

**Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 3 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	625.8	1	6.9	6	7.2	4
Network More FM	526.7	2	7.7	4	8.9	2
Network Newstalk ZB	510.4	3	10.5	1	14.0	1
Network Breeze	505.1	4	7.9	2	6.7	5
Network ZM	501.4	5	5.9	8=	6.4	7
Network Mai FM	452.6	6	5.9	8=	6.6	6
Network The Rock	426.7	7	7.8	3	7.3	3
Network The Hits	403.8	8	5.2	10	5.2	10
Network Coast	394.8	9	7.5	5	5.8	8
Network The Sound	343.2	10	6.4	7	5.6	9
<b>All People 18-34</b>						
Network The Edge	284.2	1	11.7	4	11.8	4
Network ZM	247.7	2	11.8	3	12.9	2
Network Mai FM	240.9	3	12.3	2	14.3	1
Network The Rock	183.3	4	13.6	1	12.8	3
Network More FM	144.0	5	7.3	5	7.1	5
Network The Hits	126.8	6	5.0	8	4.2	9
Network Breeze	119.1	7	5.8	7	4.3	8
Network Flava	117.9	8	6.3	6	6.3	6
Network Radio Hauraki	93.8	9	4.2	9	4.6	7
Network George FM	71.3	10	2.6	11	1.8	12
<b>All People 25-54</b>						
Network The Edge	324.1	1	7.7	3	8.2	4
Network ZM	289.6	2	7.3	6	8.3	3
Network More FM	287.8	3	9.1	2	10.3	2
Network The Rock	285.7	4	11.3	1	10.7	1
Network Breeze	260.8	5	7.6	4	6.7	7=
Network Mai FM	231.8	6	6.2	7	6.8	6
Network The Hits	225.5	7	6.1	8	5.7	9
Network The Sound	192.6	8	7.4	5	6.7	7=
Network Newstalk ZB	167.8	9	4.9	9	6.9	5
Network Radio Hauraki	148.4	10	4.5	10	4.1	11

<sup>1</sup> The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

<sup>2</sup> The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

<sup>3</sup> The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am