



# NZ Radio and Audio Audience Growth Driven by Younger Listeners

## - Total NZ Survey 1 2026

The highly anticipated first GfK Commercial Radio Survey of 2026 has been released today by the NZ Commercial Radio Industry showing significant audience growth across the first few months of 2026, building on what was a very successful 2025 for audio. Survey 1 2026 shows that total commercial cumulative audience grew 5% over the last survey of 2025, achieving a massive 3.496 million listeners per week.

The Radio Bureau CEO Alistair Jamison says: "It is great to see the continued strength of the total audio market. Linear radio consistently reaches more than 70% of NZ every week, and with 43% of those listeners also consuming a podcast on a weekly basis, we are continuing to grow our audience opportunities and the range of platforms through which brands can engage with that audience."

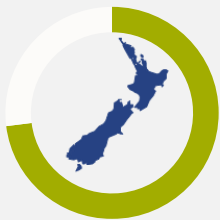
Chief Executive Officer of NZME, Michael Boggs says: "It's fantastic to see momentum across total audio audiences with 5% growth in listeners and strong growth among younger demographics - 11% among 10-24 year olds and 10% in the 18-39 age group. Youth are also the heaviest consumers of podcasts and digital audio, meaning the next generation is already deeply engaged with audio platforms and content. That's a really exciting signal for the long-term future of audio."

Wendy Palmer, MediaWorks CEO adds: "This latest survey highlights what we already knew, that audio continues to deliver for both audiences and advertisers across New Zealand. Driving real business outcomes has always been the focus for audio, and with a 5% growth in cume for our channel, New Zealand really is listening to us. The audio listening audience offers direct access to real business results for our partners and that's as strong a story as we could hope for."

Alistair Jamison says: "Audio is the leading format across the New Zealand media landscape with 94% of the country consuming an audio format each week\*. In addition, they are spending a huge amount of time listening to our content. In the coming weeks we'll release a new Share of Ear study that shows that Kiwis spend 4 hours 25 minutes a day with audio at home, in the car, at work and across a mix of linear radio, digital audio and podcasts. The audio ecosystem is growing and it's creating powerful moments that advertisers can tap into. I'd encourage advertisers to think carefully about how they're making the most of the opportunities to engage with our audio audiences."

\* Infinite Dial 2025

### COMMERCIAL RADIO LISTENING



**73%**  
of the New Zealand population aged 10+ tune in to commercial radio each week

73% of New Zealanders aged 10+ or 3.5 million people, listen to commercial radio each week, an increase of approximately 169,000 listeners since Survey 3 2025.

On average listeners tune in for **14 hours 25 minutes** each week



### WEEKLY CUMULATIVE AUDIENCES



<b>66%</b> People 10-24	<b>70%</b> People 18-39	<b>73%</b> People 25-44	<b>75%</b> People 25-54	<b>81%</b> People 45-64	<b>78%</b> People 55-74	<b>78%</b> Grocery Buyers
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**Listen to commercial radio**



**53%**  
Of People 10+ listen to commercial radio during  
**Breakfast**  
Mon-Fri 6am-9am



**56%**  
**Workday**  
Mon-Fri 9am-4pm



**55%**  
**Weekends**  
Sat-Sun 12mn-12mn

GfK RAM, S1/2026, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). All figures are based on commercial radio unless otherwise stated.

## Total NZ Commercial Network Rankings Survey 1 2026 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's <sup>1</sup>			Total Station Share % <sup>2</sup>		
Rank	All People 10+		Rank	All People 10+	
1	Network Newstalk ZB	657.4	1	Network Newstalk ZB	14.4
2	Network Breeze	616.0	2	Network Breeze	9.5
3	Network More FM	518.1	3	Network The Rock	7.9
4	Network The Edge	504.6	4	Network More FM	7.1
5	Network The Rock	494.2	5	Network Breeze Classic	6.5
6	Network ZM	476.0	6	Network Mai FM	5.9
7	Network The Hits	461.2	=7	Network The Sound	5.4
8	Network Mai FM	434.5	=7	Network The Hits	5.4
9	Network The Sound	331.7	9	Network Coast	5.3
10	Network Breeze Classic	279.3	10	Network ZM	5.1
<b>All People 18-34</b>			<b>All People 18-34</b>		
1	Network The Edge	216.7	1	Network The Rock	14.5
2	Network Mai FM	184.5	2	Network Mai FM	11.1
3	Network ZM	167.3	3	Network The Edge	9.4
4	Network The Rock	158.3	4	Network ZM	7.6
5	Network The Hits	151.2	5	Network The Hits	7.5
6	Network More FM	122.3	6	Network More FM	6.3
7	Network Breeze	120.8	7	Network Breeze	6.2
8	Network George FM	92.0	=8	Network George FM	5.7
9	Network Newstalk ZB	72.8	=8	Network Channel X	4.7
10	Network The Sound	61.9	10	Network The Sound	3.4
<b>All People 25-54</b>			<b>All People 25-54</b>		
1	Network The Rock	307.9	1	Network The Rock	11.1
2	Network ZM	289.9	2	Network Breeze	8.6
3	Network The Edge	273.3	3	Network Mai FM	7.8
4	Network Breeze	269.2	4	Network ZM	7.6
5	Network More FM	261.2	5	Network More FM	7.3
6	Network Mai FM	258.4	6	Network The Hits	6.8
7	Network The Hits	249.7	7	Network The Edge	5.8
8	Network Newstalk ZB	200.4	=8	Network Newstalk ZB	5.3
9	Network Channel X	150.4	=8	Network Channel X	5.3
10	Network George FM	147.1	10	Network George FM	4.6
<b>All People 45-64</b>			<b>All People 45-64</b>		
1	Network Newstalk ZB	230.5	1	Network Newstalk ZB	13.6
2	Network Breeze	208.2	2	Network Breeze	11.0
3	Network More FM	173.0	3	Network More FM	8.9
4	Network The Rock	142.1	4	Network The Sound	8.1
5	Network The Sound	138.2	5	Network The Rock	7.9
6	Network The Hits	124.3	6	Network Coast	7.5
7	Network Coast	107.1	7	Network Breeze Classic	5.5
8	Network ZM	97.4	8	Network The Hits	5.2
9	Network Radio Hauraki	80.3	9	Network ZM	4.3
10	Network The Edge	79.5	10	Network Radio Hauraki	3.3

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

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

Table 1: GfK Commercial RAM, S1/2026, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

## Total NZ Commercial Network Breakfast Rankings Survey 1 2026 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic <sup>3</sup>					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	20.4	1	Network The Rock	11.4
2	Network Breeze	8.7	2	Network Mai FM	9.3
3	Network The Rock	7.7	3	Network ZM	8.9
4	Network More FM	7.6	4	Network More FM	8.1
5	Network Mai FM	6.7	5	Network Newstalk ZB	7.8
6	Network ZM	6.0	6	Network Breeze	7.7
7	Network The Hits	5.1	7	Network The Hits	6.0
=8	Network The Edge	4.9	8	Network The Edge	5.9
=8	Network Breeze Classic	4.4	9	Network Channel X	4.4
10	Network Coast	4.2	10	Network George FM	3.9
All People 18-34			All People 45-64		
1	Network The Rock	14.6	1	Network Newstalk ZB	20.7
2	Network Mai FM	14.4	2	Network More FM	10.7
3	Network The Edge	9.2	3	Network Breeze	10.1
4	Network ZM	8.4	4	Network The Rock	8.0
=5	Network The Hits	6.4	5	Network Coast	6.4
=5	Network George FM	6.4	6	Network The Sound	6.1
7	Network More FM	5.6	7	Network The Hits	5.1
8	Network Breeze	5.1	8	Network ZM	5.0
9	Network Channel X	4.5	9	Network Breeze Classic	4.1
10	Network Radio Hauraki	3.0	10	Network Radio Hauraki	3.5

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

Table 2: GfK Commercial RAM S1/2026, 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](#).

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#### 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

For more information, please visit [www.gfk-media-measurement.com](http://www.gfk-media-measurement.com)

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