



Commercial Radio reaches 3.41 million New Zealanders each week - Total NZ Survey 3 2022

The New Zealand Commercial Radio Industry released the S3 2022 GfK Radio Audience Data into the market today, and it shows almost 3.7 million New Zealanders were listening to radio every week and over 3.4 million of those listen to commercial radio stations.

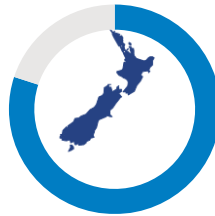
Radio Broadcasters CEO Jana Rangooni notes "At a time the government is looking to merge Radio New Zealand and Television New Zealand into a new larger media organisation to deal with the global challenges facing media organisations today, they need to ensure they do not create an organisation that harms the rest of the sector in the process. Commercial Radio reaches 75% of the population every week and no crown-owned media organisation should be creating content that the commercial market can."

MediaWorks Director of Content, Leon Wratt says, "Radio's growth is driven by our ability to engage with audiences not only on AM/FM radios but also through digital audio streaming, podcasts and social platforms, delivering kiwi content for kiwi audiences across all platforms and devices."

Jason Winstanley, NZME Chief Radio Officer says: "With the significant increase we are seeing in digital audio consumption in New Zealand, we are focused on serving traditional terrestrial radio audiences, but also on growing digital audio platforms. The industry as a whole continues to show strength - remaining agile to the changing needs of audiences."

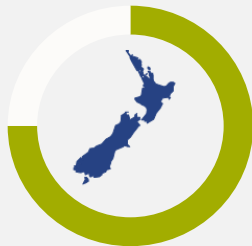
TOTAL RADIO LISTENING

3.66 million people or 80% of New Zealanders aged 10+, listen to radio each week in Survey 3 2022.



80% of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



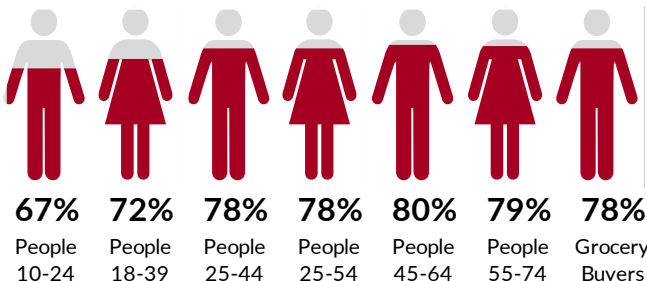
75% of the New Zealand population aged 10+ tune in to commercial radio each week

3.41 million people or 75% of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2022.

On average listeners tune in for **15 hours 22 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



55% Of People 10+ listen to commercial radio during **Breakfast** Mon-Fri 6am-9am



58% **Workday** Mon-Fri 9am-4pm



59% **Weekends** Sat-Sun 12mn-12mn

GfK RAM, S3/22, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). * Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

Total NZ Commercial Network Rankings Survey S3 2022 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	700.2
2	Network Breeze	595.8
3	Network More FM	593.4
4	Network The Edge	580.4
5	Network ZM	533.3
6	Network Mai FM	447.4
7	Network The Rock	446.8
8	Network The Hits	435.1
9	Network The Sound	397.3
10	Network Coast	349.5
All People 18-34		
1	Network The Edge	250.9
2	Network ZM	233.4
3	Network Mai FM	210.6
4	Network The Rock	155.6
5	Network More FM	143.6
6	Network The Hits	126.6
7	Network Breeze	118.8
8	Network Newstalk ZB	93.6
9	Network Flava	92.5
10	Network The Sound	71.8
All People 25-54		
1	Network The Edge	341.9
2	Network ZM	328.2
3	Network Breeze	293.9
4	Network More FM	289.5
5	Network The Rock	274.8
6	Network Newstalk ZB	263.1
7	Network Mai FM	241.8
8	Network The Hits	227.6
9	Network The Sound	188.6
10	Network Radio Hauraki	151.7
All People 45-64		
1	Network Newstalk ZB	233.2
2	Network Breeze	208.2
3	Network More FM	187.0
4	Network The Sound	182.6
5	Network Coast	133.0
6	Network The Rock	121.7
7	Network The Hits	118.7
8	Network The Edge	96.1
9	Network Magic	85.4
10	Network Radio Hauraki	82.5

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	14.7
2	Network Breeze	10.2
3	Network The Rock	8.0
4	Network More FM	7.8
5	Network The Sound	7.6
6	Network Magic	6.5
7	Network ZM	5.4
8	Network Coast	5.2
9	Network The Edge	4.9
10	Network Mai FM	4.7
All People 18-34		
1	Network The Rock	12.1
2	Network ZM	11.9
3	Network Mai FM	11.0
4	Network The Edge	8.8
5	Network Breeze	8.1
6	Network More FM	6.4
7	Network The Sound	5.9
8	Network The Hits	5.7
9	Network Coast	4.3
=10	Network Newstalk ZB / Network Flava	4.0
All People 25-54		
1	Network The Rock	12.0
2	Network Breeze	11.6
3	Network More FM	8.6
4	Network ZM	7.5
5	Network Newstalk ZB	7.4
6	Network The Sound	6.9
7	Network The Edge	6.7
8	Network Mai FM	6.1
9	Network The Hits	5.3
10	Network Radio Hauraki	4.3
All People 45-64		
1	Network Newstalk ZB	12.9
=2	Network Breeze	11.9
=2	Network The Sound	11.9
4	Network More FM	9.6
5	Network The Rock	8.1
6	Network Magic	6.2
7	Network Coast	5.7
8	Network The Hits	4.8
9	Network Radio Hauraki	3.5
10	Network The Edge	3.3

¹ The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

² The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

Table 1: GfK Commercial RAM, S3/22, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) *Share %

NZ Commercial Network Breakfast Rankings Survey S3 2022 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic ³					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	20.3	1	Network Newstalk ZB	11.6
2	Network More FM	8.9	2	Network The Rock	10.0
3	Network Breeze	8.8	3	Network More FM	9.8
4	Network The Rock	6.9	4	Network Breeze	8.9
5	Network ZM	6.2	5	Network ZM	8.7
6	Network Mai FM	5.9	6	Network Mai FM	7.9
7	Network The Sound	5.5	7	Network The Edge	6.6
8	Network The Edge	5.0	8	Network The Sound	5.2
9	Network Magic	4.9	9	Network The Hits	5.1
10	Network The Hits	4.4	10	Network Radio Hauraki	4.3
	All People 18-34			All People 45-64	
1	Network Mai FM	14.3	1	Network Newstalk ZB	19.6
2	Network ZM	12.7	2	Network More FM	11.8
3	Network The Rock	11.4	3	Network Breeze	10.3
4	Network The Edge	8.3	4	Network The Sound	8.3
=5	Network Newstalk ZB	6.8	5	Network The Rock	6.6
=5	Network Breeze	6.8	6	Network Coast	5.0
7	Network More FM	6.4	=7	Network The Hits	4.9
8	Network The Hits	4.9	=7	Network Magic	4.9
9	Network Flava	4.8	9	Network ZM	3.7
10	Network The Sound	4.3	10	Network Radio Hauraki	3.4

³ The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am

Table 2: GfK Commercial RAM S3/22, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (Unless otherwise stated)

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

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 027 5677 333,
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 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