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# Radio listening in Finland 2011

By Finnpanel, January 2012



## Radio in Finland 2011

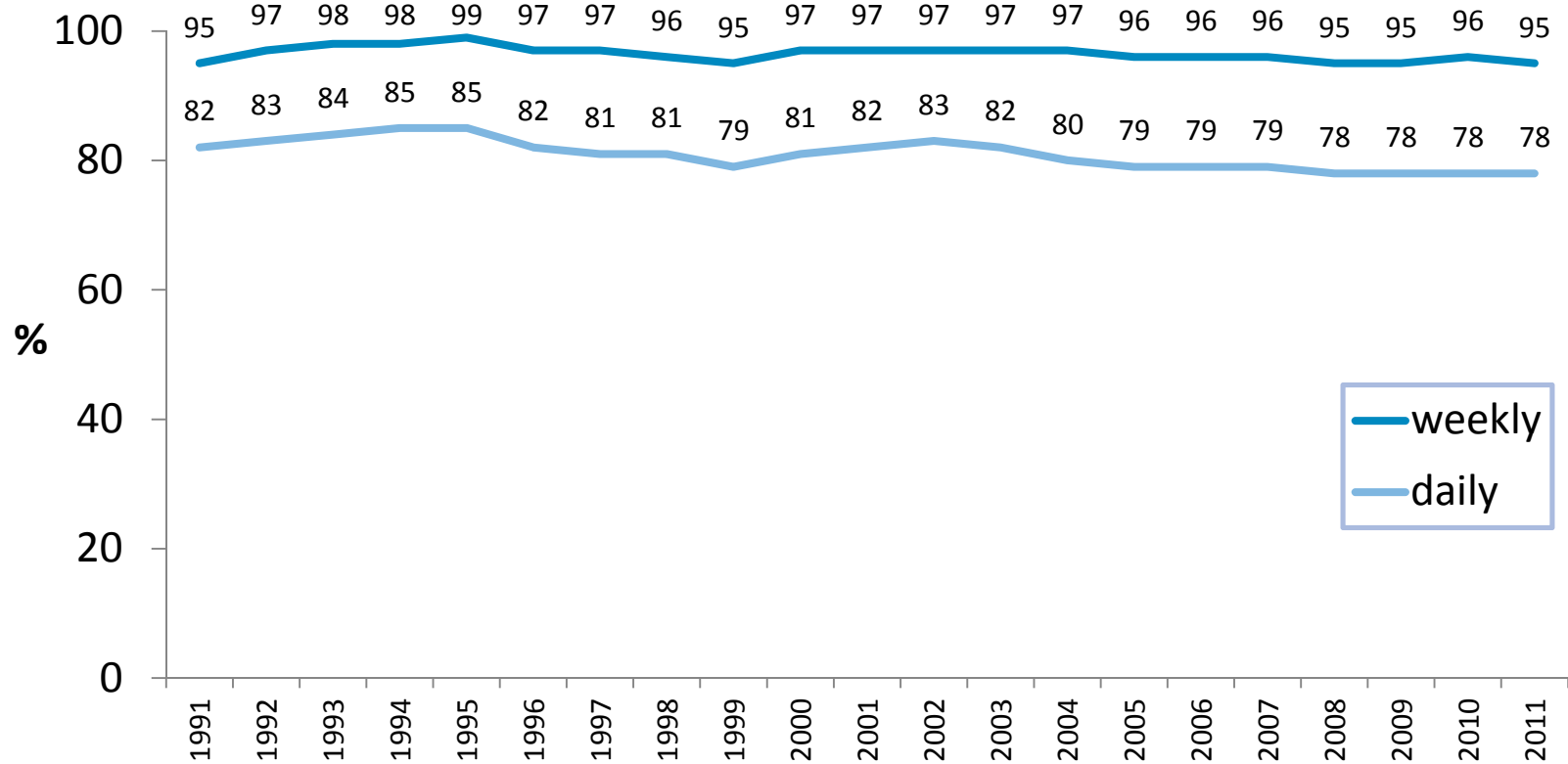
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- In average 6 radio receivers/household
- 3,7 Million listeners (9+) on a daily basis
- Daily listening time 3+ hours (3:08)
- In average Finns can choose among 20 FM radios (and thousands of net radios ... )



# Daily and weekly reach during 1991-2011

Total population, 9+



Channels in diary:  
on average

7 7 7 8 10 10 11 14 15 16 17 18 17 17 17 18 17 18 18

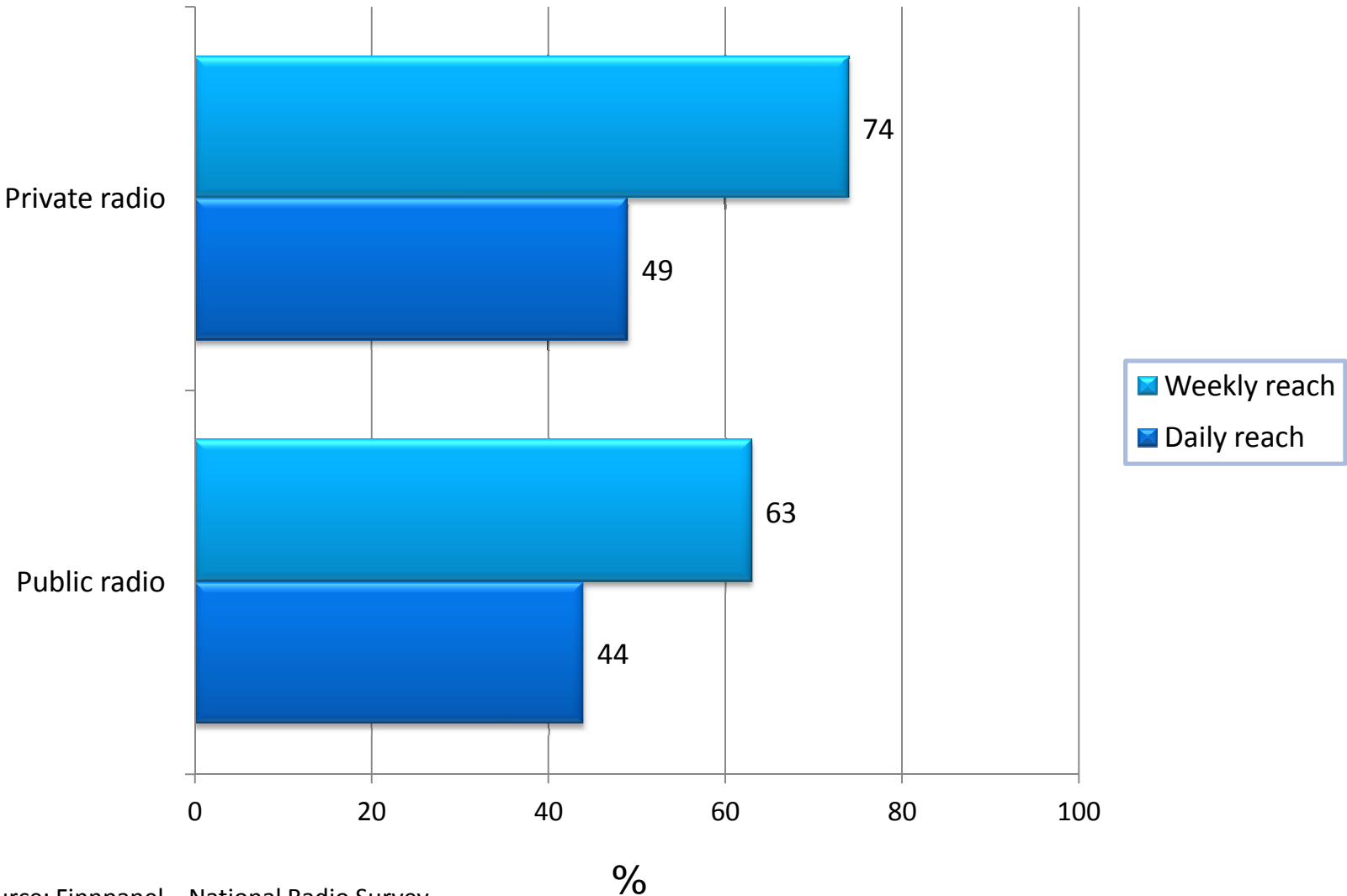
Reach = at least one quarter-hour of listening

Source: Finnpanel – National Radio Survey



# Four out of five Finns listen to radio on a daily basis

Total population 9+



Source: Finnpanel – National Radio Survey

## National Radio Survey (Kansallinen Radiotutkimus)

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- Universe is population 9+
- 20 regional diaries
  - Pre-printed channels
- 7 days research wave
  - One week a month
- Monthly sample ca 1500 respondents
  - Yearly summary of 2011 based on a sample of 17 787 respondents
- Subscribers = Yleisradio Oy, RadioMedia and MTL
  - Almost all radio stations in Finland present in the subscriber pool



## KRT365 – change of method

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- In 2012 measurement is extended to an everyday basis
- More representative listening data for a specific month
- Reporting schedule now known in advance
  - 2012 reporting dates available in KRT Online
- Reporting periods unchanged
  - National reports on a monthly basis
- Sample size unchanged
  - Monthly reports based on a sample of 1 500 respondents

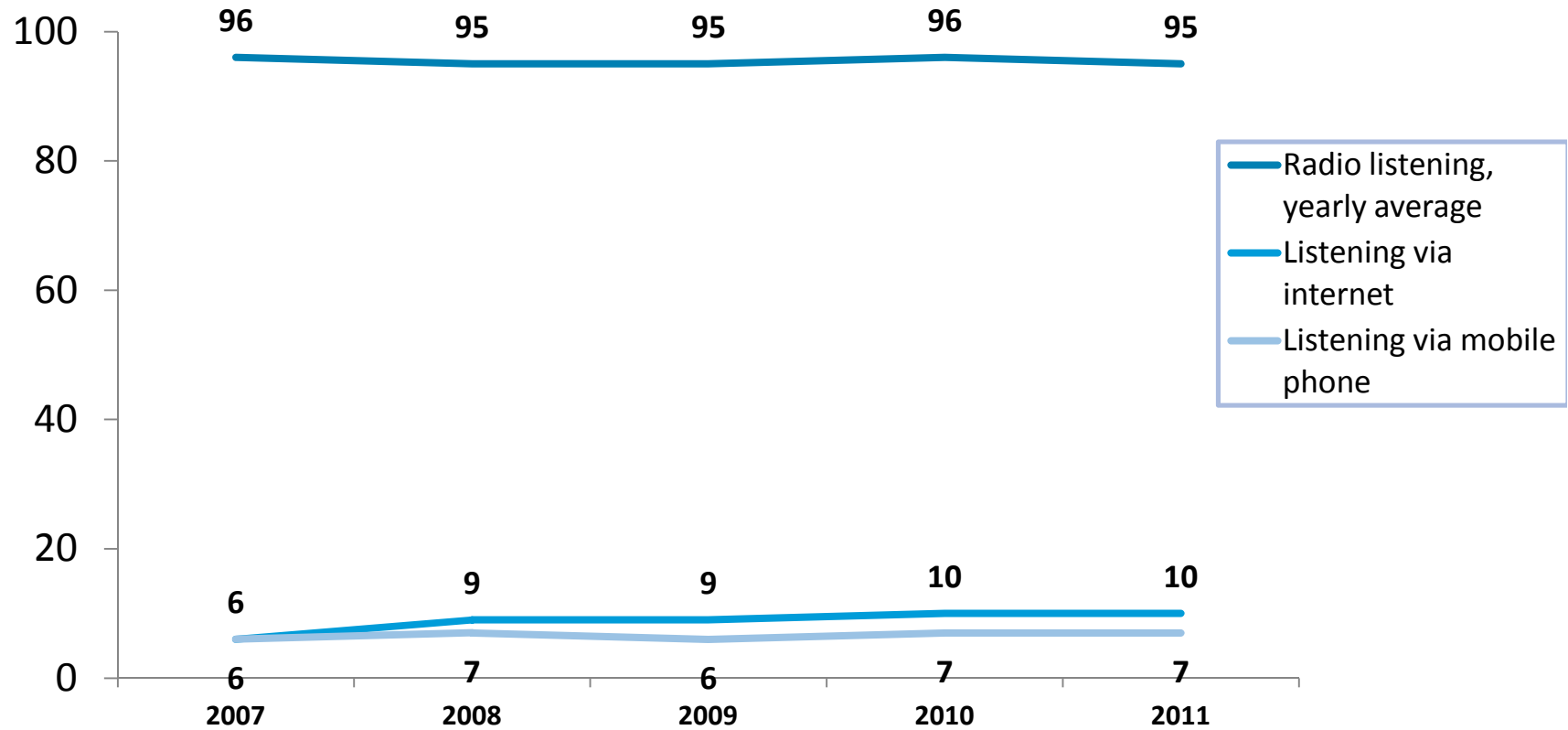


# Most listening is to traditional FM-radios

Total population 9+

Weekly reach of Spotify = 9%  
(October 2011)

Weekly reach %



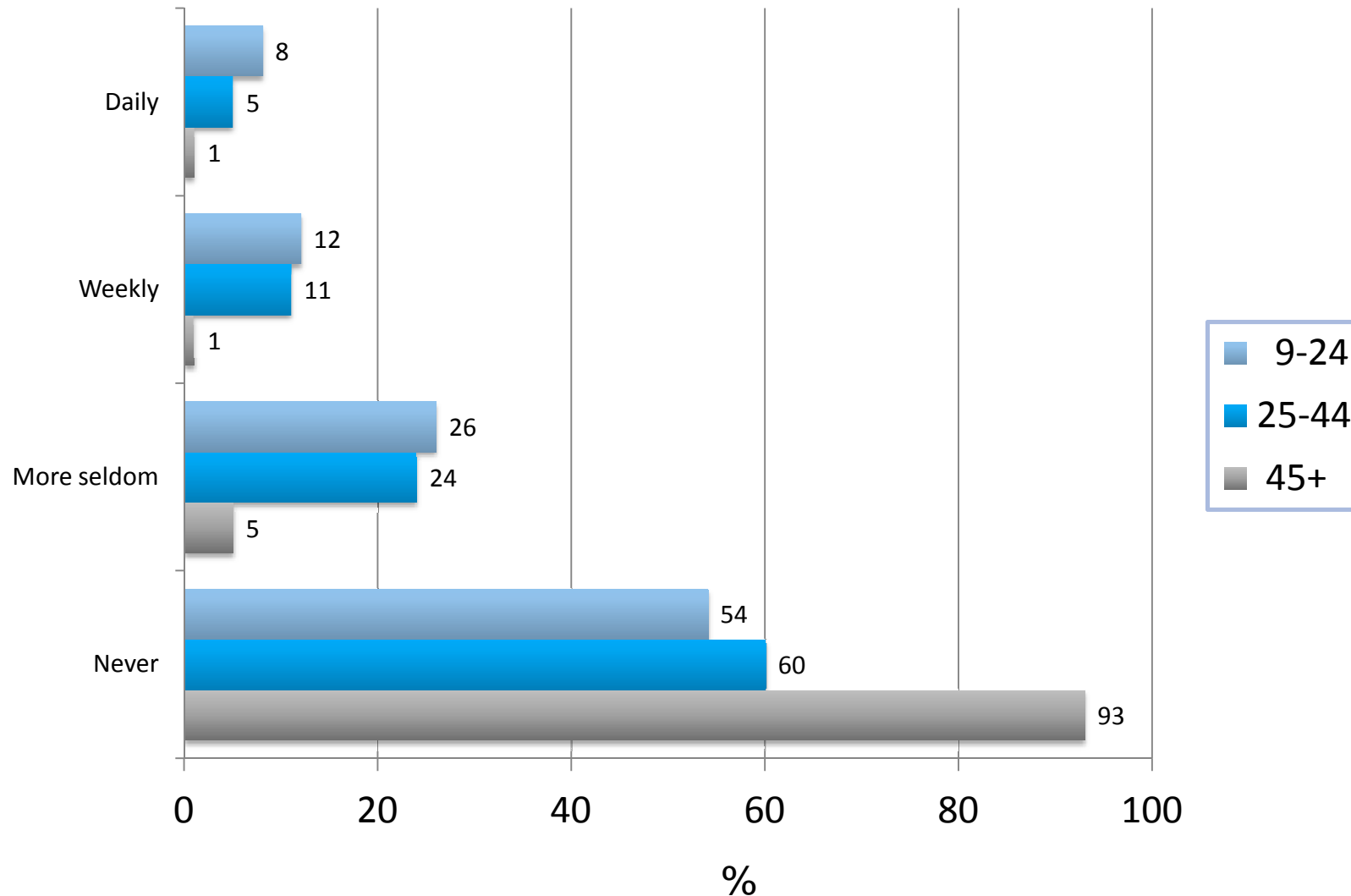
Radio in mobile phone: 36 %      46 %      55 %      57 %      64 %

Source: Finnpanel – National Radio Survey



# Every fourth Finn has sometimes listened to Spotify

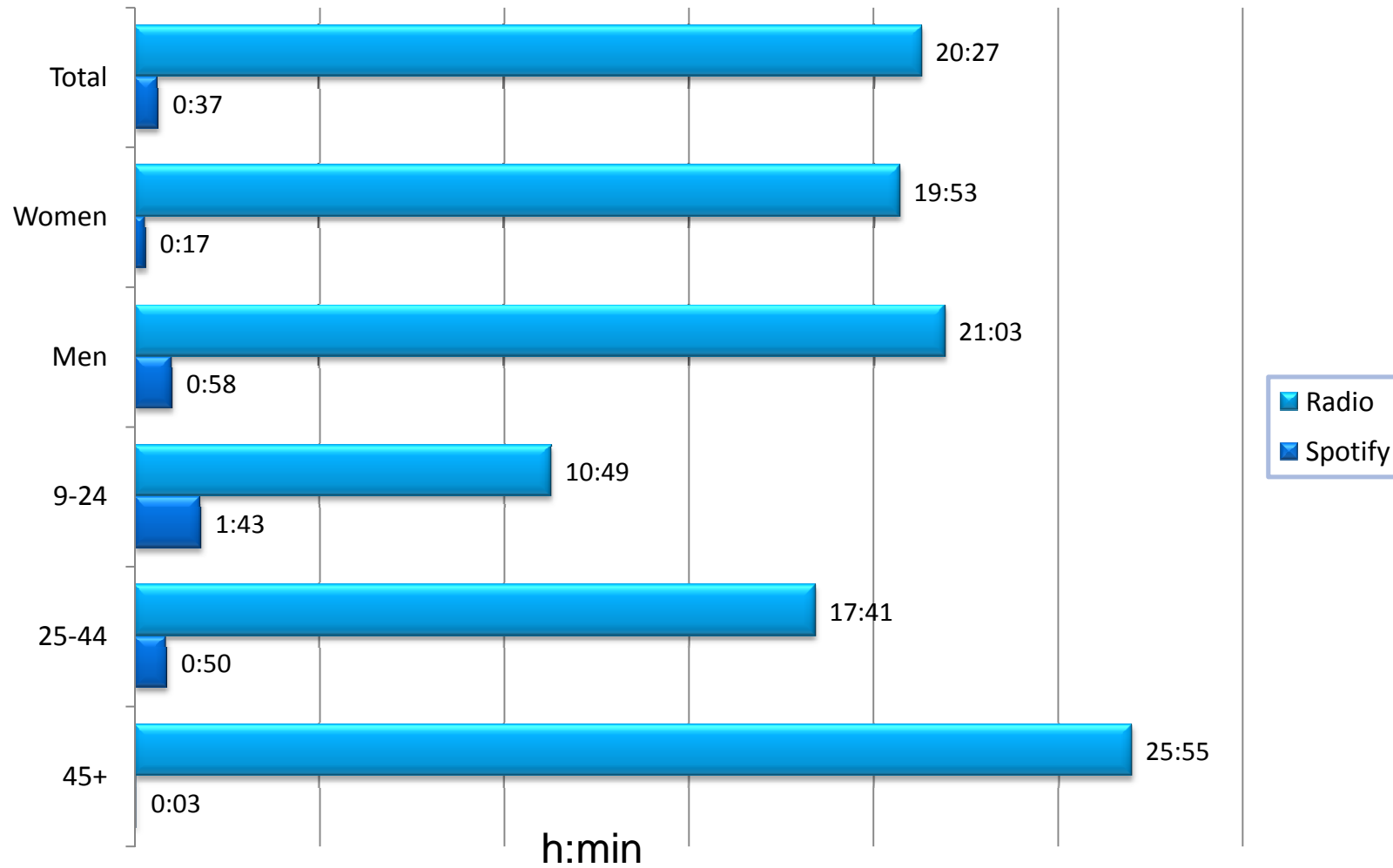
Total population 9+, n=1375





# 3 % of total listening to Spotify

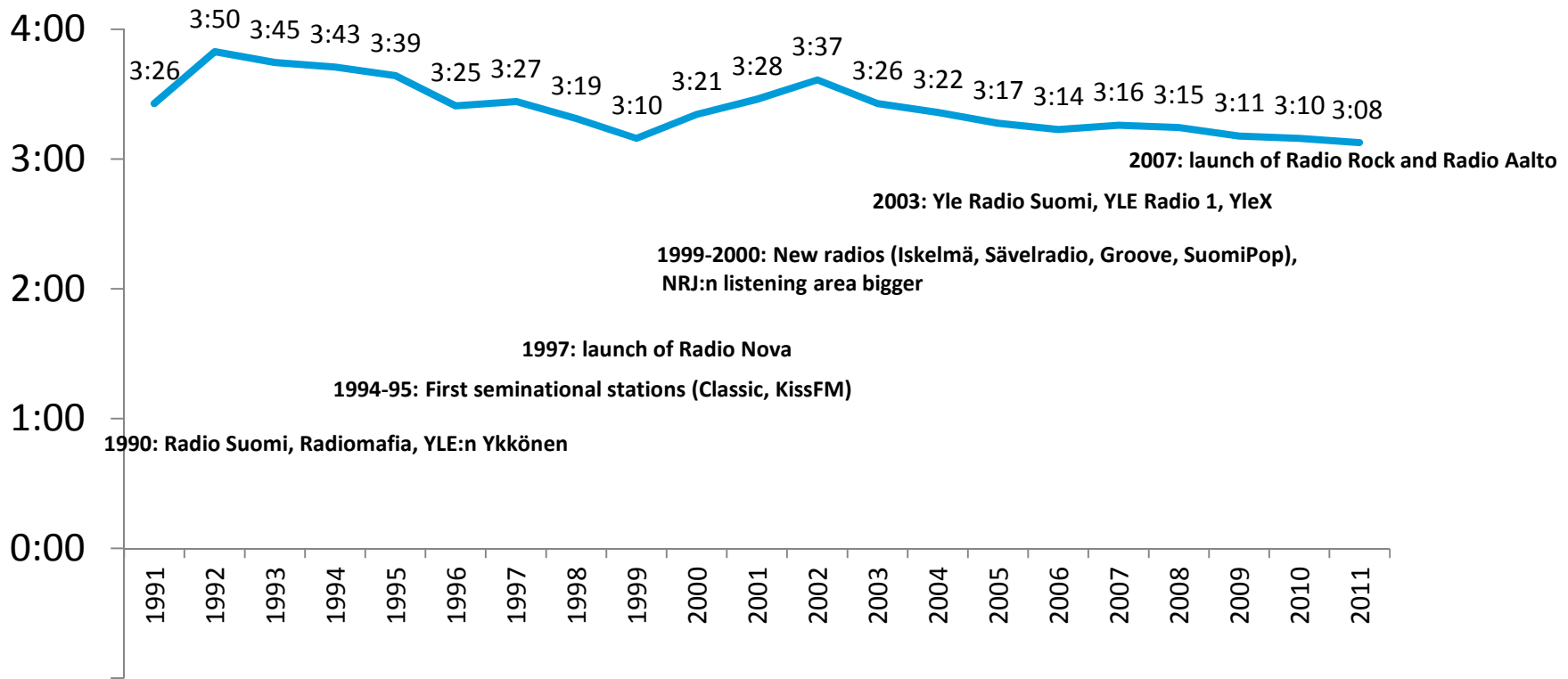
Total population 9+, n=1375



# Daily listening time during 1991-2011

Total population 9+

h:min



1990: Radio Suomi, Radiomafia, YLE:n Ykkönen

1994-95: First seminal stations (Classic, KissFM)

1997: launch of Radio Nova

1999-2000: New radios (Iskelmä, Sävelradio, Groove, SuomiPop),  
NRJ:n listening area bigger

2003: Yle Radio Suomi, YLE Radio 1, YleX

2007: launch of Radio Rock and Radio Aalto

Channels in diary:  
In average

7 7 7 8 10 10 11 14 15 16 17 18 17 17 17 18 17 18 18

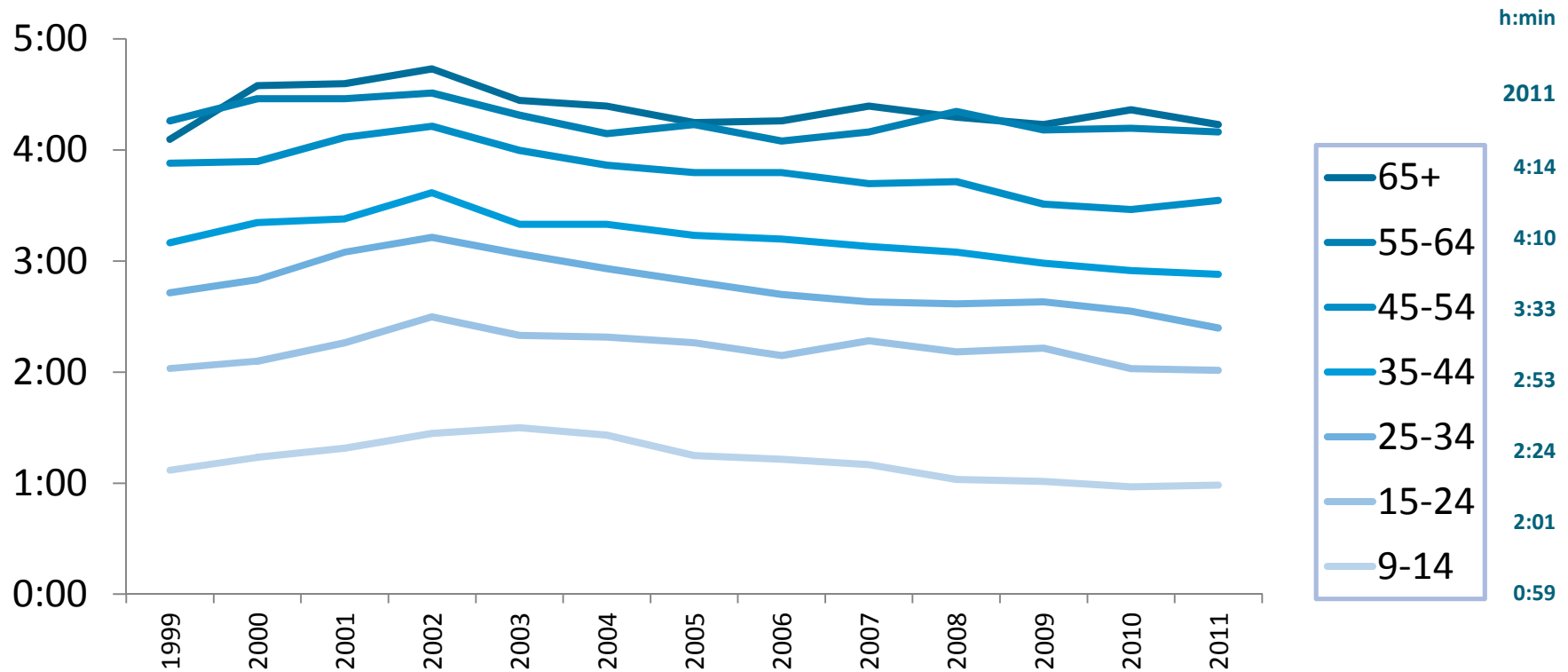
Source: Finnpanel – National Radio Survey



# Daily listening time 1999-2011

By age group

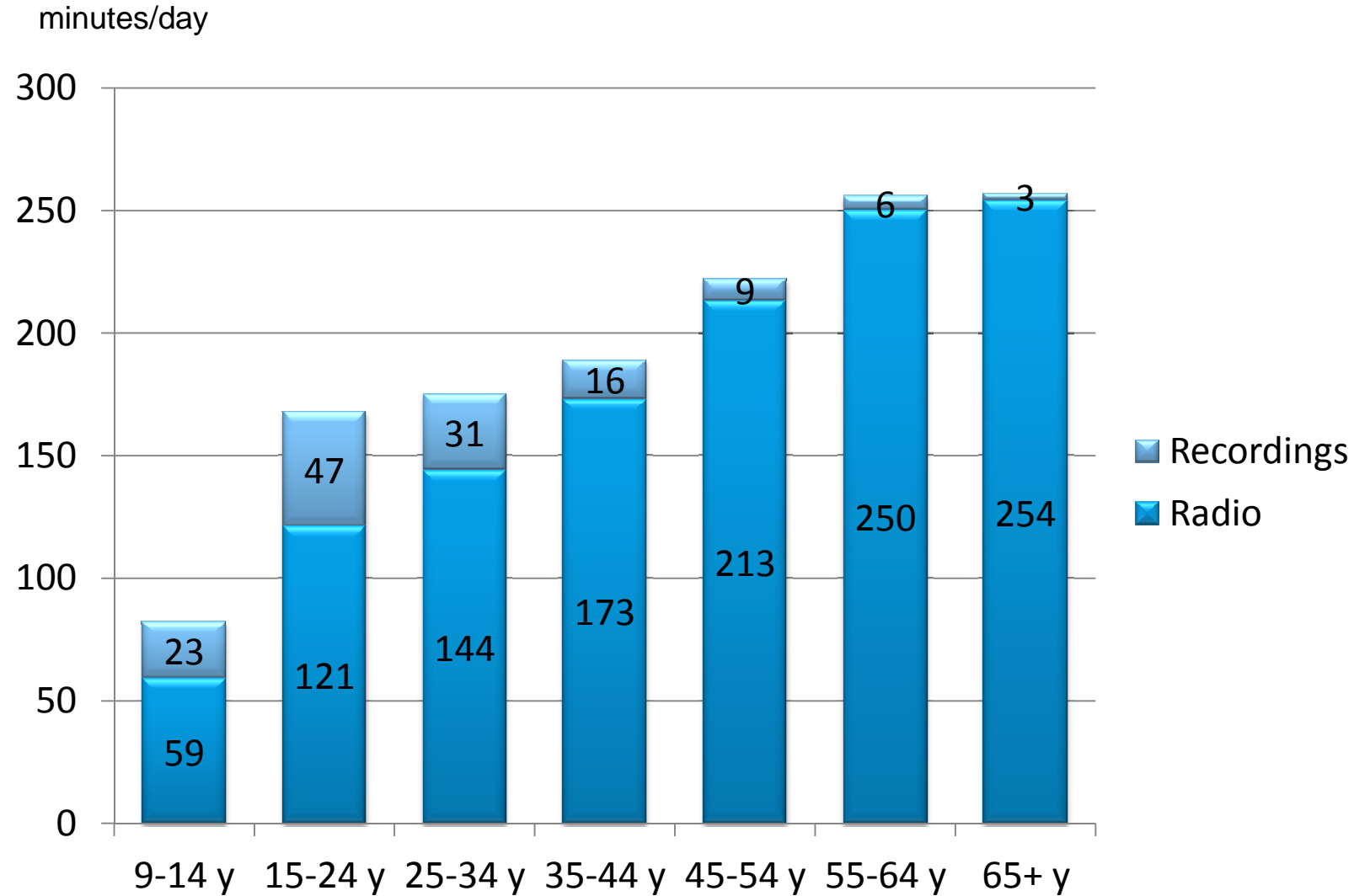
t:min



Source: Finnpanel – National Radio Survey



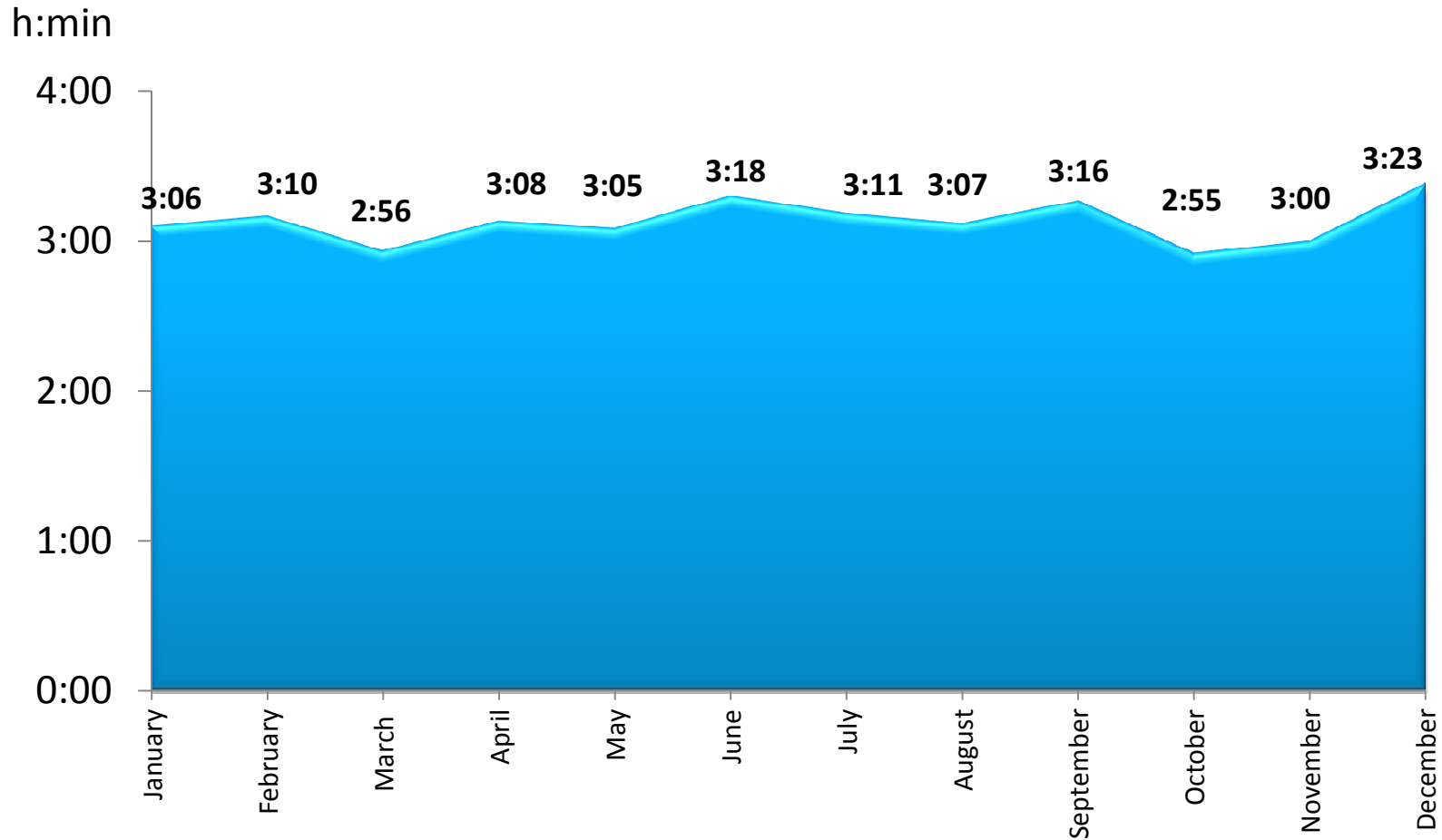
# Recordings 9 % of total listening in 2011



Source: Finnpanel – National Radio Survey

# Monthly average daily listening time in 2011

Total population 9+



Reach = at least one quarter-hour of listening

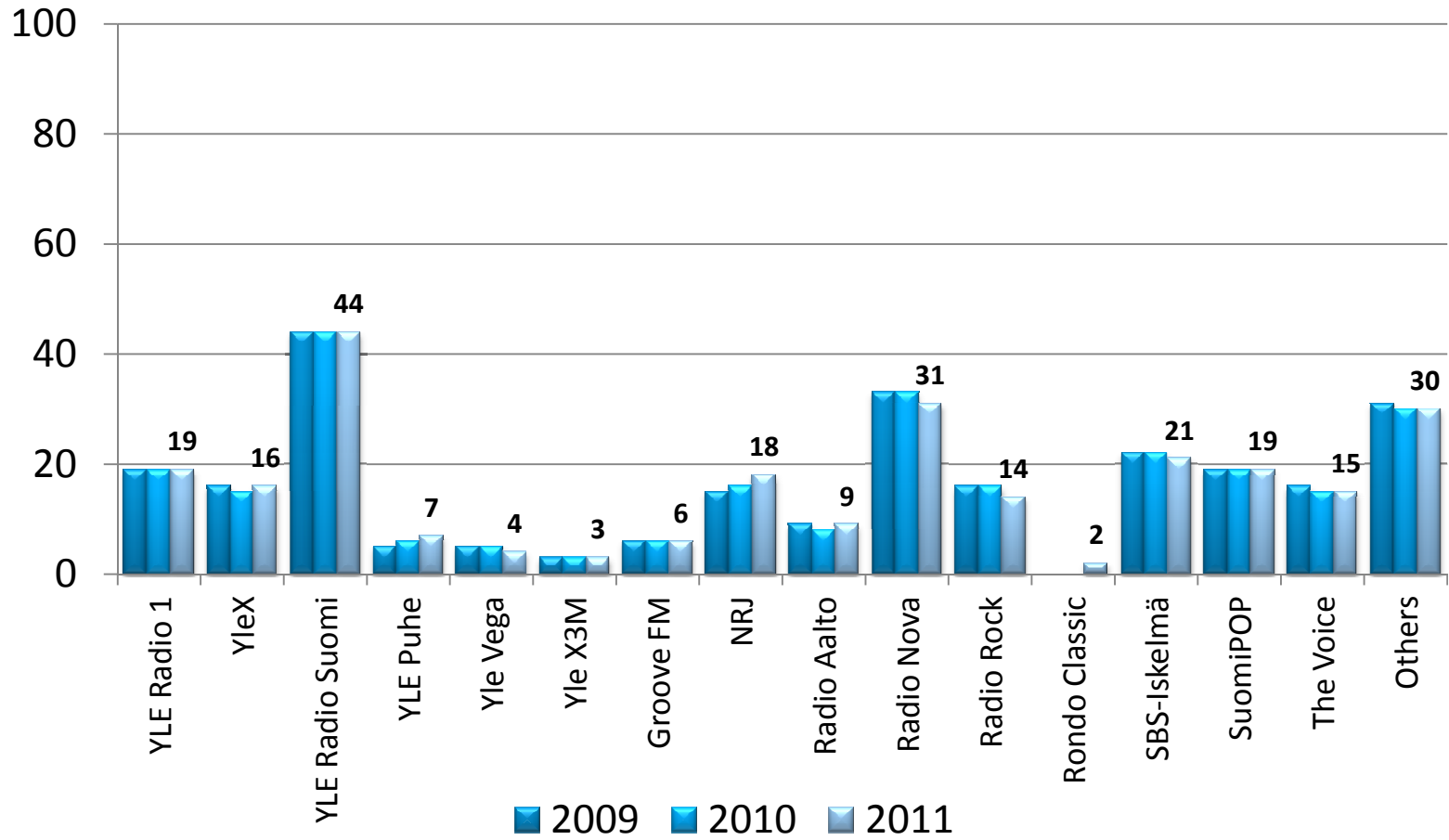
Source: Finnpanel – National Radio Survey



# Weekly reach of radios 2009-2011

Total population 9+

%



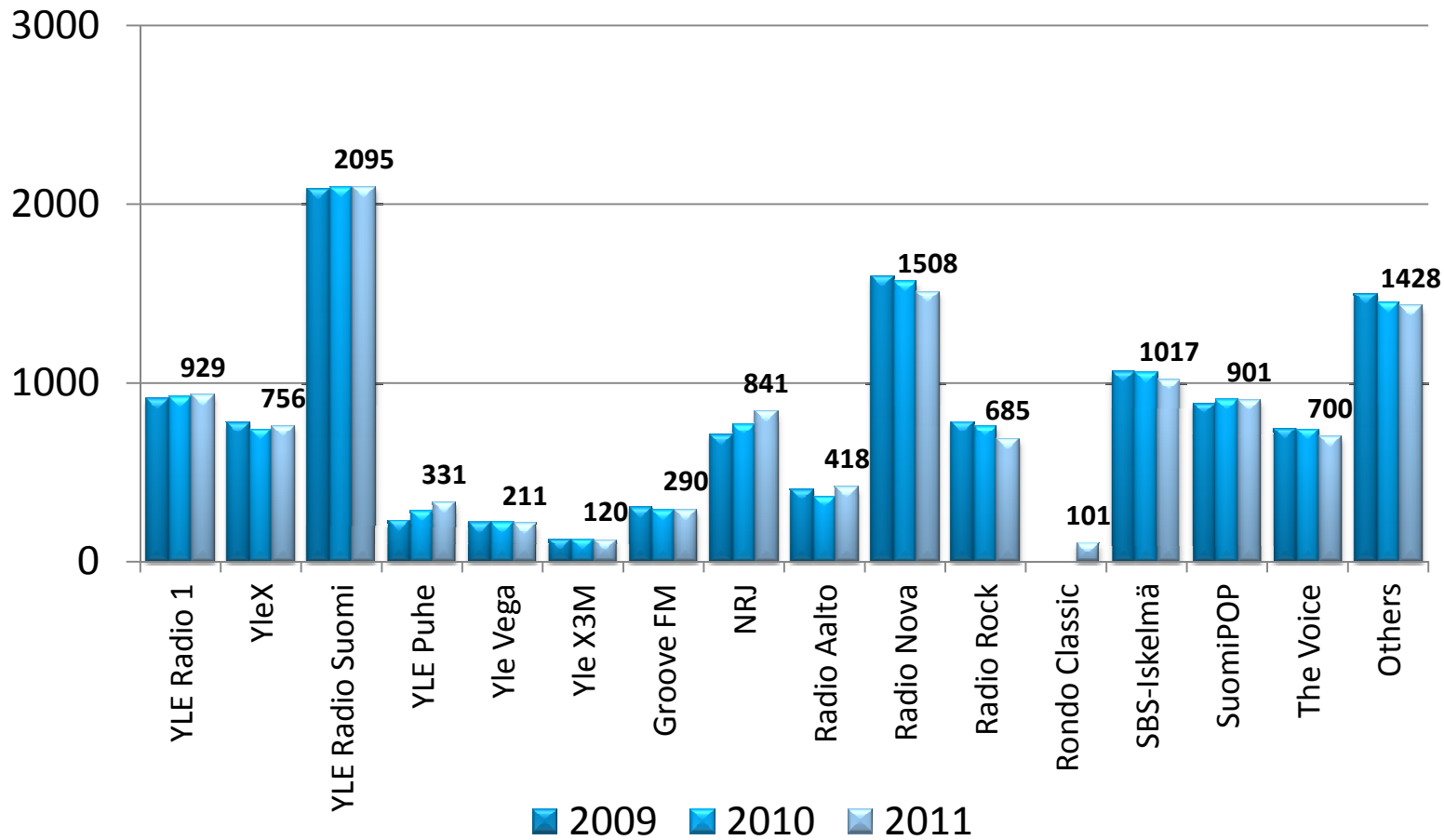
Reach = at least one quarter-hour of listening



# Weekly reach of radios 2009-2011

Total population 9+

(000)



Reach = at least one quarter-hour of listening



## Weekly reach by age group 2011

(000)	Total 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65- y
	n=17787	n=1469	n=2496	n=2466	n=2695	n=2654	n=2679	n=3328
<b>Total radio</b>	4575	322	616	637	632	725	755	888
<b>Total Yle radios</b>	3024	137	295	335	313	486	626	832
<b>Total private radios</b>	3560	296	575	586	587	613	517	386
<b>YLE Radio 1</b>	929	39	46	70	69	125	218	363
<b>YleX</b>	756	52	178	195	106	90	67	68
<b>YLE Radio Suomi</b>	2095	64	105	141	201	391	527	666
<b>YLE Puhe</b>	331	12	17	32	39	56	72	103
<b>Yle Vega</b>	211	11	16	16	19	27	50	73
<b>Yle X3M</b>	120	8	26	24	18	15	13	14
<b>Groove FM</b>	290	18	42	48	59	65	41	18
<b>NRJ</b>	841	142	282	179	123	85	22	8
<b>Radio Aalto</b>	418	41	57	84	95	79	38	24
<b>Radio Nova</b>	1508	130	196	211	308	322	229	112
<b>Radio Rock</b>	685	45	168	210	150	77	29	7
<b>Rondo Classic</b>	101	4	9	14	15	19	16	24
<b>SBS-iskelmäradiot</b>	1017	64	110	107	155	238	221	122
<b>SuomiPOP</b>	901	69	163	170	201	183	90	25
<b>The Voice</b>	700	118	207	157	108	74	25	10
<b>Others</b>	1428	74	171	215	216	247	262	242

Source: Finnpanel – National Radio Survey





# Most profiling radios by gender

Average day

## Women

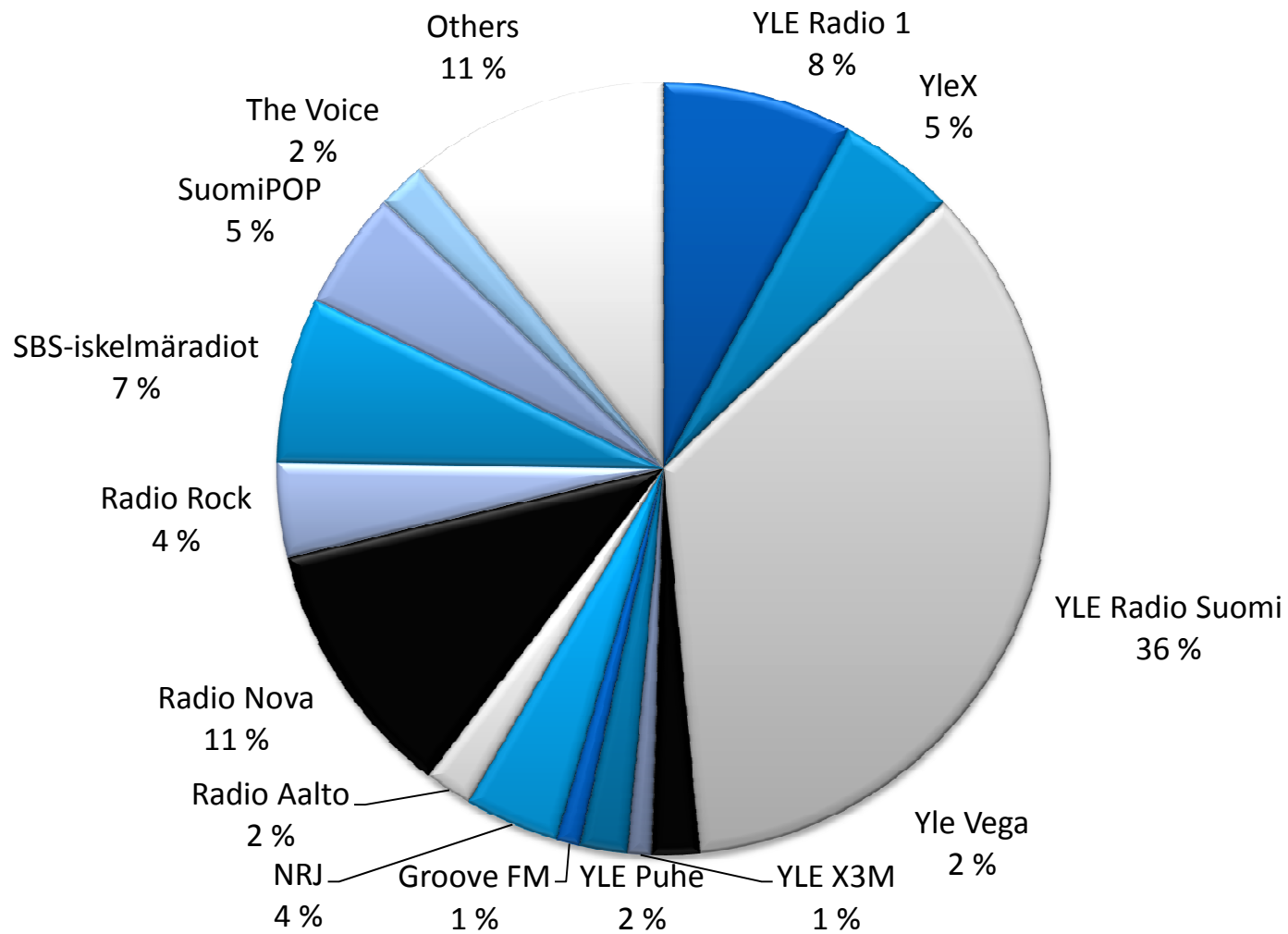
- **The Voice: 63 %**
- NRJ: 59 %
- Yle Radio 1: 57 %
- Iskelmäradiot: 55 %
- Radio Nova: 55 %
- Rondo Classic: 54 %
- Radio Vega: 54 %
- Radio Aalto: 53 %
- Groove FM: 53 %

## Men

- **Radio Rock: 71 %**
- YleX: 56 %
- X3M: 56 %
- SuomiPOP: 55 %
- Yle Puhe: 52 %
- YLE Radio Suomi: 51 %

# Channel shares 2011

Total population 9+  
(% of total listening minutes during an average day)

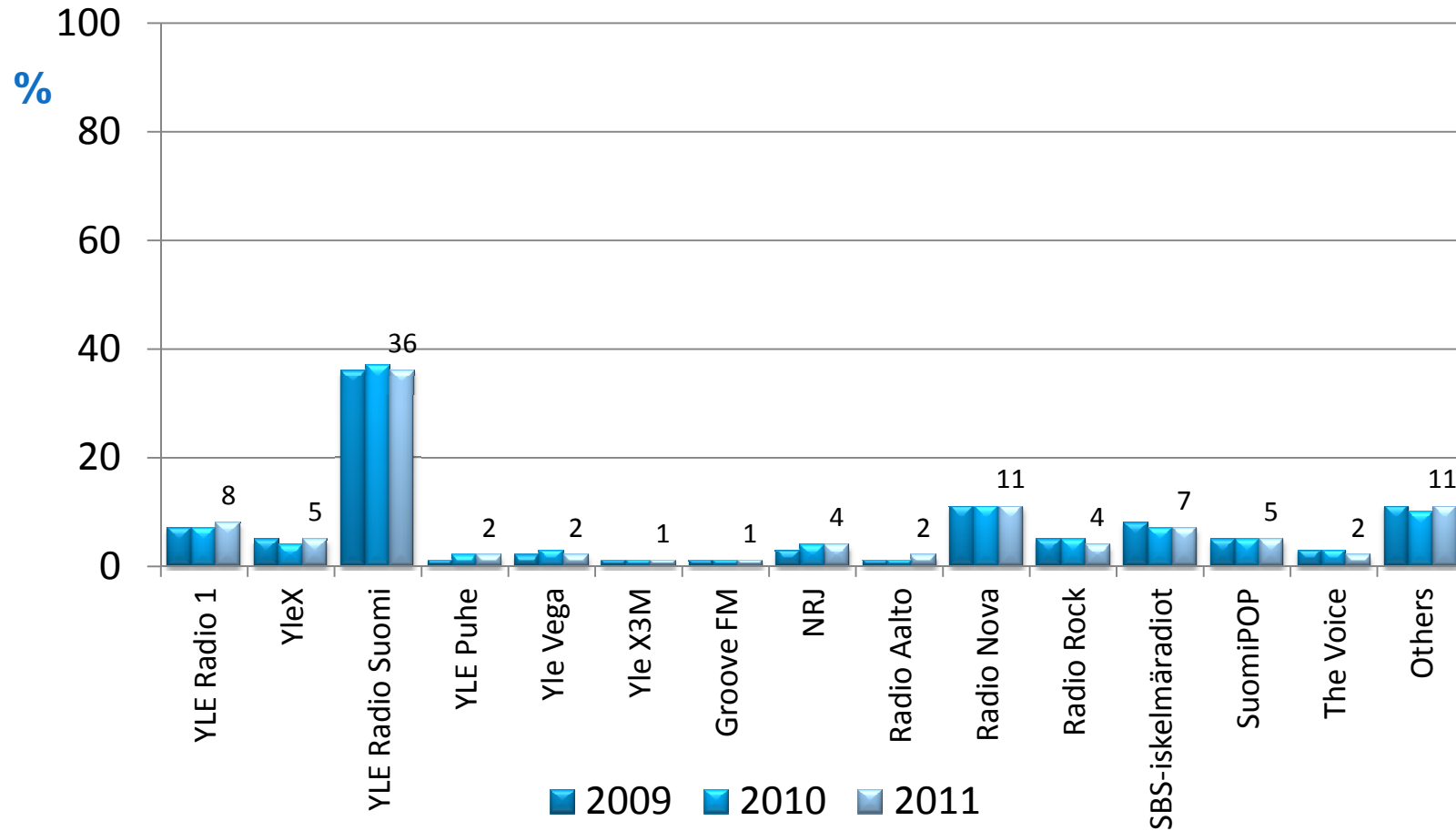


Source: Finnpanel – National Radio Survey

# Channel shares 2009-2011

Total population 9+

% of total listening minutes during an average day



Source: Finnpanel – National Radio Survey



# Channel shares by age group 2011

% of total listening minutes during an average day

%	Total 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65- y
	n=17787	n=1469	n=2496	n=2466	n=2695	n=2654	n=2679	n=3328
<b>Total radio</b>	100	100	100	100	100	100	100	100
<b>Total Yle stations</b>	53	20	26	29	26	42	66	85
<b>Total private radios</b>	47	80	74	71	74	58	34	15
<b>YLE Radio 1</b>	8	3	1	2	3	4	9	16
<b>YleX</b>	5	5	15	14	6	3	1	1
<b>YLE Radio Suomi</b>	36	7	6	8	14	32	51	61
<b>YLE Puhe</b>	2	2	1	1	1	2	2	3
<b>Yle Vega</b>	2	1	1	1	1	1	3	5
<b>Yle X3M</b>	1	1	2	2	1	0	0	0
<b>Groove FM</b>	1	1	1	1	2	2	1	0
<b>NRJ</b>	4	25	18	8	5	2	0	0
<b>Radio Aalto</b>	2	2	2	3	3	2	1	0
<b>Radio Nova</b>	11	17	11	13	20	18	9	2
<b>Radio Rock</b>	4	4	11	13	9	3	0	0
<b>SBS-iskelmäradiot</b>	7	5	5	6	9	12	8	3
<b>SuomiPOP</b>	5	6	9	9	12	7	2	0
<b>The Voice</b>	2	13	10	5	3	2	0	0
<b>Others</b>	11	7	9	13	11	12	12	9

Source: Finnpanel – National Radio Survey



## Channel shares of local stations in their transmission area

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### TOP 10

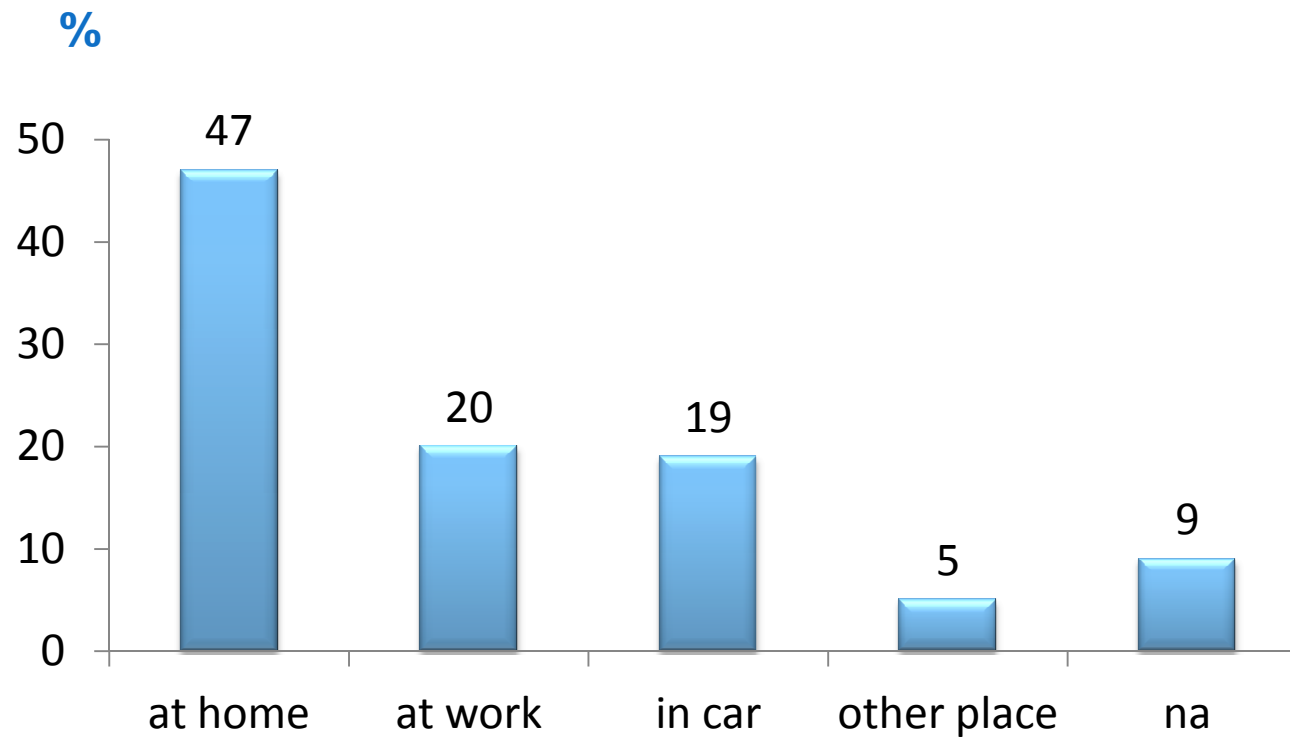
- Radio Pori 10%
- Pooki 7%
- Ramona 7%
- Radio Jyväskylä 6%
- Radio SUN 4%
- 957 3%
- Mega 3%
- Melodia 3%
- Radio Helsinki 3%
- Radio Nostalgia 3%

Source: Finnpanel, National Radio Listening Survey,  
regional reports 2010-2011 (based on transmission areas)



# Listening share by listening place 2011

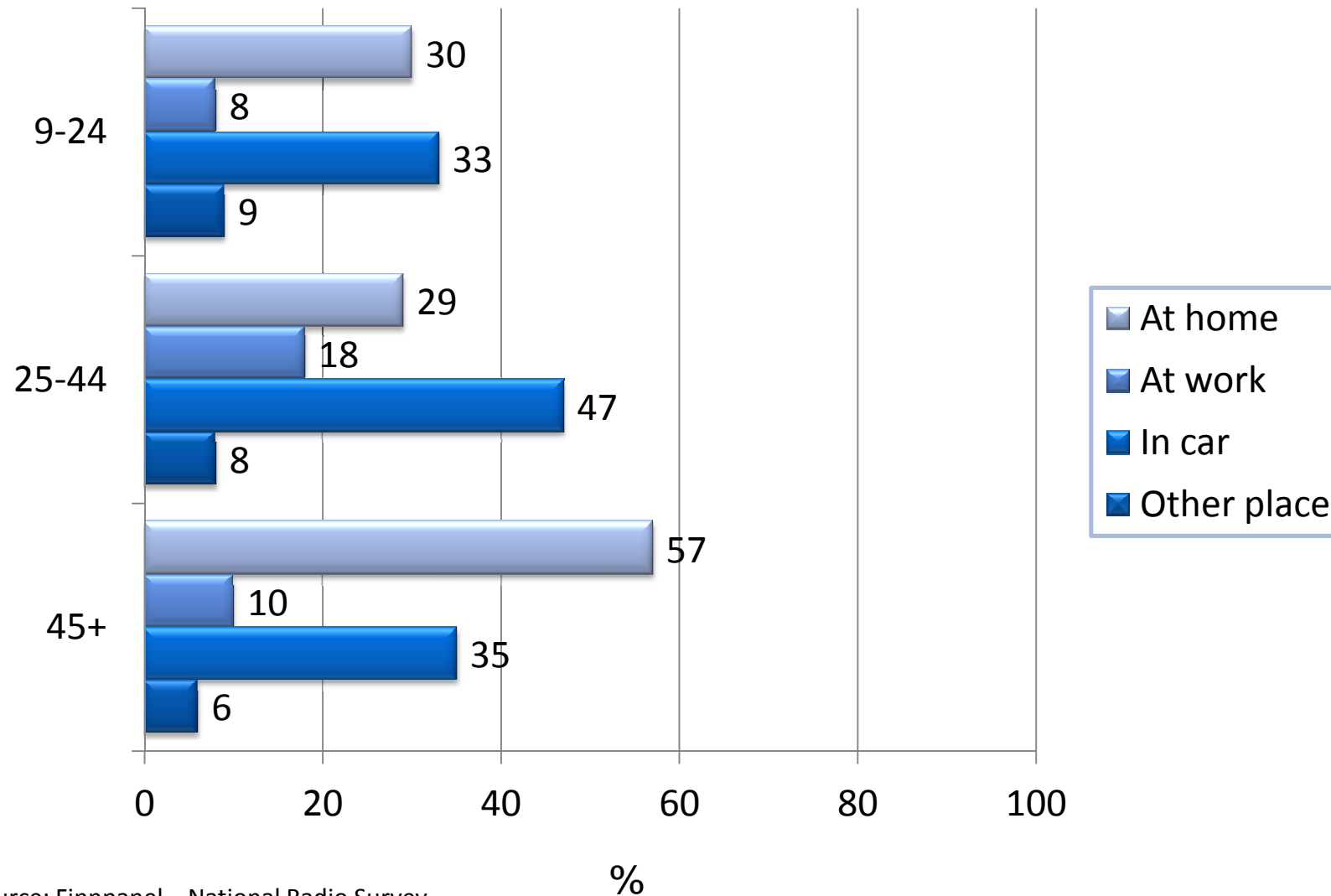
Total population 9+



Source: Finnpanel – National Radio Survey



## Listening share by listening place and by age group on average day

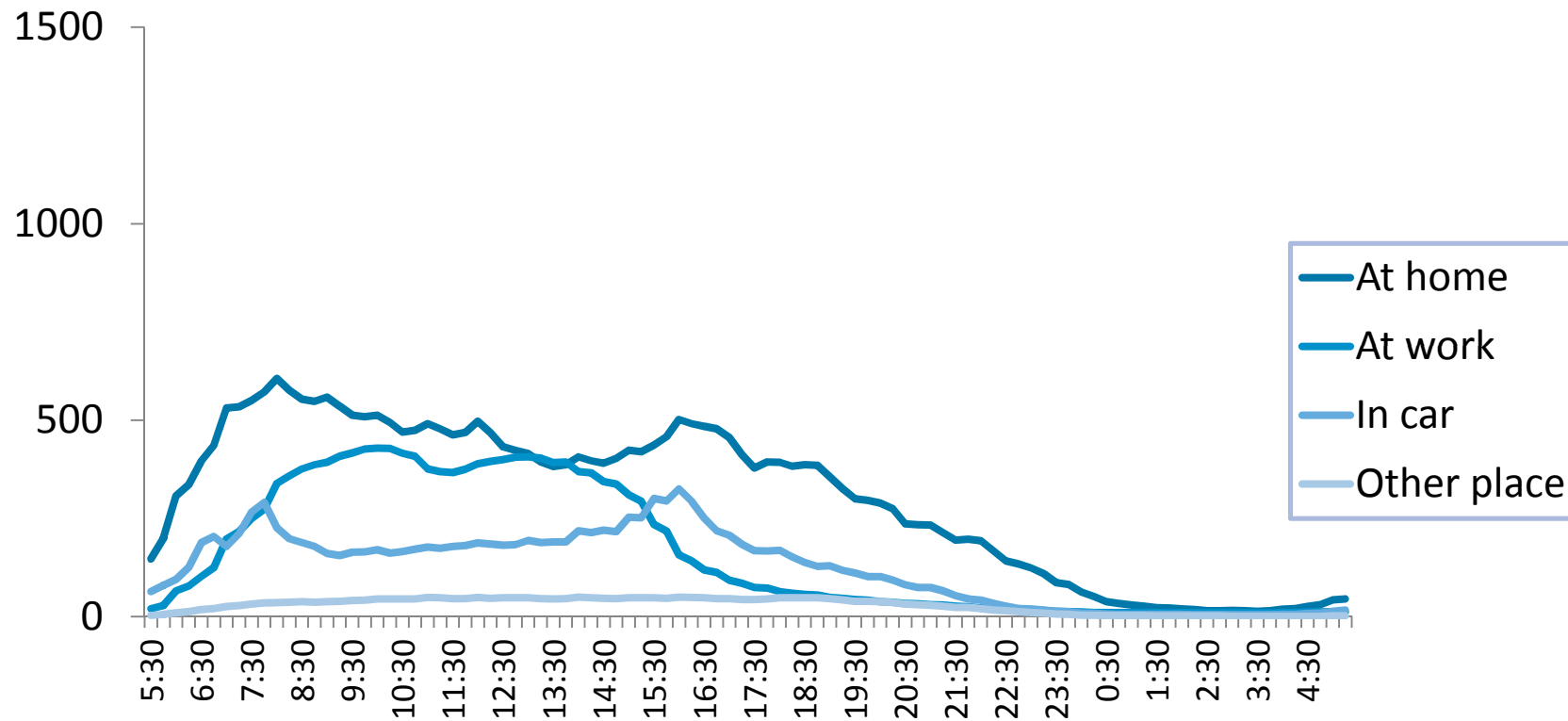


Source: Finnpanel – National Radio Survey

# Listening by quarter-hours on weekdays by listening place 2011

Total population 9+

(000)



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

Source: Finnpanel – National Radio Survey

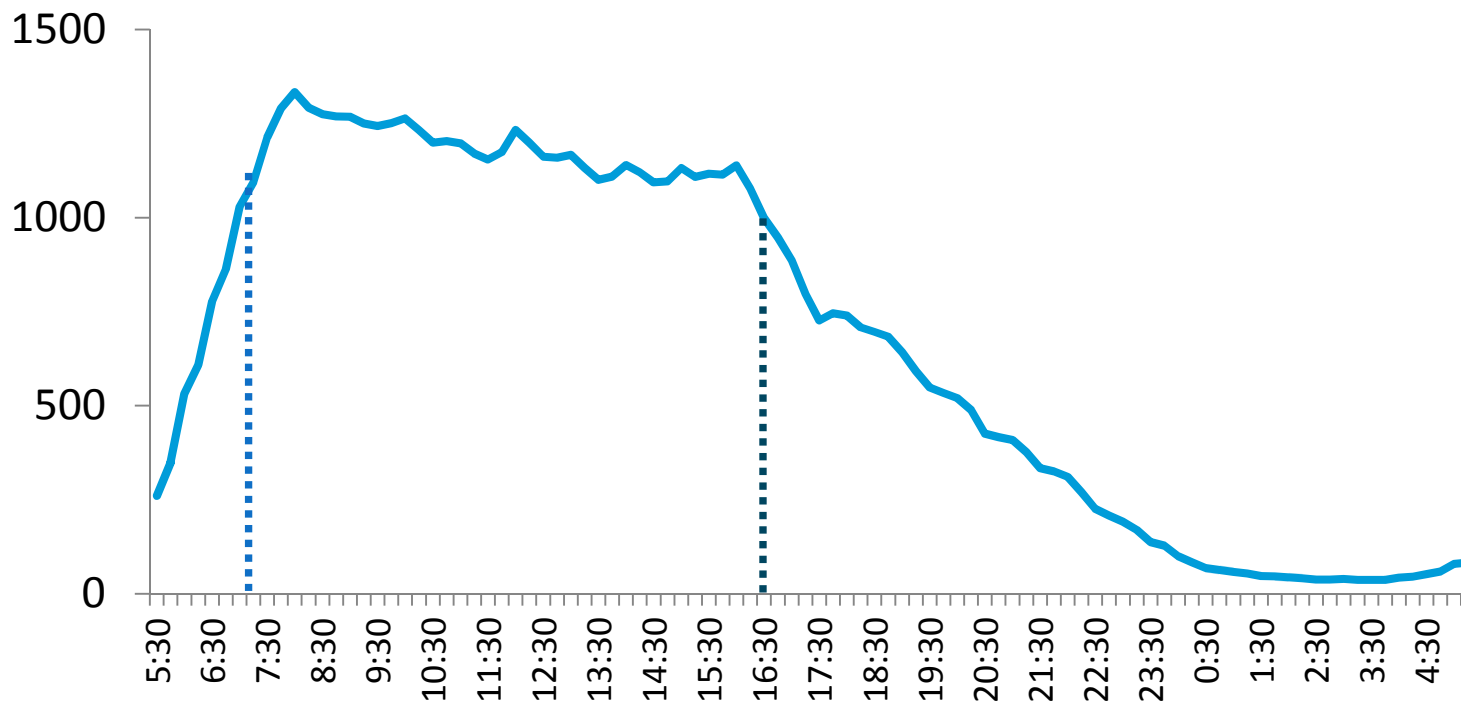




# Listening by quarter-hours on weekdays 2011

Total population 9+

(000)



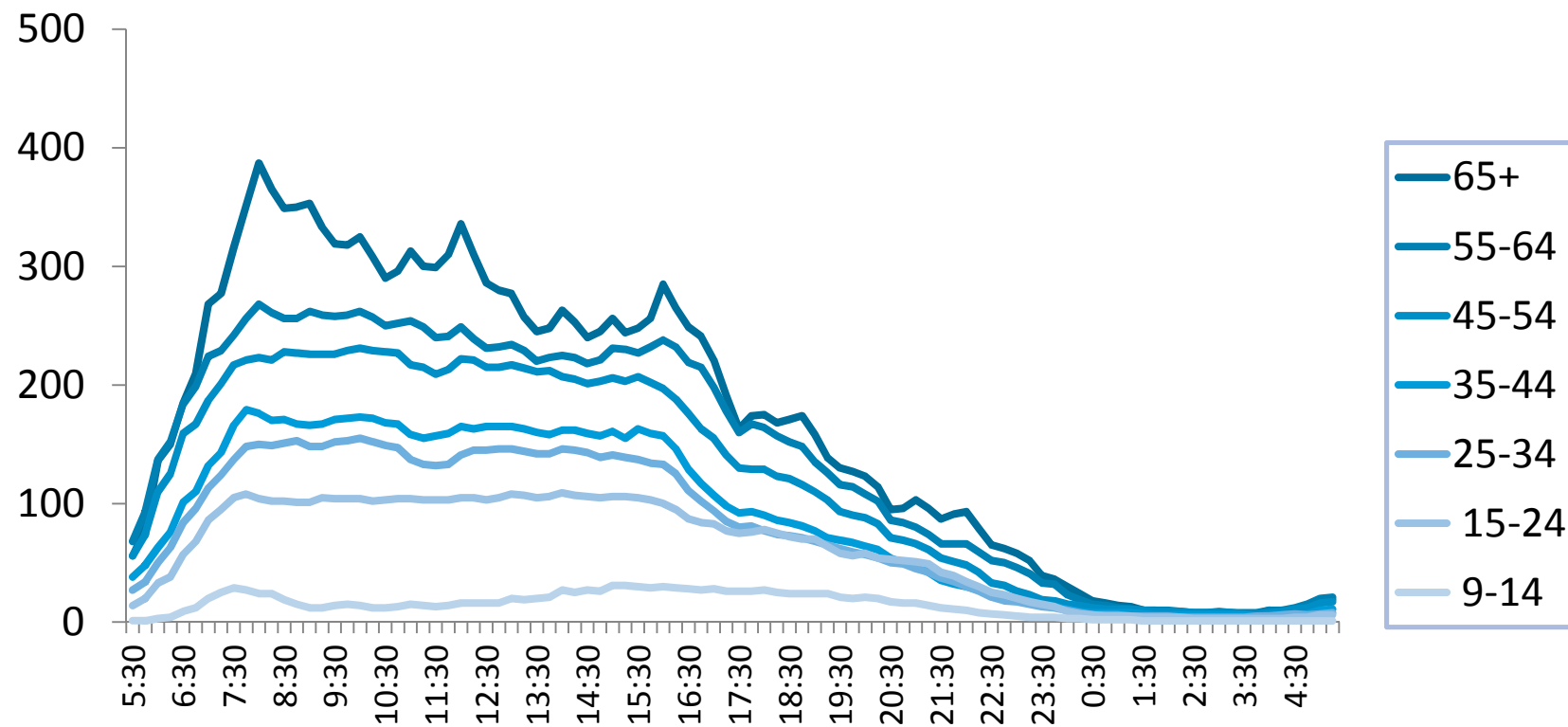
Radio 'prime time' during more than 9 hours on weekdays

At least one million listeners between 7:00 – 16:30.



# Listening by quarter-hours on weekdays by age group 2011

(000)



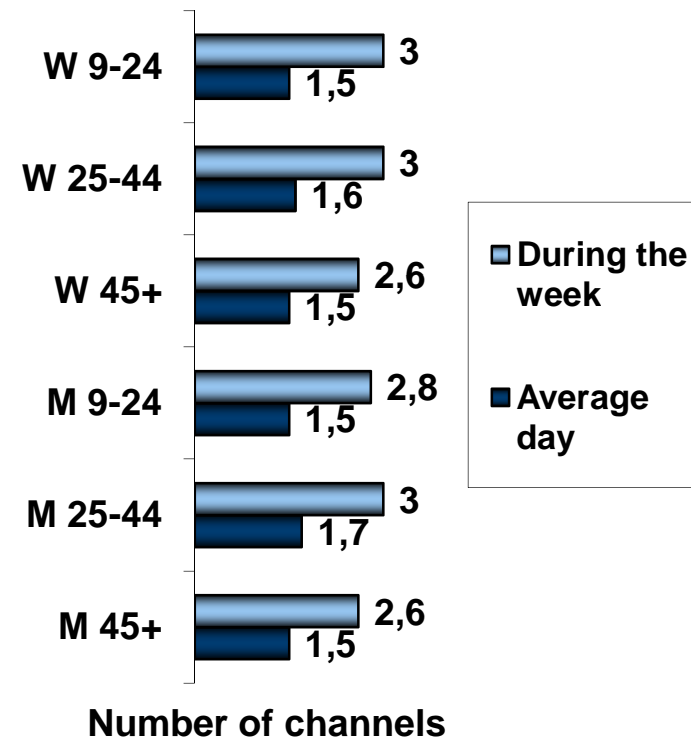
Reach = listened at least a quarter-hour during the week

Source: Finnpanel – National Radio Survey



## Average amount of channels listened to in 2011

- 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.



Average of all listeners



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**More information available on**

**[www.finnpanel.fi](http://www.finnpanel.fi)**

