



Rotorua Commercial Radio Ratings - Survey 1 2021

The New Zealand Commercial Radio Industry released the S1 2021 Radio Audience Data into the market today and it reveals that over 3.7 million New Zealanders were listening to radio every week and almost 3.5 million of those listen to commercial radio stations.

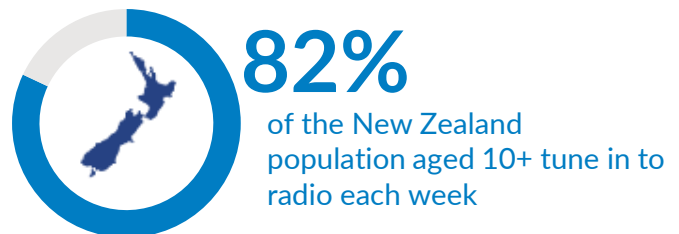
While 2020 saw declines of around 15% in radio revenue as the impacts of COVID were felt by the sector, audiences have held up in 2021.

CEO of the Radio Broadcasters Association, Jana Rangooni, says "There is some irony in this for the industry as more and more New Zealanders of all ages turned to radio for trusted news, information, music and entertainment with most stations seeing come increases from the same time last year."

TRB GM Peter Richardson noted "The survey once again demonstrates radio's ability to reach a critical mass of New Zealanders who listen to commercial radio each and every week. When one adds in the effectiveness of the medium and the ability to respond rapidly it is clear why radio remains an important medium for advertisers. In the last year, the Government's COVID messaging has made good use of these strengths of radio."

TOTAL RADIO LISTENING

3.73 million people or 82%
of New Zealanders aged 10+, listen to
radio each week in Survey 1 2021.



COMMERCIAL RADIO LISTENING

Total NZ

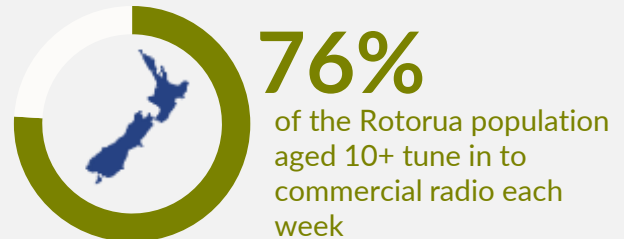


3.47 million people or 76%
of New Zealanders aged 10+, listen to
commercial radio each week in Survey 1 2021.
This is an increase of approximately 105,700
people aged 10+ on Survey 4 2020.



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

Rotorua[^]



44,600 or 76% of people
in Rotorua aged 10+, listen to commercial radio
each week in Survey 1 2021.
This is an increase of approximately 1,900
people aged 10+ on Survey 4 2020.

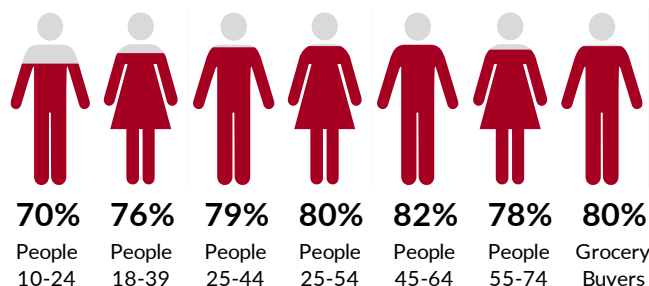


On average Rotorua listeners tune
in for
16 hours 33 minutes
of commercial radio each week*

GfK Rotorua Commercial Radio Ratings | Survey 1 2021

WEEKLY CUMULATIVE AUDIENCES

Total NZ



Listen to commercial radio



56%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



60%

Workday

Mon-Fri 9am-4pm

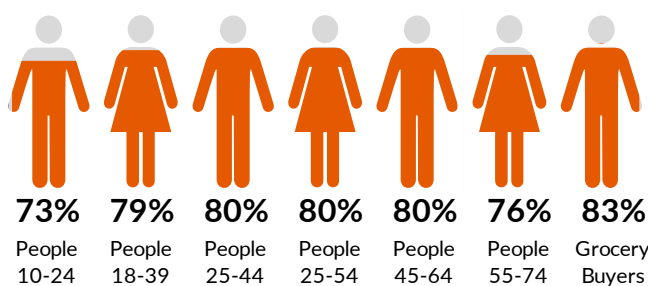


61%

Weekends

Sat-Sun 12mn-12mn

Rotorua[^]



Listen to commercial radio



59%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



58%

Workday

Mon-Fri 9am-4pm



59%

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

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 027 5677 333,
Johan.haupt@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 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