



Wellington Commercial Radio Ratings - Survey 2 2021

The New Zealand Commercial Radio Industry released the S2 2021 GfK Radio Audience Data into the market today, showing New Zealand radio audiences at an all time high. More than 3.7 million New Zealanders were listening to radio every week and over 3.5 million of those listen to commercial radio stations.

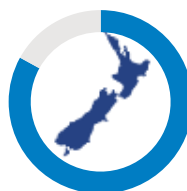
"The radio industry continues to maintain a strong role in our local media mix – it's more critical than ever for our stories to be told, and to be told by the very best broadcasters in Aotearoa. Commercial radio will continue to contribute the most engaging content for all New Zealanders, including for our audiences and commercial partners. From news and sport to music and entertainment, radio is becoming more accessible across more devices than ever before." said NZME CEO Michael Boggs.

MediaWorks CEO & RBA Chair Cam Wallace says it's fantastic to see radio listening remain resilient as New Zealand, and the radio industry continues to move through COVID-19.

"With borders still largely closed, localisation has never been more important. This survey clearly demonstrates the hunger Kiwis have for engaging and entertaining radio content, as well as the effectiveness of radio to drive results for advertisers."

TOTAL RADIO LISTENING

3.76 million people or 83%
of New Zealanders aged 10+, listen to
radio each week in Survey 2 2021.

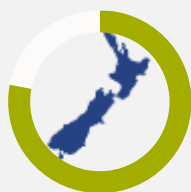


83%

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

COMMERCIAL RADIO LISTENING

Total NZ



78%

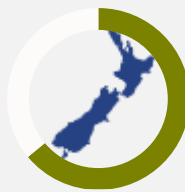
of the New Zealand
population aged 10+ tune
in to commercial radio
each week

3.51 million people or 78%
of New Zealanders aged 10+, listen to
commercial radio each week in Survey 2 2021.
This is an increase of approximately 46,600
people aged 10+ on Survey 1 2021.



On average Total NZ listeners
tune in for
15 hours 42 minutes
of commercial radio each week*

Wellington[^]



64%

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

248,300 or 64% of people
in Wellington aged 10+, listen to commercial
radio each week in Survey 2 2021.



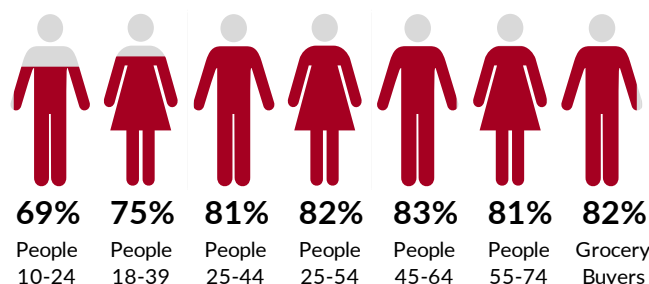
On average Wellington listeners
tune in for
13 hours 28 minutes
of commercial radio each week*

GfK RAM S2/21, 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 2 2021

WEEKLY CUMULATIVE AUDIENCES

Total NZ



Listen to commercial radio



58%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



61%

Workday

Mon-Fri 9am-4pm

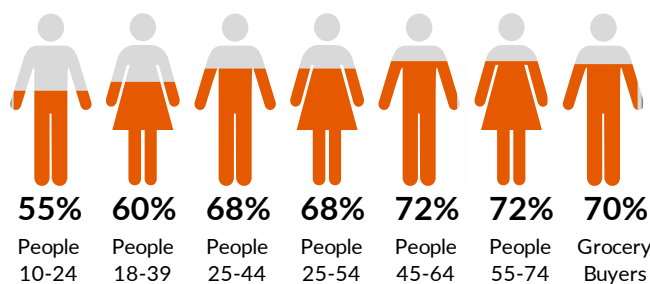


62%

Weekends

Sat-Sun 12mn-12mn

Wellington^



Listen to commercial radio



44%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



46%

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:

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