



## Hawkes Bay Commercial Radio Ratings - Survey 1 2021

The New Zealand Commercial Radio Industry released the S1 2021 Radio Audience Data into the market today and it reveals that over 3.7 million New Zealanders were listening to radio every week and almost 3.5 million of those listen to commercial radio stations.

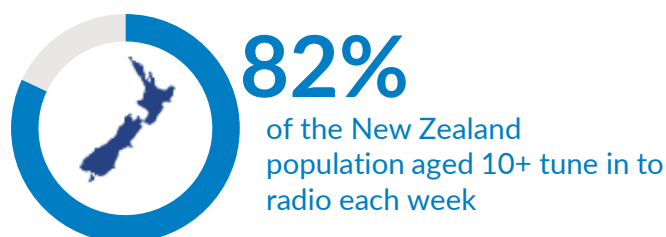
While 2020 saw declines of around 15% in radio revenue as the impacts of COVID were felt by the sector, audiences have held up in 2021.

CEO of the Radio Broadcasters Association, Jana Rangooni, says "There is some irony in this for the industry as more and more New Zealanders of all ages turned to radio for trusted news, information, music and entertainment with most stations seeing come increases from the same time last year."

TRB GM Peter Richardson noted "The survey once again demonstrates radio's ability to reach a critical mass of New Zealanders who listen to commercial radio each and every week. When one adds in the effectiveness of the medium and the ability to respond rapidly it is clear why radio remains an important medium for advertisers. In the last year, the Government's COVID messaging has made good use of these strengths of radio."

### TOTAL RADIO LISTENING

**3.73 million people or 82%**  
of New Zealanders aged 10+, listen to  
radio each week in Survey 1 2021.



### COMMERCIAL RADIO LISTENING

#### Total NZ

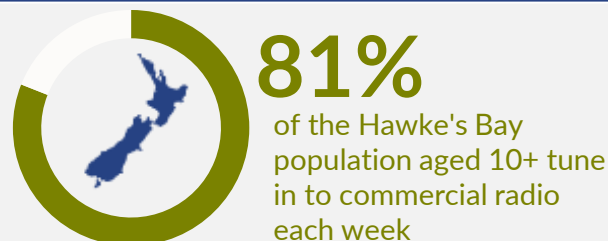


**3.47 million people or 76%**  
of New Zealanders aged 10+, listen to  
commercial radio each week in Survey 1 2021.  
This is an increase of approximately 105,700  
people aged 10+ on Survey 4 2020.



On average Total NZ listeners  
tune in for  
**16 hours 08 minutes**  
of commercial radio each week\*

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



**109,200 or 81% of people**  
in Hawkes Bay aged 10+, listen to commercial  
radio each week in Survey 1 2021.  
This is an increase of approximately 6,800  
people aged 10+ on the Survey 4 2020.

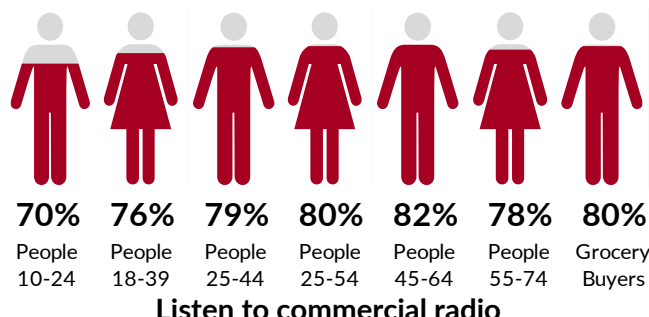


On average Hawke's Bay listeners  
tune in for  
**17 hours 57 minutes**  
of commercial radio each week\*

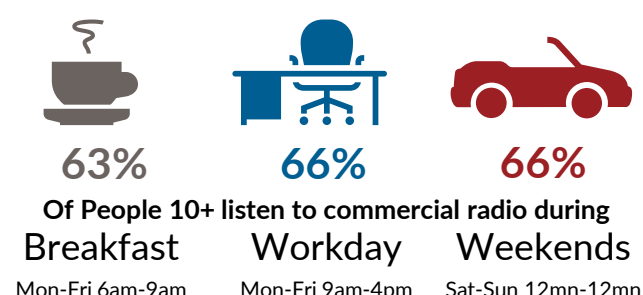
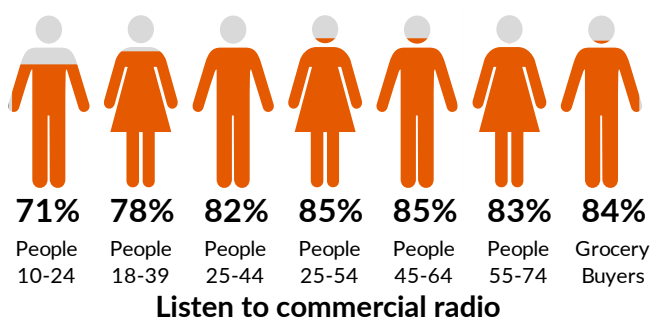
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## WEEKLY CUMULATIVE AUDIENCES

### Total NZ



### Hawke's Bay^



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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