



The Infinite Dial 2022

New Zealand

#InfiniteDial



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Study Overview

- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The Infinite Dial New Zealand report mirrors the Infinite Dial U.S. reports, which have been undertaken annually since 1998 by Edison Research, and cover a wide range of online digital media topics
- ▶ The premier Infinite Dial New Zealand report explores the penetration of online digital audio and device ownership in New Zealand, as well as the online platforms and technologies used
- ▶ This study is designed to allow for direct comparisons between New Zealand and Australia 2022, Canada 2022, the U.S. 2022, and the U.K. Q4 2021 reports

Study Methodology

- ▶ In the third quarter of 2022, Edison Research conducted a national survey of 1,385 respondents in New Zealand aged 16 and older
 - ▶ 351 interviews conducted via telephone
 - ▶ 1,034 interviews conducted online
- ▶ Data weighted to national 16+ population figures



AM/FM Radio



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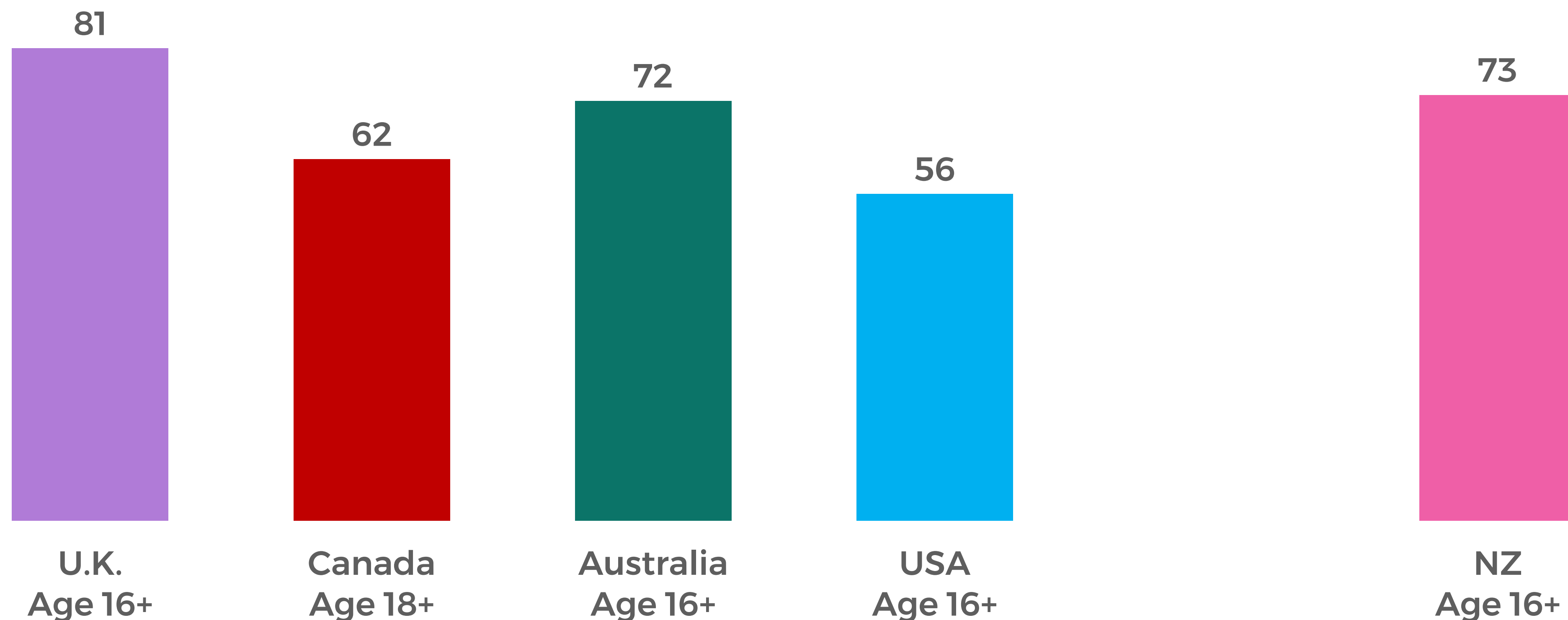
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Listening to Radio in the Last Week

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO RADIO IN LAST WEEK

RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE



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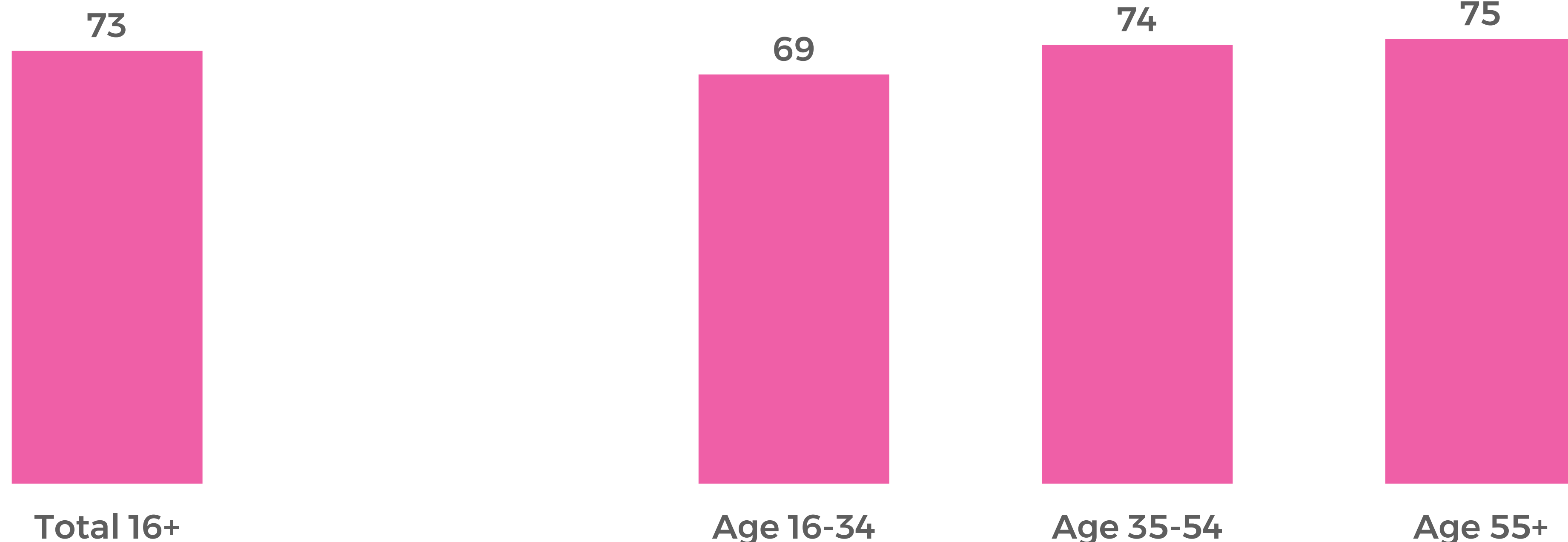
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Listening to Radio in the Last Week

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO RADIO IN LAST WEEK

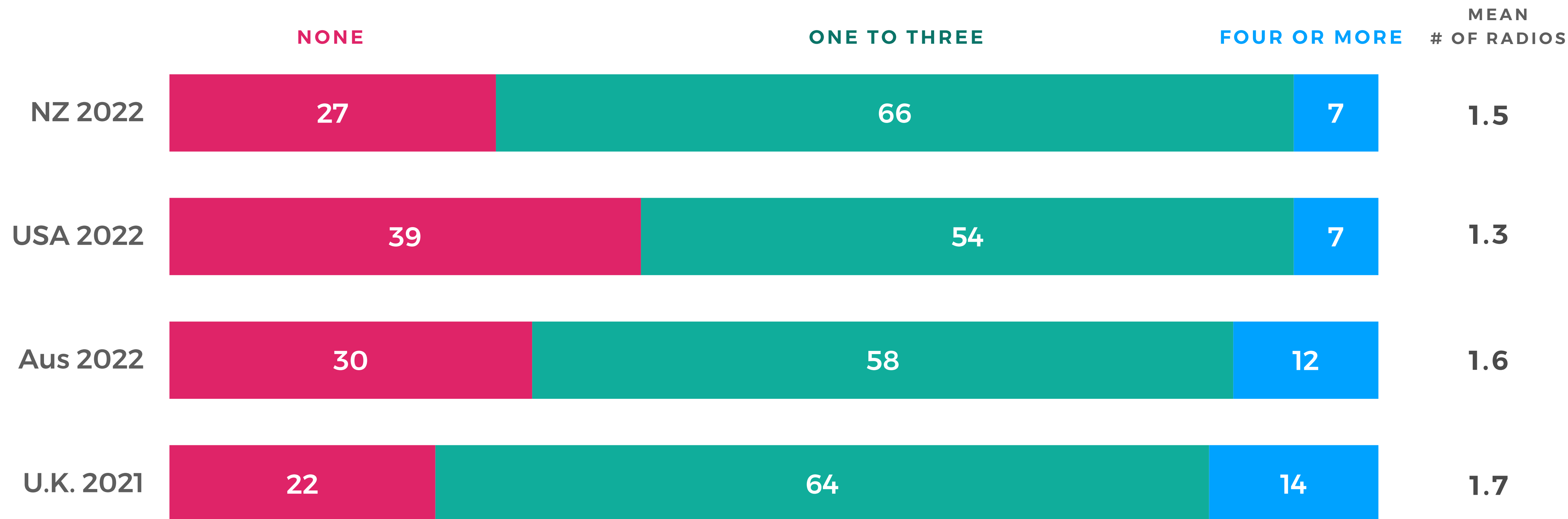
RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE



Number of Radios in Household

TOTAL POPULATIONS 16+

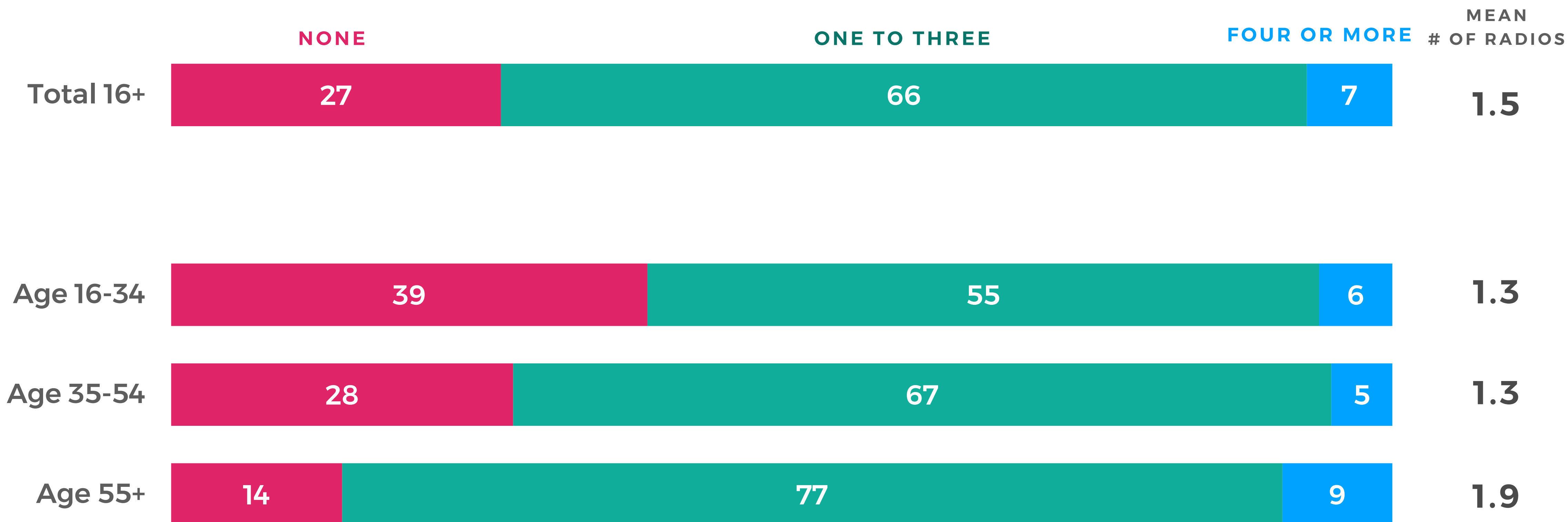
% OWNING NUMBER OF RADIOS



Number of Radios in Household

TOTAL NEW ZEALAND POPULATION 16+

% OWNING NUMBER OF RADIOS



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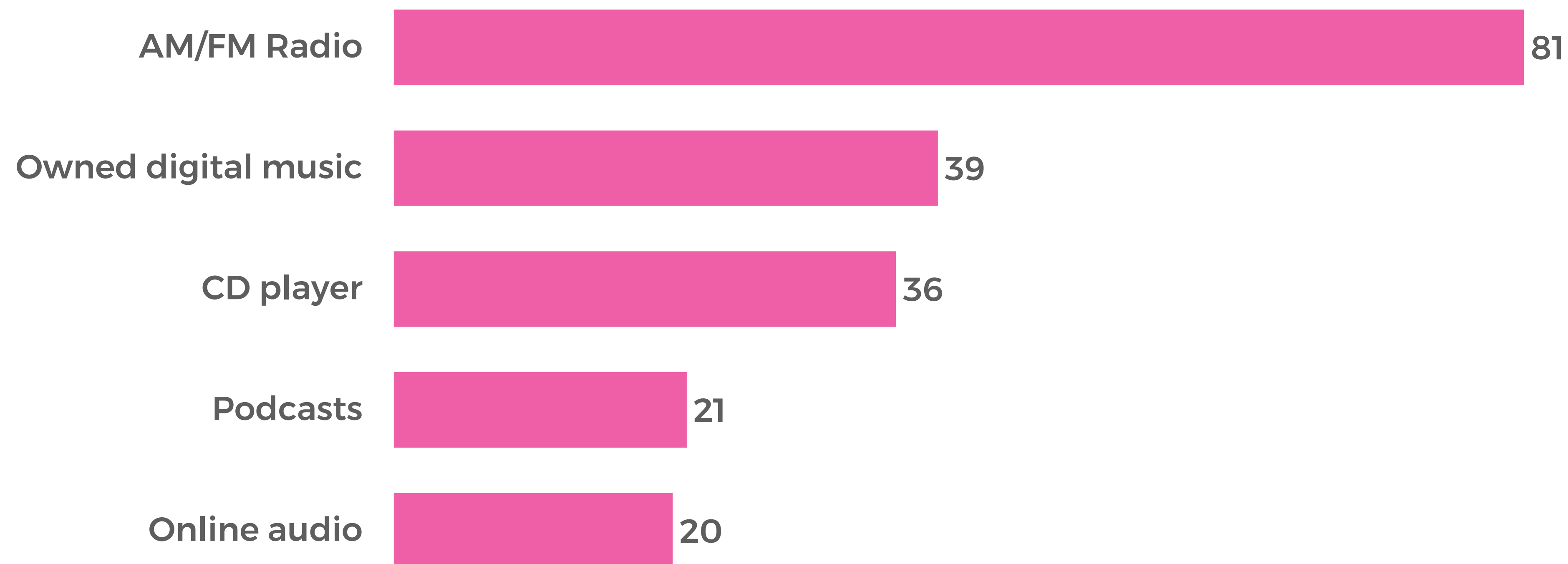
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In-Car Media

Audio Sources Currently Ever Used in Car

BASE: NEW ZEALAND AGE 16+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 92%

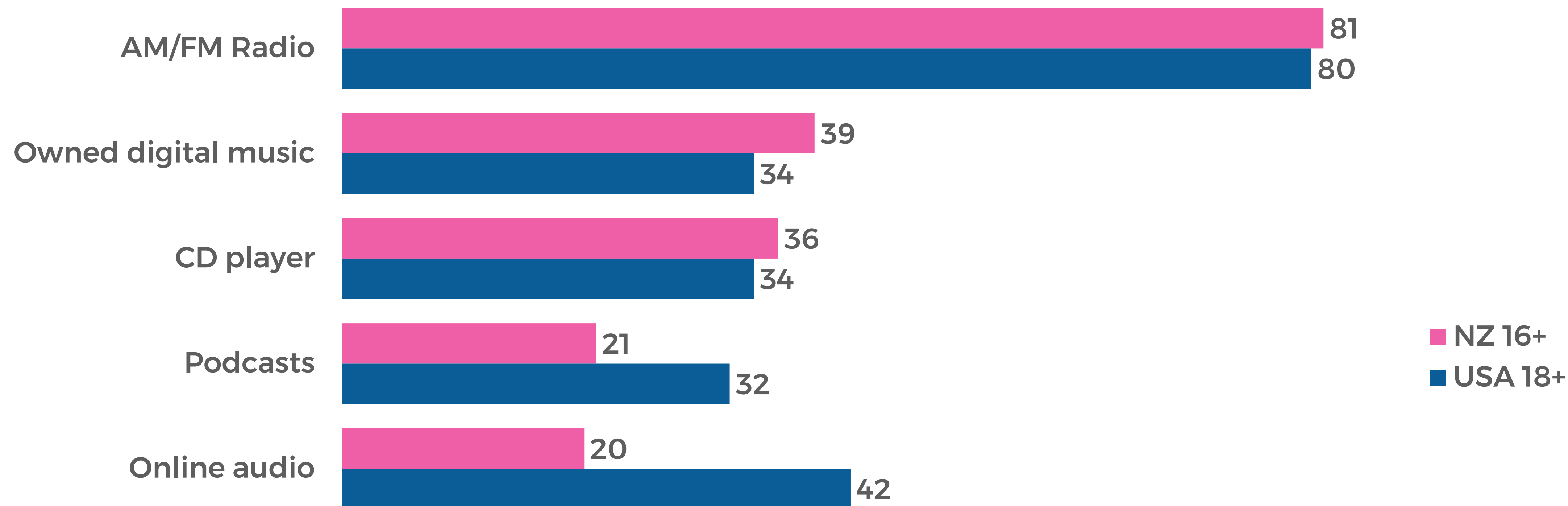
% USING AUDIO SOURCE IN CAR



Audio Sources Currently Ever Used in Car

BASE: HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

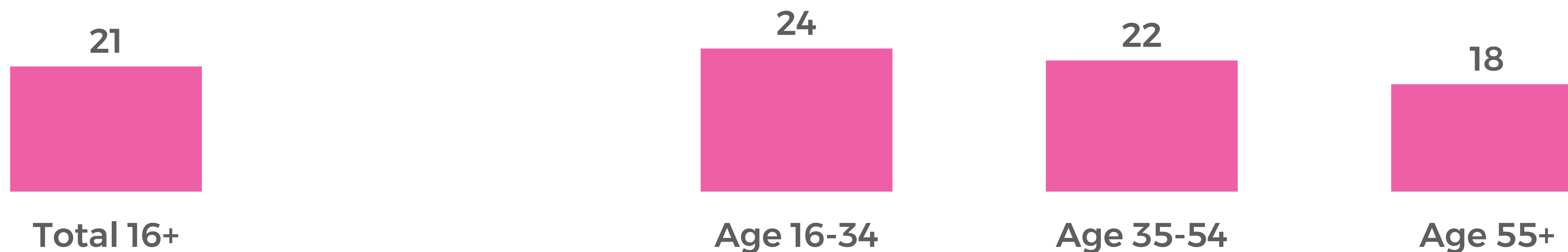
% USING AUDIO SOURCE IN CAR



In-Dash Information and Entertainment Systems

BASE: NEW ZEALAND AGE 16+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 92%

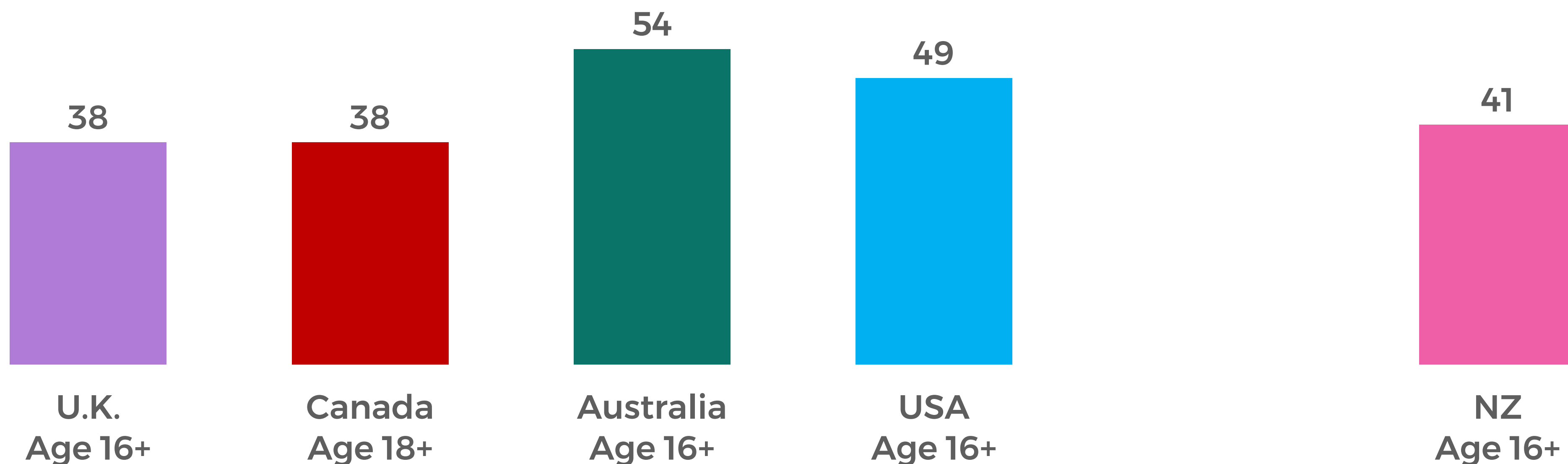
% OWNING APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



Online Audio Listening in Car Through a Mobile Phone

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE

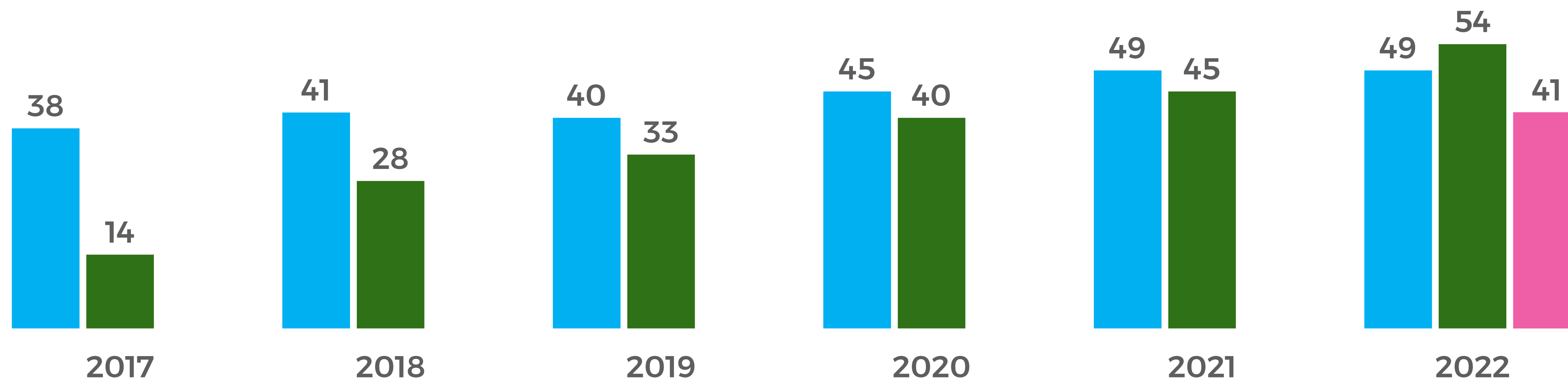


Online Audio Listening in Car Through a Mobile Phone

TOTAL POPULATIONS 16+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE

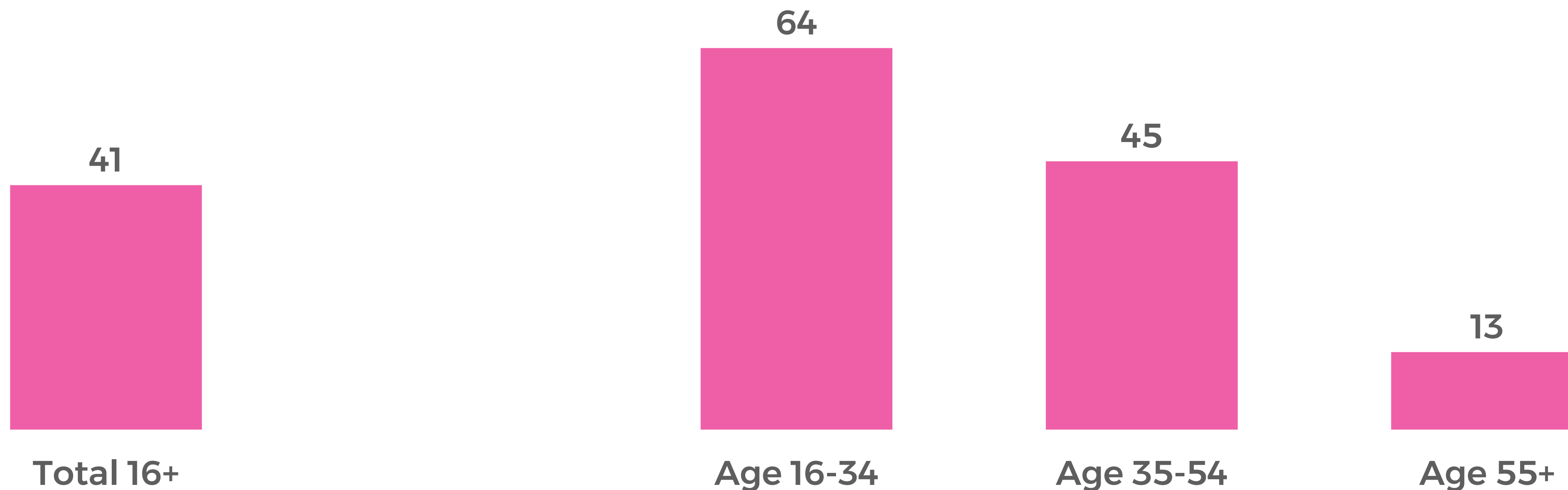
■ USA ■ Aus ■ NZ



Online Audio Listening in Car Through a Mobile Phone

TOTAL NEW ZEALAND POPULATION 16+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE





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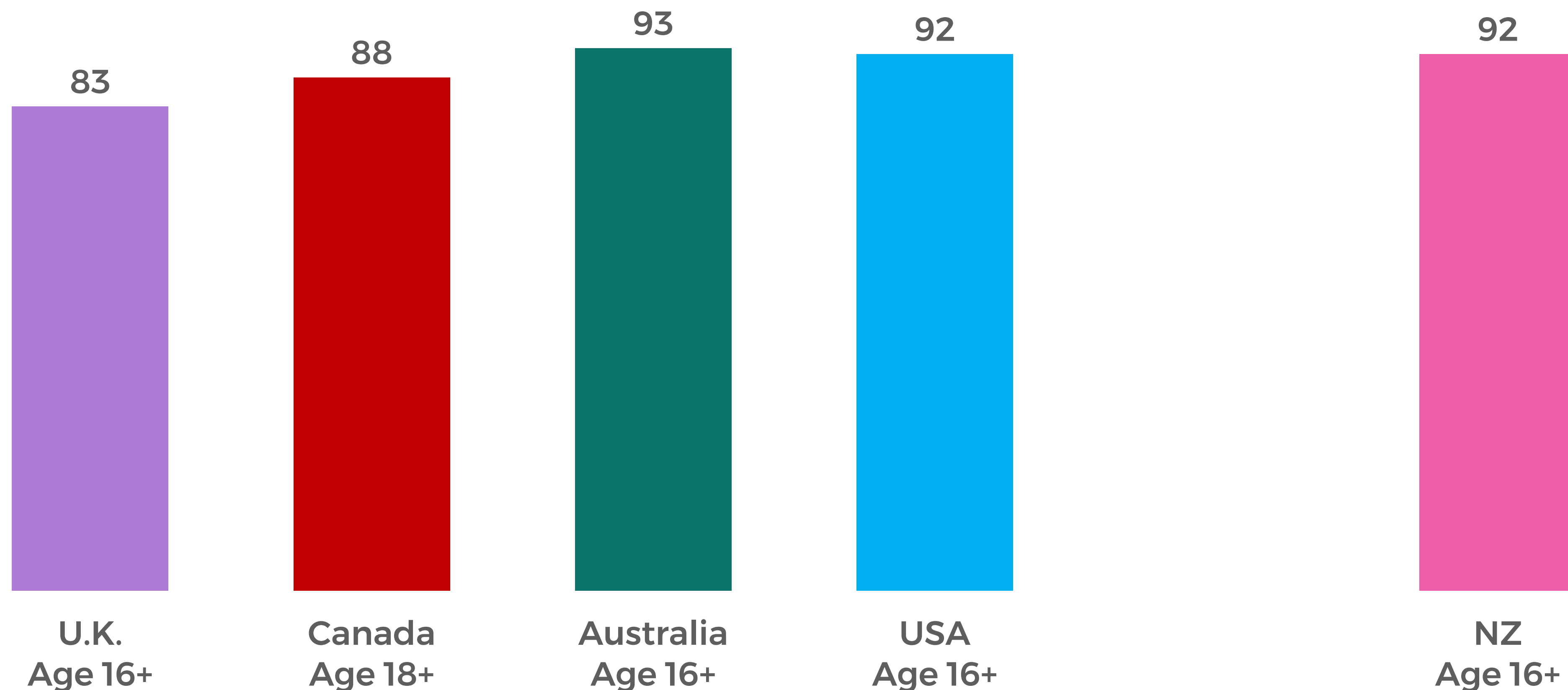
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Smartphone Ownership

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% OWNING A SMARTPHONE



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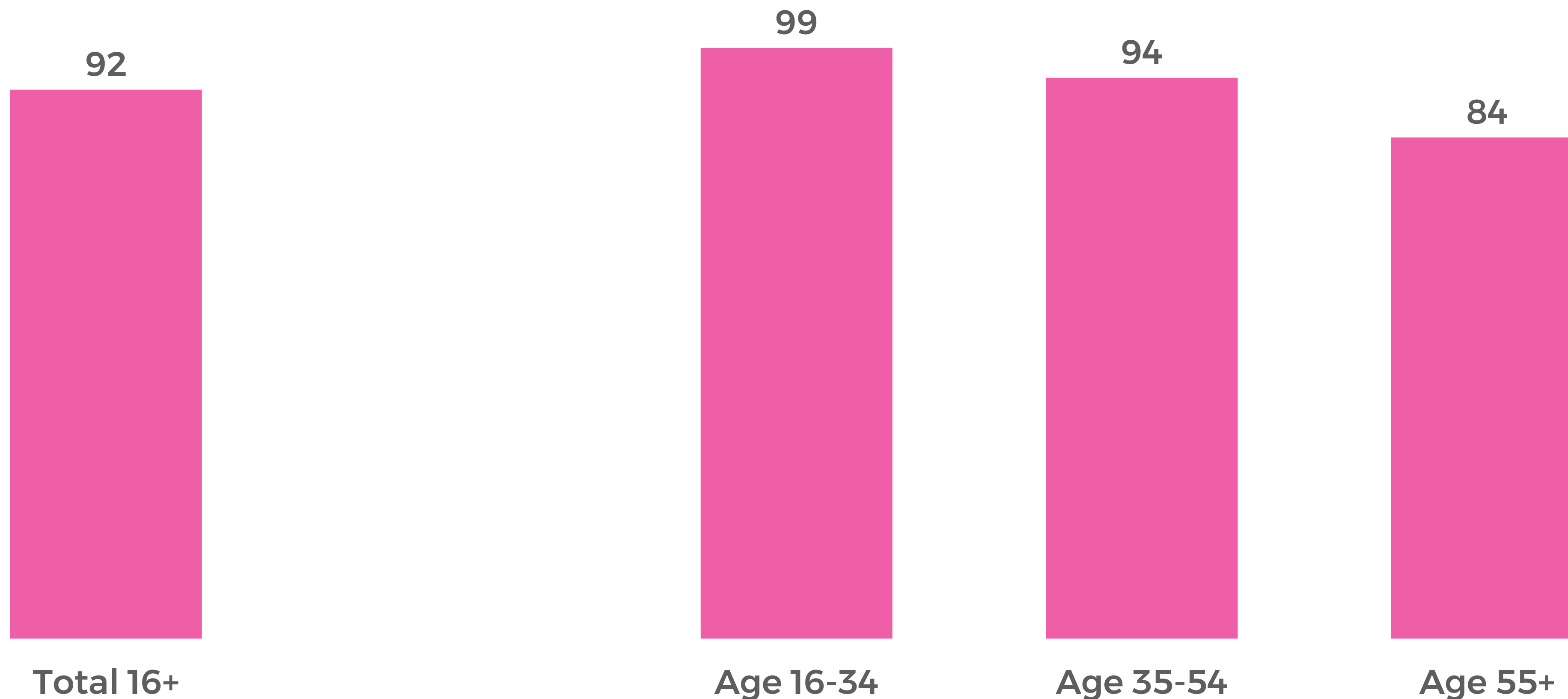
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Smartphone Ownership

TOTAL NEW ZEALAND POPULATION 16+

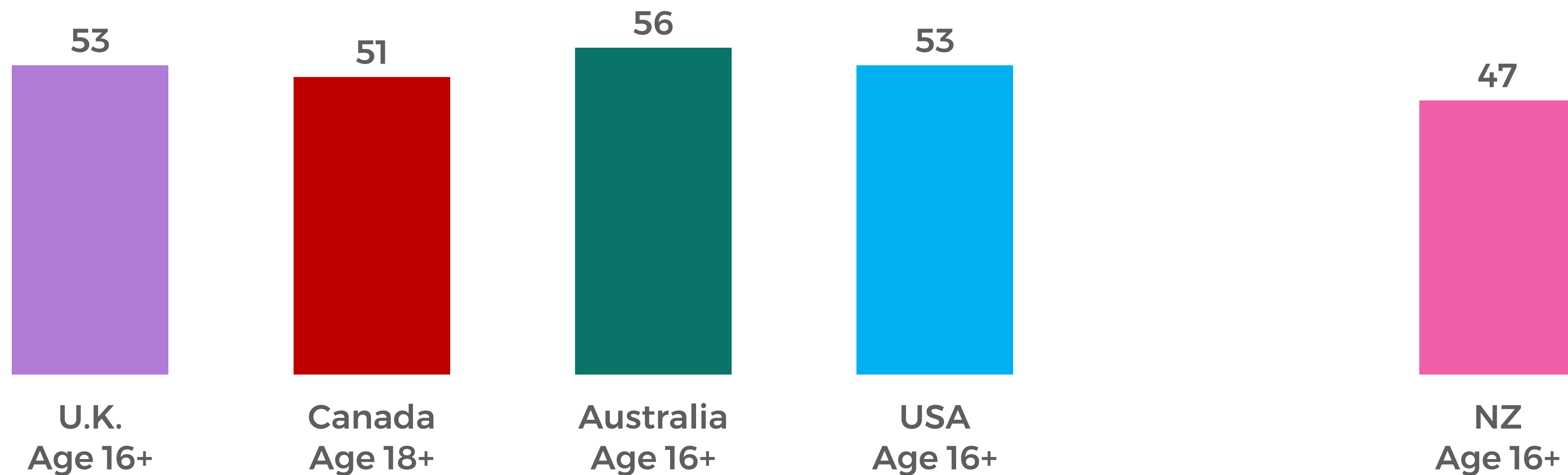
% OWNING A SMARTPHONE



Tablet Ownership

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

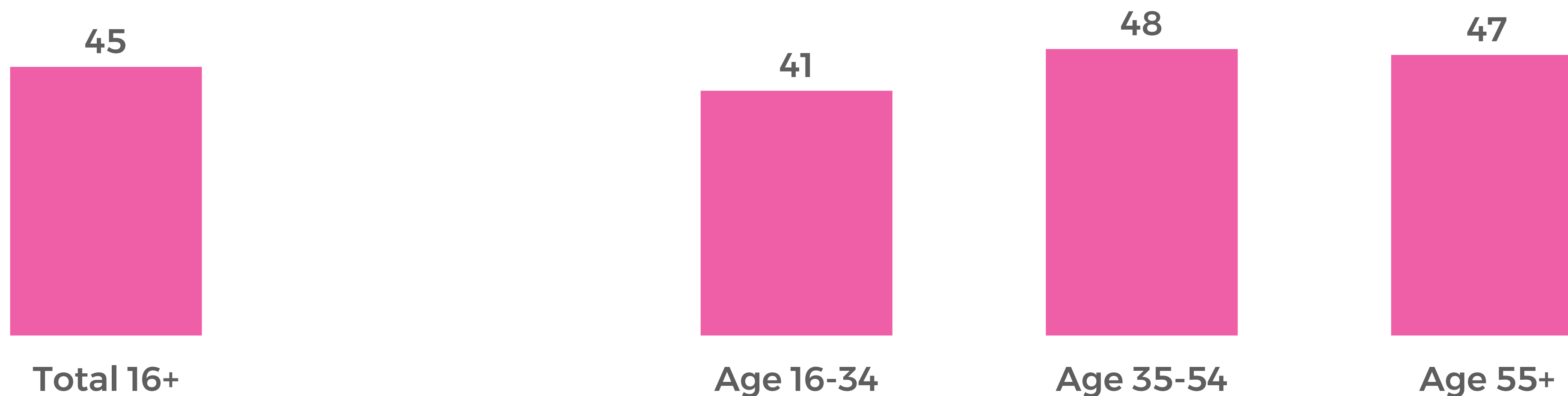
% OWNING A TABLET



Tablet Ownership

TOTAL NEW ZEALAND POPULATION 16+

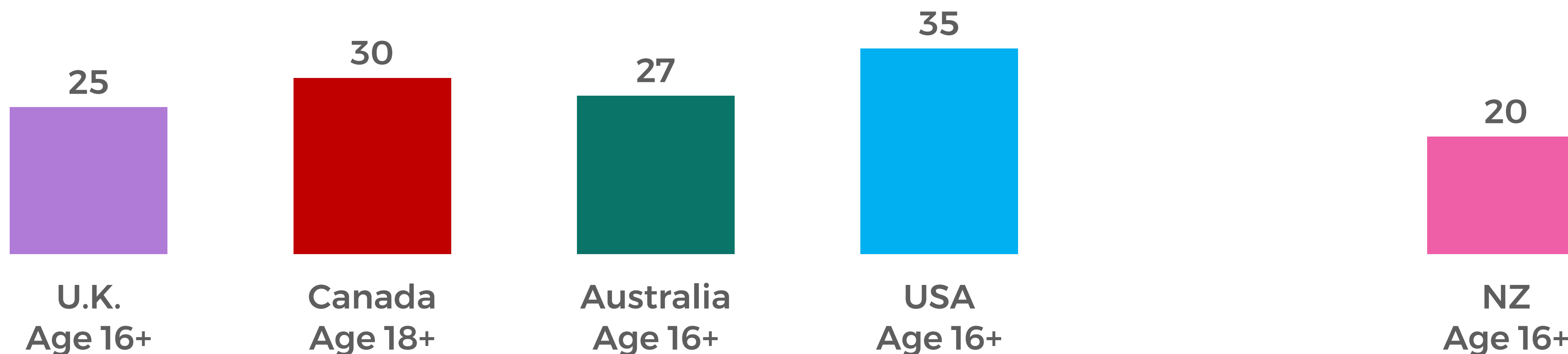
% OWNING A TABLET



Smart Speaker Ownership

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% OWNING A SMART SPEAKER

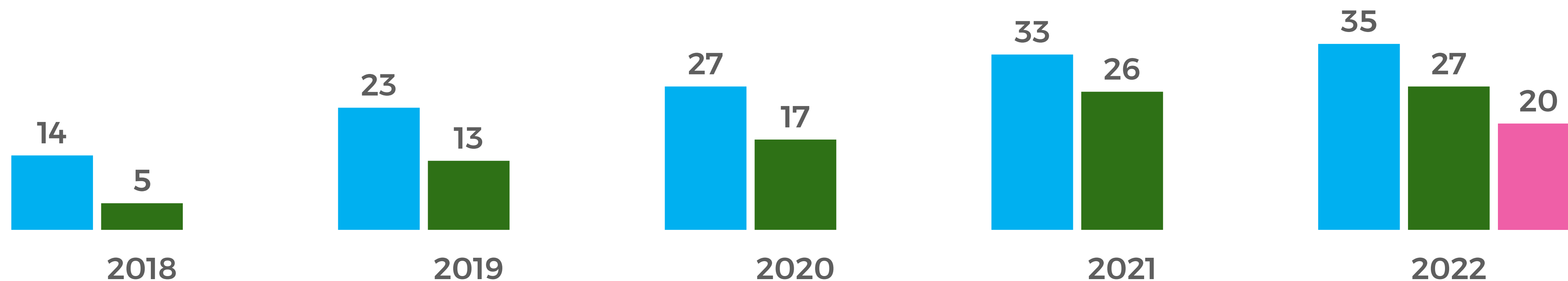


Smart Speaker Ownership

TOTAL POPULATION 16+

% OWNING A SMART SPEAKER

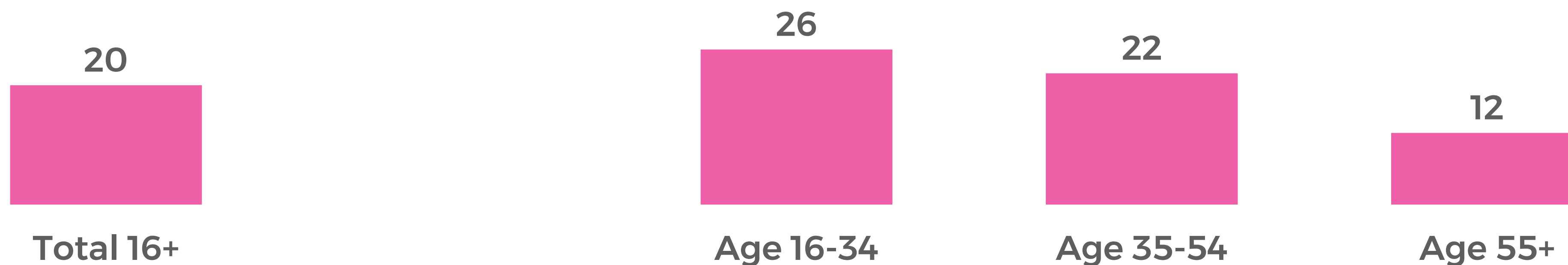
■ USA ■ Aus ■ NZ



Smart Speaker Ownership

TOTAL NEW ZEALAND POPULATION 16+

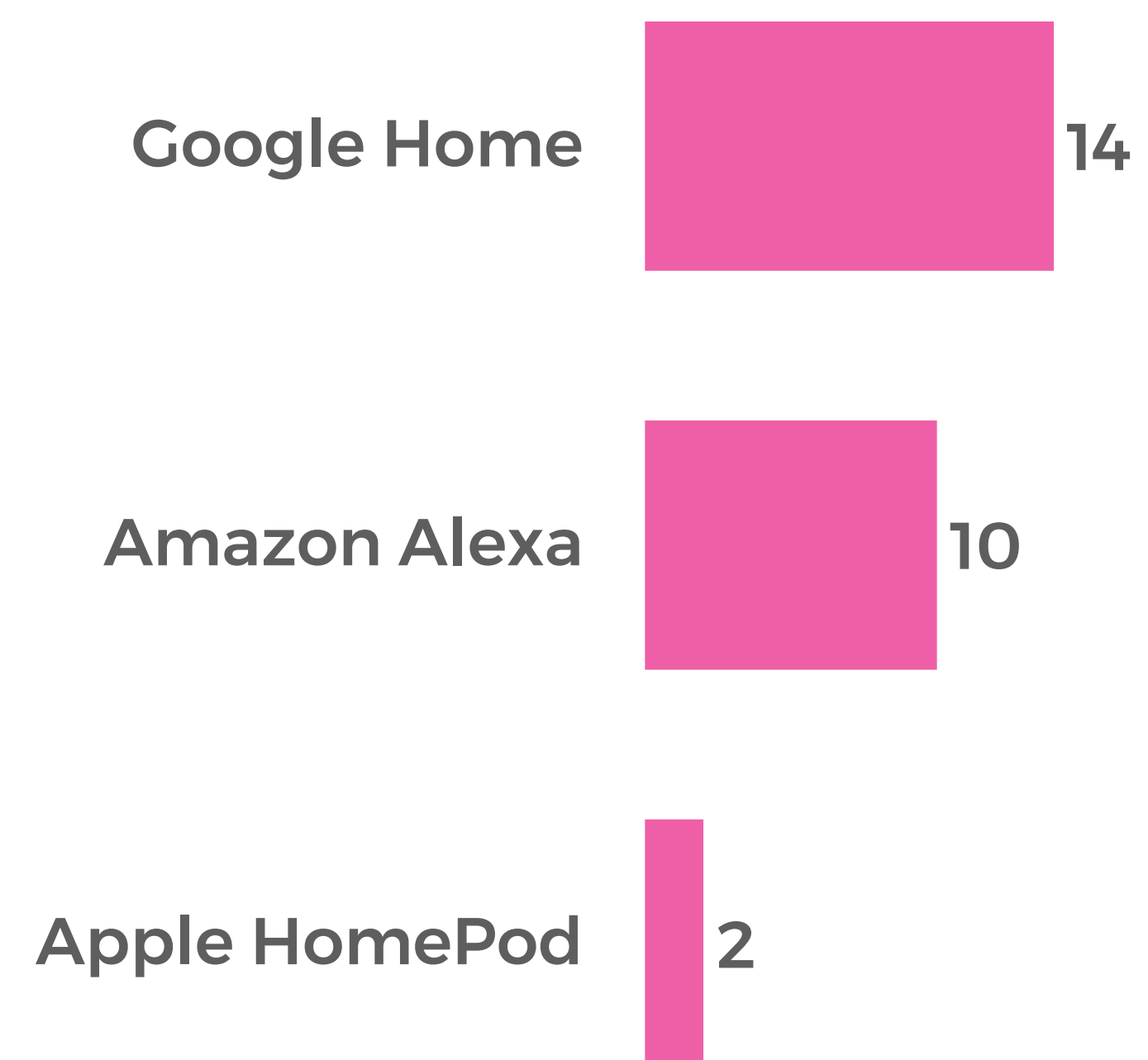
% OWNING A SMART SPEAKER



Smart Speaker Ownership

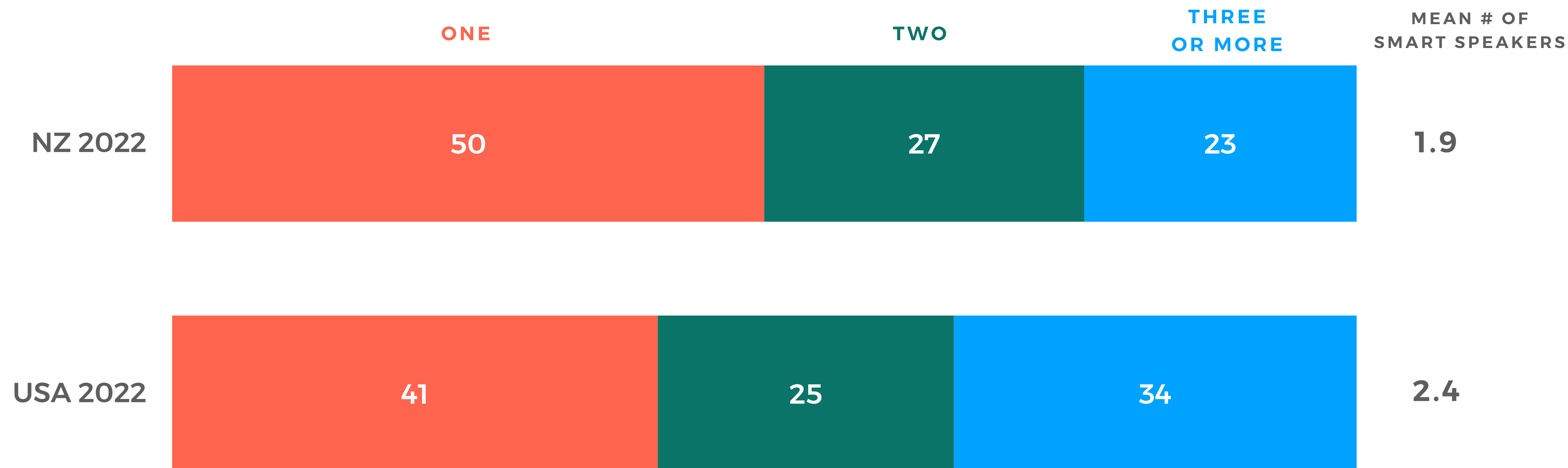
TOTAL NEW ZEALAND POPULATION 16+

% OWNING SMART SPEAKER



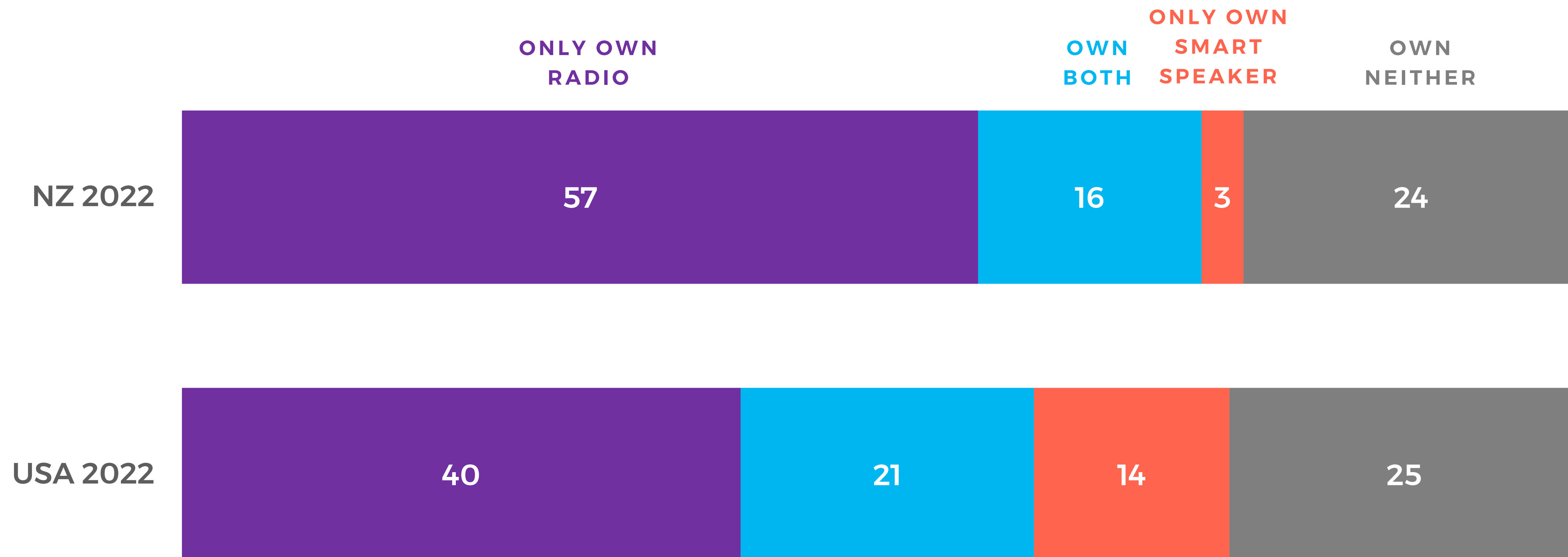
Number of Smart Speakers in Household

BASE: AGE 16+ SMART SPEAKER OWNERS



Radio Ownership and Smart Speaker Ownership

TOTAL POPULATIONS 16+





Online Audio



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Monthly Online Audio Listening

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



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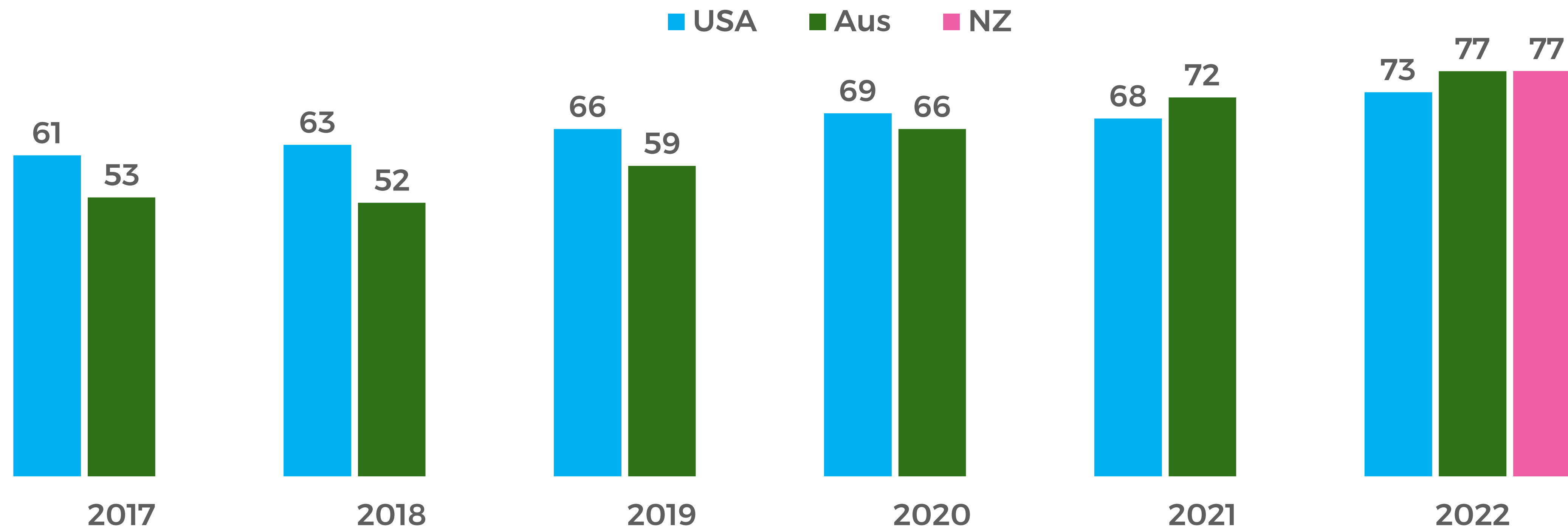
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Monthly Online Audio Listening

TOTAL POPULATIONS 16+

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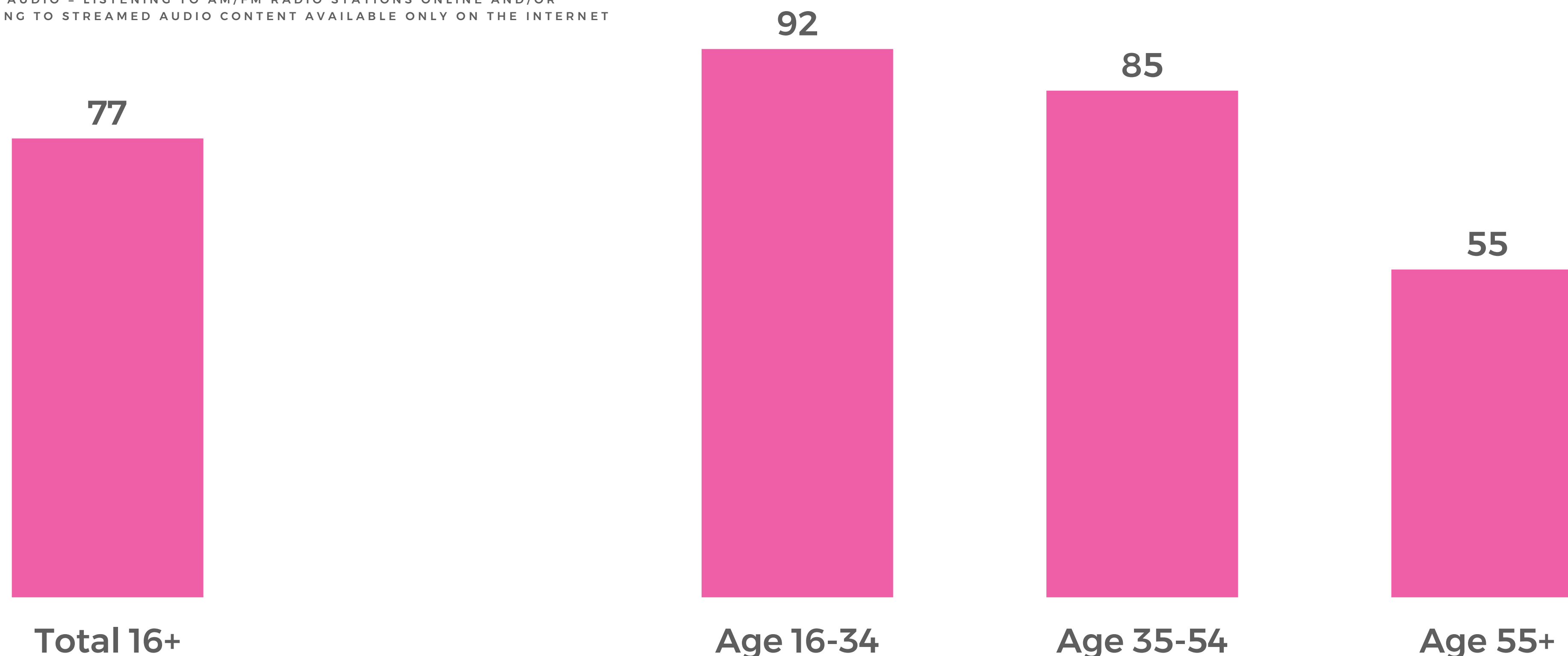


Monthly Online Audio Listening

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
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Weekly Online Audio Listening

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
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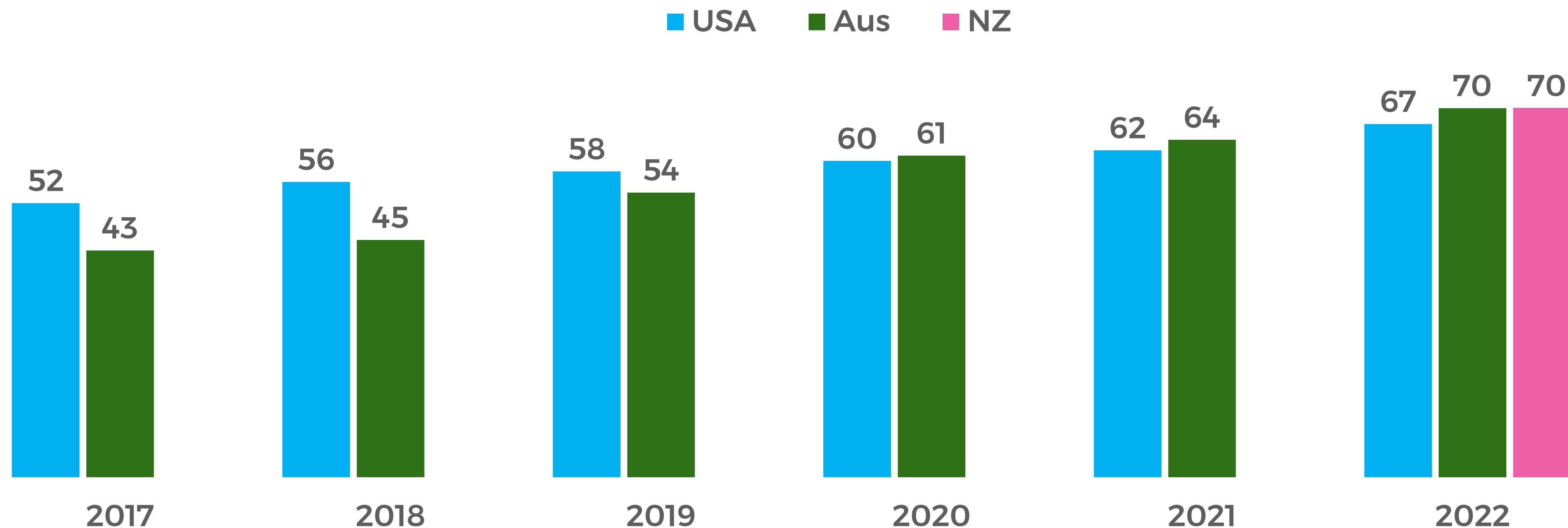
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Weekly Online Audio Listening

TOTAL POPULATIONS 16+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

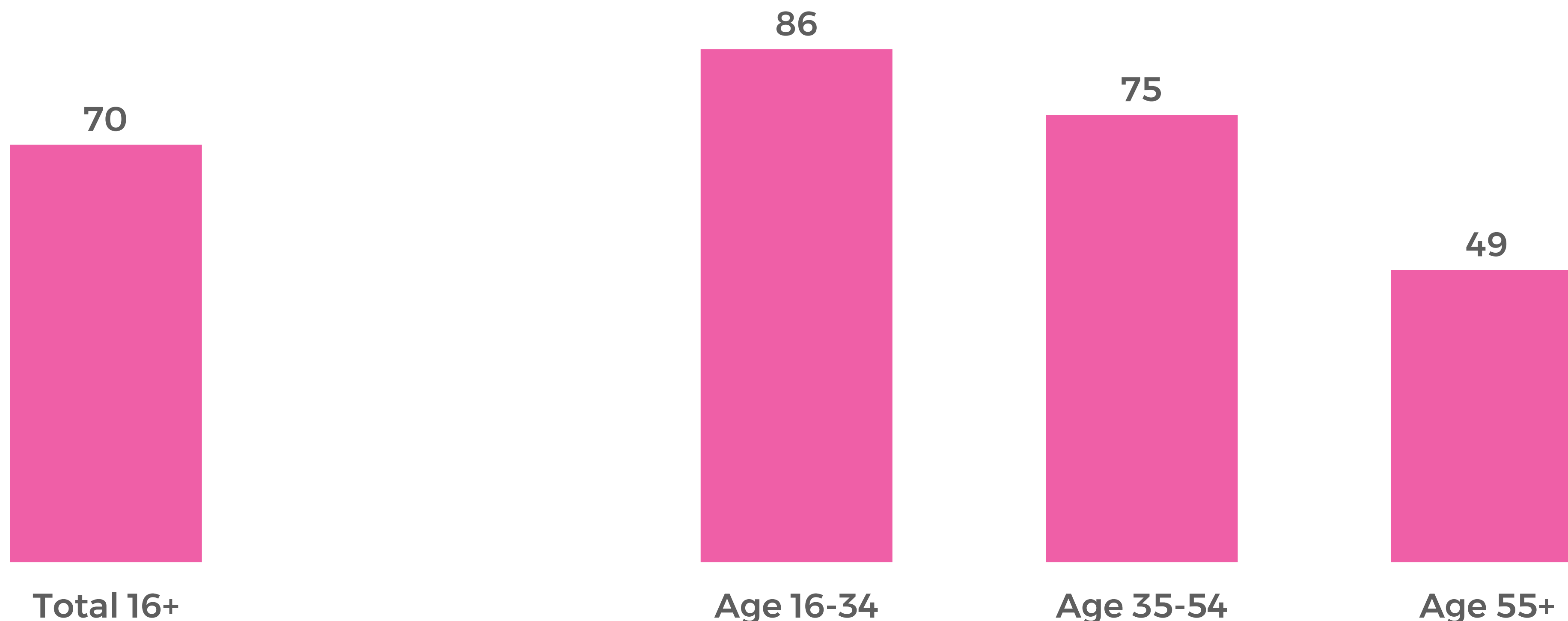


Weekly Online Audio Listening

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

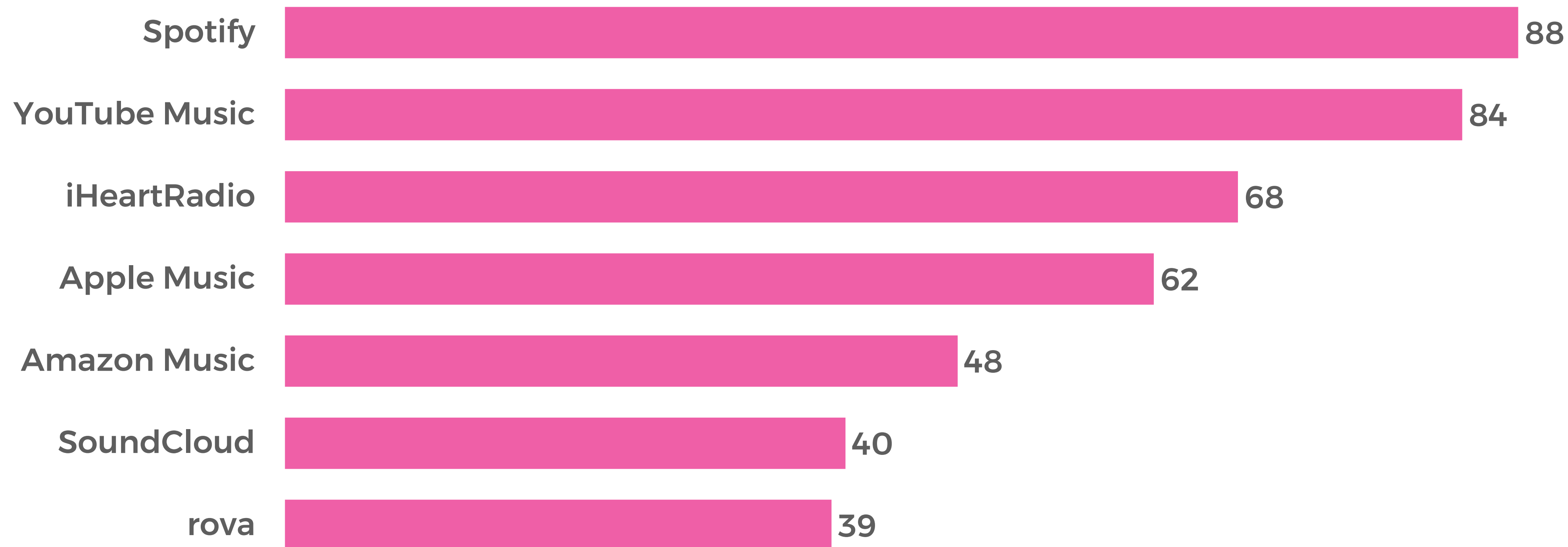


Online Audio Brands

Online Audio Brand Awareness

TOTAL NEW ZEALAND POPULATION 16+

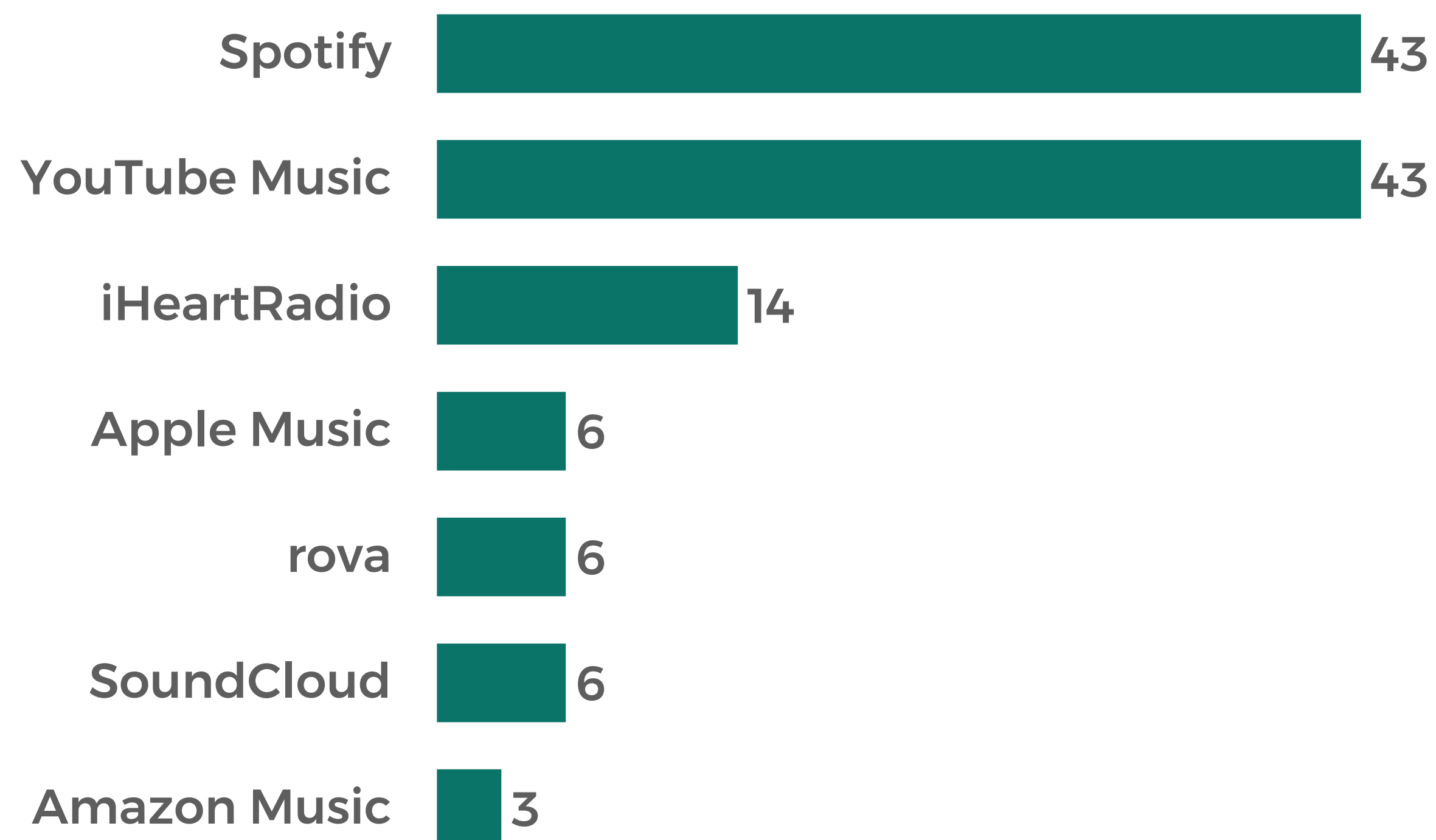
% AWARE OF ONLINE AUDIO BRAND



Online Audio Brands Listened to in Last Month

TOTAL NEW ZEALAND POPULATION 16+

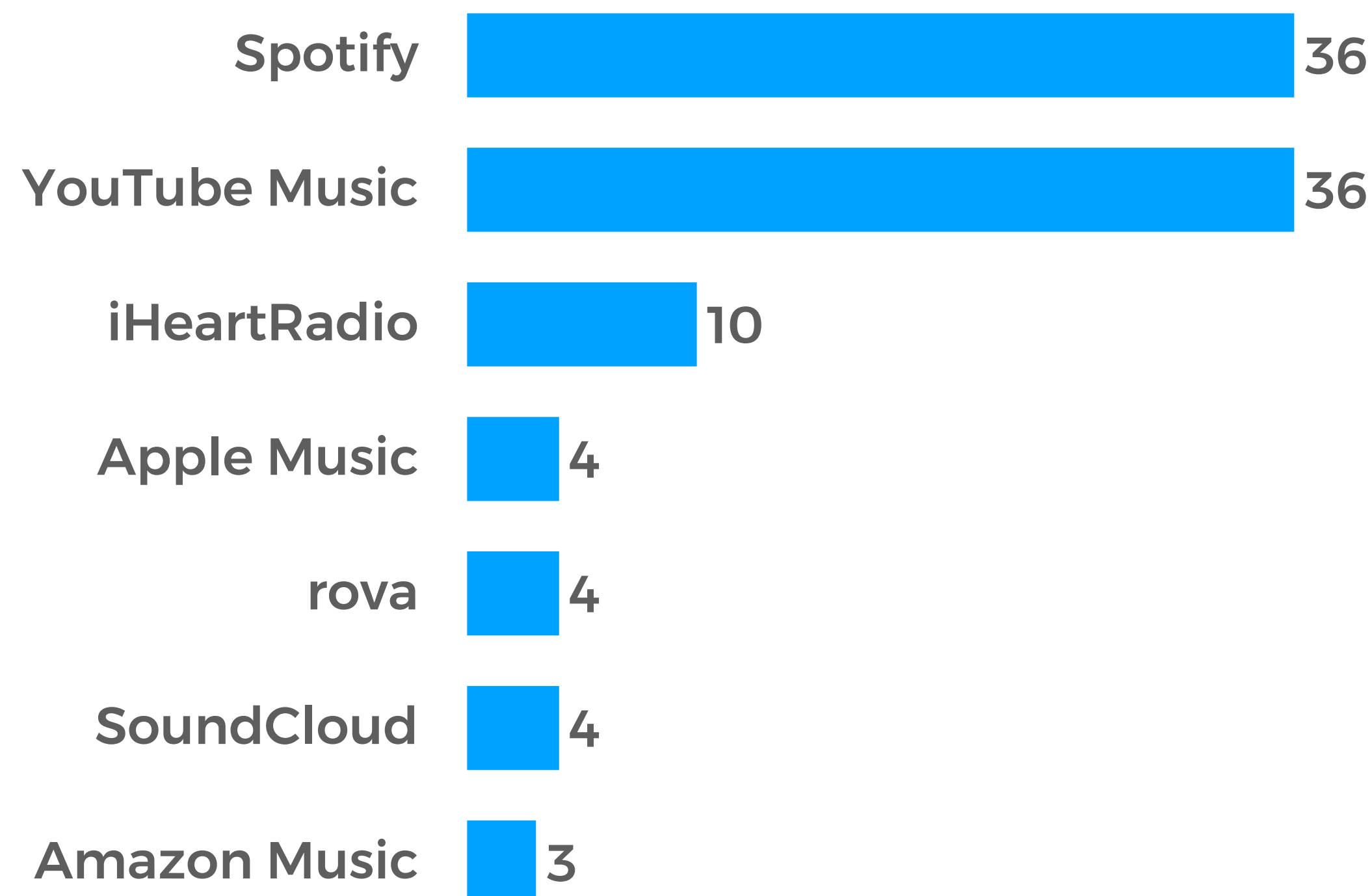
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Week

TOTAL NEW ZEALAND POPULATION 16+

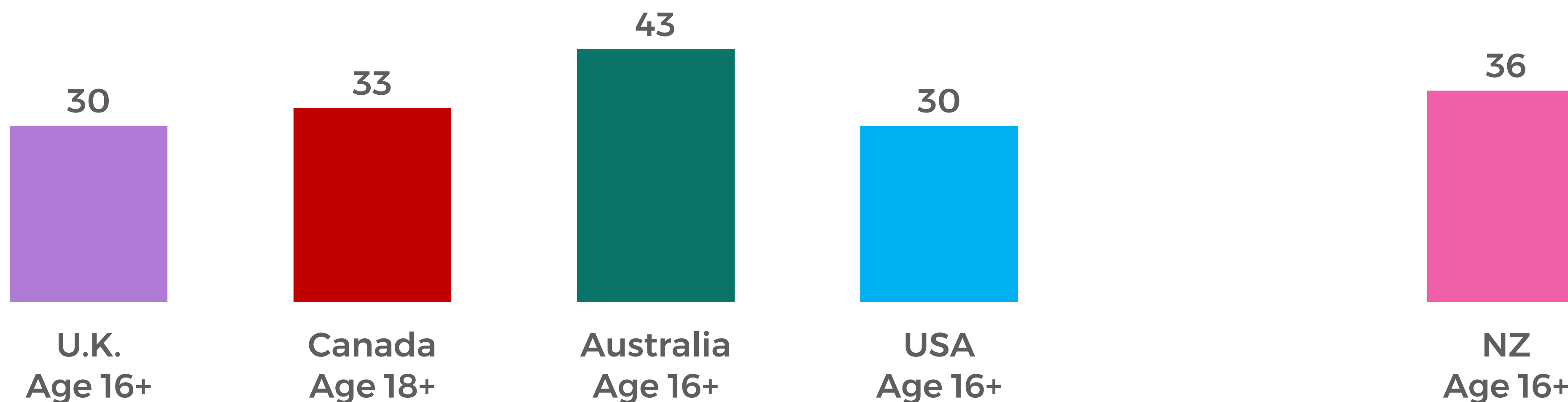
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



Weekly Listening to Spotify

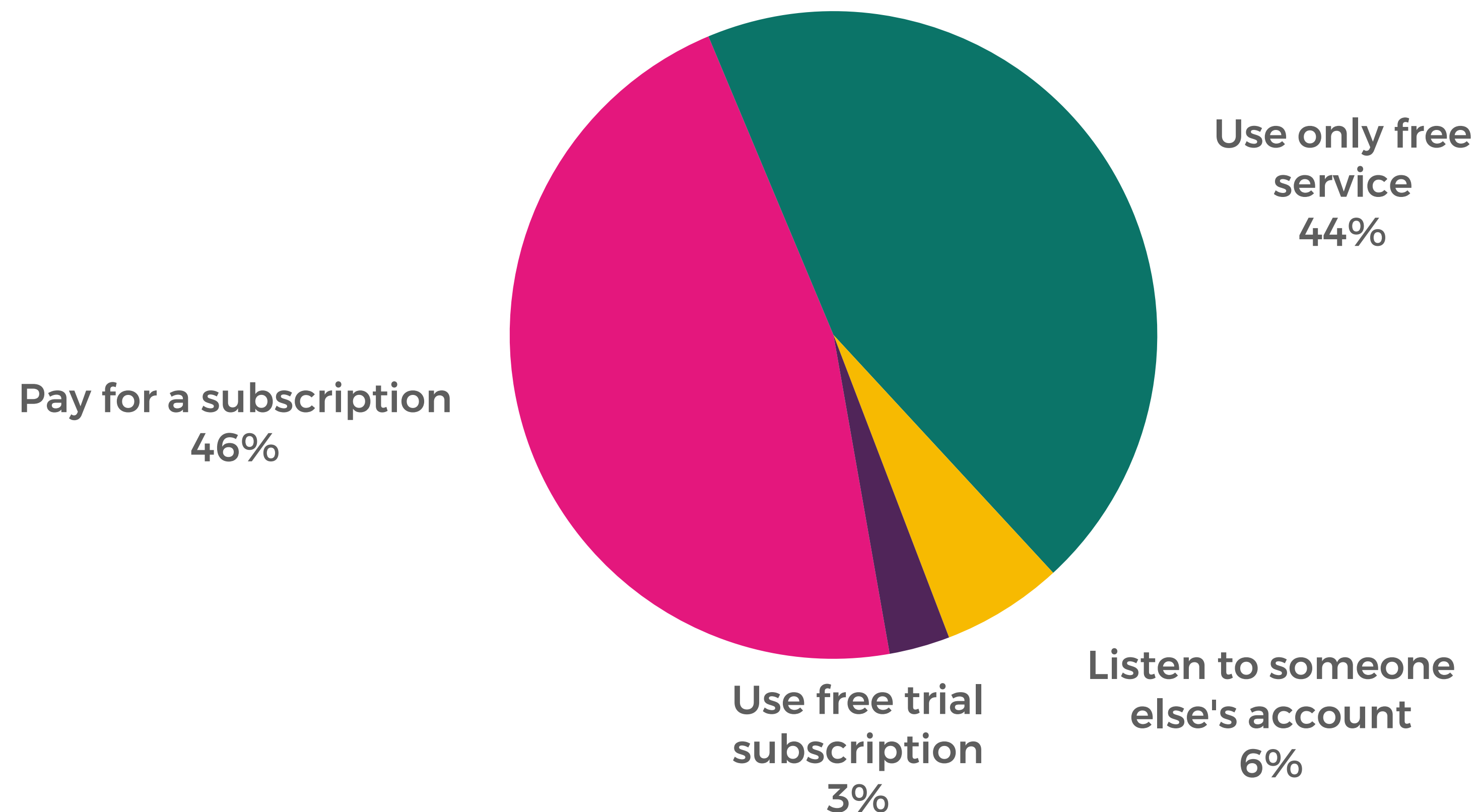
U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED SPOTIFY IN LAST WEEK



Free vs. Paid Subscriptions to Spotify

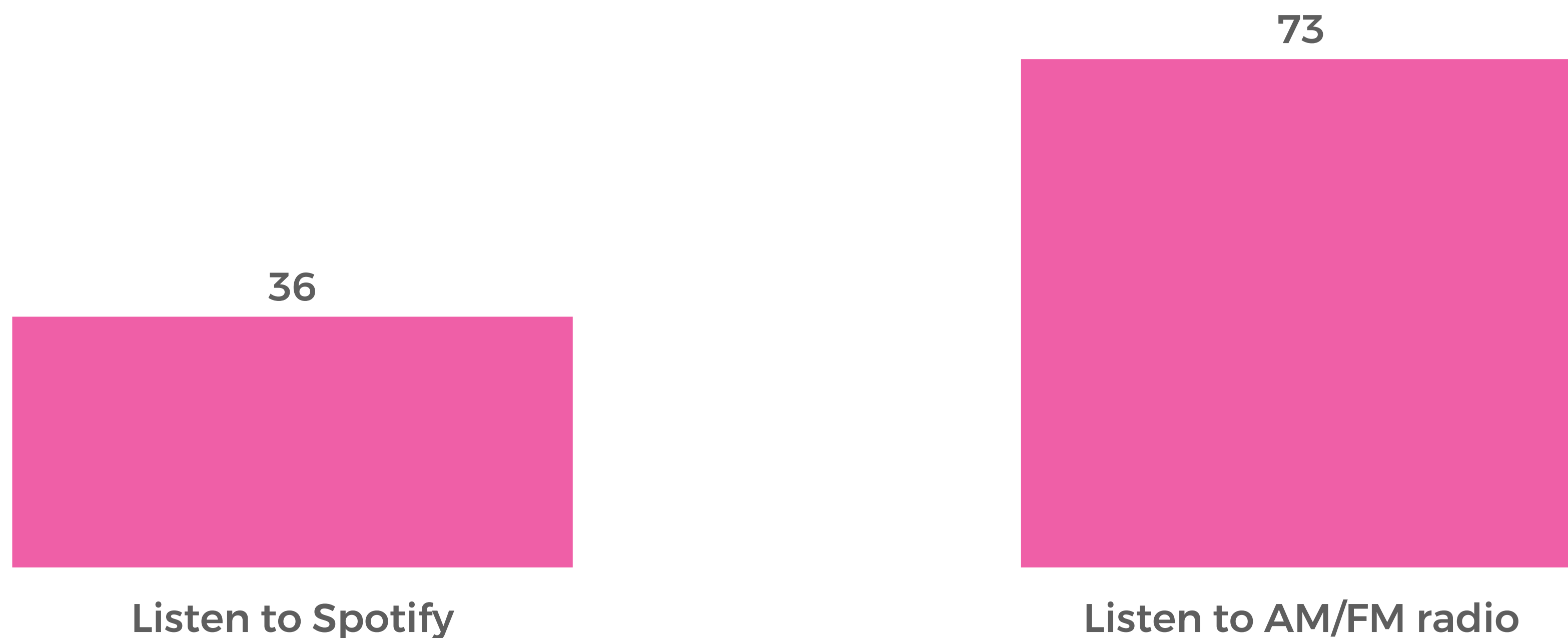
BASE: NEW ZEALAND 16+ AND LISTENED TO SPOTIFY IN LAST MONTH



Weekly Listening to Spotify vs. Weekly Listening to AM/FM Radio

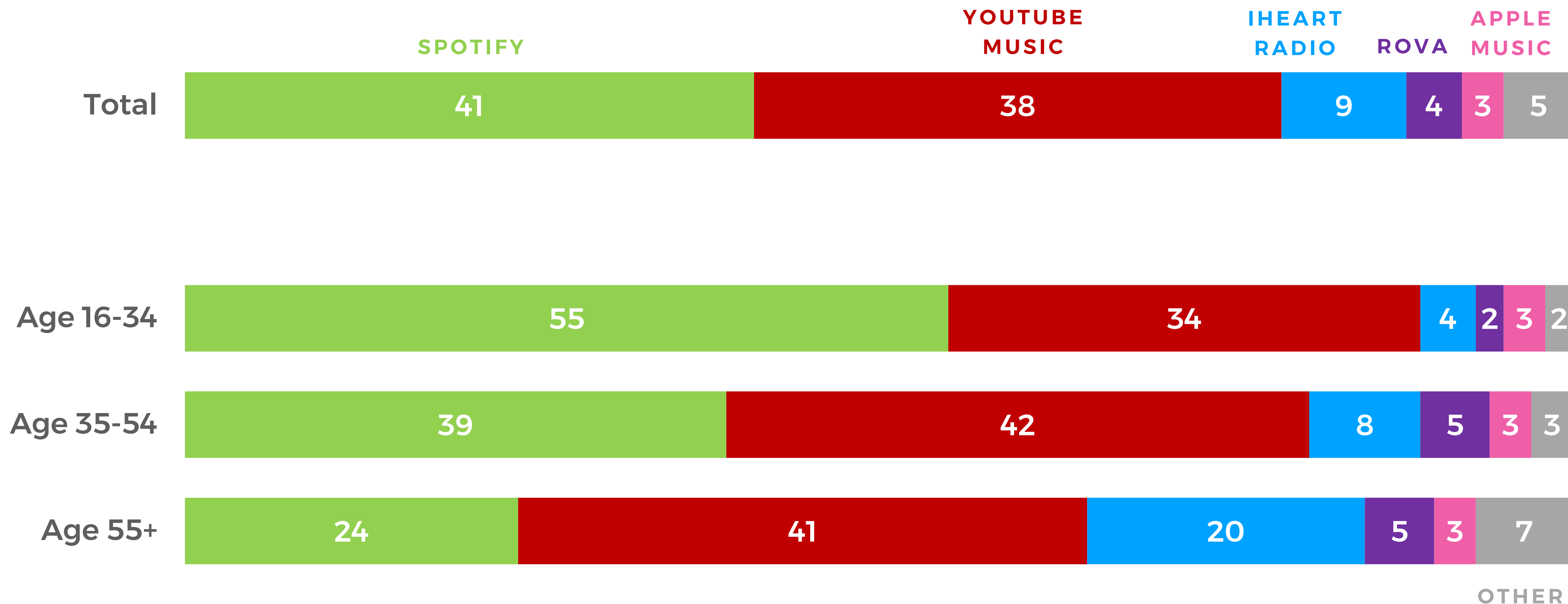
TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO AUDIO SOURCE IN LAST WEEK



Online Audio Brand Used Most Often

BASE: NEW ZEALAND POPULATION 16+ AND EVER LISTEN TO ONLINE AUDIO

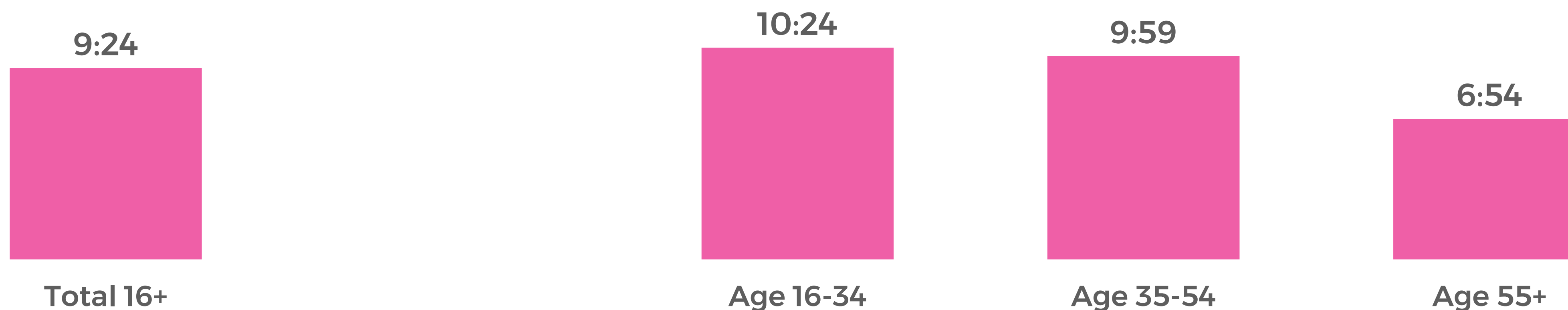


Average Time Spent Listening to Online Audio

BASE: NEW ZEALAND 16+ WEEKLY ONLINE AUDIO LISTENERS

HOURS: MINUTES IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET





Podcasting



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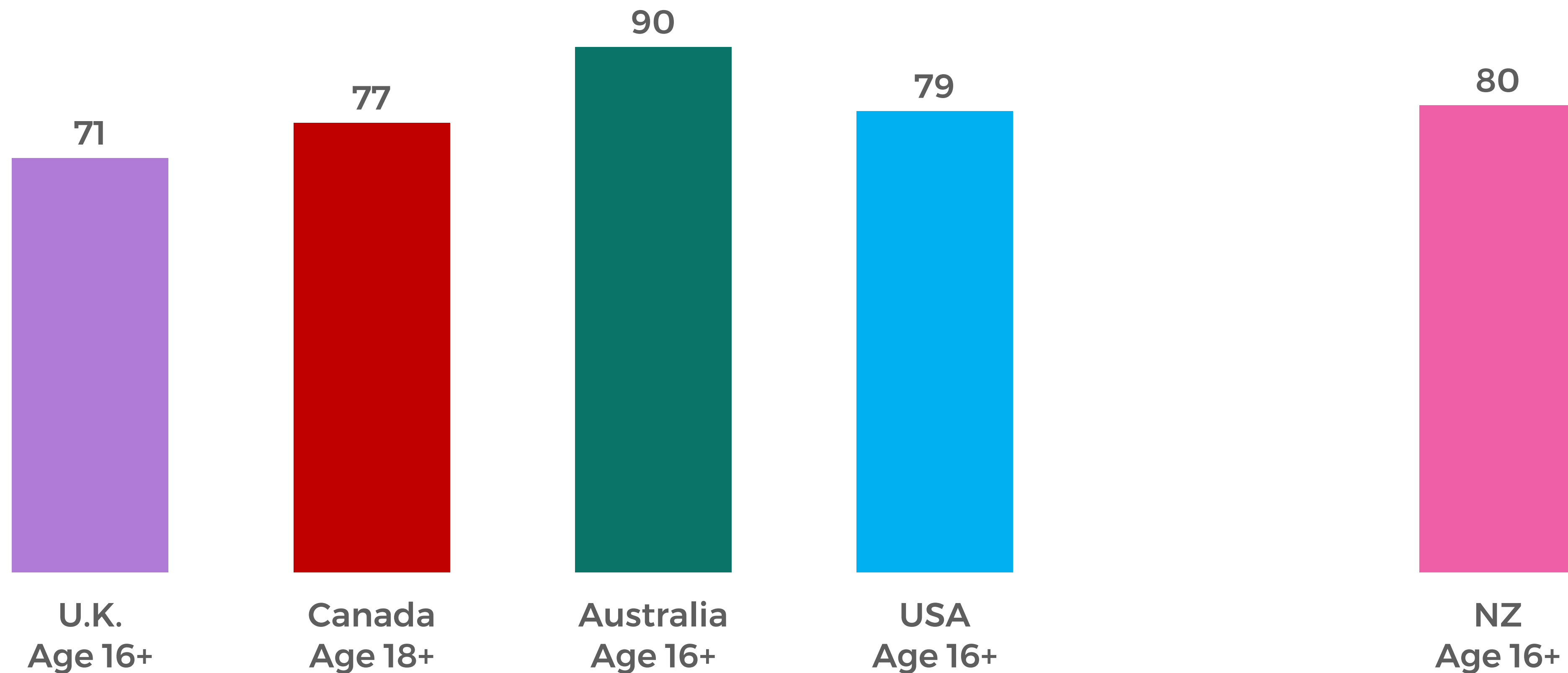
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Podcast Awareness

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% AWARE OF PODCASTS



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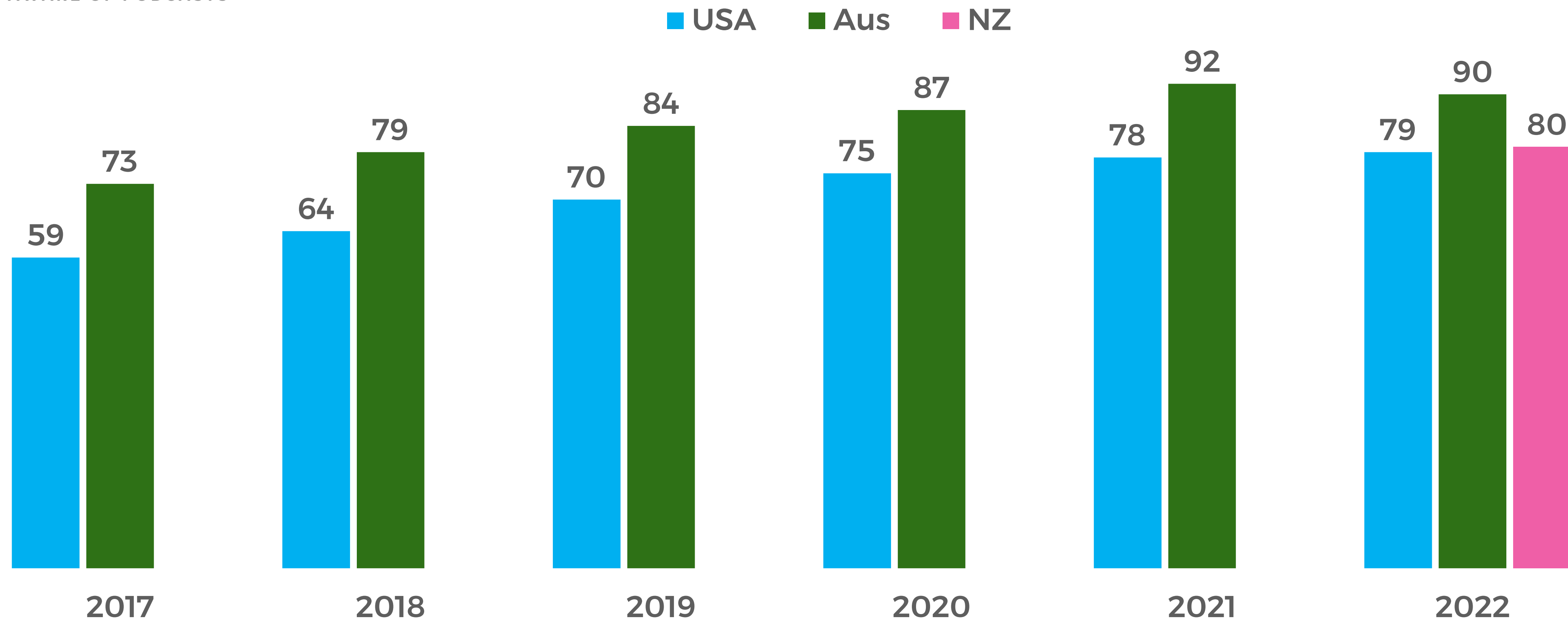
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Podcast Awareness

TOTAL POPULATIONS 16+

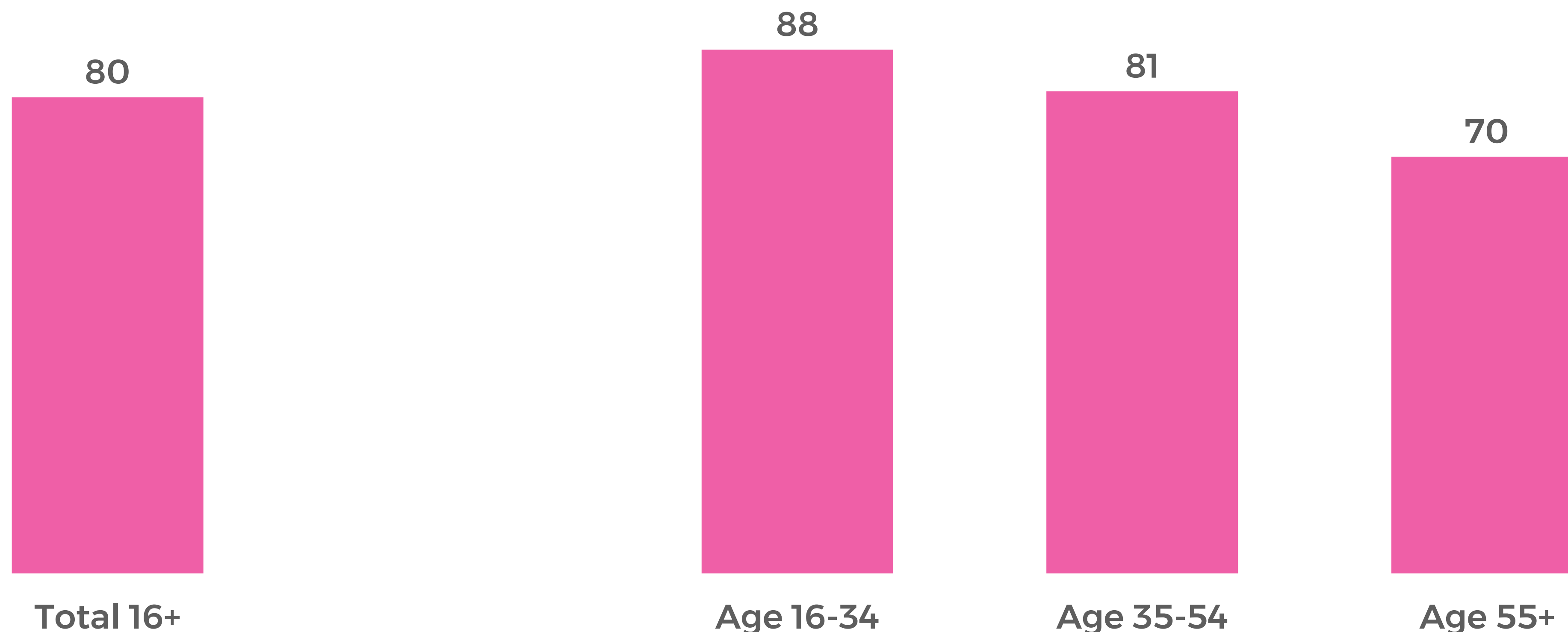
% AWARE OF PODCASTS



Podcast Awareness

TOTAL NEW ZEALAND POPULATION 16+

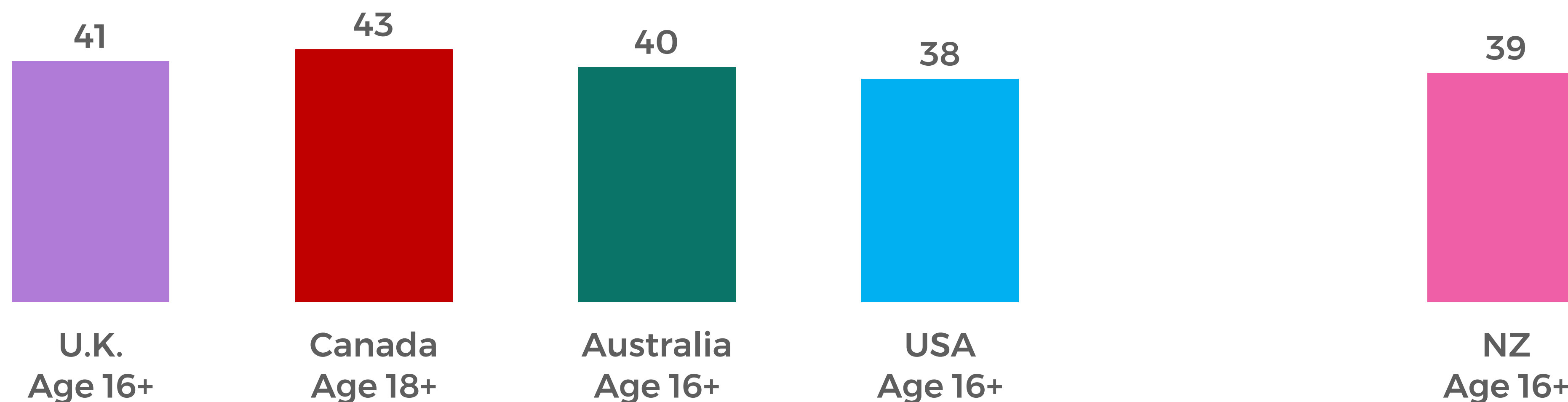
% AWARE OF PODCASTS



Monthly Podcast Listening

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO A PODCAST IN LAST MONTH



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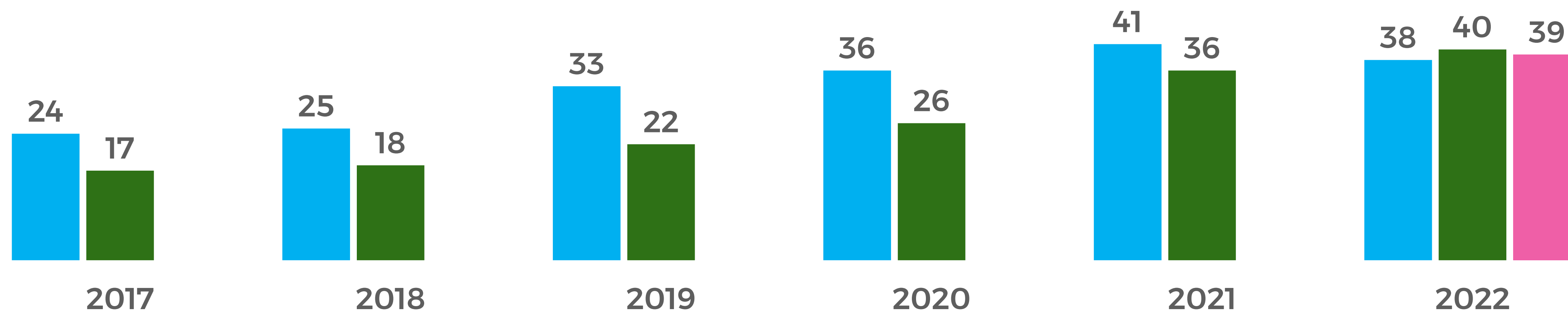
#InfiniteDial

Monthly Podcast Listening

TOTAL POPULATIONS 16+

% LISTENED TO A PODCAST IN LAST MONTH

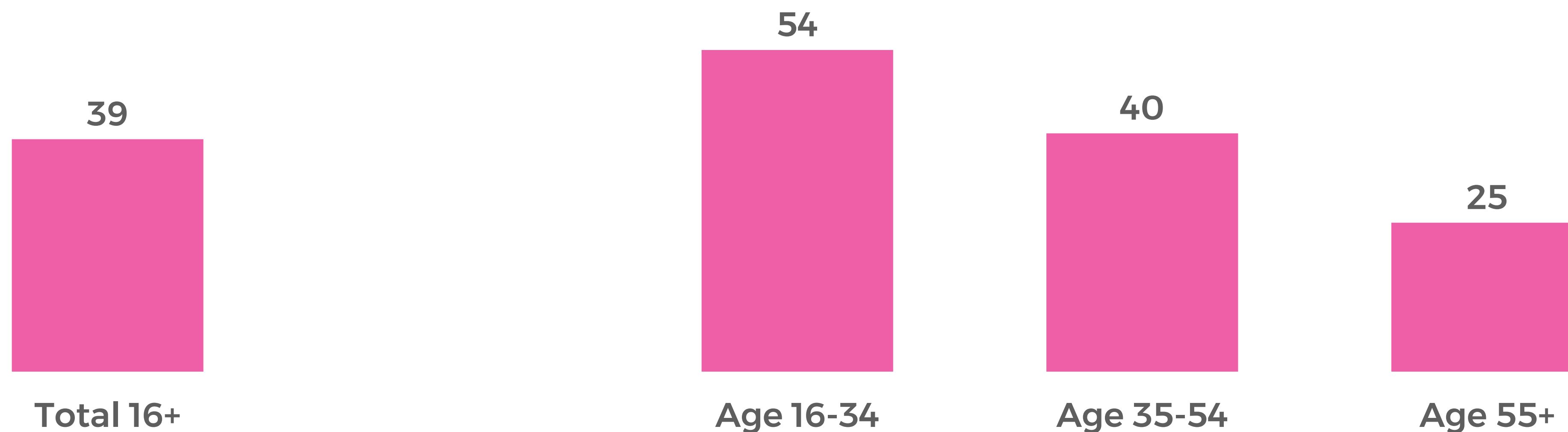
■ USA ■ Aus ■ NZ



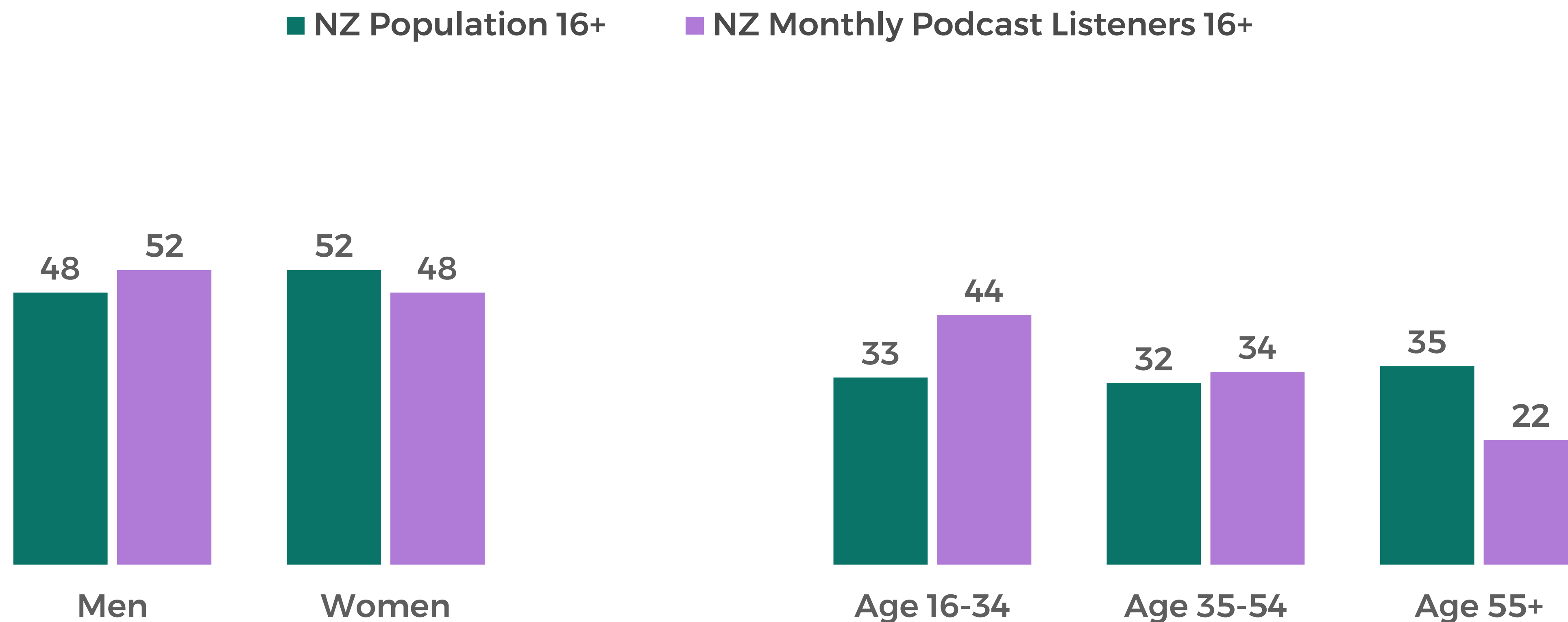
Monthly Podcast Listening

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO A PODCAST IN LAST MONTH



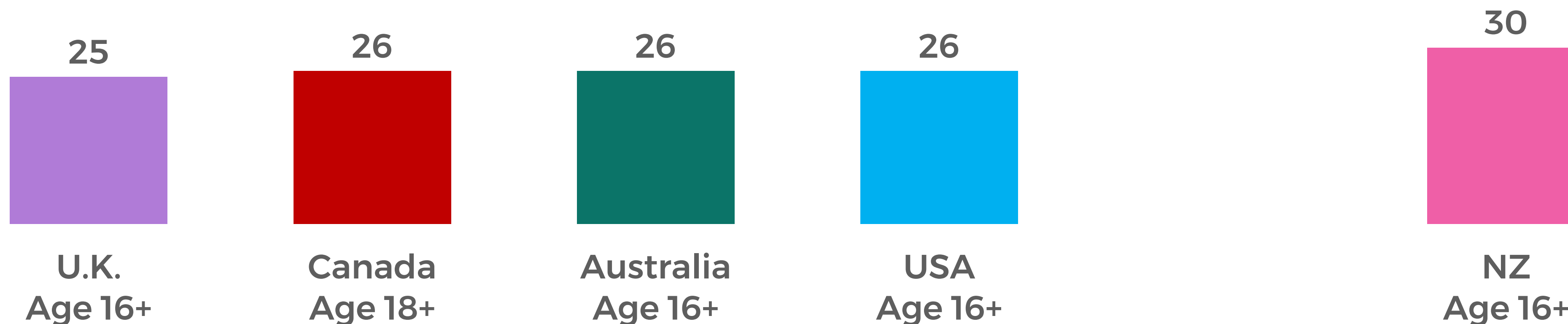
Composition of Monthly Podcast Listeners



Weekly Podcast Listening

U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO A PODCAST IN LAST WEEK



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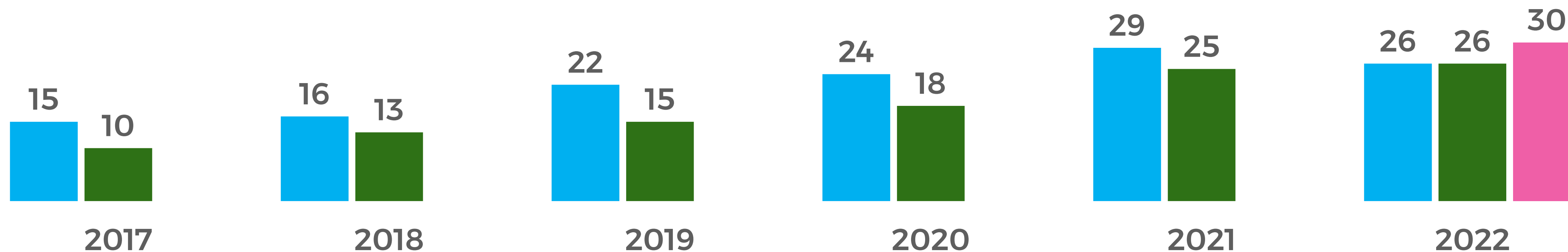
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Weekly Podcast Listening

TOTAL POPULATIONS 16+

% LISTENED TO A PODCAST IN LAST WEEK

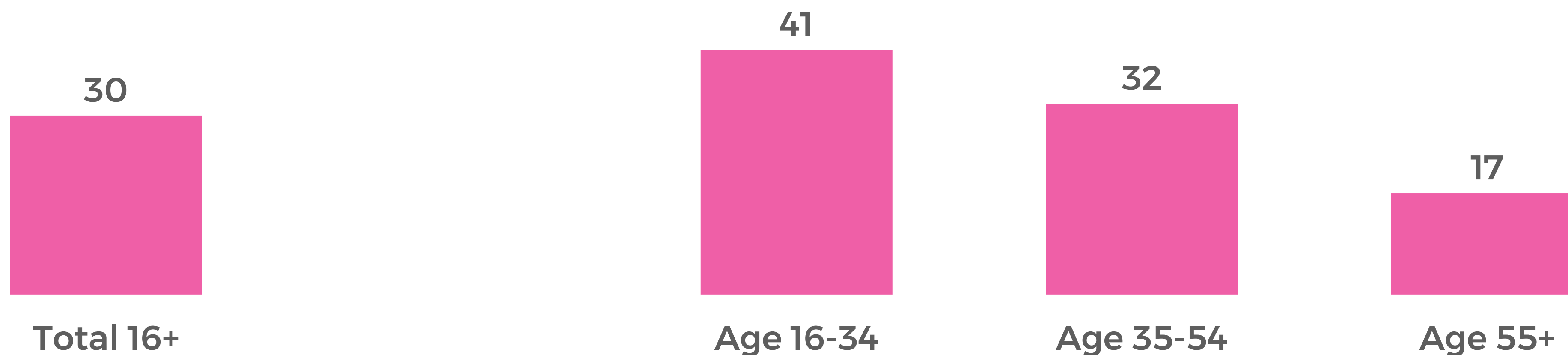
■ USA ■ Aus ■ NZ



Weekly Podcast Listening

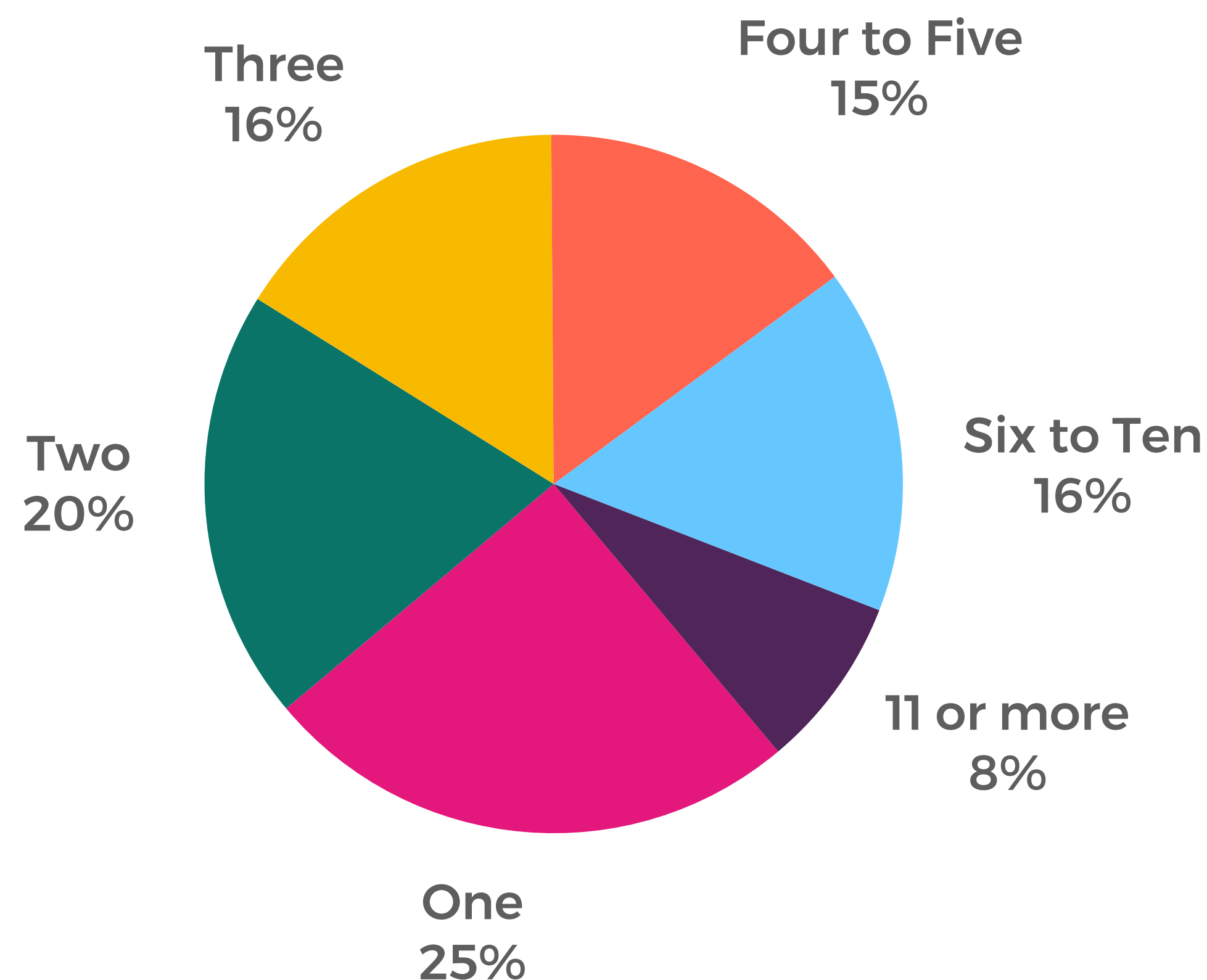
TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO A PODCAST IN LAST WEEK



Number of Podcast Episodes Listened to in Last Week

BASE: NEW ZEALAND WEEKLY PODCAST LISTENERS AGE 16+; 30%

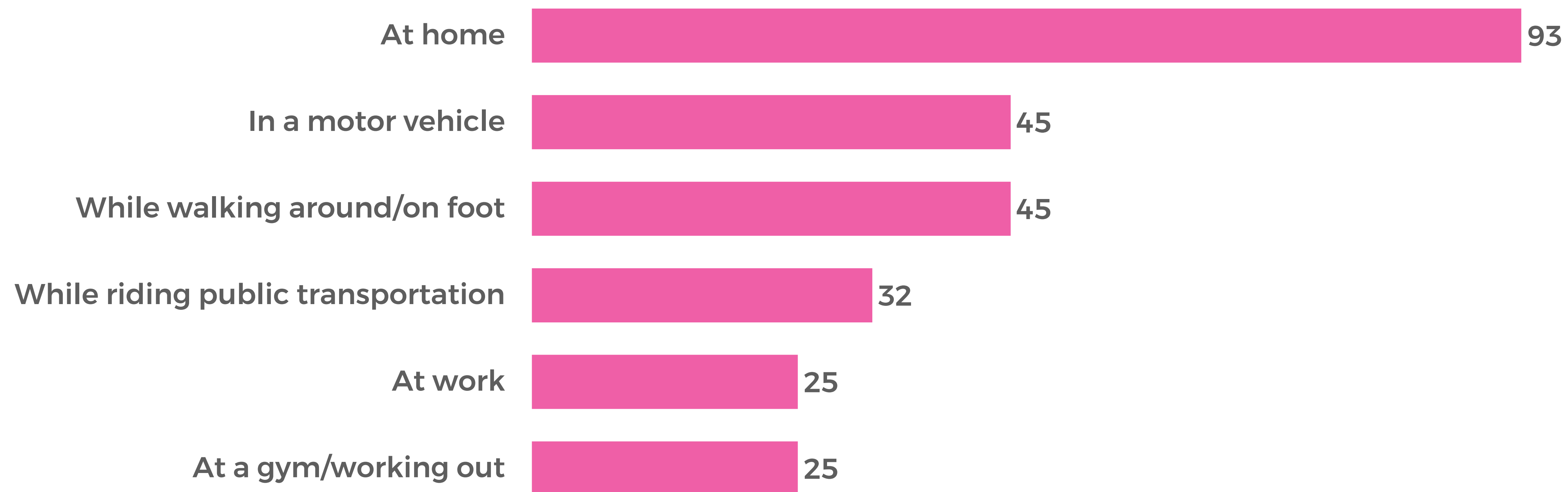


Weekly podcast listeners
in New Zealand averaged
five podcast episodes
in the last week

Podcast Listening Locations

BASE: NEW ZEALAND MONTHLY PODCAST LISTENERS AGE 16+; 39%

% LISTEN TO PODCASTS IN LOCATION



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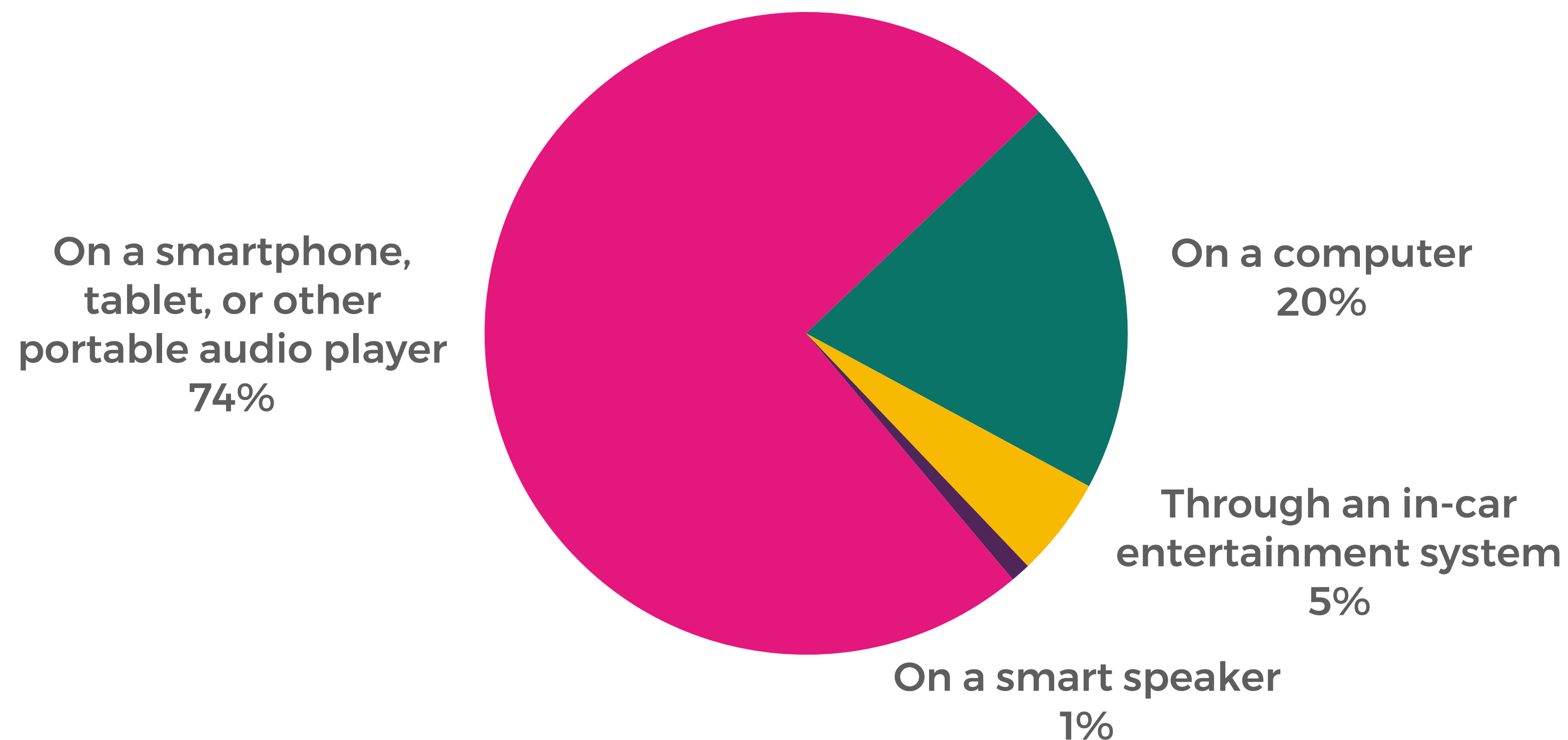
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Device Used Most Often to Listen to Podcasts

BASE: NEW ZEALAND MONTHLY PODCAST LISTENERS AGE 16+; 39%



Observations

NZ radio listenership higher than US, Canada and Australia

Observations

NZ leading the countries we have surveyed in podcast listening

Observations

Smart speaker ownership lags other countries

Observations

Audio, in all its forms, is extremely vital in New Zealand



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New Zealand

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