Press release

Embargoed until 1pm Thursday 10th November 2016

10 November 2016

Contact New Zealand:
Libby May
T +64 27 5677 333
libby.may@gfk.com

Christchurch Commercial Radio Audience Measurement

Survey 3 – 2016

Auckland, November 10, 2016 – Results of the Christchurch 2016 Commercial Radio Audience Measurement Survey 3 conducted by GfK were released today at 1pm.

Department of Statistics estimated population data at 30 June 2015 indicates approximately 411,000 people aged 10+ years usually live in the Christchurch survey area used for the Commercial Radio Audience Measurement Survey. Of these, 81.6% listen to a commercial radio station each week.

The survey, conducted over 24 weeks and sampling 1,247 people aged 10+ years, shows More FM has most commercial station listeners, with 100,600 different people tuning in each week. The Edge has second highest with 68,500 different listeners, followed by Breeze with 62,000. Newstalk ZB has fourth highest commercial cumulative audience of 51,000, and The Sound is fifth highest with 50,100.

The highest commercial station market share was also achieved by More FM with a 17.6% share of all commercial radio listening. Second highest commercial share is Newstalk ZB with 11.2%, followed by The Breeze with 10.5%. Fourth highest commercial share is The Sound with 9.0%, and Edge has fifth highest with 7.6%.

Breakfast results (Mon-Fri 6am-9am) show More FM also has the highest share; 22.5% of commercial radio breakfast listening, followed by Newstalk ZB with a 15.3% share. Breeze is third with 9.0% share of commercial radio listening, followed by The Sound on 8.0%, and The Edge is fifth with 7.6%.

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 Christchurch market can be found at http://www.gfk.com/en-nz/insights/report/radio-audience-measurement/

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

Tel. +49 911 395-0
Fax +49 911 395-2209
public.relations@gfk.com
www.gfk.com

Management Board:
Matthias Hartmann (CEO)
Christian Diedrich (CFO)
Dr. Gerhard Hausruckinger
Debra A. Pruent

Chairman of the Supervisory Board:
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014

Table 1: GfK New Zealand Commercial Christchurch Survey 3 2016
Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn

	Weekly Cumulative Reach[1]		Station Share[2]	
	000's	Rank	%	Rank
More FM	100.6	1	17.6	1
Edge	68.5	2	7.6	5
Breeze	62.0	3	10.5	3
Newstalk ZB	51.0	4	11.2	2
The Sound	50.1	5	9.0	4
ZM	49.4	6	5.9	7
Rock	44.3	7	7.0	6
Mai FM	36.6	8	5.6	8
Radio Hauraki	26.5	9	3.6	10
Coast	26.0	10	4.2	9
The Hits	24.7	11	2.5	12
Radio Live	24.0	12	3.1	11
Radio Sport	16.8	13	1.3	14
Magic	15.6	14	2.3	13
Rhema	6.6	15	0.4	16=
George FM	5.4	16	0.3	18
Star	4.7	17	0.4	16=
Mix	4.1	18	0.2	19=
Radio Tarana	3.4	19	1.1	15
Flava	2.7	20	0.2	19=
Tahu FM	2.5	21	0.1	21

For more information, please contact:
Libby May,
Account Director, Radio, GfK
Mob: 027 5677 333, libby.may@gfk.com
or
Jana Rangooni,
Chief Executive,
Radio Broadcasters Association
Mob: 021 2 446617, jana@rba.co.nz

_____ ENDS _____

_____

[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

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