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Farmer Wants A Wife delivers its biggest season in five years

Australia's favourite bush fairy tale soars on Seven and 7plus

The Seven Network's **Farmer Wants A Wife** captured the hearts of Australians this year, scoring its biggest audience in five years and a record audience for a reality series on [7plus](#).

Hosted by Natalie Gruzlewski, the 2026 season of the country's favourite bush fairy tale reached 8.3 million people on Seven and 7plus and attracted an average national total TV audience of 1.27 million, up 22% on last year. Among people 25 to 54, the series was up 27% year-on-year.

On 7plus alone, **Farmer Wants A Wife** had an average audience of 419,000, up 84% on 2025.

The search by farmers Alex, Dylan, Jarrad, Jason and Zac to find their soulmates was the #1 entertainment show during its six-week run, winning its timeslot in all people, 25 to 54s and grocery shoppers.

The success of **Farmer Wants A Wife** builds on the momentum Seven has established this year, with key news, sport and entertainment shows including **Australian Idol**, **7NEWS**, **AFL**, **Home and Away**, **Sunrise**, **Test cricket**, the **Big Bash League** and **The Chase Australia** all increasing their audiences.

Seven's Director of Content, Unscripted, Majella Hay, said: "We had incredibly high hopes for this series of **Farmer Wants A Wife** right from the get-go, with more applications than any other season. Australia became obsessed with our five very different, captivating farmers and their path to love, which was not short of challenges!

"While **Farmer Wants A Wife** broke audience records, the fandom and passion in 2026 went beyond the episodes on Seven and 7plus. On our social platforms, fans devoured more than 60% more video than last series. That was an extra 25 million views, with the younger 18 to 34 audience on socials up close to 60%.

"Eureka Productions are already gearing up for the next **Farmer Wants A Wife**. It will always include the romance of farm life and it will always centre around love, but we've got some unique ideas to give fans and audiences even more, no matter where they are watching or engaging," she said.

Seven National Television Sales Director, Katie Finney, said: "The success of **Farmer Wants**

A Wife this year highlights the strong appeal of big brands and family entertainment. **Farmer Wants A Wife** is the perfect lead into the strongest second-half line up we've had in years. Seven's audiences are growing this year and that will continue with the **Glasgow 2026 Commonwealth Games** – which start this week – the **2026 Rugby League World Cup**, **The Voice**, **My Kitchen Rules** and the **TV WEEK Logie Awards**

"**Sunrise**, **The Morning Show**, **The Chase Australia**, **7NEWS**, **Home and Away** and **Better Homes and Gardens** will power on for the rest of 2026, plus we will have more **AFL** including the **Final Series** and the **Brownlow Medal**, more **Supercars** including the **Bathurst 1000**, horse racing and the **Channel 7 Telethon** in Perth," she said.

The magic of **Farmer Wants A Wife** 2026 isn't over yet: the reunion special goes to air on Seven and 7plus on Sunday, 2 August.

Farmer Wants A Wife is a Fremantle Australia and Eureka Productions co-production for the Seven Network. It will return to Seven and 7plus in 2027.

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Source: Source: VOZ 5.0 National. Average audience and cume reach. Full Farmer Wants A Wife season average vs previous series (excluding reunion episodes). Data Cons7 (last seven days overnight). Note Finale results are preliminary and do not account for any timeslot over/under runs.