock	7.4
6	Network The Sound	6.8
7	Network ZM	6.5
8	Network The Edge	6.3
9	Network Mai FM	5.2
10	Network Coast	4.9
All People 18-34		
1	Network ZM	13.7
2	Network The Edge	12.8
3	Network The Rock	11.8
4	Network Mai FM	11.1
5	Network More FM	7.0
6	Network George FM	5.9
7	Network Breeze	5.5
8	Network The Hits	4.7
9	Network Flava	3.9
=10	Network Newstalk ZB / Network The Sound	3.8
All People 25-54		
1	Network The Rock	10.9
2	Network ZM	8.9
3	Network Breeze	8.6
4	Network More FM	8.5
5	Network The Edge	7.5
6	Network Newstalk ZB	7.4
7	Network Mai FM	7.0
8	Network The Sound	6.8
9	Network The Hits	5.2
10	Network George FM	4.3
All People 45-64		
1	Network Newstalk ZB	13.6
2	Network Breeze	11.6
3	Network The Sound	10.2
4	Network More FM	9.5
5	Network Magic Music & Talk	8.8
6	Network The Rock	6.7
7	Network Coast	6.2
8	Network The Hits	4.3
9	Network The Edge	4.1
10	Network ZM	3.8

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 Commercial RAM, S3/21, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) *Share %

NZ Commercial Network Breakfast Rankings Survey S3 2021 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic ³					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	19.0	1	Network ZM	11.3
2	Network Breeze	8.4	2	Network Newstalk ZB	10.6
=3	Network Magic Music & Talk	8.3	3	Network The Rock	10.4
=3	Network More FM	8.3	4	Network More FM	8.7
5	Network ZM	8.1	=5	Network Mai FM	7.8
6	Network The Rock	7.1	=5	Network Breeze	7.8
7	Network Mai FM	5.8	7	Network The Edge	6.8
8	Network The Edge	5.7	8	Network The Sound	5.4
9	Network The Sound	5.2	9	Network The Hits	4.7
10	Network Coast	4.1	10	Network George FM	3.7
	All People 18-34			All People 45-64	
1	Network ZM	16.5	1	Network Newstalk ZB	18.3
2	Network Mai FM	13.0	2	Network Breeze	10.7
3	Network The Rock	11.1	3	Network More FM	10.2
4	Network The Edge	10.5	4	Network Magic Music & Talk	9.1
5	Network More FM	6.6	5	Network The Sound	8.2
6	Network George FM	5.7	6	Network The Rock	6.4
7	Network Breeze	5.6	7	Network Coast	5.7
8	Network Newstalk ZB	5.3	8	Network ZM	5.5
9	Network The Hits	4.6	9	Network The Edge	4.0
10	Network Flava	4.5	10	Network The Hits	3.7

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

Table 2: GfK Commercial RAM S3/21, 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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