



The Table below shows the ranking of the major commercial Networks by Weekly Reach, Station Share and Breakfast share across all people 10+ and the key 18-34 and 25-54 demographics.

**Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2017 total Cumulative Reach and Total Station Share (Mon-Sun 12mn-12mn) and Station Share Breakfast (Mon-Fri 6am-9am)**

TOTAL NEW ZEALAND	Weekly Cumulative Reach <sup>1</sup>		Total Station Share <sup>2</sup>		Breakfast Station Share <sup>3</sup>	
	000's	Rank	%	Rank	%	Rank
<b>All People 10+</b>						
Network The Edge	662.3	1	8.1	2=	7.4	4=
Network More FM	517.4	2	7.5	5	8.6	2
Network Breeze	506.1	3	7.9	4	7.4	4=
Network Newstalk ZB	495.3	4	10.0	1	12.8	1
Network ZM	478.1	5	6.0	8	6.5	6
Network The Rock	428.5	6	8.1	2=	7.5	3
Network Coast	405.3	7	7.3	6	5.7	8
Network The Hits	397.9	8	5.4	10	5.4	9=
Network Mai FM	386.8	9	5.5	9	6.2	7
Network The Sound	337.9	10	6.4	7	5.4	9=
<b>All People 18-34</b>						
Network The Edge	307.1	1	13.4	1	11.7	4
Network ZM	246.6	2	11.8	4	14.5	1
Network Mai FM	214.3	3	12.1	3	14.3	2
Network The Rock	180.5	4	12.4	2	12.1	3
Network More FM	134.3	5	6.3	5	5.4	5
Network The Hits	122.0	6	6.0	6	4.9	7
Network Flava	104.9	7	4.1	9=	2.9	11
Network Breeze	104.0	8	4.8	8	4.6	8
Network Radio Hauraki	91.2	9	5.0	7	5.1	6
Network George FM	77.1	10	2.5	11	2.0	14
<b>All People 25-54</b>						
Network The Edge	338.3	1	9.1	2	9.0	3
Network More FM	291.1	2	9.0	3	9.4	2
Network The Rock	288.4	3	11.7	1	11.2	1
Network ZM	273.4	4	7.7	5	8.4	4
Network Breeze	254.4	5	8.1	4	8.1	5
Network The Hits	211.2	6	6.5	7	6.1	8
Network Mai FM	201.6	7	5.9	8	6.8	6
Network The Sound	194.0	8	7.3	6	6.2	7
Network Newstalk ZB	169.7	9	4.5	9	6.0	9
Network Radio Hauraki	147.0	10	3.9	10=	3.6	11