

## 3.4 million New Zealanders listen to their favourite commercial radio stations every week.

Total New Zealand - Survey 1 2018

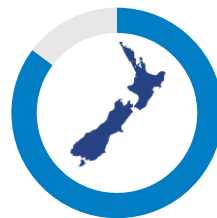
Radio Broadcasters Association CEO Jana Rangooni says "The first survey release of 2018 is another great one for radio showing all Radio and Commercial Radio at all-time highs in terms of weekly listenership. For Commercial Radio it's been a great week on all fronts with ASA figures released last week showing radio advertising revenue at an all-time high too."

Mediaworks CEO Michael Anderson says "Radio is a medium that has a deep connection with its audience. Our Mediaworks brands engage with our listeners at all times of the day and provide relevant and timely content related to their activity - whether it's on air, via digital, social media or through events - during breakfast, drive or nights. The latest GfK survey results demonstrate once again radio's strength and consistency in its relationship with New Zealanders."

Michael Boggs CEO at NZME says "I'm pleased that radio continues to deliver for both audiences and customers. In recent years, an increasing number of listeners are tuning-in to radio to be informed and entertained. In addition, advertisers continue to see the benefits of radio to reach their target audience and are increasing their investment in radio advertising, despite the increased overseas competition for the audience attention and advertising spend. NZME will continue to invest locally to make a difference for New Zealanders."

### TOTAL RADIO LISTENING

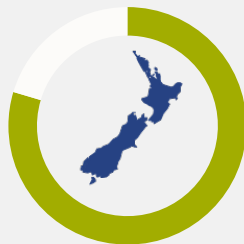
**3.63 million people or 85%** of New Zealanders aged 10+, listen to radio each week in Survey 1 2018.



**85%**

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

### COMMERCIAL RADIO LISTENING



**80%**

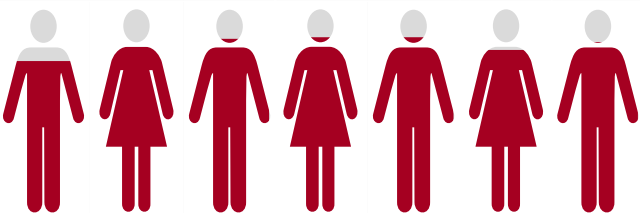
of the New Zealand population aged 10+ tune in to commercial radio each week

**3.39 million people or 80%** of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2018. This is an increase of approximately 67,400 people aged 10+ on the last survey of 2017.

On average listeners tune in for **17 hours 09 minutes** of commercial radio each week\*



### WEEKLY CUMULATIVE AUDIENCES



<b>73%</b>	<b>80%</b>	<b>84%</b>	<b>85%</b>	<b>84%</b>	<b>79%</b>	<b>82%</b>
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

**Listen to commercial radio**



**60%**

**Of People 10+ listen to commercial radio during Breakfast**

Mon-Fri 6am-9am



**61%**

**Workday**

Mon-Fri 9am-4pm



**64%**

**Weekends**

Sat-Sun 12mn-12mn

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2018 (NB Waikato S3 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 1 2018

## 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 <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	639.8	1	6.6	7	6.2	6
Network Breeze	580.7	2	8.2	3	7.5	3
Network More FM	543.4	3	8.4	2	9.8	2
Network ZM	502.7	4	5.8	9	6.2	6
Network Newstalk ZB	488.9	5	9.9	1	13.2	1
Network Mai FM	438.9	6	6.0	8	6.9	4
Network The Rock	428.9	7	7.3	5	6.9	4
Network The Hits	423.6	8	5.4	10	5.1	10
Network The Sound	380.8	9	7.4	4	6.0	8
Network Coast	375.7	10	7.0	6	5.7	9
<b>All People 18-34</b>						
Network The Edge	304.0	1	11.0	3	9.8	4
Network Mai FM	259.5	2	13.5	1	17.0	1
Network ZM	253.2	3	10.7	4	11.1	3
Network The Rock	186.6	4	11.8	2	11.4	2
Network Breeze	142.8	5	6.1	6	4.8	6
Network More FM	134.6	6	6.8	5	6.0	5
Network The Hits	131.4	7	5.7	7	4.5	8
Network Flava	112.9	8	4.9	9	4.6	7
Network Radio Hauraki	88.5	9	3.8	11	4.2	11
Network The Sound	84.8	10	5.7	7	4.3	10
<b>All People 25-54</b>						
Network The Edge	322.6	1	6.8	7	6.2	7
Network More FM	301.2	2	10.0	2	11.4	1
Network ZM	292.3	3	7.0	6	7.4	5
Network Breeze	281.6	4	8.4	3	7.5	4
Network The Rock	279.2	5	10.5	1	10.4	2
Network Mai FM	243.0	6	7.5	5	8.3	3
Network The Hits	238.9	7	6.0	8	5.4	9
Network The Sound	200.3	8	8.3	4	6.8	6
Network Newstalk ZB	170.7	9	4.2	9	5.9	8
Network Radio Hauraki	157.2	10	3.7	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

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



## GfK NZ Commercial Radio Ratings | Survey 1 2018

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