

A decorative graphic consisting of a light blue rectangular area at the top, which tapers downwards into a white space, creating a wave-like effect.

Radio reaches three-quarters of the adult population in Switzerland every day

Bern, 11 January 2023 – In the second half of 2022, linear radio in Switzerland reached 75 percent of the population aged 15 and over on an average day. This is confirmed by the consumption data for the second semester of 2022 collected on behalf of the Mediapulse Foundation.

Twice a year, Mediapulse publishes key data on radio consumption. These include aggregated observations and permit an overall view of the consumption of the medium of radio in Switzerland. Up to the first half of 2022, a joint Semester Publication was compiled for radio and TV data. From the second half of 2022, the half-yearly figures are now being published separately for each medium. This is done successively and begins with radio, followed by TV and online.

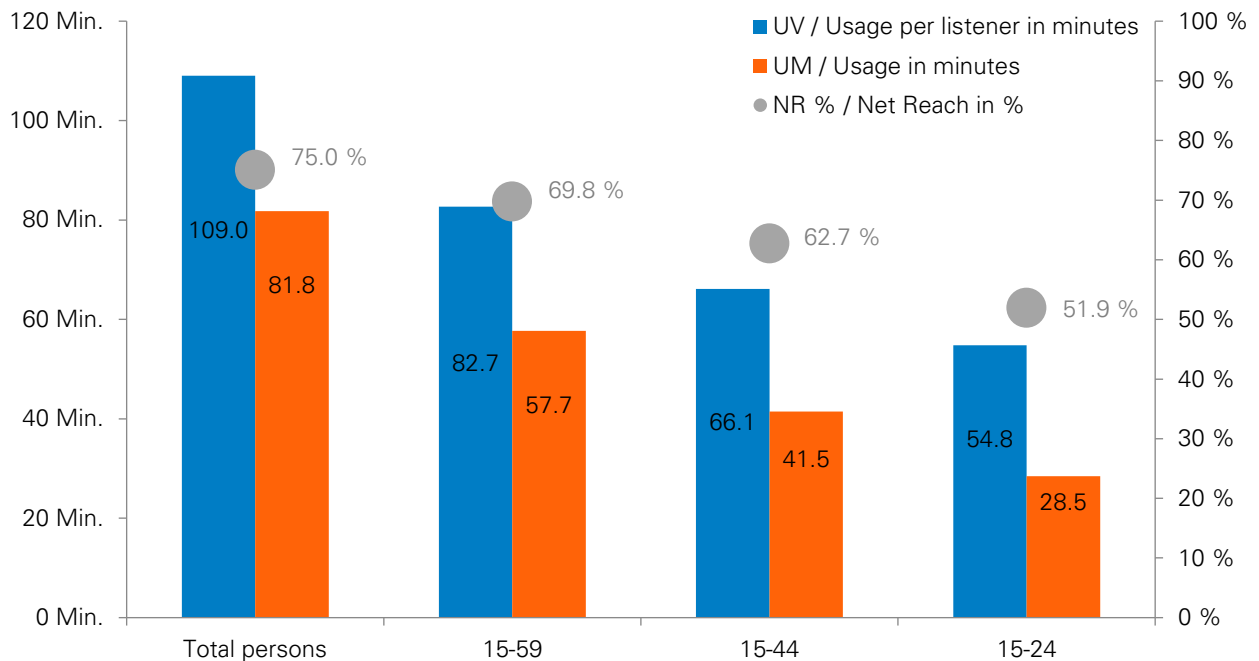
Radio consumption in the second semester of 2022

In the second half of the year, the linear offerings of private and public radio stations were consumed daily by 75 percent (around 5.4 million people) of the Swiss population aged 15 and over. This means that the radio genre reaches three out of four adults in Switzerland every day. In a comparison of the language regions, this relative size of the daily radio audience varies between 81 percent in Italian-speaking, 76 percent in German-speaking and 71 percent in French-speaking Switzerland. Those who consume linear radio do so for an average of 109 minutes per day. Listeners in German-speaking Switzerland show the greatest stamina with a daily listening time of 114 minutes, while this figure is only 92 minutes in French-speaking Switzerland.

Compared to the previous year, the proportion of radio listeners in the total population has fallen from 77 to 75 percent. The listening time per listener remains unchanged compared to the second semester of 2021. The various regions display different trends compared to the previous year. In German-speaking Switzerland, reach has fallen by one percentage point to 76 percent and listening time went down to 114 minutes. In French-speaking Switzerland, there is a decline in both reach (down from 74 to 71 percent) and listening time (down from 93 to 92 minutes). In Italian-speaking Switzerland, reach remains stable at 81 percent, while listening time has risen from 107 to 111 minutes.

Radio consumption total market Switzerland 2nd Semester 2022

Daily reach and consumption time, by age target group



Source: Mediapulse Radio Data (Evogenius Reporting), survey period: 1 July – 31 December 2022
 Universe (T): 7,205.1 (15+) / 5,126.8 (15-59) / 3,269.3 (15-44) / 885.1 (15-24)
 Participants: 10,684 / 7,775 / 4,937 / 1,279, sampling days: 348,026 / 243,205 / 147,188 / 36,162, 24 hrs, Mon-Sun

About Mediapulse Radio Data

The sampling of radio consumption takes place within a panel and is based on the principle of audio matching. A wristwatch serves as the sampling device for the panellists. The linear consumption of radio stations via all analogue and digital distribution vectors is logged. Due to the technological and economical constraints of the research, linear radio consumption via headphones is not taken into account, nor is time-delayed or on-demand consumption of radio services. On the other hand, the consumption of live streaming is logged, provided it does not take place via headphones.

About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the consumption of radio and TV programmes as well as online services in Switzerland. This data is considered official currency and is used by broadcasters and programme makers, the advertising industry, government agencies and for research.

As a company with a strong practical focus, Mediapulse seeks to support the Swiss electronic media and advertising market with research services and data products. Modern systems and constant innovations ensure that changes in the consumption of audiovisual media can also be mapped.

Mediapulse stands for a neutral, independent, transparent and scientific approach to media research and is under the supervision of DETEC (OFCOM). A large part of the market is represented on the Board of Directors of Mediapulse AG and the Board of Trustees of the Mediapulse Foundation.

Find out more at: www.mediapulse.ch

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