



## 3.6 million New Zealanders are still listening to Radio every week - Total NZ Survey 4 2022

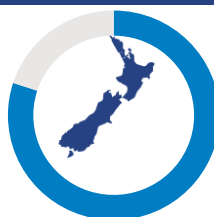
The New Zealand Commercial Radio Industry released the S4 2022 GfK Radio Audience Data into the market today, and it shows over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

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

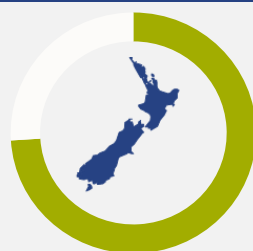
**3.64 million people or 80%**  
of New Zealanders aged 10+, listen to  
radio each week in Survey 4 2022.



**80%**

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

### COMMERCIAL RADIO LISTENING



**74%**

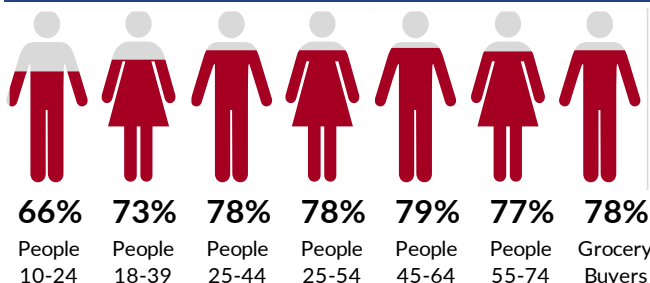
of the New Zealand  
population aged 10+ tune  
in to commercial radio  
each week

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

On average listeners tune in for **15 hours 18 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



**58%**

**Weekends**

Sat-Sun 12mn-12mn

GfK RAM, S4/22, 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 S4 2022 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	691.9
2	Network More FM	594.8
3	Network Breeze	588.4
4	Network The Edge	583.9
5	Network ZM	549.7
6	Network The Rock	474.5
7	Network The Hits	443.6
8	Network Mai FM	433.4
9	Network The Sound	384.9
10	Network Coast	315.1
All People 18-34		
1	Network The Edge	265.9
2	Network ZM	251.8
3	Network Mai FM	224.1
4	Network The Rock	179.4
5	Network More FM	166.9
6	Network The Hits	142.2
7	Network Breeze	114.6
8	Network Flava	93.5
9	Network The Sound	81.5
10	Network Newstalk ZB	71.8
All People 25-54		
1	Network ZM	339.2
2	Network The Edge	333.1
3	Network More FM	301.0
4	Network Breeze	298.9
5	Network The Rock	298.8
6	Network Newstalk ZB	249.2
7	Network The Hits	239.5
8	Network Mai FM	237.7
9	Network The Sound	181.2
10	Network Radio Hauraki	151.2
All People 45-64		
1	Network Newstalk ZB	241.9
2	Network Breeze	213.3
3	Network More FM	181.6
4	Network The Sound	179.3
5	Network Coast	131.8
6	Network The Rock	125.6
7	Network The Hits	117.9
8	Network The Edge	92.3
9	Network ZM	90.5
10	Network Magic	80.8

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	15.3
2	Network Breeze	9.6
3	Network The Rock	8.5
4	Network More FM	7.6
5	Network The Sound	7.4
6	Network Magic	5.9
7	Network ZM	5.7
8	Network The Edge	5.5
9	Network Coast	5.1
10	Network The Hits	4.8
All People 18-34		
1	Network The Rock	12.9
2	Network Mai FM	11.7
3	Network ZM	11.1
4	Network The Edge	10.5
5	Network More FM	6.8
=6	Network The Hits	6.2
=6	Network The Sound	6.2
=6	Network Breeze	6.2
9	Network Flava	4.2
10	Network George FM	3.8
All People 25-54		
1	Network The Rock	12.2
2	Network Breeze	10.1
3	Network More FM	8.8
4	Network ZM	7.7
5	Network The Edge	7.4
6	Network The Sound	7.1
7	Network Newstalk ZB	6.9
8	Network Mai FM	6.0
9	Network The Hits	5.4
=10	Network Coast/Network Radio Hauraki	3.7
All People 45-64		
1	Network Newstalk ZB	14.0
2	Network The Sound	12.7
3	Network Breeze	11.4
4	Network The Rock	9.3
5	Network More FM	8.9
6	Network Coast	5.7
7	Network Magic	5.0
8	Network The Hits	4.8
9	Network Radio Hauraki	3.3
10	Network ZM	3.1

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

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

Table 1: GfK Commercial RAM, S4/22, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

## NZ Commercial Network Breakfast Rankings Survey S4 2022 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic <sup>3</sup>					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	21.6	1	Network The Rock	11.3
2	Network More FM	8.6	2	Network Newstalk ZB	10.6
3	Network Breeze	8.2	3	Network More FM	9.3
4	Network The Rock	7.7	4	Network ZM	8.9
5	Network ZM	6.4	5	Network Breeze	8.4
6	Network Mai FM	6.0	6	Network Mai FM	8.0
7	Network The Sound	5.3	7	Network The Edge	6.9
8	Network The Edge	5.2	8	Network The Sound	5.3
9	Network The Hits	4.5	9	Network The Hits	5.0
10	Network Magic	4.3	=10	Network Radio Hauraki/Network Coast	3.5
All People 18-34			All People 45-64		
1	Network Mai FM	15.1	1	Network Newstalk ZB	20.8
2	Network ZM	12.3	2	Network More FM	10.8
3	Network The Rock	12.0	3	Network Breeze	9.2
4	Network The Edge	10.1	4	Network The Rock	8.6
5	Network More FM	7.0	5	Network The Sound	8.2
6	Network Newstalk ZB	5.1	=6	Network The Hits	5.1
7	Network Flava	5.0	=6	Network Coast	5.1
=8	Network The Sound	4.8	8	Network ZM	4.3
=8	Network Breeze	4.8	9	Network Magic	4.0
10	Network The Hits	4.7	10	Network Radio Hauraki	2.9

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

Table 2: GfK Commercial RAM S4/22, 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](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)