



# Media release

## Total New Zealand RNZ Audience Measurement

30<sup>th</sup> April 2019

Contact New Zealand:  
RBA

Jana Rangooni  
T +64 21 244 6617  
[jana@rba.co.nz](mailto:jana@rba.co.nz)

GfK  
Libby May  
T +64 27 5677 333  
[libby.may@gfk.com](mailto:libby.may@gfk.com)

### Survey 1 - 2019

**Auckland, April 30<sup>th</sup> – Results of the Total New Zealand 2019 RNZ Measurement Survey 1 conducted by GfK were released today at 1pm.**

Conducted across the whole of New Zealand, this unified New Zealand radio audience measurement survey gives valuable insights into the strength and scope of radio listening across the country. The survey was conducted over 40 weeks and sampled 15,341 people aged 10+.

Department of Statistics estimated population data at 30 June 2018 indicates approximately 4,347,100 people aged 10+ years live in New Zealand. The Total New Zealand Radio New Zealand Audience Measurement Survey shows 3,616,300<sup>1</sup> or 83% of them listen to a radio station each week.

Network RNZ National reaches 616,200<sup>1</sup> different people each week, a 14.2% reach of all people 10+ across New Zealand.

This is a share of 12.1%<sup>2</sup> of the total weekly radio listening in New Zealand.

Network RNZ Concert has a total audience weekly reach of 182,700<sup>1</sup> or 4.2% of all people in New Zealand aged 10+.

This is a share of 2.5%<sup>2</sup> of the total weekly radio listening in New Zealand.

2,852,300 people aged 10+ listen to Breakfast radio (6am to 9am Monday to Friday) in a typical week.

Breakfast results (Mon-Fri 6am-9am) show Network RNZ National reaches 464,000 or 10.7% of people aged 10+ across New Zealand. This is a market share of 15.6%<sup>2</sup> of the total radio listening audience at that time of day.

Further details of the Total New Zealand Radio New Zealand radio survey

GfK SE  
Nordwestring 101  
90419 Nuremberg  
Germany

Tel. +49 911 395-0  
Fax +49 911 395-2209  
[public.relations@gfk.com](mailto:public.relations@gfk.com)  
[www.gfk.com](http://www.gfk.com)

Management Board:  
Matthias Hartmann (CEO)  
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Commercial register  
Nuremberg HRB 25014

<sup>1</sup> The number of different listeners aged 10 years and over reached by each radio station per week within the given time frame

<sup>2</sup> This is the percentage share each station has of all radio listening done over a week in New Zealand by people aged 10+. This may not be compared with the Commercial Station Share, which is based on share of commercial radio listening only.



can be found at <http://www.gfk.com/en-nz/insights/report/radio-new-zealand-reports/>

**Table 1: GfK New Zealand Total New Zealand RNZ Survey 1 2019 Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach <sup>1</sup>	Station Share <sup>2</sup>
	000.0's	%
Network RNZ Concert	182.7	2.5
Network RNZ National	616.2	12.1
RNZ combo	696.6	14.7

**Please note:** The S1 2019 release does not include an S1 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 late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 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.

**For more information,** please contact:

Jana Rangooni,  
Chief Executive,  
Radio Broadcasters Association  
Mob: 021 2 446617, [jana@rba.co.nz](mailto:jana@rba.co.nz)

or

Libby May,  
Account Director, Radio, GfK  
Mob: 027 5677 333, [libby.may@gfk.com](mailto:libby.may@gfk.com)

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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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Responsible under press legislation:  
Rekha Indiran  
Marcom Manager, South East Asia and Pacific  
[Rekha.Indiran@gfk.com](mailto:Rekha.Indiran@gfk.com)