



Radio listening tops 3.5m weekly listeners

- Total NZ Survey 1 2025

The latest GfK Commercial Radio Survey audience data released today by the NZ Commercial Radio Industry shows radio listening in 2025 is maintaining its stability and building upon the success achieved in 2024. Total weekly reach has increased by 2%, with a phenomenal 3.5 million weekly listeners reported for just the second time ever.

The Radio Bureau CEO, Alistair Jamison says: "What a cracking way to start the year. The first survey of 2025 shows growth in weekly listeners, growth in daily listeners, growth in time spent listening and growth in average audience. More people listening, more often and for longer has to be great for advertisers."

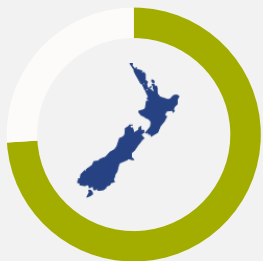
Michael Boggs, NZME Chief Executive Officer says: "What we're witnessing in audio audience growth across many global markets is mirrored here in New Zealand. When great content reaches listeners on their terms, across any device they choose, it creates a powerful connection, which is compelling for advertisers. These results are a testament to audio's enduring and evolving relevance in people's lives."

Chief Executive Officer of MediaWorks, Wendy Palmer adds: "Three quarters of NZ continue to listen to commercial radio each week and this is in-part due to the continued growth in accessibility of our content. Device based listening has grown 7.7% since last year, with over 900,000 Kiwis listening on a device each week."

Alistair Jamison says: "As an industry we are very positive about 2025. Our audience delivery has been rock solid, engagement with audio is high with well over 15 hours listening per week and our footprint continues to grow across devices. Importantly advertisers are increasingly recognising this, with SMI reported revenue up 15% in Q4 2024 and 18% in Q1 2025."

Jamison concludes: Building on this momentum, in mid-June we will release an updated Infinite Dial research study, as well as some powerful case studies demonstrating audio's impact. I encourage people to look out for these valuable insights to show how advertisers can effectively harness the power of audio to drive business growth."

COMMERCIAL RADIO LISTENING



74%

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

3.5 million people or 74% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2025. This is an increase of approximately 67,500 people aged 10+ on Survey 3 2024.

On average listeners tune in for **15 hours 22 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Age Group	Percentage
People 10-24	64%
People 18-39	70%
People 25-44	75%
People 25-54	76%
People 45-64	80%
People 55-74	78%
Grocery Buyers	79%

Listen to commercial radio



54%

Of People 10+ listen to commercial radio during Breakfast
Mon-Fri 6am-9am



57%

Workday
Mon-Fri 9am-4pm



56%

Weekends
Sat-Sun 12mn-12mn

Total NZ Commercial Network Rankings Survey 1 2025 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	647.3
2	Network Breeze	614.1
3	Network More FM	500.2
4	Network ZM	500.1
5	Network The Edge	482.1
6	Network The Rock	476.8
7	Network Mai FM	469.6
8	Network The Hits	430.2
9	Network The Sound	336.1
10	Network Coast	288.3
All People 18-34		
1	Network Mai FM	214.9
2	Network The Edge	203.3
3	Network ZM	200.1
4	Network The Rock	138.0
5	Network The Hits	133.5
6	Network More FM	105.3
7	Network Breeze	102.3
8	Network George FM	82.7
9	Network Flava	75.8
10	Network Channel X	72.7
All People 25-54		
1	Network ZM	314.6
2	Network The Rock	303.5
3	Network Mai FM	278.4
4	Network The Edge	263.6
5	Network Breeze	263.1
6	Network More FM	248.4
7	Network The Hits	234.8
8	Network Newstalk ZB	194.4
9	Network Channel X	144.2
10	Network Radio Hauraki	142.8
All People 45-64		
1	Network Breeze	221.0
2	Network Newstalk ZB	216.2
3	Network More FM	157.1
4	Network The Sound	153.8
5	Network The Rock	143.4
6	Network Coast	119.0
7	Network The Hits	106.8
8	Network ZM	88.4
9	Network Magic	78.3
10	Network Radio Hauraki	75.5

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	14.5
2	Network Breeze	9.4
3	Network The Rock	8.0
4	Network More FM	6.7
5	Network Magic	6.4
6	Network The Sound	5.9
7	Network Mai FM	5.8
8	Network The Hits	5.5
9	Network ZM	5.4
10	Network Coast	5.0
All People 18-34		
1	Network Mai FM	13.4
2	Network The Rock	12.8
3	Network ZM	9.9
4	Network The Edge	9.2
5	Network The Hits	7.7
6	Network Channel X	6.6
7	Network Breeze	5.0
8	Network More FM	4.8
9	Network George FM	3.9
10	Network Flava	3.6
All People 25-54		
1	Network The Rock	12.9
2	Network ZM	8.3
3	Network Breeze	7.8
4	Network Mai FM	7.5
5	Network More FM	7.1
6	Network The Hits	6.9
=7	Network The Edge	5.7
=7	Network Newstalk ZB	5.7
9	Network Channel X	5.4
10	Network The Sound	4.6
All People 45-64		
1	Network Newstalk ZB	11.6
2	Network Breeze	11.1
3	Network The Sound	9.9
4	Network The Rock	9.1
5	Network Coast	8.3
6	Network More FM	8.0
7	Network Magic	5.5
8	Network The Hits	4.8
9	Network ZM	3.8
=10	Network Mai FM / Network Radio Hauraki	2.9

¹ The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

² The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

Table 1: GfK Commercial RAM, S1/2025, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

Total NZ Commercial Network Breakfast Rankings Survey 1 2025 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic ³					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	20.5	1	Network The Rock	12.6
2	Network Breeze	7.9	2	Network ZM	11.0
3	Network The Rock	7.8	3	Network Mai FM	8.5
4	Network More FM	7.3	4	Network Newstalk ZB	8.3
5	Network ZM	6.9	5	Network More FM	7.2
6	Network Mai FM	6.8	6	Network The Hits	6.6
7	Network The Hits	5.0	7	Network Breeze	6.4
8	Network The Edge	4.5	8	Network The Edge	5.6
9	Network Coast	4.3	9	Network Channel X	4.7
=10	Network The Sound / Network Magic	4.2	10	Network Radio Hauraki	3.5
All People 18-34			All People 45-64		
1	Network Mai FM	16.6	1	Network Newstalk ZB	17.7
2	Network The Rock	13.4	2	Network Breeze	9.9
3	Network ZM	12.4	3	Network More FM	9.3
4	Network The Edge	8.7	4	Network The Rock	9.2
5	Network The Hits	6.1	5	Network The Sound	7.5
6	Network Channel X	5.7	6	Network Coast	6.6
7	Network More FM	4.2	7	Network The Hits	5.0
=8	Network Breeze	4.1	8	Network ZM	4.8
=8	Network Newstalk ZB	4.1	9	Network Magic	3.7
10	Network Radio Hauraki	3.3	10	Network Mai FM	3.4

³ The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am

Table 2: GfK Commercial RAM S1/2025, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (Unless otherwise stated)

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

For more information, please contact:

Alistair Jamison,
Chief Executive,
The Radio Bureau (TRB)
Mob: 0274 300 277, alistairj@trb.co.nz

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 0275 677 333,
Johan.haupt@gfk.com

GfK. Growth from Knowledge.

Over the past 50 years radio and its audiences have changed beyond recognition, and in that time we have been at the forefront of measuring the medium to provide the currency for this dynamic industry. Whether public or commercial radio stations, advertisers or their agencies, what hasn't changed in half a century is the need for robust, reliable and gold standard audience metrics to support advertising. We are true pioneers of radio audience measurement, and we provide many different solutions for capturing listening behaviour in and outside the home. GfK operates Media Measurement projects in over 25 countries globally and our cutting-edge hybrid measurement system allows listening to be captured from multiple data sources, to truly build a 360° understanding of people's media consumption behaviour. GfK drives 'Growth from Knowledge'.

For more information, please visit www.gfk-media-measurement.com

Responsible under press legislation:

Rekha Indiran
Marcom Manager, South East Asia and Pacific
Rekha.Indiran@gfk.com