



Wellington 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.

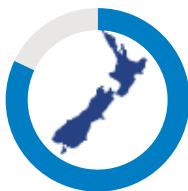
While 2020 saw declines of around 15% in radio revenue as the impacts of COVID were felt by the sector, audiences have held up in 2021.

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 cume 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.



82% of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING

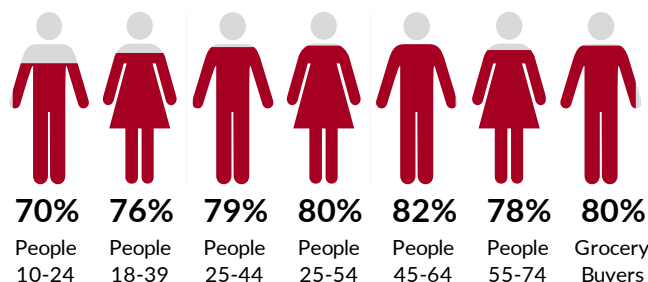
Total NZ	Wellington^
76% of the New Zealand population aged 10+ tune in to commercial radio each week 3.47 million people or 76% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2021. This is an increase of approximately 105,700 people aged 10+ on Survey 4 2020. On average Total NZ listeners tune in for 16 hours 08 minutes of commercial radio each week*	66% of the Wellington population aged 10+ tune in to commercial radio each week 255,700 or 66% of people in Wellington aged 10+, listen to commercial radio each week in Survey 1 2021. This is an increase of approximately 3,600 people aged 10+ on Survey 4 2020. On average Wellington listeners tune in for 13 hours 01 minutes of commercial radio each week*

GfK RAM S1/21, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). ^WELLINGTON *Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

GfK Wellington 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

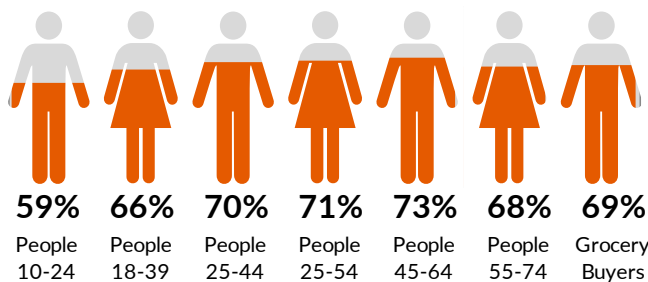


61%

Weekends

Sat-Sun 12mn-12mn

Wellington^



Listen to commercial radio



45%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



47%

Workday

Mon-Fri 9am-4pm



49%

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:

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