

More than 5 million radio listeners per day

Bern, 10 July 2026 – In the first half of 2026, live programmes from domestic and foreign radio stations were listened to by more than 5 million individuals every day and by just under 7 million individuals every week. The average daily usage duration per person was 73 minutes. This observation is attested by data on radio usage for the first half of 2026, collected on behalf of the Mediapulse Foundation.

Between January and June 2026, each week the radio genre reached 93 percent of the resident population aged 15 and older, corresponding to an absolute figure of 6.99 million individuals. The average daily reach stands at 68 percent, or 5.12 million individuals. When compared across language regions, the daily reach varies between 75 percent in Italian-speaking Switzerland, 69 percent in German-speaking Switzerland and 64 percent in French-speaking Switzerland.

Those who use the radio listen to corresponding programmes for an average of 107 minutes per day. Individuals in German-speaking Switzerland continue to be the most avid radio listeners – with a daily usage duration of 113 minutes per listener. This figure stands at 106 minutes in Italian-speaking Switzerland and 88 minutes in French-speaking Switzerland.

If we do not only consider those who listen to the radio but all people aged 15 and older, the average daily usage duration per person is 73 minutes. The corresponding figures by language region are 80 minutes in Italian-speaking Switzerland, 78 minutes in German-speaking Switzerland and 57 minutes in French-speaking Switzerland.

Compared with the first half of 2025, the trend across the Swiss market as a whole remains largely stable. Whilst the daily reach has fallen from 70 percent to 68 percent, the weekly reach remains unchanged at 93 percent. Over the same period, usage duration per listener has decreased by 1 minute across Switzerland. In other words: compared with the previous year, slightly fewer individuals are listening to the radio for slightly shorter periods.

Mediapulse radio research captures linear consumption of radio programmes across all analogue and digital distribution channels. Due to economic considerations, linear radio consumption via headphones is not considered. Further findings on radio consumption in the first half of 2026 can be accessed via a dashboard on the Mediapulse website at the following link:

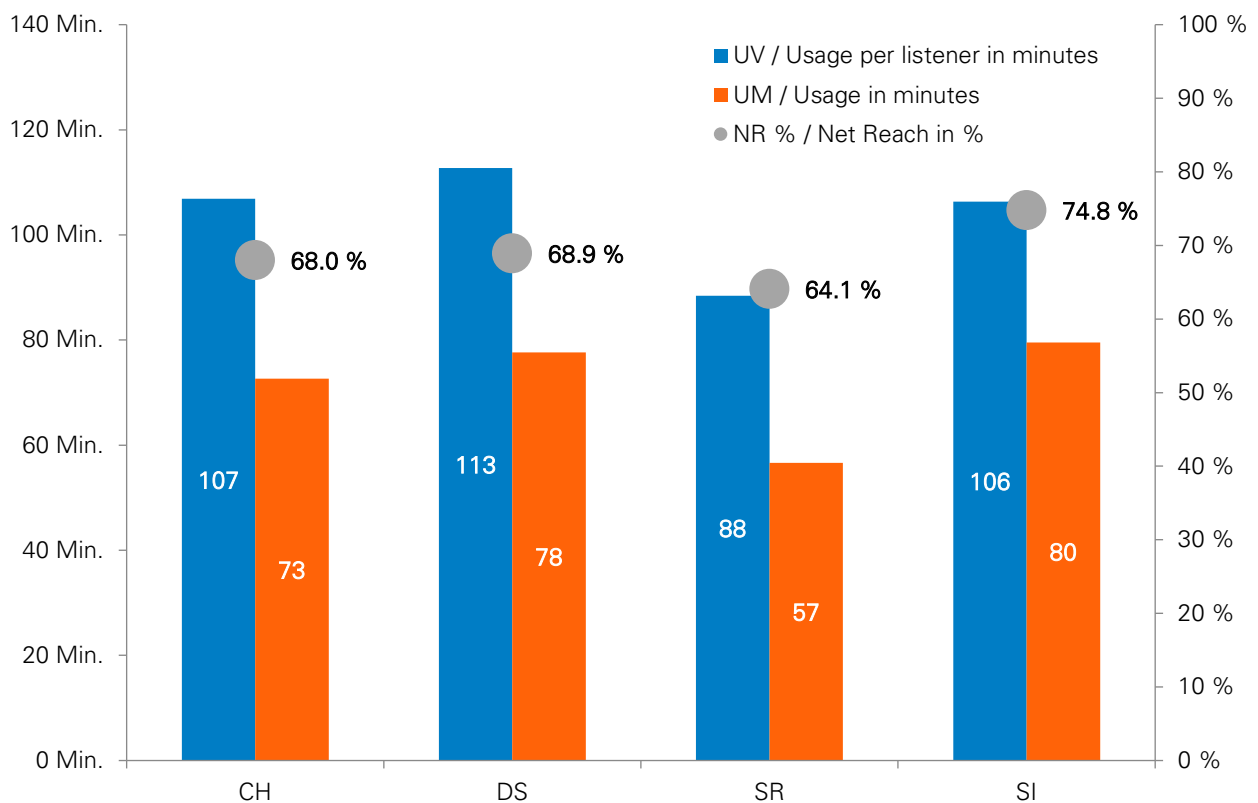
<https://www.mediapulse.ch/daten/semesterdaten>

Since January 2025, in addition to the official radio usage data, Mediapulse has also been separately collecting data on access to linear radio offerings made available online by radio broadcasters. These access figures are aggregated quarterly under the label 'Radio Streaming Data' and published freely on the Mediapulse website. The next publication is scheduled for 20 July 2026; these figures, as well as further information on this supplementary product from Mediapulse radio research, are also available via the following link:

<https://www.mediapulse.ch/en/>

Total Consumption Switzerland

Daily reach and usage duration by language region



SOURCE: MEDIAPULSE RADIO DATA (EVOGENIUS REPORTING), SURVEY PERIOD: 01.01.2026-30.06.2026
 UNIVERSE (T): 7'526.5 (CH) / 5'376.9 (DS) / 1'828.1 (SR) / 321.5 (SI)
 PARTICIPANTS: 8'683 / 5'584 / 2'213 / 886, SAMPLING DAYS: 286'249 / 185'607 / 71'329 / 29'313, 24 HRS, MON-SUN

A partial data loss meant that listening figures for individual stations¹ in French-speaking Switzerland could not be fully recorded for four days (28 February to 3 March). Consequently, the reported listening figures for this period are slightly – and not statistically significantly – lower than the actual levels.

¹ The stations affected are: One FM, Radio Fribourg, RFJ, RJB and RTN

About Mediapulse

Mediapulse is an independent industry organisation charged with collecting data on the consumption of radio and TV programmes and the corresponding digital services in Switzerland. This data, which is 'Made in Switzerland', represents the official currency and is used by broadcasters and programme makers, the advertising industry, government agencies and politics, as well as science.

As a company with a strong practical focus, Mediapulse supports the electronic media and advertising market in Switzerland by supplying data products for programme analysis and marketing. Modern measuring systems, scientifically sound methods and continuous innovation ensure that even dynamic shifts in the usage of audiovisual media can be mapped reliably, sustainably, plausibly and accurately.

Mediapulse stands for neutrality, independence, transparency and outstanding quality in media research. The institution is under the supervision of DETEC (OFCOM). Key market players are represented on the Board of Directors of Mediapulse AG and on the Board of Trustees of the Mediapulse Foundation.

For more information, visit: www.mediapulse.ch

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