



Waikato 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.

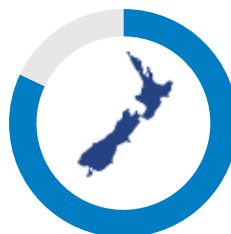
Radio Broadcasters CEO Jana Rangooni says "As we have come to expect, the changes in Alert Levels in New Zealand and periods of lockdown bring a change in people's behavior. They bring an increase in demand for up to date trusted information but also a need for music and entertainment to keep people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

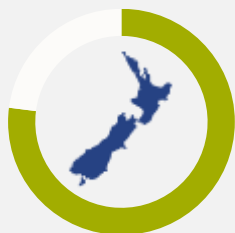


82%

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

COMMERCIAL RADIO LISTENING

Total NZ



77%

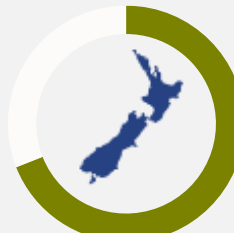
of the New Zealand
population aged 10+ tune
in to commercial radio
each week

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



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

Waikato[^]



69%

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

198,400 or 69% of people
in Waikato aged 10+, listen to commercial
radio each week in Survey 3 2021.

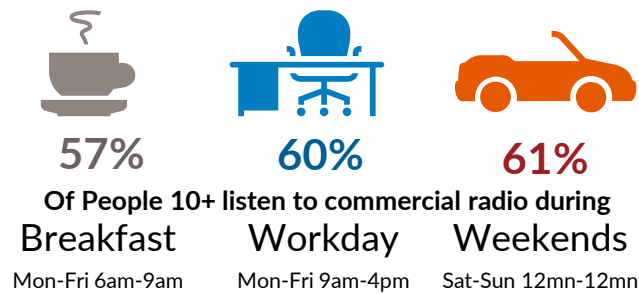
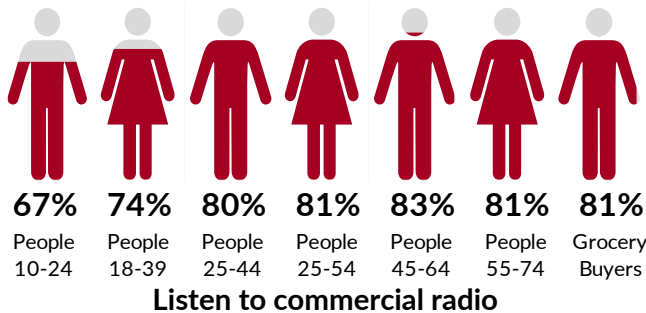


On average Waikato listeners
tune in for
15 hours 43 minutes
of commercial radio each week*

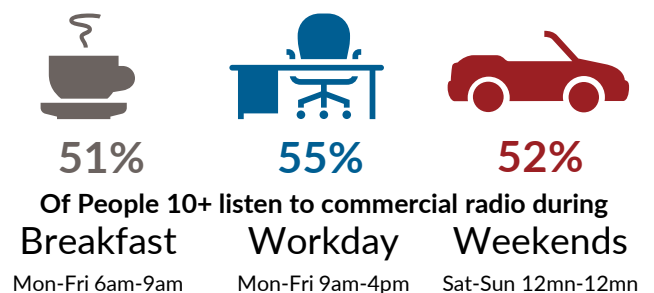
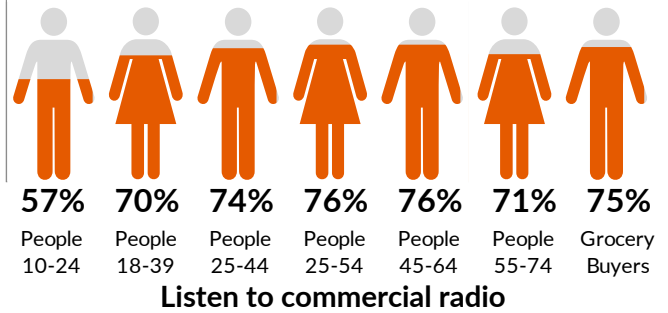
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WEEKLY CUMULATIVE AUDIENCES

Total NZ



Waikato[^]



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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