



# Commercial Radio Continues to Deliver Strong Audiences of All Ages - Total NZ Survey 2 2022

The New Zealand Commercial Radio Industry released the S2 2022 GfK Radio Audience Data into the market today, and it shows almost 3.7 million New Zealanders were listening to radio every week and over 3.4 million of those listen to commercial radio stations.

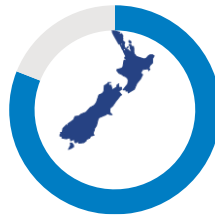
Radio Broadcasters Association CEO Jana Rangooni says "While there is large amount of attention on the audiences delivered by global media platforms and public media in New Zealand, today's results are a reminder of the fact Commercial Radio has some of the largest, most loyal and engaged audiences in New Zealand."

Michael Boggs, CEO New Zealand Media and Entertainment (NZME) says: "Kiwis across the country continue to support commercial radio platforms as we offer a huge variety of content to service and meet the needs of many different audiences. Whether they listen through traditional platforms or via digital radio, Kiwi audiences remain highly engaged with commercial radio, which is great news for New Zealand's radio industry now and into the future."

MediaWorks CEO Cam Wallace says, "Commercial radio continues to play a huge role in the lives of New Zealanders, with millions of Kiwis tuning in every week to be informed and entertained through both traditional and digital platforms. Being live and local has been a key strength in ensuring commercial radio remains resilient and that the sector is vibrant and thriving in the years to come for our audiences and advertisers."

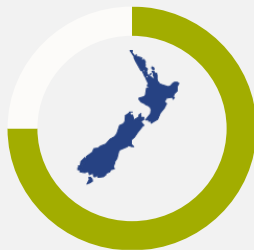
## TOTAL RADIO LISTENING

**3.68 million people or 81%** of New Zealanders aged 10+, listen to radio each week in Survey 2 2022.



**81%** of the New Zealand population aged 10+ tune in to radio each week

## COMMERCIAL RADIO LISTENING



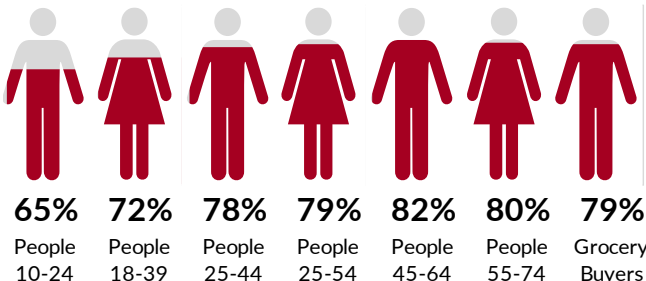
**75%** of the New Zealand population aged 10+ tune in to commercial radio each week

**3.42 million people or 75%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2022.

On average listeners tune in for **16 hours 04 minutes** of commercial radio each week\*



## WEEKLY CUMULATIVE AUDIENCES



**Listen to commercial radio**



GfK RAM, S2/22, 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 S2 2022 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	719.1
2	Network Breeze	654.8
3	Network More FM	593.3
4	Network The Edge	581.2
5	Network ZM	547.9
6	Network The Rock	438.0
7	Network The Hits	424.3
8	Network The Sound	421.8
9	Network Mai FM	421.1
10	Network Coast	362.1
All People 18-34		
1	Network The Edge	253.0
2	Network ZM	248.5
3	Network Mai FM	214.6
4	Network More FM	142.6
5	Network The Rock	139.8
6	Network Breeze	132.2
7	Network The Hits	127.0
8	Network Newstalk ZB	94.5
9	Network Flava	89.3
10	Network The Sound	77.7
All People 25-54		
1	Network ZM	332.0
2	Network The Edge	325.4
3	Network Breeze	307.9
4	Network More FM	285.6
5	Network The Rock	278.0
6	Network Newstalk ZB	267.9
7	Network Mai FM	238.3
8	Network The Hits	225.6
9	Network The Sound	206.5
10	Network Radio Hauraki	147.2
All People 45-64		
1	Network Newstalk ZB	250.7
2	Network Breeze	235.0
3	Network More FM	191.7
4	Network The Sound	188.9
5	Network Coast	139.8
6	Network The Rock	118.9
7	Network The Hits	114.0
8	Network The Edge	103.5
9	Network Magic	83.5
10	Network ZM	82.6

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	15.2
2	Network Breeze	10.9
3	Network More FM	8.1
4	Network The Sound	7.4
5	Network The Rock	7.2
6	Network Magic	6.4
7	Network ZM	6.1
8	Network Coast	5.3
=9	Network The Edge	4.7
=9	Network Mai FM	4.7
All People 18-34		
1	Network Mai FM	12.6
2	Network ZM	12.3
3	Network The Rock	9.8
4	Network The Edge	8.7
5	Network Breeze	7.5
6	Network More FM	6.5
7	Network The Sound	6.0
8	Network The Hits	5.5
9	Network Flava	4.7
10	Network George FM	4.5
All People 25-54		
1	Network Breeze	12.0
2	Network The Rock	10.8
3	Network More FM	8.2
4	Network ZM	8.0
5	Network Newstalk ZB	7.8
6	Network The Sound	7.2
7	Network Mai FM	6.4
8	Network The Edge	5.9
9	Network The Hits	5.2
10	Network Radio Hauraki	3.9
All People 45-64		
1	Network Newstalk ZB	14.3
2	Network Breeze	13.6
3	Network The Sound	11.2
4	Network More FM	10.3
5	Network The Rock	6.7
=6	Network Magic	5.7
=6	Network Coast	5.7
8	Network The Hits	4.7
9	Network ZM	3.8
10	Network The Edge	3.2

<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 Commercial RAM, S2/22, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) \*Share %

## NZ Commercial Network Breakfast Rankings Survey S2 2022 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	20.6	1	Network Newstalk ZB	12.0
2	Network Breeze	9.9	2	Network Breeze	10.7
3	Network More FM	9.2	3	Network The Rock	9.6
4	Network ZM	6.7	4	Network ZM	9.3
5	Network The Rock	6.5	5	Network More FM	8.7
6	Network The Sound	5.7	6	Network Mai FM	7.3
7	Network Mai FM	5.4	7	Network The Edge	6.0
=8	Network The Edge	4.7	8	Network The Sound	5.6
=8	Network Magic	4.7	9	Network The Hits	5.0
10	Network Coast	4.2	10	Network Radio Hauraki	4.1
All People 18-34			All People 45-64		
1	Network Mai FM	15.1	1	Network Newstalk ZB	20.9
2	Network ZM	12.3	2	Network More FM	12.2
3	Network The Rock	9.6	3	Network Breeze	11.5
4	Network Breeze	8.4	4	Network The Sound	8.6
5	Network The Edge	7.2	5	Network The Rock	5.7
6	Network Newstalk ZB	7.1	6	Network Coast	5.4
7	Network More FM	6.0	7	Network ZM	4.5
8	Network The Hits	5.6	=8	Network Magic	4.1
9	Network Flava	5.5	=8	Network The Hits	4.1
10	Network The Sound	4.3	10	Network The Edge	3.4

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

\* Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (13 weeks of survey period) for S2 2022

Table 2: GfK Commercial RAM S2/22, 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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