Press release

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Nelson Commercial Radio Audience Measurement

Survey 1 – 2016

Auckland, November 10, 2016 – Results of the Nelson 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 66,000 people aged 10+ years usually live in the Nelson survey area used for the Commercial Radio Audience Measurement Survey. Of these, 78.9% listen to a commercial radio station each week.

The survey, conducted over 36 weeks and sampling 889 people aged 10+ years shows The Edge has most commercial station listeners, with 16,300 different people tuning in each week. More FM has second highest with 10,700 different listeners, followed by The Rock with 9,100. Coast has fourth highest commercial cumulative audience of 9,000, and The Sound is fifth highest with 8,900.

The highest commercial station market share was also achieved by The Edge with a 12.8% share of all commercial radio listening. Second highest commercial share is More FM with 12.7%, followed by The Rock with 11.2%. Coast had fourth highest commercial share with 10.9% and The Sound was fifth with 10.8%.

Breakfast results (Mon-Fri 6am-9am) show More FM with the highest share; 15.9% of commercial radio breakfast listening, followed by The Edge with 12.9%. The Rock is third with 11% share of commercial radio breakfast listening, followed by Newstalk ZB on 10.3%, and The Sound is fifth with 9.3%.

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

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Commercial register
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Table 1: GfK New Zealand Commercial Nelson 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	16.3	1	12.8	1
More FM	10.7	2	12.7	2
Rock	9.1	3	11.2	3
Coast	9.0	4	10.9	4
The Sound	8.9	5	10.8	5
Breeze	7.6	6	8.0	6
The Hits	5.7	7	3.3	10
Newstalk ZB	5.3	8	6.7	7
Magic	4.4	9	5.5	8
Radio Live	4.3	10	4.2	9
ZM	3.3	11	2.5	12
Radio Hauraki	3.2	12	2.8	11
Radio Sport	2.9	13	2.1	13=
George FM	2.2	14	2.1	13=
Rhema	1.2	15	1.4	15
Life FM	0.8	16	0.3	17
Star	0.6	17	0.5	16

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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

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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