

Media release

Total New Zealand RNZ Audience Measurement

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Survey 3 2021

Auckland, September 24th – Results of the Total New Zealand 2021 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 14,561 people aged 10+.

Department of Statistics estimated population data at 30 June 2020 indicates approximately 4,531,000 people aged 10+ years live in New Zealand. The Total New Zealand Radio New Zealand Audience Measurement Survey shows 3,734,900¹ or 82.4% of them listen to a radio station each week.

Network RNZ National reaches 589,600¹ different people each week, a 13% reach of all people 10+ across New Zealand.

The Network RNZ National Station Share is 11.1%² of the total weekly radio listening in New Zealand.

Network RNZ Concert has a total audience weekly reach of 210,300¹ or 4.6% of all people in New Zealand aged 10+.

The Network RNZ Concert Station Share is 3%² of the total weekly radio listening in New Zealand.

2,899,600 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 407,900 or 9% of people aged 10+ across New Zealand. This is a market share of 13.7%² of the total radio listening audience at that time of day.

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

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

² 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.

Table 1: GfK New Zealand Total New Zealand RNZ Survey 3 2021 Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn

	Weekly Cumulative Reach ¹	Station Share ²
	000.0's	%
Network RNZ Concert	210.3	3.0
Network RNZ National	589.6	11.1
RNZ combo	693.7	14.1

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