



## Commercial Radio Remains a Dominant Media with New Zealand Audiences.

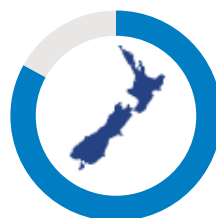
### - Hawkes Bay - Survey 1 2019

CEO of the Radio Broadcasters Association Jana Rangooni is unsurprised that radio listening across New Zealand remains high with over 3.6m New Zealanders listening to radio every week.

She goes on to add “Commercial Radio continues to hold its place as a powerful channel for advertisers with over 3.3 million people listening to commercial radio stations. Radio continues to provide advertisers with the ability to reach not only large audiences, but also audiences that are targeted and highly engaged with the stations they listen to. Whether it’s for the music, news and information or the entertaining personalities, people have a strong and loyal connection to the stations they listen to.”

## TOTAL RADIO LISTENING

**3.62 million people or 83%** of New Zealanders aged 10+, listen to radio each week in Survey 1 2019.

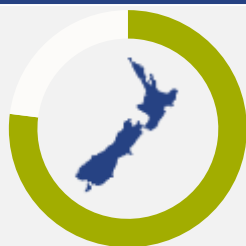


**83%**

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

## COMMERCIAL RADIO LISTENING

### Total NZ



**77%**

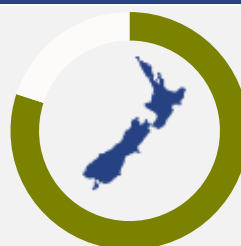
of the New Zealand population aged 10+ tune in to commercial radio each week

**3.34 million people or 77%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2019. This is an increase of approximately 21,700 people aged 10+ on Survey 4 2018.



On average Total NZ listeners tune in for  
**17 hours 14 minutes** of commercial radio each week\*

### Hawke's Bay<sup>^</sup>



**80%**

of the Hawke's Bay population aged 10+ tune in to commercial radio each week

**98,400 or 80% of people** in Hawkes Bay aged 10+, listen to commercial radio each week in Survey 1 2019.

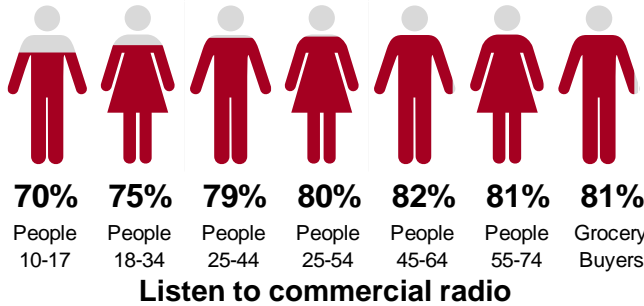


On average Hawke's Bay listeners tune in for  
**19 hours 35 minutes** of commercial radio each week\*

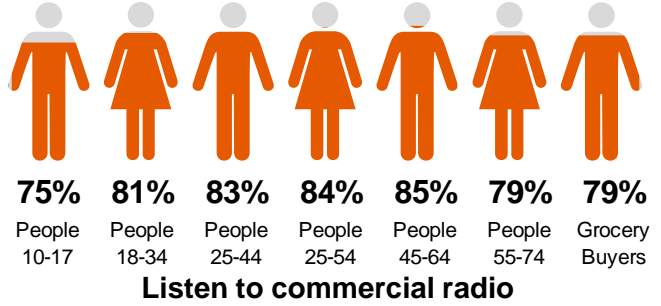
# GfK Hawkes Bay Commercial Radio Ratings | Survey 1 2019

## WEEKLY CUMULATIVE AUDIENCES

### Total NZ



### Hawke's Bay<sup>^</sup>



**57%**

**Of People 10+ listen to commercial radio during Breakfast**

Mon-Fri 6am-9am



**59%**

**Workday**

Mon-Fri 9am-4pm



**62%**

**Weekends**

Sat-Sun 12mn-12mn



**60%**

**Of People 10+ listen to commercial radio during Breakfast**

Mon-Fri 6am-9am



**65%**

**Workday**

Mon-Fri 9am-4pm



**62%**

**Weekends**

Sat-Sun 12mn-12mn

The full Commercial Total New Zealand and market by market data reports can be found on the GfK website <https://www.gfk.com/en-nz/>

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### About GfK

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**Please note:** The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2019 (NB Waikato S3 2017), Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). <sup>^</sup>HAWKE'S BAY \*Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.