

Press release

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Hawke's Bay Commercial Radio Audience Measurement

Survey 1 – 2016

Auckland, November 10, 2016 – Results of the Hawke's Bay 2016 Commercial Radio Audience Measurement Survey 1 conducted by GfK were released today at 1pm.

Department of Statistics estimated population data at 30 June 2015 indicates approximately 118,000 people aged 10+ years usually live in the Hawke's Bay survey area used for the Commercial Radio Audience Measurement Survey. Of these, 79.6% listen to a commercial radio station each week.

The survey, conducted over 36 weeks and sampling 932 people aged 10+ years shows The Edge has most commercial station listeners, with 22,400 different people tuning in each week. The Hits has second highest with 17,200 different listeners, followed by The Rock with 15,500. Breeze has fourth highest commercial cumulative audience of 12,600, and Newstalk ZB is fifth highest with 11,700.

The highest commercial station market share was also achieved by The Edge with a 10.7% share of all commercial radio listening. Second highest commercial share is The Hits with 9.7%, followed by Magic with 9.6%. Newstalk ZB has fourth highest commercial share of 9.1%, and The Rock has fifth with 7.7%.

Breakfast results (Mon-Fri 6am-9am) show The Edge with the highest share; 11% of commercial radio breakfast listening, followed by The Hits with 9.8%. Newstalk ZB is third with 9.4% share of commercial radio breakfast listening, followed by Breeze on 8.4%, and The Rock is fifth with 7.2%.

The table below shows the weekly cumulative reach and station share results for the latest survey.

Further details of the survey and results for all subscribing commercial radio stations in the Hawke's Bay market can be found at <http://www.gfk.com/en-nz/insights/report/radio-audience-measurement/>

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Commercial register
Nuremberg HRB 25014

**Table 1: GfK New Zealand Commercial Hawke's Bay Survey 1 2016
Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach ¹		Station Share ²	
	000.00's	Rank	%	Rank
Edge	22.4	1	10.7	1
The Hits	17.2	2	9.7	2
Rock	15.5	3	7.7	5
Breeze	12.6	4	7.1	7
Newstalk ZB	11.7	5	9.1	4
Magic	11.6	6	9.6	3
Flava	11.0	7=	6.9	8
More FM	11.0	7=	5.5	9
The Sound	10.9	9	7.2	6
ZM	10.5	10	3.9	11
Mai FM	8.3	11	4.4	10
Coast	7.5	12	3.7	12
Radio Sport	7.3	13	2.4	14
Radio Live	6.3	14	2.8	13
Radio Hauraki	4.6	15	2.1	15
Rhema	2.6	16	1.0	16
Radio Kahungunu	2.4	17	0.5	17
Life FM	2.2	18	0.4	18
Star	0.8	19	0.2	19

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¹ The number of different listeners aged 10 years and over reached by each commercial station per week

² The percentage share that each commercial station has of the total commercial listening done over a week by those aged 10 years and over



ENDS

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.

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