



Commercial Radio reaches over 77% of all New Zealanders - Total NZ - Survey 3 2019

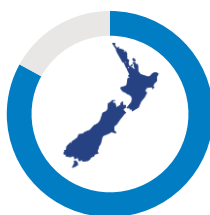
The Third Radio Survey release for 2019 shows the continued strength of commercial radio as a regular part of 3.3 million New Zealanders everyday lives.

The latest results see the return to more traditional listening patterns after the increase in news and talk station listening earlier this year following the Christchurch Mosque Attacks.

RBA CEO Jana Rangooni points out "As well as being loved for music and entertainment radio continues to be a trusted source of news, information and commentary in times of significant news events. We see this with major events of national interest and more frequently with localised issues like this week's flooding in the Coromandel."

TOTAL RADIO LISTENING

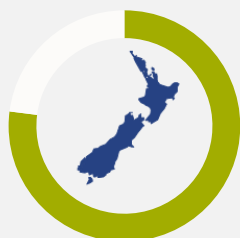
3.61 million people or 83%
of New Zealanders aged 10+, listen to
radio each week in Survey 3 2019.



83%

of the New Zealand
population aged 10+ tune in to
radio each week

COMMERCIAL RADIO LISTENING



77%

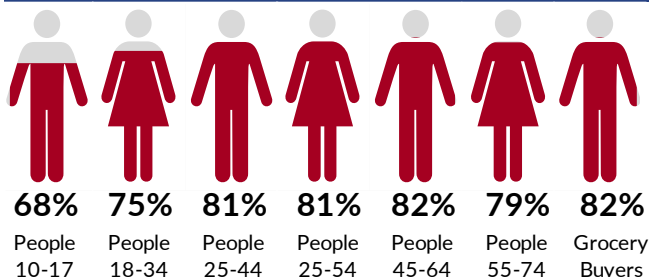
of the New Zealand
population aged 10+ tune
in to commercial radio
each week

3.35 million people or 77%
of New Zealanders aged 10+, listen to
commercial radio each week in Survey 3 2019.

On average listeners tune in for **16 hours 39 minutes**
of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



58%

Of People 10+ listen to commercial radio during
Breakfast

Mon-Fri 6am-9am



59%

Workday

Mon-Fri 9am-4pm



61%

Weekends

Sat-Sun 12mn-12mn

GfK NZ Commercial Radio Ratings | Survey 3 2019

COMMERCIAL NETWORK RANKING – TOTAL NZ

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.

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	590.8	1	6.4	8	6.1	7
Network More FM	571.4	2	8.3	3	9.7	2
Network Breeze	555.1	3	9.0	2	7.5	3
Network Newstalk ZB	512.4	4	11.0	1	15.1	1
Network ZM	492.5	5	6.6	7	7.3	5
Network The Rock	430.3	6	7.2	5	7.0	6
Network The Hits	406.7	7	5.4	10	5.3	9
Network Mai FM	390.7	8	4.5	11	4.9	10
Network Magic Music & Talk	373.2	9	7.9	4	7.4	4
Network The Sound	367.4	10	7.2	5	5.5	8
All People 18-34						
Network The Edge	282.3	1	12.7	2	12.9	2
Network ZM	239.5	2	14.0	1	16.3	1
Network Mai FM	225.1	3	10.5	4	11.1	4
Network The Rock	169.8	4	12.7	2	12.3	3
Network More FM	145.5	5	6.4	5	5.1	6
Network The Hits	125.4	6	6.1	6	4.9	7
Network Breeze	119.7	7	5.9	7	4.8	8
Network Flava	102.9	8	3.4	11	2.7	12
Network Radio Hauraki	96.0	9	4.5	8	5.4	5
Network The Sound	72.5	10	4.3	9	3.1	10
All People 25-54						
Network The Edge	310.5	1	7.0	6	6.8	6
Network ZM	302.0	2	8.9	3	10.5	1
Network More FM	298.6	3	9.2	2	10.4	3
Network The Rock	289.2	4	10.8	1	10.5	1
Network Breeze	261.3	5	8.3	5	7.4	4
Network The Hits	226.4	6	6.4	7	5.8	9
Network Mai FM	218.5	7	5.8	8	6.0	8
Network The Sound	211.1	8	8.5	4	6.2	7
Network Newstalk ZB	172.0	9	4.4	10	6.9	5
Network Radio Hauraki	167.9	10	4.5	9	5.0	10

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

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 3 2019 (NB Waikato S3 2017), Cumulative Audience (000.0's) Mon-Sun 12mn-12mn, Commercial Share % Total Mon-Sun 12mn-12mn and Commercial Share % Breakfast Mon-Fri 6am-9am.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for the following Regional dates in S3 2019: Sep 2 – Nov 10 2018.

GfK NZ Commercial Radio Ratings | Survey 3 2019

Please note: The S3 2019 release does not include an S3 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until 2020. All historic S3 2017 data for Waikato will be carried forward for 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

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