



RADIO LISTENING IN FINLAND **2021**

Lena Brun

2021

Daily listening
time

2 h 28 min



Radio reaches
weekly 88 %

4,4 million
Finns

2021

Daily listening
time

2 h 28 min



9-24 yrs
46 min/day

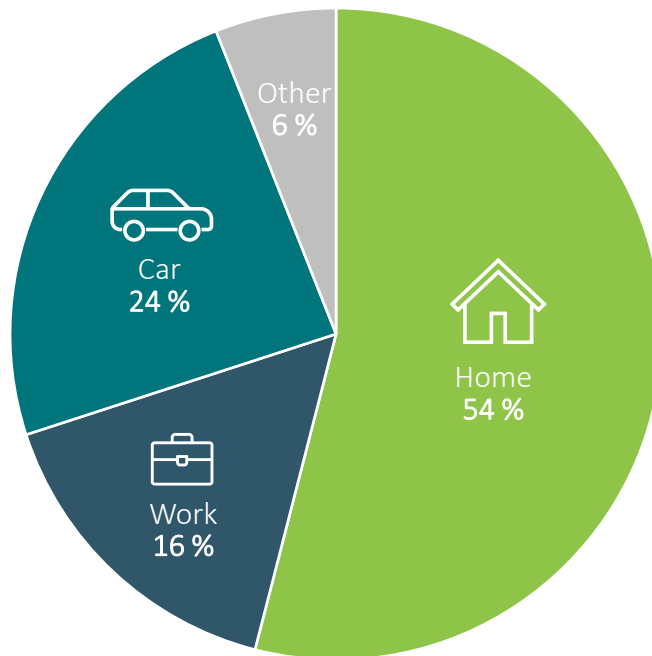


25-54 yrs
1 t 55 min/day

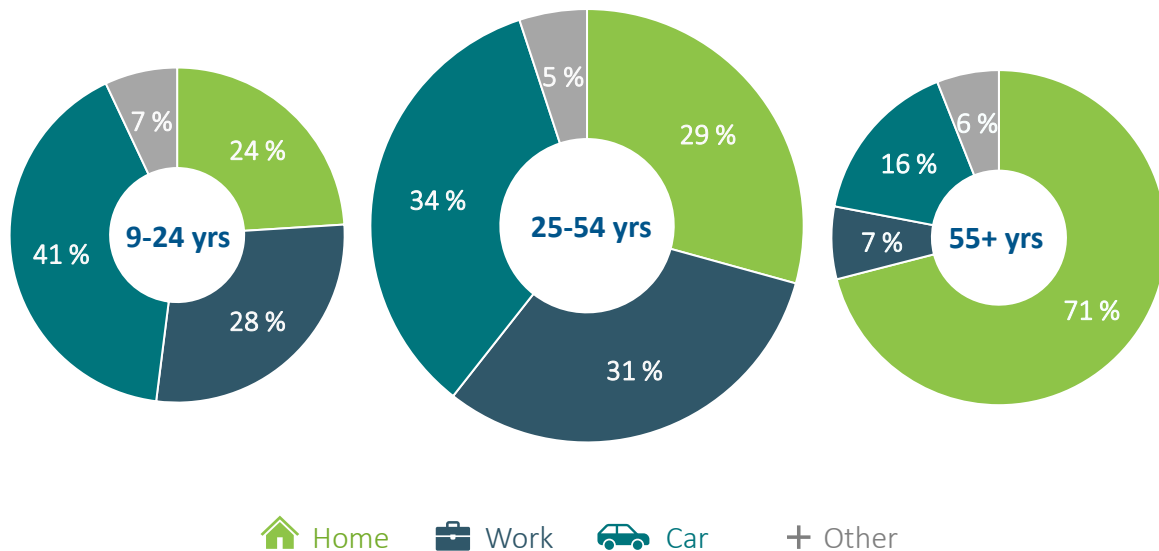


55+ yrs
3 t 53 min/day

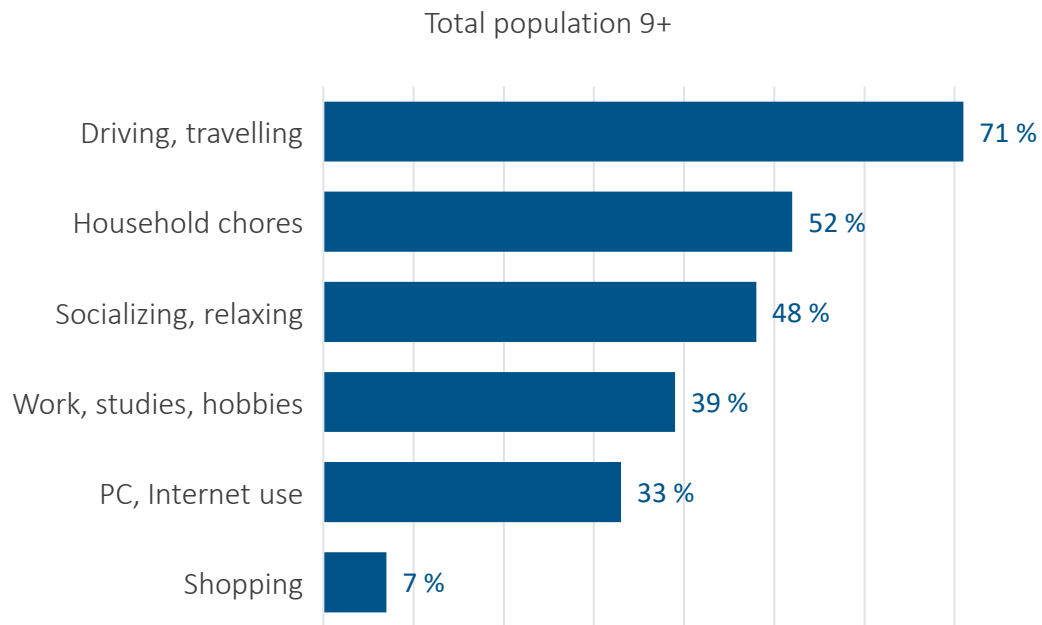
Radio listening locations 2021



Radio listening locations 2021

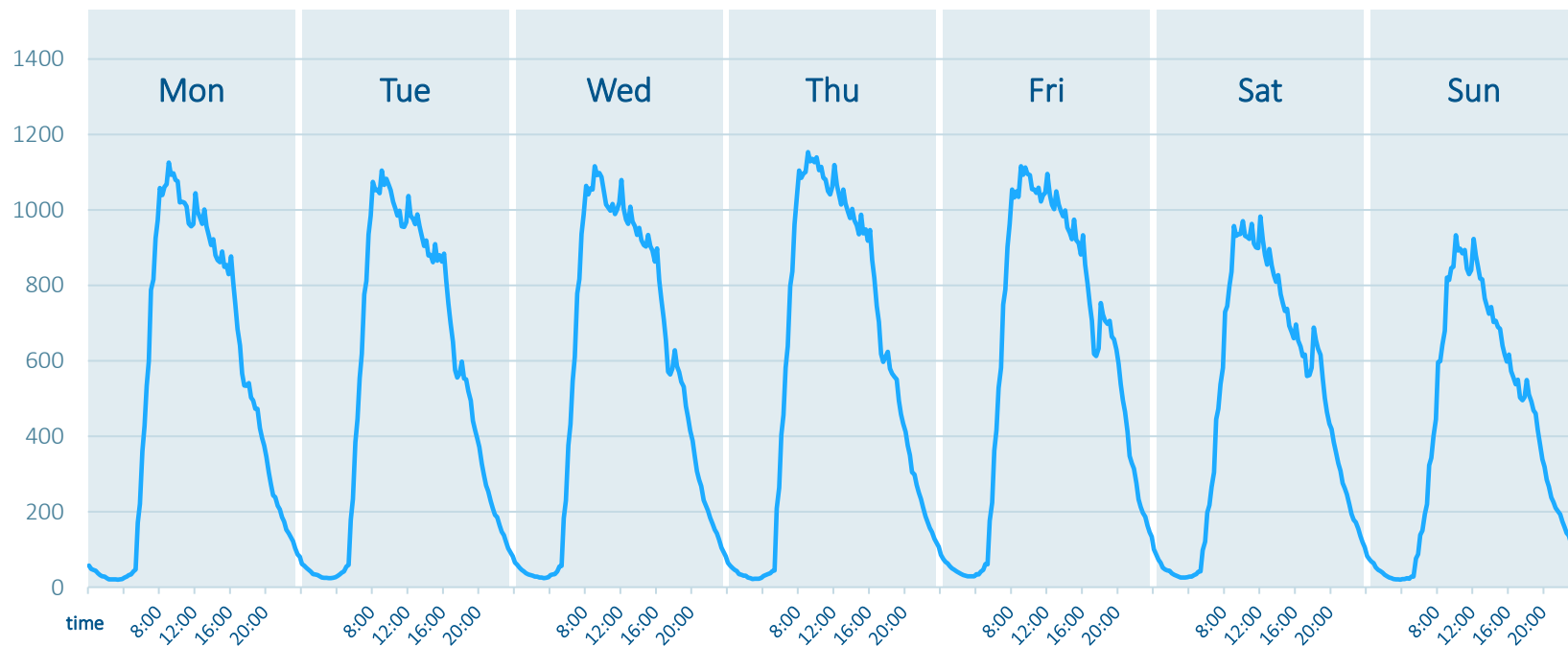


Activities during radio listening

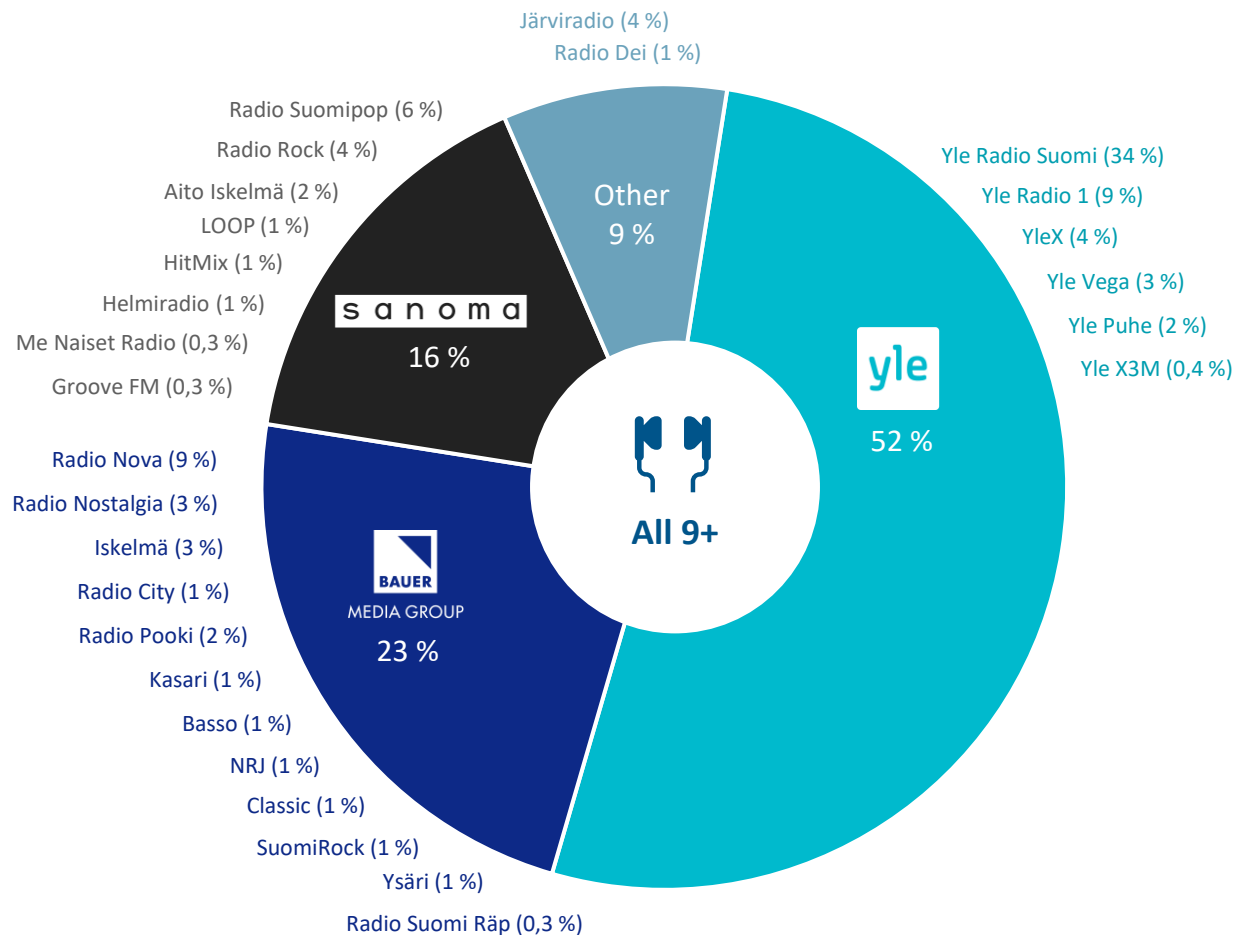


Radio listening from Monday to Sunday 2021

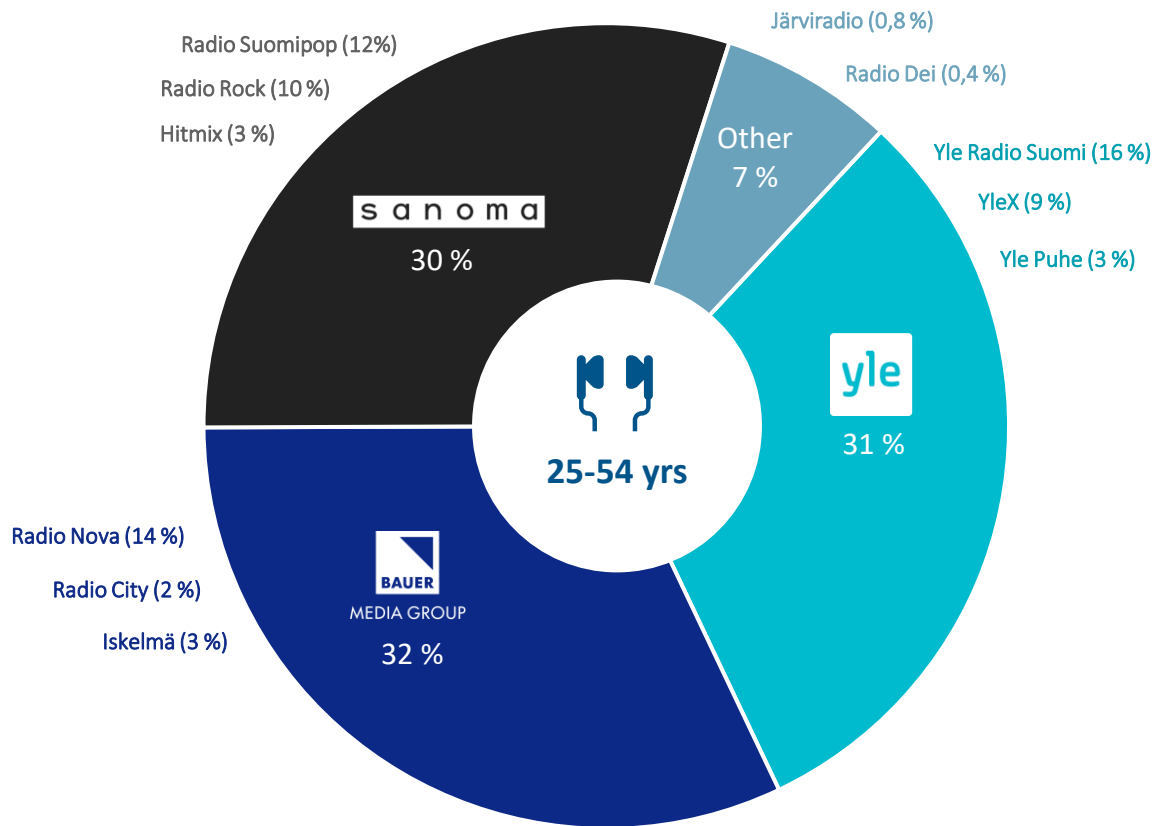
thousands



Radio listening shares on an average day in 2021



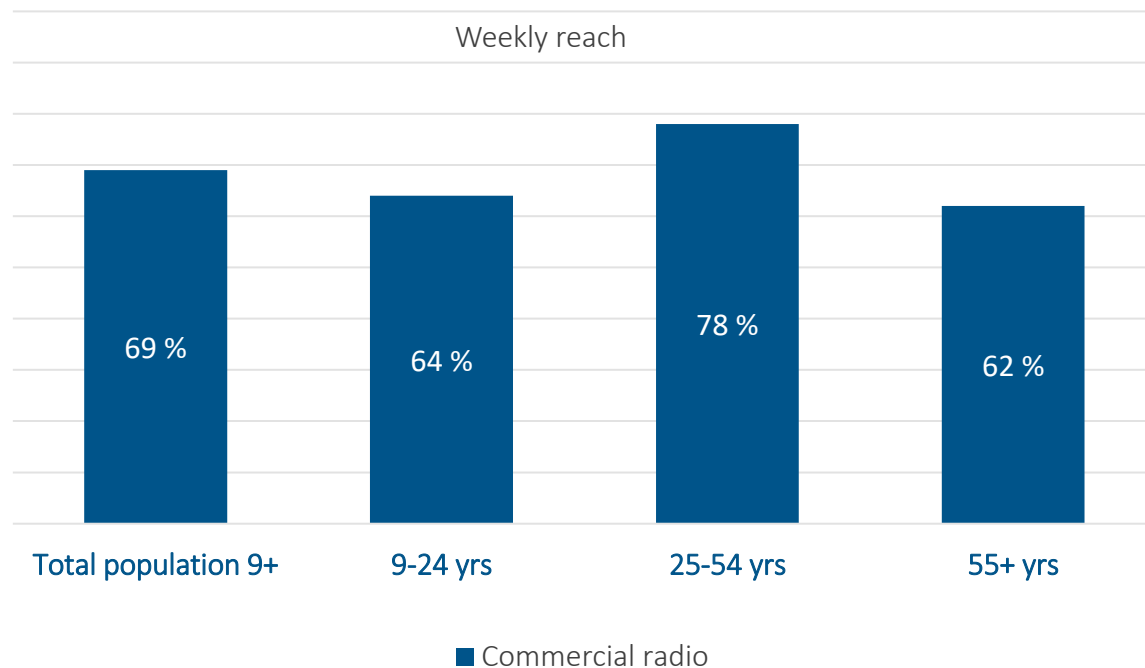
Radio listening shares on an average day in 2021



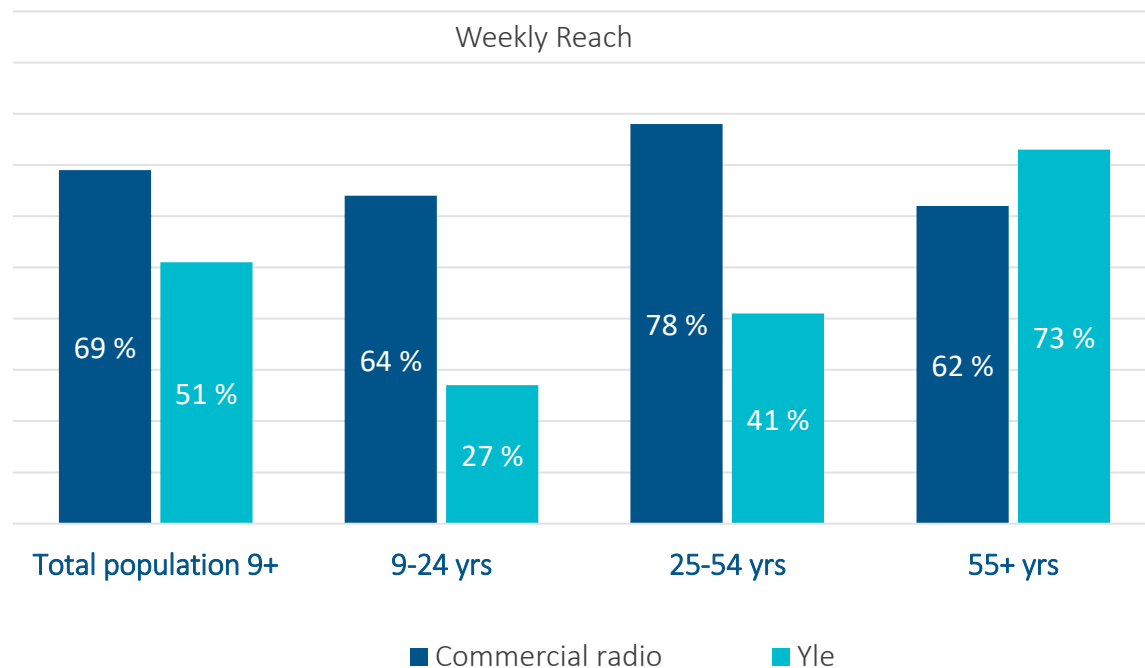
In addition to nationally reported radio stations we also measure other radio stations



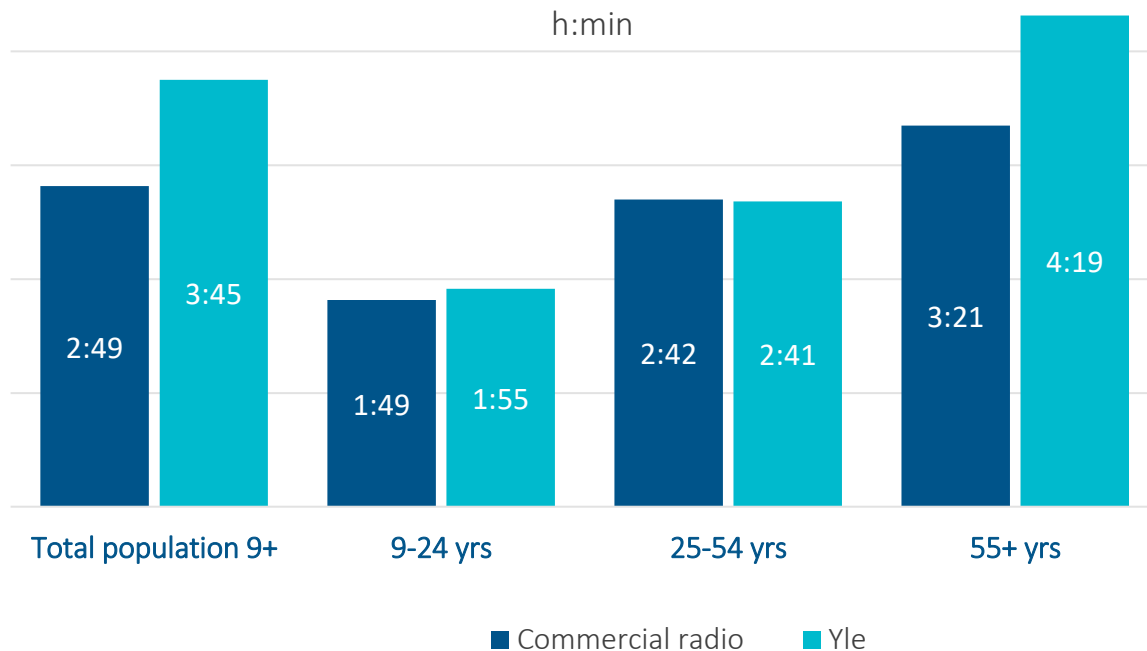
Commercial radio stations have a high weekly reach...



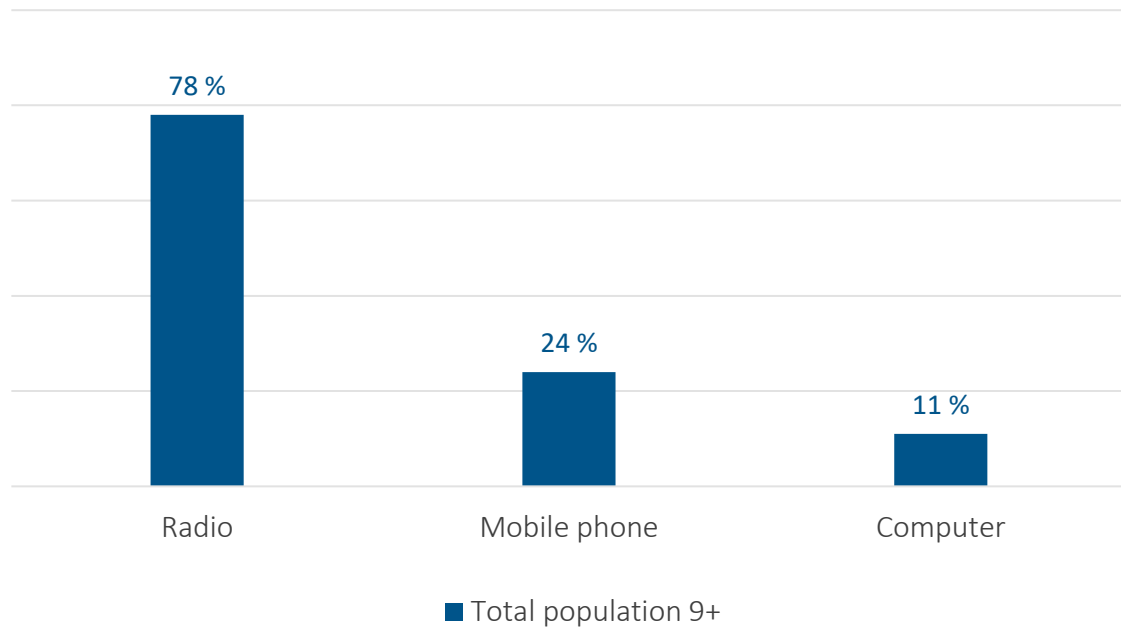
Commercial radio stations have a higher weekly reach...



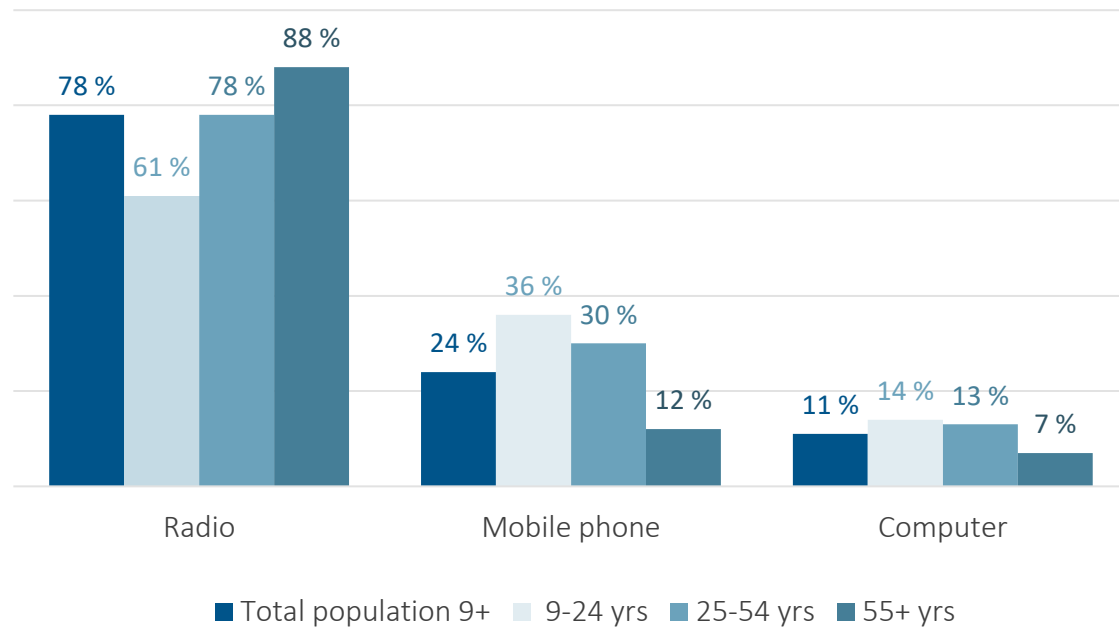
...but Yle's audience listen to radio an hour more on an average day



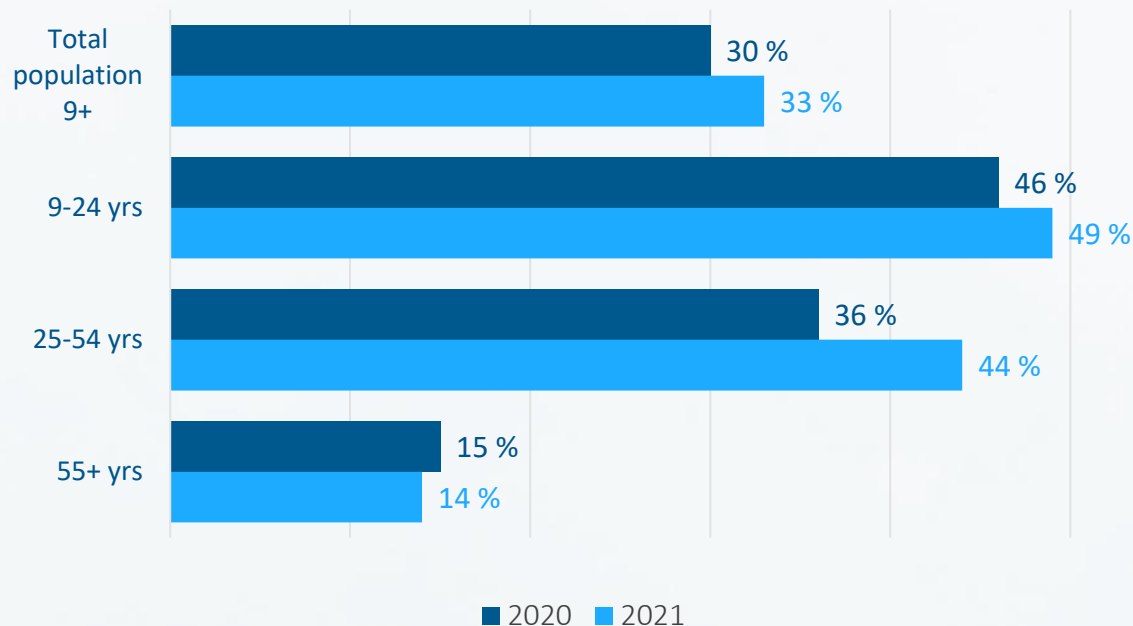
Radio listening device during the week



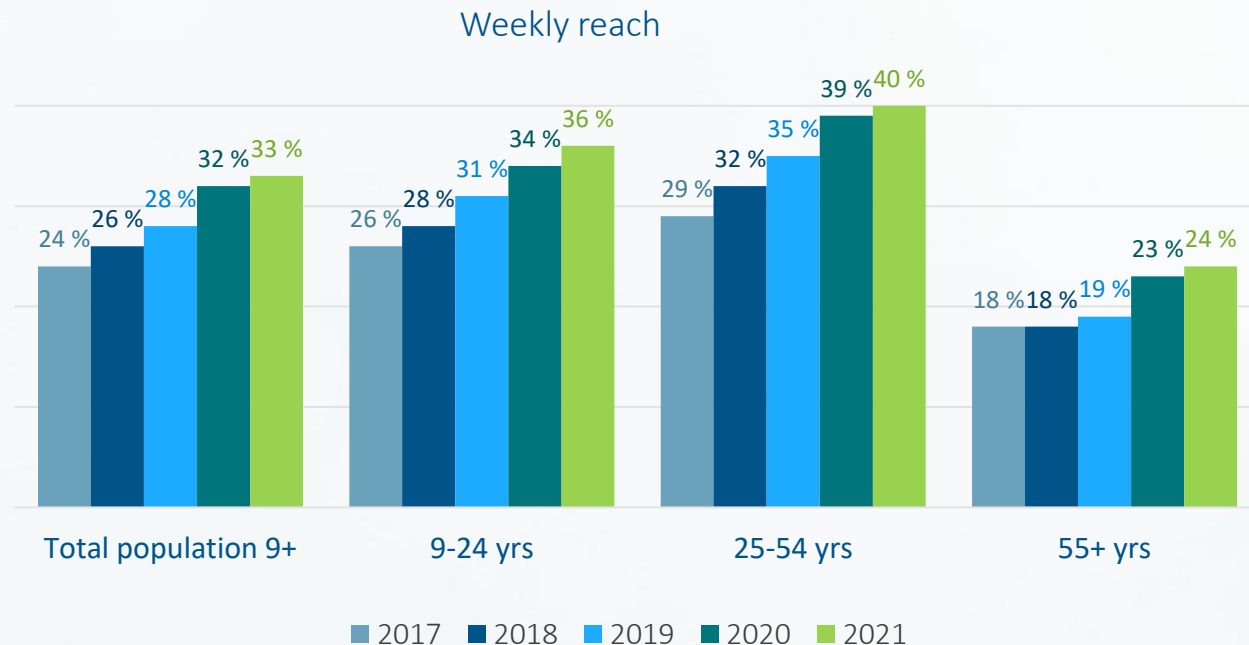
Radio listening device during the week



Radio and other audio listening with headphones during the week



Digital audio services 2017-2021



RadioPlay



AREENA

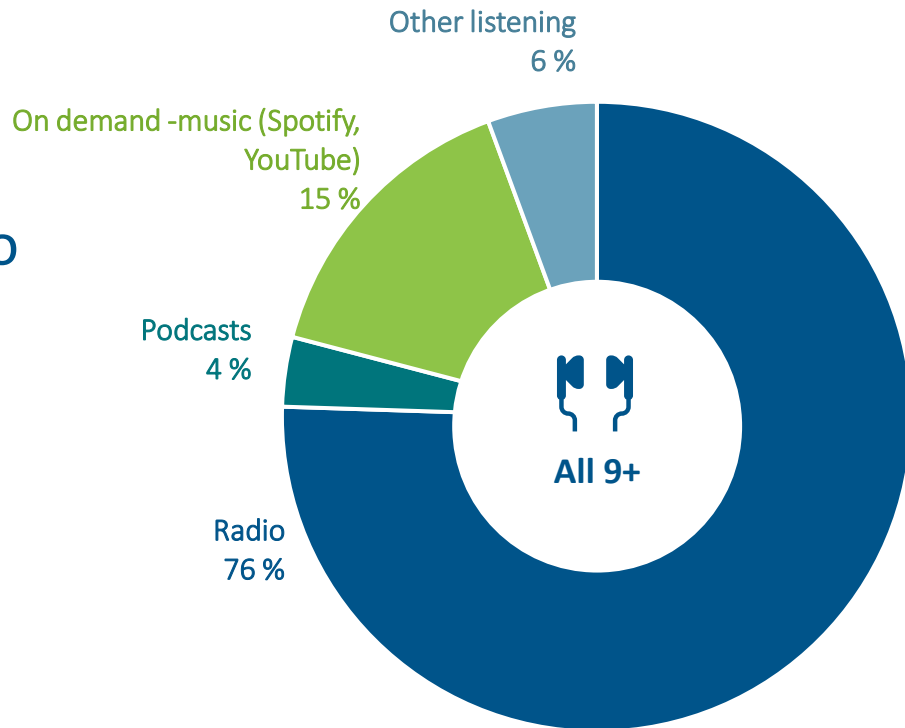
rad1ot.fi

supla

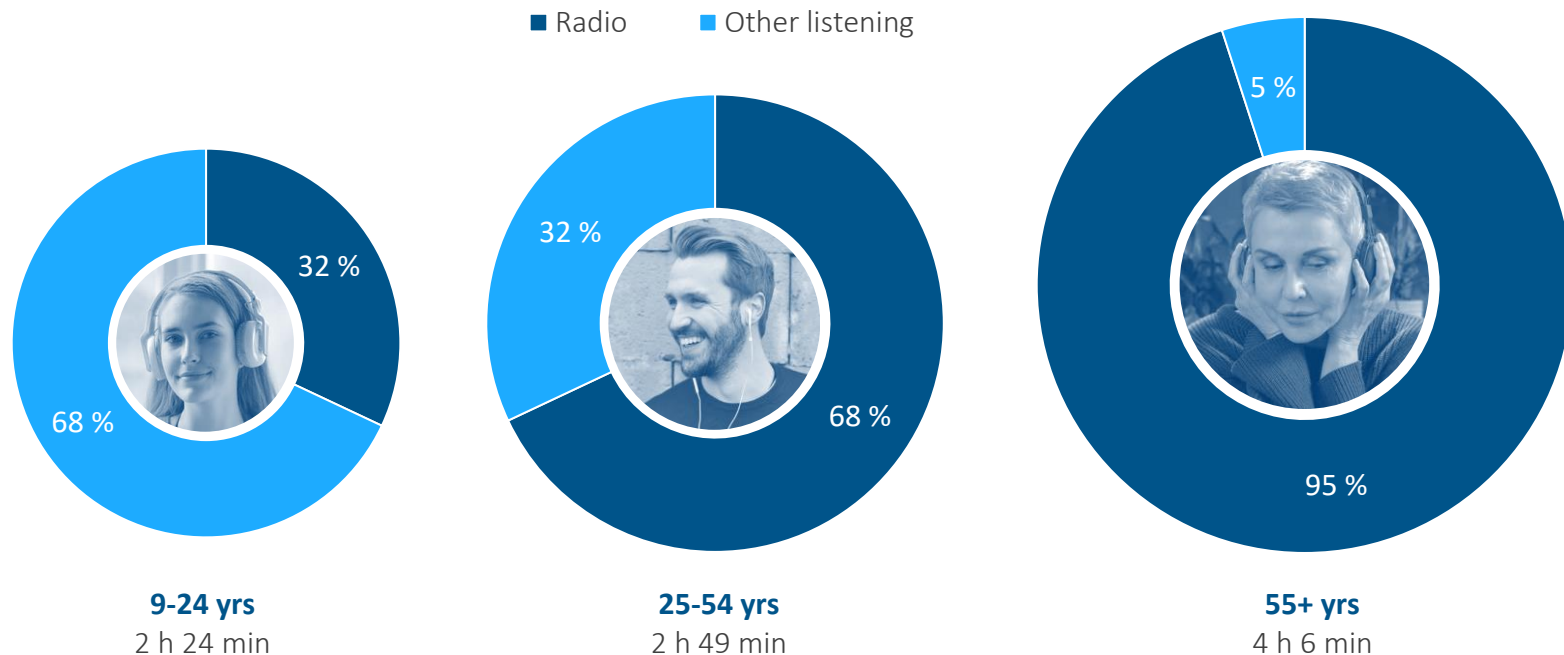
The majority of audio listening minutes is radio listening



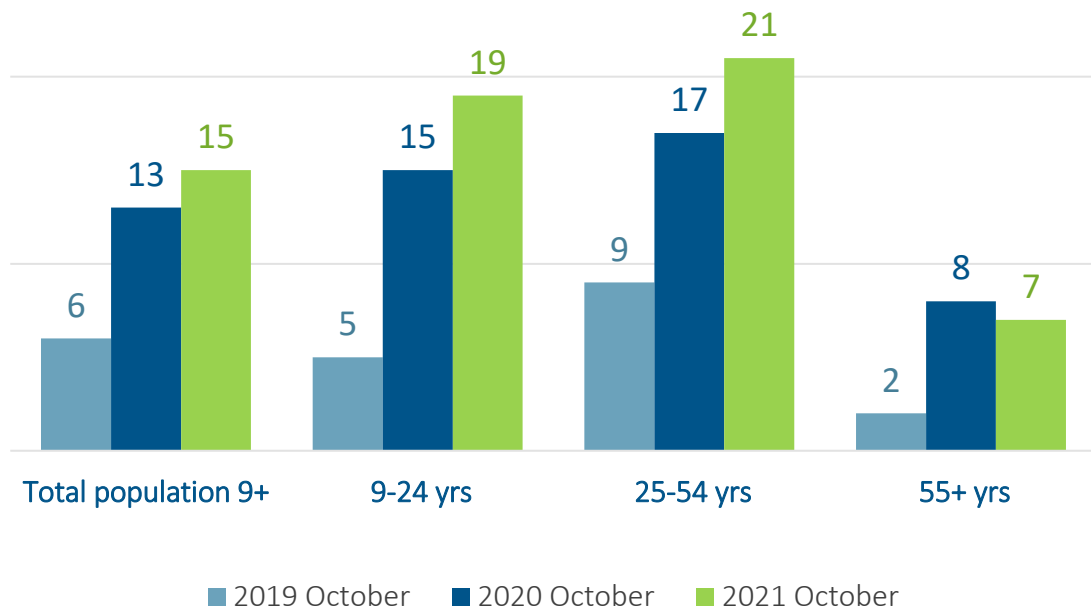
68 %
of Spotify listeners use
Spotify Premium
(Extra question September 2021)



Shares of audio listening vary by age group



Listening to audio books 2019-2021



RADIO IN FINLAND

2021



Daily radio
listening time is
2 hours 28 minutes

Radio listeners:

daily
66 %
of the population

weekly
88 %
of the population

Weekly reach
of commercial radio
69 % of the population

The highest rating at
09:00 on weekdays
almost 1.1 million Finns
listen to the radio

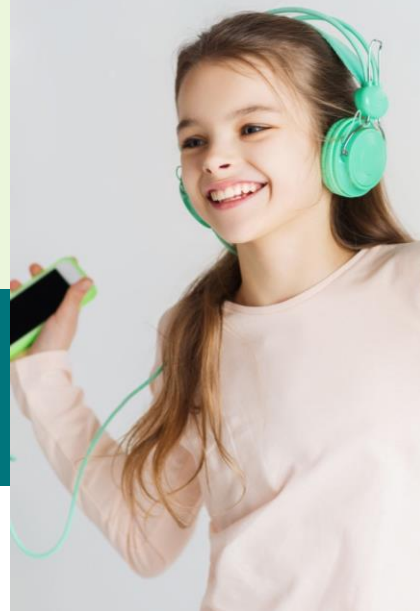


Finland has
**100+ FM radio
stations**



The most listened
day of 2021:
3 hours 18 min

More choices with Radiot.fi,
Yle Areena, Supla and
RadioPlay radio services



yle AREENA

Yle Areena has
677 000 listeners
weekly

 **#Radiovuosi2022**

More information about radio listening

www.finnpanel.fi

