



HIGH REACHING, STABLE AUDIENCES THAT BUILD PROFIT AND TRUST

- Total NZ Survey 2 2026

The NZ Commercial Radio Industry today released the second GfK Radio Survey of 2026. Survey 2 2026 consolidates the growth seen in the first survey of 2026, with weekly reach remaining strong at 3.43m listeners per week.

This represents 1% growth over the equivalent second survey of 2025.

The Radio Bureau CEO Alistair Jamison says: “Once again the audio market as a whole is demonstrating its stability and consistency of audience. Over a period of constant change across the media landscape, audio has continued to reach and engage New Zealand audiences based on content that connects with listeners.”

Wendy Palmer, MediaWorks CEO adds: “These results reinforce the enduring power of audio to connect with New Zealanders every day. Our audiences aren’t just reaching for radio – they’re spending significant time with radio brands across live and digital audio. For advertisers, that attention creates a powerful opportunity to build familiarity, relevance and lasting connections with consumers.”

Chief Executive Officer of NZME, Michael Boggs says: “At a time when outcomes count, audio is also continuing to demonstrate its ability to drive tangible outcomes for New Zealand business. The latest survey reinforces our ability to deliver mass reach, with both live radio and our suite of digital audio products providing trusted environments to reach New Zealand and support their businesses’ growth.”

In closing Alistair Jamison says: “In recent weeks we have seen a number of the world’s leading marketing thinkers talking about the unique strengths of audio for advertisers and encouraging greater use of audio as a channel. Mark Ritson for example shared his latest data demonstrating that when used correctly, audio can create catalytic business impacts for advertisers and grow business across a wide range of metrics including profit and trust. Audio provides the perfect mix of audience and outcomes and is therefore highly effective in helping brands grow.”

COMMERCIAL RADIO LISTENING

72%
of the New Zealand population aged 10+ tune in to commercial radio each week

72% of New Zealanders aged 10+ or 3.43 million people, listen to commercial radio each week in Survey 2 2026.

On average listeners tune in for **14 hours 23 minutes** of commercial radio each week*

WEEKLY CUMULATIVE AUDIENCES

67%	68%	72%	73%	78%	77%	76%
People	People	People	People	People	People	Grocery
10-24	18-39	25-44	25-54	45-64	55-74	Buyers

Listen to commercial radio

52%
Of People 10+ listen to commercial radio during **Breakfast**
Mon-Fri 6am-9am

55%
Workday
Mon-Fri 9am-4pm

55%
Weekends
Sat-Sun 12mn-12mn

GfK RAM, S2/2026, 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 2 2026 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	656.9
2	Network Breeze	597.1
3	Network More FM	521.9
4	Network ZM	502.3
5	Network The Edge	502.1
6	Network The Rock	490.3
7	Network The Hits	461.0
8	Network Mai FM	430.3
9	Network The Sound	330.8
10	Network Coast	274.0
All People 18-34		
1	Network The Edge	223.8
2	Network ZM	188.9
3	Network Mai FM	177.6
4	Network The Rock	151.4
5	Network The Hits	143.8
6	Network Breeze	127.9
7	Network More FM	121.1
8	Network George FM	88.0
9	Network Newstalk ZB	75.2
10	Network The Sound	67.1
All People 25-54		
1	Network ZM	307.6
2	Network The Rock	300.3
3	Network The Edge	273.2
4	Network Breeze	260.7
5	Network More FM	254.9
6	Network Mai FM	252.7
7	Network The Hits	240.9
8	Network Newstalk ZB	208.4
9	Network Channel X	153.4
10	Network Radio Hauraki	135.1
All People 45-64		
1	Network Newstalk ZB	205.3
2	Network More FM	179.7
3	Network Breeze	177.7
4	Network The Rock	144.1
5	Network The Hits	123.6
6	Network The Sound	123.5
7	Network Coast	107.9
8	Network ZM	95.6
9	Network Radio Hauraki	87.2
10	Network Channel X	75.1

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	14.6
2	Network Breeze	9.2
3	Network The Rock	8.4
4	Network More FM	7.2
5	Network Breeze Classic	6.1
=6	Network Mai FM	5.8
=6	Network The Hits	5.8
7	Network The Sound	5.6
9	Network ZM	5.5
10	Network Coast	5.1
All People 18-34		
1	Network The Rock	14.3
2	Network Mai FM	11.3
3	Network The Edge	10.1
4	Network ZM	9.4
5	Network Breeze	7.1
6	Network The Hits	6.0
7	Network More FM	5.6
=8	Network George FM	5.5
=8	Network Channel X	4.6
10	Network The Sound	3.5
All People 25-54		
1	Network The Rock	11.6
2	Network ZM	8.5
3	Network Breeze	8.3
4	Network Mai FM	8.1
5	Network More FM	7.0
6	Network The Hits	6.7
7	Network The Edge	6.2
=8	Network Newstalk ZB	5.8
=8	Network Channel X	5.4
10	Network The Sound	4.6
All People 45-64		
1	Network Newstalk ZB	11.7
2	Network More FM	9.7
3	Network Breeze	9.5
4	Network The Rock	9.1
5	Network The Sound	8.5
6	Network The Hits	6.9
7	Network Coast	6.5
8	Network Breeze Classic	5.2
9	Network Radio Hauraki	4.0
10	Network ZM	3.9

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, S2/2026, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

Total NZ Commercial Network Breakfast Rankings Survey 2 2026 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	20.6	1	Network The Rock	10.5
2	Network More FM	8.2	2	Network ZM	10.1
3	Network Breeze	7.8	3	Network Mai FM	9.1
4	Network The Rock	7.7	4	Network Newstalk ZB	8.6
5	Network Mai FM	6.5	5	Network More FM	8.2
6	Network ZM	6.4	6	Network Breeze	7.0
7	Network The Hits	5.7	7	Network The Edge	6.7
8	Network The Edge	5.5	8	Network The Hits	6.0
9	Network The Sound	4.2	9	Network Channel X	4.3
10	Network Breeze Classic	4.1	10	Network Radio Hauraki	4.0
All People 18-34			All People 45-64		
1	Network The Rock	14.3	1	Network Newstalk ZB	17.6
2	Network Mai FM	12.4	2	Network More FM	11.5
3	Network ZM	10.5	3	Network Breeze	8.3
4	Network The Edge	10.2	4	Network The Rock	8.2
5	Network Breeze	6.3	5	Network The Hits	7.1
6	Network More FM	6.0	6	Network The Sound	6.7
7	Network The Hits	5.6	7	Network Coast	5.4
8	Network George FM	5.0	8	Network ZM	4.6
9	Network Channel X	4.2	9	Network Radio Hauraki	4.1
10	Network Newstalk ZB	3.2	10	Network Breeze Classic	3.8

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

Table 2: GfK Commercial RAM S2/2026, 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](#).

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@gfknimedia.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

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