

## Media release

### Total New Zealand Radio New Zealand Audience Measurement

#### Survey 3 - 2018

27<sup>th</sup> September 2018

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**Auckland, September 27<sup>th</sup> – Results of the Total New Zealand 2018 Radio New Zealand Measurement Survey 3 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 15,496 people aged 10+.

Department of Statistics estimated population data at 30 June 2018 indicates approximately 4,256,700 people aged 10+ years live in New Zealand. The Total New Zealand Radio New Zealand Audience Measurement Survey shows 3,662.3<sup>1</sup> or 86% of them listen to a radio station each week.

2,920,700 people aged 10+ listen to Breakfast radio (6am to 9am Monday to Friday) in an average week.

Network RNZ National reaches 633,500<sup>1</sup> different people each week, a 14.9% reach of all people 10+ across New Zealand.

This is a share of 12.0%<sup>2</sup> of the total weekly radio listening in New Zealand.

Network RNZ Concert has a total audience weekly reach of 182,000<sup>1</sup> or 4.3% 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.

Breakfast results (Mon-Fri 6am-9am) show Network RNZ National reaches 481,500 or 11.3% different people aged 10+ across New Zealand. This is a market share of 15.4%<sup>2</sup> of the total radio listening audience at that time of day.

Chief Executive and Editor in Chief Paul Thompson says the New Zealand radio industry remains strong and the latest results are a clear indication

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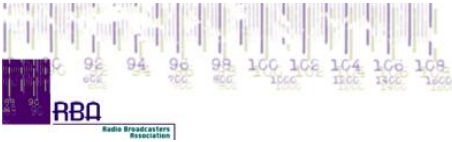
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<sup>1</sup> The number of different listeners aged 10 years and over reached by each radio station per week within the given time frame

<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.



that public broadcasting continues to play a key role in a robust market.

RNZ has had an outstanding survey with weekly cumulative reach exceeding 700,000 listeners for the first time and strong performances from key programmes reinforce the importance of quality journalism and current affairs for New Zealand audiences.

Further details of the Total New Zealand Radio New Zealand radio survey 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 3 2018 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	182.0	2.5
Network RNZ National	633.5	12.0
RNZ combo	705.8	14.4

**Please note:** The S3 2018 release does not include an S3 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 2019. All historic S3 2017 data for Waikato will be carried forward for the remaining 2018 results 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:

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ENDS



## 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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