



EAR > Local – Wave 2022-2024

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



Médiamétrie publishes Radio audience results for the 2022-2024 wave in the regions, départements (counties) and 95 urban areas.

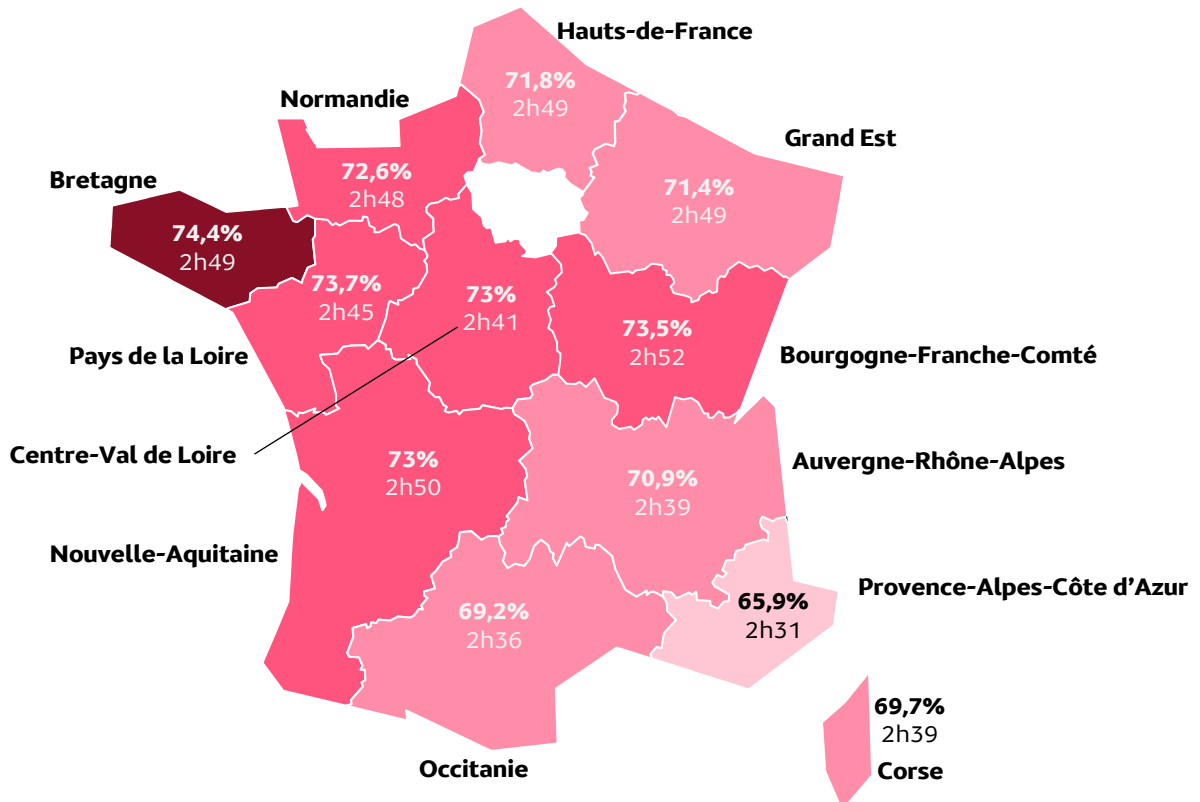
Local and regional characters are reflected through the medium of Radio because of the history of these locations, the rich diversity of radio programming offers and the socio-demographic structure of the populations.

Out of the 12 regions, **Bretagne** comes out on top with **74.4%** of daily listeners, followed by **Pays de la Loire (73.7%)**.

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 2022-2024



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

		EAR > Local - wave 2022-2024		
		CA%	CA effective	TSL (hrs/min)
<b>Total Radio</b> – 13 yo and over - Monday / Friday – 5:00am / midnight				
1	<b>Indre</b>	<b>77.4</b>	142 900	02h47
2	<b>Allier</b>	<b>77.2</b>	220 600	02h55
3	<b>Manche</b>	<b>76.9</b>	325 500	02h38
4	<b>Vosges</b>	<b>76.9</b>	234 700	03h01
5	<b>Haute-Loire</b>	<b>76.1</b>	148 000	02h50
6	<b>Calvados</b>	<b>76.0</b>	457 200	02h53
7	<b>Morbihan</b>	<b>75.8</b>	509 400	02h55
8	<b>Saône-et-Loire</b>	<b>75.8</b>	355 100	02h36
9	<b>Côtes d'Armor</b>	<b>75.7</b>	396 300	03h06
10	<b>Pyrénées-Atlantiques</b>	<b>75.6</b>	460 300	02h36
11	<b>Pas-de-Calais</b>	<b>75.4</b>	929 700	02h54
12	<b>Vendée</b>	<b>75.3</b>	462 300	03h02
13	<b>Loir-et-Cher</b>	<b>74.8</b>	207 300	02h46
14	<b>Corrèze</b>	<b>74.7</b>	153 500	02h48
15	<b>Tarn</b>	<b>74.7</b>	255 000	02h47
16	<b>Vienne</b>	<b>74.7</b>	279 400	02h56
17	<b>Mayenne</b>	<b>74.6</b>	191 800	02h47
18	<b>Deux-Sèvres</b>	<b>74.5</b>	237 500	03h02
19	<b>Finistère</b>	<b>74.4</b>	595 800	02h46
20	<b>Dordogne</b>	<b>74.3</b>	267 300	03h07

Source: Médiamétrie – EAR &gt; Local – wave 2022-2024



## Definition

### 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 hundreds.

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

## Characteristics of the survey

- Interviews conducted over a period of **41 weeks between Monday 29 August 2022 and Saturday 17 June 2023 and over a period of 41 weeks between Monday 4 September 2023 and Saturday 15 June 2024 (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%. 21 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, 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 800 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 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

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

### Press contacts :

**Isabelle Lellouche Filliau**

Tél : +33 (0)1 47 58 97 26

[ilellouche-filliau@mediametrie.fr](mailto:ilellouche-filliau@mediametrie.fr)

**Stéphanie Haoun**

Tél : +33 (0)1 71 09 93 18

[shaoun@mediametrie.fr](mailto:shaoun@mediametrie.fr)



**Media Glossary**  
Check out over  
500 definitions