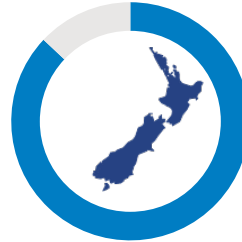


GfK NZ Commercial Radio Ratings | Survey 4 2017

TOTAL RADIO LISTENING

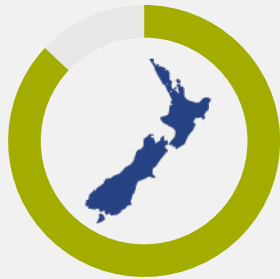
3.57 million people or **86% of New Zealanders aged 10+**, listen to radio each week in Survey 4 2017.



86%

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

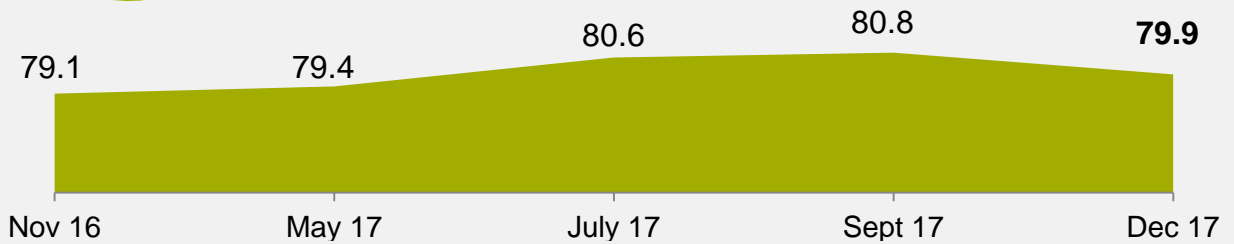
COMMERCIAL RADIO LISTENING



80%

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

3.32 million people or almost **80% of New Zealanders aged 10+**, listen to commercial radio each week in Survey 4 2017. This is an increase of approximately 150,700 people aged 10+ on the final survey in 2016.



On average listeners tune in for **17 hours 11 minutes** of commercial radio each week*



CUMULATIVE AUDIENCES



74.1%
People
10-17



81%
People
18-34



83.9%
People
25-44



84.2%
People
25-54



83%
People
45-64



79.2%
People
55-74



86.3%
Grocery
buyers

Listen to commercial radio each week

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 4 2017, Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). * Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.

GfK NZ Commercial Radio Ratings | Survey 4 2017

COMMERCIAL NETWORK RANKING

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	613.1	1	6.4	7	6.3	6
Network Breeze	528.6	2	8.2	2	7.2	4
Network More FM	525.9	3	8.0	3	9.0	2
Network ZM	508.0	4	5.6	9	6.0	7
Network Newstalk ZB	506.8	5	10.7	1	14.2	1
Network Mai FM	441.1	6	6.1	8	6.9	5
Network The Rock	427.7	7	7.9	4	7.7	3
Network The Hits	407.9	8	5.3	10	5.0	10
Network Coast	378.7	9	7.0	5=	5.6	9
Network The Sound	351.9	10	7.0	5=	5.8	8
All People 18-34						
Network The Edge	288.0	1	10.6	4	9.9	4
Network ZM	251.5	2	11.0	3	11.1	3
Network Mai FM	241.0	3	12.9	2	15.2	1
Network The Rock	183.5	4	13.0	1	12.7	2
Network More FM	139.7	5	7.6	5	7.1	5
Network Breeze	128.7	6	5.5	7	4.8	8
Network The Hits	126.5	7	5.6	6	4.4	9
Network Flava	114.6	8	5.3	8	5.5	6
Network Radio Hauraki	91.7	9	4.3	10	5.1	7
Network George FM	80.3	10	4.0	11	4.0	10
All People 25-54						
Network The Edge	311.8	1	6.8	7	6.7	7
Network ZM	294.7	2	7.0	5=	7.7	3
Network More FM	281.8	3	9.0	2	10.1	2
Network The Rock	278.6	4	11.6	1	11.6	1
Network Breeze	268.0	5	7.9	3=	7.1	5=
Network The Hits	237.3	6	6.2	8	5.4	9
Network Mai FM	234.3	7	7.0	5=	7.5	4
Network The Sound	185.3	8	7.9	3=	6.5	8
Network Newstalk ZB	176.1	9	5.0	9	7.1	5=
Network Radio Hauraki	139.7	10	4.0	10	4.1	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

The full **Commercial Total New Zealand S4 2017** 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 4 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.



GfK NZ Commercial Radio Ratings | **Survey 4 2017**

For more information, please contact:

Jana Rangooni,
Chief Executive,
Radio Broadcasters Association
Mob: 021 2 446617,
jana@rba.co.nz

or

Libby May,
Account Director, Radio, GfK
Mob: 027 5677 333,
libby.may@gfk.com

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.

For more information, please visit www.gfk.com or follow GfK on Twitter:
https://twitter.com/GfK_en

Responsible under press legislation:

GfK SE, Global Communications

Jan Saeger

Nordwestring 101

90419 Nuremberg

Germany

press@gfk.com