

## Press release

Embargoed until 1pm Thursday 5<sup>th</sup> May 2016

5 May 2016

**Contact New Zealand:**

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

## Wellington Commercial Radio Audience Measurement

### Survey 1 – 2016

**Auckland, May 5, 2016 – Results of the Wellington 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 347,100 people aged 10+ years usually live in the Wellington survey area used for the Commercial Radio Audience Measurement Survey. Of these, 72.5% listen to a commercial radio station each week.

The survey, conducted over 12 weeks and sampling 1,104 people aged 10+ years shows ZM has most commercial station listeners, with 50,100 different people tuning in each week. Newstalk ZB has second highest with 45,000 different listeners, followed by The Edge with 43,200. The Breeze has fourth highest commercial cumulative audience of 42,400, and Hits is fifth highest with 36,800.

The highest commercial station market share was achieved by Newstalk ZB with a 15.2% share of all commercial radio listening. Second highest commercial share is The Breeze with 9.3%, followed by ZM with 8.0%. Fourth highest commercial share is The Sound with 7.1%, and Edge has fifth highest with 7.0%.

Breakfast results (Mon-Fri 6am-9am) show Newstalk ZB with the highest share; 19.3% of commercial radio breakfast listening, followed by Breeze with a 9.2% share. ZM is third with 9.0% share of commercial radio listening, followed by Hits on 7.7%, and Edge is fifth with 7.1%.

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 Wellington market can be found at

<http://www.gfk.com/en-nz/solutions/audience-measurement-and-insights/>

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)  
Christian Diedrich (CFO)  
Dr. Gerhard Hausruckingner  
Debra A. Pruent

Chairman of the  
Supervisory Board:  
Dr. Arno Mahler

Commercial register  
Nuremberg HRB 25014

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

	Weekly Cumulative Reach <sup>1</sup>		Station Share <sup>2</sup>	
	000's	Rank	%	Rank
ZM	50.1	1	8	3
Newstalk ZB	45.0	2	15.2	1
Edge	43.2	3	7	5
Breeze	42.4	4	9.3	2
Hits	36.8	5	6.3	7
More FM	24.4	6	5.2	8
The Sound	24.1	7	7.1	4
Coast	23.9	8	6.8	6
Rock	23.0	9	4.8	9
Radio Sport	20.0	10	3.2	13
Mai FM	18.4	11	3.4	12
Radio Live	15.7	12	3.7	11
Radio Hauraki	15.3	13	2.3	15
Magic	13.0	14	4.3	10
Atiawa Toa FM	6.5	15	2.5	14
George FM	6.2	16	0.3	19
Life FM	5.0	17	0.3	20
Rhema	5.0	18	0.9	16
Radio Tarana	4.4	19	0.7	18
Star	1.2	20	0.8	17
Te Upoko o Te Ika	0.1	21	0	21

**For more information, please contact:**  
 Libby May,  
 Account Director, Radio, GfK  
 Mob: 027 5677 333, [libby.may@gfk.com](mailto:libby.may@gfk.com)

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

\_\_\_\_\_ ENDS \_\_\_\_\_

### About GfK

GfK is the trusted source of relevant market and consumer information that enables

\_\_\_\_\_

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

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



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](http://www.gfk.com) or follow GfK on Twitter:  
[https://twitter.com/GfK\\_en](https://twitter.com/GfK_en)

Responsible under press legislation:  
GfK SE, Global Communications  
Jan Saeger  
Nordwestring 101  
90419 Nuremberg  
Germany  
[press@gfk.com](mailto:press@gfk.com)