



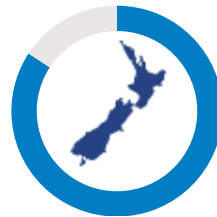
## Commercial Radio Remains a Dominant Media with New Zealand Audiences. - Christchurch - Survey 4 2018

MediaWorks CEO Michael Anderson says "Radio remains an incredibly relevant platform for Kiwi's everywhere. It is a medium with immense reach and is a great platform for local advertisers to build their brands in heartland New Zealand, with multiple touch points reaching audiences across all periods of the day. We continue to see the evolution of radio and with the introduction of podcasting it is maintaining high levels of relevance for all New Zealanders."

These sentiments are echoed by NZME CEO Michael Boggs who adds "The continued growth of radio during the year is great news for both listeners and advertisers. Radio is a medium that continues to evolve and it delivers outstanding content to inform, entertain and engage with our communities every day. Radio's ability to tell stories across multiple platforms continues to evolve."

### TOTAL RADIO LISTENING

**3.59 million people or 84%**  
of New Zealanders aged 10+, listen to radio each week in Survey 4 2018.

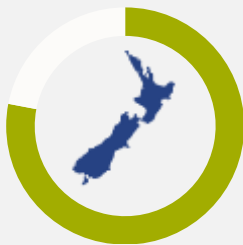


**84%**

of the New Zealand population aged 10+ tune in to radio each week

### COMMERCIAL RADIO LISTENING

#### Total NZ

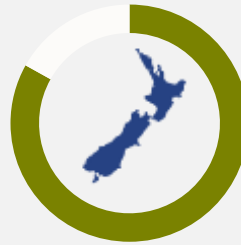


**78%**

of the New Zealand population aged 10+ tune in to commercial radio each week

**3.32 million people or 78%**  
of New Zealanders aged 10+, listen to commercial radio each week in Survey 4 2018.

#### Christchurch<sup>^</sup>



**83%**

of the Christchurch population aged 10+ tune in to commercial radio each week

**398,000 or 83% of people**  
in Christchurch aged 10+, listen to commercial radio each week in Survey 4 2018. This is an increase of approximately 6,800 people aged 10+ on Survey 3 2018.



On average Total NZ listeners tune in for  
**17 hours 06 minutes**  
of commercial radio each week\*

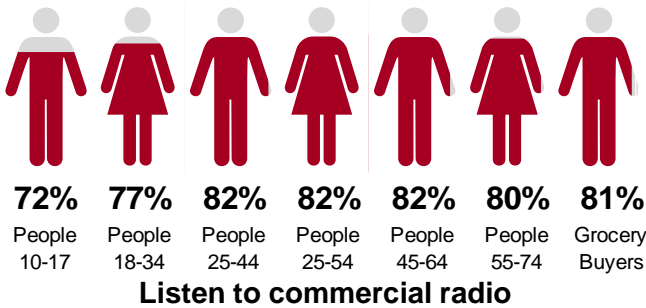


On average Christchurch listeners tune in for  
**18 hours 03 minutes**  
of commercial radio each week\*

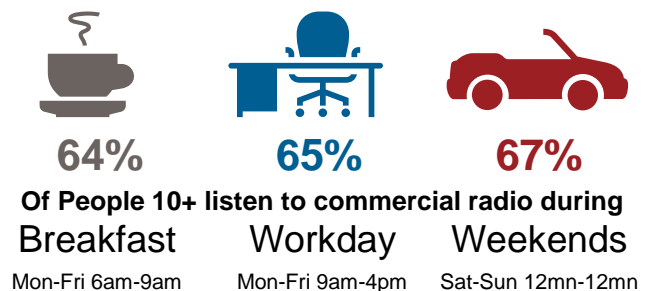
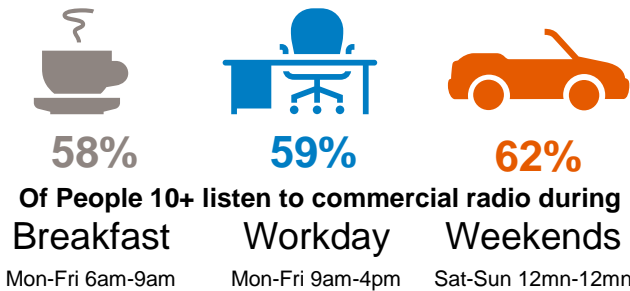
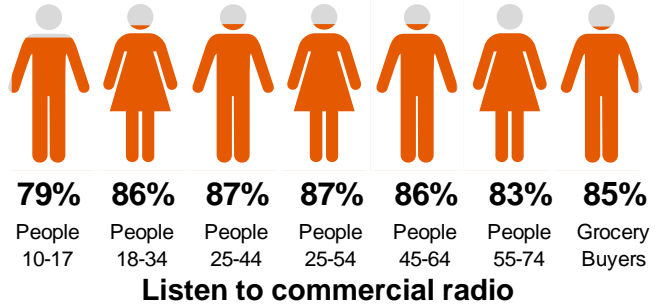
# GfK Christchurch Commercial Radio Ratings | Survey 4 2018

## WEEKLY CUMULATIVE AUDIENCES

### Total NZ



### Christchurch<sup>^</sup>



The full Commercial Total New Zealand and market by market data reports can be found on the GfK website <https://www.gfk.com/en-nz/>

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### 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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**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.

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 4 2018 (NB Waikato S3 2017), Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). <sup>^</sup>CHRISTCHURCH \*Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.