



## **Commercial Radio ends 2020 up on the same time last year.**

### **Total NZ Survey 4 2020**

The New Zealand Commercial Radio Industry released the S4 2020 Radio Audience Data into the market today and it reveals that over 3.6 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.

RBA CEO Jana Rangooni says the industry is seeing a return to normal listening patterns after the spike in talk listening due to COVID-19. The last survey for 2020 demonstrates the important role radio played in the lives of New Zealanders at a time people want news and information they can trust.

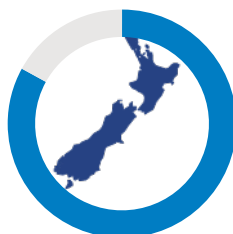
“The GfK results across 2020 have illustrated once more just how deeply radio is stitched into the fabric of New Zealand culture. In equal measure, New Zealanders have needed news and information they can trust as well as companionship and a few laughs – and they have turned to radio for both. The convenience and immediacy of live radio, along with the abundance of talented and professional broadcasters that grace our airwaves, ensures the traditional broadcast platform has a vibrant future. The growing popularity of digital audio platforms provides yet another opportunity for the New Zealand radio industry to continue to innovate for our audiences and our commercial partners.” said NZME CEO Michael Boggs.

Outgoing Mediaworks CEO and RBA Chair, Michael Anderson adds “Although it's been a challenging year, this latest survey demonstrates radio continuing to deliver for it's audiences and advertisers. I leave the industry happy in the knowledge that the traditional platform remains ingrained in the daily lives of Kiwis, and through innovation there are increasing opportunities to engage audience in ways that will revolutionise the industry for future growth.”

Non Commercial Radio Audience Figures will be released Thursday December 10<sup>th</sup> at 1pm.

## TOTAL RADIO LISTENING

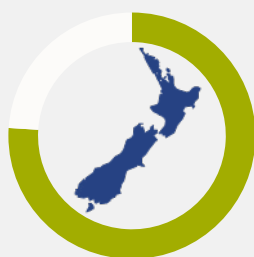
**3.64 million people or 83%**  
of New Zealanders aged 10+, listen to  
radio each week in Survey 4 2020.



**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

**3.36 million people or 76%**  
of New Zealanders aged 10+, listen to  
commercial radio each week in Survey 4 2020.

On average listeners tune in for **16 hours 51 minutes**  
of commercial radio each week\*



## WEEKLY CUMULATIVE AUDIENCES



Age Group	Percentage
People 10-17	67%
People 18-34	74%
People 25-44	80%
People 25-54	81%
People 45-64	83%
People 55-74	79%
Grocery Buyers	81%

**Listen to commercial radio**



**57%**

Of People 10+ listen to commercial radio during  
**Breakfast** Mon-Fri 6am-9am  
**Workday** Mon-Fri 9am-4pm  
**Weekends** Sat-Sun 12mn-12mn



**60%**



**61%**

## Total NZ Commercial Network Rankings Survey S4 2020 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>		
Rank	All People 10+	
1	Network Breeze	619.7
2	Network Newstalk ZB	598.4
3	Network The Edge	596.2
4	Network More FM	577.3
5	Network ZM	525.8
6	Network The Rock	427.8
7	Network Mai FM	426.2
8	Network Magic	406.5
9	Network The Sound	405.7
10	Network The Hits	393.5
All People 18-34		
1	Network The Edge	258.8
2	Network ZM	244.1
3	Network Mai FM	235.6
4	Network The Rock	157.3
5	Network More FM	142.3
6	Network Breeze	129.5
7	Network Flava	120.6
8	Network The Hits	112.4
9	Network George FM	94.3
10	Network Radio Hauraki	75.7
All People 25-54		
1	Network ZM	327.3
2	Network The Edge	323.5
3	Network More FM	306.5
4	Network Breeze	296.3
5	Network The Rock	270.5
6	Network Mai FM	247.0
7	Network The Hits	222.5
8	Network Newstalk ZB	220.0
9	Network The Sound	194.9
10	Network Radio Hauraki	164.1
All People 45-64		
1	Network Breeze	223.6
2	Network Newstalk ZB	222.3
3	Network The Sound	209.4
4	Network More FM	183.9
5	Network Coast	161.2
6	Network Magic	155.1
7	Network The Hits	119.4
8	Network The Edge	113.4
9	Network The Rock	107.6
10	Network ZM	93.1

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	12.2
2	Network Breeze	9.1
3	Network Magic	8.8
4	Network More FM	7.7
=5	Network The Rock	6.8
=5	Network The Sound	6.8
7	Network Coast	6.2
8	Network The Edge	6.0
9	Network ZM	5.7
10	Network Mai FM	5.2
All People 18-34		
1	Network Mai FM	12.4
=2	Network The Edge	11.3
=2	Network The Rock	11.3
4	Network ZM	11.2
5	Network More FM	5.8
6	Network Breeze	5.2
7	Network Flava	4.9
8	Network George FM	4.7
9	Network Radio Hauraki	4.2
10	Network The Hits	4.1
All People 25-54		
1	Network The Rock	9.5
2	Network More FM	9.1
3	Network Breeze	8.4
4	Network ZM	8.2
5	Network The Edge	7.7
6	Network The Sound	7.2
7	Network Mai FM	6.4
8	Network The Hits	6.1
9	Network Newstalk ZB	6.0
10	Network Coast	4.4
All People 45-64		
1	Network The Sound	12.5
2	Network Breeze	12.1
3	Network Newstalk ZB	11.1
4	Network Magic	9.2
5	Network More FM	9.1
6	Network Coast	8.0
7	Network The Rock	5.3
8	Network The Hits	5.2
9	Network Radio Hauraki	3.6
10	Network The Edge	3.5

<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 Radio Survey 4 2020, Total NZ, People 10+, Mon-Sun 12mn-12mn, Cume ('000.0's) (Unless otherwise stated) \*Commercial Share %

## NZ Commercial Network Breakfast Rankings Survey S4 2020 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	17.0		1	Network ZM	10.1
2	Network More FM	8.3		2	Network More FM	9.3
3	Network Breeze	7.9		3	Network The Rock	9.2
4	Network Magic	7.8		4	Network Newstalk ZB	8.4
5	Network ZM	7.0		5	Network The Edge	7.8
6	Network The Rock	6.6		6	Network Mai FM	7.3
=7	Network The Edge	6.0		7	Network Breeze	6.8
=7	Network Mai FM	6.0		8	Network The Sound	5.8
9	Network The Sound	5.3		9	Network The Hits	5.2
10	Network Coast	4.9		10	Network Magic	4.1
	All People 18-34				All People 45-64	
1	Network Mai FM	15.0		1	Network Newstalk ZB	16.9
2	Network ZM	13.2		2	Network More FM	10.6
=3	Network The Edge	11.0		3	Network Breeze	10.3
=3	Network The Rock	11.0		=4	Network Magic	9.5
5	Network More FM	5.2		=4	Network The Sound	9.5
6	Network George FM	5.1		6	Network Coast	6.4
7	Network Breeze	3.9		7	Network The Rock	5.3
8	Network Radio Hauraki	3.7		8	Network The Hits	4.5
9	Network The Hits	3.6		9	Network ZM	4.2
10	Network Flava	3.5		10	Network The Edge	3.7

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

Table 2: GfK Commercial Radio Survey 4 2020, Total NZ, 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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