



Southland 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.

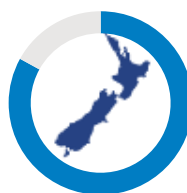
"The radio industry continues to maintain a strong role in our local media mix – it's more critical than ever for our stories to be told, and to be told by the very best broadcasters in Aotearoa. Commercial radio will continue to contribute the most engaging content for all New Zealanders, including 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.

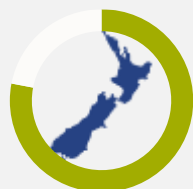


83%

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

COMMERCIAL RADIO LISTENING

Total NZ



78%

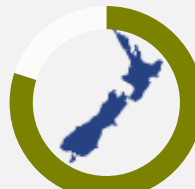
of the New Zealand
population aged 10+ tune
in to commercial radio
each week

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*

Southland[^]



80%

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

64,400 or 80% of people
in Southland aged 10+, listen to commercial
radio each week in Survey 2 2021.
This is an increase of approximately 1,100
people aged 10+ on Survey 1 2021.

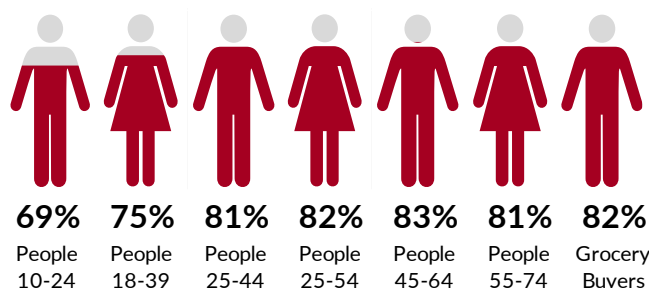


On average Southland listeners
tune in for
21 hours 42 minutes
of commercial radio each week*

GfK Southland 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

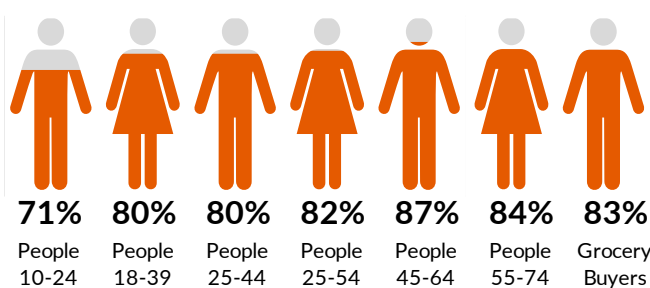


62%

Weekends

Sat-Sun 12mn-12mn

Southland^



Listen to commercial radio



61%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



68%

Workday

Mon-Fri 9am-4pm



63%

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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