



Auckland Commercial Radio Ratings - Survey 2 2022

The New Zealand Commercial Radio Industry released the S2 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.

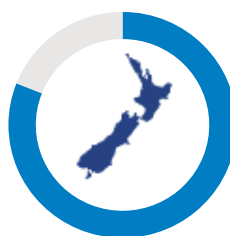
Radio Broadcasters Association CEO Jana Rangooni says “While there is large amount of attention on the audiences delivered by global media platforms and public media in New Zealand, today's results are a reminder of the fact Commercial Radio has some of the largest, most loyal and engaged audiences in New Zealand.”

Michael Boggs, CEO New Zealand Media and Entertainment (NZME) says: “Kiwis across the country continue to support commercial radio platforms as we offer a huge variety of content to service and meet the needs of many different audiences. Whether they listen through traditional platforms or via digital radio, Kiwi audiences remain highly engaged with commercial radio, which is great news for New Zealand’s radio industry now and into the future.”

MediaWorks CEO Cam Wallace says, "Commercial radio continues to play a huge role in the lives of New Zealanders, with millions of Kiwis tuning in every week to be informed and entertained through both traditional and digital platforms. Being live and local has been a key strength in ensuring commercial radio remains resilient and that the sector is vibrant and thriving in the years to come for our audiences and advertisers."

TOTAL RADIO LISTENING

3.68 million people or 81% of New Zealanders aged 10+, listen to radio each week in Survey 2 2022.

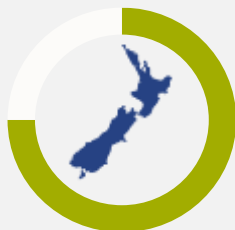


81% of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING

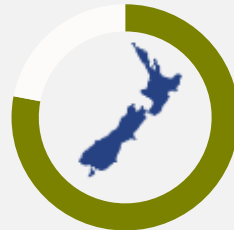
Total NZ

Auckland[^]



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

3.42 million people or 75% of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2022.



78% of the Auckland population aged 10+ tune in to commercial radio each week

1.17 million or 78% of people in Auckland aged 10+, listen to commercial radio each week in Survey 2 2022. This is an increase of approximately 7,700 people aged 10+ on Survey 1 2022.



On average Total NZ listeners tune in for **16 hours 04 minutes** of commercial radio each week*



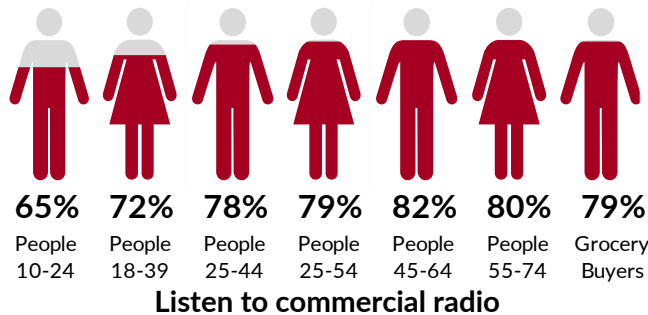
On average Auckland listeners tune in for **15 hours 18 minutes** of commercial radio each week*

GfK RAM S2/22, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). [^]AUCKLAND *Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

GfK Auckland Commercial Radio Ratings | Survey 2 2022

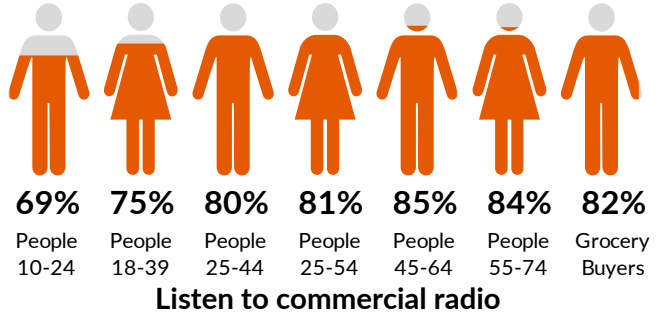
WEEKLY CUMULATIVE AUDIENCES

Total NZ



Listen to commercial radio

Auckland^



Listen to commercial radio



55%

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



59%

Of People 10+ listen to commercial radio during
Workday
Mon-Fri 9am-4pm



60%

Of People 10+ listen to commercial radio during
Weekends
Sat-Sun 12mn-12mn



58%

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



60%

Of People 10+ listen to commercial radio during
Workday
Mon-Fri 9am-4pm



64%

Of People 10+ listen to commercial radio during
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](#).

For more information, please contact:

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