

EAR > Local – Wave 2024-2026

Radio audience in France's regions, départements (counties) and urban areas.



Médiamétrie publishes Radio audience results for the 2024-2026 wave in the regions, départements (counties) and 95 urban areas.

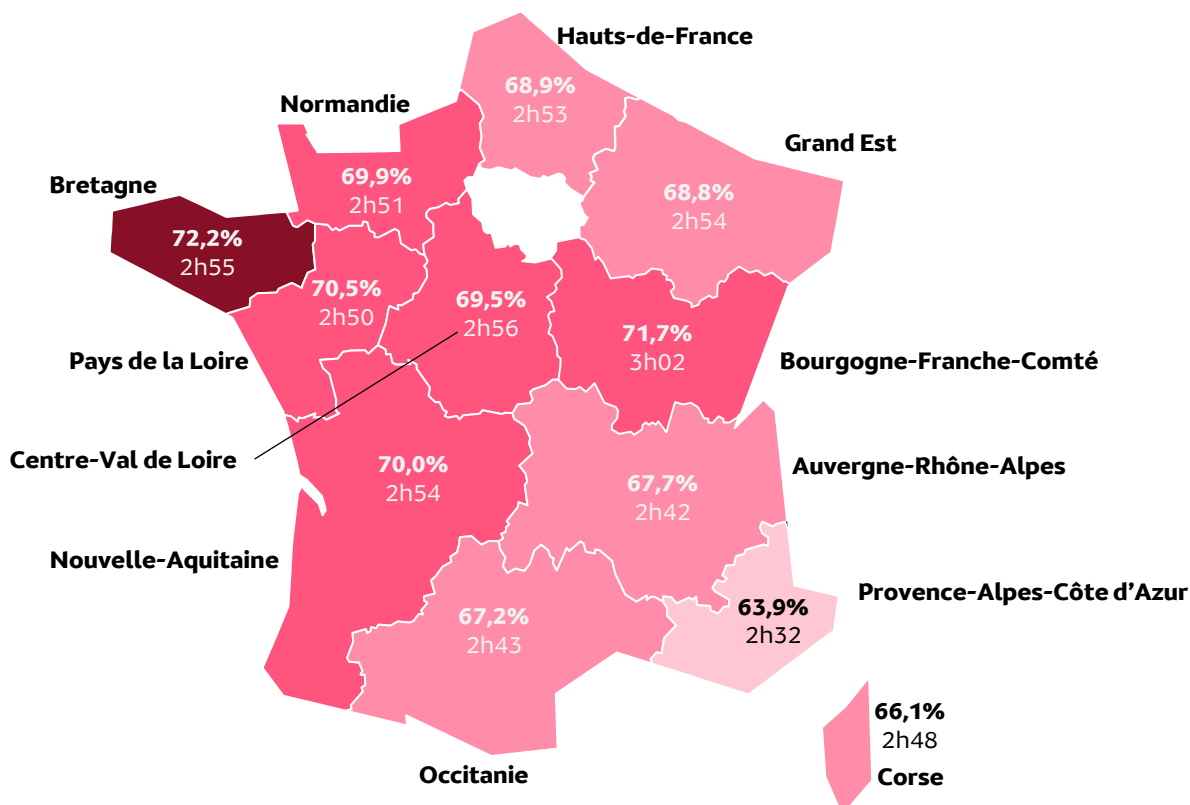
Local and regional characters are reflected through the medium of Radio because of the history of these locations, the rich diversity of radio programming offers and the socio-demographic structure of the populations.

Out of the 12 regions, **Bretagne** comes out on top with **72.2%** of daily listeners, followed by **Bourgogne-Franche-Comté (71.7%)**.

RADIO AUDIENCE IN FRANCE'S REGIONS

13+ yo – Monday / Friday – 5:00am / midnight

Cumulative audience (%) and listening time per listener (hrs/min)



Source: Médiamétrie – EAR > Local – Wave 2024-2026

**Top 20 radio audience in French Départements (counties)**

Total Radio – 13 ans et plus
Lundi / Vendredi – 05h/ 24h

		Vague EAR > Local 2024-2026		
		AC en %	AC en effectif	DEA h:mn
1	Haute-Saône	75,8	151 000	3:27
2	Cantal	75,6	94 300	2:58
3	Vosges	75,1	228 500	3:22
4	Corrèze	75,0	156 000	3:11
5	Manche	74,3	319 000	2:56
6	Jura	74,1	163 700	3:10
7	Tarn	74,0	256 800	2:50
8	Aveyron	73,6	176 200	3:03
9	Dordogne	73,6	270 800	2:59
10	Mayenne	73,6	189 900	2:47
11	Vendée	73,4	462 300	2:55
12	Lozère	72,9	47 000	3:01
13	Morbihan	72,8	503 800	3:01
14	Finistère	72,7	593 400	2:55
15	Puy-de-Dôme	72,5	412 100	2:54
16	Indre	72,4	133 700	3:07
17	Landes	72,4	281 000	2:49
18	Pas-de-Calais	72,4	892 400	3:02
19	Haute-Loire	72,2	142 400	2:49
20	Yonne	72,2	202 500	3:23



Definitions

Indicateurs d'audience

AC : 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 hundreds.

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

EAR > Local is part of Médiamétrie's **MediaEar** offering.

- Interviews conducted over a period of **41 weeks between Monday 2nd September 2024 and Saturday 21st June 2025 and over a period of 42 weeks between Monday 4th September 2025 and Saturday 27th June 2026 (excluding Christmas weeks)**. These interviews were conducted with people aged 13+.
- In total, **209 universes** are published in the standard system: **all regions (new and old definitions) excluding Ile-de-France, 86 départements (countie) and 95 urban areas/city catchment areas. The minimum number of interviews is around 380 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%. 28 LADs were identified over this period.
- The interviews were carried out on landline and mobile phones in order to reach as many individuals as possible.
- Spontaneous data collection. The interviewee quotes the names of the radio stations he/she has listened to by himself/herself, without any suggestion of an answer. The data collection thus covers the entire scope of listening to the radio, whatever the station, place, medium and listening mode.

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion pieces of data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, correct, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

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