



## Northland Commercial Radio Ratings - Survey 4 2020

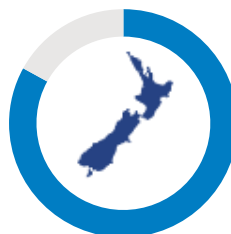
The New Zealand Commercial Radio Industry released the S4 2020 Radio Audience Data into the market today and it reveals that over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

“The GfK 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.” 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.”

### TOTAL RADIO LISTENING

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



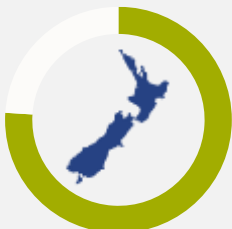
**83%**

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

### COMMERCIAL RADIO LISTENING

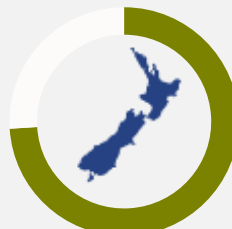
#### Total NZ

#### Northland<sup>^</sup>



**76%**

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



**74%**

of the Northland 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.

**85,500 or 74% of people** in Northland aged 10+, listen to commercial radio each week in Survey 4 2020.

This is an increase of approximately 6,200 people aged 10+ on Survey 3 2020.



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



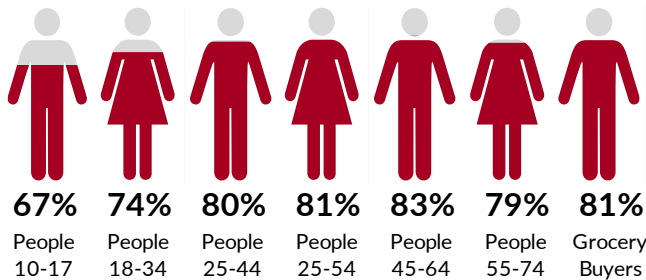
On average Northland listeners tune in for **16 hours 08 minutes** of commercial radio each week\*

GfK Commercial Radio Survey 4 2020, Total NZ Mon-Sun 12mn-12mn, People 10+, Cume % (Unless otherwise stated). <sup>^</sup>NORTHLAND \*Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.

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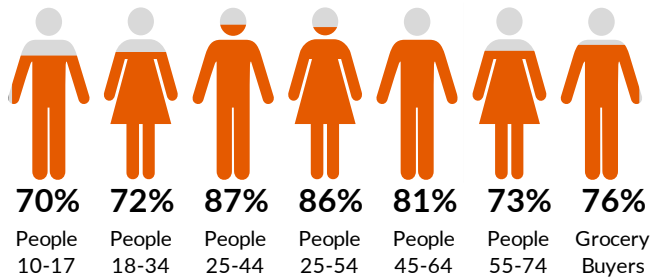
## WEEKLY CUMULATIVE AUDIENCES

### Total NZ



Listen to commercial radio

### Northland<sup>^</sup>



Listen to commercial radio



57%

Of People 10+ listen to commercial radio during  
Breakfast  
Mon-Fri 6am-9am



60%

Workday  
Mon-Fri 9am-4pm



61%

Weekends  
Sat-Sun 12mn-12mn



53%

Of People 10+ listen to commercial radio during  
Breakfast  
Mon-Fri 6am-9am



57%

Workday  
Mon-Fri 9am-4pm



58%

Weekends  
Sat-Sun 12mn-12mn

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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