

Press release

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Auckland Commercial Radio Audience Measurement

Survey 1 – 2016

Auckland, May 5, 2016 – Results of the Auckland 2016 Commercial Radio Audience Measurement Survey 1 conducted by GfK were released today at 1pm.

Department of Statistics estimated population data at 30 June 2015 indicates approximately 1,269,000 people aged 10+ years usually live in the Auckland survey area used for the Commercial Radio Audience Measurement Survey. Of these, 76.5% listen to a commercial radio station each week.

The survey, conducted over 12 weeks and sampling 2,552 people aged 10+ years shows Newstalk ZB has most commercial station listeners, with 188,200 different people tuning in each week. The Edge has second highest with 168,800 different listeners, followed by Mai FM with 157,600. Coast has fourth highest commercial cumulative audience of 139,1000, and The Breeze is fifth highest with 137,900.

The highest commercial station market share was also achieved by Newstalk ZB with a 13.6% share of all commercial radio listening. Second highest commercial share is Coast with 8.8%, followed by The Breeze with 7.1%. Fourth highest commercial share is Mai FM with 6.8%, and Edge has fifth highest with 6.6%.

Breakfast results (Mon-Fri 6am-9am) show Newstalk ZB with the highest share; 17.7% of commercial radio breakfast listening, followed by Mai FM with a 7.8% share. Coast is third with 7.0% share of commercial radio listening, followed by Edge on 6.6%, and Radio Live is fifth with 5.9%.

The table below shows the weekly cumulative reach and station share results for the latest survey.

Further details of the survey and results for all subscribing commercial radio stations in the Auckland market can be found at

<http://www.gfk.com/en-nz/solutions/audience-measurement-and-insights/>

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Commercial register
Nuremberg HRB 25014

**Table 1: GfK New Zealand Commercial Auckland Survey 1 2016
Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach ¹		Station Share ²	
	000's	Rank	%	Rank
Newstalk ZB	188.2	1	13.6	1
Edge	168.8	2	6.6	5
Mai FM	157.6	3	6.8	4
Coast	139.1	4	8.8	2
Breeze	137.9	5	7.1	3
ZM	118.4	6	4.7	8
Hits	100.6	7	5.7	6
More FM	100.0	8	4.1	10
George FM	97.8	9	4.5	9
The Sound	85.3	10	5.7	7
Flava	82.0	11	3.2	12
Rock	72.2	12	3.1	13
Radio Live	71.1	13	3.3	11
Radio Hauraki	54.2	14	2.8	14
Mix	45.7	15	2.1	15
Radio Sport	43.2	16	1.8	16
Rhema	41.5	17	1.2	19
BBC	29.2	18	0.8	22
Radio Tarana	27.0	19	1.5	17
Life FM	26.6	20	1.2	20
Chinese Radio AM936	24.8	21	1.0	21
More FM Rodney	20.6	22	0.4	26
Magic	19.4	23	1.4	18
Humm FM	18.2	24	0.8	23
Star	14.3	25	0.6	25
FM99.4 Chinese Voice	8.5	26	0.7	24
Ake	5.6	27	0.1	27
Radio Tainui	5.0	28	0.1	28
Radio Waatea	3.4	29	0.1	29

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¹ The number of different listeners aged 10 years and over reached by each commercial station per week

² The percentage share that each commercial station has of the total commercial listening done over a week by those aged 10 years and over



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GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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