



Commercial Radio Audience highest ever with 3.5 Million New Zealanders tuning in every week - Total NZ Survey 2 2021

The New Zealand Commercial Radio Industry released the S2 2021 GfK Radio Audience Data into the market today, showing New Zealand radio audiences at an all time high. More than 3.7 million New Zealanders were listening to radio every week and over 3.5 million of those listen to commercial radio stations.

"The radio industry continues to maintain a strong role in our local media mix – it's more critical than ever for our stories to be told, and to be told by the very best broadcasters in Aotearoa. Commercial radio will continue to contribute the most engaging content for all New Zealanders, including for our audiences and commercial partners. From news and sport to music and entertainment, radio is becoming more accessible across more devices than ever before." said NZME CEO Michael Boggs.

MediaWorks CEO & RBA Chair Cam Wallace says it's fantastic to see radio listening remain resilient as New Zealand, and the radio industry continues to move through COVID-19.

"With borders still largely closed, localisation has never been more important. This survey clearly demonstrates the hunger Kiwis have for engaging and entertaining radio content, as well as the effectiveness of radio to drive results for advertisers."

TOTAL RADIO LISTENING

3.76 million people or 83% of New Zealanders aged 10+, listen to radio each week in Survey 2 2021.



83% of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



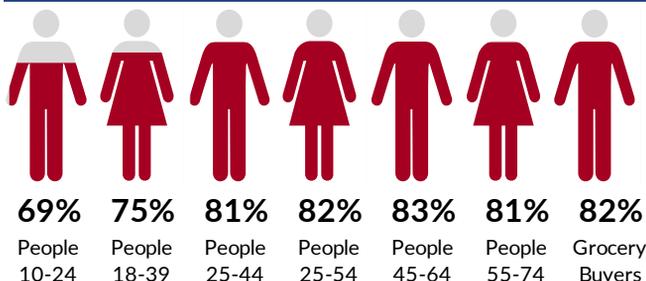
78% of the New Zealand population aged 10+ tune in to commercial radio each week

3.51 million people or 78% of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2021. This is an increase of approximately 46,600 people aged 10+ on Survey 1 2021.

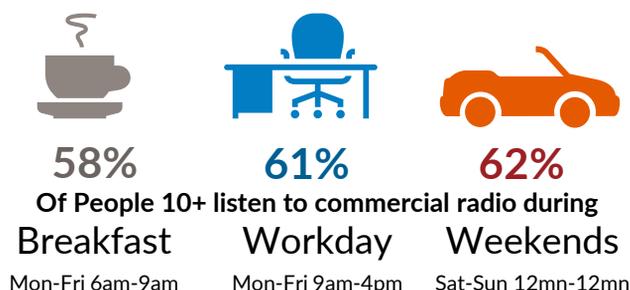
On average listeners tune in for **15 hours 42 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



GfK RAM, S2/21, 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 S2 2021 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Breeze	671.7
2	Network Newstalk ZB	651.2
3	Network The Edge	631.5
4	Network More FM	595.8
5	Network ZM	589.6
6	Network The Rock	488.3
7	Network Mai FM	470.4
8	Network Magic Music & Talk	446.1
9	Network The Hits	437.0
10	Network The Sound	392.1
All People 18-34		
1	Network The Edge	273.7
2	Network ZM	262.0
3	Network Mai FM	222.6
4	Network The Rock	165.8
5	Network More FM	144.8
6	Network The Hits	134.4
7	Network Breeze	122.5
8	Network George FM	73.7
9	Network Radio Hauraki	70.7
10	Network Newstalk ZB	70.5
All People 25-54		
1	Network ZM	355.2
2	Network The Edge	339.7
3	Network Breeze	313.8
4	Network The Rock	313.7
5	Network More FM	313.5
6	Network Mai FM	283.0
7	Network The Hits	243.0
8	Network Newstalk ZB	239.2
9	Network The Sound	191.3
10	Network Radio Hauraki	162.3
All People 45-64		
1	Network Breeze	259.7
2	Network Newstalk ZB	236.6
3	Network More FM	191.1
4	Network The Sound	183.3
5	Network Coast	158.5
6	Network Magic Music & Talk	156.8
7	Network The Rock	127.0
8	Network The Hits	124.8
9	Network The Edge	122.0
10	Network ZM	104.8

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	12.6
2	Network Breeze	9.6
3	Network Magic Music & Talk	9.6
4	Network The Rock	7.5
5	Network More FM	7.4
6	Network The Sound	7.2
7	Network ZM	6.3
8	Network The Edge	6.1
9	Network Mai FM	5.5
10	Network Coast	5.3
All People 18-34		
1	Network ZM	13.1
2	Network The Rock	12.2
3	Network Mai FM	11.5
4	Network The Edge	11.4
5	Network More FM	6.7
6	Network Breeze	5.3
7	Network The Hits	5.0
8	Network George FM	4.9
9	Network The Sound	4.1
10	Network Flava	3.4
All People 25-54		
1	Network The Rock	11.1
2	Network Breeze	9.2
3	Network ZM	8.6
4	Network More FM	8.2
5	Network Mai FM	7.6
6	Network The Sound	7.4
7	Network The Edge	7.3
8	Network Newstalk ZB	6.3
9	Network The Hits	5.4
=10	Network Coast / Network Radio Hauraki	3.7
All People 45-64		
1	Network Breeze	12.4
2	Network Newstalk ZB	11.7
3	Network The Sound	10.8
4	Network Magic Music & Talk	9.6
5	Network More FM	9.1
6	Network Coast	6.8
7	Network The Rock	6.8
8	Network The Hits	4.9
9	Network The Edge	4.3
10	Network ZM	4.0

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, S2/21, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) *Share %

NZ Commercial Network Breakfast Rankings Survey S2 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	18.0	1	Network ZM	11.1
2	Network Magic Music & Talk	8.6	2	Network The Rock	10.2
3	Network Breeze	8.2	3	Network Newstalk ZB	9.8
4	Network ZM	8.0	4	Network Mai FM	9.1
5	Network More FM	7.7	5	Network More FM	7.9
6	Network The Rock	6.8	6	Network Breeze	7.7
7	Network Mai FM	6.4	7	Network The Edge	6.9
8	Network The Edge	5.7	8	Network The Sound	5.9
9	Network The Sound	5.4	9	Network The Hits	5.3
10	Network Coast	4.5	10	Network Magic Music & Talk	4.0
All People 18-34			All People 45-64		
1	Network ZM	16.2	1	Network Newstalk ZB	16.6
2	Network Mai FM	14.1	2	Network Breeze	10.9
3	Network The Rock	11.0	3	Network Magic Music & Talk	10.6
4	Network The Edge	9.8	4	Network More FM	10.0
5	Network More FM	6.1	5	Network The Sound	8.1
6	Network The Hits	5.1	6	Network Coast	6.4
=7	Network George FM	5.0	7	Network The Rock	5.8
=7	Network Breeze	5.0	8	Network ZM	5.7
=9	Network The Sound	4.0	9	Network The Hits	4.3
=9	Network Newstalk ZB	4.0	10	Network The Edge	4.0

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

Table 2: GfK Commercial RAM S2/21, 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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