

## Press release

### GfK RADIO INSIGHTS NEW ZEALAND– KEEPING IT REAL WITH RADIO

August 11, 2016

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**Auckland, August 11, 2016, 1pm NZDT**

The first GfK Radio Insights for New Zealand has been released today. The video featuring focus group respondents discussing their relationship with radio provides rich insights into the power of radio.

These discussion groups in combination with other collaborative mixed method research, illuminate listeners' engagement with their radio brand of choice.

The research is designed to give a more holistic view of radio listeners, in association with the GfK RBA Radio Audience Measurement which launched earlier this year.

Dr Morten Boyer, General Manager of GfK Media, said: *“To understand why radio creates a more ‘human’ relationship with its audience, we had to take Radio Insights beyond questionnaires and have an actual conversation. When we did this, people told us how they saw their relationship with radio.”*

One of the predominant themes through the video is authenticity, and the personal and individual levels of engagement this helps radio create with its listeners.

*“People like you ringing up ... you can relate to”  
“Personal thing ... you kind of trust it”  
“(you) have a relationship with them” ... “a companionship”  
“It’s not just a voice on the other end of the line, this is who they are”*

Quantitative research undertaken alongside the focus groups showed radio rated higher than other traditional media for metrics that reflect that level of personal involvement:

- 65% say radio keeps them company
- 63% say it is a relaxing companion
- 58% say radio makes them feel good

Engaging with and relating to the personalities on their favourite stations creates a strong bond; **three out of four listeners** have been loyal to their favourite station for two years or more.

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Radio has extended this interaction beyond broadcast programming: It is **30% more likely** to trigger social media interaction compared to other traditional media.

GfK Radio Insights plays an integral part within the GfK Radio Ratings for New Zealand, either a tailored questionnaire or focus group discussion that will be designed to provide context and additional insights to the New Zealand radio ratings. This edition of the Radio Insights was compiled from an online sample of 400 and two GfK focus groups.

The full video is available to view at: [https://youtu.be/T\\_28KPUitf4](https://youtu.be/T_28KPUitf4)

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