



# Survey finds Commercial Radio audiences at highest level since early 2022

## - Total NZ Survey 2 2024

The NZ Commercial Radio industry released the latest GfK Commercial Radio Survey audience data today, which once again highlighted the exceptional resilience of the radio sector with total weekly audience growing to 3.426m listeners per week.

Alistair Jamison, Radio Broadcasters Association CEO says: "Our second survey for 2024 shows weekly radio audiences at their highest levels since early 2022. Radio just keeps delivering the live and local content that Kiwis want, the numbers can't be argued with."

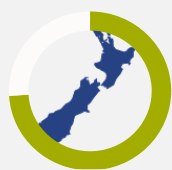
Jamison continues "radio continues to hold a significant reach advantage over TV whether you look at daily or weekly audiences. To put that into context, radio reaches 11% more People 25-54 and 25% more People 18-49 daily in breakfast (6am-9am), than TV does across the entire day. The audience numbers are phenomenal and importantly they are not changing."

Michael Boggs, NZME Chief Executive Officer says: "Our teams work hard every day to deliver excellent content across live radio, digital radio and podcast platforms, for a diverse audience. One thing that stands out for me in this survey is the ongoing stability of our younger audience with more than 650,000 youth aged 10-24 continuing to tune in to commercial radio each week. With 25% of our live radio listeners also using digital streaming at some point across the week, this shows we are meeting the needs of all consumers across a range of platforms."

MediaWorks CEO Wendy Palmer added: "At a time when belts are tight, savvy marketers are realising radio is a great buy for mass reach. It's easy, the cost of production is low and ads can be up and running in no time at all. Kiwis have deep and lasting connections with their favourite stations and that's good news for advertisers looking for stable, cost effective reach."

Jamison concludes: "NZ on Air will release their 'Where are the Audiences?' data next week and I am sure this will generate debate on what is the real consumer media behaviour. With a sample of over 14,000, and active 36 weeks a year, I have no doubt that GfK represents the most robust audio data and is the best measure of NZ radio audiences. It continues to demonstrate that our audiences are stable, engaged and that radio presents a wide range of opportunity for all advertisers."

### COMMERCIAL RADIO LISTENING



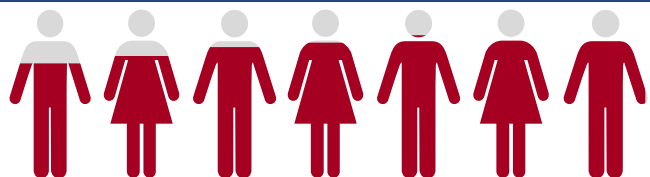
**74%**  
of the New Zealand population aged 10+ tune in to commercial radio each week

**3.43 million people or 74%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2024. This is an increase of approximately 26,500 people aged 10+ on Survey 1 2024.

On average listeners tune in for **15 hours 01 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%**  
Of People 10+ listen to commercial radio during **Workday**  
Mon-Fri 9am-4pm



**56%**  
Of People 10+ listen to commercial radio during **Weekends**  
Sat-Sun 12mn-12mn

GfK RAM, S2/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). All figures are based on commercial radio unless otherwise stated. ^Think TV Q4 Fast Facts/Nielsen Television Audience Measurement All Day October - December 2023.

# Total NZ Commercial Network Rankings Survey S2 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	648.9
2	Network Breeze	614.0
3	Network More FM	525.5
4	Network The Edge	521.6
5	Network ZM	510.1
6	Network Mai FM	460.6
7	Network The Hits	460.3
8	Network The Rock	456.3
9	Network The Sound	354.7
10	Network Coast	292.9
<b>All People 18-34</b>		
1	Network The Edge	221.9
2	Network ZM	200.6
3	Network Mai FM	198.9
4	Network The Hits	144.9
5	Network The Rock	139.2
6	Network More FM	129.5
7	Network Breeze	105.5
8	Network George FM	88.3
9	Network Flava	74.4
10	Network The Sound	64.9
<b>All People 25-54</b>		
1	Network ZM	303.3
2	Network The Rock	292.3
3	Network The Edge	283.4
4	Network Mai FM	274.9
5	Network More FM	261.5
6	Network Breeze	261.1
7	Network The Hits	242.2
8	Network Newstalk ZB	227.1
9	Network The Sound	157.7
10	Network Radio Hauraki	150.6
<b>All People 45-64</b>		
1	Network Breeze	232.4
2	Network Newstalk ZB	208.7
3	Network More FM	176.9
4	Network The Sound	157.3
5	Network The Rock	136.5
6	Network The Hits	132.9
7	Network Coast	124.1
8	Network ZM	102.2
9	Network The Edge	91.4
10	Network Magic	80.5

Total Station Share % <sup>2</sup>		
Rank	All People 10+	
1	Network Newstalk ZB	14.5
2	Network Breeze	9.1
3	Network The Rock	7.7
4	Network Magic	6.6
5	Network More FM	6.4
6	Network Mai FM	6.2
7	Network ZM	6.0
8	Network The Sound	5.7
9	Network The Hits	5.4
=10	Network The Edge / Network Coast	5.1
<b>All People 18-34</b>		
1	Network Mai FM	14.0
2	Network The Rock	11.7
3	Network ZM	11.3
4	Network The Edge	9.4
5	Network The Hits	7.2
6	Network More FM	5.8
7	Network Breeze	5.3
8	Network Channel X	4.8
9	Network Radio Hauraki	4.7
10	Network George FM	4.5
<b>All People 25-54</b>		
1	Network The Rock	12.0
2	Network Mai FM	8.8
3	Network ZM	8.5
4	Network Newstalk ZB	7.3
=5	Network More FM	7.0
=5	Network Breeze	7.0
7	Network The Hits	6.7
8	Network The Edge	6.0
9	Network The Sound	5.1
10	Network Channel X	4.3
<b>All People 45-64</b>		
1	Network Newstalk ZB	13.5
2	Network Breeze	10.5
3	Network The Sound	9.7
4	Network The Rock	8.1
5	Network More FM	7.7
6	Network Coast	7.3
7	Network The Hits	5.8
8	Network Magic	5.4
9	Network ZM	4.1
10	Network The Edge	3.1

<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, S2/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

# NZ Commercial Network Breakfast Rankings Survey S2 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	Share %	Rank	Station	Share %
1	Network Newstalk ZB	19.7	1	Network The Rock	12.5
2	Network The Rock	8.1	2	Network Mai FM	10.7
3	Network Breeze	7.7	3	Network Newstalk ZB	10.0
4	Network Mai FM	7.5	4	Network ZM	9.4
=5	Network More FM	6.6	5	Network More FM	6.6
=5	Network ZM	6.6	6	Network The Edge	6.0
7	Network The Edge	5.1	7	Network Breeze	5.8
8	Network Magic	5.0	8	Network The Hits	5.5
9	Network The Sound	4.7	9	Network Radio Hauraki	4.0
10	Network The Hits	4.6	10	Network The Sound	3.9
All People 18-34			All People 45-64		
1	Network Mai FM	17.6	1	Network Newstalk ZB	17.4
2	Network The Rock	13.5	2	Network Breeze	9.4
3	Network ZM	11.7	3	Network More FM	9.1
4	Network The Edge	9.6	=4	Network The Rock	8.7
5	Network The Hits	5.3	=4	Network The Sound	8.7
6	Network More FM	4.9	6	Network Coast	6.8
=7	Network Radio Hauraki	4.8	7	Network Magic	5.1
=7	Network George FM	4.8	8	Network The Hits	5.0
9	Network Breeze	4.0	9	Network ZM	4.8
10	Network Channel X	3.7	10	Network Mai FM	3.2

<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 S2/24, 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.com](http://www.gfk.com) or follow GfK on X (Twitter): <https://x.com/GfK>

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