

## Media release

### Total New Zealand RNZ Audience Measurement

15<sup>th</sup> October 2020

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#### Survey 3 2020

**Auckland, October 15th – Results of the Total New Zealand 2020 RNZ Measurement Survey 3 conducted by GfK were released today at 1pm.**

Conducted across the whole of New Zealand, this unified New Zealand radio audience measurement survey gives valuable insights into the strength and scope of radio listening across the country. The survey was conducted over 40 weeks and sampled 15,834 people aged 10+.

Department of Statistics estimated population data at 30 June 2020 indicates approximately 4,393,100 people aged 10+ years live in New Zealand. The Total New Zealand Radio New Zealand Audience Measurement Survey shows 3,688,200<sup>1</sup> or 84% of them listen to a radio station each week.

Network RNZ National reaches 703,000<sup>1</sup> different people each week, a 16% reach of all people 10+ across New Zealand.

This is a share of 13%<sup>2</sup> of the total weekly radio listening in New Zealand.

Network RNZ Concert has a total audience weekly reach of 260,900<sup>1</sup> or 5.9% of all people in New Zealand aged 10+.

This is a share of 3.8%<sup>2</sup> of the total weekly radio listening in New Zealand.

2,960,600 people aged 10+ listen to Breakfast radio (6am to 9am Monday to Friday) in a typical week.

Breakfast results (Mon-Fri 6am-9am) show Network RNZ National reaches 531,800 or 12.1% of people aged 10+ across New Zealand. This is a market share of 17.7%<sup>2</sup> of the total radio listening audience at that time of day.

RNZ CEO, Paul Thompson, says radio is thriving and continues to play an essential role in the lives of New Zealanders:

“Our RNZ audience results are an emphatic reinforcement of the

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Dr. Arno Mahler

Commercial register  
Nuremberg HRB 25014

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<sup>1</sup> The number of different listeners aged 10 years and over reached by each radio station per week within the given time frame

<sup>2</sup> This is the percentage share each station has of all radio listening done over a week in New Zealand by people aged 10+. This may not be compared with the Commercial Station Share, which is based on share of commercial radio listening only.

importance of quality independent journalism, so essential to informing, engaging and uniting New Zealanders in challenging and confronting times.

In a crisis people turn to trusted media. RNZ’s independent public media channels have again proved their worth and this is reflected in the outstanding radio listenership data released today.”

Further details of the Total New Zealand Radio New Zealand radio survey can be found at <https://www.gfk.com/en-nz/insights/report/rnz-reports/>

**Table 1: GfK New Zealand Total New Zealand RNZ Survey 3 2020 Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach <sup>1</sup>	Station Share <sup>2</sup>
	000.0's	%
Network RNZ Concert	260.9	3.8
Network RNZ National	703.0	13.0
RNZ combo	826.5	16.9

**For more information, please contact:**

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GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

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