



## Hawkes Bay 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.

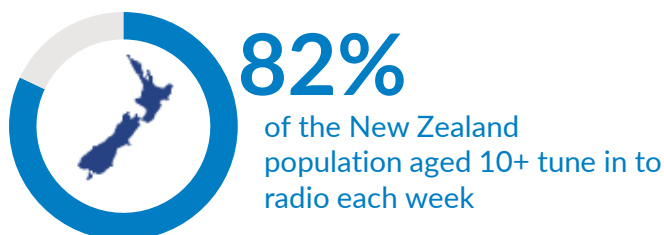
Radio Broadcasters CEO Jana Rangooni says "As we have come to expect, the changes in Alert Levels in New Zealand and periods of lockdown bring a change in people's behavior. They bring an increase in demand for up to date trusted information but also a need for music and entertainment to keep people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

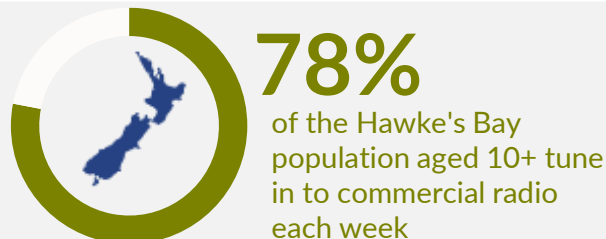


**3.47 million people or 77%**  
of New Zealanders aged 10+, listen to  
commercial radio each week in Survey 3 2021.



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

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



**105,800 or 78% of people**  
in Hawkes Bay aged 10+, listen to commercial  
radio each week in Survey 3 2021.

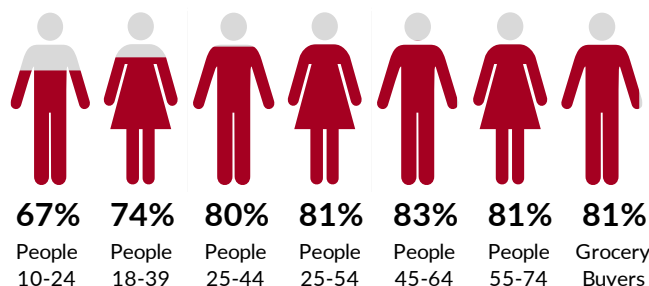


On average Hawke's Bay listeners  
tune in for  
**16 hours 34 minutes**  
of commercial radio each week\*

# GfK Hawkes Bay Commercial Radio Ratings | Survey 3 2021

## WEEKLY CUMULATIVE AUDIENCES

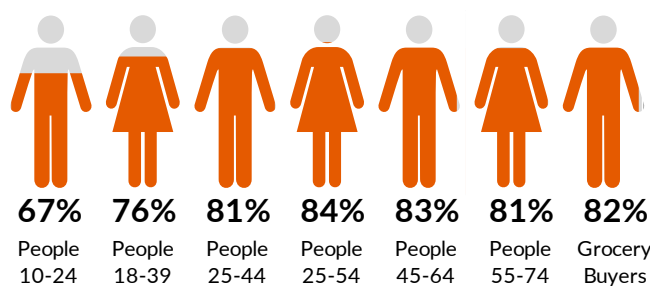
### Total NZ



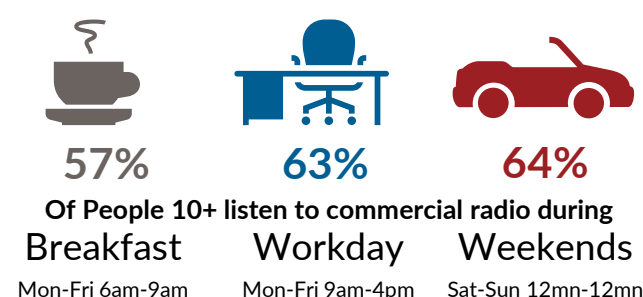
Listen to commercial radio



### Hawke's Bay^



Listen to commercial radio



The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

For more information, please contact:

Jana Rangooni,  
Chief Executive,  
Radio Broadcasters Association  
Mob: 021 2 446617, [jana@rba.co.nz](mailto:jana@rba.co.nz)

or

Johan Haupt,  
Senior Account Manager, Radio, GfK  
Mob: 027 5677 333,  
[Johan.haupt@gfk.com](mailto:Johan.haupt@gfk.com)

### GfK. Growth from Knowledge.

For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".

For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: <https://twitter.com/GfK>

Responsible under press legislation:

Rekha Indiran  
Marcom Manager, South East Asia and Pacific  
[Rekha.Indiran@gfk.com](mailto:Rekha.Indiran@gfk.com)