



## Wellington Commercial Radio Ratings - Survey 4 2020

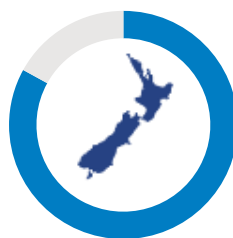
The New Zealand Commercial Radio Industry released the S4 2020 Radio Audience Data into the market today and it reveals that over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

"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.

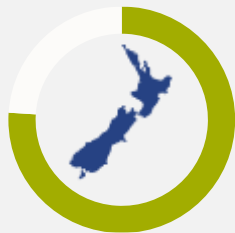


**83%**

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

### COMMERCIAL RADIO LISTENING

#### Total NZ



**76%**

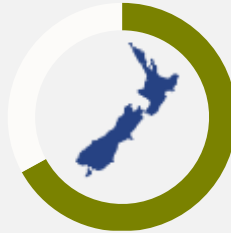
of the New Zealand  
population aged 10+ tune  
in to commercial radio  
each week

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



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

#### Wellington<sup>^</sup>



**67%**

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

**252,100 or 67% of people**  
in Wellington aged 10+, listen to commercial  
radio each week in Survey 4 2020.

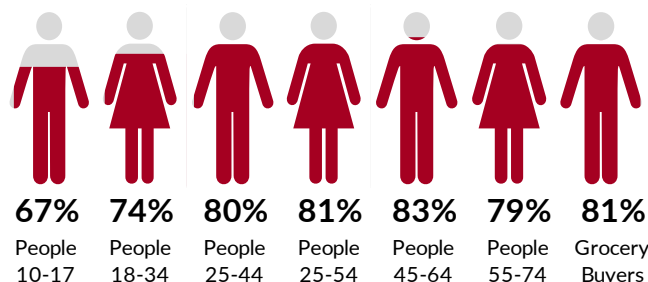


On average Wellington listeners  
tune in for  
**12 hours 59 minutes**  
of commercial radio each week\*

## GfK Wellington Commercial Radio Ratings | Survey 4 2020

### WEEKLY CUMULATIVE AUDIENCES

#### Total NZ



Listen to commercial radio



57%

Of People 10+ listen to commercial radio during  
Breakfast

Mon-Fri 6am-9am



60%

Workday

Mon-Fri 9am-4pm

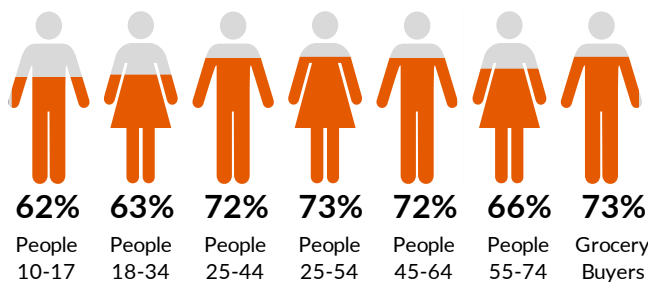


61%

Weekends

Sat-Sun 12mn-12mn

#### Wellington<sup>^</sup>



Listen to commercial radio



44%

Of People 10+ listen to commercial radio during  
Breakfast

Mon-Fri 6am-9am



47%

Workday

Mon-Fri 9am-4pm



50%

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](#).

For more information, please contact:

Jana Rangooni,  
Chief Executive,  
Radio Broadcasters Association  
Mob: 021 2 446617, [jana@rba.co.nz](mailto:jana@rba.co.nz)

or

Libby May,  
Account Director, Radio, GfK  
Mob: 027 5677 333,  
[libby.may@gfk.com](mailto:libby.may@gfk.com)

#### About GfK

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.

For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: <https://twitter.com/GfK>

Responsible under press legislation:

Rekha Indiran  
Marcom Manager, South East Asia and Pacific  
[Rekha.Indiran@gfk.com](mailto:Rekha.Indiran@gfk.com)