

Radio listening in Finland **2025**

Lena Brun 12.2.2026



2025



Weekly reach 83 %

**4,3 million
Finns**



**Daily
listening time
2 h 4 min**

2025

Weekly reach 83 %

4,3 million Finns



9–24 yrs

63 %



25–54 yrs

83 %



55+ yrs

94 %

2025

Daily listening time

2 h 4 min

(weekly 14 h 31 min)



9–24 yrs
32 min/day

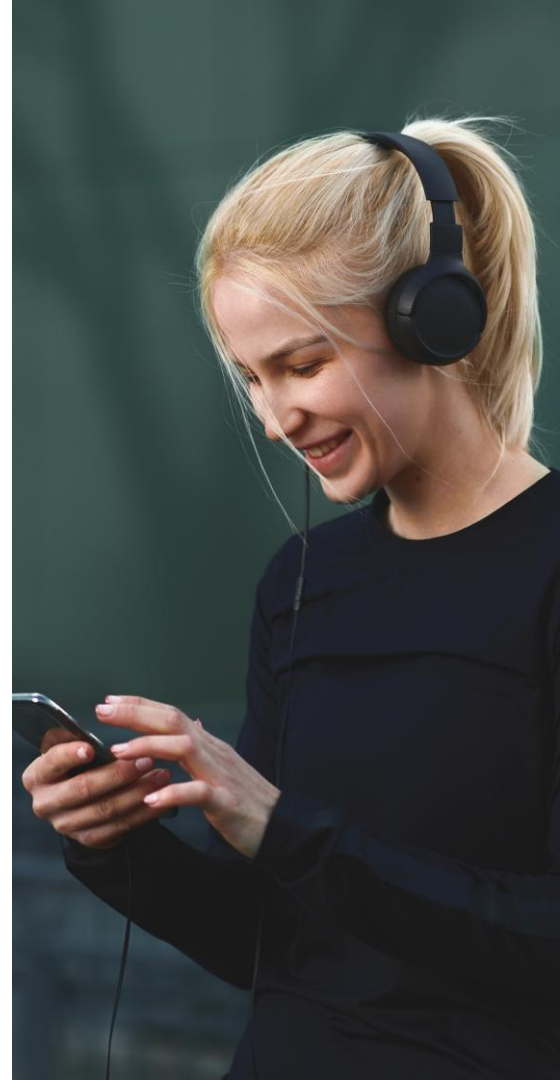
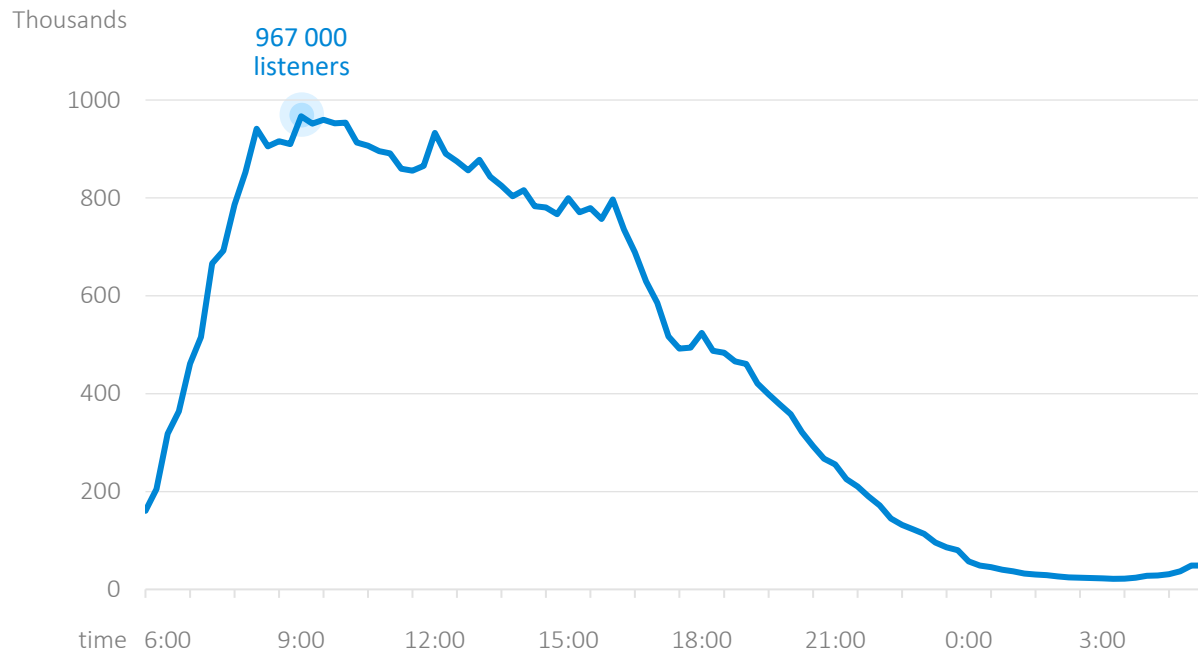


25–54 yrs
1 h 27 min/day

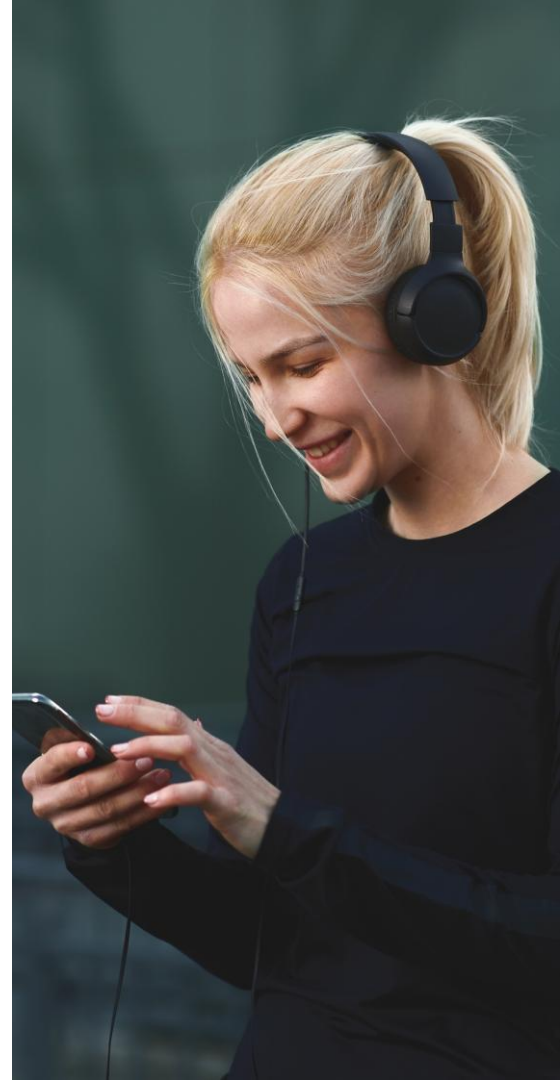
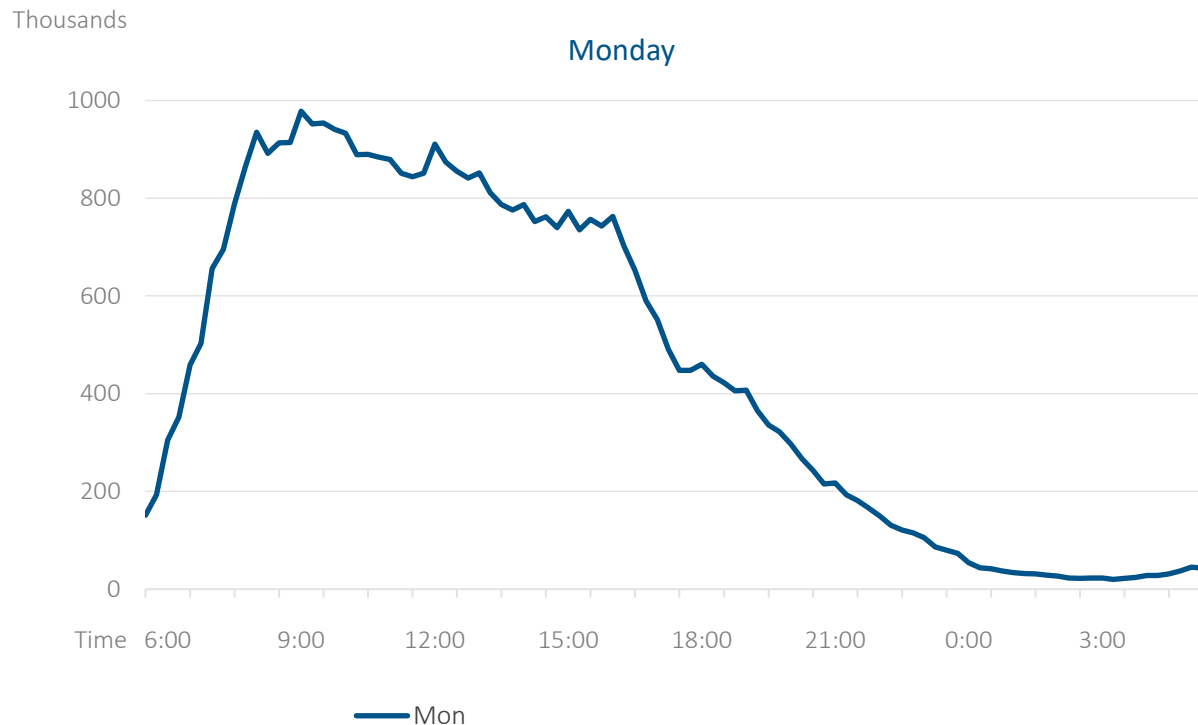


55+ yrs
3 h 30 min/day

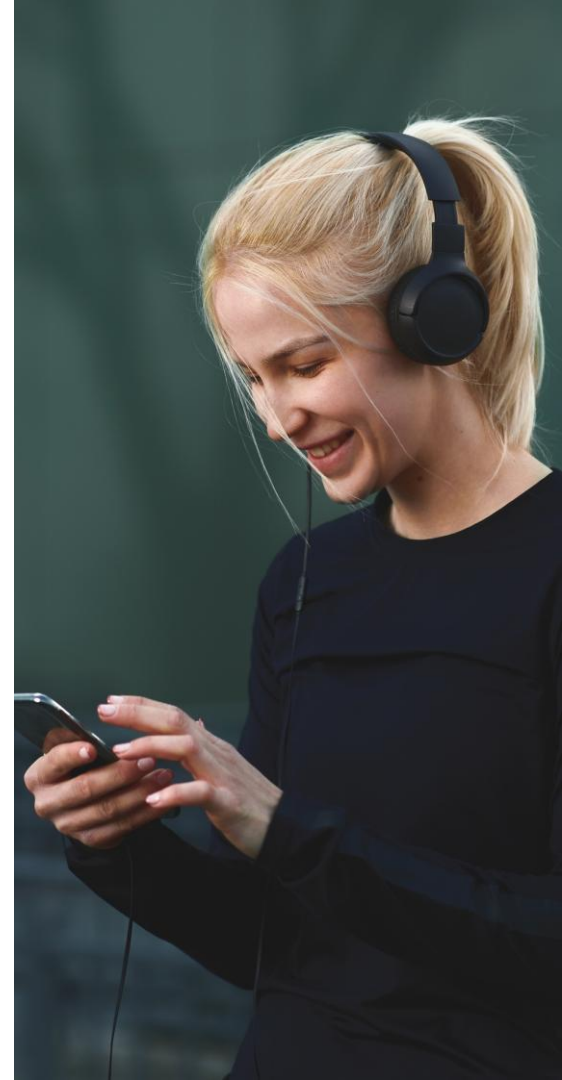
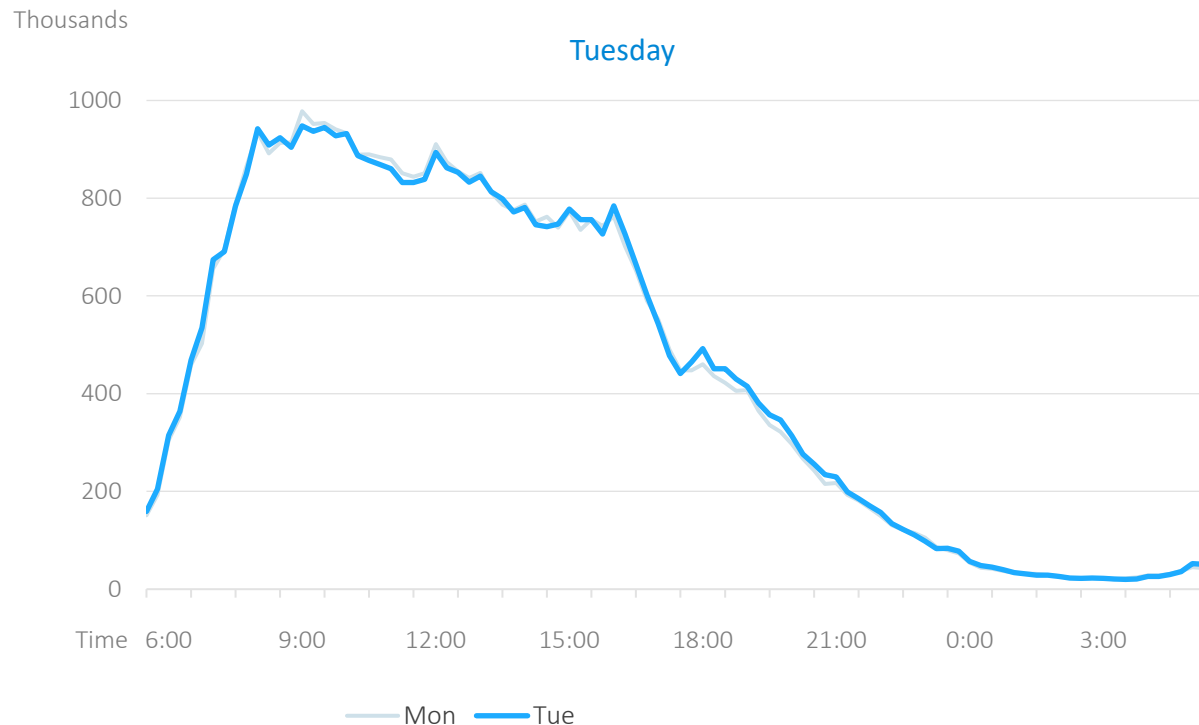
The peak of radio listening on an average weekday is at 9 am



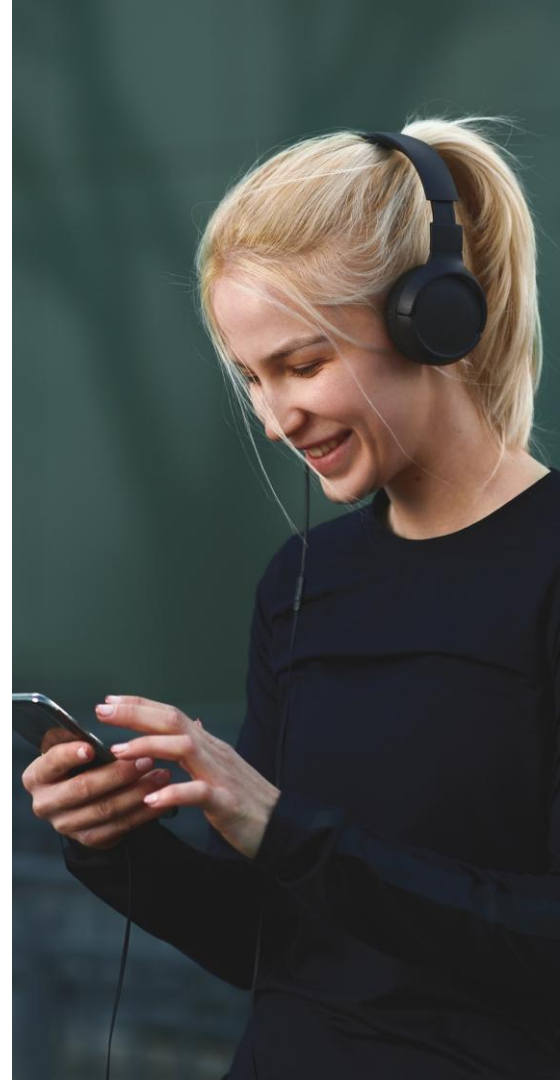
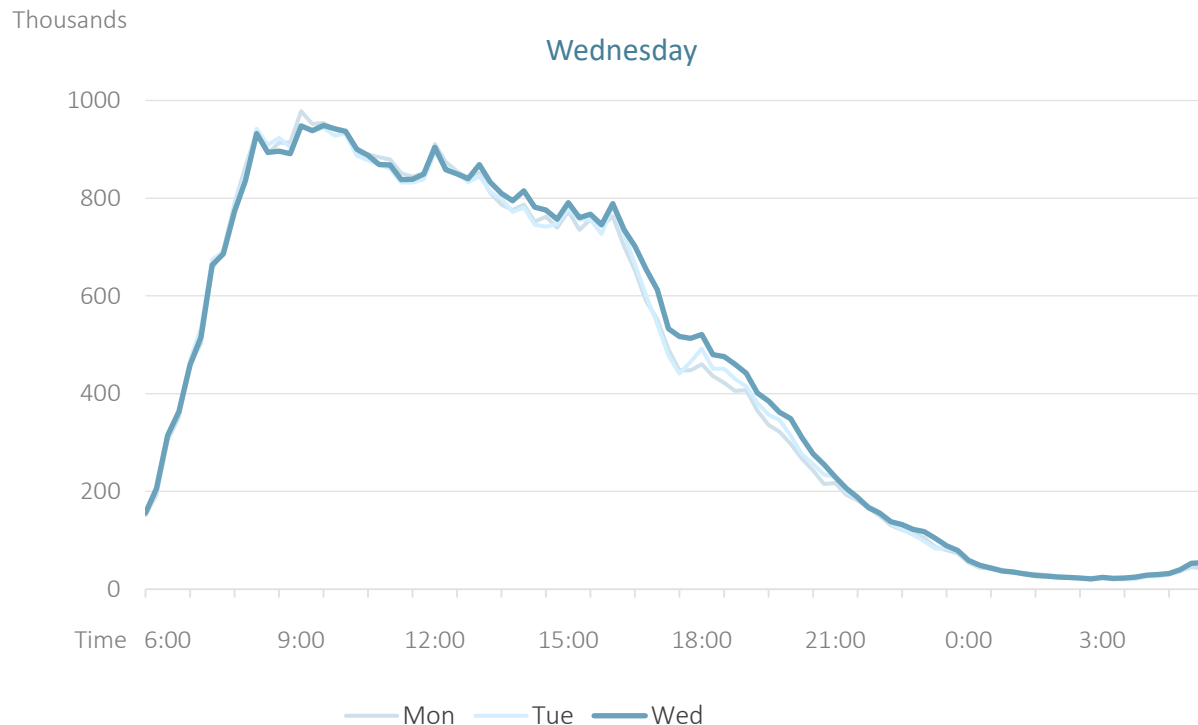
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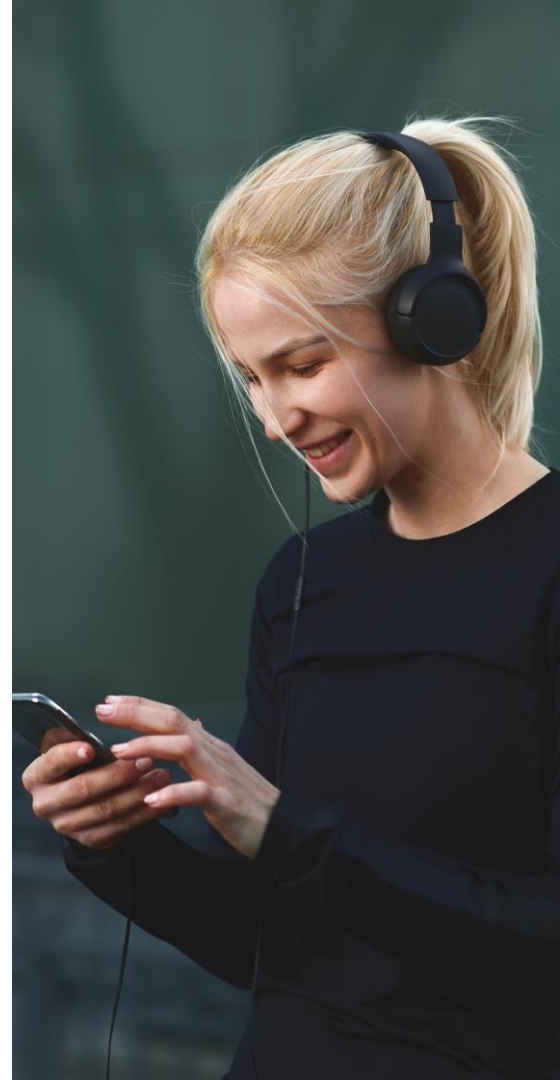
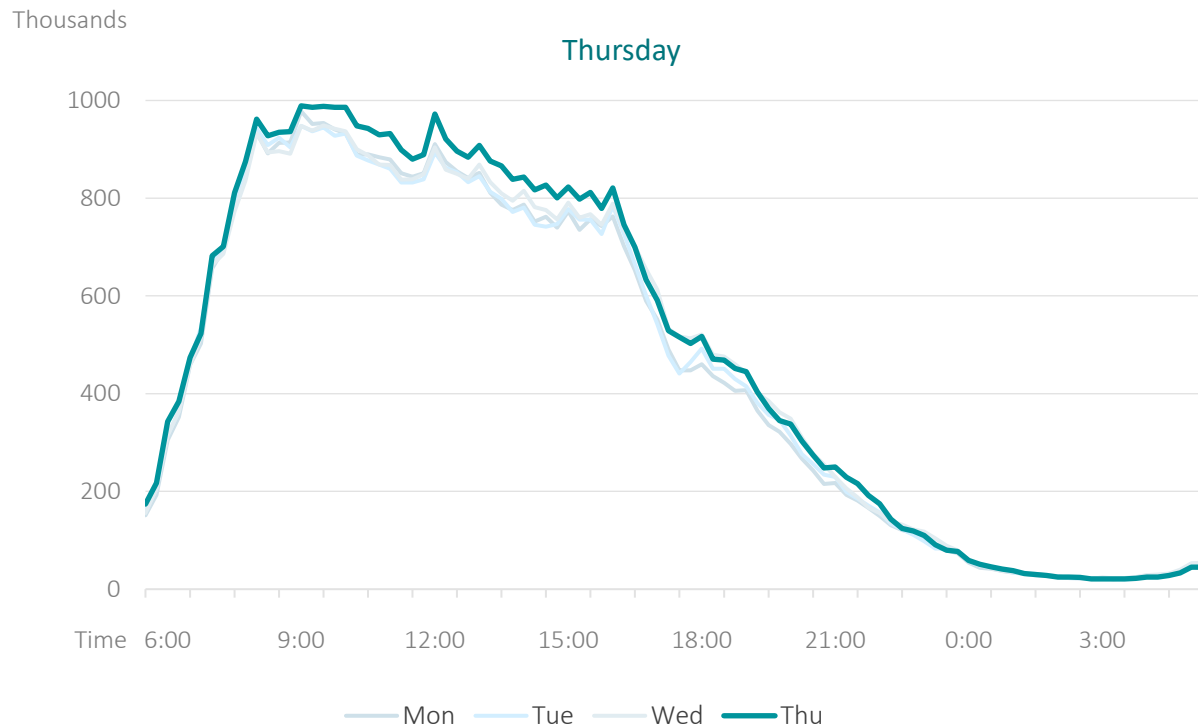
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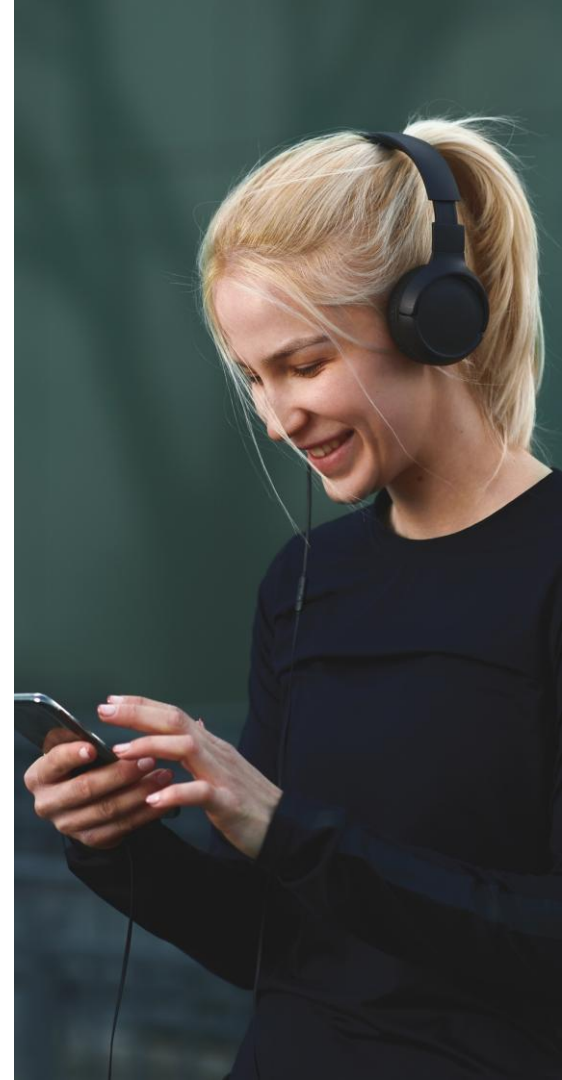
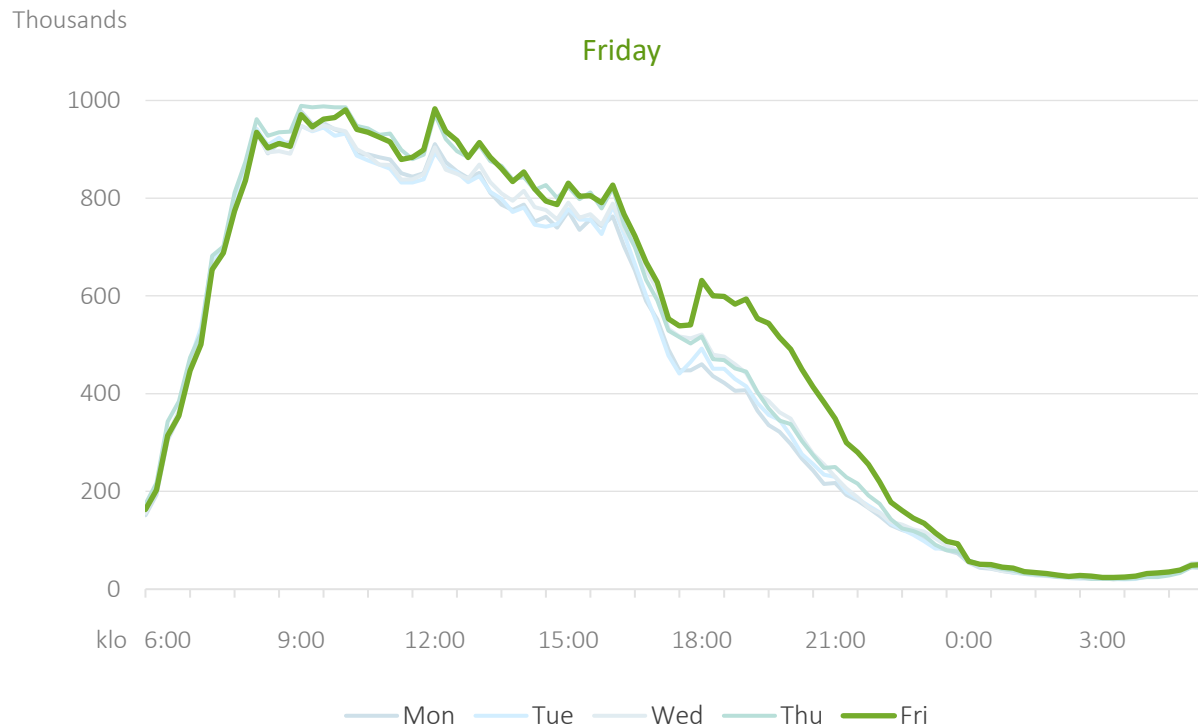
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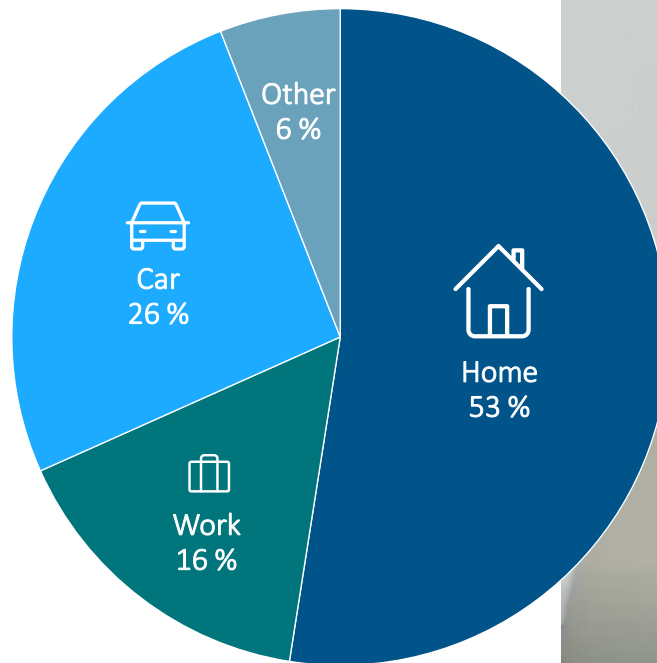
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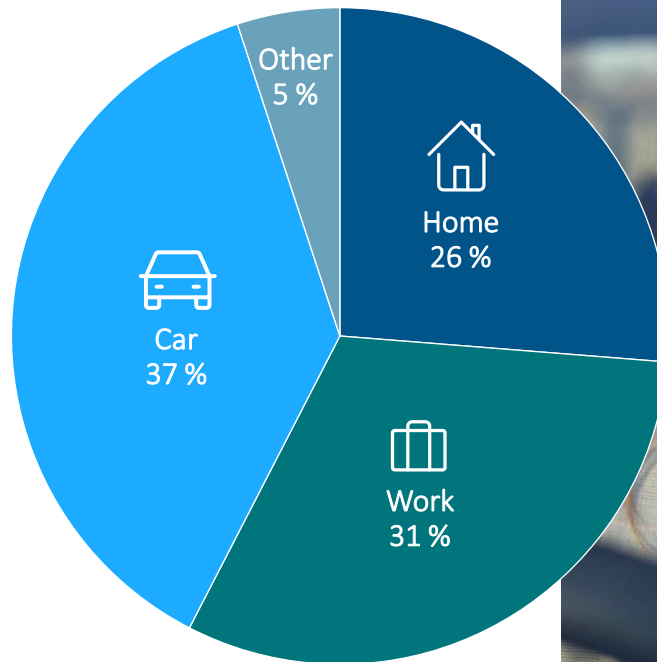
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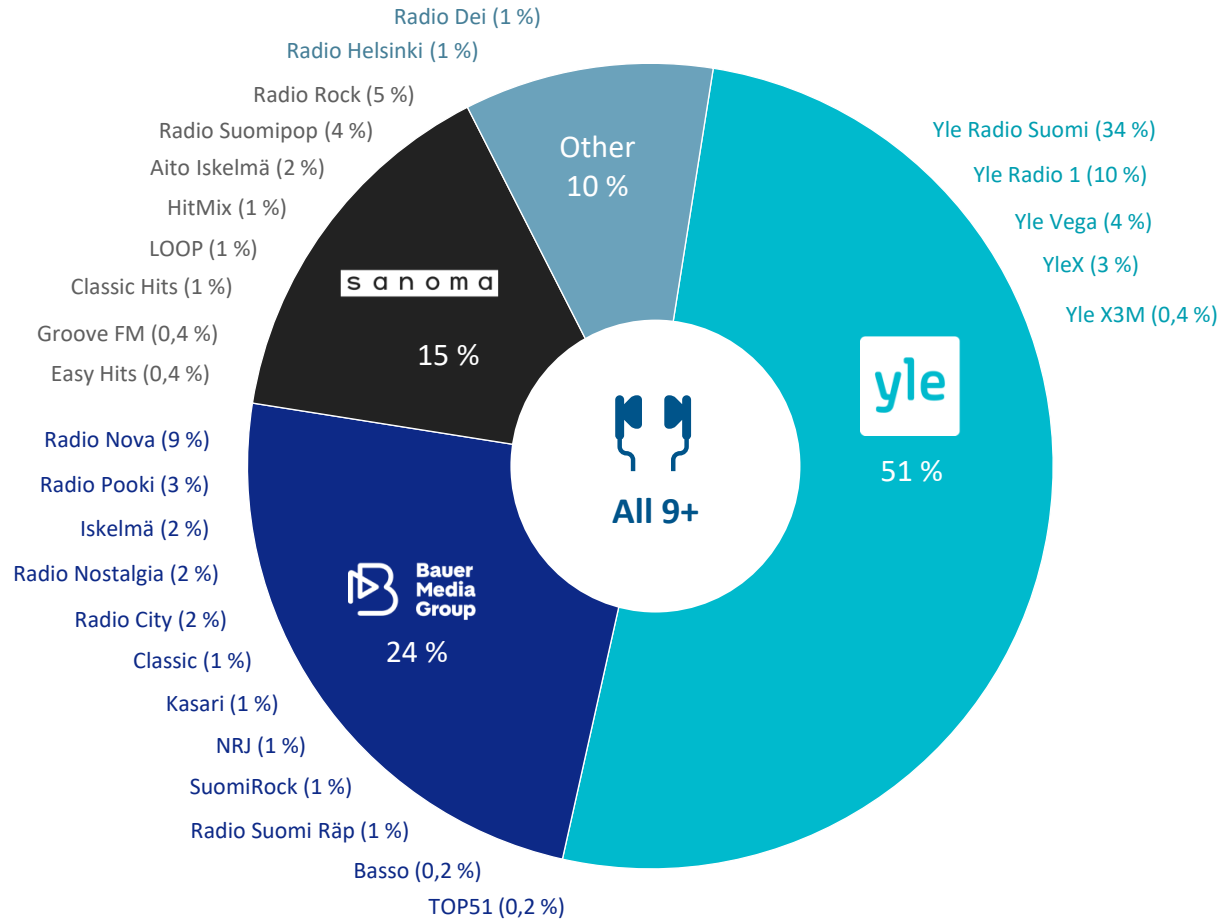
**Half of the population
listen to the radio at
home –
car is the second
favourite location**



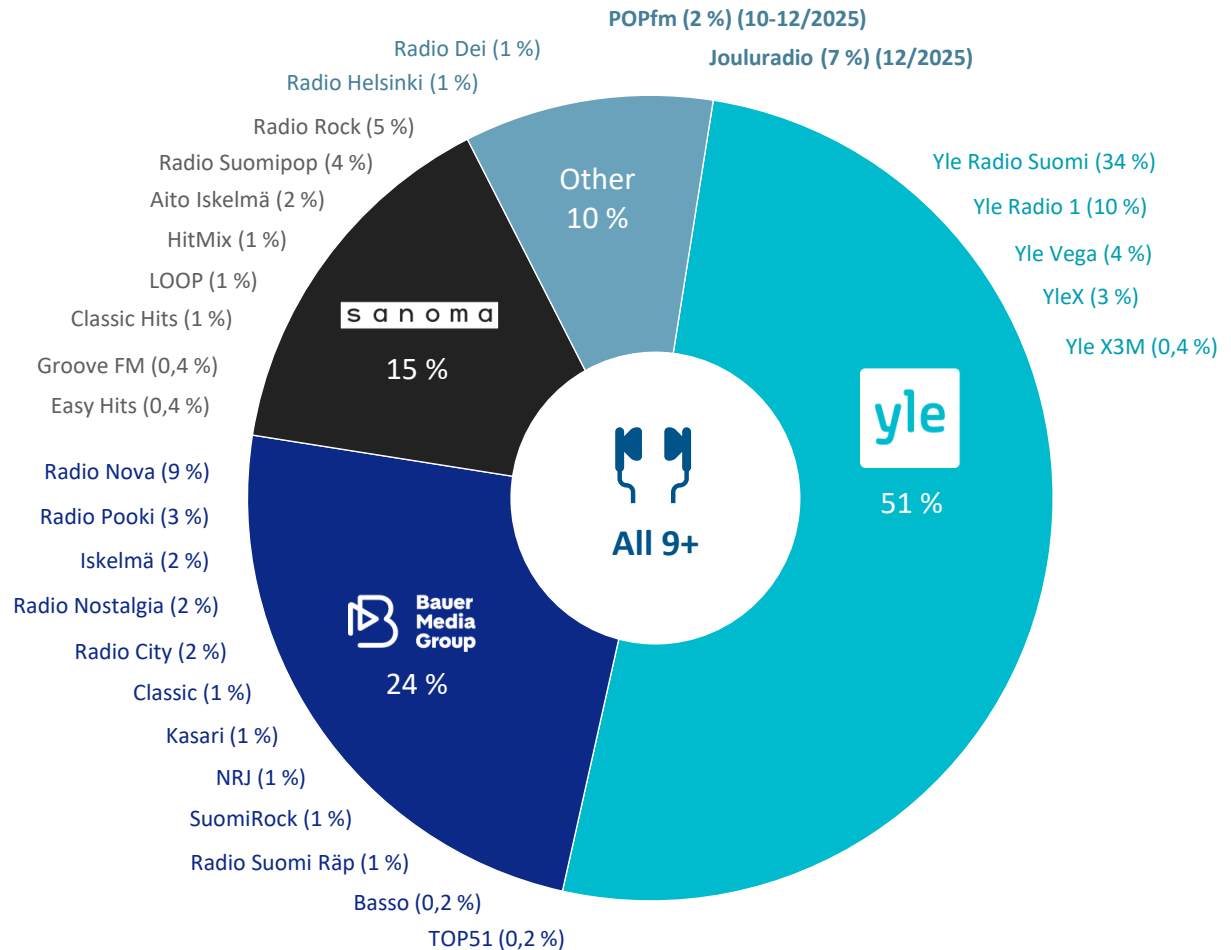
**The 25-54 listen to
the radio mostly in
a car and at work**



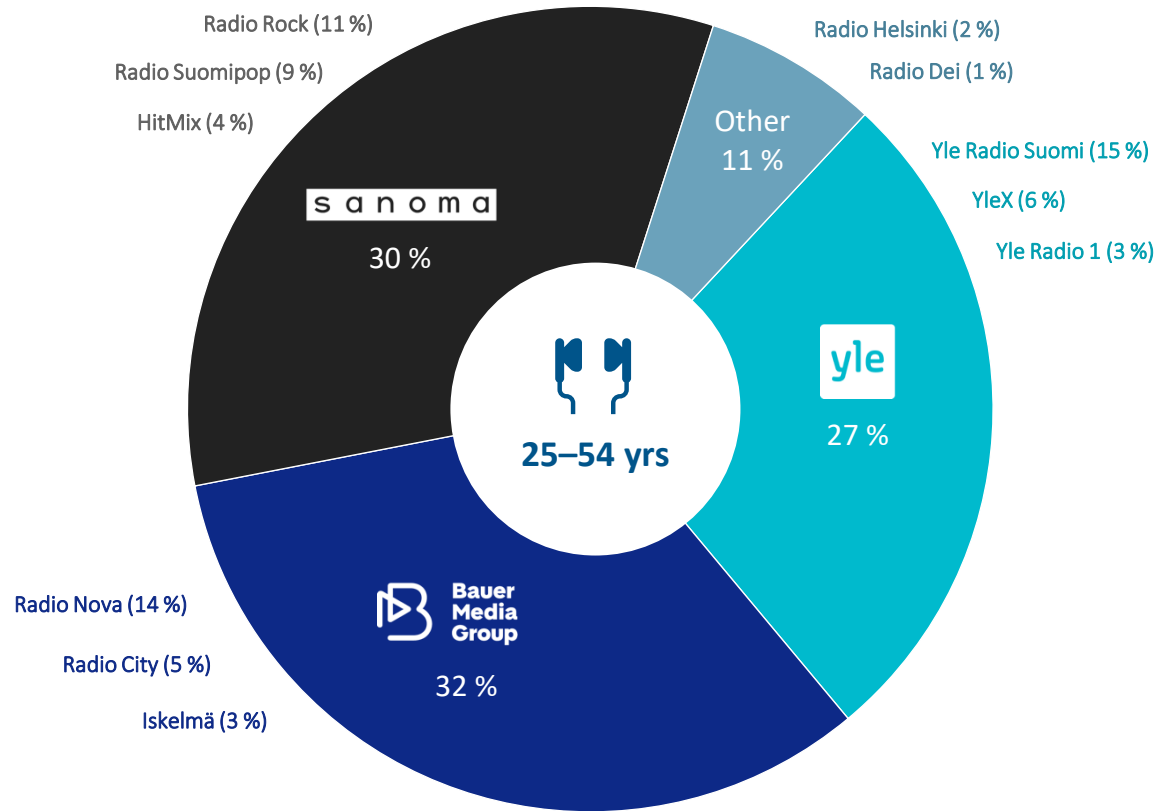
The weekly radio listening shares 2025



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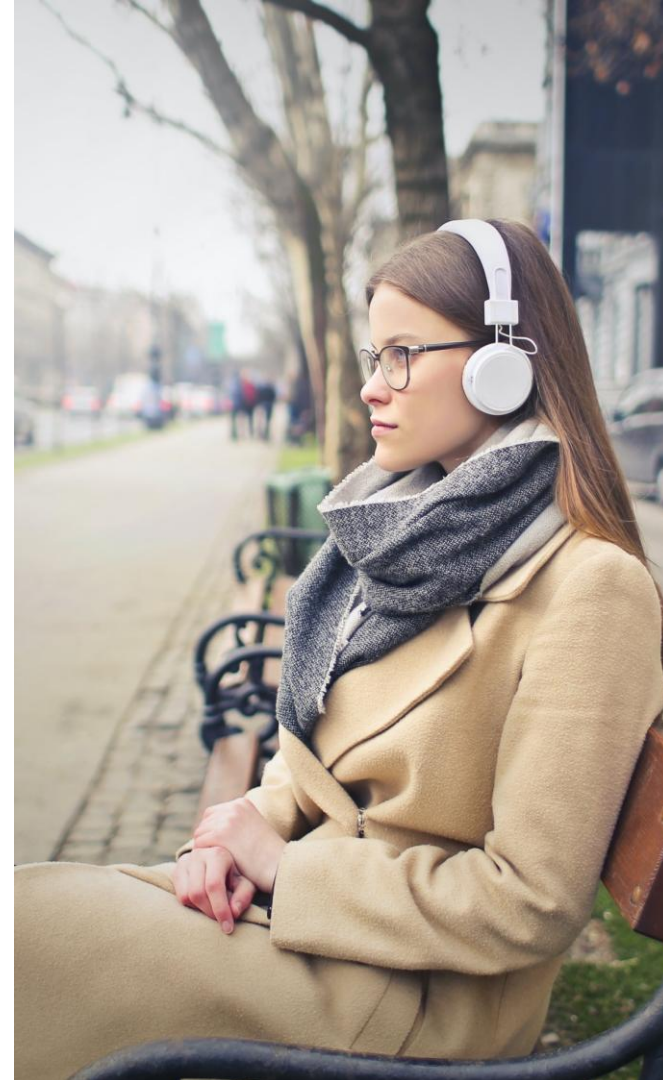


Also several local radio stations are measured in the National Radio Survey

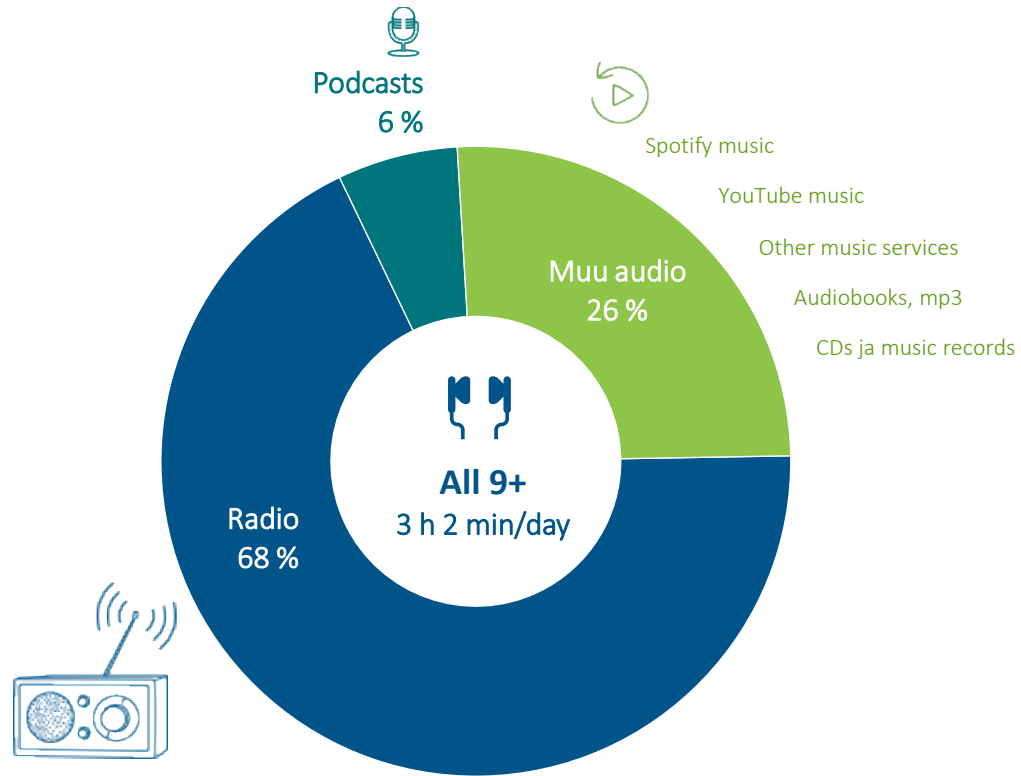


25-54-yrs: 73 % of total listening is commercial radio listening

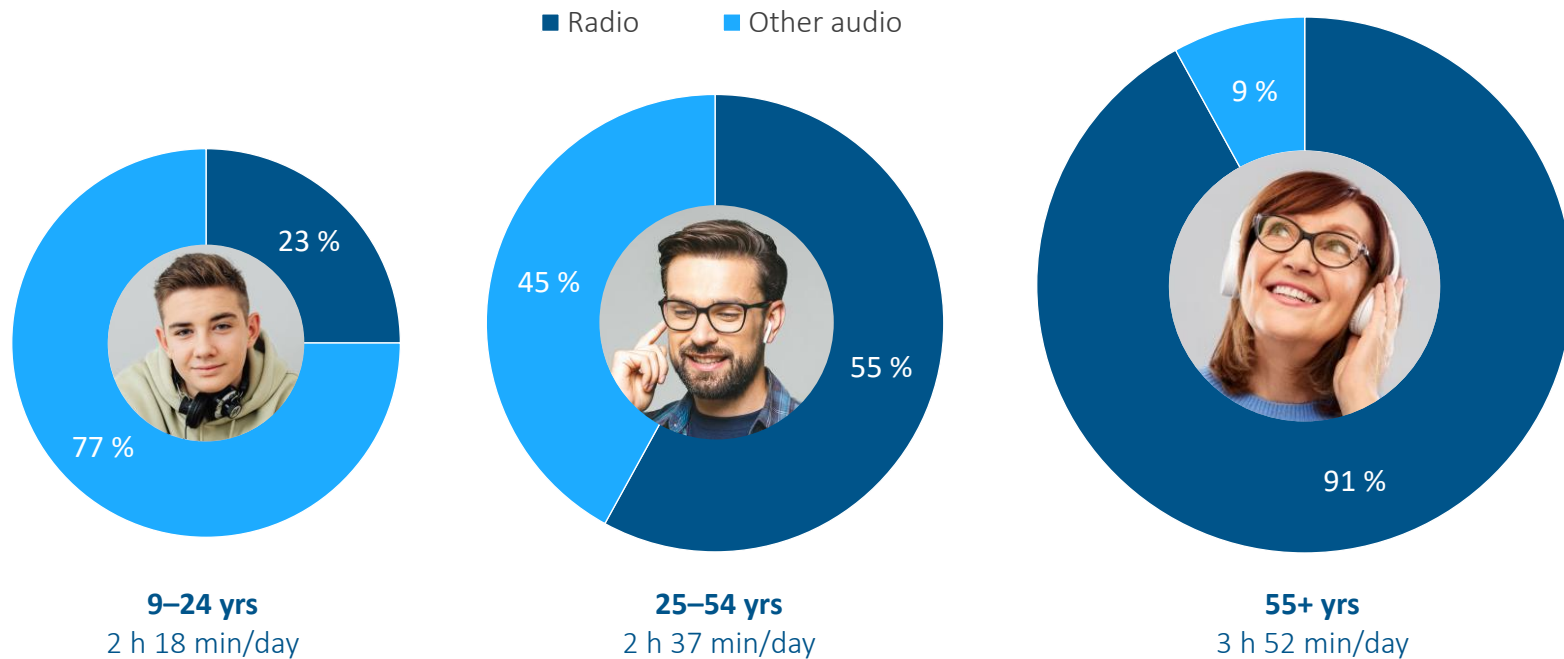
	Time	Reach	
All 9+	7 h 9 min weekly	66 % weekly	38 % daily
25-54 yrs	7 h 27 min weekly	72 % weekly	43 % daily



The majority of
total audio
listening time is
radio listening



Shares of audio listening vary by age group

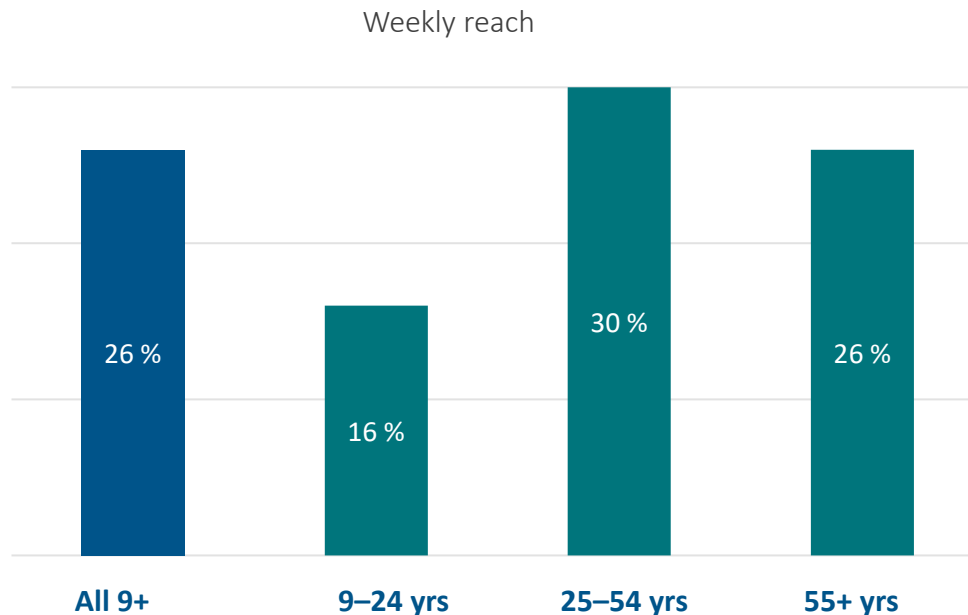
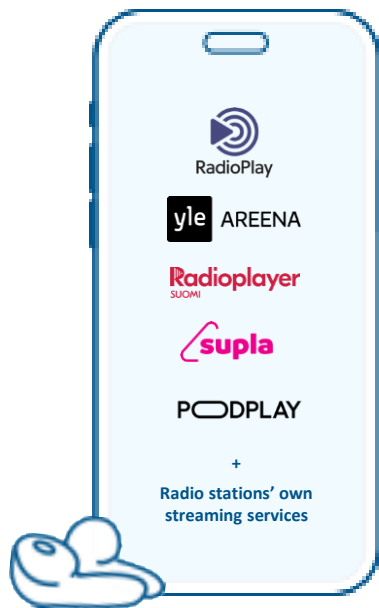


More than a million Finns spend time with podcasts every week (9+)

	15–24 yrs	25–54 yrs
Reach		
22 % of Finns listen to podcasts weekly	32 %	31 %
Share		
6 % of total audio listening is podcast listening	11 %	11 %



1,3 million Finns use Finnish streaming services weekly



The examples of the most popular streaming contents in 2025

Based on radio companies' own analytics



YleX Aamu

Ykkösaamu

Kulttuuriykkönen

Politiikkaradio

Muistojen boulevardi



Radio Novan Aamu,
aamuohjelma + podcast

NRJ Saarinen Shöy,
aamuohjelma + podcast

Kimanttia-podcast

Radio Cityn Aamu

Radio Novan Iltapäivä,
ohjelma + podcast



Aamulypsy

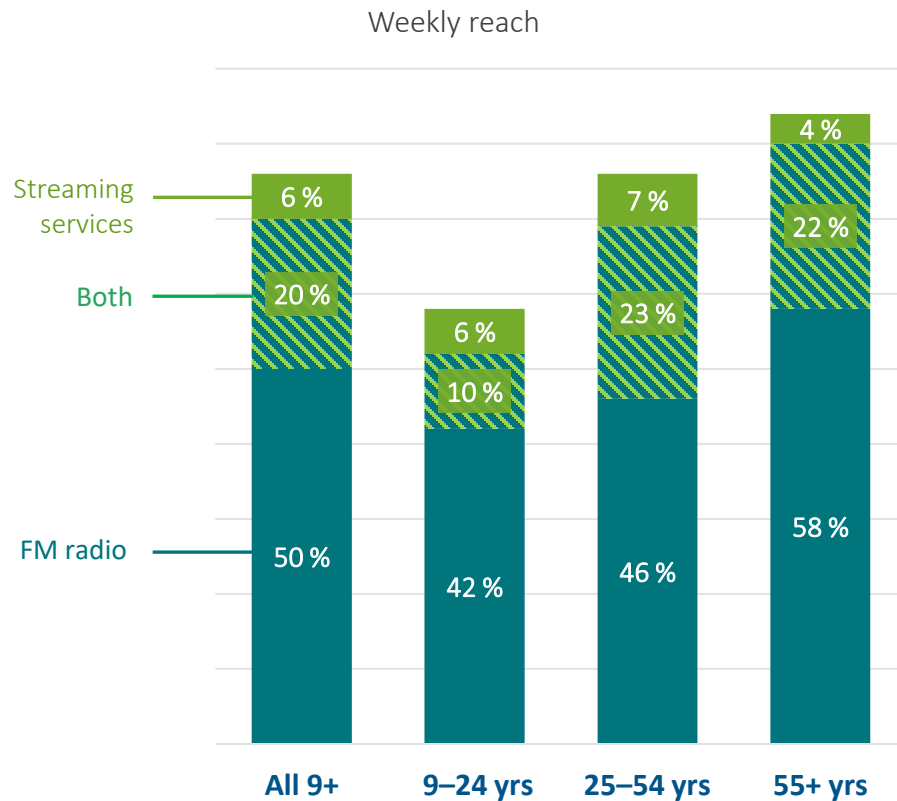
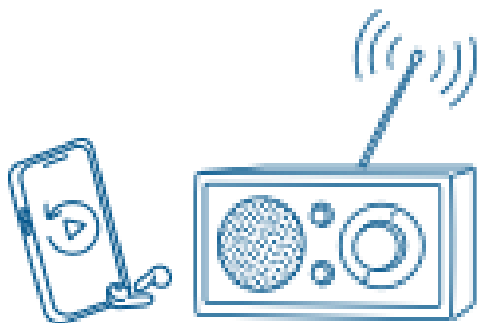
Korporaatio

The Boys

Miehet, jotka muistavat

OMG!

Streaming services increase the total audio reach



Radio in Finland

2025

Daily radio listening time

2 h 4 min

72 %

of 25–54-year-olds
listen to commercial radio
weekly

Radio reaches

60 % daily

83 % weekly

The highest reach:
at 9 AM weekdays
almost million Finns listen to
the radio



Finland has over
50 FM radio stations



The most listened day
2 h 16 min

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

Radio reaches
daily 3,1 million and
weekly 4,3 million
Finns



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