



EAR > Local – 2021-2023 Wave

Radio audience in France's cities, départements (counties) and regions



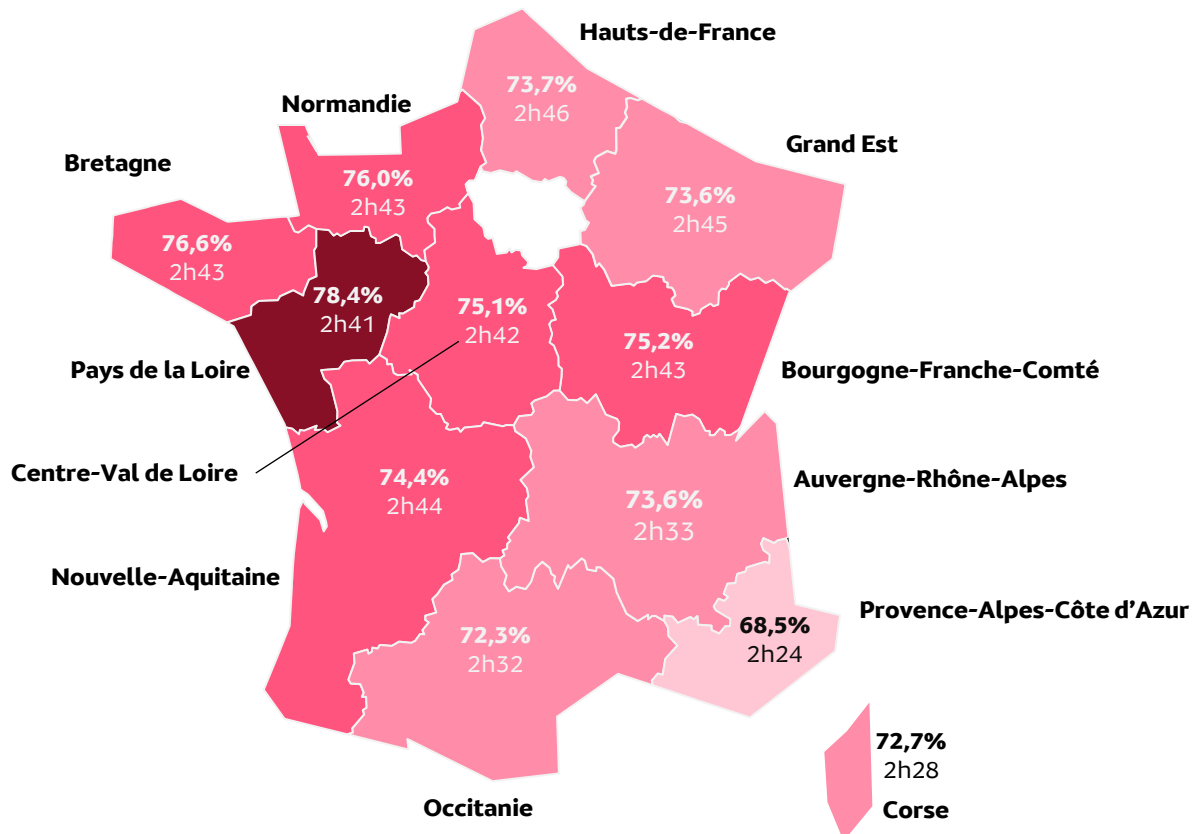
Médiamétrie publishes the Radio audience results for the 2021-2023 wave in the regions, départements and 97 cities.

Local and regional character is reflected through the medium of Radio because of the history of these locations, the rich variety of programming on offer and the socio-demographic structure of the populations.

The Pays de la Loire region leads the 12 regions with 78.4% of the cumulative audience, followed by Brittany (76.6%).

RADIO AUDIENCE BY REGION

13+ yo – Monday / Friday – 5:00am / midnight
Audience cumulée (%) et durée d'écoute par auditeur (h/mn)



Source: Médiamétrie – EAR > Local – 2021-2023 Wave



Top Radio Audience in French « Départements » TOP 20 AUDIENCES

Total Radio – 13 yo and over -
Monday / Friday – 5:00am /
midnight

		EAR > Local 2021-2023 Wave		
		CA %	CA 000	TSL h/mn
1	Vendée	82.8	500 200	2:50
2	Orne	79.7	184 500	2:51
3	Manche	79.4	334 800	2:34
4	Allier	78.9	225 500	2:44
5	Maine-et-Loire	78.7	548 100	2:43
6	Côtes-d'Armor	78.6	408 200	2:49
7	Côte-d'or	78.3	356 500	2:32
8	Haute-Loire	78.3	151 800	2:41
9	Calvados	78.0	464 300	2:39
10	Saône-et-Loire	77.7	363 600	2:34
11	Cher	77.6	198 000	2:47
12	Lozère	77.6	49 600	2:55
13	Vosges	77.6	236 800	3:06
14	Deux-Sèvres	77.4	245 200	2:54
15	Loire-Atlantique	77.4	973 000	2:35
16	Morbihan	77.4	515 200	2:47
17	Doubs	77.3	357 600	2:48
18	Pyrénées-Atlantiques	77.2	464 200	2:37
19	Mayenne	77.1	197 700	2:55
20	Loir-et-Cher	77.0	212 900	2:53



Definitions

Audience indicators

CA: Cumulative Audience = All individuals having listened at least once during the time slot of the day (5 a.m.-midnight) in percentage of the population or in thousands.

TSL: Time Spent Listening per Listener (in hrs/min).

Characteristics of the survey

- Interviews conducted over a period of **41 weeks between Monday 30 August 2021 and Saturday 18 June 2022 and over a period of 41 weeks between Monday 29 August 2022 and Saturday 17 June 2023 (excluding Christmas weeks)**. These interviews were conducted with people aged 13+.
- In total, **211 universes** are published in the standard system: **all regions (new and old definitions) excluding Ile-de-France, 86 départements and 97 agglomerations/city catchment areas. The minimum number of interviews is around 400 over the whole period for each universe.**
- The “Monday-Friday” time base is created by excluding Low Activity Days (LAD), i.e. days for which the national activity index is less than 55%. 17 LADs were identified over this period.
- Interviews were carried out between 5:30pm and 9:00pm (call start time) on mobile phones and on landlines (including numbers beginning with ‘09’) in order to reach as many individuals as possible.
- Audience information gathering over the last 24 hours (from 5:30pm the previous day to 5:30pm the day of the interview) carried out spontaneously. The interviewee lists the names of the radio stations they have listened to, without any prompting.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

Further information : www.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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