



Southland Commercial Radio Ratings - Survey 3 2021

The New Zealand Commercial Radio Industry released the S3 2021 GfK Radio Audience Data into the market today, and it shows more than 3.7 million New Zealanders were listening to radio every week and almost 3.5 million of those listen to commercial radio stations.

This survey period includes the first two weeks of the nationwide Level 4 lockdown. Changes to collection methods have been made during lockdown in order to deliver the final survey of the year in November (S4) and this will include listening during the current alert level variations around New Zealand.

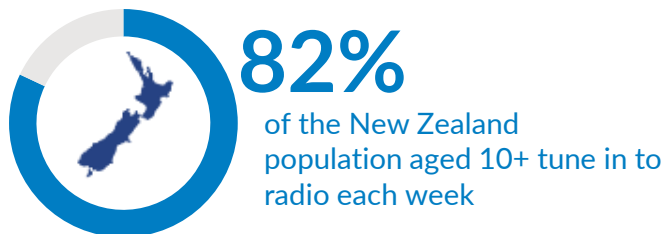
Radio Broadcasters CEO Jana Rangooni says “As we have come to expect, the changes in Alert Levels in New Zealand and periods of lockdown bring a change in people’s behavior. They bring an increase in demand for up to date trusted information but also a need for music and entertainment to keep people company.”

The third commercial radio survey release has been delayed a week due to the adjustments required to GfK’s diary processing that had to be implemented because of the Level 4 restrictions. Since the global pandemic GfK has developed more flexible options in both Australia and New Zealand in 2021 to ensure surveys can still be completed in periods of Lockdown.

The Total New Zealand survey for Radio New Zealand is released tomorrow at 1pm.

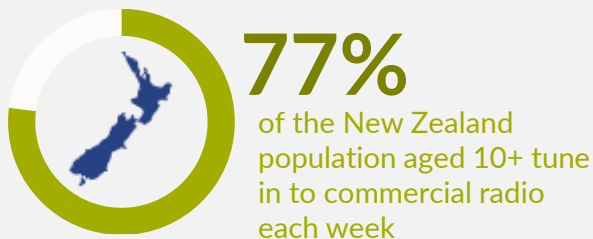
TOTAL RADIO LISTENING

3.73 million people or 82%
of New Zealanders aged 10+, listen to radio each week in Survey 3 2021.



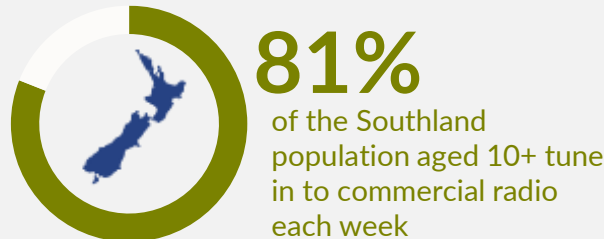
COMMERCIAL RADIO LISTENING

Total NZ



3.47 million people or 77%
of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2021.

Southland[^]



65,200 or 81% of people
in Southland aged 10+, listen to commercial radio each week in Survey 3 2021.
This is an increase of approximately 800 people aged 10+ on Survey 2 2021.



On average Total NZ listeners tune in for
15 hours 40 minutes
of commercial radio each week*



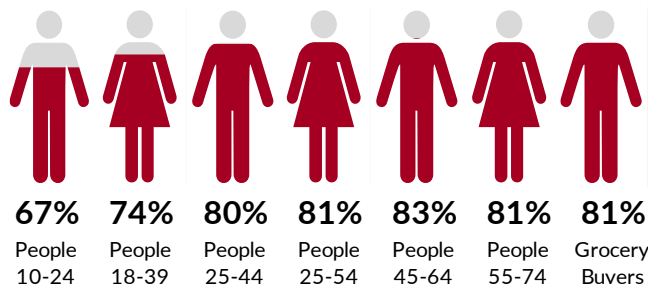
On average Southland listeners tune in for
20 hours 12 minutes
of commercial radio each week*

GfK RAM S3/21, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). [^]SOUTHLAND *Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

GfK Southland Commercial Radio Ratings | Survey 3 2021

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

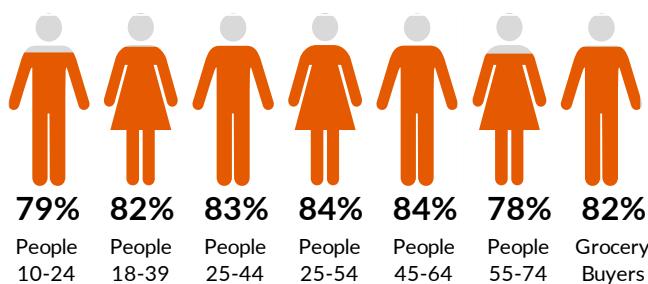


61%

Weekends

Sat-Sun 12mn-12mn

Southland[^]



Listen to commercial radio



60%

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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