Radio listening in Finland 2010

- The Finns have 15 Million radios in use (6 per household).
- 3.7 million Finns (9+) listen to radio on a daily basis (78%).
- Daily listening time is 3 hours and 10 minutes.
- Radio listeners can choose – ca 20 FM radios per region and thousands of alternative web-based radios …
Daily and weekly reach during 1991-2010

total population (9+)

Listed channels in diary (on average)

Reach = listened at least a quarter-hour

Source: Finnpanel, National Radio Listening Survey
Weekly reach during 1991-2010
Total population (9+)

Reach = listened at least a quarter-hour during the week

Source: Finnpannel, National Radio Listening Survey
On a daily basis radio reach four out of five Finns
Total population, 9+

Source: Finnpanel, National Radio Listening Survey
National Radio Listening Survey (KRT)

The universe consist of 9 year old Finnish and Swedish speaking population

20 regional listening diaries
  ● 15-25 listed channels and "other listening"

Survey of 7 days = one week diary
  ● Fieldwork once a month (one sample week per month)

Monthly sample size ca 1500
  ● National summary figures for 2010 based on a sample of 18,067

Subscribers: Yleisradio Oy, RadioMedia and MTL
  ● The subscriber pool represent almost all Finnish radio stations and media agencies
Most listening is to FM-radios
Total population, 9+

Mobile phone listening surveyed in May-June,
Web-listening in November

Weekly reach
%

- Radio listening in total: 96, 95, 95, 96
- Listening via mobile phones: 6, 7, 6, 6
- Listening via web: 6, 9, 9, 10

Mobile phone with radio: 36, 46, 55, 57%

Source: Finnpanel, National Radio Listening Survey
Average daily listening time 1991-2010
Total population (9+)

Listed channels in diary:
(on average)

Source: Finnpanel, National Radio Listening Survey
Average daily listening time 1991-2010
Total population (9+)

Source: Finnpanel, National Radio Listening Survey
Average daily listening time per age group 1999-2010

Source: Finnpanel, National Radio Listening Survey
Listening to audio by age group 2010

Source: Finnpanel, National Radio Listening Survey
Average daily listening by month 2010
Total population (9+)

(h:min)

Source: Finnpanel, National Radio Listening Survey
Weekly reach (%) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)

Reach = listened at least a quarter-hour during the week

Source: Finnpanel, National Radio Listening Survey
Weekly reach (%) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)

Reach = listened at least a quarter-hour during the week

Source: Finnpanel, National Radio Listening Survey
What’s included in ”others”?

• Local radios
• Radios that were not aired continuously
• Other radios (= not FM)

Source: Finnpanel, National Radio Listening Survey
What’s included in "others"?

• Local radios (weekly reach-% in transmission area):

  • Radio Pori 32.7 %
  • Radio Ramona 25.9 %
  • Radio Pooki 22 %
  • Radio Jyväskylä 18.1 %
  • Radio Mega 18 %
  • Radio 957 14.7 %
  • Radio Auran Aallon 12 %
  • Radio SUN 11.3 %
  • Radio Voima 10.2 %
  • Radio Melodia 9.3 %
  • Radio Sata 9 %
  • Radio Helsinki 6.6 %
  • Metro FM 6.5 %

Source: Finnpanel, National Radio Listening Survey, regional reports 2010 (based on transmission areas)
Weekly reach (000) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)

Reach = listened at least a quarter-hour during the week

Source: Finnpanel, National Radio Listening Survey
### Weekly reach by age group 2010

<table>
<thead>
<tr>
<th>(000)</th>
<th>Total 9+</th>
<th>9-14 y</th>
<th>15-24 y</th>
<th>25-34 y</th>
<th>35-44 y</th>
<th>45-54 y</th>
<th>55-64 y</th>
<th>65+ y</th>
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<td>n=2391</td>
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</table>

Source: Finnpanel, National Radio Listening Survey
Channel shares 2010
Total population, 9+
(% of total listening minutes during an average day)

Source: Finnpanel, National Radio Listening Survey
Channel shares during 2008-2010
Total population 9+, 2008 sample based on Finnish-speaking population only (% of total listening minutes during an average day)

Source: Finnpanel, National Radio Listening Survey
### Channel share by age group 2010

(% of total listening minutes during an average day)

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<td><strong>Total private radios</strong></td>
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<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: Finnpanel, National Radio Listening Survey
Radio receivers owned by the Finns
Total population 9+, n=1376, N= 4.8 million

- Car radio: 76%
- Classic radio receiver: 65%
- PC/internet: 65%
- Stereo equipment: 62%
- TV/set-top box: 61%
- Mobile phone with radio: 50%
- Clock radio: 34%
- mp3-player with radio: 13%
- iPod with radio: 3%
- Digital radio: 2%
- Other portable radio: 12%
- Other radio: 3%
- No radio: 0%

Source: Finnpanel, National Radio Listening Survey
Radio receivers in Finnish households
Total Population 9+, n=1376, N= 2.5 million households

- No radio/na: 3%
- 1-2: 12%
- 3-5: 37%
- 6-10: 39%
- More than 10 pieces: 10%

On average 6 pieces/household

Obs: Weighted on households

Source: Finnpanel, National Radio Listening Survey
Location of radio receivers in Finnish households
Total population 9+, n=1376, N= 2,5 million households

- Living room: 81%
- In the car: 72%
- Sleeping room: 58%
- Kitchen: 51%
- Portable receiver: 33%
- Working room: 28%
- Summer house: 23%
- Other room: 20%
- Childrens room: 16%
- No radio: 0%

Obs: Weighted on households

Source: Finnpanel, National Radio Listening Survey
Listening share by listening place 2010
Total population, 9+

Source: Finnpanel, National Radio Listening Survey
Listening by quarter-hours on weekdays 2010
Total population, 9+

Radio ‘prime time’ during more 9,5 hours on weekdays
At least one million listeners between 7:00 – 16:30.

Source: Finnpanel, National Radio Listening Survey
Listening by quarter-hours on weekdays in different age groups 2010

Source: Finnpanel, National Radio Listening Survey
Listening to audio on weekdays 2010: 15-24-years

Source: Finnpanel, National Radio Listening Survey
Listening to audion on weekdays 2010: Total population 9+

Source: Finnpanel, National Radio Listening Survey
Average amount of channels listened to in 2010

• 1.5 channels during an average day
• 2.8 channels during the week
• Depending on place of living, the Finns can listen to 12-23 different FM radios.

Source: Finnpanel, National Radio Listening Survey
More information on

www.finnpanel.fi