

Table 1: GfK New Zealand Commercial Total New Zealand Survey 2 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[1]		Total Station Share[2]		Breakfast Station Share[3]	
	000's	Rank	%	Rank	%	Rank
All People 10+						
Network The Edge	647.2	1	7.5	4=	7.3	4=
Network Breeze	521.6	2	8.2	2	7.6	3
Network More FM	513.8	3	7.3	6	8.9	2
Network Newstalk ZB	502.3	4	10.3	1	13.4	1
Network ZM	486.8	5	6.4	7=	7	6
Network The Rock	428.2	6	7.9	3	7.3	4=
Network Coast	412.9	7	7.5	4=	5.8	7=
Network Mai FM	401.5	8	5.4	9	5.8	7=
Network The Hits	395.1	9	5.3	10	5.2	10
Network The Sound	338.3	10	6.4	7=	5.4	9
All People 18-34						
Network The Edge	295.7	1	12.9	2=	12.2	4
Network ZM	246.7	2	12.9	2=	15.5	1
Network Mai FM	214.6	3	11.5	4	13.3	2
Network The Rock	182.7	4	13.1	1	13	3
Network More FM	132.7	5	6	6	5.6	5
Network Breeze	119.2	6	6.2	5	5.2	6
Network The Hits	115.8	7	5.5	7	4.6	7
Network Flava	103.8	8	5	8	3.2	10=
Network Radio Hauraki	85.1	9	3.7	10	3.7	8
Network George FM	74.5	10	2.4	12	1.6	14
All People 25-54						
Network The Edge	336.4	1	8.7	2	8.9	3
Network The Rock	290.8	2	11.6	1	10.8	1
Network More FM	283.2	3	8.6	3	9.8	2
Network ZM	271.9	4	7.9	5	8.8	4
Network Breeze	266.4	5	8.2	4	8.1	5
Network The Hits	209.9	6	6.3	7	5.9	9
Network Mai FM	202.3	7	5.7	8	6.5	6
Network The Sound	192.1	8	7.2	6	6.1	7
Network Newstalk ZB	167.7	9	4.5	9	6	8
Network Radio Hauraki	149.8	10	4.1	10	3.7	11

[\[1\] The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn](#)

[\[2\] The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn](#)

[\[3\] The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am](#)

Table 2: GfK New Zealand Commercial Total New Zealand Survey 1 & 2 2017 total Cumulative audience¹ ('000's and %) Mon-Sun 12mn-12mn by method listened and device used:

	People 10+	People 10-39	People 40+
	NZ Total S2 2017	NZ Total S2 2017	NZ Total S2 2017
METHODS			
AM/FM Radio	3,234.5 (77.8%)	1,511.5 (76.5%)	1,723.0 (79.0%)
Internet	664.7 (16.0%)	410.6 (20.8%)	254.2 (11.7%)
DEVICE			
Radio	3,262.9 (78.5%)	1,516.4 (76.7%)	1,746.5 (80.1%)
Mobile/tablet	449.3 (10.8%)	298.8 (15.1%)	150.5 (6.9%)
Personal computer	212.4 (5.1%)	123.3 (6.2%)	89.1 (4.1%)
TV	106.6 (2.6%)	70.6 (3.6%)	36.1 (1.7%)
Other	68.5 (1.6%)	44.2 (2.2%)	24.3 (1.1%)

NB: Percentages may total more than 100% due to listeners using more than one device

[\[1\] The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn](#)