



## Tauranga Commercial Radio Ratings - Survey 4 2022

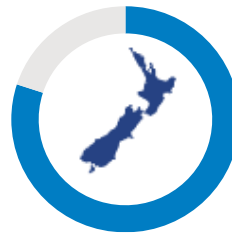
The New Zealand Commercial Radio Industry released the S4 2022 GfK Radio Audience Data into the market today, and it shows over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

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.

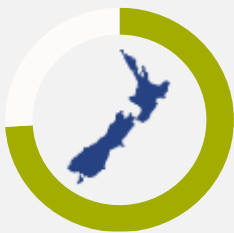


**80%**

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

### COMMERCIAL RADIO LISTENING

#### Total NZ



**74%**

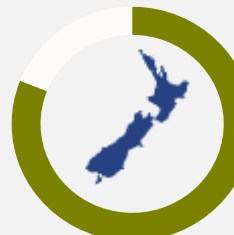
of the New Zealand population aged 10+ tune in to commercial radio each week

**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\*

#### Tauranga<sup>^</sup>



**81%**

of the Tauranga population aged 10+ tune in to commercial radio each week

**152,900 or 81% of people** in Tauranga aged 10+, listen to commercial radio each week in Survey 4 2022.



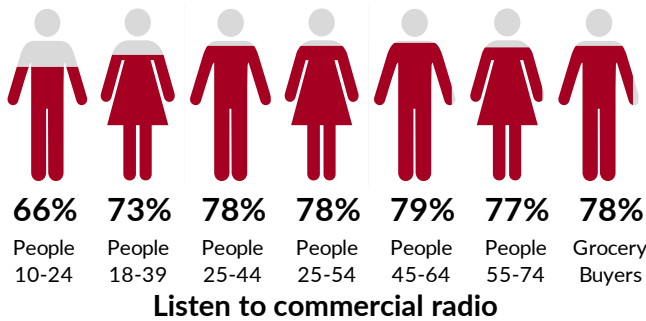
On average Tauranga listeners tune in for **15 hours 36 minutes** of commercial radio each week\*

GfK RAM S4/22, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). <sup>^</sup>TAURANGA \*Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

# GfK Tauranga Commercial Radio Ratings | Survey 4 2022

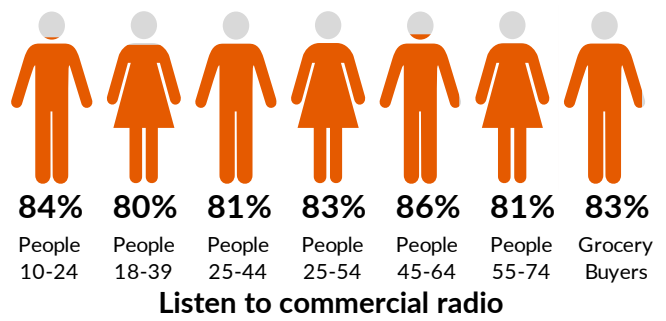
## WEEKLY CUMULATIVE AUDIENCES

### Total NZ



Listen to commercial radio

### Tauranga<sup>^</sup>



Listen to commercial radio



55%

Of People 10+ listen to commercial radio during  
Breakfast

Mon-Fri 6am-9am



58%

Workday

Mon-Fri 9am-4pm



58%

Weekends

Sat-Sun 12mn-12mn



63%

Of People 10+ listen to commercial radio during  
Breakfast

Mon-Fri 6am-9am



67%

Workday

Mon-Fri 9am-4pm



62%

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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