



RADIO SEMINAR 2017

WELCOME!

Marja Keskitalo, Yleisradio
Stefan Möller, RadioMedia

RADIO LISTENING IN FINLAND 2016

Lena Sandell, Finnpanel

RADIO AND THE FUTURE OF YOUTH BROADCASTING

Patrick Collins, BBC

 #Radiovuosi2017



RADIO LISTENING IN FINLAND 2016

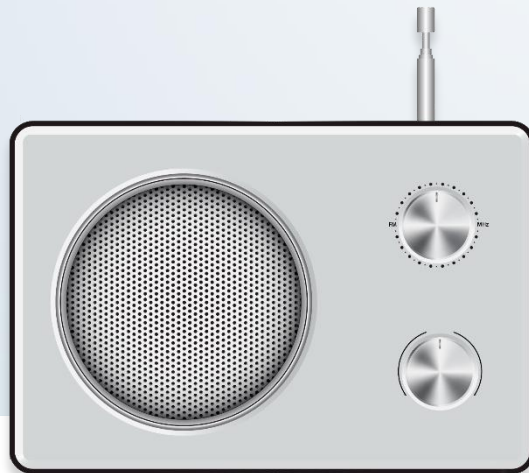
Tennispalatsi 2.2.2017
Lena Sandell



KEY RADIO FIGURES IN FINLAND 2016

More than
100 FM radios
in Finland
(one fifth are national)

Commercial radio
reaches **76 %**
of the population
weekly and
half of the population daily



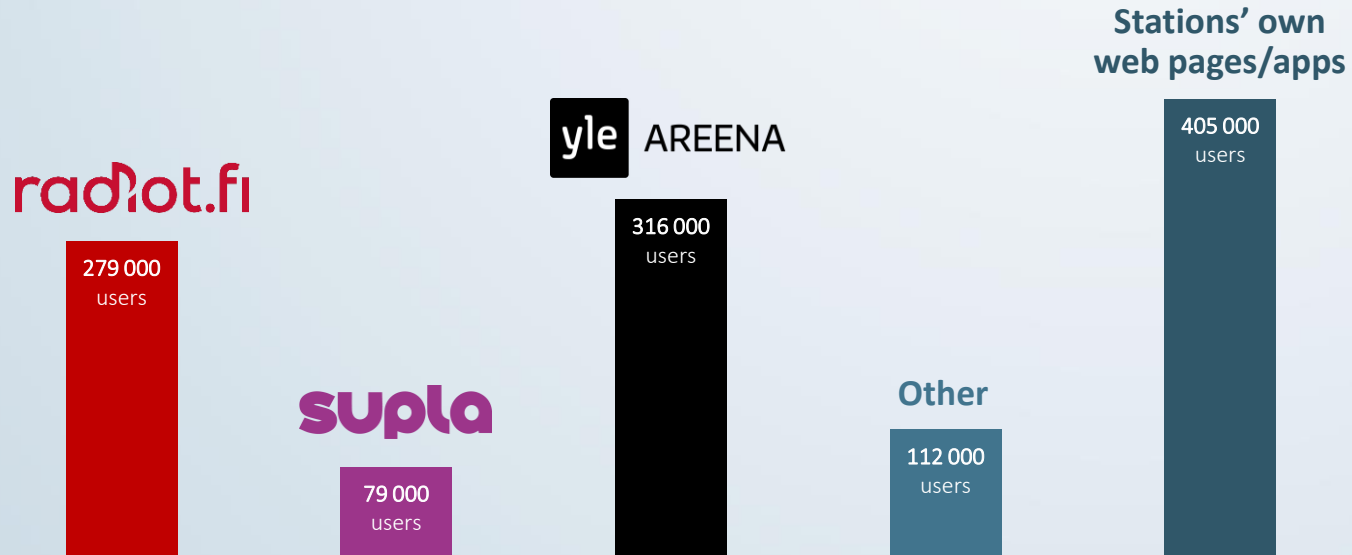
75 %
of the population
listen to radio
every day

Most listened
quarter hour on a
weekday is
8-8.15 AM
(1 306 000 listeners)

94% of the population
listen to radio every week
3h 1 min per day

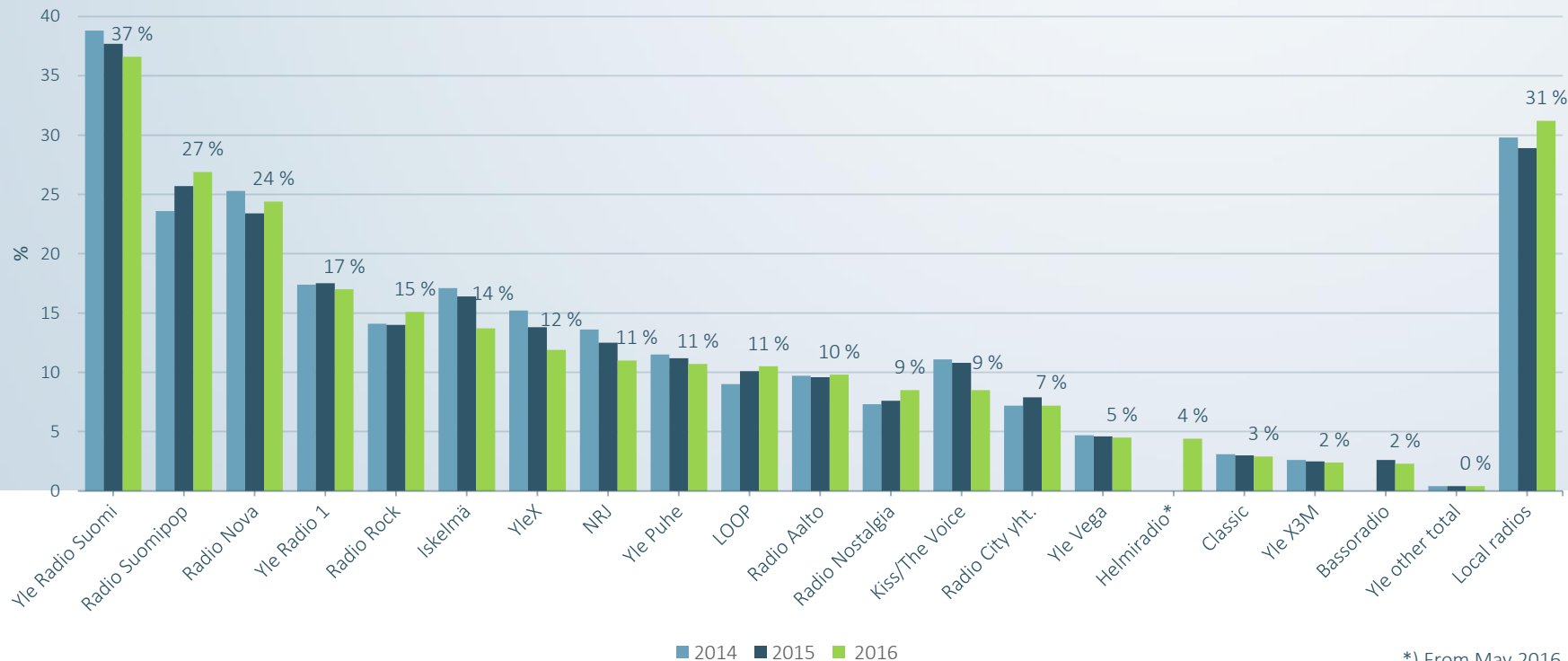
RADIO SERVICES USED DURING THE SURVEY WEEK 2016

All 9+ year old



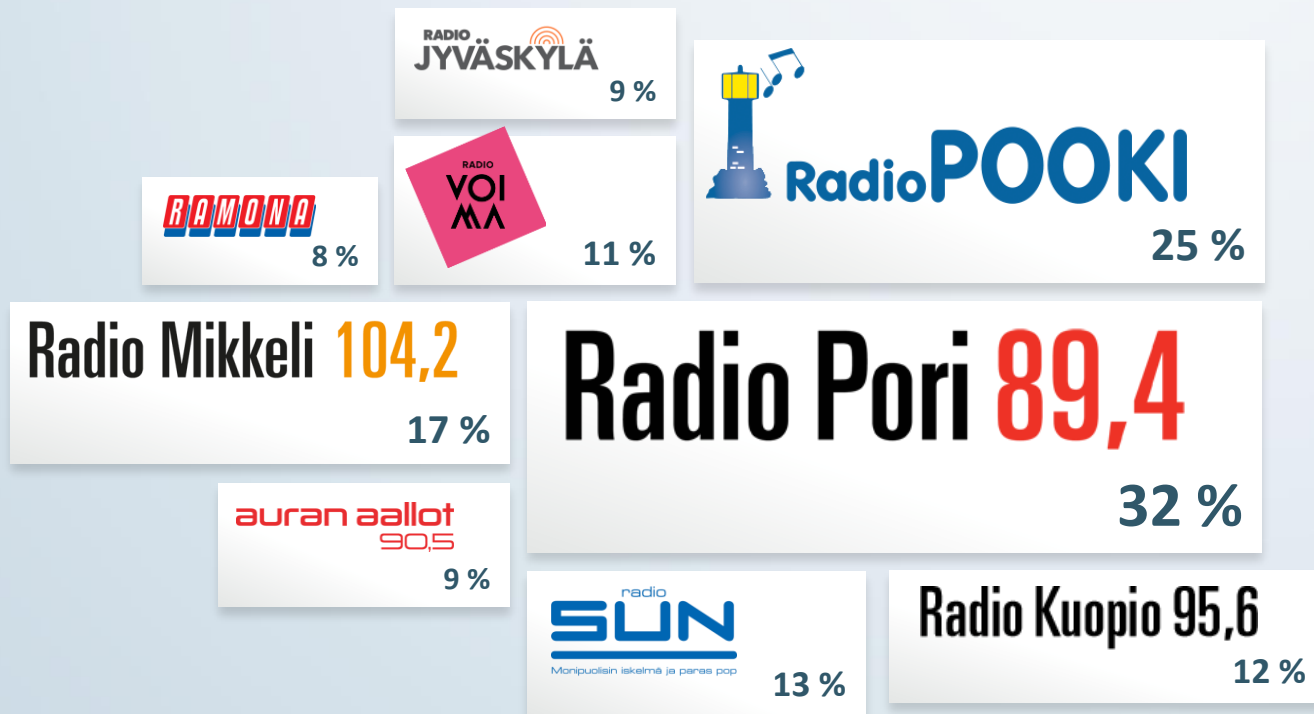
WEEKLY REACH OF THE STATIONS 2014-2016

All 9+ year old



*) From May 2016

WEEKLY REACH OF LOCAL RADIOS

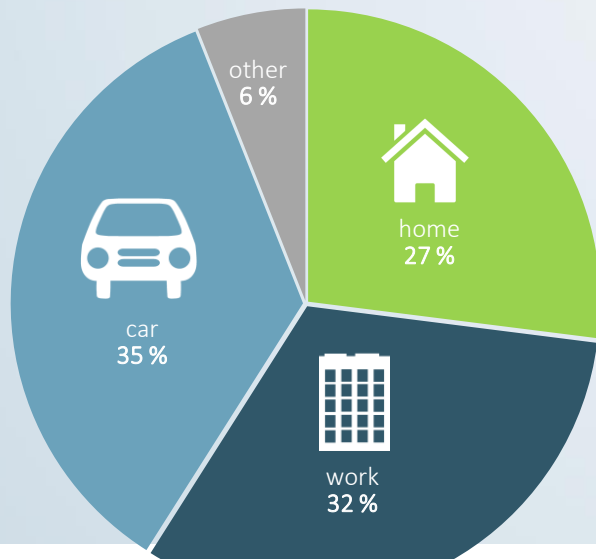


THE REGIONAL DISTRIBUTION OF THE ANNUAL SAMPLE

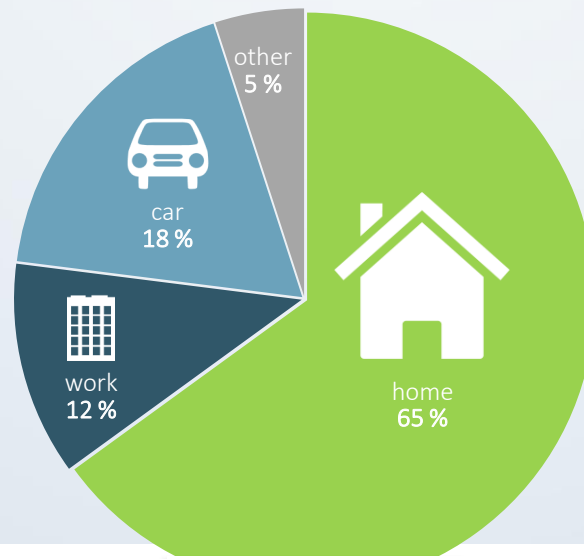
	n	%	population
Pääkaupunkiseutu	3 966	19	1 007 000
Etelä-Pohjanmaa	1899	9	291 000
Varsinais-suomi	1857	9	429 000
Länsi-Uusimaa	1739	9	336 000
Pirkanmaa	1404	7	447 000
Oulun lääni	1164	6	356 000
Keski-Pohjanmaa	1060	5	105 000
Keski-Suomi	833	4	248 000
Itä-Uusimaa	827	4	109 000
Pohjois-Savo	826	4	224 000
Satakunta	710	3	207 000

	n	%	population
Päijät-Häme	643	3	183 000
Kymenlaakso	584	3	163 000
Kanta-Häme	563	3	162 000
Pohjois-Karjala	541	3	151 000
Etelä-Savo	497	2	132 000
Etelä-Karjala	445	2	128 000
Lappi	339	2	107 000
Kainuu	332	2	72 000
Meri-Lappi	217	1	57 000
Total	20 446	100	4 913 000

RADIO LISTENING PLACES 2016



9-44 year old



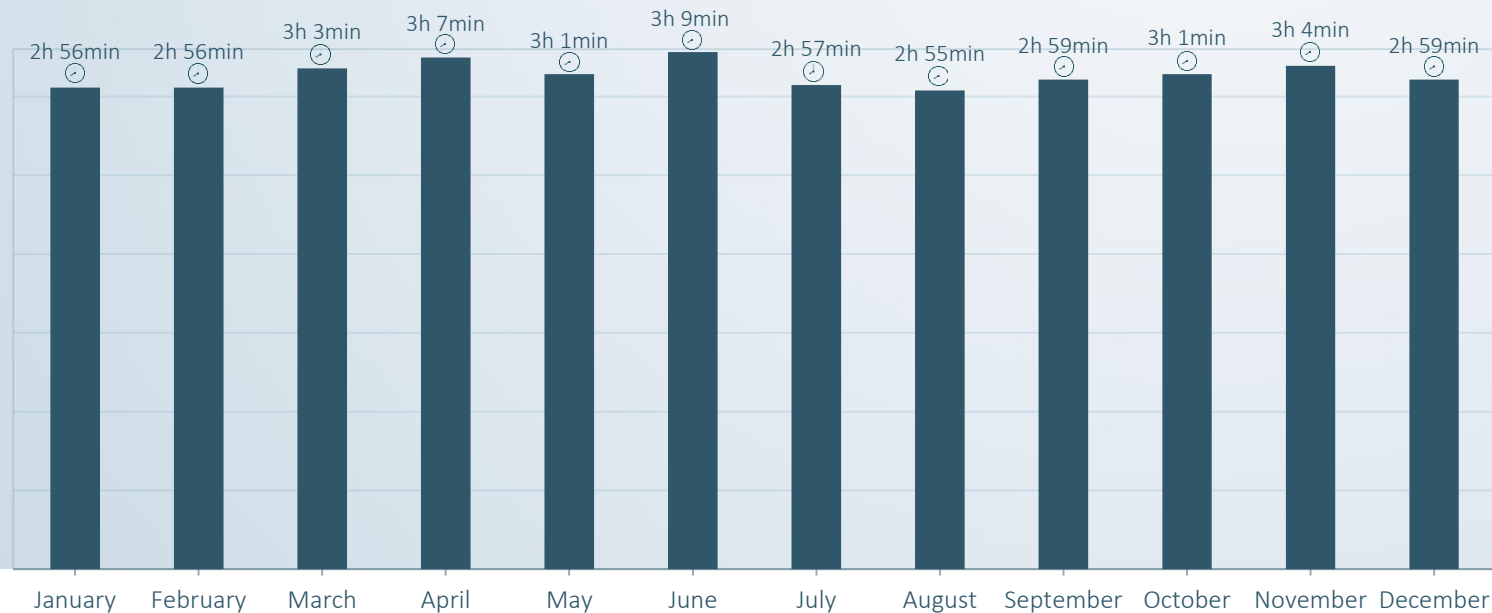
45+ year old

RADIO REACH BY QUARTER HOUR ON A WEEKDAY 2016 AND 22.12.2016

All 9+ year old



AVERAGE DAILY LISTENING TIME OF RADIO BY MONTH 2016

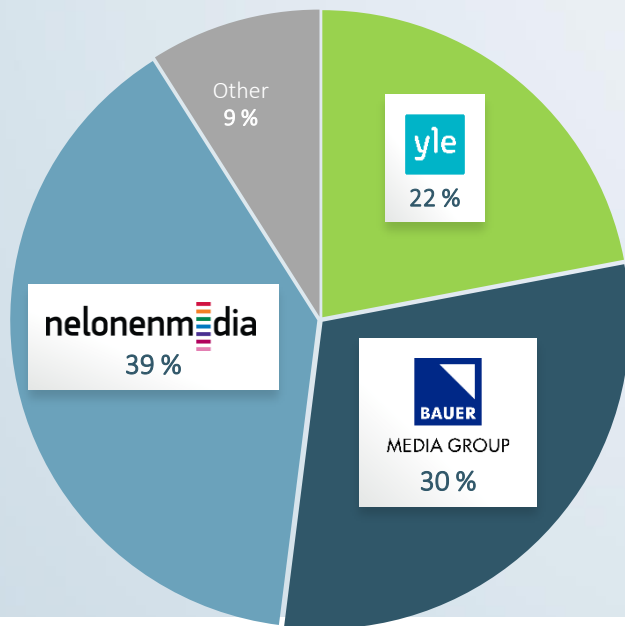


DAY BY DAY REACH OF CHRISTMAS RADIO IN DECEMBER 2016

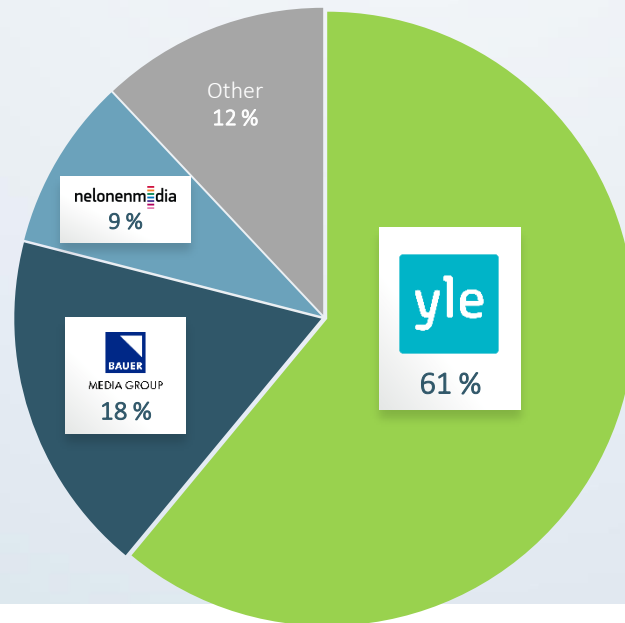
All 9+ year old



SHARE OF RADIO LISTENING 2016



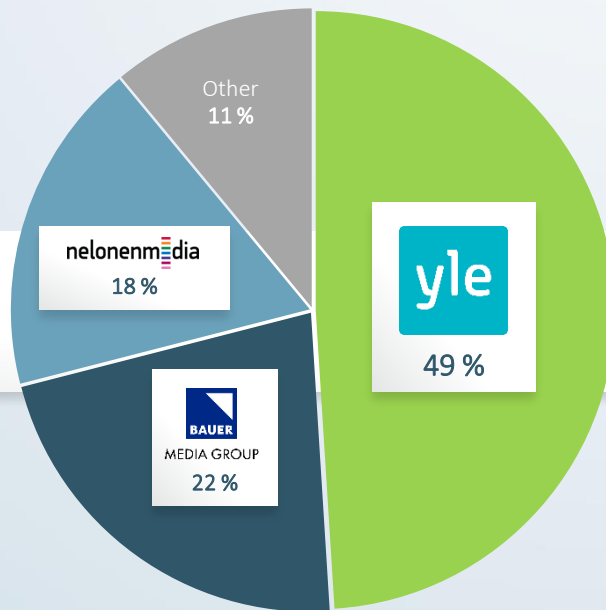
9-45 year old



45+ year old

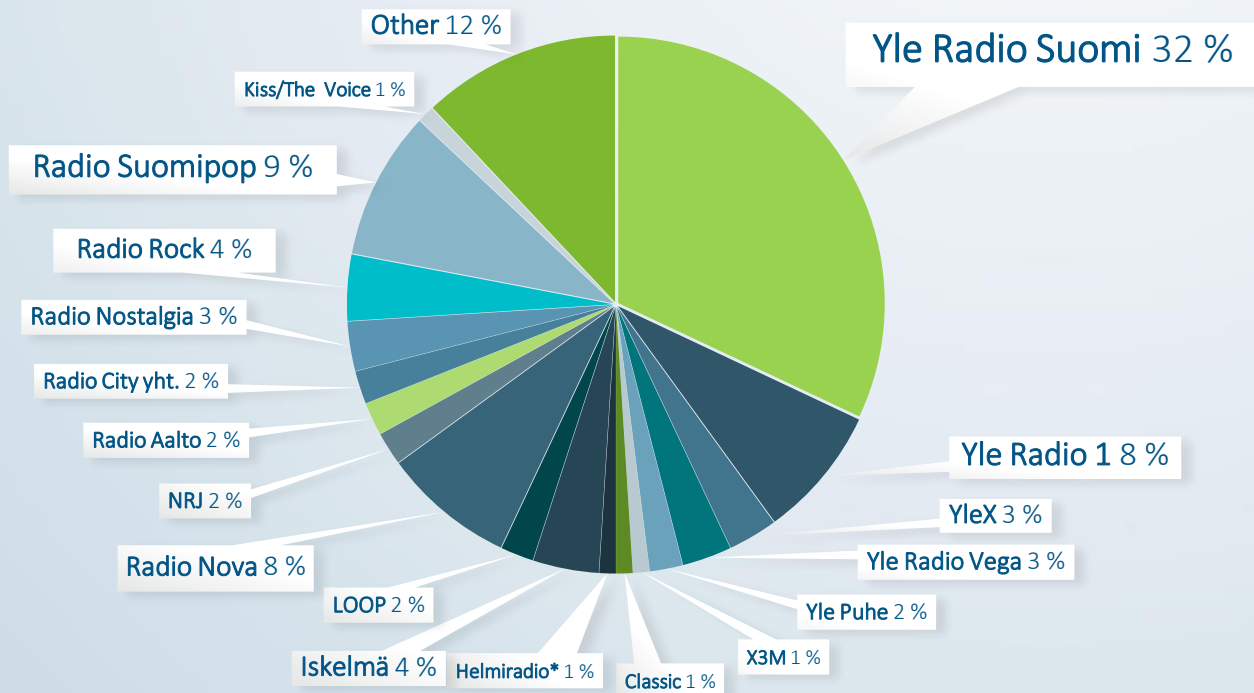
SHARE OF RADIO LISTENING 2016

All 9+ year old



SHARE OF RADIO LISTENING 2016

All 9+ year old

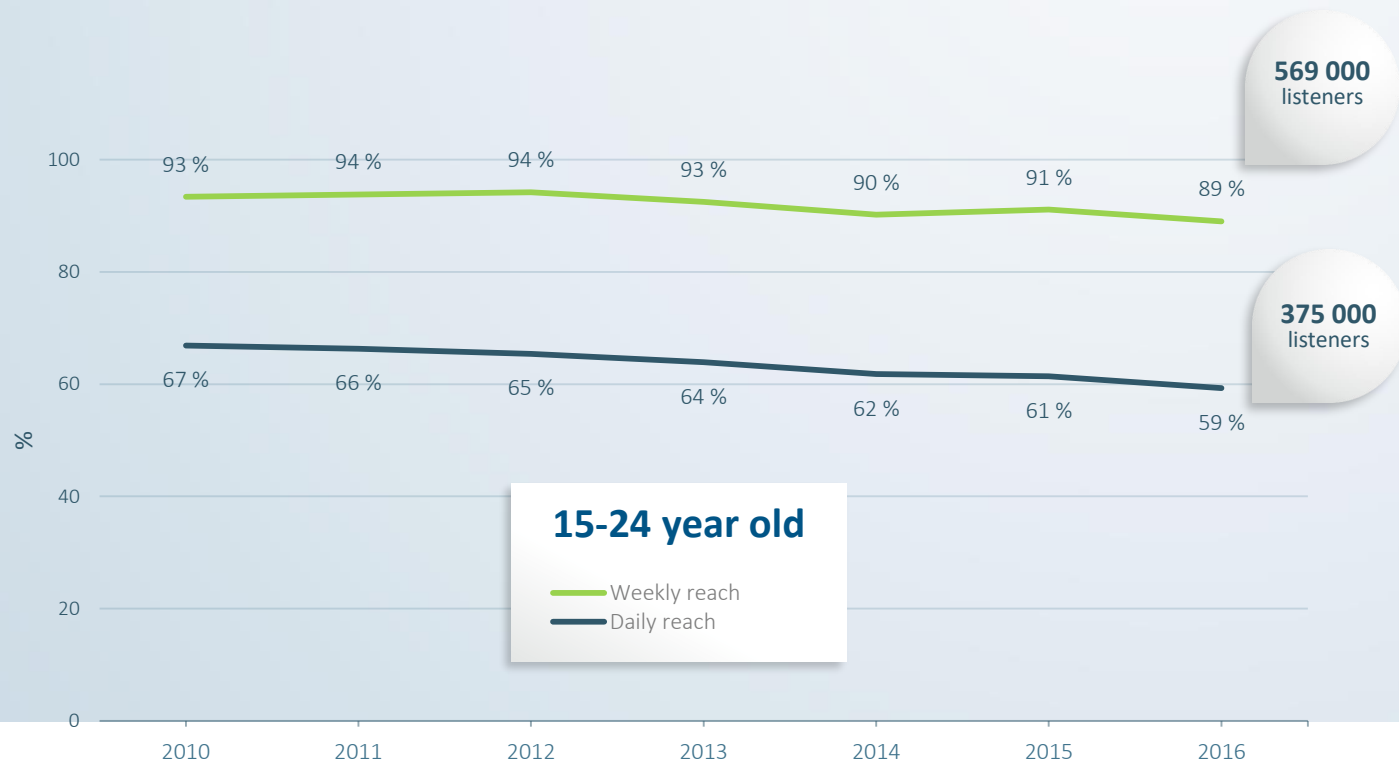


*) From May 2016

ANNUALLY 21 000 RESPONDENTS - 150 000 LISTENING DAYS

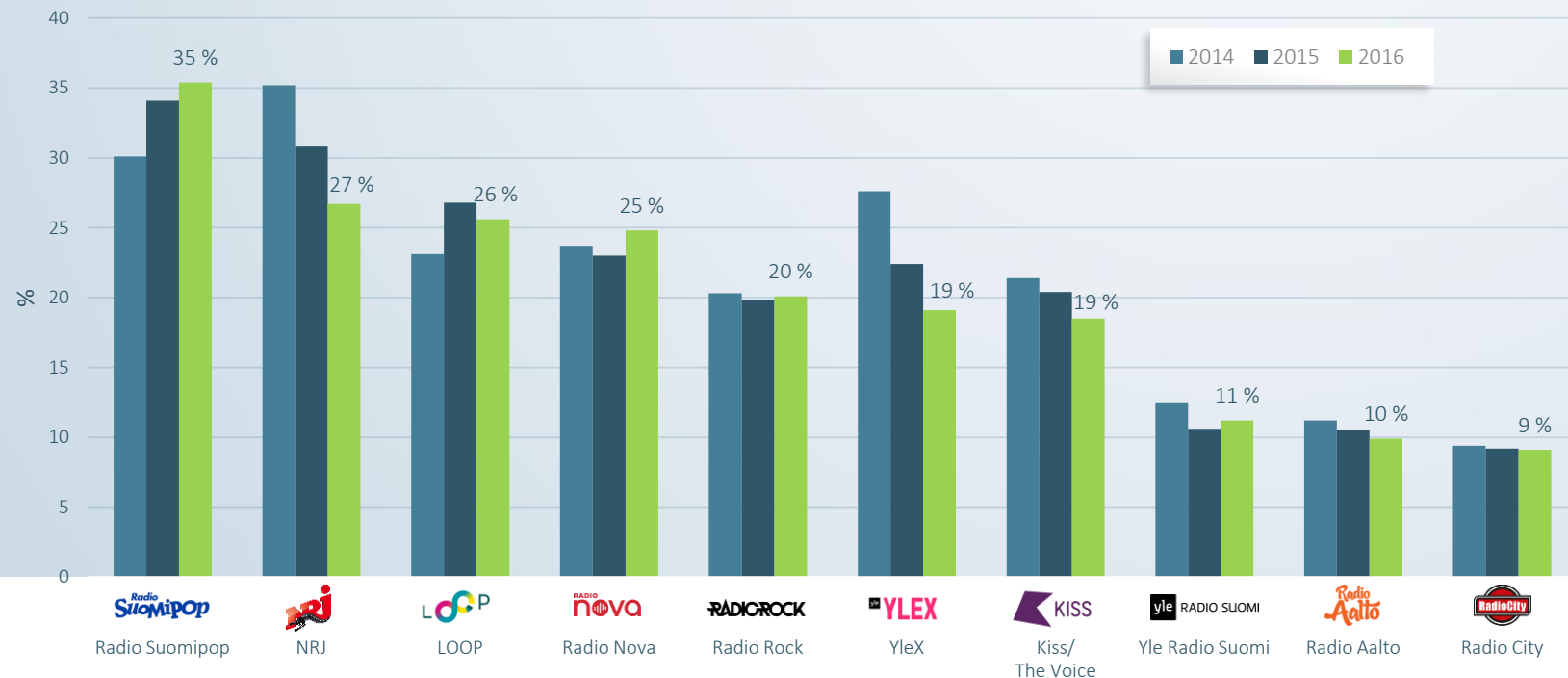
	n	%	population
All	20 446	100	4 912 998
Men	9 777	48	2 408 077
Women	10 669	52	2 504 921
9-14 y	1 872	9	352 413
15-24 y	2 562	13	636 531
25-34 y	2 803	14	695 234
35-44 y	2 671	13	659 206
45-54 y	2 715	13	719 820
55-64 y	3 128	15	734 735
65- y	4 695	23	1 115 058

RADIO'S WEEKLY AND DAILY REACH 2010-2016

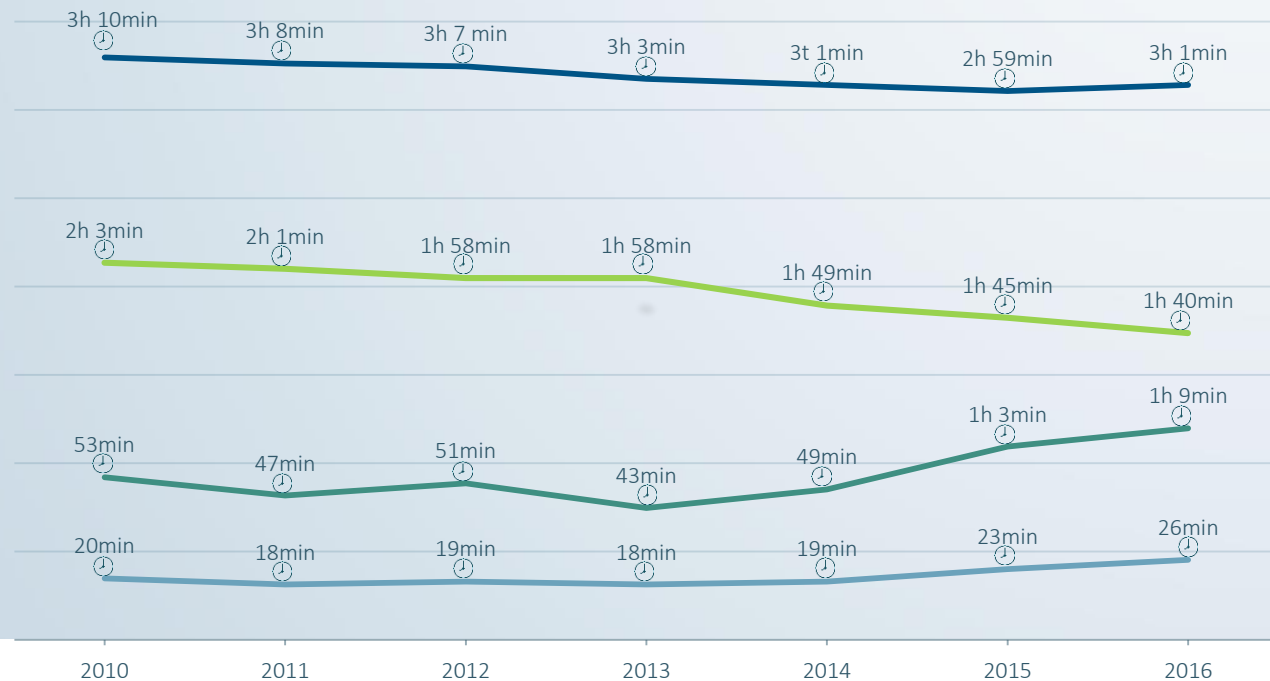


WEEKLY REACH OF THE STATIONS 2014-2016

15-24 year old



TIME SPENT ON LISTENING 2010-2016



15-24 y

Radio

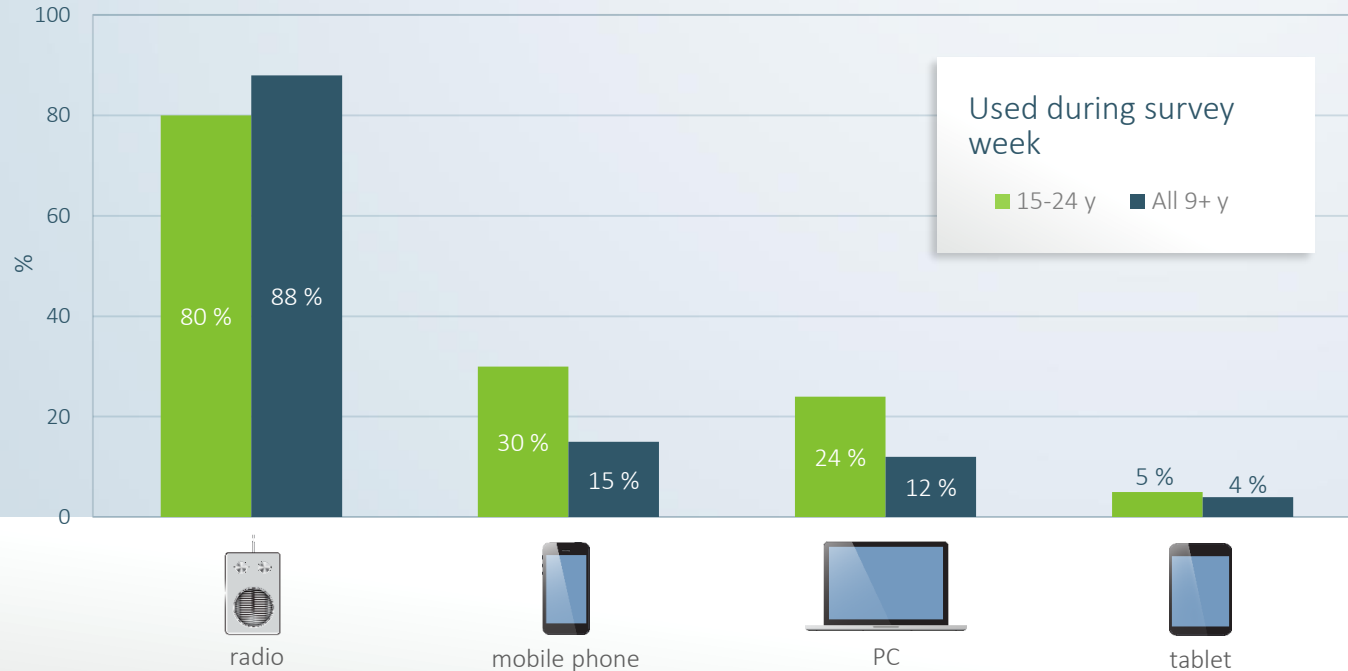
Other

All 9+ y

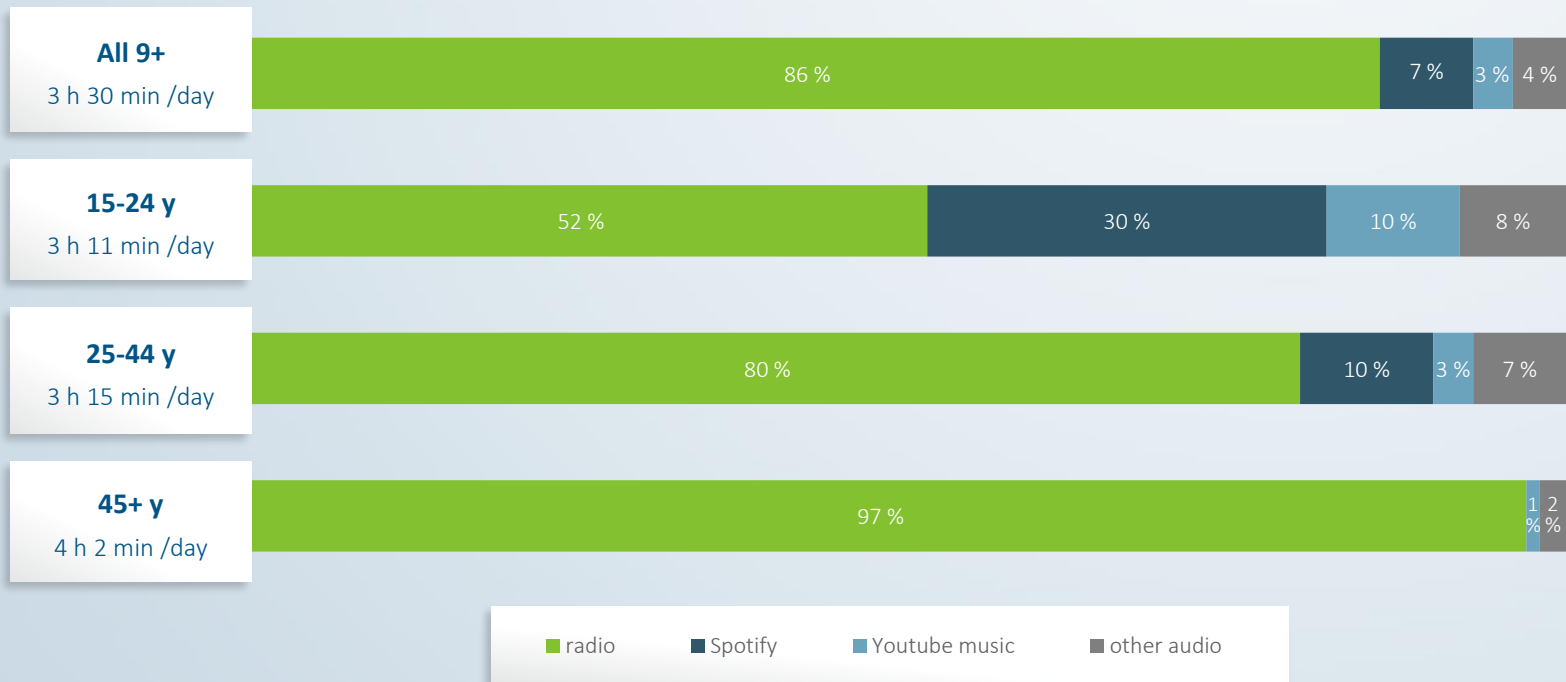
Radio

Other

RADIO LISTENING DEVICES



RADIO IS THE MOST POPULAR AUDIO IN EVERY AGE GROUP



THE NATIONAL RADIO SURVEY

21 000 respondents annually (10 % online)

The sample is extracted from the population register by phone (2/3) and by letter (1/3)

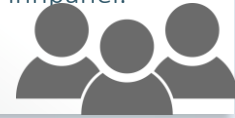
Listening information is collected with a 7-day-diary every day of the year



Reporting in a weekly, monthly and quarterly basis



Subscribers are RadioMedia, Yleisradio and media agencies. Conducted by Finnpanel.



MEMBERS OF RADIO JIC IN FINLAND

2016

Stefan Möller, RadioMedia, PJ

Riina Aho, RadioMedia

Kati Alijoki, Nelonen Media

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More information:

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