



# Radio listening presents advertisers the perfect platform for Christmas

## - Total NZ Survey 3 2024

The NZ Commercial Radio industry has today released the latest GfK Commercial Radio Survey audience data, with radio reach and listening finishing the year with rock solid stability. Total weekly reach for radio is up slightly on the previous survey to 3.44 million, with 74% of NZ consuming commercial radio weekly.

Alistair Jamison, The Radio Bureau CEO says: "I speak often about the fact that radio listening is boringly stable. In 2017 our weekly audience was 3.36 million and seven years later we sit at 3.44 million. This should give all advertisers the confidence to make audio a key reach pillar on all their media schedules."

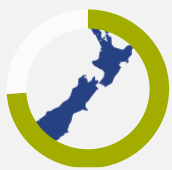
Wendy Palmer, MediaWorks Chief Executive Officer says: "As we rapidly approach the end of 2024, audio is perfectly positioned to help advertisers finish the year strongly. With a range of flexible and cost efficient ways to reach most of New Zealand, the audio market is ready to help secure last minute retail sales and drive better business outcomes."

Michael Boggs, NZME Chief Executive Officer says: "One of the many great things about radio is because you can listen to it anywhere, anytime, it provides unrivalled opportunities for advertisers in the upcoming summer period. Research shows radio listening increases over summer\* and with digital audio listening also complementing that, it provides a myriad of solutions to the challenges advertisers face throughout the season."

Jamison concludes: "The radio industry is closing out the year strong. We continue to deliver the audience results that many competitor channels would love. We continue to grow our digital audiences across podcast and streaming, as well as developing new ways for advertisers to leverage the data and integration opportunities that these burgeoning audiences present. A recent study by the Comms Council and Tracksuit talks to the role of bothism in advertising and audio is the perfect channel for this. We can convert demand today to drive short term performance, and also grow demand for the future and that makes audio unique."

\*NZME All About Travel Survey August 2023

### COMMERCIAL RADIO LISTENING



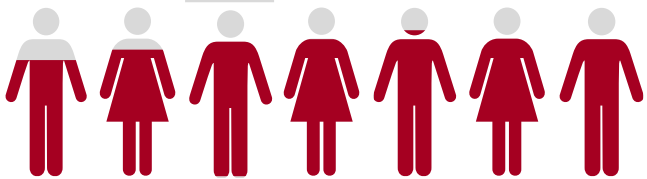
**74%**  
of the New Zealand population aged 10+ tune in to commercial radio each week

**3.44 million people or 74%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2024. This is an increase of approximately 9,400 people aged 10+ on Survey 2 2024.

On average listeners tune in for **15 hours 02 minutes** of commercial radio each week\*



### WEEKLY CUMULATIVE AUDIENCES



**Listen to commercial radio**



**54%**

Of People 10+ listen to commercial radio during **Breakfast** Mon-Fri 6am-9am



**57%**

**Workday** Mon-Fri 9am-4pm



**55%**

**Weekends** Sat-Sun 12mn-12mn

GfK RAM, S3/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). All figures are based on commercial radio unless otherwise stated.

# Total NZ Commercial Network Rankings Survey S3 2024 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	646.6
2	Network Breeze	583.8
3	Network More FM	503.7
4	Network The Edge	493.1
5	Network ZM	480.3
6	Network The Rock	468.8
7	Network Mai FM	453.5
8	Network The Hits	431.4
9	Network The Sound	334.1
10	Network Coast	279.9
All People 18-34		
1	Network The Edge	212.0
2	Network Mai FM	201.0
3	Network ZM	191.8
4	Network The Rock	137.0
5	Network The Hits	135.3
6	Network More FM	120.8
7	Network Breeze	100.5
8	Network George FM	86.6
9	Network Flava	75.2
10	Network Newstalk ZB	71.6
All People 25-54		
1	Network The Rock	301.5
2	Network ZM	289.8
3	Network The Edge	274.2
4	Network Mai FM	266.4
5	Network Breeze	263.5
6	Network More FM	246.9
7	Network The Hits	229.7
8	Network Newstalk ZB	220.9
9	Network Radio Hauraki	146.9
10	Network Channel X	141.3
All People 45-64		
1	Network Breeze	221.2
2	Network Newstalk ZB	217.0
3	Network More FM	159.4
4	Network The Sound	148.3
5	Network The Rock	142.8
6	Network Coast	124.4
7	Network The Hits	116.9
8	Network ZM	90.3
9	Network Magic	81.3
10	Network The Edge	75.7

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	14.1
2	Network Breeze	9.0
3	Network The Rock	8.9
4	Network Magic	6.8
5	Network More FM	6.5
=6	Network Mai FM	5.7
=6	Network The Sound	5.7
8	Network The Hits	5.6
9	Network ZM	5.5
10	Network Coast	5.2
All People 18-34		
1	Network The Rock	14.5
2	Network Mai FM	11.8
3	Network ZM	10.2
4	Network The Edge	9.2
5	Network The Hits	7.7
6	Network Channel X	7.2
7	Network Breeze	5.6
8	Network More FM	4.8
9	Network Flava	4.3
=10	Network Radio Hauraki / George FM	4.2
All People 25-54		
1	Network The Rock	13.4
2	Network Breeze	8.1
3	Network ZM	7.6
4	Network Mai FM	7.3
5	Network The Hits	6.9
=6	Network More FM	6.8
=6	Network Newstalk ZB	6.8
8	Network Channel X	5.9
9	Network The Edge	5.6
10	Network The Sound	4.5
All People 45-64		
1	Network Newstalk ZB	12.7
2	Network Breeze	10.7
3	Network The Sound	9.5
4	Network The Rock	8.7
5	Network Coast	8.0
6	Network More FM	7.3
7	Network Magic	5.5
8	Network The Hits	5.2
9	Network ZM	3.5
=10	Network Mai FM / Radio Hauraki	2.8

<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, S3/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

# NZ Commercial Network Breakfast Rankings Survey S3 2024 by key demographics (Monday – Friday 6am-9am)

**Total Station Share % by demographic<sup>3</sup>**

All People 10+		All People 25-54	
Rank	Station	Rank	Station
1	Network Newstalk ZB 19.1	1	Network The Rock 13.5
2	Network The Rock 8.9	2	Network Newstalk ZB 9.7
3	Network Breeze 7.4	3	Network ZM 9.2
4	Network More FM 7.0	4	Network Mai FM 8.6
5	Network Mai FM 6.9	5	Network More FM 7.1
6	Network ZM 6.5	6	Network Breeze 6.4
7	Network Magic 4.9	7	Network The Hits 6.2
=8	Network The Hits 4.8	8	Network The Edge 5.7
=8	Network The Edge 4.8	9	Network Channel X 4.7
10	Network Coast 4.6	10	Network Radio Hauraki 3.9
All People 18-34		All People 45-64	
1	Network The Rock 15.2	1	Network Newstalk ZB 18.2
2	Network Mai FM 15.1	2	Network The Rock 9.1
3	Network ZM 11.4	3	Network Breeze 9.0
4	Network The Edge 9.2	4	Network More FM 8.7
5	Network Channel X 6.3	5	Network The Sound 7.4
6	Network The Hits 5.8	6	Network Coast 6.8
=7	Network Radio Hauraki 4.7	7	Network Magic 4.8
=7	Network More FM 4.4	8	Network The Hits 4.7
9	Network Newstalk ZB 4.3	9	Network ZM 4.4
10	Network George FM 4.2	10	Network Mai FM 3.4

<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 S3/24, 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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### 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-media-measurement.com](http://www.gfk-media-measurement.com)

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