

# RADIO LISTENING IN FINLAND 2024

Lena Brun 13.2.2025



# 2024

Daily listening  
time



## 2 h 10 min



Weekly reach 84 %

## 4,3 million Finns

# 2024

Daily listening  
time



## 2 h 10 min

= weekly 15 h 9 min



**9–24 yrs**  
35 min/day

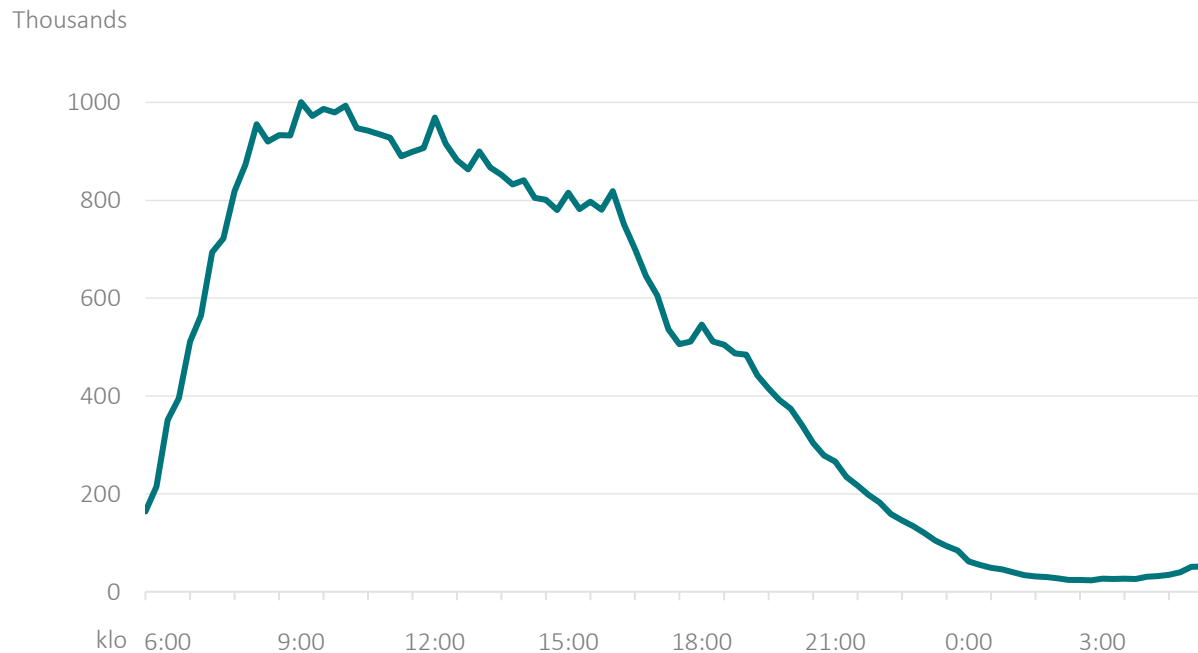


**25–54 yrs**  
1 h 35 min/day

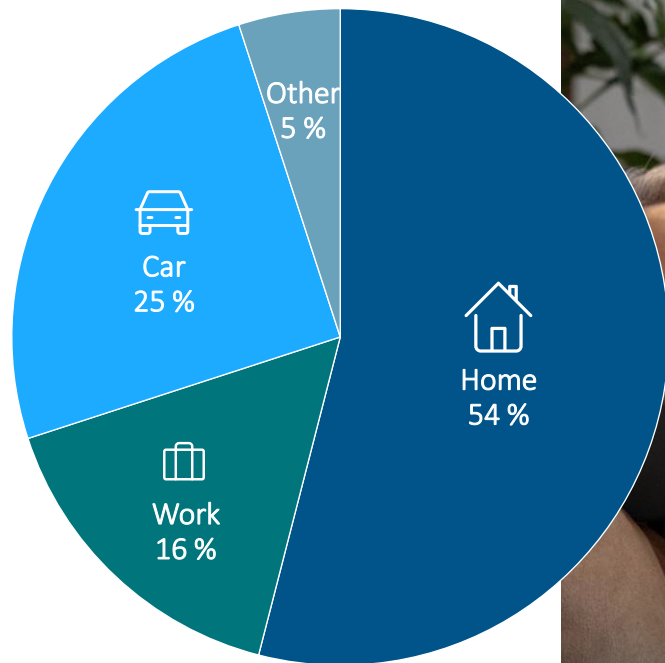


**55+ yrs**  
3 h 33 min/day

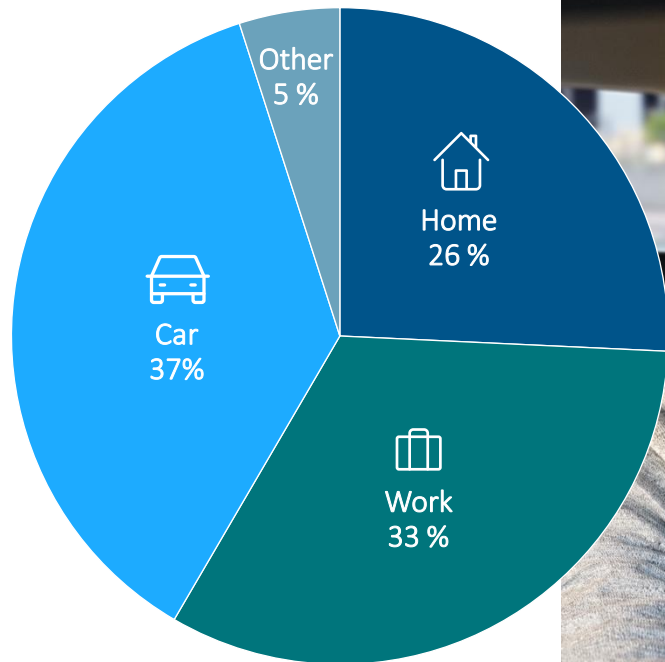
## The peak of radio listening on an average weekday is at 9 AM



Half of the population listen to the radio at home – car is in the second place

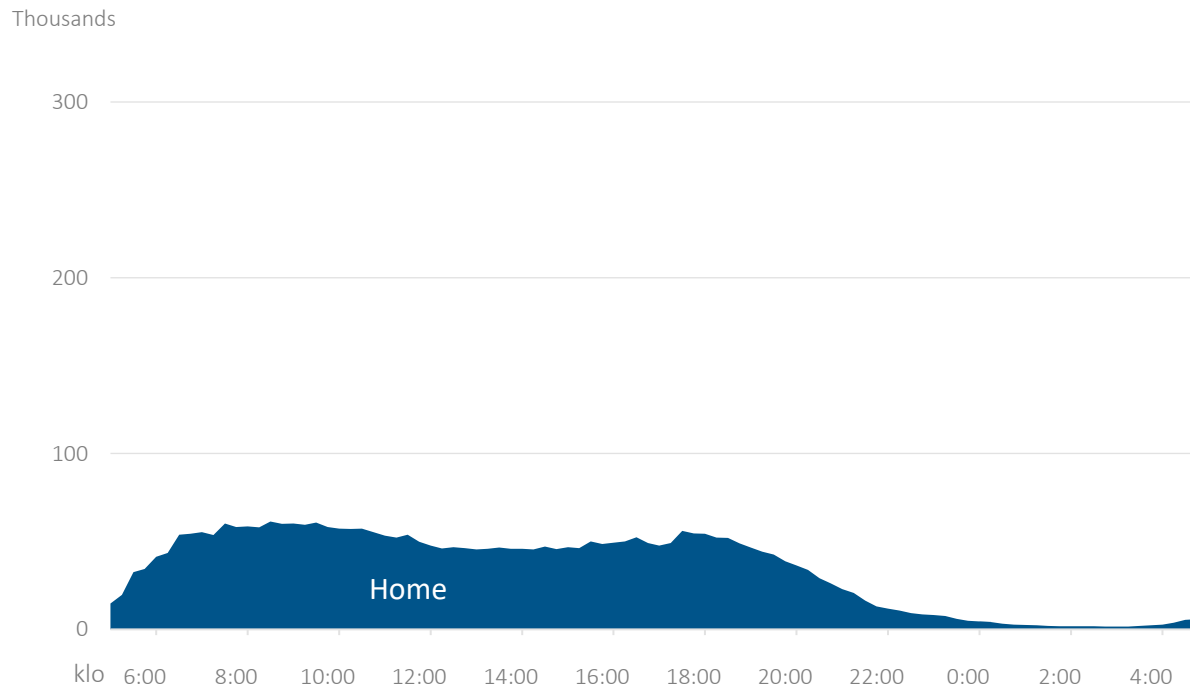


**The 25-54 year olds  
listen to the radio mostly  
in a car and at work**

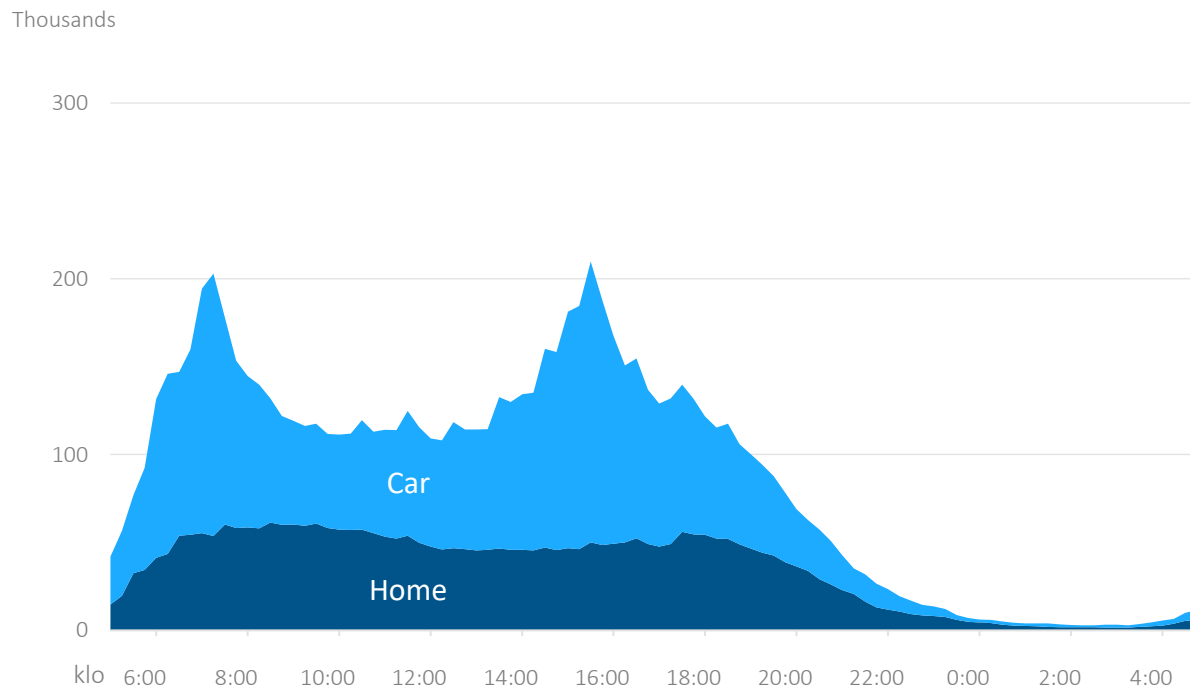




## The 25-54 year olds: Radio listening on a weekday

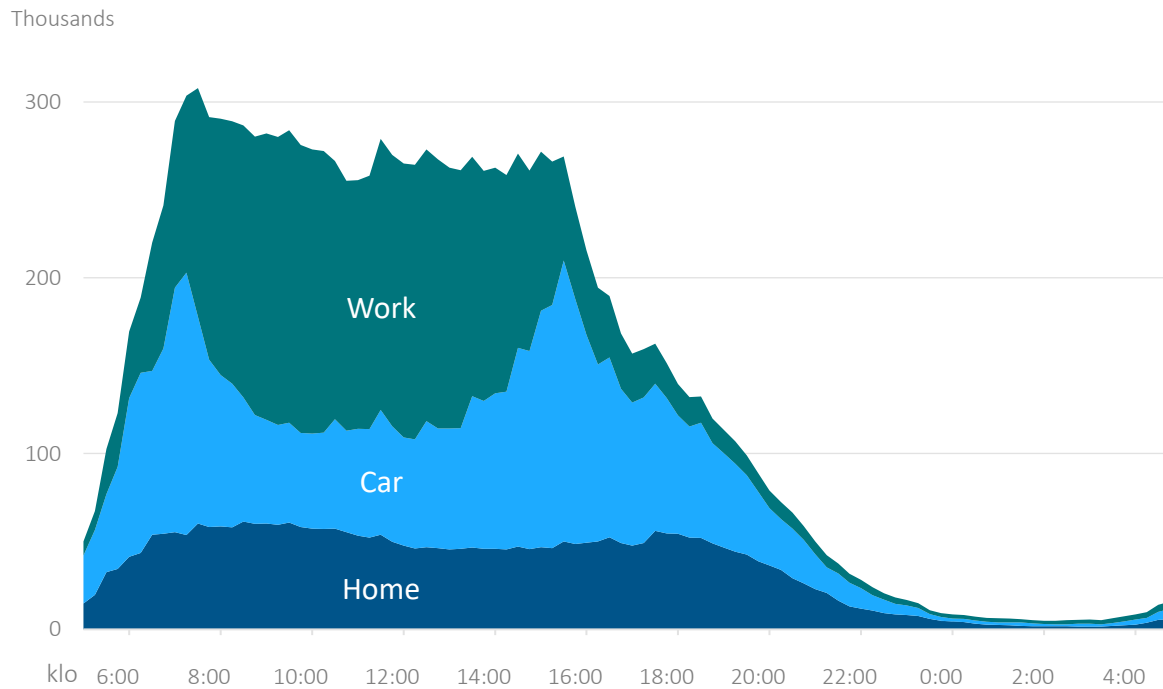


## The 25-54 year olds: Radio listening on a weekday

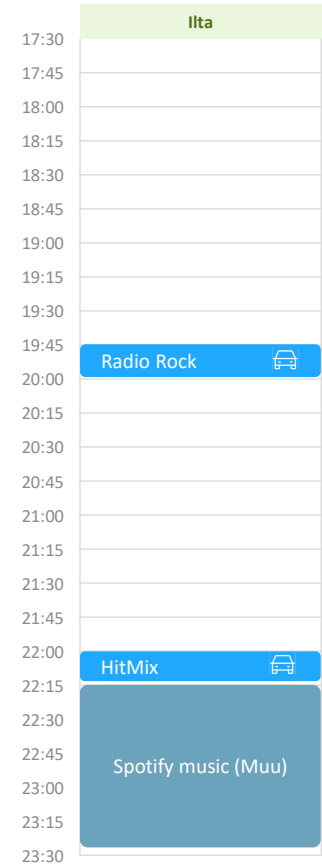
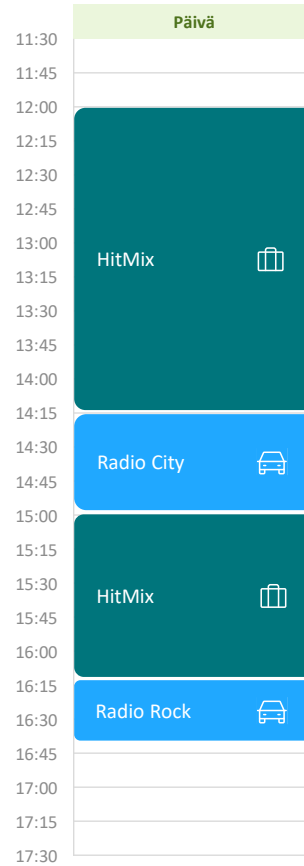
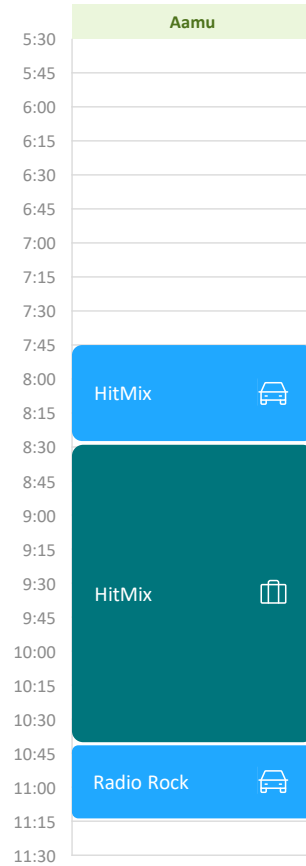




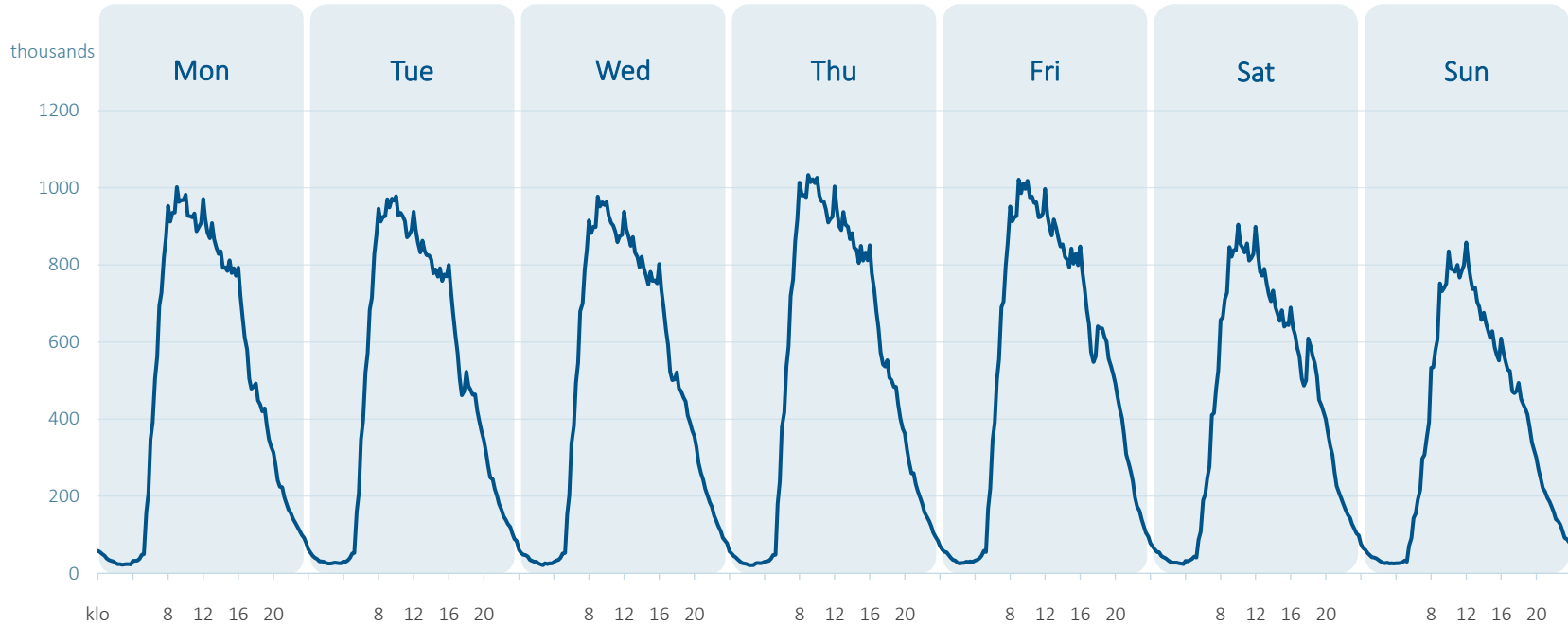
## The 25-54 year olds: Radio listening on a weekday



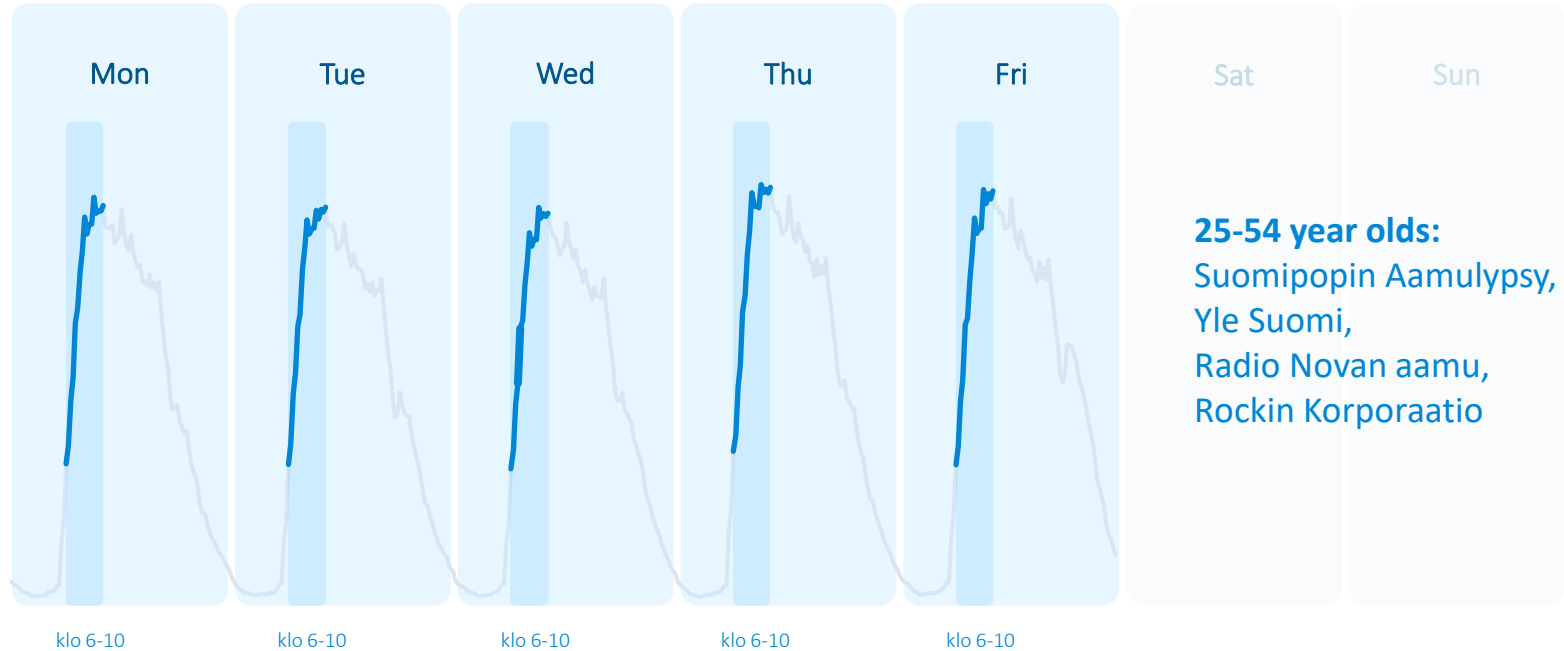
# An example of a listening day – Male, 35 yrs



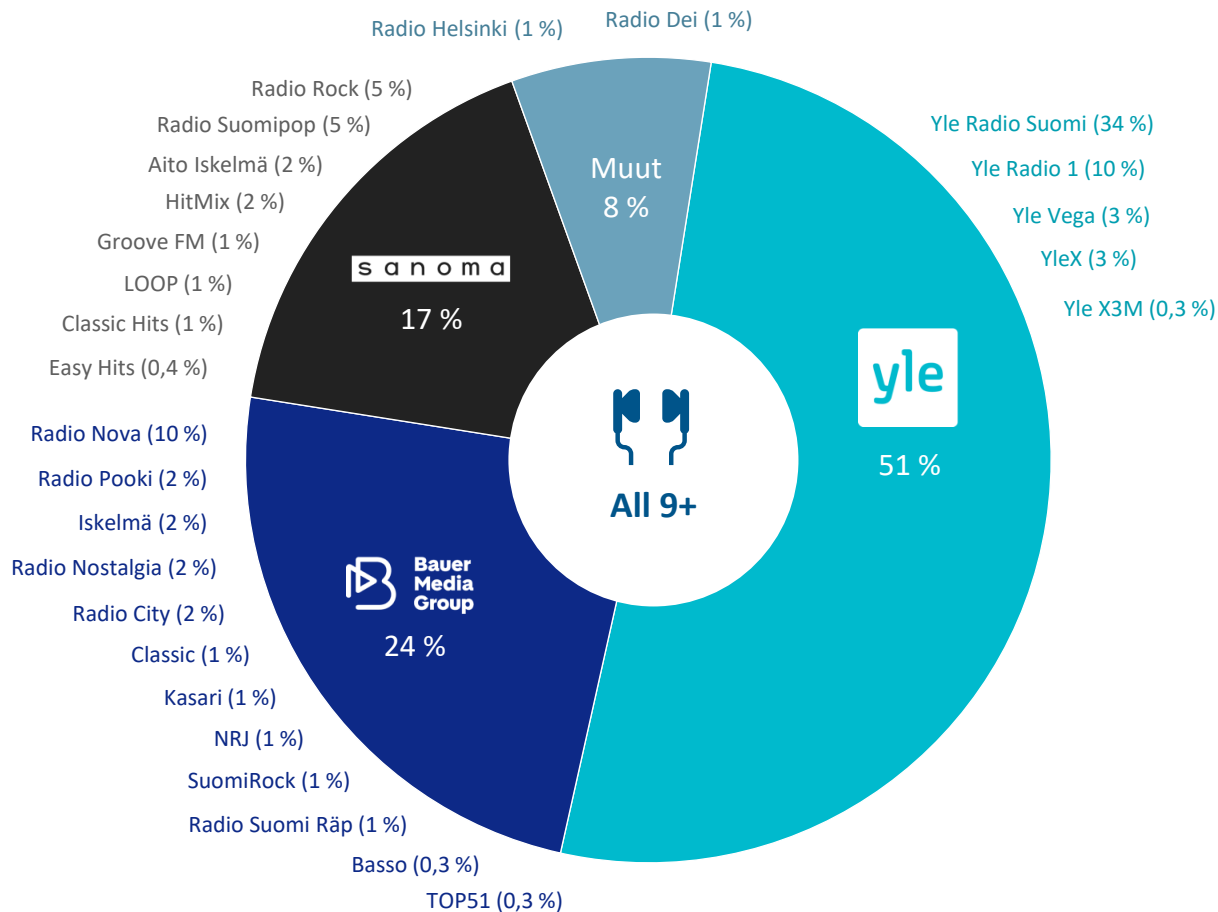
# The daily reach of radio is 61 % (3,1 million people)



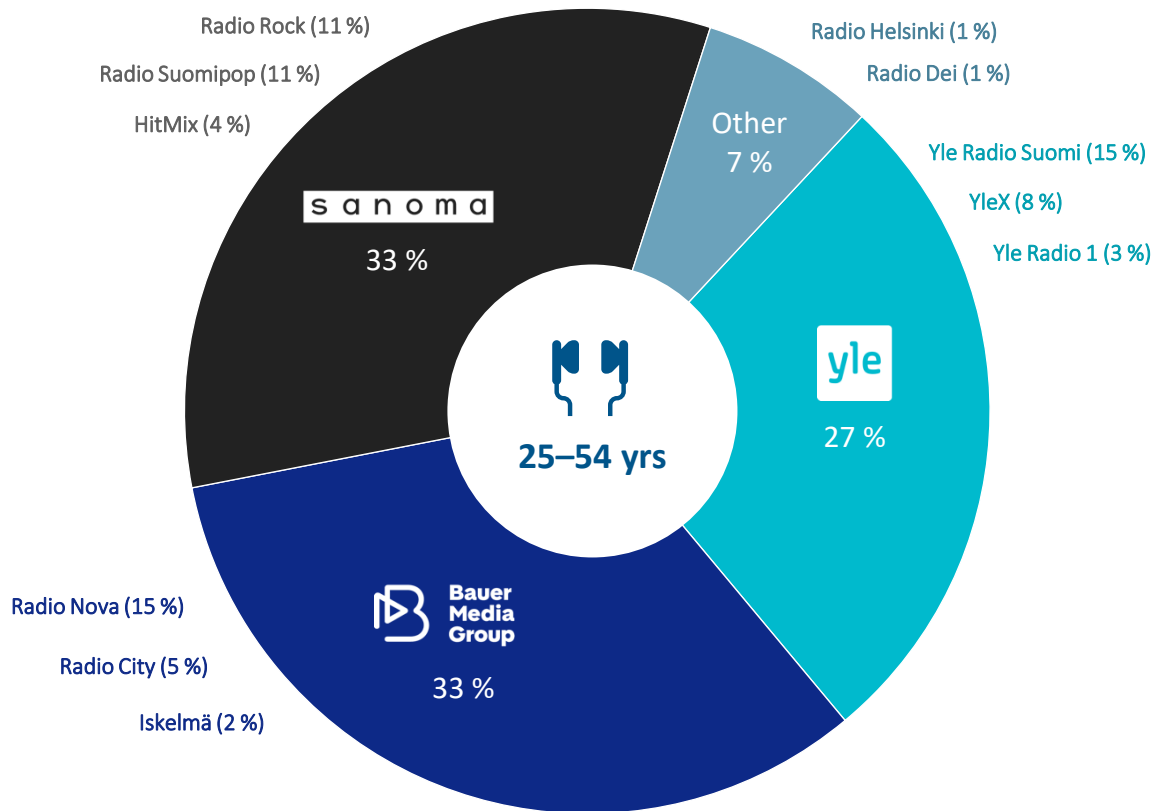
# The weekday mornings at 6-10 AM



# The weekly radio listening shares 2024



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Also local radio stations  
are measured in the  
survey

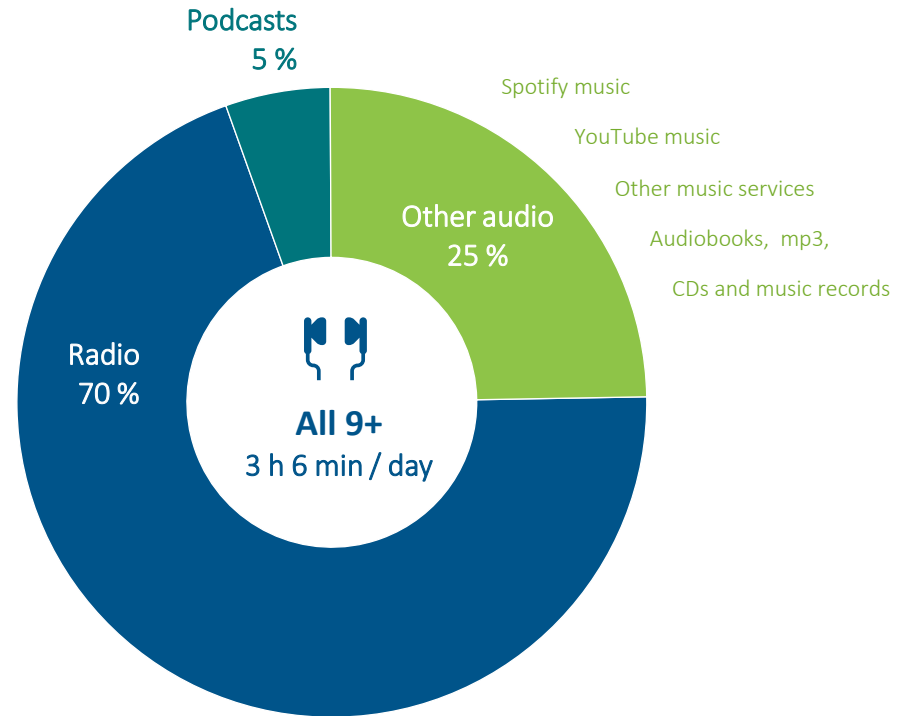


## 25-54 year olds: 73 % of total listening is commercial radio listening

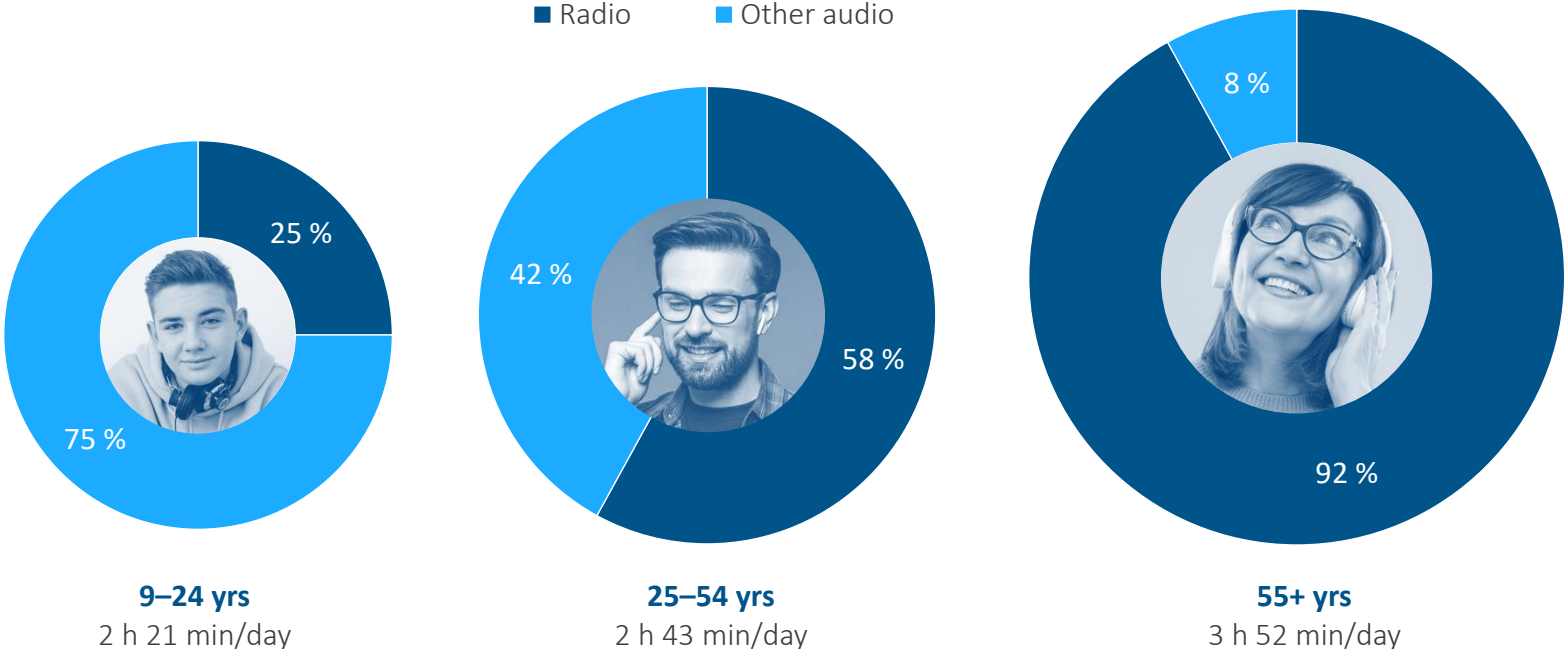
	Listening time	Reach	
All 9+	<b>7 h 29 min</b> weekly	<b>67 %</b> weekly	<b>39 %</b> daily
25-54 yrs	<b>8 h 4 min</b> weekly	<b>75 %</b> weekly	<b>45 %</b> daily



The majority of total audio listening time is radio listening

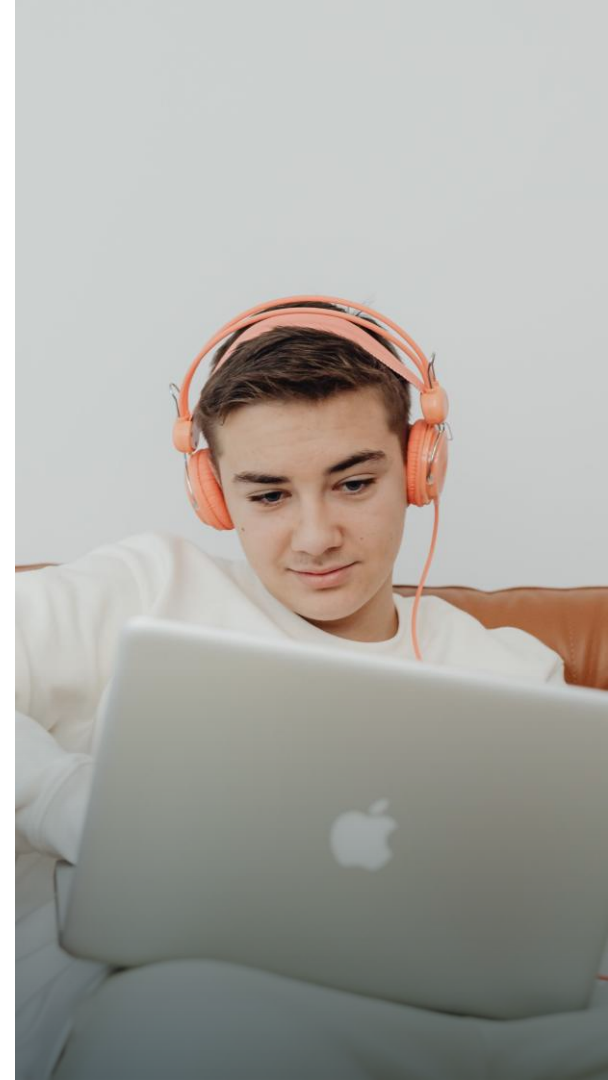


# Shares of audio listening vary by age group

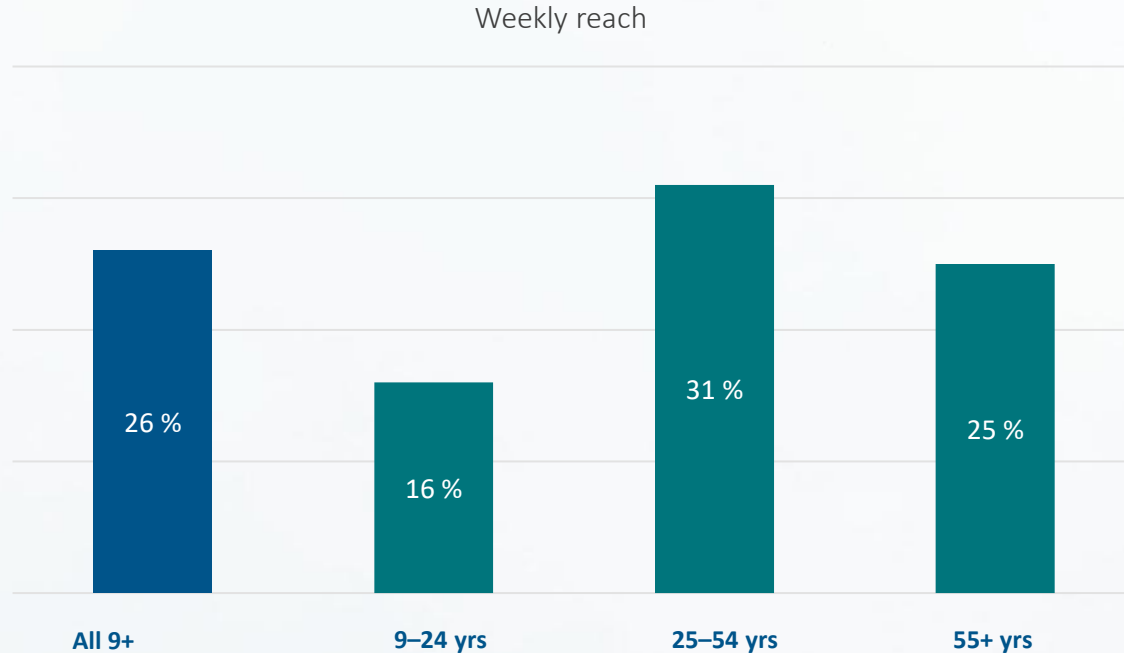


## A million Finns spend time with podcasts every week (9+)

	15–24 yrs	25–54 yrs
<b>Reach</b>		
<b>19 % of Finns listen to podcasts weekly</b>	<b>33 %</b>	<b>26 %</b>
<b>Share</b>		
<b>5 % of total audio listening is podcast listening</b>	<b>10 %</b>	<b>9 %</b>



# 1,3 million Finns use Finnish digital audio services weekly





# The most popular digital contents in 2024

Based on radio companies' own analytics



Iida Tikka & mureneva maa

Sanna Marin - miljoonat seuraa

Heinähattu, Vilttitossu ja Littoisten riiviö

Risto Räppääjä ja kuuluisa Kamilla

Reppu-Hepun ja Botin automatka



Radio Novan Aamu

NRJ Jokela & Saarinen

Kimanttia-podcast

Radio Cityn Aamu

Radio Pookin Päivä



Radio Suomipop: Aamulypsy

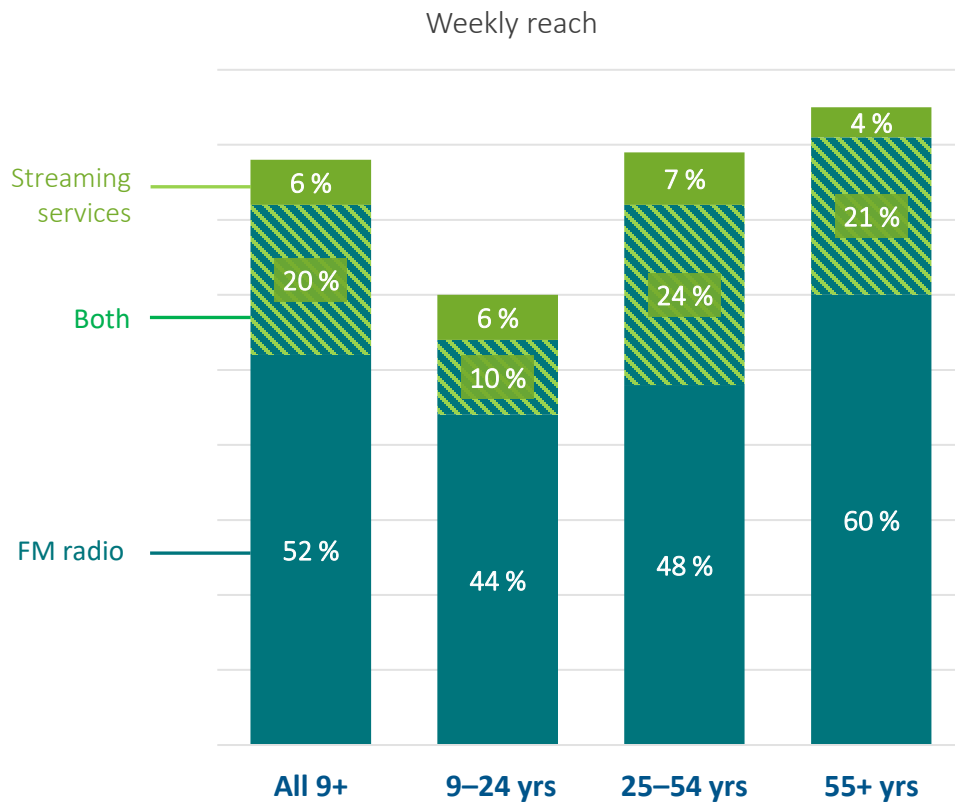
Radio Rock: Korporaatio

Supla: The Boys

Supla: OMG!

Supla: Selviytyjät-podcast

## Streaming services increase the radio reach



# RADIO IN FINLAND

## 2024

Daily radio listening time is  
**2 h10 min**

**75 %**  
of 25–54 –year olds listen to  
commercial radio weekly

Radio reaches

**61 %**  
daily

**84 %**  
weekly

The highest reach:  
**at 09:00 weekdays**  
over million Finns listen to  
the radio



Finland has  
**100+ FM stations**



The most listened day  
**2 h 52 min**

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

Radio reaches  
**4,3 million Finns**  
weekly



finnpanel.fi

