



The first 2022 Radio Survey Release shows changing patterns of listening in New Zealand - Total NZ Survey 1 2022

The New Zealand Commercial Radio Industry released the S1 2022 GfK Radio Audience Data into the market today, and it shows more than 3.7 million New Zealanders were listening to radio every week and over 3.4 million of those listen to commercial radio stations.

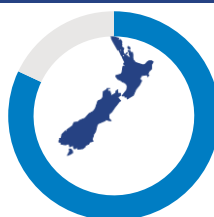
Radio Broadcasters CEO Jana Rangooni says "While we won't see the full impacts of the recent moves to Orange for some months, the release today starts to show the recent spikes to News and Talk formats may be easing. We would expect to see more swings back to music radio in 2022 if international patterns are anything to go by."

MediaWorks CEO Cam Wallace says "With more than 3.4 million New Zealanders listening to commercial radio on a weekly basis, it's positive to see the medium reaching New Zealanders of all ages. 2021 was full of challenges, but it's fantastic to see such strong results to mark the start of 2022 and we look forward to seeing what the rest of the year brings as life returns to the new normal for both New Zealanders and business."

Michael Boggs, NZME CEO, says "Today's results show that Kiwis continue to flock to radio for their entertainment and news, demonstrating its ongoing value and importance. Whilst some challenges and uncertainty remain for many New Zealand businesses, we are pleased to see radio continues to be a valuable platform for advertisers to reach large audiences in New Zealand."

TOTAL RADIO LISTENING

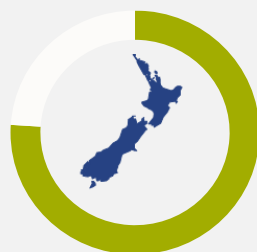
3.72 million people or 82% of New Zealanders aged 10+, listen to radio each week in Survey 1 2022.



82%

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

COMMERCIAL RADIO LISTENING



76%

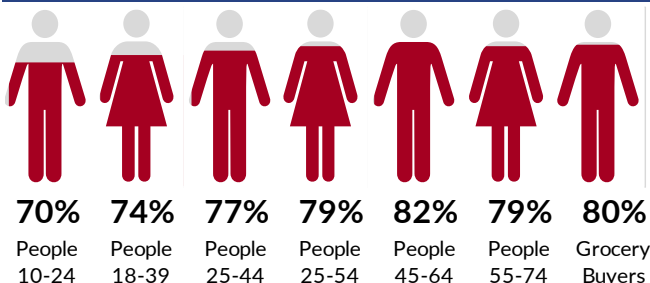
of the New Zealand population aged 10+ tune in to commercial radio each week

3.44 million people or 76% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2022. This is an increase of approximately 48,500 people aged 10+ on Survey 4 2021.

On average listeners tune in for **16 hours 19 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



53%

Of People 10+ listen to commercial radio during **Breakfast**

Mon-Fri 6am-9am



61%

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

GfK RAM, S1/22, 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 S1 2022 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	744.0
2	Network Breeze	624.2
3	Network The Edge	598.2
4	Network More FM	593.4
5	Network ZM	560.0
6	Network The Rock	438.4
7	Network The Hits	428.5
8	Network Mai FM	421.4
9	Network The Sound	397.0
10	Network Coast	340.6
All People 18-34		
1	Network The Edge	279.2
2	Network ZM	249.2
3	Network Mai FM	222.6
4	Network More FM	150.8
5	Network The Rock	140.1
6	Network Breeze	139.7
7	Network The Hits	137.6
8	Network Flava	95.6
9	Network Newstalk ZB	91.0
10	Network George FM	73.4
All People 25-54		
1	Network The Edge	325.8
2	Network ZM	322.2
3	Network Breeze	294.9
4	Network More FM	292.4
5	Network The Rock	275.7
6	Network Newstalk ZB	267.2
7	Network Mai FM	252.7
8	Network The Hits	223.8
9	Network The Sound	186.4
10	Network Radio Hauraki	132.2
All People 45-64		
1	Network Newstalk ZB	262.4
2	Network Breeze	223.1
3	Network More FM	184.7
4	Network The Sound	183.7
5	Network Coast	135.2
6	Network The Rock	115.6
7	Network The Hits	114.8
8	Network The Edge	94.9
9	Network Magic	91.4
10	Network ZM	90.8

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	16.9
2	Network Breeze	9.3
3	Network More FM	8.0
4	Network The Rock	7.5
5	Network The Sound	7.0
6	Network Magic	6.3
7	Network ZM	6.2
8	Network Coast	5.4
9	Network The Edge	5.3
10	Network Mai FM	4.8
All People 18-34		
1	Network Mai FM	12.1
2	Network ZM	11.1
3	Network The Edge	10.4
4	Network The Rock	10.1
5	Network Breeze	7.6
6	Network More FM	7.1
7	Network The Hits	5.1
8	Network The Sound	5.0
9	Network George FM	4.7
10	Network Flava	4.6
All People 25-54		
1	Network The Rock	10.7
2	Network Newstalk ZB	10.2
3	Network Breeze	9.8
4	Network More FM	8.5
5	Network ZM	8.1
6	Network The Sound	6.8
=7	Network The Edge	6.3
=7	Network Mai FM	6.3
9	Network The Hits	4.8
10	Network Coast	3.8
All People 45-64		
1	Network Newstalk ZB	16.9
2	Network Breeze	11.6
3	Network The Sound	11.1
4	Network More FM	9.7
5	Network The Rock	6.9
6	Network Coast	6.7
7	Network Magic	5.2
8	Network The Hits	4.3
9	Network ZM	4.1
10	Network The Edge	2.8

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, S1/22, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) *Share %

NZ Commercial Network Breakfast Rankings Survey S1 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	23.6	1	Network Newstalk ZB	15.1
2	Network More FM	8.9	2	Network The Rock	10.5
3	Network Breeze	8.3	3	Network Breeze	9.1
4	Network The Rock	7.3	4	Network More FM	9.0
5	Network ZM	6.6	5	Network ZM	8.9
6	Network Mai FM	5.7	6	Network Mai FM	7.5
7	Network The Sound	5.1	7	Network The Edge	5.8
8	Network The Edge	4.9	8	Network The Sound	5.1
9	Network Magic	4.4	9	Network The Hits	4.8
10	Network Coast	4.2	10	Network Coast	3.0
All People 18-34			All People 45-64		
1	Network Mai FM	15.0	1	Network Newstalk ZB	23.3
2	Network ZM	11.9	2	Network More FM	11.1
3	Network The Rock	10.8	3	Network Breeze	9.9
4	Network The Edge	8.2	4	Network The Sound	8.3
5	Network Breeze	7.7	5	Network The Rock	6.8
6	Network More FM	6.6	6	Network Coast	5.3
7	Network Newstalk ZB	6.1	7	Network ZM	4.9
8	Network The Hits	5.5	8	Network Magic	4.2
=9	Network George FM	4.7	9	Network The Hits	3.9
=9	Network Flava	4.7	=10	Network The Edge / Network Today FM/Magic Talk*	2.8

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

* Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

Table 2: GfK Commercial RAM S1/22, 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](#).

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