

SUMMER MEDIA



We asked our NZME audience about their summer plans and media habits during the summer months.

A quarter of New Zealanders have changed their summer holiday plans amidst current economic and climate challenges. This has resulted in Kiwis taking a smaller number of domestic trips and spending less.

39%
of Kiwi road trippers **enjoy listening to more radio** when taking a lengthy drive.

57%
keep up with the latest news via their favourite news site or app.

Kiwis' **audio consumption increases** over summer.

Three of the top five mediums used more frequently are **audio channels**.

TOP 5 MEDIA USED MORE IN SUMMER

Medium	Percentage
Online Music	35%
Radio	20%
News	18%
Social	15%
Podcasts	13%

listenership is up 4% during Jan- Mar compared to the rest of the year.

SOURCE: Adswizz Audio Metrix Jan-Mar compared to Apr-Dec 2022-2023

downloads increase during the summer months (Jan-Mar) - **up 4.5%** compared to the rest of the year.

SOURCE: Triton Metrics NZ Jan-Mar compared to Apr-Dec 2022 - 2023

device usage shifts during summer.

The **NZ Herald app** saw a **14% increase** Jan-Mar.

SOURCE: Nielsen DCR average weekly Jan-Mar compared to Apr-Dec 2022 - 2023

TOP NZ DESTINATIONS

1 QUEENSTOWN
2 WELLINGTON
3 CHRISTCHURCH
4 AUCKLAND
5 NELSON