



Commercial Radio continues to deliver highly attentive audiences - Total NZ Survey 2 2023

New Zealand's commercial radio industry remains exceptionally strong with growth to over 3.41 million Kiwis tuning in every week, according to the S2 2023 GfK Radio Audience Survey, released today.

Alistair Jamison, Radio Broadcasters Association (RBA) CEO, says "Today's data shows that radio continues to provide Kiwis with the information, entertainment and content they want and as a result we connect with 75% of NZ each week."

Wendy Palmer, CEO, MediaWorks adds "Continued commercial radio listenership is not only strong in New Zealand but globally too. The UK recently reported its highest ever commercial audience – up 8 percent year on year, with Australia in a similar position – up 3.6 percent year on year. It's great to see New Zealand echoing this trend and that our audience numbers remain consistently robust with a 1% reach increase."

Michael Boggs, CEO at NZME says: "In addition to total audience numbers being so strong across commercial radio, it's great to see Kiwis' consumption of radio is also evolving. The latest data shows that almost 850,000 people are listening to digitally streamed radio^ at some point across a week. It's also really positive to see growth in listening amongst 10-24 year olds."

As well as the total audience remaining robust the latest data shows that radio continues to be a leader in time spent with media, with on average people listening to commercial radio for 15 hours 19 mins per week**. Importantly as well as audience reach and time spent, a recent global study shows that radio and the broader audio market also performs when it comes to attention metrics.

Jamison says "There is much talk in the ad world regarding attention metrics at present and whilst the recent Lumen/Dentsu study presents US data, it clearly shows that radio and audio over deliver in the area of attention as well. With radio and podcast showing attention metrics higher than online video, social and TV we can be confident we are delivering high reaching and highly engaged audiences for our advertisers."

COMMERCIAL RADIO LISTENING



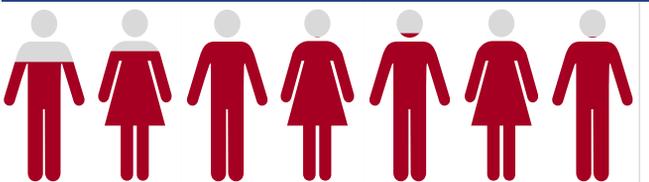
75%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.41 million people or 75% of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2023. This is an increase of approximately 23,900 people aged 10+ on Survey 1 2023.

On average listeners tune in for **15 hours 19 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



66%	72%	77%	79%	81%	78%	79%
People 10-24	People 18-39	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

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, S2/23, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). ^ Digitally Streamed Radio refers to the use of any device other than an AM/FM Radio **Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

Total NZ Commercial Network Rankings Survey S2 2023 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹			Total Station Share % ²		
Rank	All People 10+		Rank	All People 10+	
1	Network Newstalk ZB	677.6	1	Network Newstalk ZB	14.5
2	Network Breeze	611.0	2	Network Breeze	9.4
3	Network More FM	590.2	3	Network More FM	8.1
4	Network The Edge	573.8	4	Network The Rock	7.8
5	Network ZM	528.7	=5	Network Mai FM	6.0
6	Network The Rock	478.7	=5	Network The Sound	6.0
7	Network Mai FM	458.7	7	Network The Edge	5.9
8	Network The Hits	447.6	=8	Network Magic	5.6
9	Network The Sound	362.9	=8	Network ZM	5.6
10	Network Coast	312.9	10	Network Coast	5.5
All People 18-34			All People 18-34		
1	Network The Edge	238.8	1	Network The Rock	13.3
2	Network ZM	230.8	2	Network Mai FM	13.2
3	Network Mai FM	209.6	3	Network The Edge	11.3
4	Network The Rock	174.2	4	Network ZM	10.8
5	Network More FM	151.8	5	Network More FM	6.4
6	Network The Hits	133.9	=6	Network The Hits	5.7
7	Network Breeze	118.2	=6	Network Breeze	5.7
8	Network George FM	88.2	8	Network George FM	4.9
9	Network Newstalk ZB	75.7	=9	Network Radio Hauraki	3.1
10	Network The Sound	68.8	=9	Network Flava	3.1
All People 25-54			All People 25-54		
1	Network ZM	321.9	1	Network The Rock	12.1
2	Network The Edge	315.6	2	Network Breeze	9.4
3	Network The Rock	312.6	3	Network More FM	8.7
4	Network More FM	305.7	4	Network ZM	7.7
5	Network Breeze	286.7	5	Network The Edge	7.6
6	Network Mai FM	258.5	6	Network Mai FM	7.5
7	Network The Hits	233.1	7	Network Newstalk ZB	6.0
8	Network Newstalk ZB	232.3	8	Network The Hits	5.9
9	Network The Sound	167.7	9	Network The Sound	5.1
10	Network Radio Hauraki	155.4	10	Network Coast	4.1
All People 45-64			All People 45-64		
1	Network Breeze	231.6	1	Network Newstalk ZB	12.0
2	Network Newstalk ZB	224.5	=2	Network The Sound	11.1
3	Network More FM	196.6	=2	Network More FM	11.1
4	Network The Sound	170.5	4	Network Breeze	10.4
5	Network Coast	138.2	5	Network The Rock	8.0
6	Network The Rock	129.9	6	Network Coast	7.0
7	Network The Hits	123.2	=7	Network The Hits	4.9
8	Network The Edge	118.6	=7	Network Magic	4.9
9	Network ZM	84.2	9	Network The Edge	4.1
10	Network Magic	83.6	10	Network ZM	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, S2/23, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

NZ Commercial Network Breakfast Rankings Survey S2 2023 by key

Total Station Share % by demographic³

Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	21.1	1	Network The Rock	11.1
=2	Network More FM	7.9	2	Network Newstalk ZB	10.1
=2	Network Breeze	7.9	3	Network More FM	8.5
4	Network The Rock	7.3	4	Network ZM	8.4
5	Network Mai FM	6.5	5	Network Mai FM	8.2
6	Network ZM	5.9	6	Network Breeze	8.0
7	Network The Edge	5.6	7	Network The Edge	7.4
8	Network The Hits	5.2	8	Network The Hits	6.0
9	Network Coast	4.6	9	Network Radio Hauraki	4.2
10	Network The Sound	4.4	10	Network Coast	4.1
	All People 18-34			All People 45-64	
1	Network Mai FM	13.6	1	Network Newstalk ZB	18.9
2	Network The Rock	12.9	2	Network More FM	11.7
3	Network ZM	11.5	3	Network Breeze	9.6
4	Network The Edge	10.4	4	Network The Sound	8.2
=5	Network More FM	5.3	5	Network The Rock	7.7
=5	Network The Hits	5.3	6	Network Coast	5.8
7	Network George FM	5.1	7	Network The Hits	4.8
8	Network Newstalk ZB	4.8	8	Network Magic	4.2
9	Network Breeze	4.3	=9	Network ZM	3.8
10	Network Radio Hauraki	3.2	=9	Network The Edge	3.8

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

Table 2: GfK Commercial RAM S2/23, 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:

Alistair Jamison,
Chief Executive,
Radio Broadcasters Association
Mob: 0274 300 277, alistair@rba.co.nz

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 0275 677 333,
Johan.haupt@gfk.com

GfK. Growth from Knowledge.

Over the past 50 years radio and its audiences have changed beyond recognition, and in that time we have been at the forefront of measuring the medium to provide the currency for this dynamic industry. Whether public or commercial radio stations, advertisers or their agencies, what hasn't changed in half a century is the need for robust, reliable and gold standard audience metrics to support advertising. We are true pioneers of radio audience measurement, and we provide many different solutions for capturing listening behaviour in and outside the home. GfK operates Media Measurement projects in over 25 countries globally and our cutting-edge hybrid measurement system allows listening to be captured from multiple data sources, to truly build a 360° understanding of people's media consumption behaviour. GfK drives '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