


RADIO LISTENING IN FINLAND 2022

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 #Radiovuosi2023



2022

Daily listening
time



2 h 23 min



Weekly reach for
radio: 87 %

4,4 million
Finns

2022

Daily listening
time



2 h 23 min

= weekly 16 h 41 min



9–24 yrs
42 min/day



25–54 yrs
1 h 52 min/day



55+ yrs
3 h 45 min/day

Data collected
from 20 000 individuals
– 145 000 days of listening

	n	%	population
All 9+	20 437	100	5 036 867
9–14 yrs	1 298	7	373 702
15–24 yrs	1 310	12	604 288
25–34 yrs	2 257	14	706 358
35–44 yrs	3 367	14	710 189
45–54 yrs	3 062	13	657 652
55–64 yrs	3 509	14	716 087
65+ yrs	5 634	25	1 268 591



Women

9–24 yrs

Highest reach:
Radio Suomipop, LOOP, Radio Nova

25–54 yrs

Highest reach:
Radio Suomipop, Radio Nova,
Yle Radio Suomi

55+ yrs

Highest reach:
Yle Radio Suomi, Yle Radio 1, Radio Nova

Men

9–24 yrs

Highest reach:
Radio Suomipop, YleX, Radio Nova

25–54 yrs

Highest reach:
Radio Rock, Yle Radio Suomi,
Radio Suomipop

55+ yrs

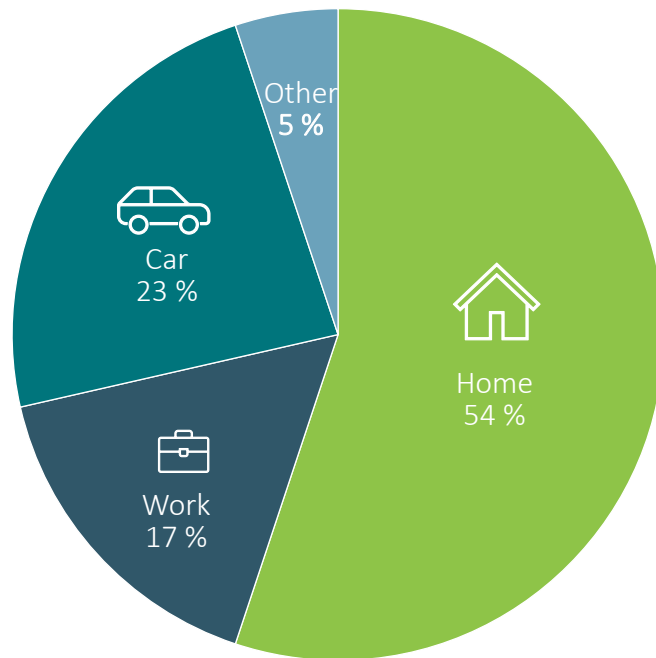
Highest reach:
Yle Radio Suomi, Yle Radio 1, Radio Nova



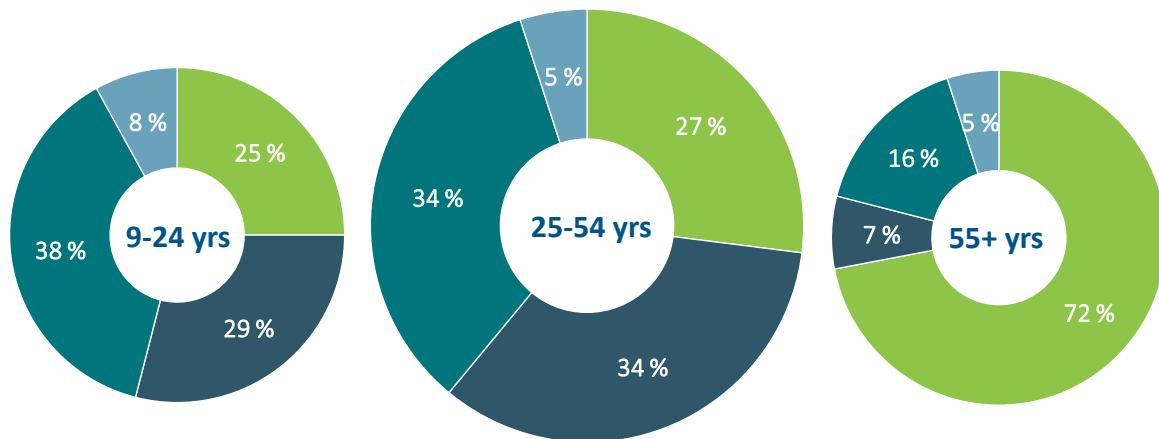
Not only national
radios – local radios
measured within the
same context



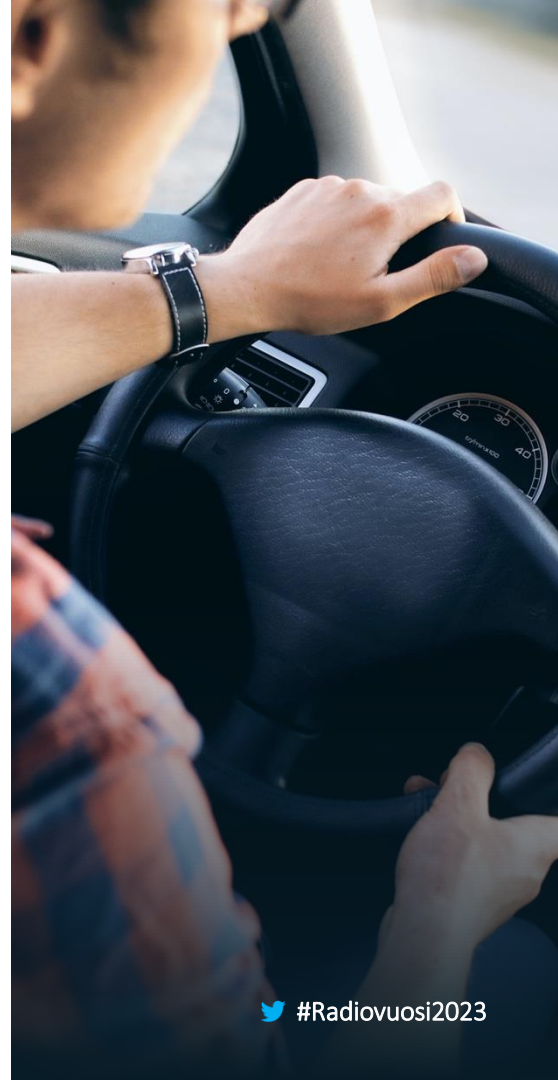
Radio listening locations 2022



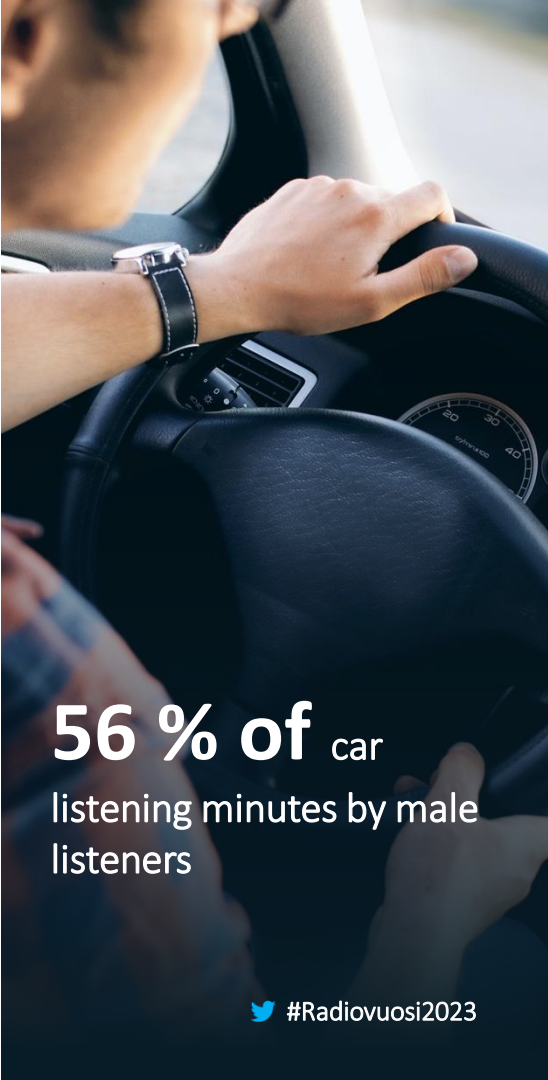
Radio listening locations 2022



 Home  Work  Car  Other

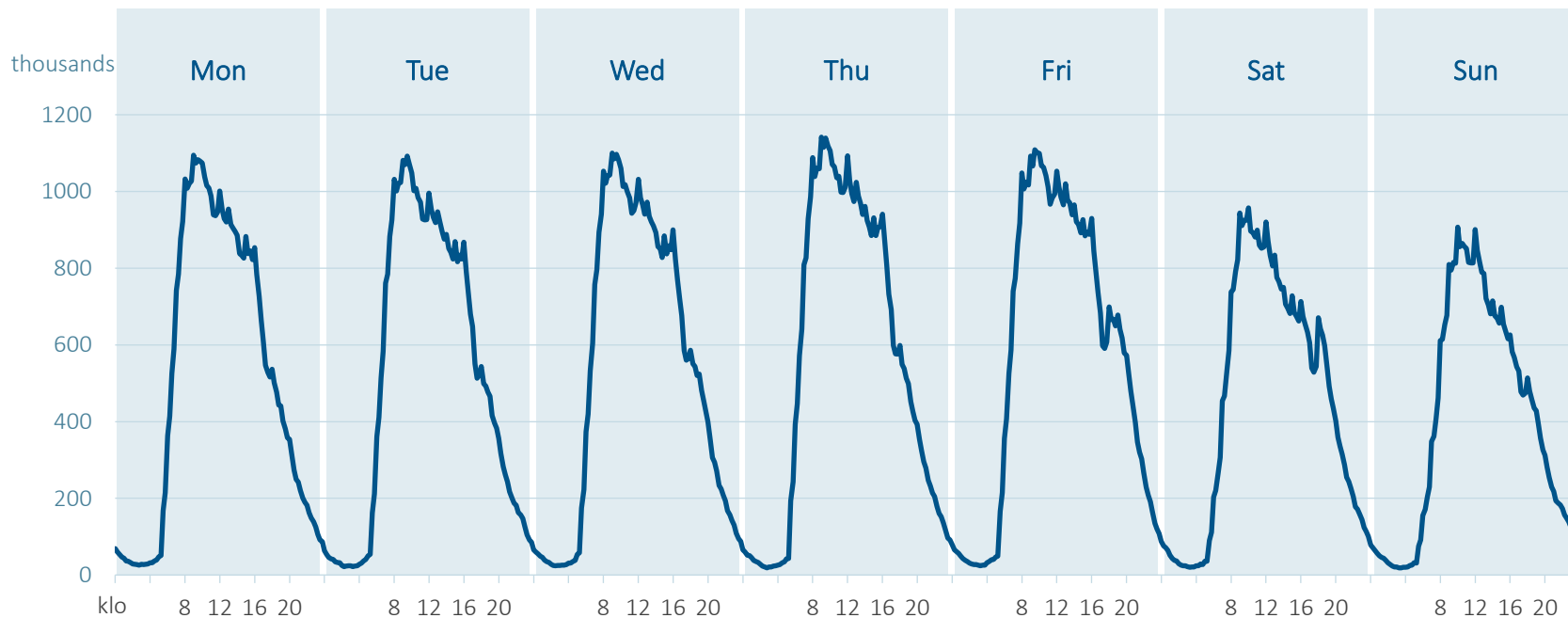


The peaks of car listening during commuting

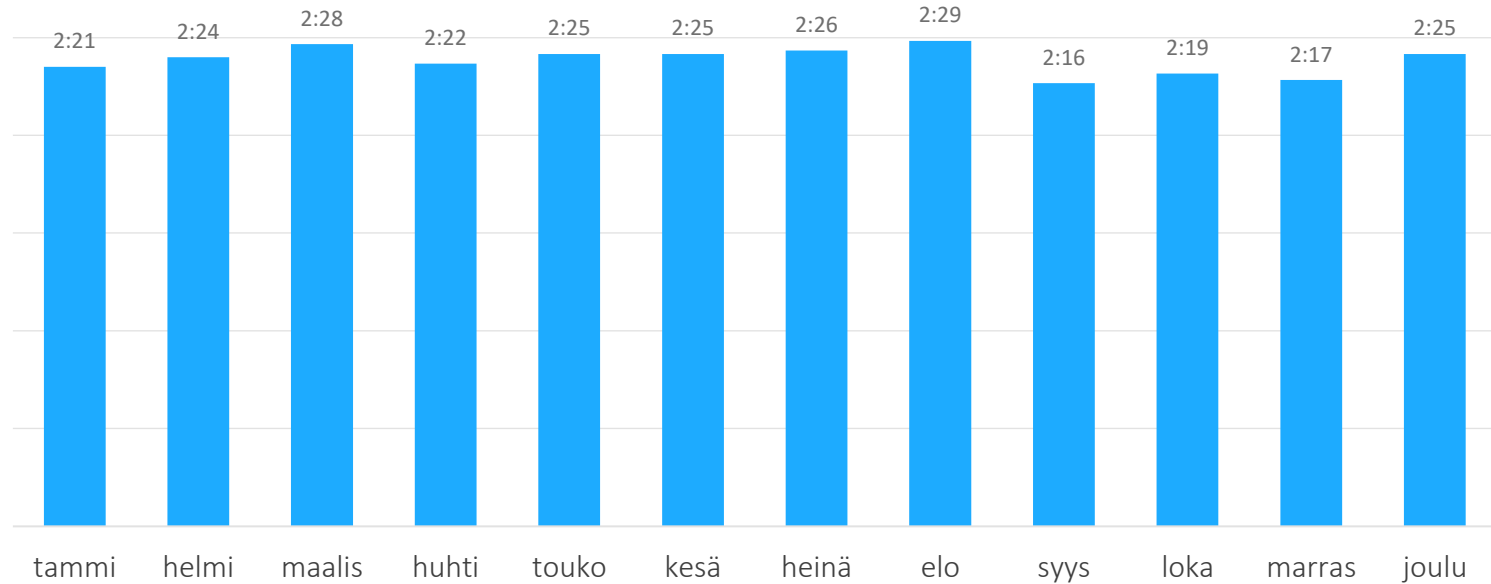


56 % of car
listening minutes by male
listeners

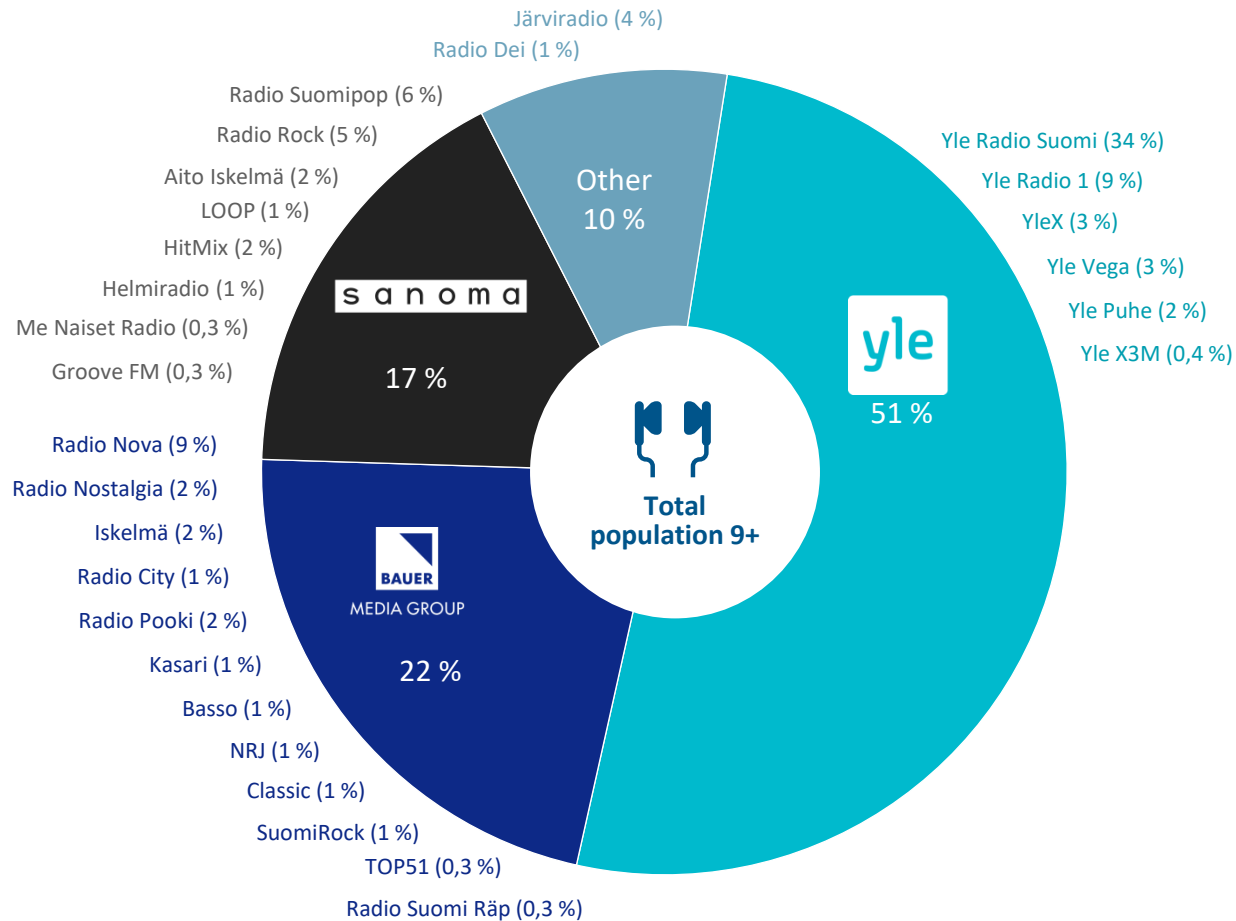
Radio listening on weekdays and weekends during 2022



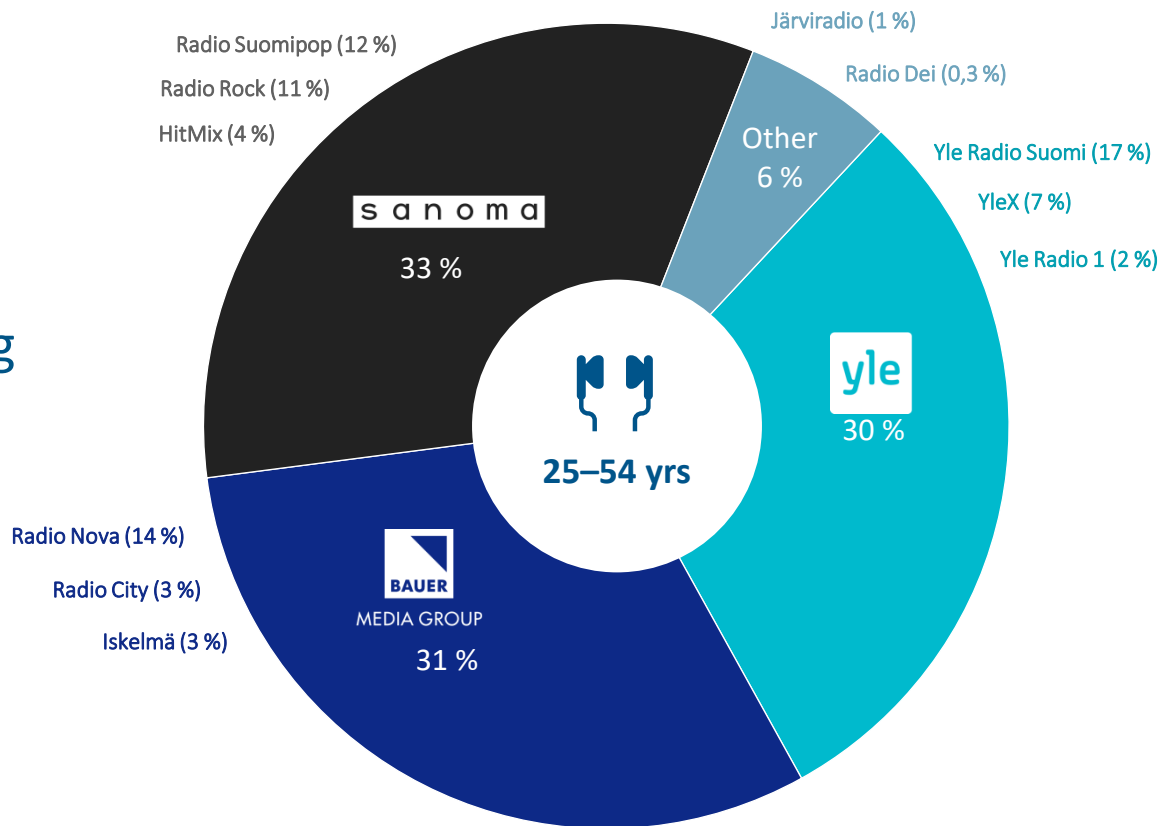
2022: Average monthly listening minutes



Weekly radio listening shares 2022

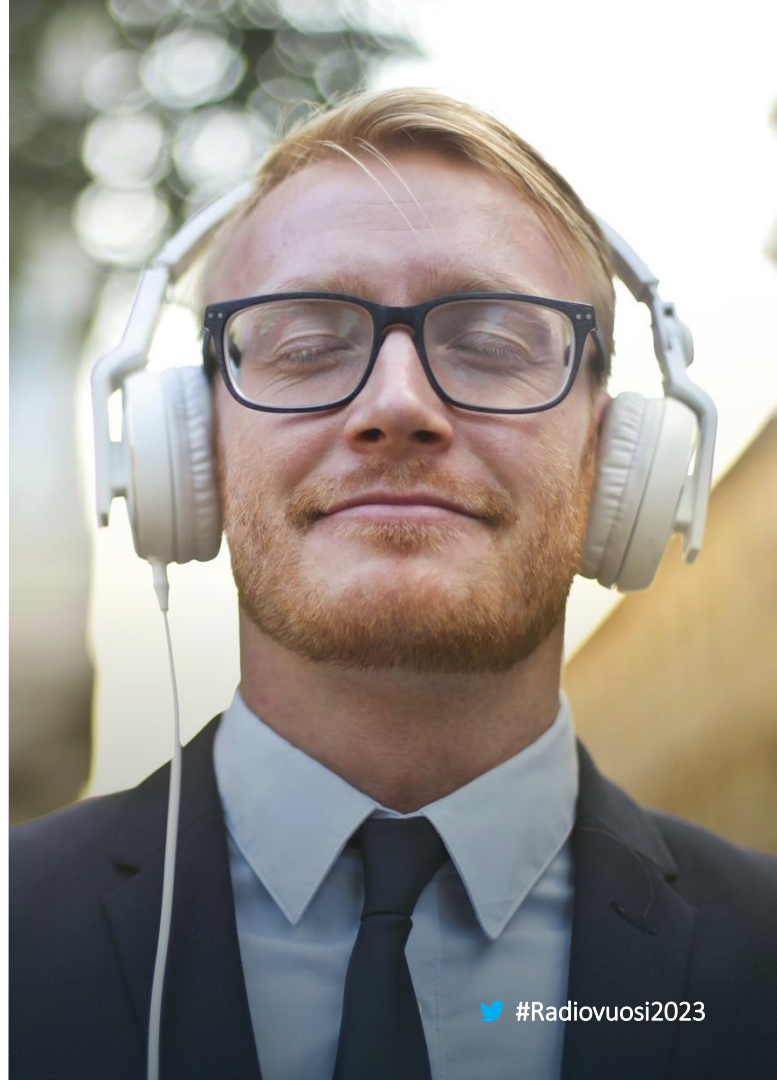


Weekly radio listening shares 2022

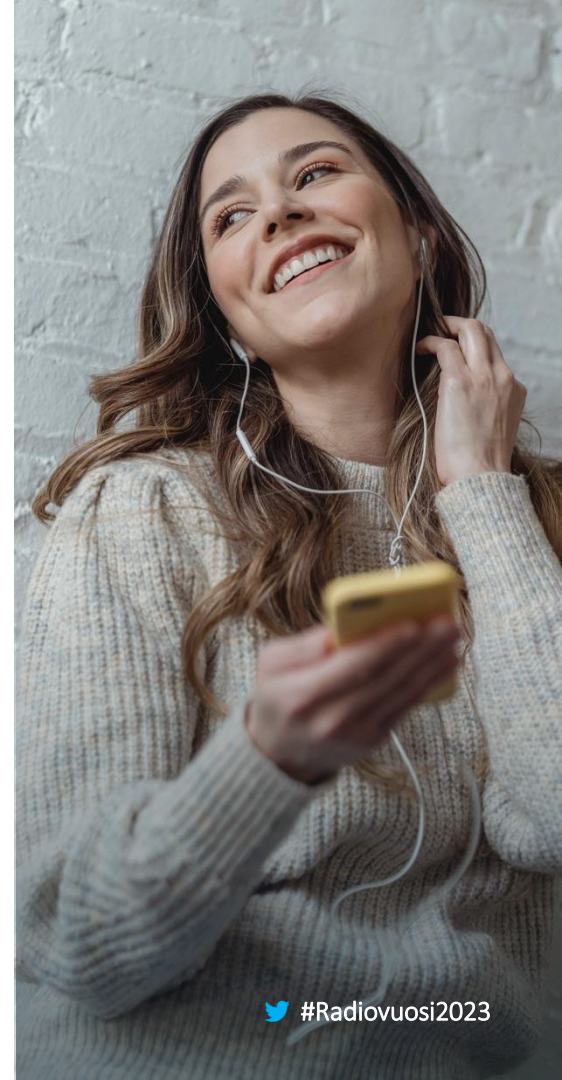
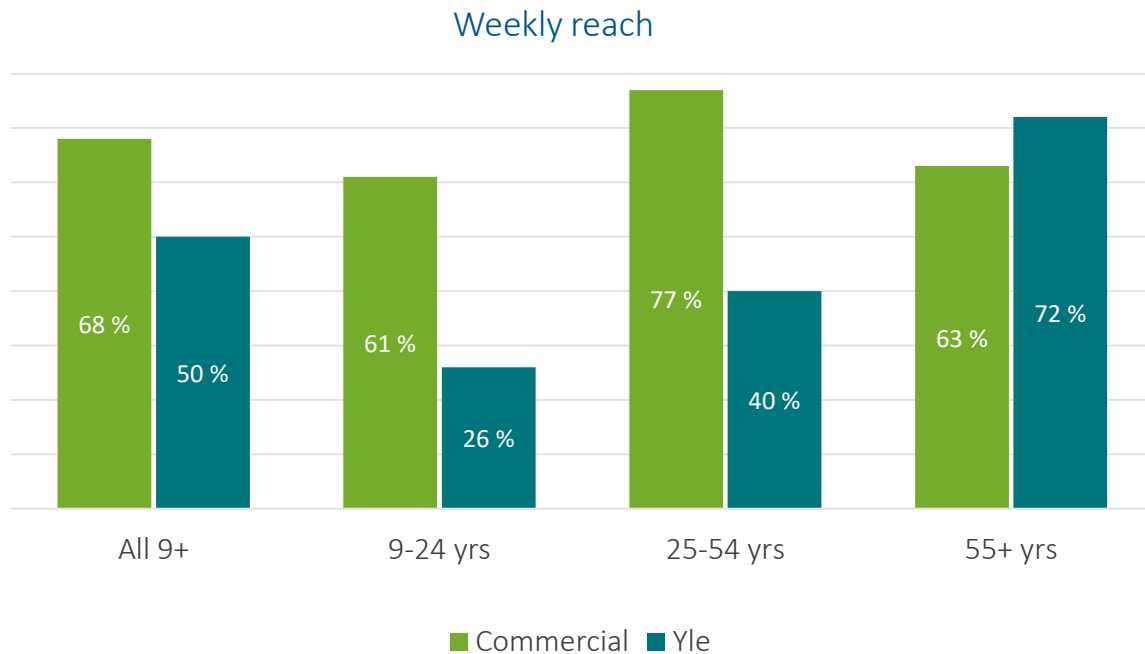


25-54 year olds: 70 % of total listening is to commercial radios

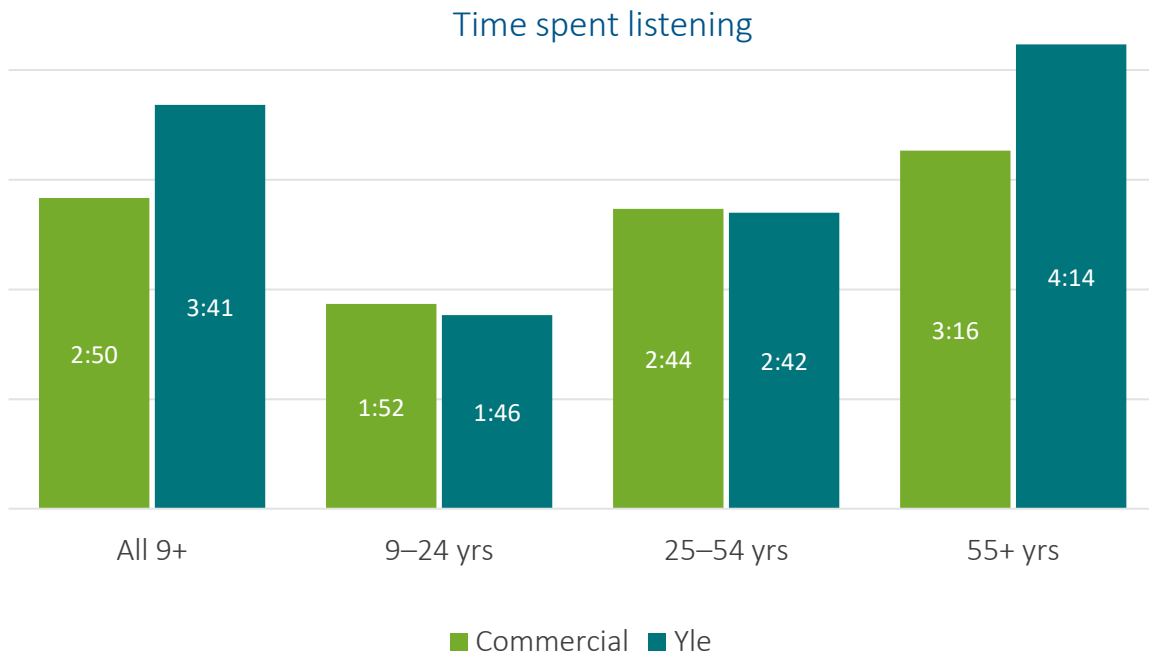
	Listening time	Reach	
All 9+	8 h 8 min weekly	68 % weekly	41 % daily
25-54 yrs	9 h 7 min weekly	77 % weekly	47 % daily

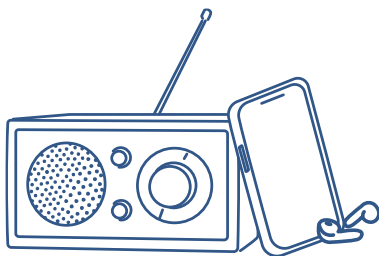


Radio has a high weekly reach in all age groups ...

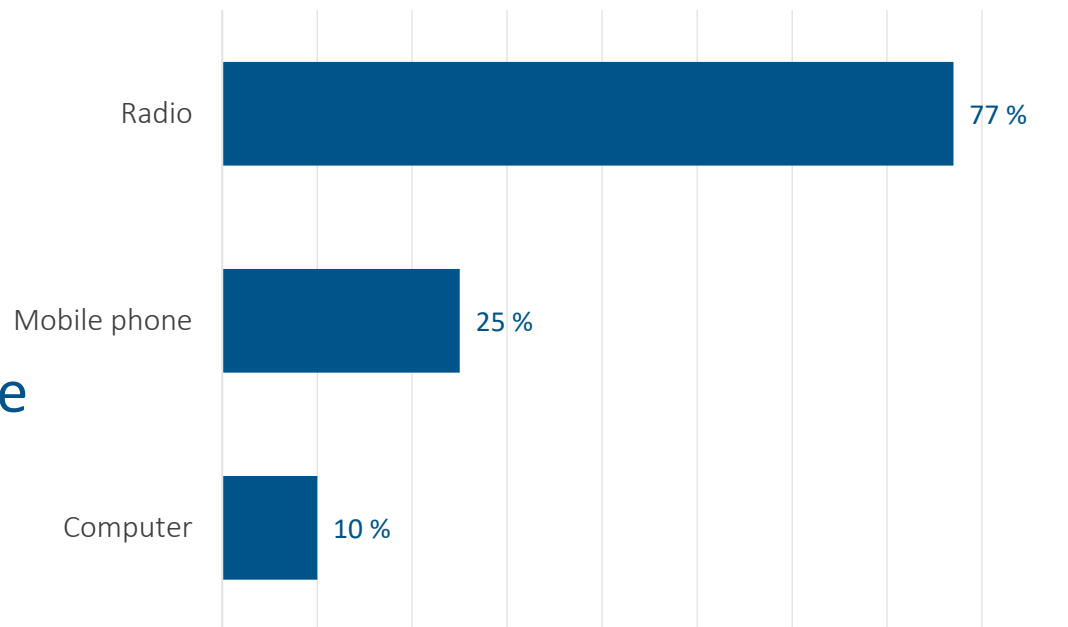


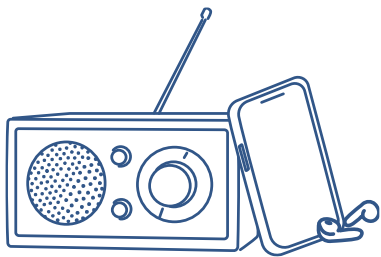
...and the audience spends a long time listening to the radio



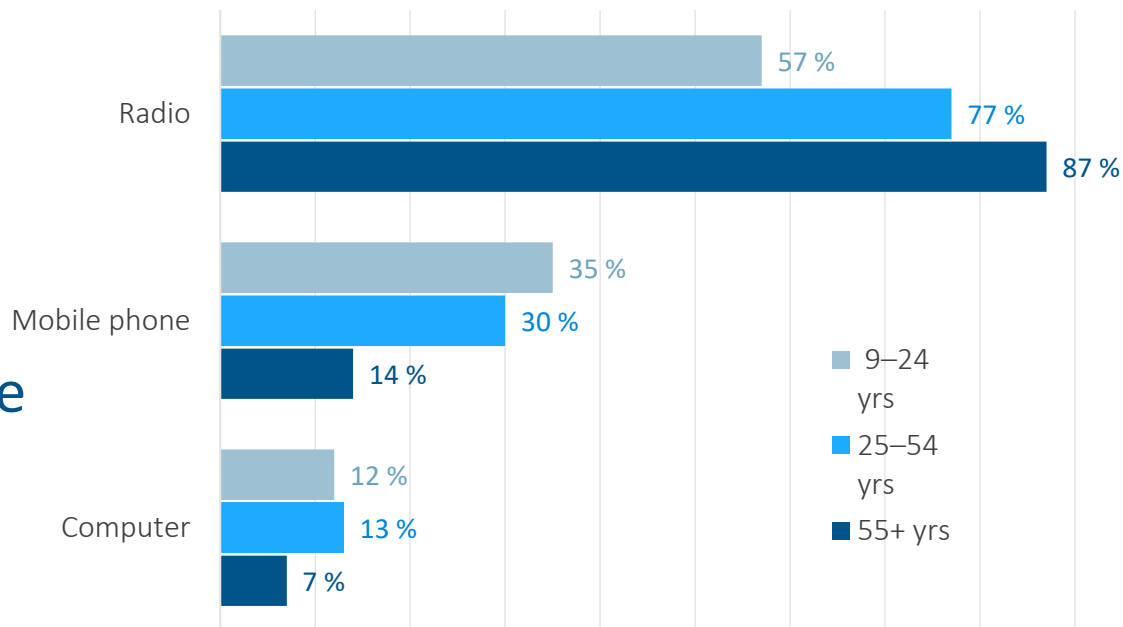


Radio listening device during the week

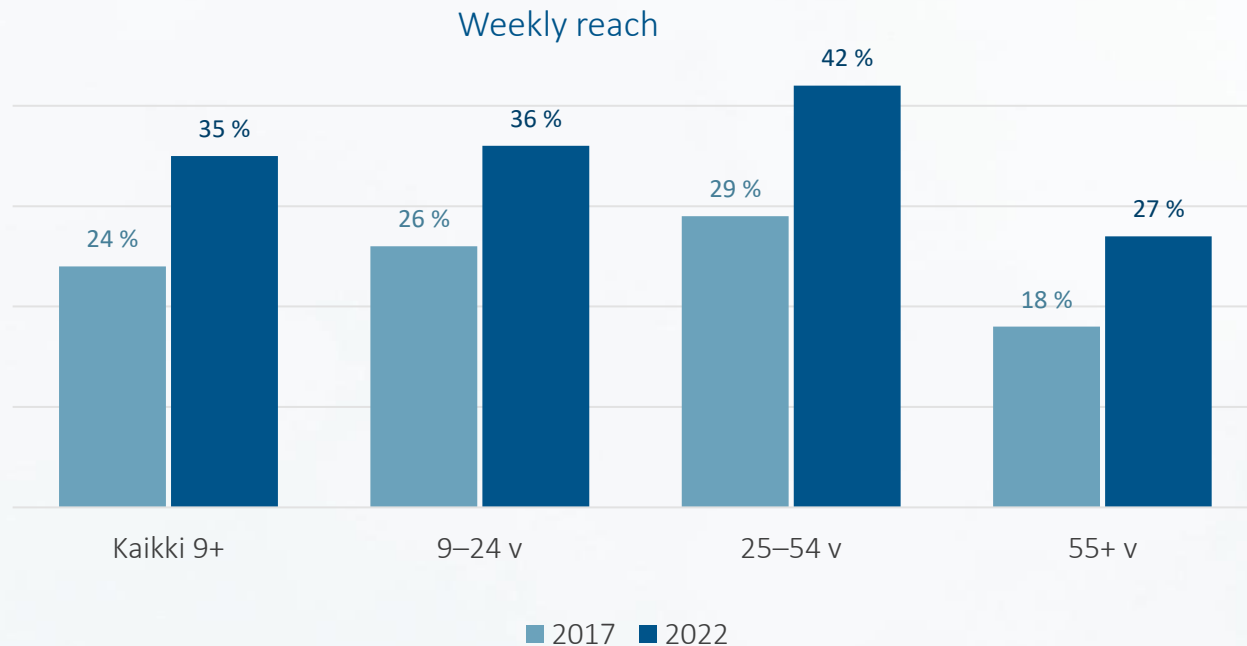




Radio listening device during the week



Digital audio services 2017 and 2022



Digital listening 2022: most popular contents



YLEX

YleX Aamu: Viki ja Köpi
(viimeinen lähetys Tavastialta)

AREENA

Riku Rantala: M/S Mystery:
Viimeinen kuulutus

AREENA

NHL-ilta: Kausiennakko
2022-23



MEDIA GROUP

RADIO nova

Radio Novan aamu

RADIO nova

Radio Novan päivä

RADIO nova

Radio Novan iltapäivä

RADIO nova

Novan Retroperjantai

RADIO POOKI

Pookin perjantai-ilta

s a n o m a

SUOPOP

Aamulypsy

RADIO ROCK

Korporaatio

SUOPOP

Juuso ja Tinni Show

aito
ISKELMÄ

Aito Iskelmän aamu

HITMIX

Retroradio

Based on radio stations' own analytics.
Commercial radios: most popular radio
contents.

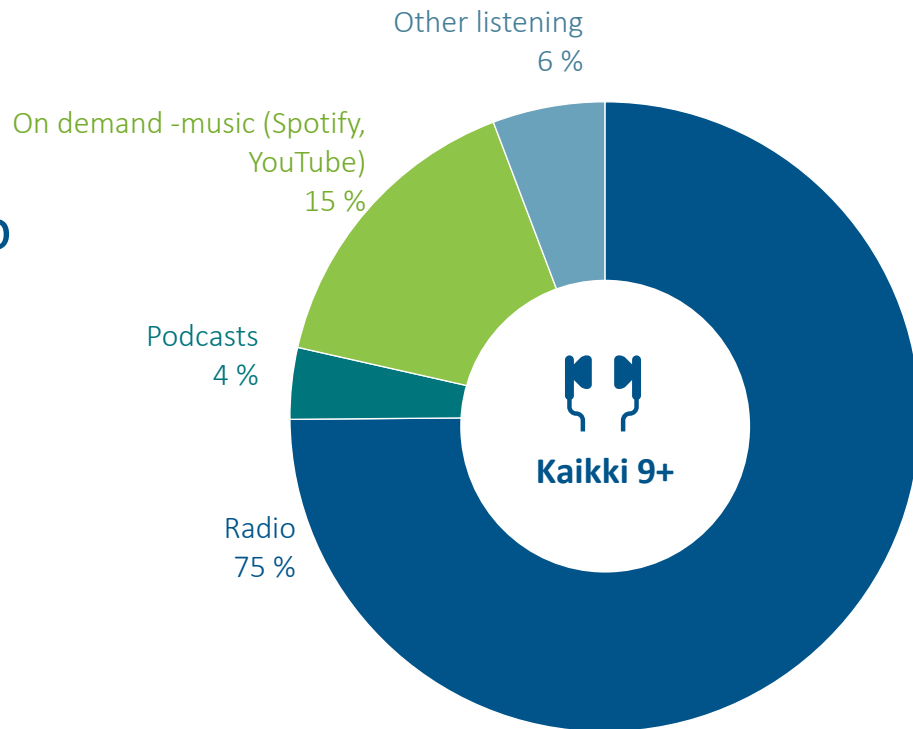
The majority of audio listening minutes is to radio

Total audio listening: 3 h 11 min/day

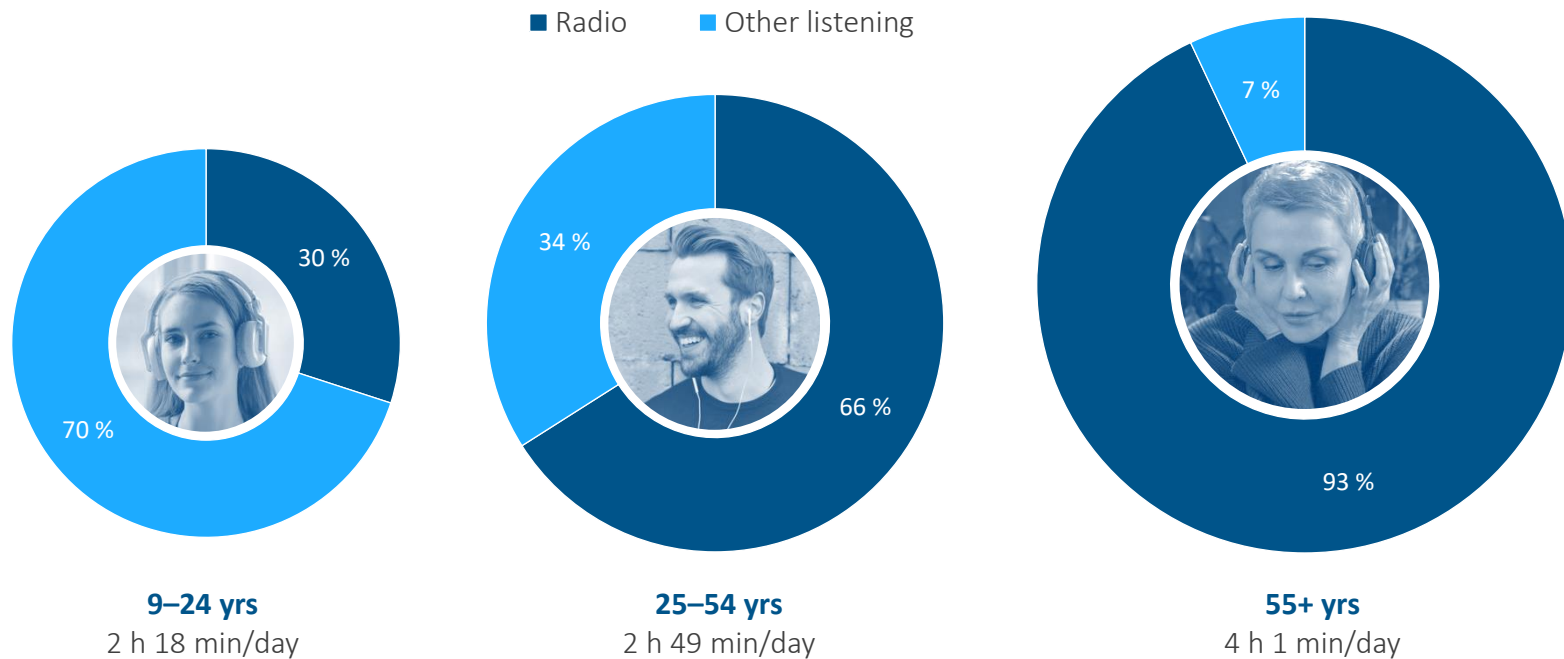


65 %


of Spotify listeners use
Spotify Premium
(Extra question September 2022)



Shares of audio listening vary by age group



RADIO IN FINLAND 2022

 Daily radio listening time is
2 h 23 min

77 %

of 25–54 year olds listen to commercial radio weekly

Radio listeners

daily
64 %
of the population

weekly
87 %
of the population

The highest rating at
09:30 on weekdays
almost 1.1 million Finns
listen to the radio



Finland has
100+ FM radio stations



The most listened
day of 2022
3 h 8 min

More choices with
Radioplayer Suomi,
Yle Arenaa, Supla and
RadioPlay



 **AREENA**

Yle Arenalla has
750 000 weekly
listeners

finnpanel.fi

