

## Press release

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### Major Markets Commercial Radio Audience Measurement

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#### Survey 1 – 2016

**Auckland, May 5, 2016 – Results of the Major Markets 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 3,162,000 people aged 10+ years usually live in the Major Markets survey area used for the Commercial Radio Audience Measurement Survey. Of these, 77.4% listen to a commercial radio station each week.

The Major Markets coverage area includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawkes Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland.

The survey, conducted over 18 weeks and sampling 16,634 people aged 10+ years shows the Edge Network has most commercial station listeners, with 488,100 different people aged 10+ tuning in each week. Newstalk ZB Network has second highest with 398,900 different listeners, followed by More FM Network with 371,100. The Breeze Network has fourth highest commercial cumulative audience of 353,300, and ZM Network is fifth highest with 352,500.

The highest commercial station market share was achieved by Newstalk ZB Network with an 11.8% share of all commercial radio listening. Second highest commercial share is Coast Network with 8.4%, followed by The Sound Network with 7.9%. Fourth equal highest commercial share is The Edge Network and The Rock Network both with 7.5%.

Breakfast results (Mon-Fri 6am-9am) show Newstalk ZB Network with the highest share; 14.8% of commercial radio breakfast listening, followed by More FM Network with a 9.1% share. The Edge Network is third with 7.5% share of commercial radio listening, followed by The Rock Network with 7% and Breeze Network is fifth with 6.7%.

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 Major Markets market can be found at

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

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

	Weekly Cumulative Reach <sup>1</sup>		Station Share <sup>2</sup>	
	000's	Rank	%	Rank
Network Edge	488.1	1	7.5	4=
Network Newstalk ZB	398.9	2	11.8	1
Network More FM	371.1	3	7.4	6
Network Breeze	353.3	4	7.2	7
Network ZM	352.5	5	5.3	9
Network Rock	310.1	6	7.5	4=
Network Coast	309.5	7	8.4	2
Network Hits	306.3	8	6.2	8
Network The Sound	280.0	9	7.9	3
Network Mai FM	259.6	10	4.3	10
Network Radio Live	192.8	11	3.8	11
Network Hauraki	143.2	12	2.5	12
Network Radio Sport	140.9	13	2.2	13
Network Flava	134.6	14	1.9	16
Network George	129.1	15	2.0	15
Network Rhema	86.9	16	1.0	17
Network Magic	78.0	17	2.1	14
Network Life FM	56.5	18	0.9	18
Network Maori Radio	52.2	19	0.9	19
Network Mix	51.1	20	0.8	20
Network Star	35.5	21	0.6	21
Network Radio Tarana	33.2	22	0.6	22
Network Hokonui	7.0	23	0.1	23

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

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



### **About GfK**

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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