



## Hawkes Bay Commercial Radio Ratings - Survey 4 2022

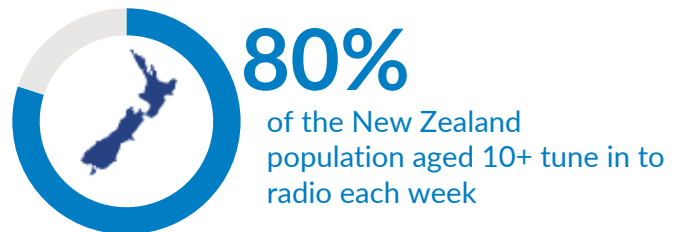
The New Zealand Commercial Radio Industry released the S4 2022 GfK Radio Audience Data into the market today, and it shows over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

Michael Boggs, NZME CEO says: "With more than 3.6m Kiwis tuning in, today's survey results further prove the strength of terrestrial radio, reaching highly engaged audiences up and down the country with a wide range of news, sport, music and entertainment content. This is further complemented by a strong digital audio offering, including through digital radio and podcasting. A strong, future-proofed media ecosystem that supports both commercial and public media, and traditional and digital platforms, is vital for our customers and our audiences nationwide."

Mediaworks CEO Cam Wallace says, "As we round out 2022 and head into 2023, it's fantastic to see such strong demand for commercial radio in Aotearoa. This reinforces the results from the recently released Edison Research Infinite Dial NZ study which shows the strength of AM/FM radio across all age demographics and various platforms, as well as reinforcing the need for a thriving commercial radio sector within the wider media ecosystem in New Zealand."

### TOTAL RADIO LISTENING

**3.64 million people or 80%**  
of New Zealanders aged 10+, listen to  
radio each week in Survey 4 2022.



### COMMERCIAL RADIO LISTENING

#### Total NZ

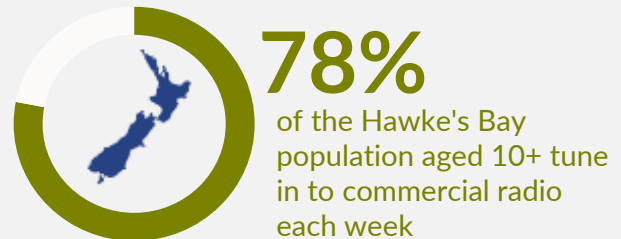


**3.39 million people or 74%**  
of New Zealanders aged 10+, listen to  
commercial radio each week in Survey 4 2022.



On average Total NZ listeners  
tune in for  
**15 hours 18 minutes**  
of commercial radio each week\*

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



**106,600 or 78% of people**  
in Hawkes Bay aged 10+, listen to commercial  
radio each week in Survey 4 2022.  
This is an increase of approximately 2,800  
people aged 10+ on the Survey 3 2022.

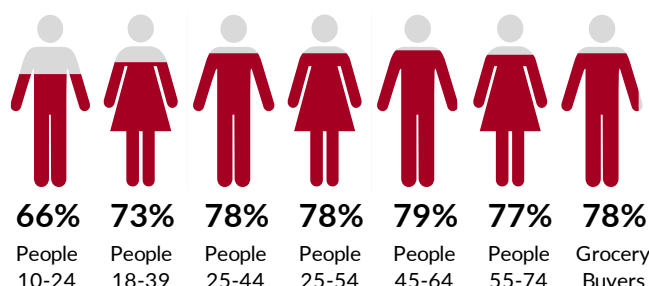


On average Hawke's Bay listeners  
tune in for  
**17 hours 52 minutes**  
of commercial radio each week\*

# GfK Hawkes Bay Commercial Radio Ratings | Survey 4 2022

## WEEKLY CUMULATIVE AUDIENCES

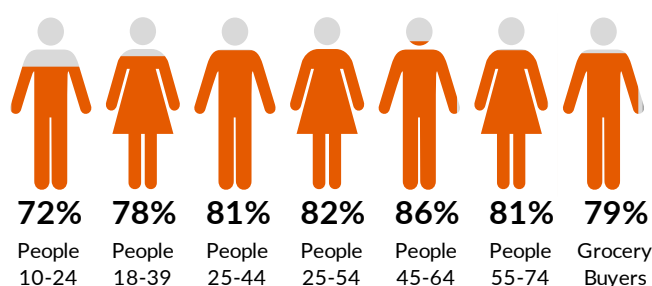
### Total NZ



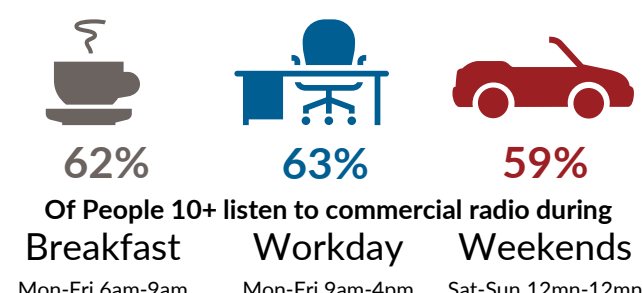
Listen to commercial radio



### 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:

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