



Hawkes Bay Commercial Radio Ratings - Survey 4 2020

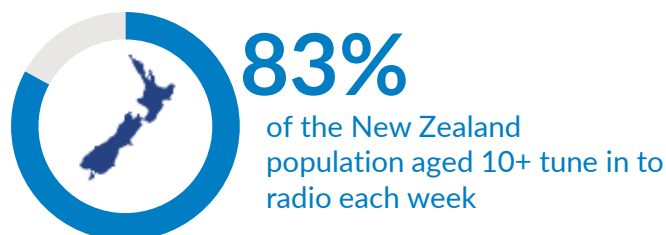
The New Zealand Commercial Radio Industry released the S4 2020 Radio Audience Data into the market today and it reveals that over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

"The GfK results across 2020 have illustrated once more just how deeply radio is stitched into the fabric of New Zealand culture. In equal measure, New Zealanders have needed news and information they can trust as well as companionship and a few laughs – and they have turned to radio for both. The convenience and immediacy of live radio, along with the abundance of talented and professional broadcasters that grace our airwaves, ensures the traditional broadcast platform has a vibrant future." said NZME CEO Michael Boggs.

Outgoing Mediaworks CEO and RBA Chair, Michael Anderson adds "Although it's been a challenging year, this latest survey demonstrates radio continuing to deliver for it's audiences and advertisers. I leave the industry happy in the knowledge that the traditional platform remains ingrained in the daily lives of Kiwis, and through innovation there are increasing opportunities to engage audience in ways that will revolutionise the industry for future growth."

TOTAL RADIO LISTENING

3.64 million people or 83%
of New Zealanders aged 10+, listen to
radio each week in Survey 4 2020.



COMMERCIAL RADIO LISTENING

Total NZ

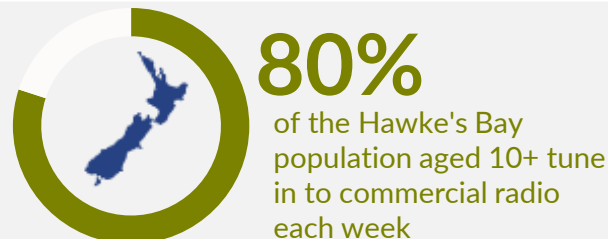


3.36 million people or 76%
of New Zealanders aged 10+, listen to
commercial radio each week in Survey 4 2020.



On average Total NZ listeners
tune in for
16 hours 51 minutes
of commercial radio each week*

Hawke's Bay[^]



102,400 or 80% of people
in Hawkes Bay aged 10+, listen to commercial
radio each week in Survey 4 2020.
This is an increase of approximately 700
people aged 10+ on the Survey 3 2020.

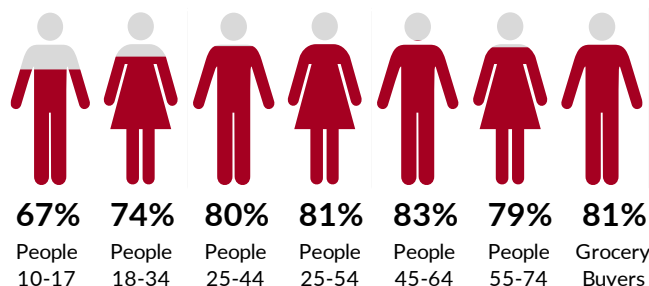


On average Hawke's Bay listeners
tune in for
17 hours 56 minutes
of commercial radio each week*

GfK Hawkes Bay Commercial Radio Ratings | Survey 4 2020

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

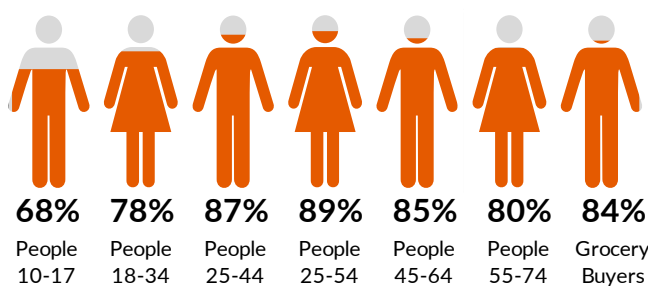


61%

Weekends

Sat-Sun 12mn-12mn

Hawke's Bay^



Listen to commercial radio



63%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



65%

Workday

Mon-Fri 9am-4pm



66%

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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