



# 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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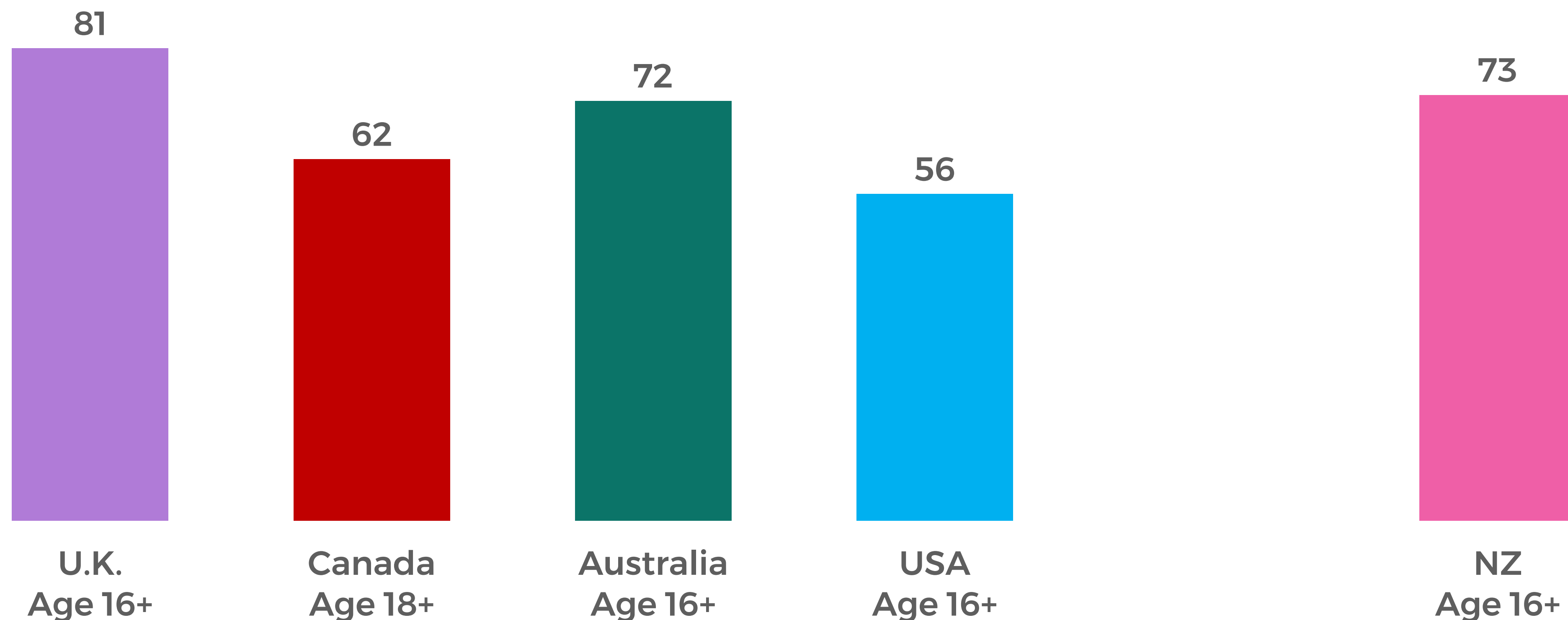
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# Listening to Radio in the Last Week

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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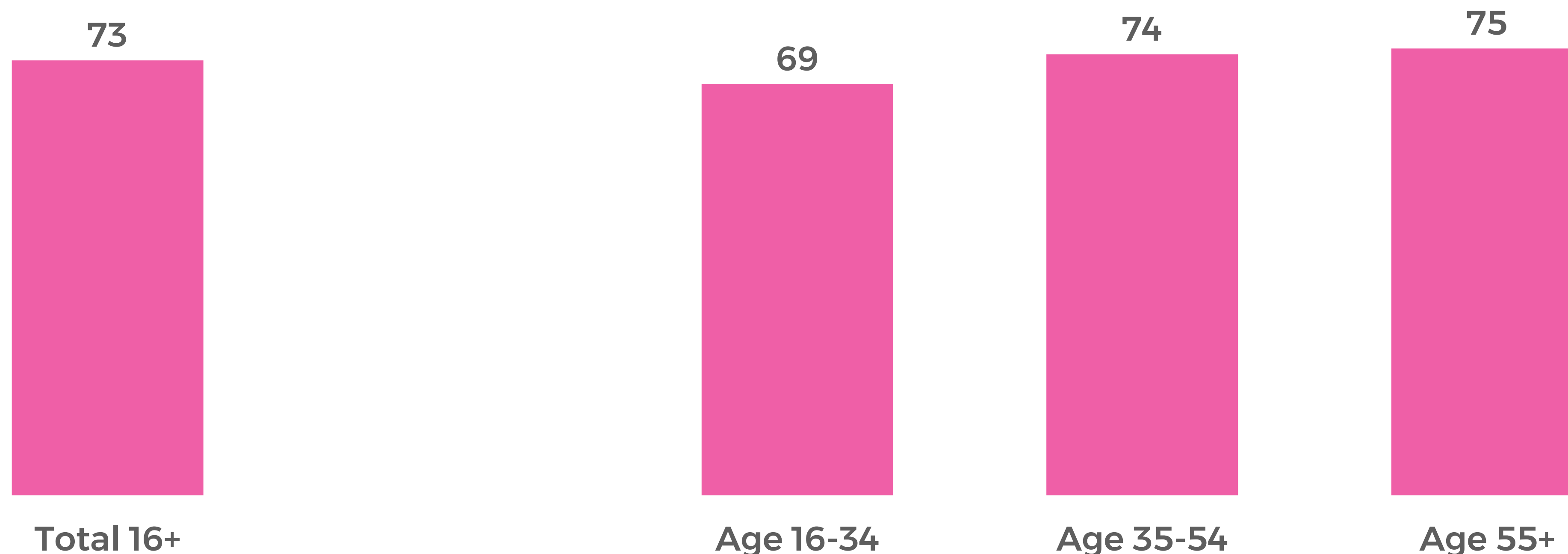
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# Listening to Radio in the Last Week

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO RADIO IN LAST WEEK

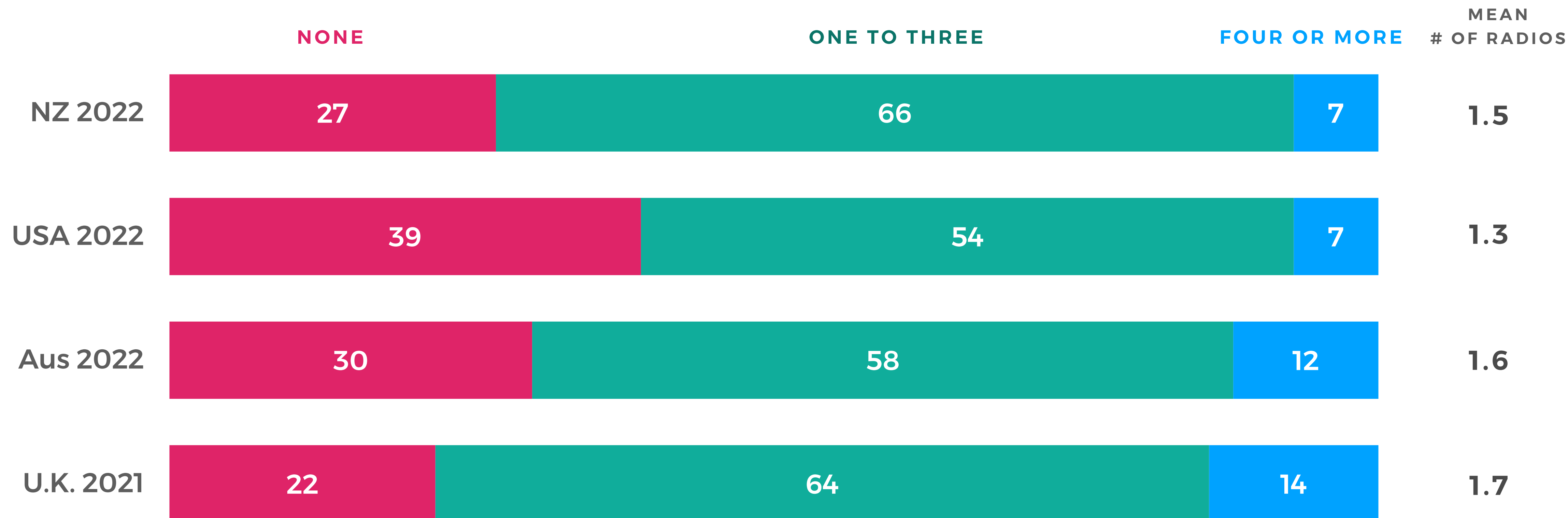
RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE



# Number of Radios in Household

TOTAL POPULATIONS 16+

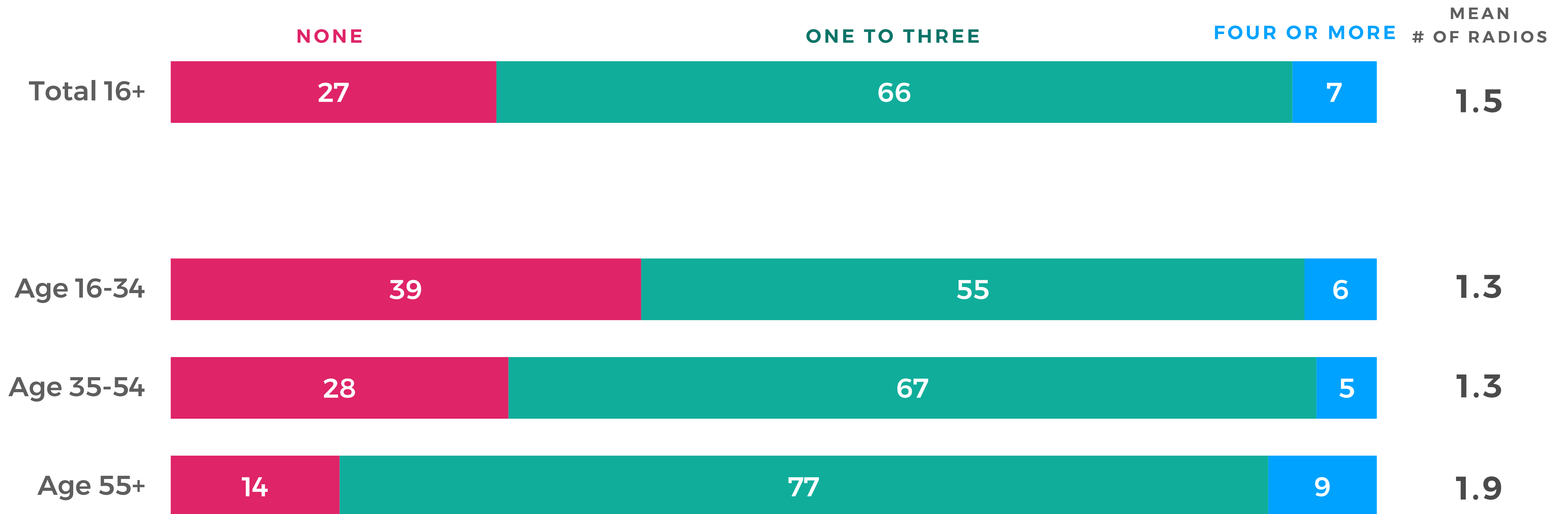
% OWNING NUMBER OF RADIOS



# Number of Radios in Household

TOTAL NEW ZEALAND POPULATION 16+

% OWNING NUMBER OF RADIOS



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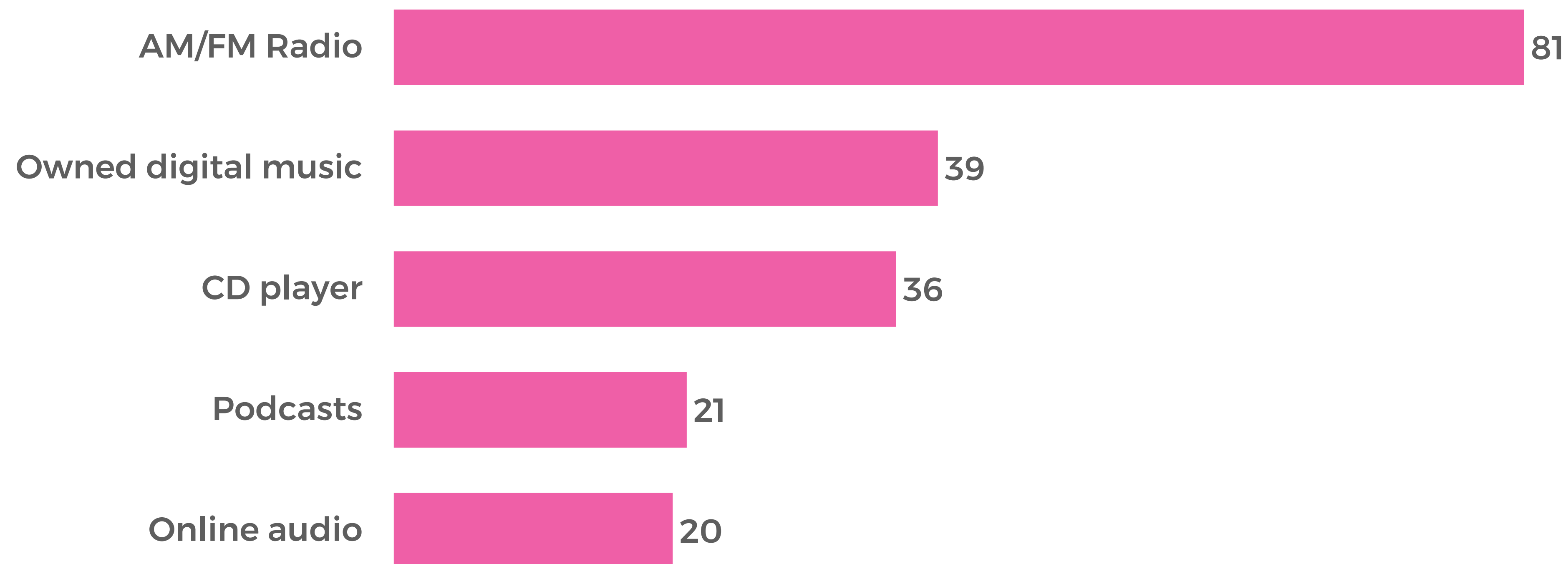


# In-Car Media

# Audio Sources Currently Ever Used in Car

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

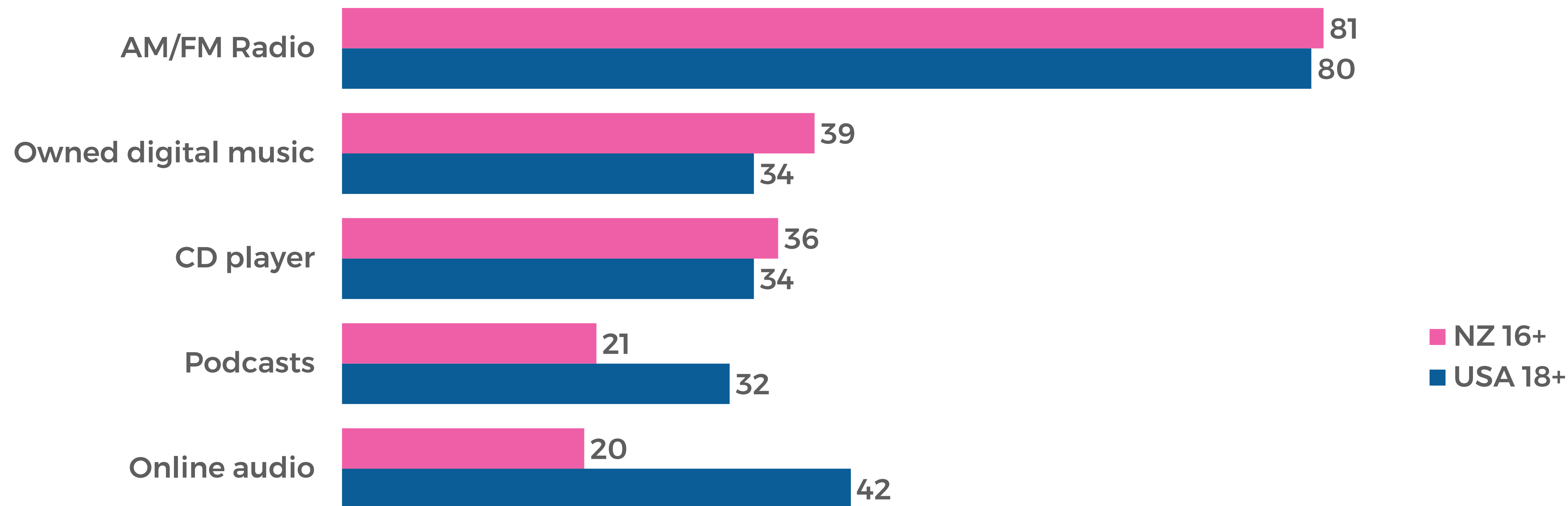
% USING AUDIO SOURCE IN CAR



# Audio Sources Currently Ever Used in Car

BASE: HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

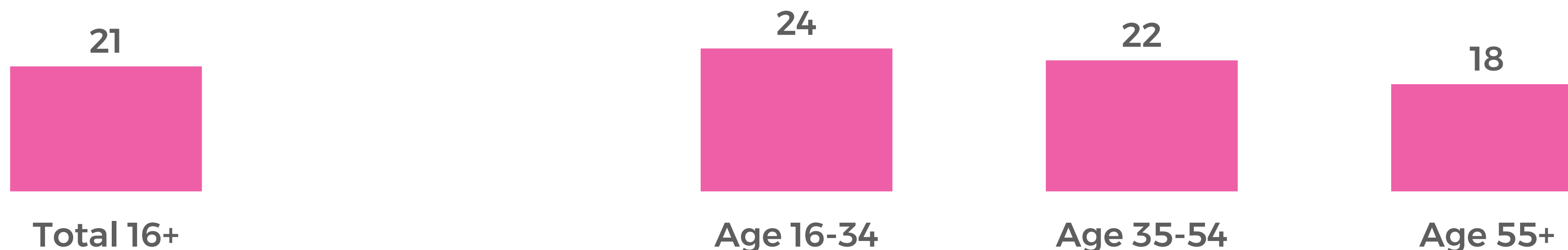
% USING AUDIO SOURCE IN CAR



# In-Dash Information and Entertainment Systems

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

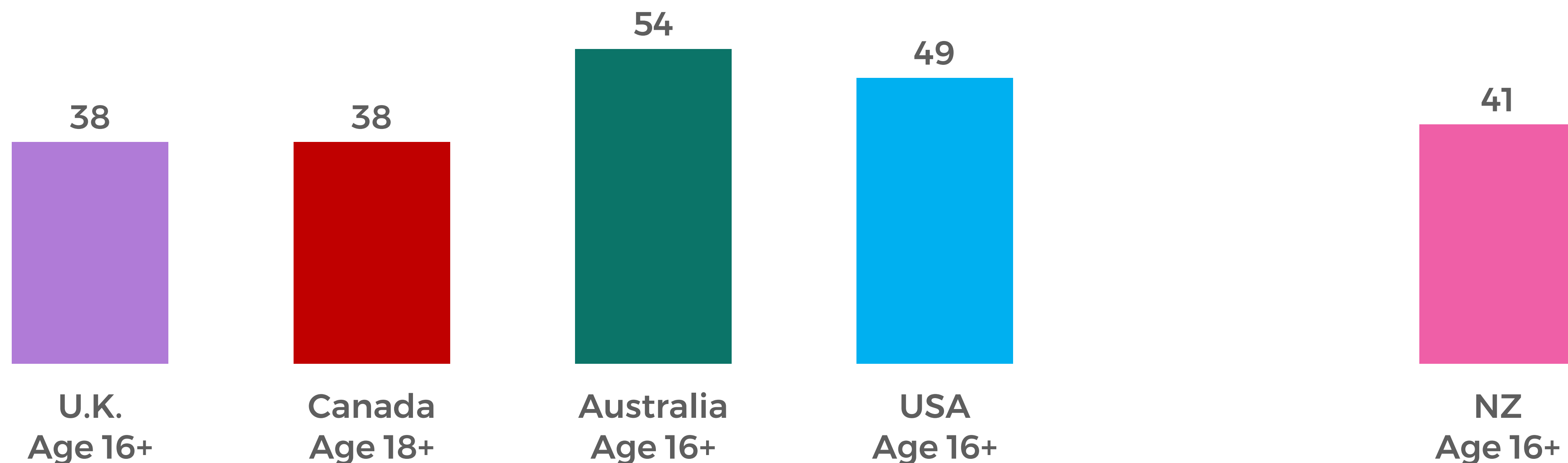
% OWNING APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# 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

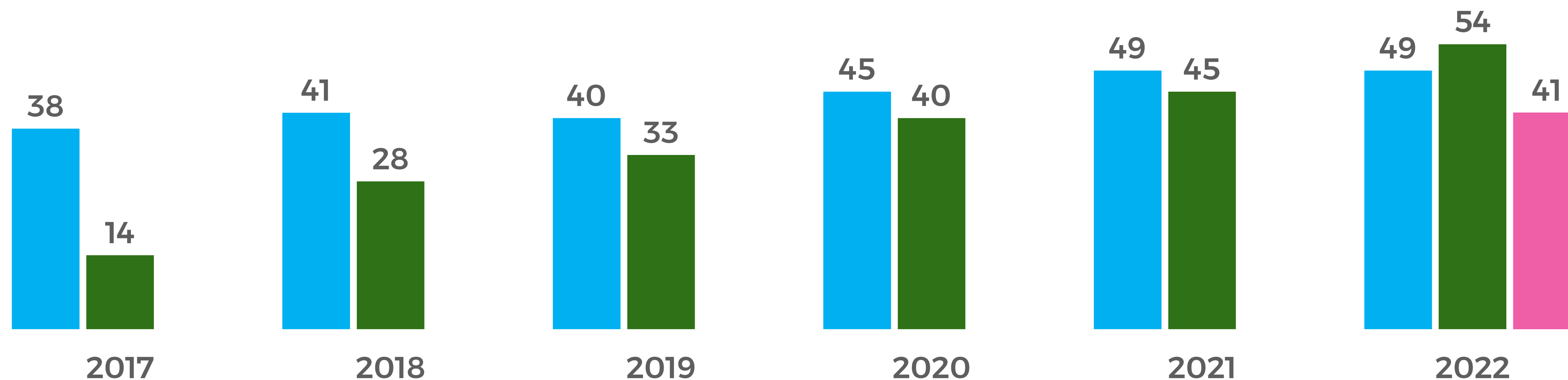


# Online Audio Listening in Car Through a Mobile Phone

TOTAL POPULATIONS 16+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE

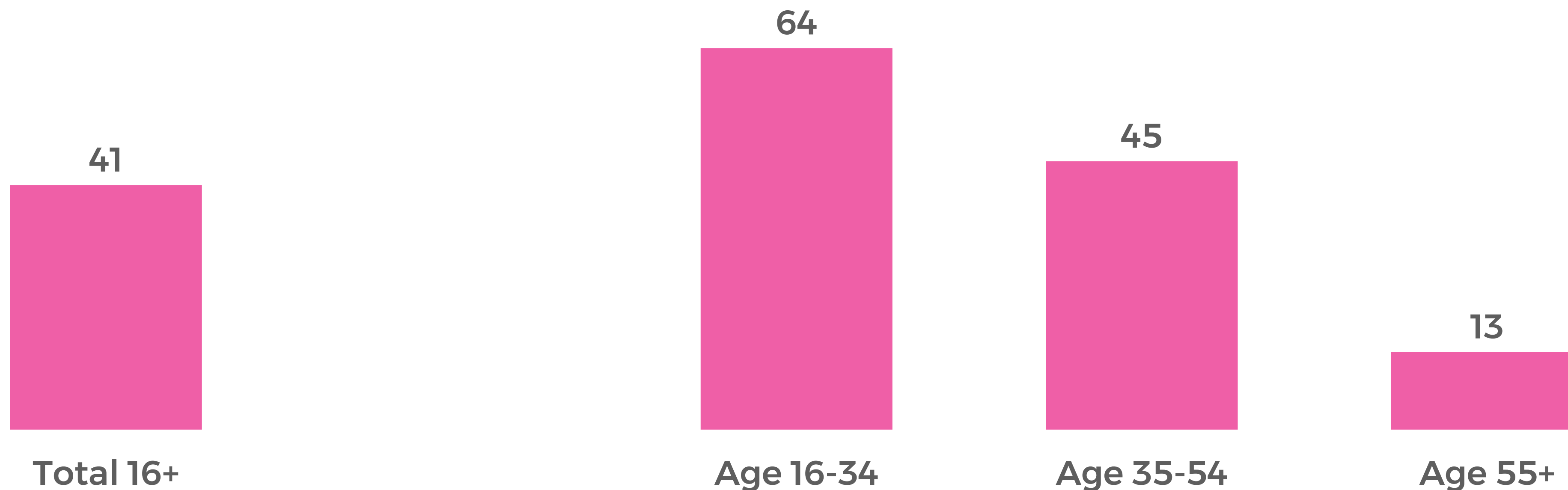
■ USA ■ Aus ■ NZ



# Online Audio Listening in Car Through a Mobile Phone

TOTAL NEW ZEALAND POPULATION 16+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE







# Media & Technology



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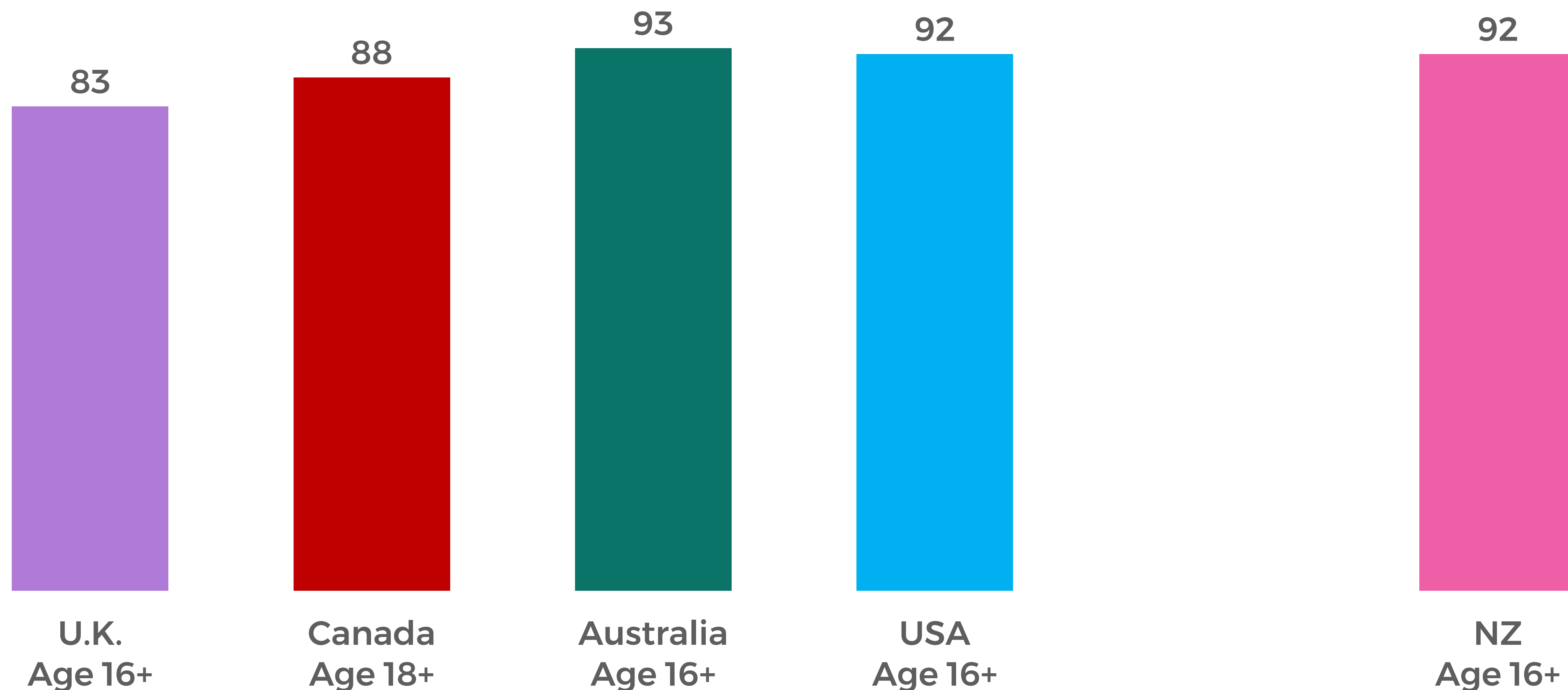
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# Smartphone Ownership

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

% OWNING A SMARTPHONE



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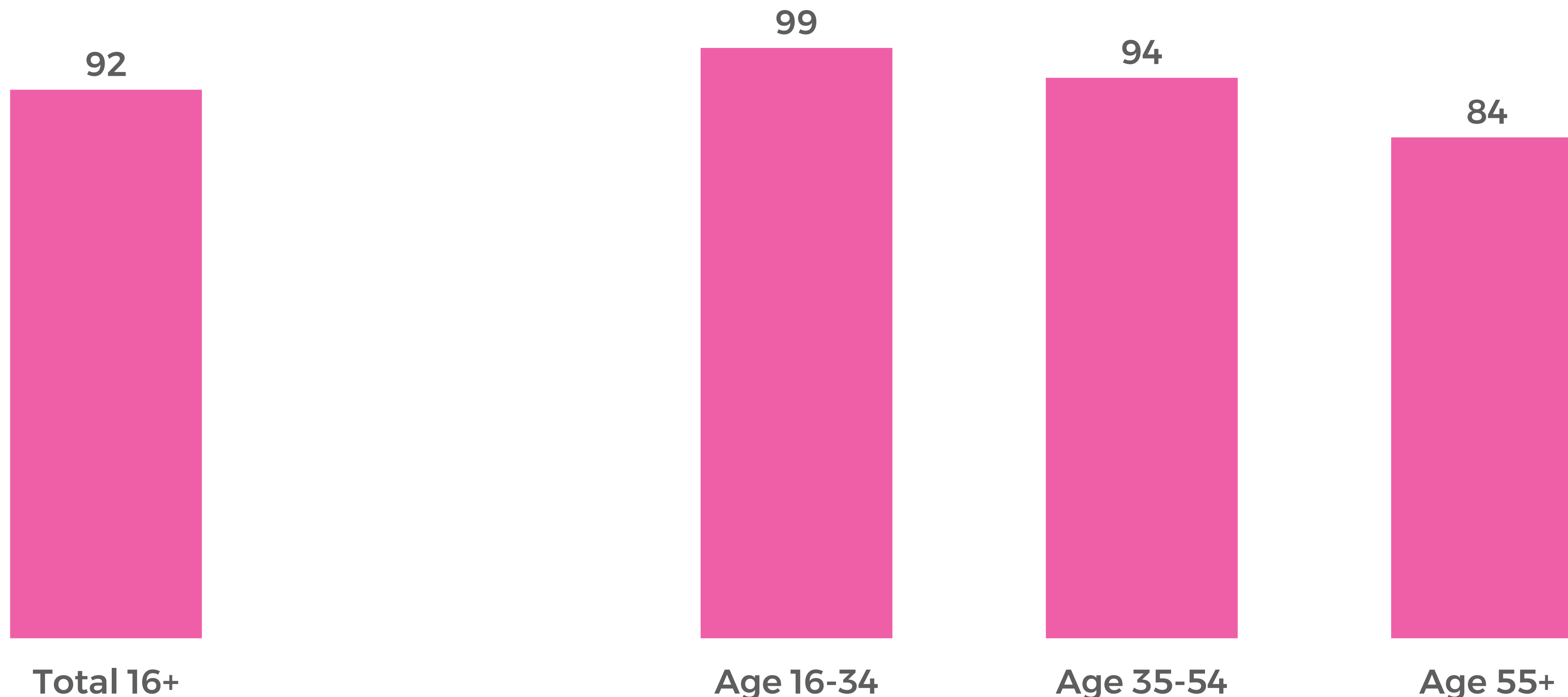
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# Smartphone Ownership

TOTAL NEW ZEALAND POPULATION 16+

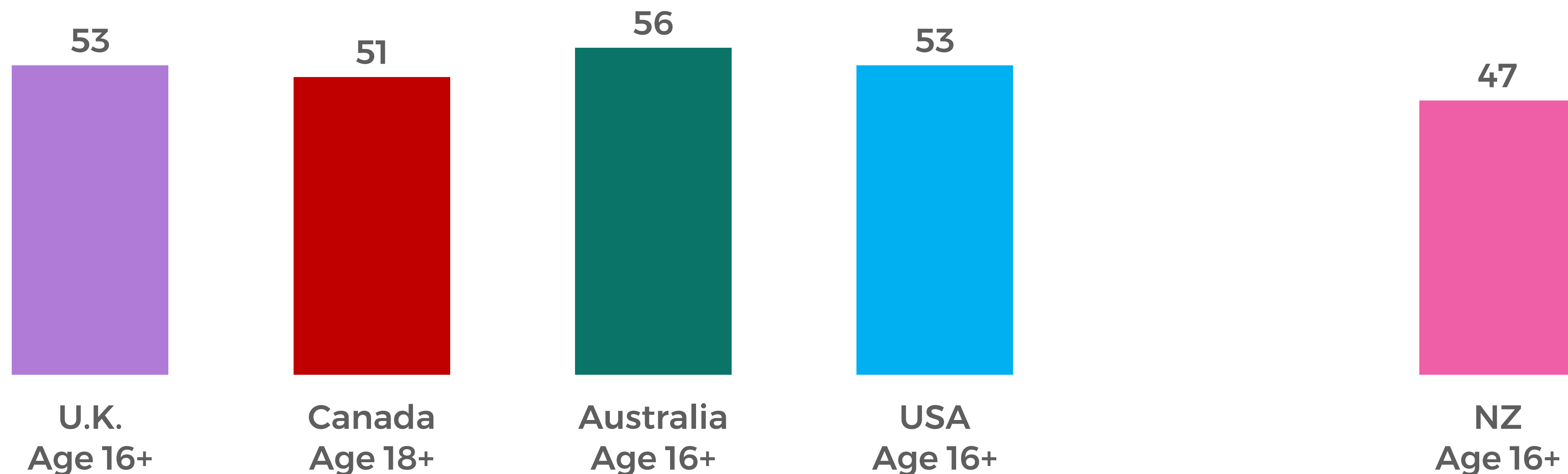
% OWNING A SMARTPHONE



# Tablet Ownership

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

% OWNING A TABLET



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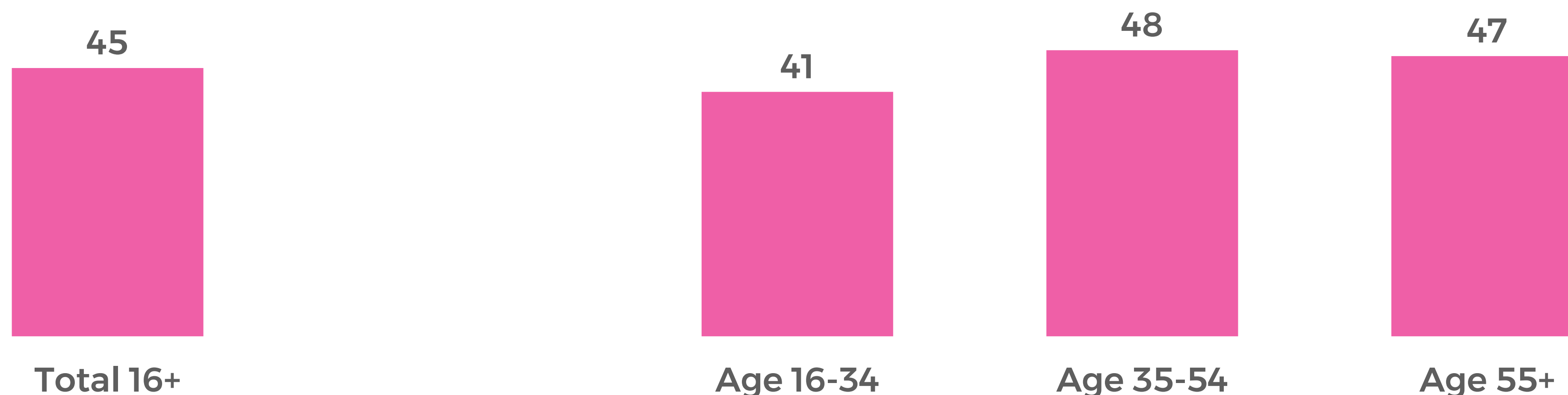
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# Tablet Ownership

TOTAL NEW ZEALAND POPULATION 16+

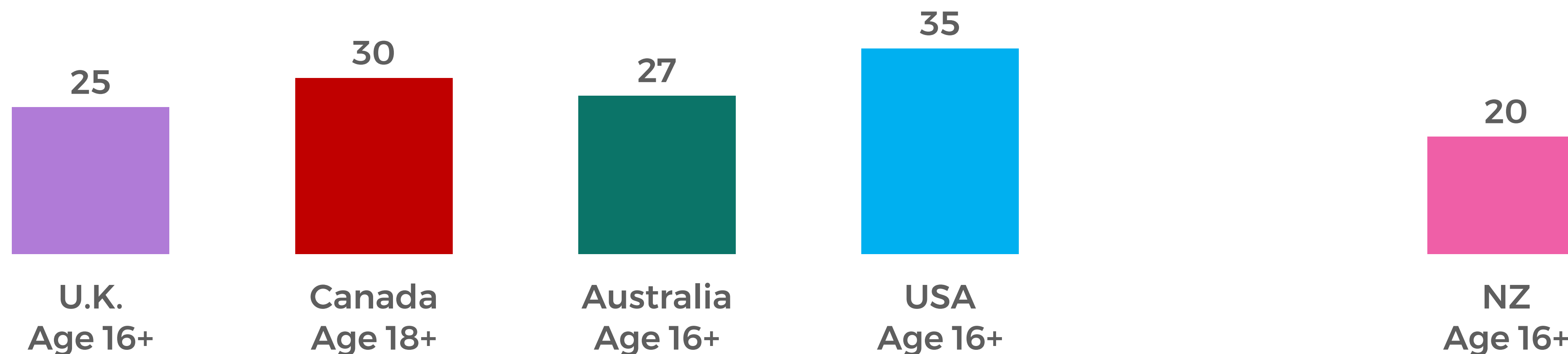
% OWNING A TABLET



# Smart Speaker Ownership

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

% OWNING A SMART SPEAKER

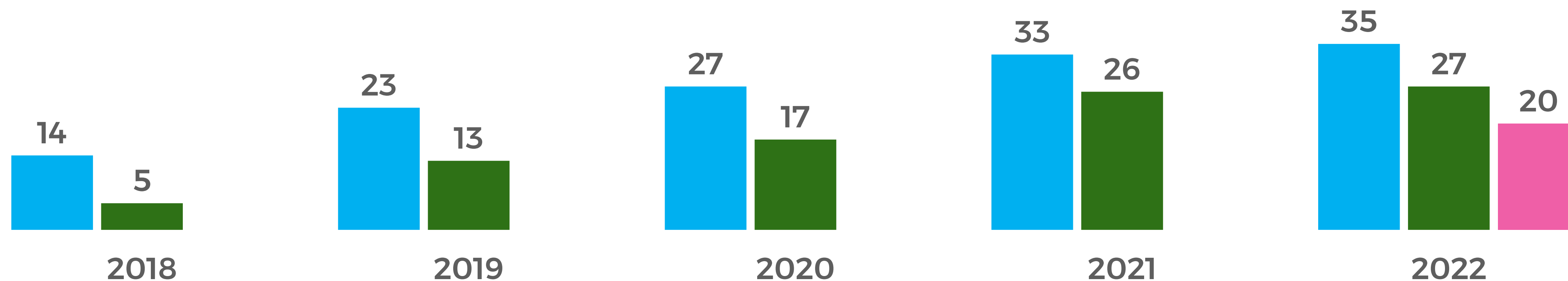


# Smart Speaker Ownership

TOTAL POPULATION 16+

% OWNING A SMART SPEAKER

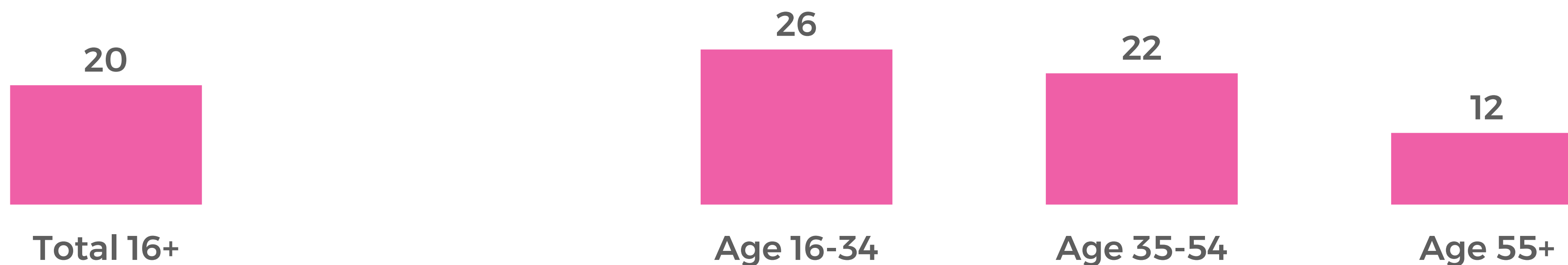
■ USA ■ Aus ■ NZ



# Smart Speaker Ownership

TOTAL NEW ZEALAND POPULATION 16+

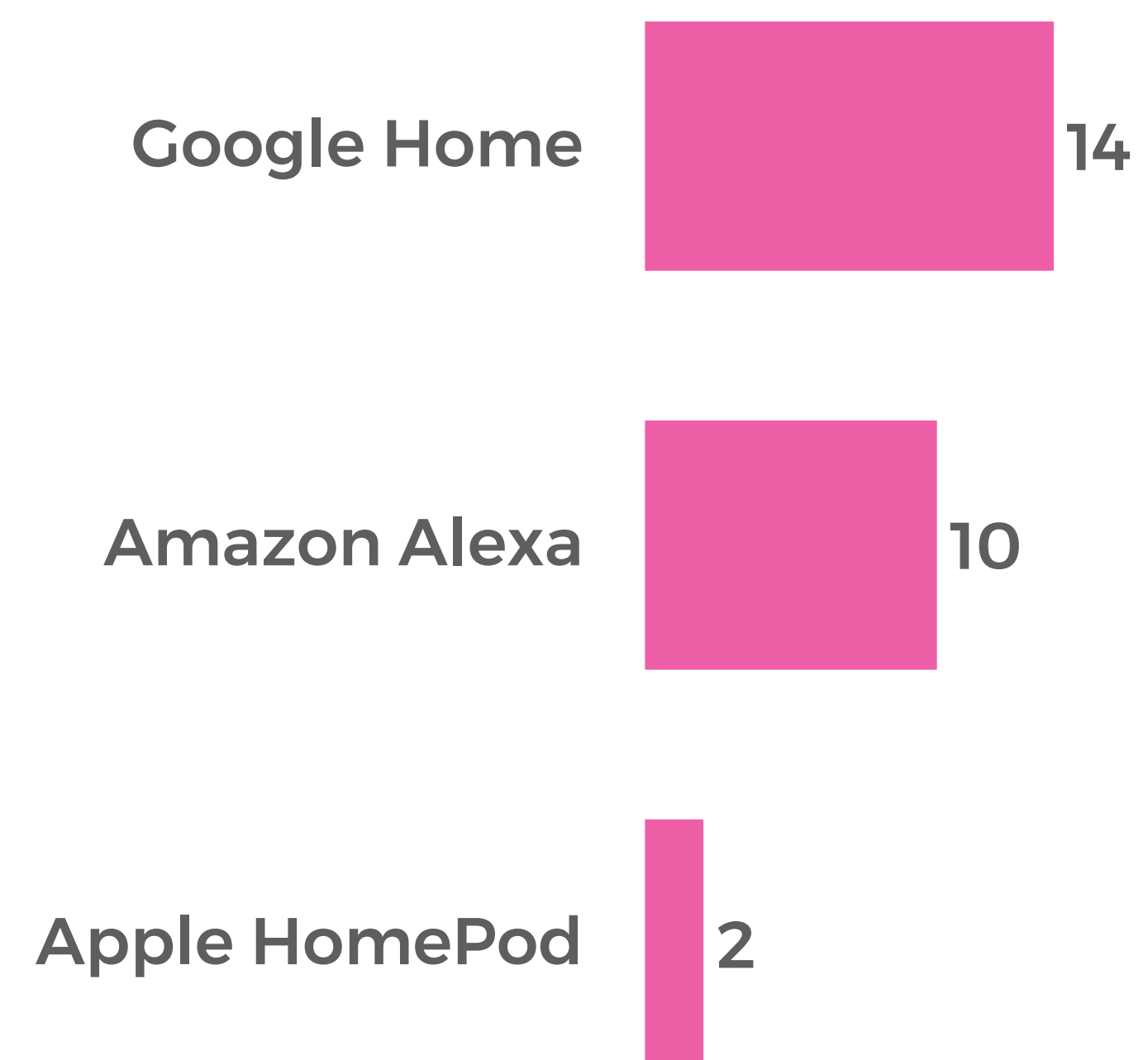
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

TOTAL NEW ZEALAND POPULATION 16+

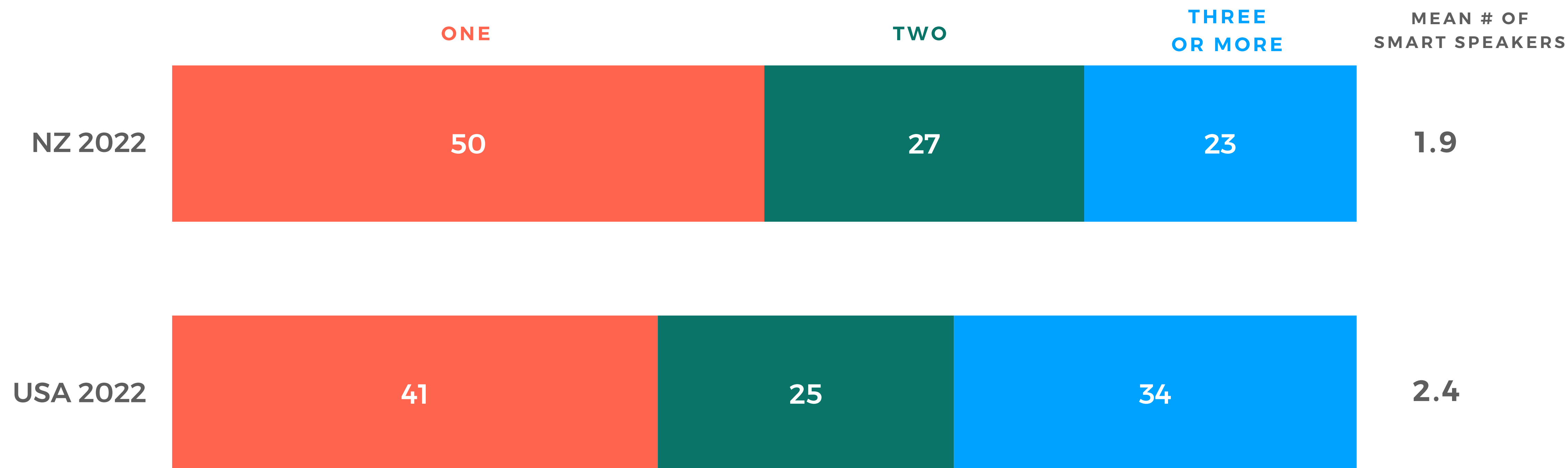
% OWNING SMART SPEAKER





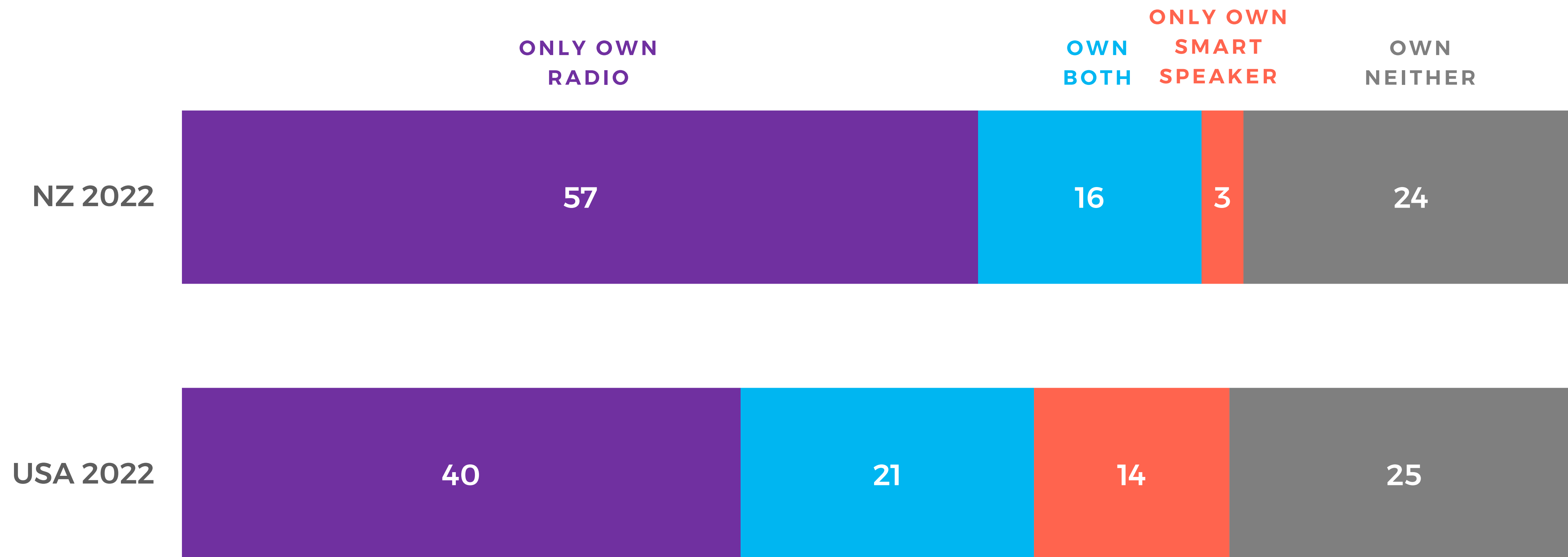
# Number of Smart Speakers in Household

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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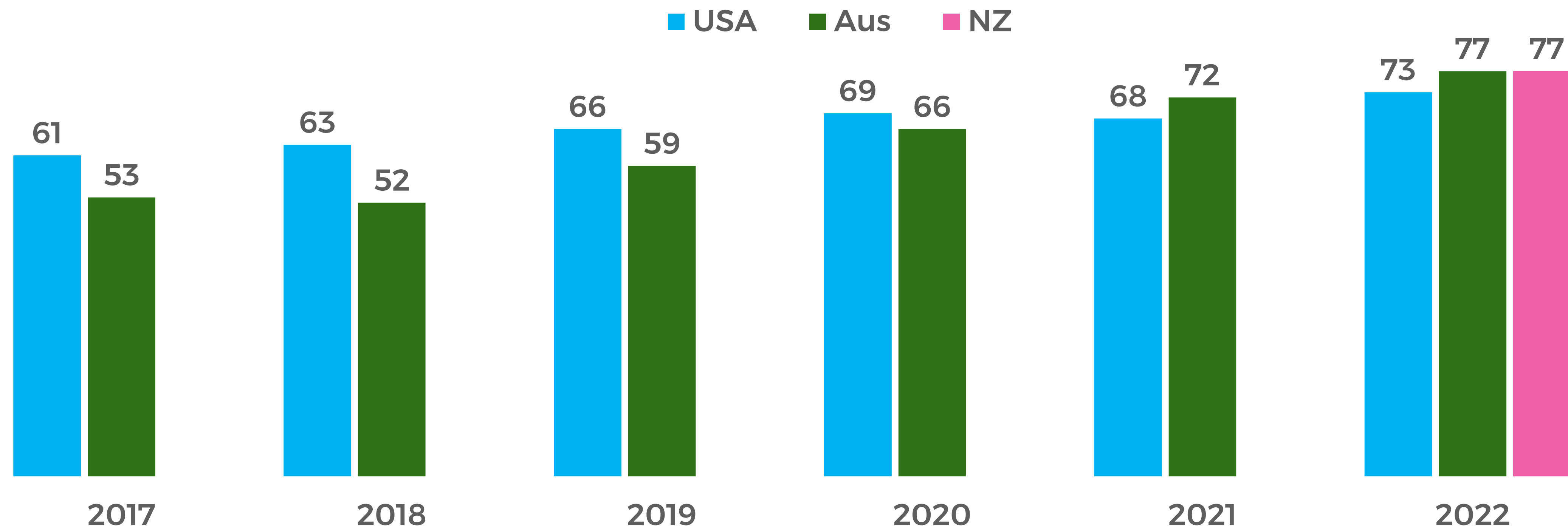
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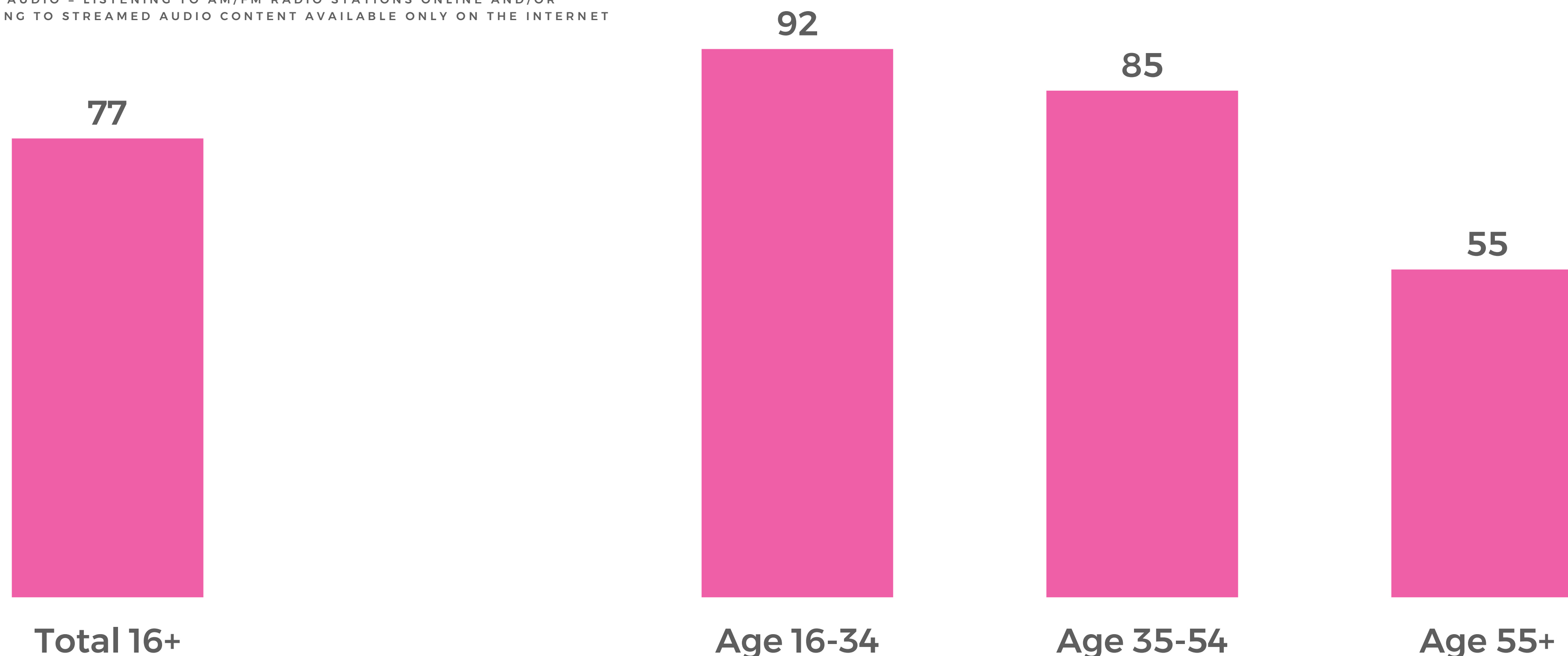


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# Weekly Online Audio Listening

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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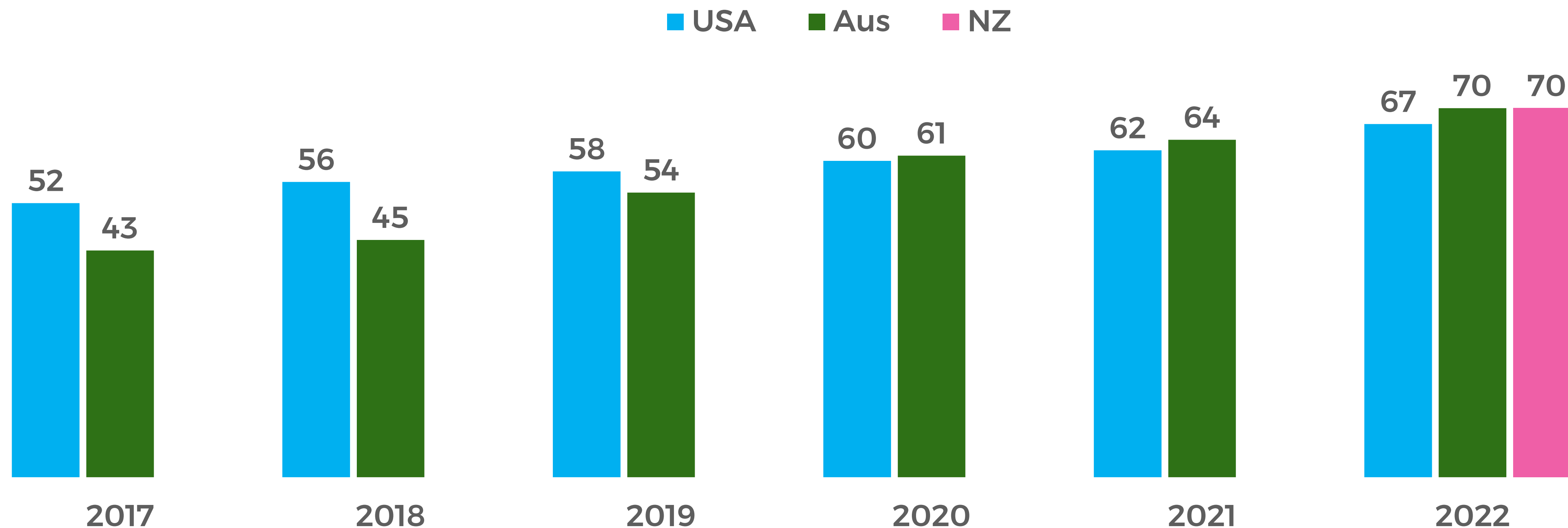
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# Weekly Online Audio Listening

TOTAL POPULATIONS 16+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
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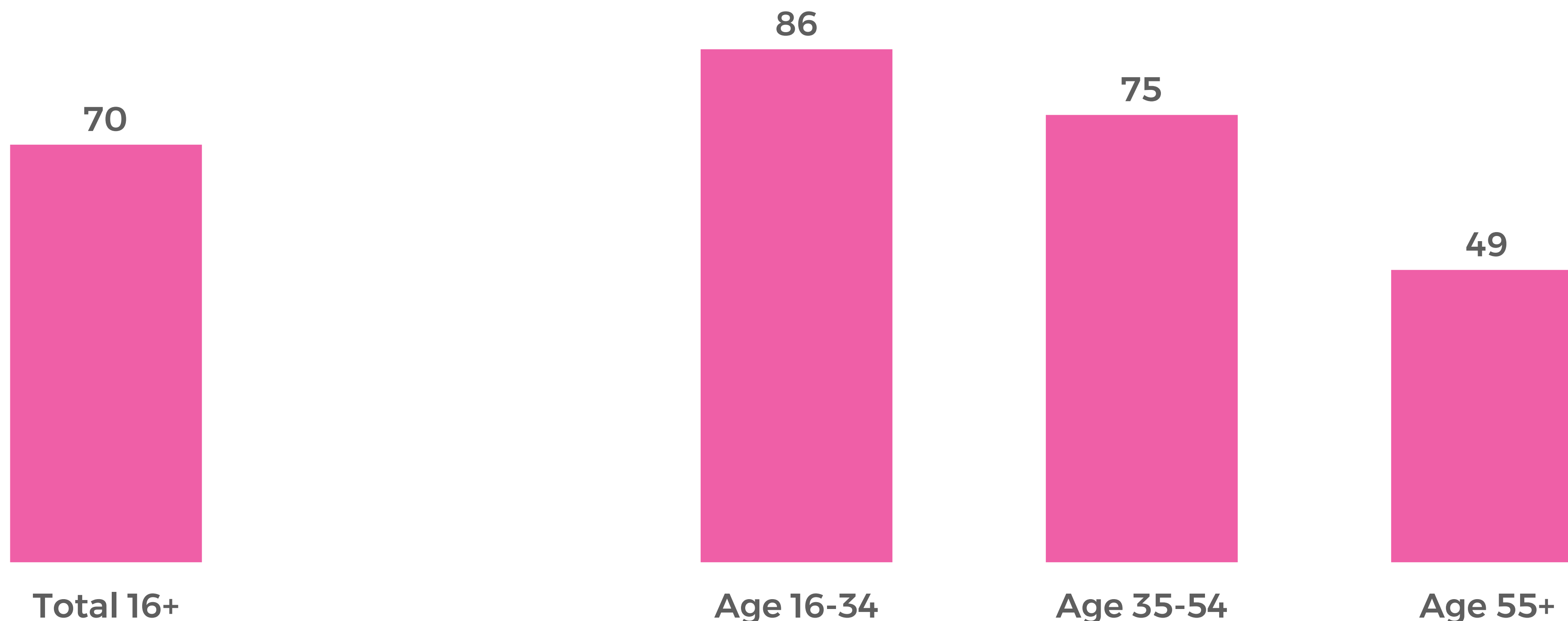


# Weekly Online Audio Listening

TOTAL NEW ZEALAND POPULATION 16+

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LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

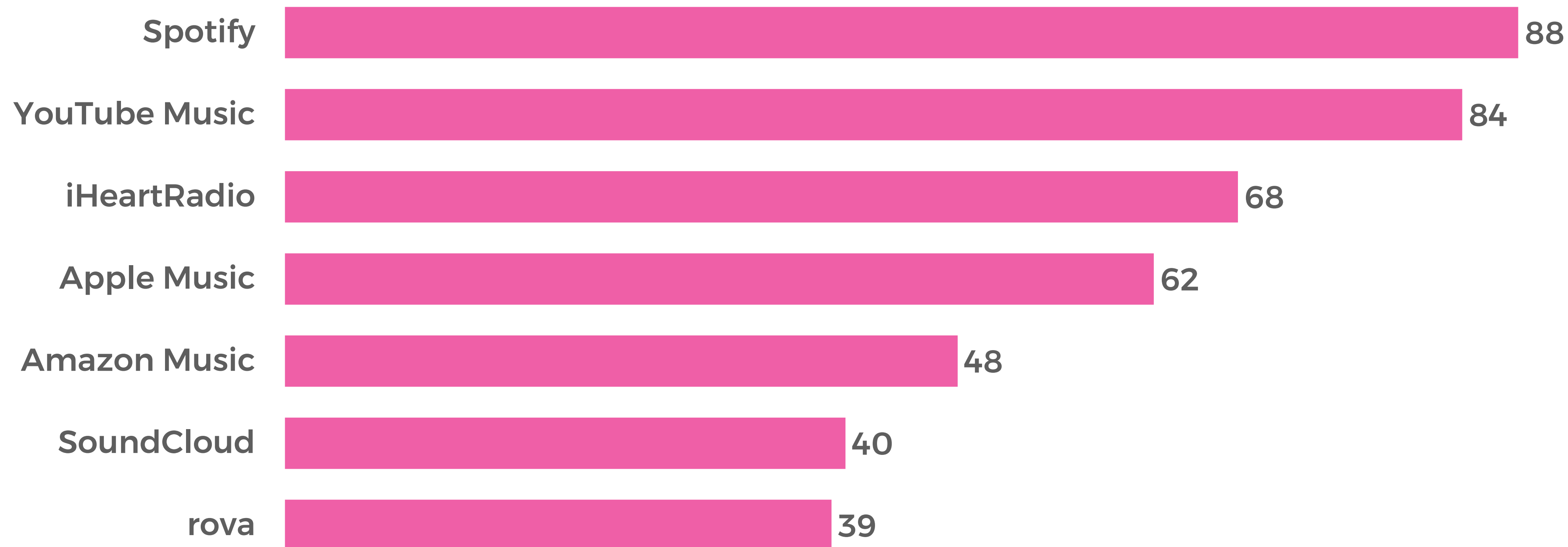


# Online Audio Brands

# Online Audio Brand Awareness

TOTAL NEW ZEALAND POPULATION 16+

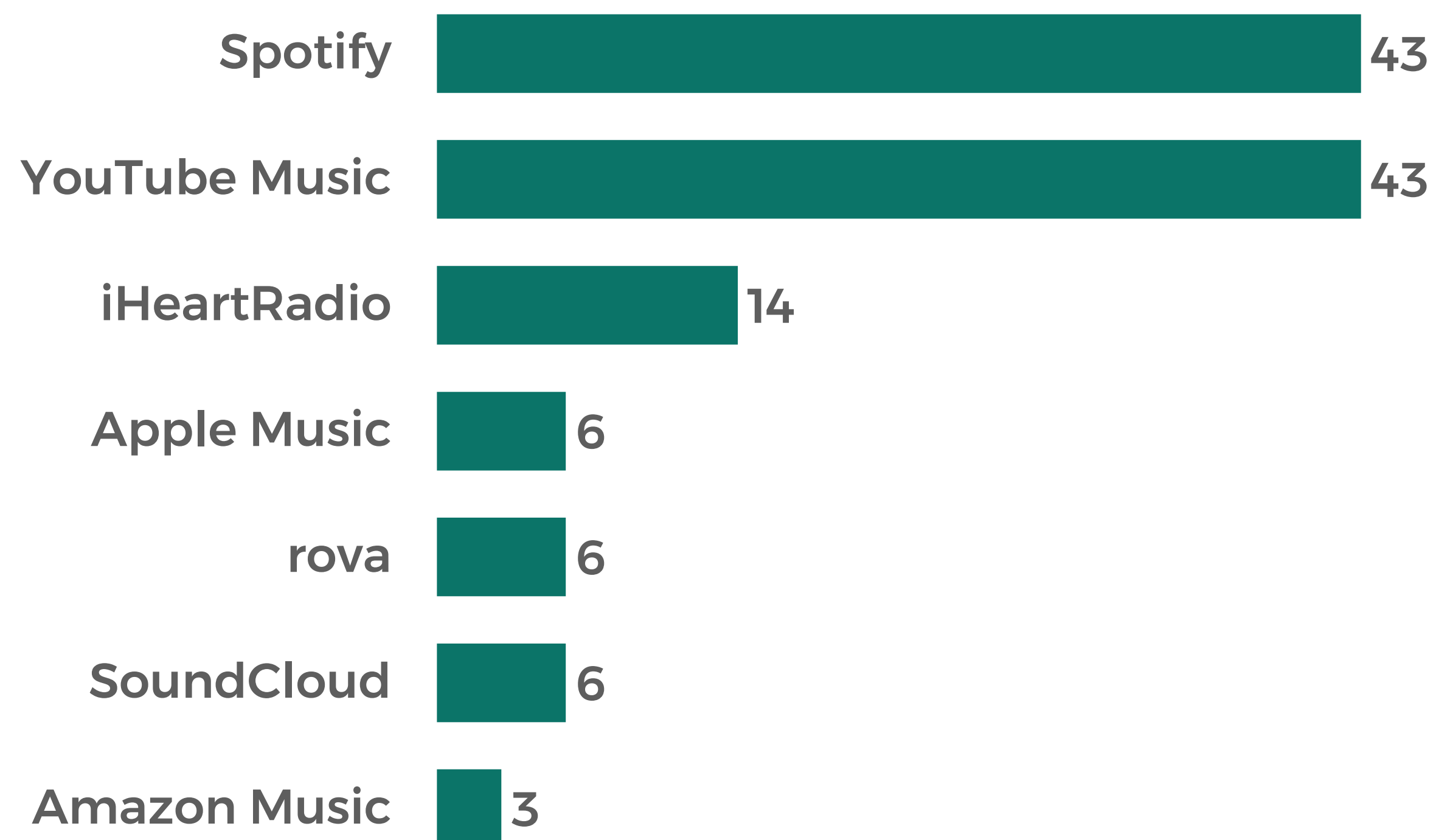
% AWARE OF ONLINE AUDIO BRAND



# Online Audio Brands Listened to in Last Month

TOTAL NEW ZEALAND POPULATION 16+

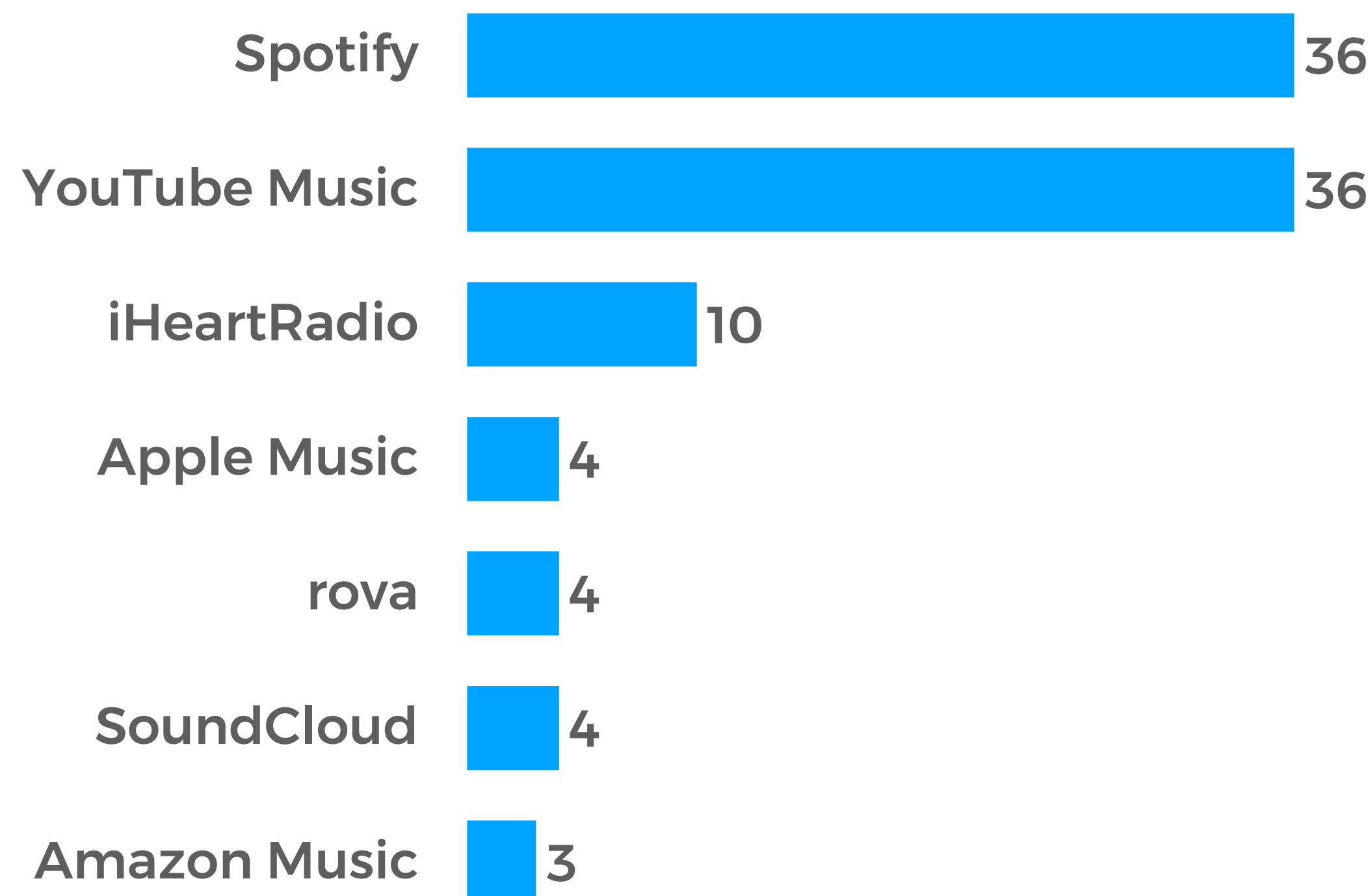
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



# Online Audio Brands Listened to in Last Week

TOTAL NEW ZEALAND POPULATION 16+

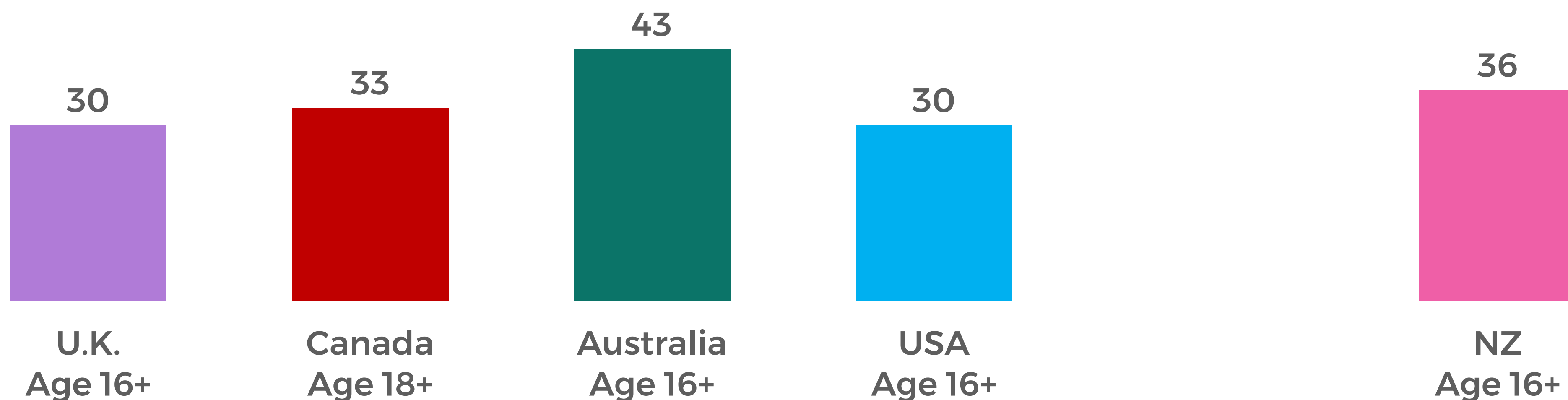
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



# Weekly Listening to Spotify

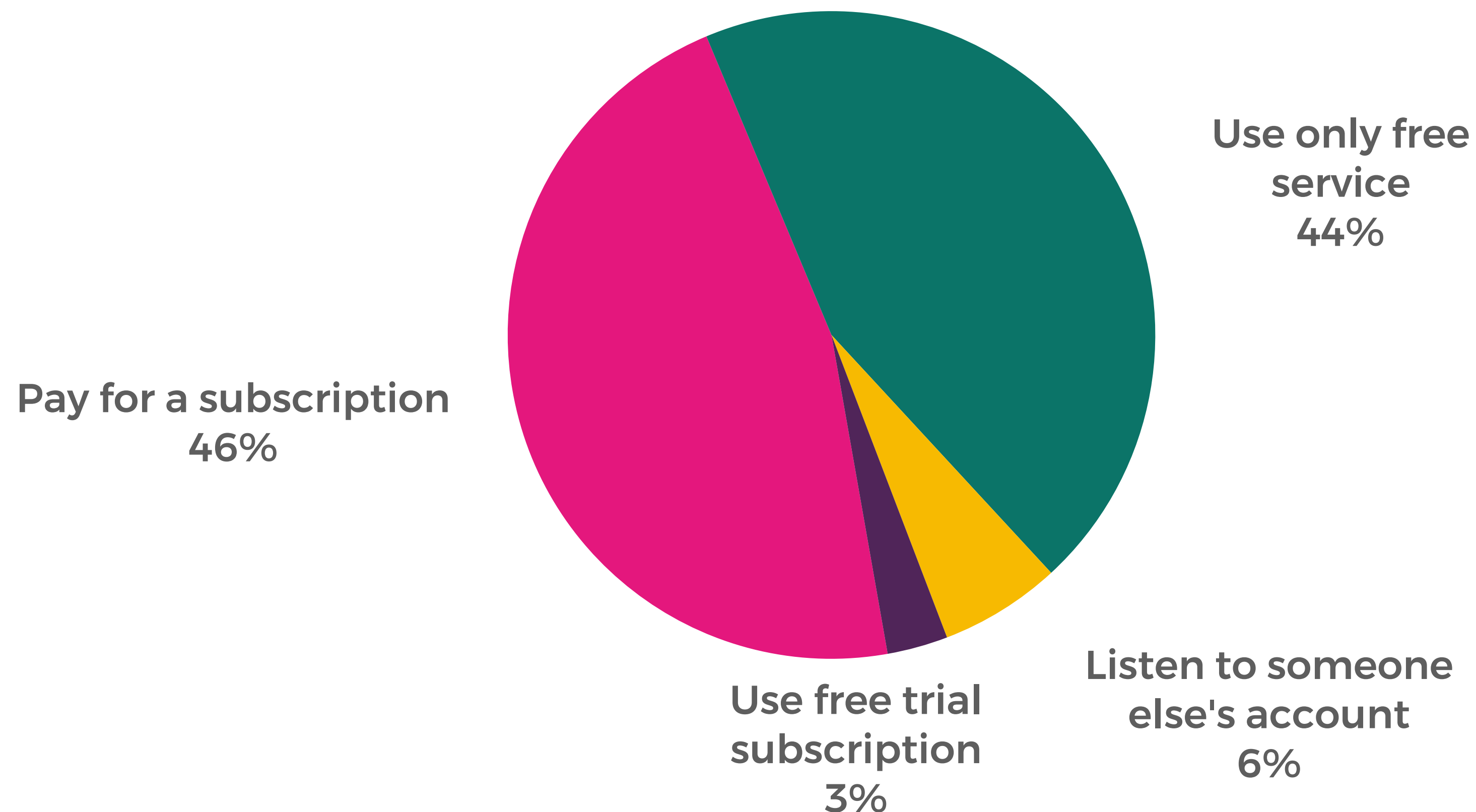
U.K., AUSTRALIAN, USA, AND NEW ZEALAND TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED SPOTIFY IN LAST WEEK



# Free vs. Paid Subscriptions to Spotify

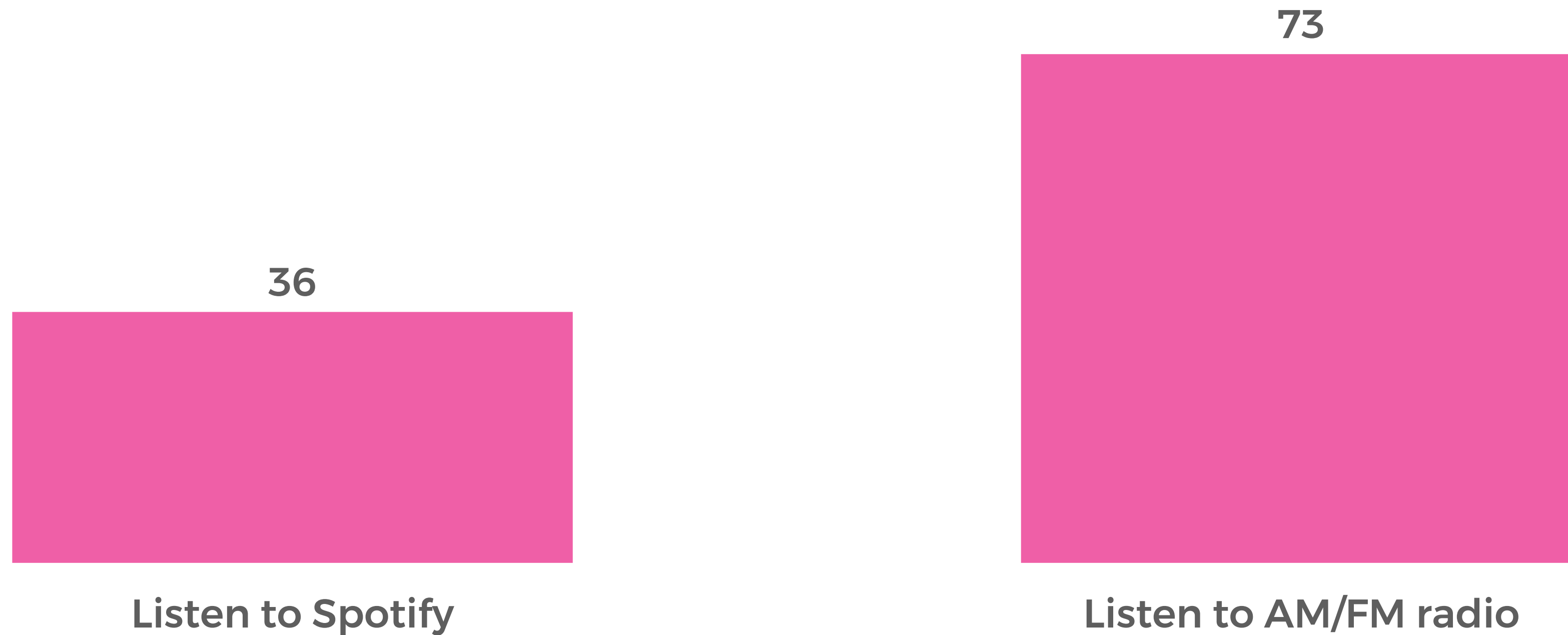
BASE: NEW ZEALAND 16+ AND LISTENED TO SPOTIFY IN LAST MONTH



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

TOTAL NEW ZEALAND POPULATION 16+

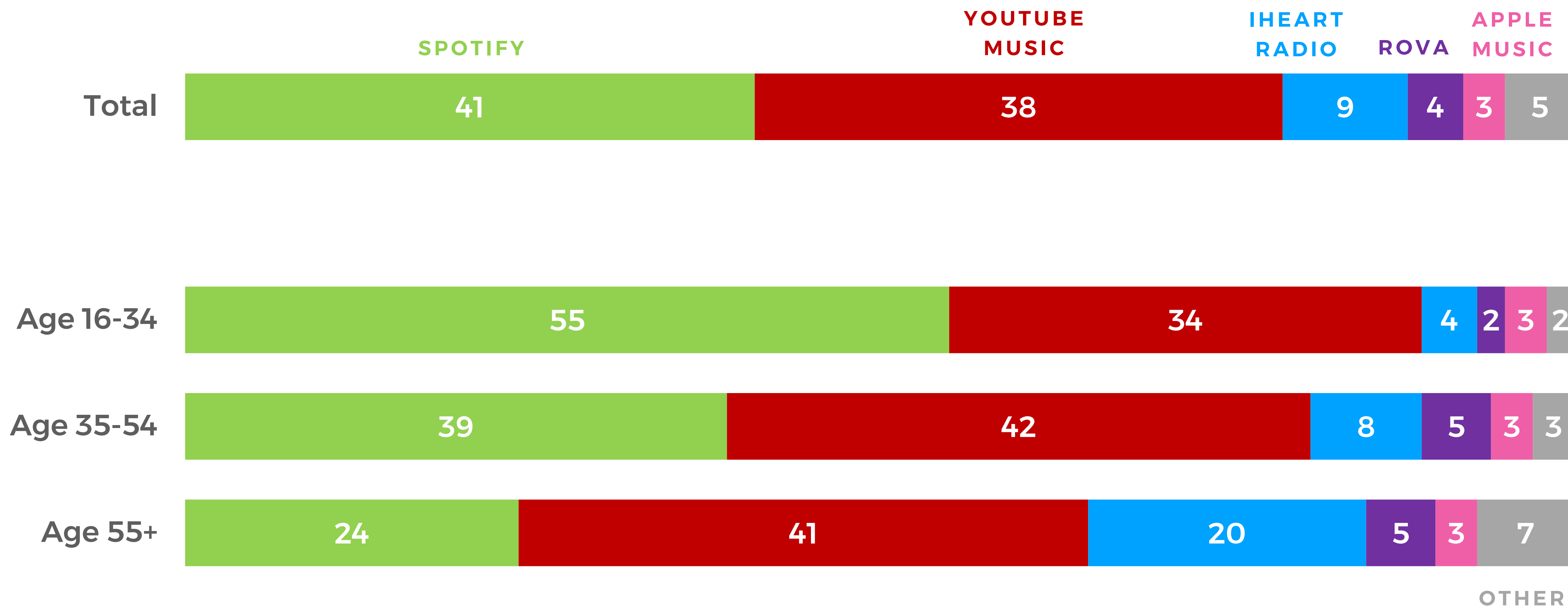
% LISTENED TO AUDIO SOURCE IN LAST WEEK





# Online Audio Brand Used Most Often

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

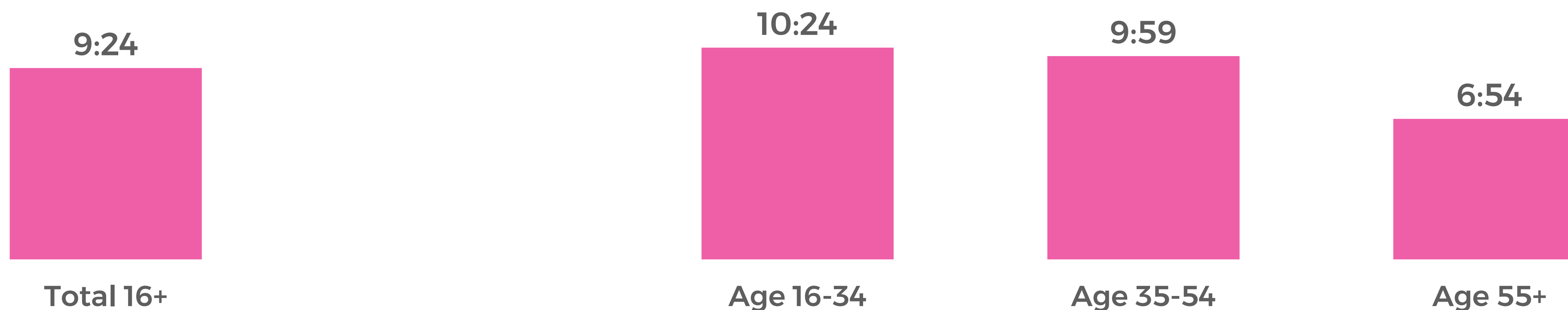


# Average Time Spent Listening to Online Audio

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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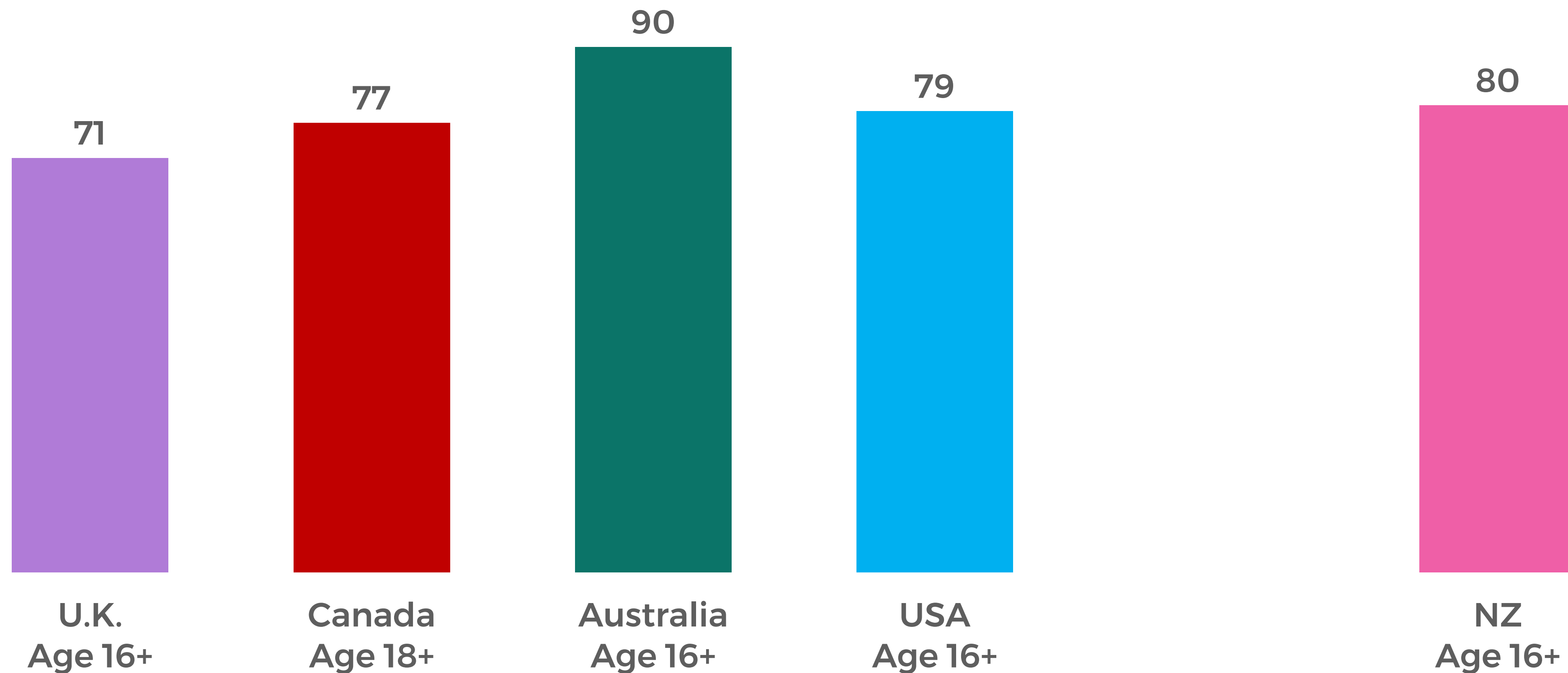
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# Podcast Awareness

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

% AWARE OF PODCASTS



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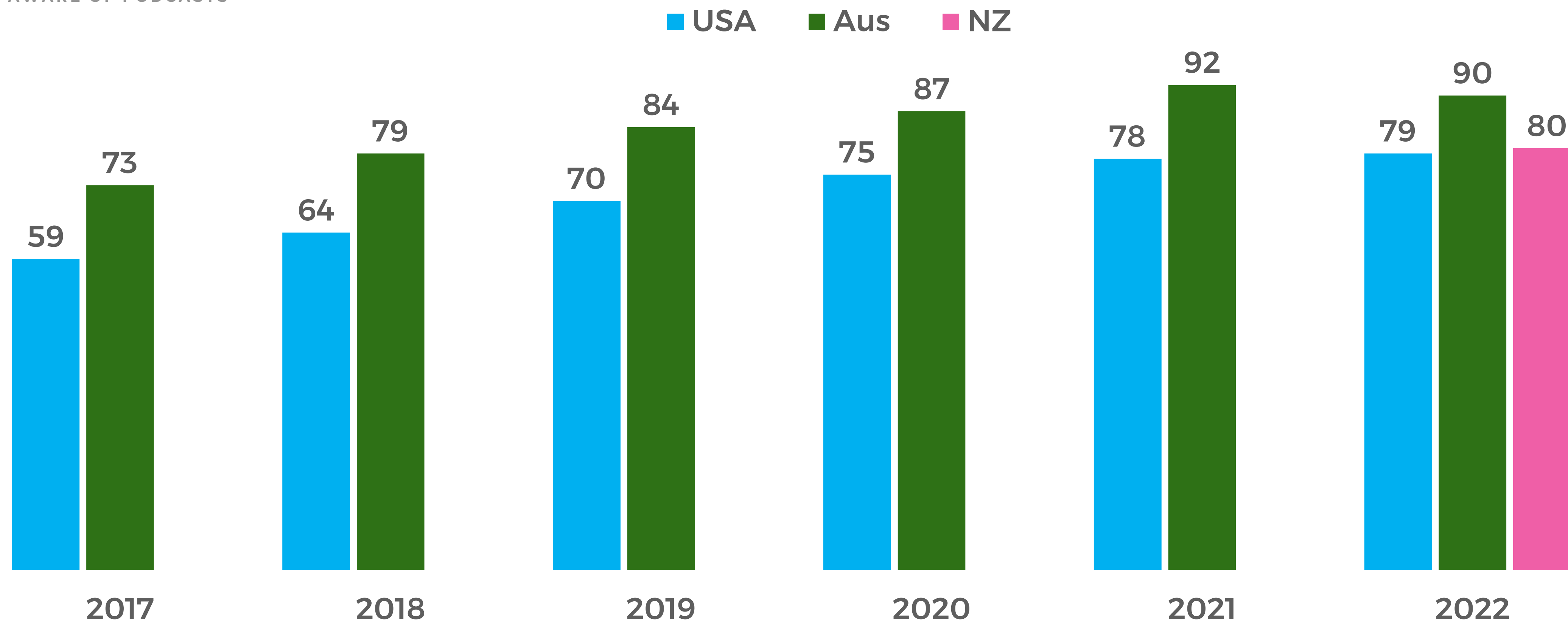
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# Podcast Awareness

TOTAL POPULATIONS 16+

% AWARE OF PODCASTS



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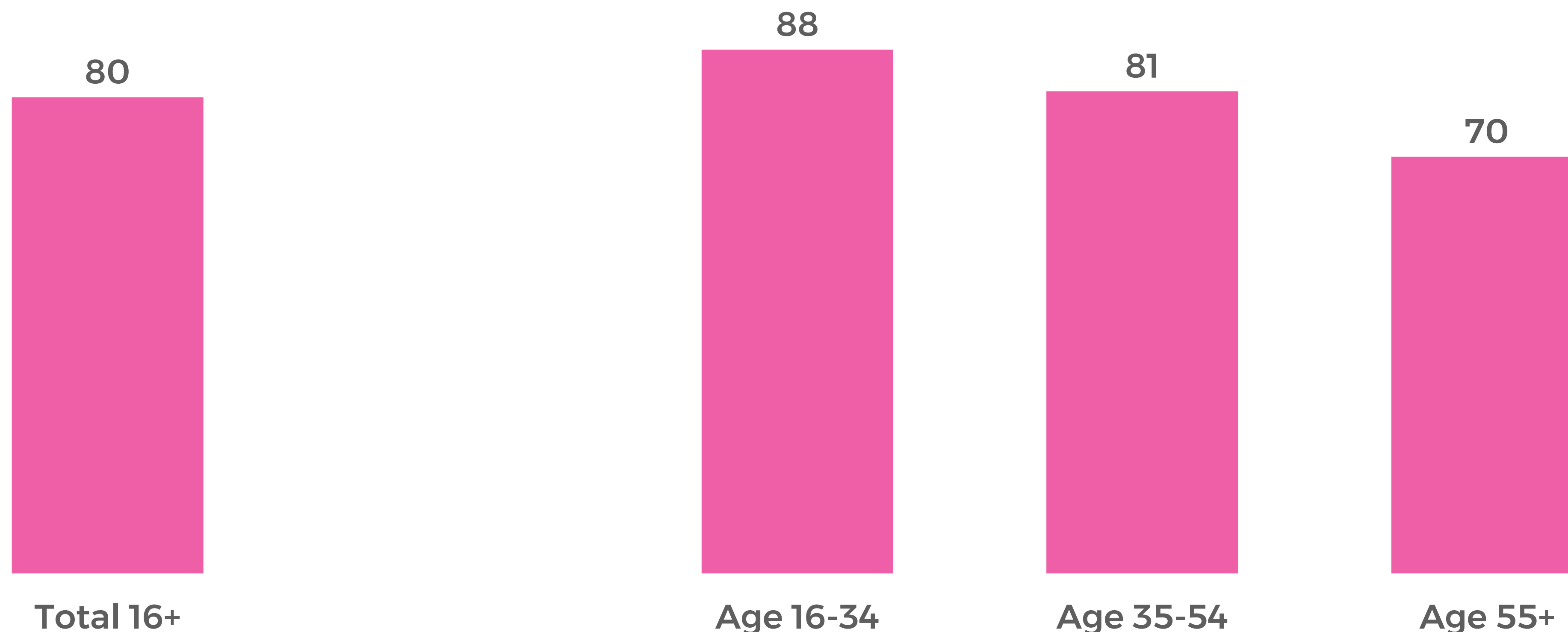
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# Podcast Awareness

TOTAL NEW ZEALAND POPULATION 16+

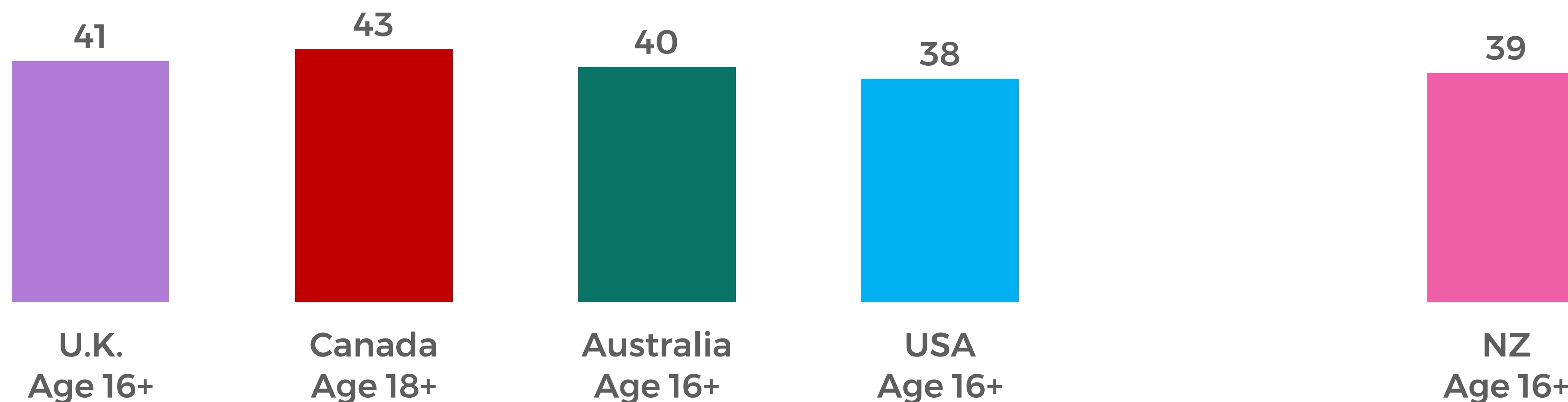
% AWARE OF PODCASTS



# 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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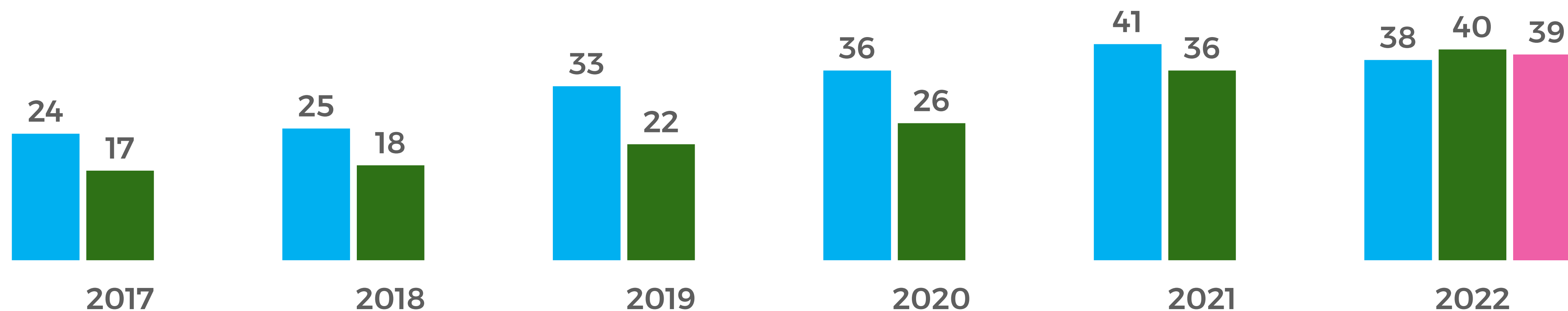
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# Monthly Podcast Listening

TOTAL POPULATIONS 16+

% LISTENED TO A PODCAST IN LAST MONTH

■ USA ■ Aus ■ NZ



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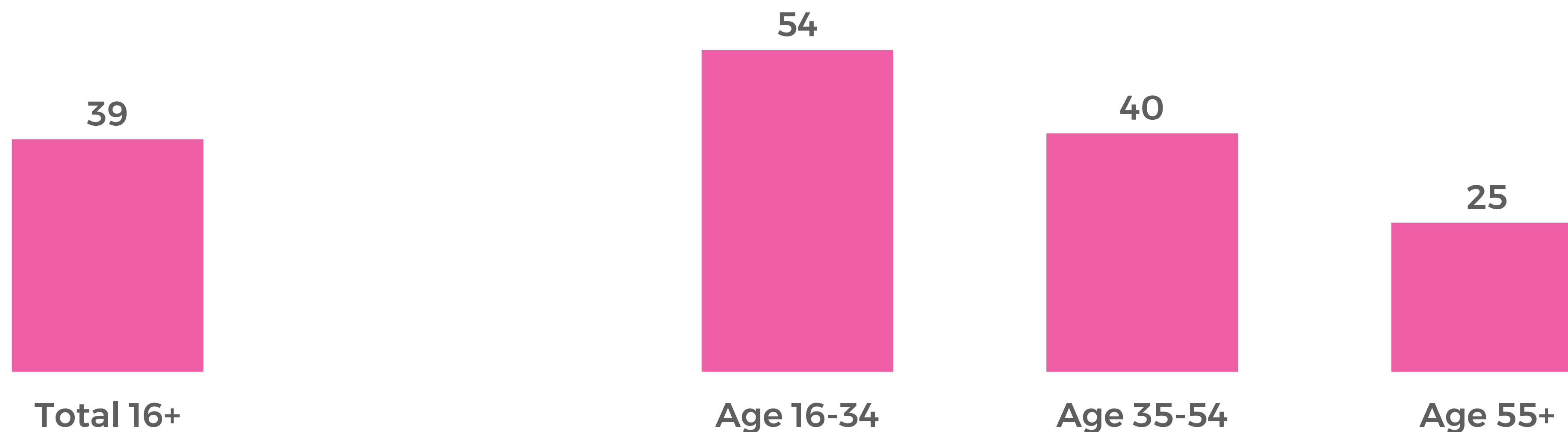
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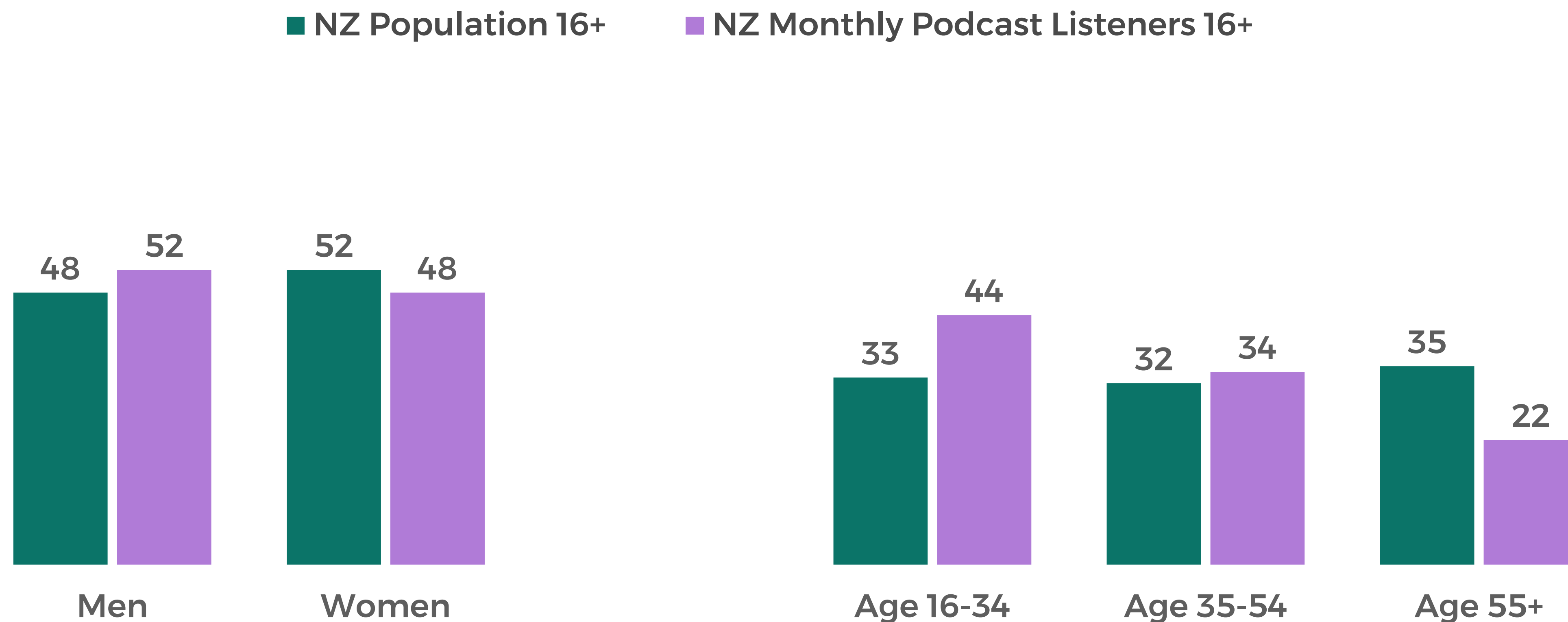
# Monthly Podcast Listening

TOTAL NEW ZEALAND POPULATION 16+

% LISTENED TO A PODCAST IN LAST MONTH



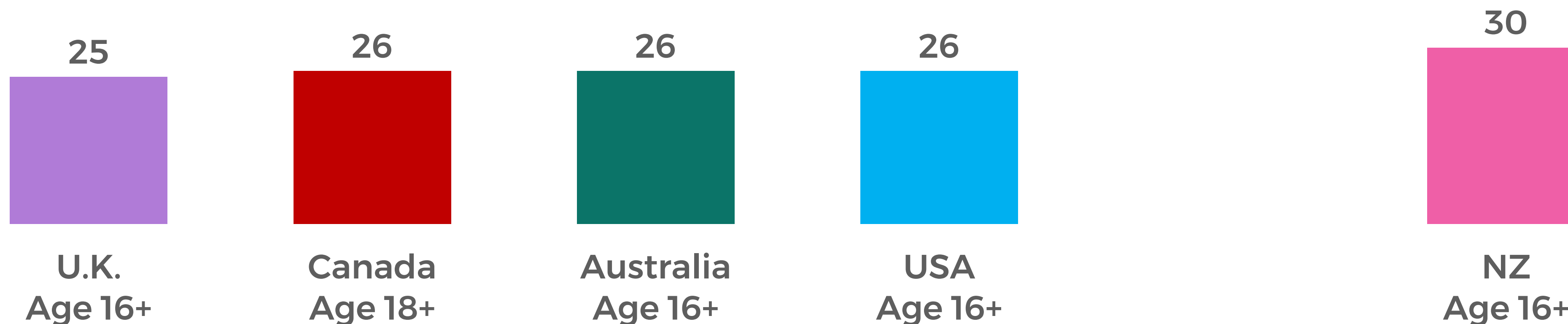
# Composition of Monthly Podcast Listeners



# Weekly Podcast Listening

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

% LISTENED TO A PODCAST IN LAST WEEK

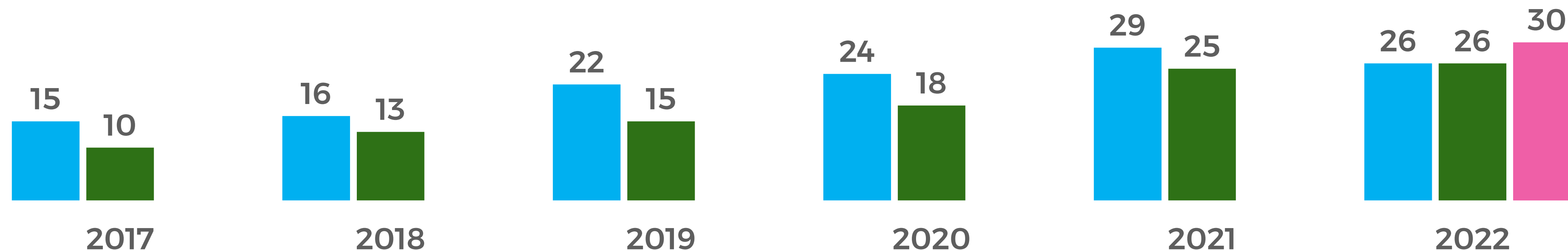


# Weekly Podcast Listening

TOTAL POPULATIONS 16+

% LISTENED TO A PODCAST IN LAST WEEK

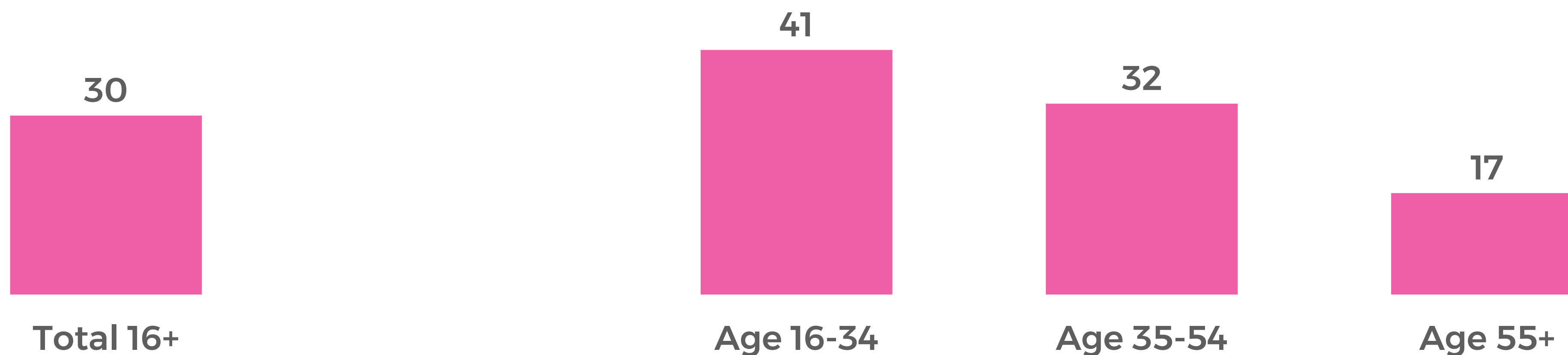
■ USA ■ Aus ■ NZ



# Weekly Podcast Listening

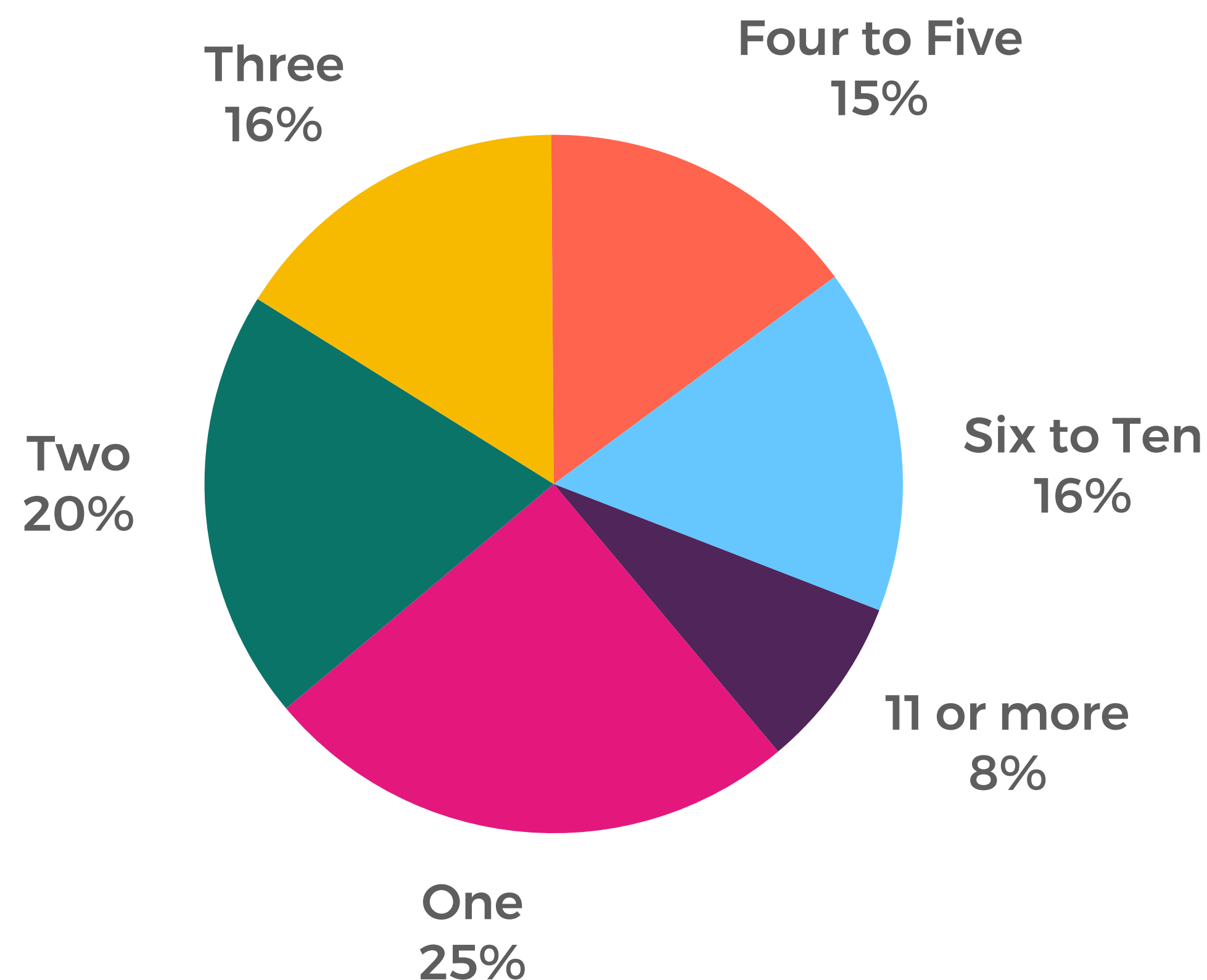
TOTAL NEW ZEALAND POPULATION 16+

% 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%

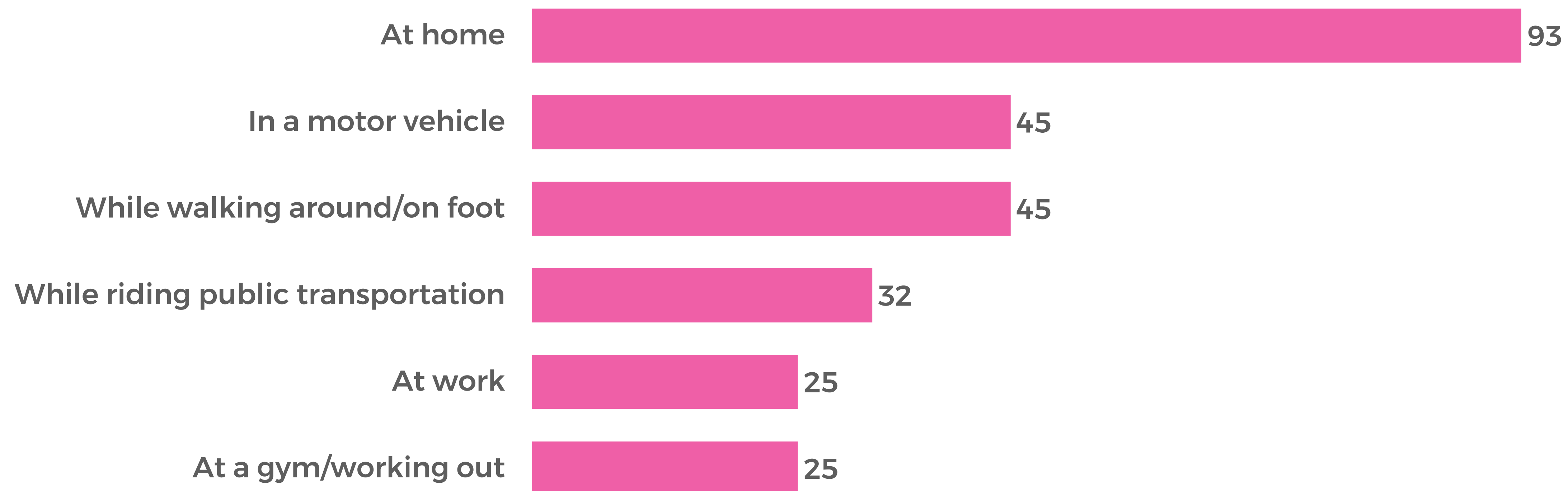


Weekly podcast listeners  
in New Zealand averaged  
**five podcast episodes**  
in the last week

# Podcast Listening Locations

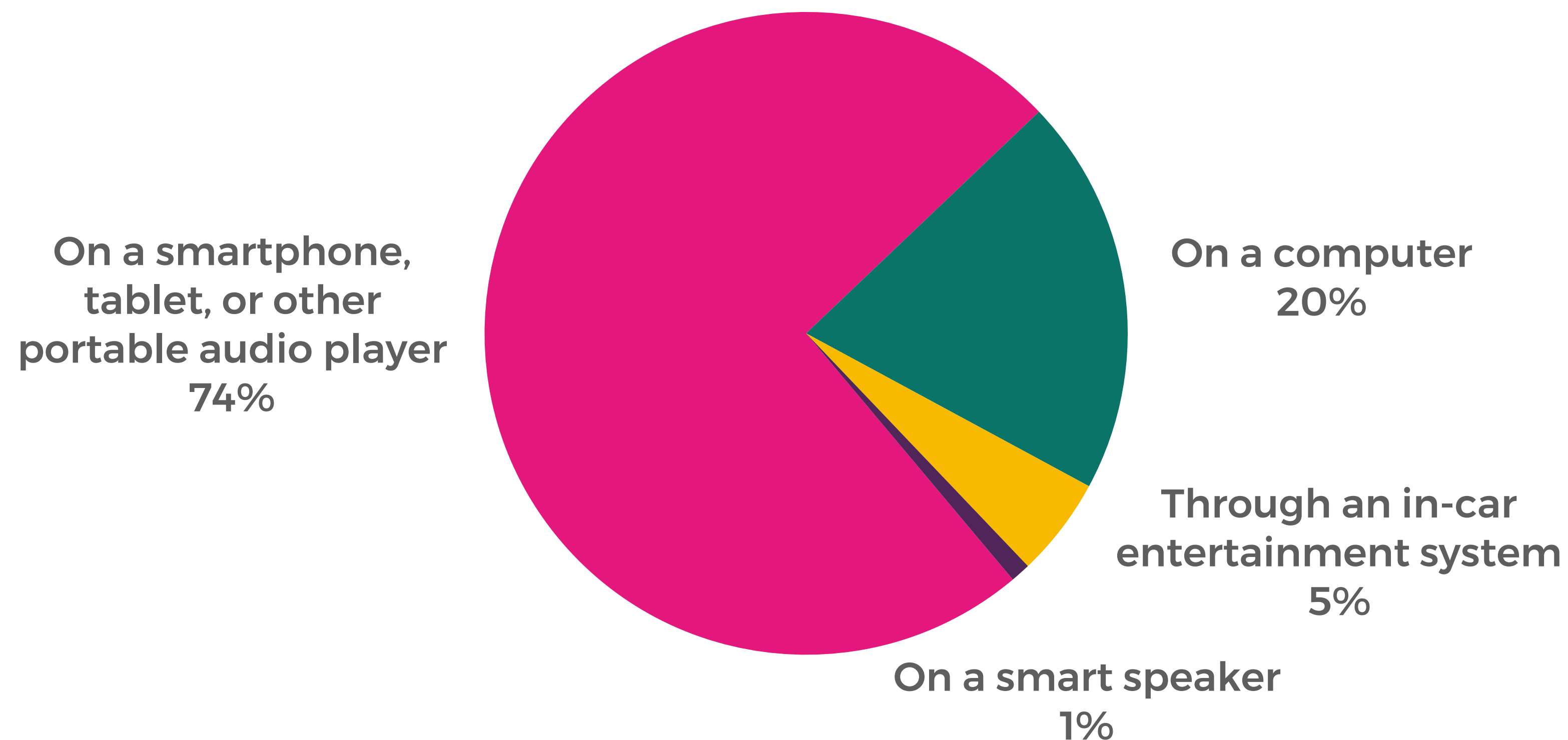
BASE: NEW ZEALAND MONTHLY PODCAST LISTENERS AGE 16+; 39%

% LISTEN TO PODCASTS IN LOCATION



# 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



# The Infinite Dial 2022

## New Zealand

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