

# MUSIC LISTENING IN FINLAND 2023

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**TEOSTO**

**We surveyed the current state of music listening in Finland for the 10th year in a row. We interviewed 1,047 Finns aged 13–75.**

**We compared the results against other data sources and earlier years.**

**Teosto and IFPI Finland have a wealth of information about music.**

# Background

- Norstat interviewed 1,047 Finns in its consumer panel in mid-August 2023.
- We specifically sought respondents aged 13–15 and 16–18.
- The key findings were weighted to represent the nationwide age and gender structure of Finland's population between the ages of 13 and 75.
- The survey results were analysed by Omnicom Media Group's Kari Tervonen, who has been surveying everyday behaviour for a long time. Susanna Perämaa and Johanna Laitinen from Teosto and Tommi Kyyrä from IFPI Finland are the group's music industry experts.
- The survey produces information in serial form on how Finns' music listening habits are changing over the long term.



# Findings

1. **Listening to music alone is increasingly common: music is a way to fight feelings of loneliness.**
2. **Music listening at gigs is more and more social: listening to music in a shared space connects people with each other.**
3. **Finns are now the biggest pop fans in the world. Schlager music, which has become more modern and pop-like, is the genre that has seen its popularity increase the fastest in the past 10 years.**
4. **Each age group gets a large share of their favourite songs from their youth. Old Finnish pop rock classics are the songs that unite all age groups the most.**







# Age is as important a factor in music consumption as one's personality

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- Music listening habits change particularly quickly between and in the age groups 13–15, 16–18 and 19–25.
- The importance of music is the greatest in the age group of 16–18-year-olds, even over the long term.
- From that point on, there are significant differences between the age groups 26–35, 36–45, 46–55, 56–65 and 66–75, especially when it comes to favourite artists, but also regarding the devices and sources used when listening to music.
- Habits often slowly spread from the younger groups to the older ones, and 66–75-year-olds in particular are rather conservative in their music listening habits compared to working-age groups.
- Gender explains music listening preferences to some extent. Income level is a less important factor, while place of residence is the least important factor.

# Music listening now

Devices and platforms used for music listening



A man with short brown hair and a light beard, wearing a light blue zip-up hoodie, is shown in profile from the chest up. He is holding a white mobile phone to his ear with his right hand. The background is a blurred cityscape with buildings and a clear sky. The text is overlaid on the left side of the image.

**According to the respondents' own estimates, the share of headphone or earphone use in Finns' music listening time is approaching an average of 50%. Music listening with headphones or earphones is intense.**

**In any case, closing your ears to the rest of the world is a mass phenomenon. The market for headphones and earphones has been growing for years, and the average annual growth rate is still 10% globally.**

**However, when it comes to the total listening time, the share of more passive radio listening is still bigger.**

A man with short brown hair and a light beard, wearing a light blue zip-up hoodie, is shown from the chest up. He is holding a white mobile phone to his ear with his right hand and looking slightly to the right with a neutral expression. The background is a blurred cityscape with buildings and a clear sky.

**Fifteen per cent of Finns never use headphones or earphones to listen to music, and 10% use them very rarely.**

**These figures are practically identical with figures from, for example, the US. (Statista Insights 2022)**

**On the other hand, about 1 in 3 Finns use headphones or earphones for at least 70% of their music listening time.**

**Of under 25s, three quarters listen to music with headphones or earphones for at least 70% of their listening time.**



## Which devices have you used to listen to music in the past 24 hours?

	All	Change vs. 2022
Car radio	60%	-2%
Phone	53%	+4%
Computer	27%	+1%
Separate radio device	31%	+2%
Streaming in the car	23%	+2%
Tablet	8%	+1%
CD player in the car	9%	+2%
CD player at home	7%	+1%
Voice-controlled smart speaker	4%	0%
Record player	2%	+1%

**Listening with headphones or earphones excluded, device popularity is stabilising.**

In the past five years, the only category that has grown consistently is listening to Spotify in the car. No device has seen a continuous decrease in use.

Listening with a phone is still growing in older age groups, but it is no longer growing by leaps and bounds.

Smart speakers have not become more common. In the US, 65% of households have a smart speaker, compared to only 10% of Finnish households.  
(Source: Statista Global Survey 2022)

## Which devices have you used to listen to music in the past week?

	All	13–18 yrs	36–45 yrs	66–75 yrs
Car radio	<b>74%</b>	79%	77%	<b>74%</b>
Phone	<b>69%</b>	<b>89%</b>	<b>82%</b>	38%
Computer	<b>42%</b>	55%	44%	26%
Separate radio device	<b>42%</b>	34%	43%	56%
Streaming in the car	<b>33%</b>	57%	41%	4%
Tablet	<b>16%</b>	18%	15%	17%
CD player in the car	<b>14%</b>	16%	17%	13%
CD player at home	<b>14%</b>	9%	17%	19%
Voice-controlled smart speaker	<b>8%</b>	20%	11%	2%
Record player	<b>4%</b>	4%	7%	5%

## In the past week and in the past six months, I have...

	In the past week	In the past six months
Listened to music on YouTube	54%	84%
Listened to a music stream subject to a fee (Spotify)	40%	50%
Watched TikToks	34%	43%
Followed vloggers/YouTubers	30%	41%
Listened to a free music stream (Spotify)	28%	48%
Followed music artists on Instagram	28%	42%
Listened to a podcast	23%	53%
Listened to music while playing a game on a computer	17%	28%

**TikTok no longer grew in 2023 compared to 2022, while YouTube and Spotify both have stable popularity.**

Listening to podcasts, vloggers and YouTubers as well as listening to music while playing computer games have all increased by about a fifth compared to 2022.



# Daily reach of digital channels

	All	13–18 yrs	36–45 yrs	66–75 yrs
Spotify or other streaming service	<b>52%</b>	<b>90%</b>	<b>58%</b>	6%
YouTube	<b>34%</b>	42%	40%	<b>13%</b>
TikTok	<b>28%</b>	73%	26%	2%
Instagram (music artist accounts)	<b>20%</b>	45%	21%	3%
Vloggers/YouTubers	<b>21%</b>	52%	19%	6%
Podcasts	<b>14%</b>	21%	12%	2%
Music on a computer while playing a game	<b>11%</b>	34%	8%	3%

**More than 1 in 4 (28%) Finns have danced in the past week. More than 1 in 2 (56%) Finns have danced in the past six months. Young women dance the most often. Of men, 11% report that they have never danced, while only 2% of women have never danced.**

**One in eight (13%) Finns play an instrument weekly. 29 % have played an instrument in the past six months. Playing an instrument is most popular among young men.**

**Two in three (67%) respondents have tried karaoke at least once.**





**How important is  
music to Finns?**

**Music is at least somewhat important to 89% of Finns.**

**According to figures and the respondents' own estimates, music is especially important to...**

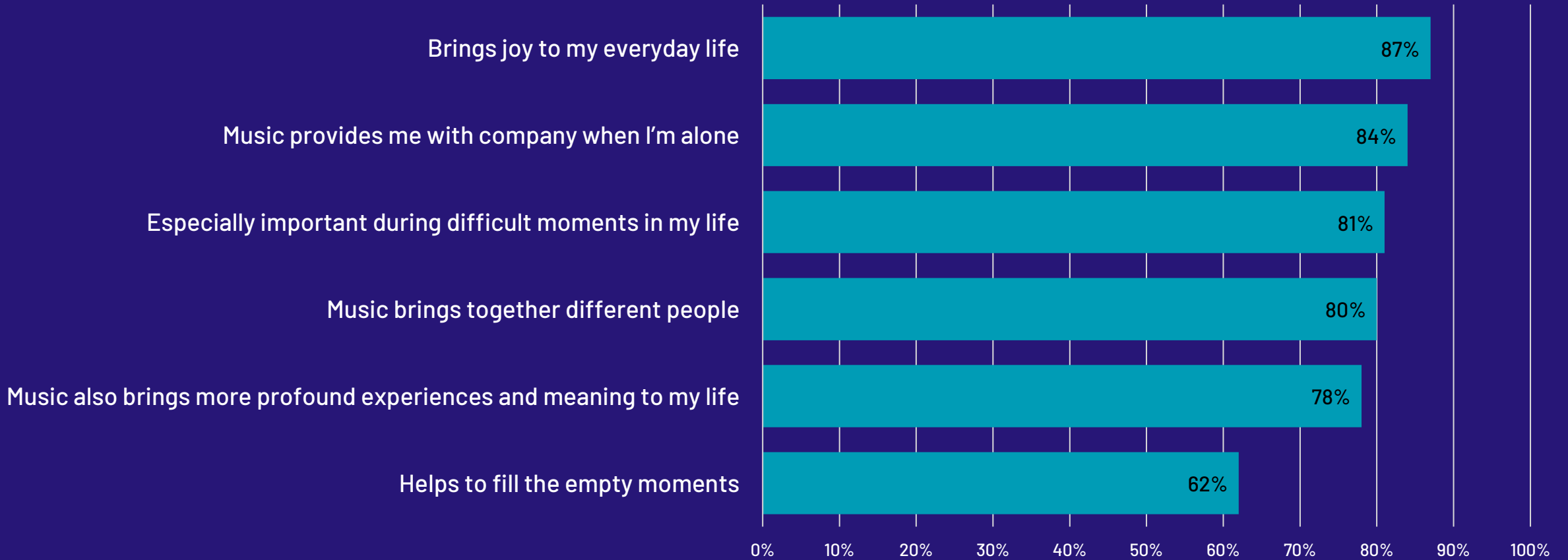
- 16–18-year-olds**
- People who live alone (singles and single parents)**
- Those dealing with a difficult life situation (e.g. unemployment)**
- Fans of rarer genres and art music**

**Music is used to fight loneliness: music is a friend of your mind. Using headphones or earphones to intensely listen to music while being alone is increasingly common.**

**In shared spaces, music connects people. The social nature of an event is more and more highlighted during concerts.**



# Music is important because it fights loneliness and builds connections



The average daily music listening time across all age groups is 1 hour 45 minutes, with the daily listening times being quite similar in all age groups. (Source: the Music Listening in Finland 2022 survey)

**Concert attendance recovered from 2022: in 2023, concert attendance has increased by a further few hundred thousand compared to the previous year.**

**Coldplay even caused a significant daily peak in total card payments by Finns.**

**(Source: Nordea Kulutusmittari 8/2023)**

**Concert attendance increased compared to 2022: the monthly attendance is now the same as it was in 2019, which was a record-breaking year. In the oldest age group, there are still some people who have attended events less frequently since COVID-19.**

	Paid	Free
Attended a concert in the past month	25% (+3%)	16% (+-0%)
Attended a concert at least in the past six months	45% (+8%)	35% (+6%)
Attended a concert at least in the past two years	64% (+12%)	54% (+10%)

The most active concertgoer: 16–35-year-olds, those with the largest incomes, fans of jazz and classical music

# Live streamed gigs subject to a fee

## I have paid to watch a live streamed gig...

In the past month	6%
1-6 months ago	4%
7-24 months ago	9%

In 2021 (i.e. the second COVID-19 year), the share of those who had paid to watch a live streamed gig in the past six months was 10%, exactly the same as in 2023.



# Ideal start time of a pop/rock gig

On a weekday		At the weekend	
7 p.m.	39%	7 p.m.	17%
8 p.m.	26%	8 p.m.	24%
9 p.m.	11%	9 p.m.	24%
10 p.m.	4%	10 p.m.	24%
Later	1%	Later	15%
In the afternoon	10%	In the afternoon	11%

In 2013, the ideal start time of a gig was...

- 6 p.m.–8 p.m. on a weekday
- 7 p.m.–10 p.m. at the weekend

Source: Teosto's 2013 survey

The start times preferred by under 35s were about an hour later than the start times preferred by over 35s.

Late start times were preferred the most by listeners of electronic dance music and rap, who wanted gigs to start at 9 p.m. or 10 p.m. even on a weeknight.

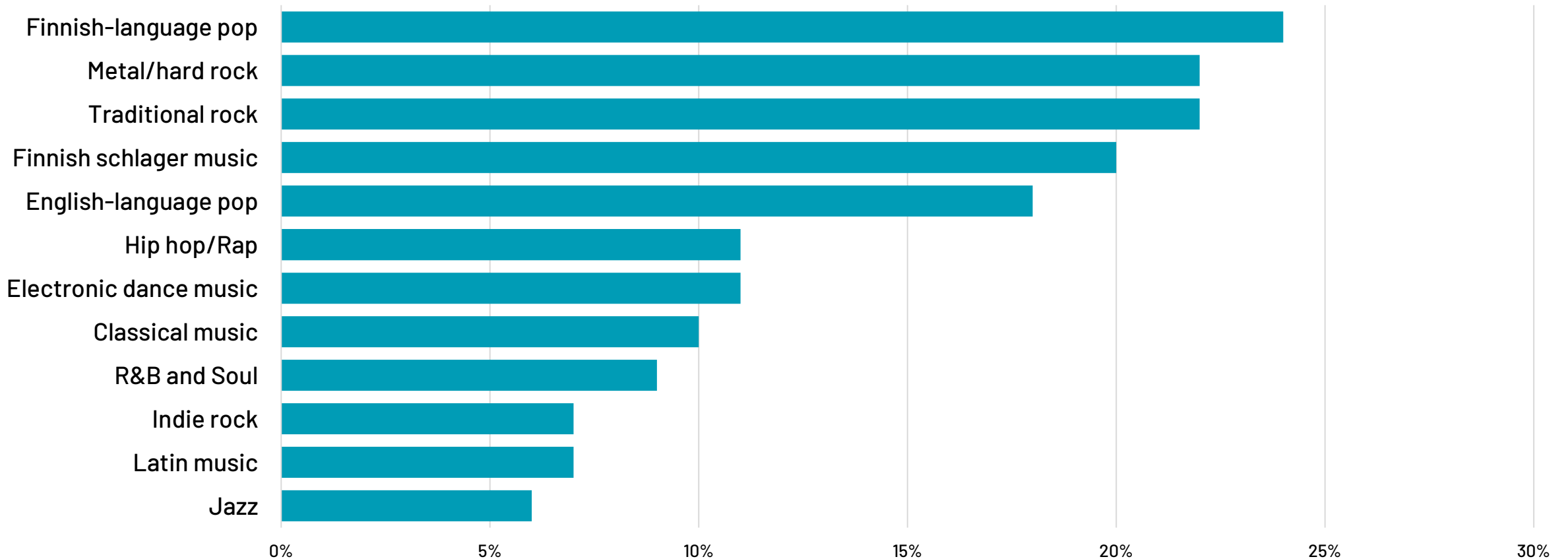
# **The change in music listening over the past 10 years**

**Changes in music preferences and the length of hit songs**

**Over the past 10 years, Finns have broadened their taste in music and become fans of pop music. Finnish schlager music, which has become more modern and pop-like, has seen the greatest increase in popularity of all the genres.**

**Five to ten years ago, Finns were more picky about music styles and genres, at least when it came to the music they liked to listen to at least occasionally.**

# Which music genres do you like very much?



In the 2015, the most popular genres were traditional rock (23%), Finnish-language pop (22%), metal/hard rock (20%) and English language pop (18%). Schlager music was a favourite of only 10% of the respondents.



# Fans of music genres in different parts of Finland in 2023

The biggest differences:

- **Finnish-language chart pop is less popular in Uusimaa** (19% vs. 26% for the rest of Finland)
- **Metal and hard rock are less popular in Uusimaa** (19% vs. 27% for the rest of Finland)
- **English-language chart pop is more popular in Uusimaa** (20% vs. 16% for the rest of Finland)
- **R&B and soul are more popular in Uusimaa** (11%, the lowest in Northern and Eastern Finland at 6%)
- **Classical music is more popular in Uusimaa** (13% vs. 9% for the rest of Finland)
- **Latin music is not popular in Northern and Eastern Finland** (3% vs. 8% for the rest of Finland)

# Finland is the top country for chart pop

## The share of the adult population who like to listen to chart pop

1. Finland 65%
  2. Sweden 60%
  3. Italy 59%
- ...
- Global average 39%

In the same survey, the top 3 for rock/heavy metal was Finland, Canada and Mexico.

Source: Statista Global Survey 2022, 1,800 respondents per country

**The songs we listen to are getting shorter.  
We are more likely to stop listening to a song  
before it ends **when we use newer music  
listening devices.****

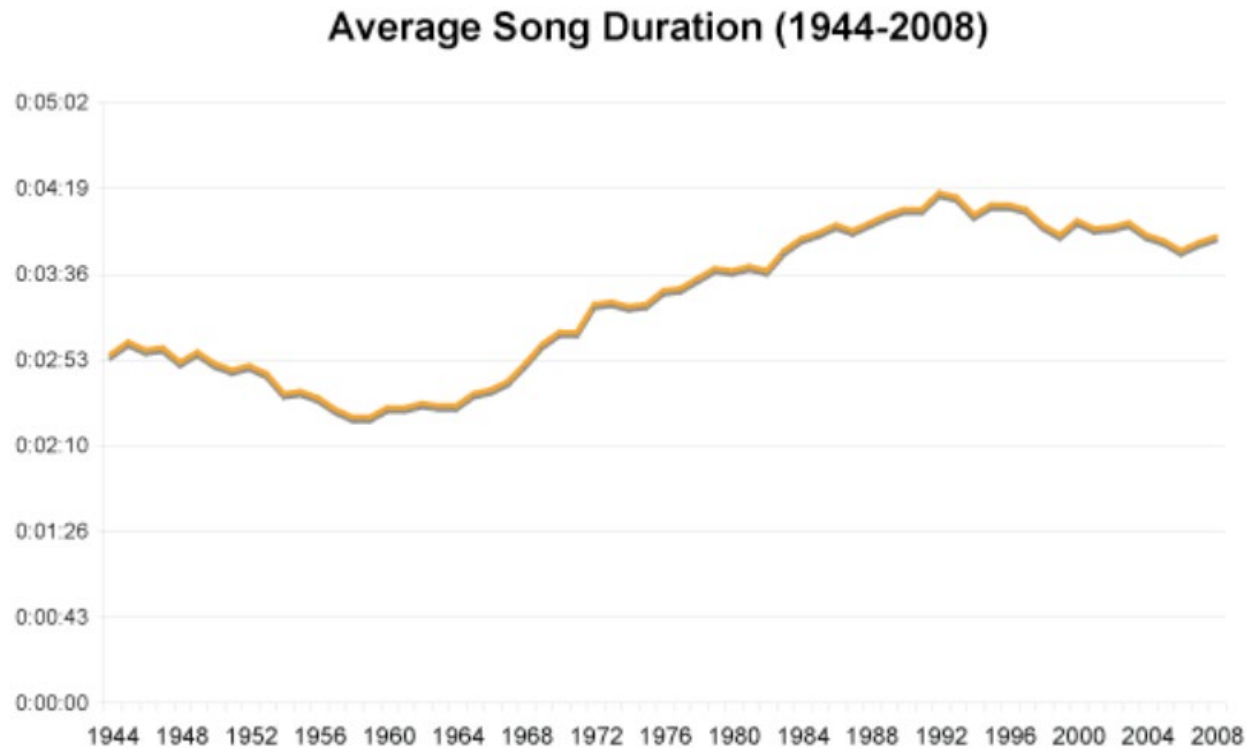
# In your opinion, what is the ideal song length?

	All	16–18 yrs	36–45 yrs	66–75 yrs
1 min	1%	4%	1%	2%
2 min	5%	5%	2%	8%
3 min	<b>50%</b>	<b>59%</b>	40%	<b>61%</b>
4 min	34%	23%	<b>42%</b>	23%
5 min	7%	5%	10%	5%
7 min	2%	2%	4%	1%
10 min	1%	2%	0%	0%
20 min	1%	2%	2%	0%

The opinions of different age groups clearly and logically reflect the length of hit songs from the age group's youth.



# The change in the length of hit songs in 1944–2008



The average length of songs on the Billboard Hot 100

- In 2013: **3:50 min**
- In 2018: **3:30 min**
- In 2020: **3:17 min**

Now, the average length is almost exactly 3 minutes.

Sources: Whitburn Project 2008 and Billboard Hot 100

**Among the youngest age groups, the sources for finding new artists and music have changed drastically compared to older age groups.**

# The most important channel for discovering new artists and new music in 2023

	All	13-18 yrs	36-45 yrs	66-75 yrs
Radio	<b>29%</b>	4%	<b>25%</b>	<b>58%</b>
Spotify	<b>28%</b>	<b>39%</b>	<b>30%</b>	6%
YouTube	<b>17%</b>	15%	18%	12%
TikTok	<b>7%</b>	<b>30%</b>	2%	0%
Recommendations from friends	<b>6%</b>	5%	11%	2%
TV	<b>5%</b>	0%	2%	<b>16%</b>
Facebook	<b>1%</b>	0%	2%	1%
Computer games	<b>1%</b>	0	2%	0%

# The change in the channels for discovering new artists and music in 2023, 2014 and 2006

2023	2014	2006
Radio 29%	Radio 35%	1. Radio
Spotify 28%	YouTube 19%	2. Recommendations from friends
YouTube 17%	Spotify 12%	3. Concerts
TikTok 7%	Recommendations from friends 11%	4. TV
Recommendations from friends 6%	TV 6%	5. Internet
TV 5%	Facebook 6%	6. Magazines

Digital channels are growing, but the balance between them keeps changing. Respondents use digital channels to look for and discover new artists more than recommendations from friends. People go to gigs to see artists whom they have already checked out beforehand.

Radio and traditional media are still important, but the full music libraries that people carry in their pockets these days have changed behaviours a lot.

PLEASE NOTE! The survey results from 2006 (IFPI's own 2006 survey) are presented only in order of popularity, as the survey questions were asked in a different way.

# **Music listening trends in Finns' own listening habits**

**How many recognise the trends shown in statistics?**

**Playing computer games is an important way  
for me to listen to and discover new music  
11%**

**Most common in 13–15-year-olds = 42%.**



**I increasingly listen to music by female artists 17%**

**Most common in 16–25-year-olds = 35%.**

**Indicates that the popularity of female artists will continue to grow.**

**I increasingly listen to chart pop 19%**

**Most common in 13-25-year-olds = 32%.**

**Even 14% of heavy metal fans have noticed this change in their music listening habits.**

**Finns listen to more Finnish music and less foreign music 22%**

**Most common in 16–25-year-olds = 31%.**

**I am even more interested in new, recently published music 27%**

**The biggest change is around the age of 65.  
Even 21% of 56–65-year-olds state that they have become more interested in the latest music.**

**I listen to the radio less 36%**

**Among 13-25-year-olds = 51%.**

**Radio is not going anywhere, but there will be other listening methods besides it.**

**I like going to concerts even more 36%**

**Concerts are most attractive to 26–35-year-olds = 50%**



**I increasingly use headphones or earphones  
to listen to music 37%**

**Headphone and earphone use has increased especially among 13-18-year-olds = 75%**

**I have found new artists to listen to from  
past decades 55%**

**Most common in 16–18-year-olds = 73%.**

**This is also one of the factors explaining the widening range of music  
styles people listen to and the breaking down of genre boundaries.**

# The future of music listening

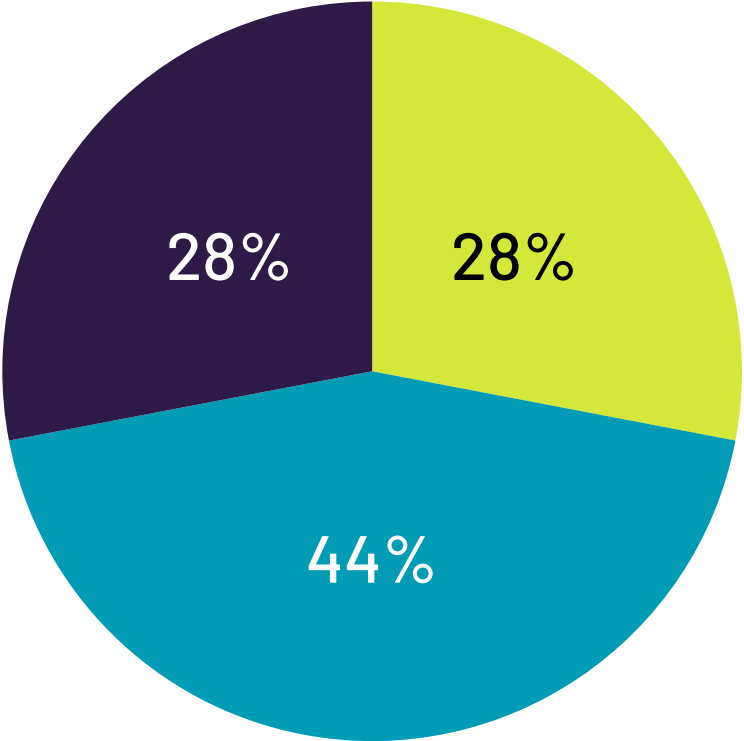
**What do Finns think about the use of artificial intelligence in music?  
Will people continue to be interested in attending live gigs?**

**The use of artificial intelligence in music is increasing rapidly when it comes to music inspiration, creation and performance. Artists and listeners edit music, but the use of AI is becoming increasingly common.**

**Three years ago, Finns had a fairly negative view of technology trends entering music.**

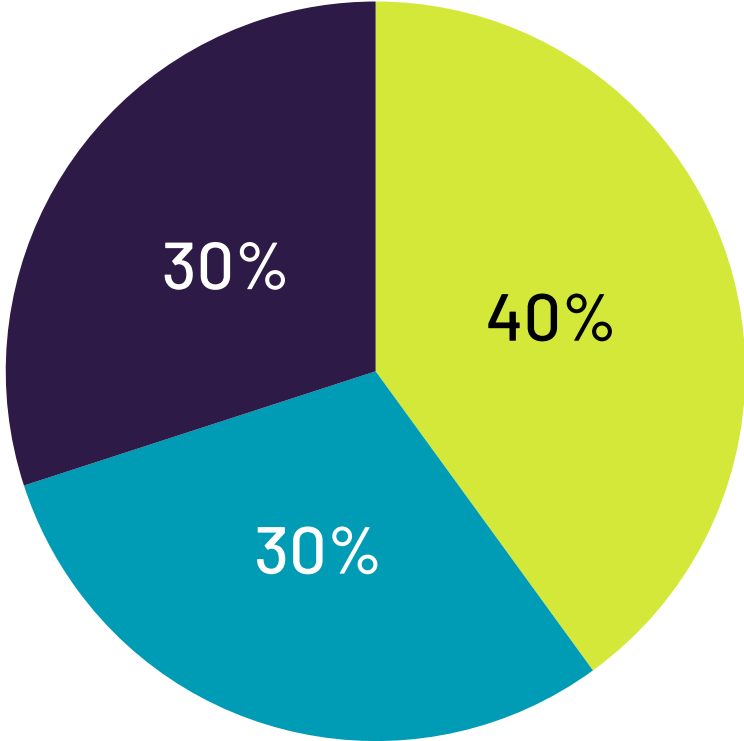
# The increasing use of AI doesn't really matter to me, as long as the music is good.

All respondents



■ Agree ■ Disagree ■ Neither agree nor disagree

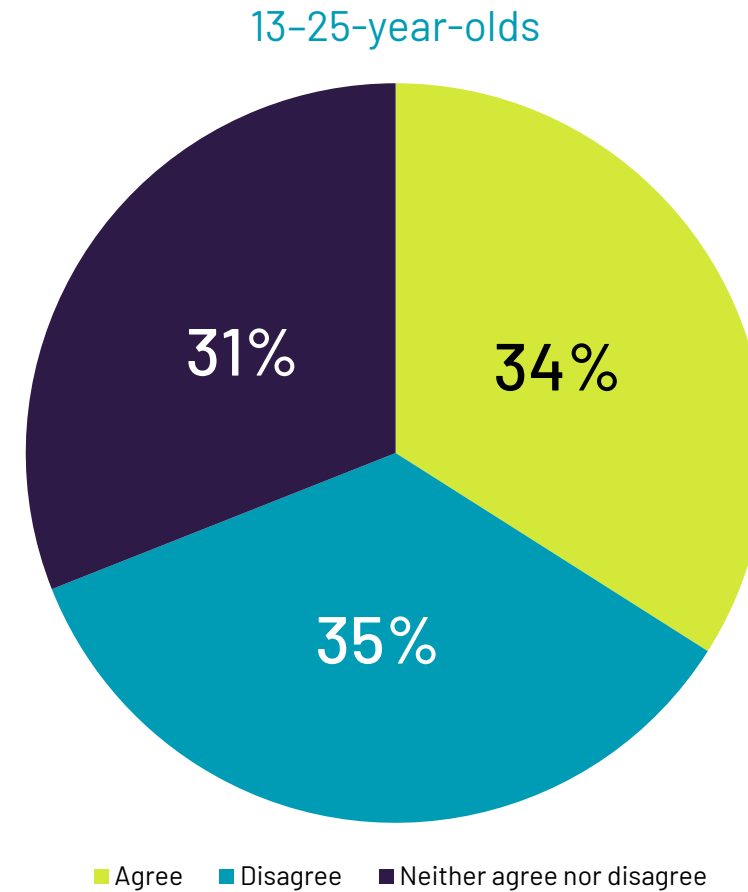
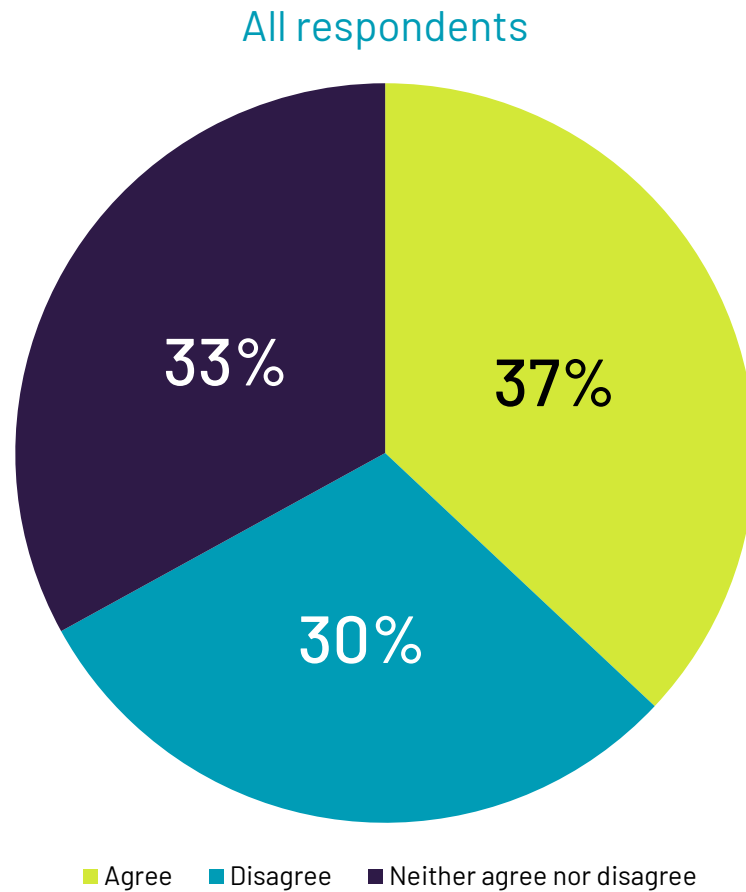
13-25-year-olds



■ Agree ■ Disagree ■ Neither agree nor disagree

Opinions are quite evenly divided. The growing role of AI as a tool is better understood in younger age groups.

# I don't believe that the share of music created by machines will grow substantially.

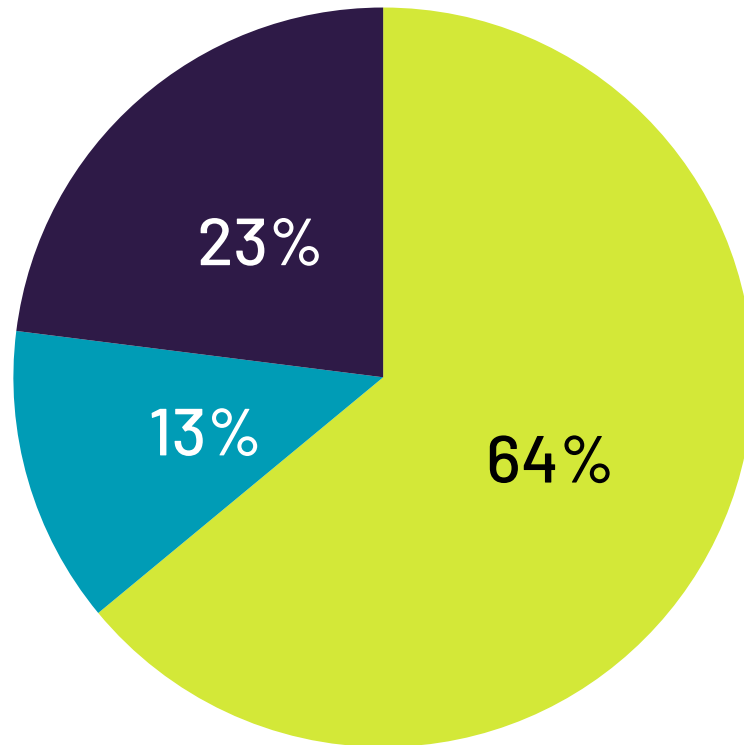


Many have begun to pay attention to and believe in the growing role of AI. As AI is being introduced everywhere else, it will also start being used in music. Quite a few respondents are still sceptical as to how big of a role AI will eventually play.



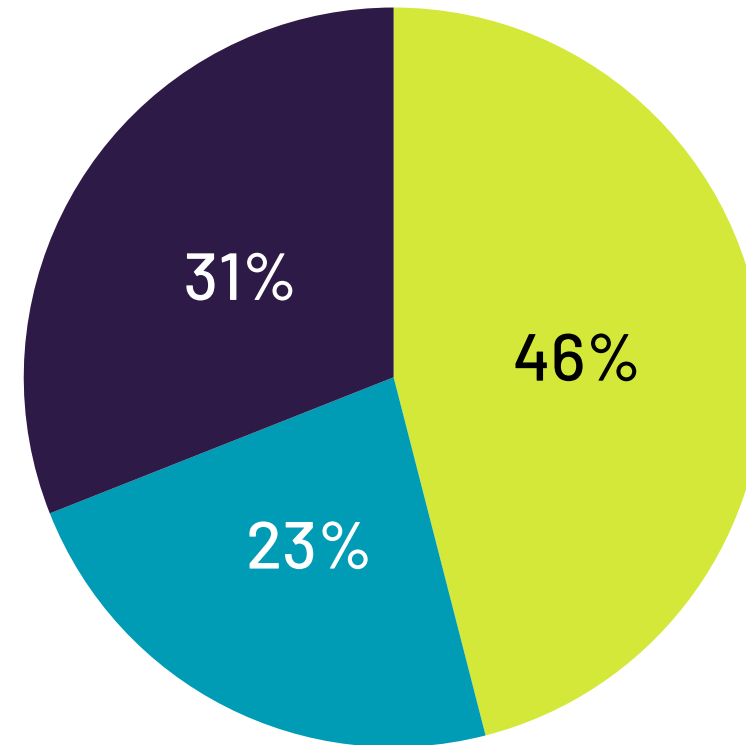
# In my opinion, only music made and performed by real people is real music.

All respondents



■ Agree ■ Disagree ■ Neither agree nor disagree

13-25-year-olds

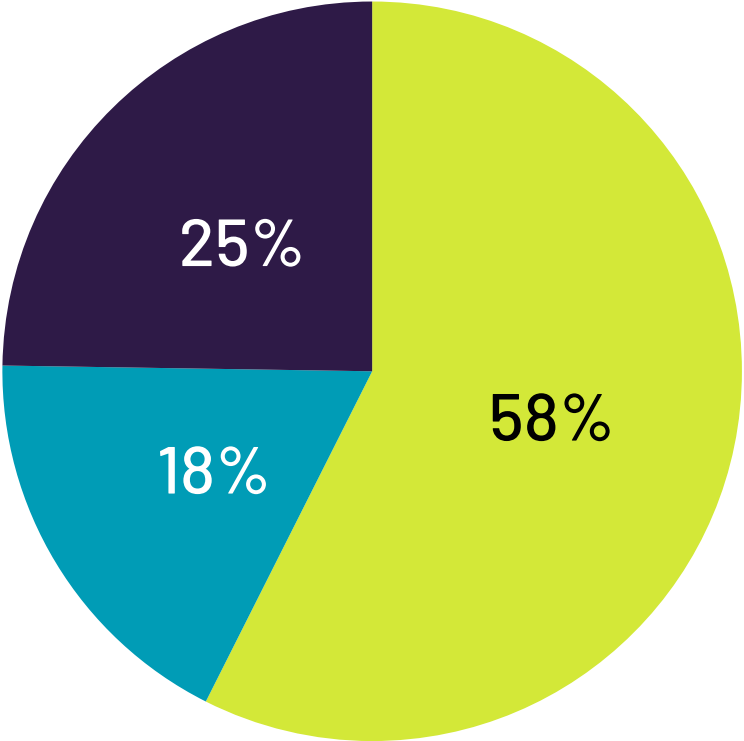


■ Agree ■ Disagree ■ Neither agree nor disagree

Finns want to see the work of real people strongly reflected in music. However, just over half of the youngest respondents think that this statement is at least somewhat biased.

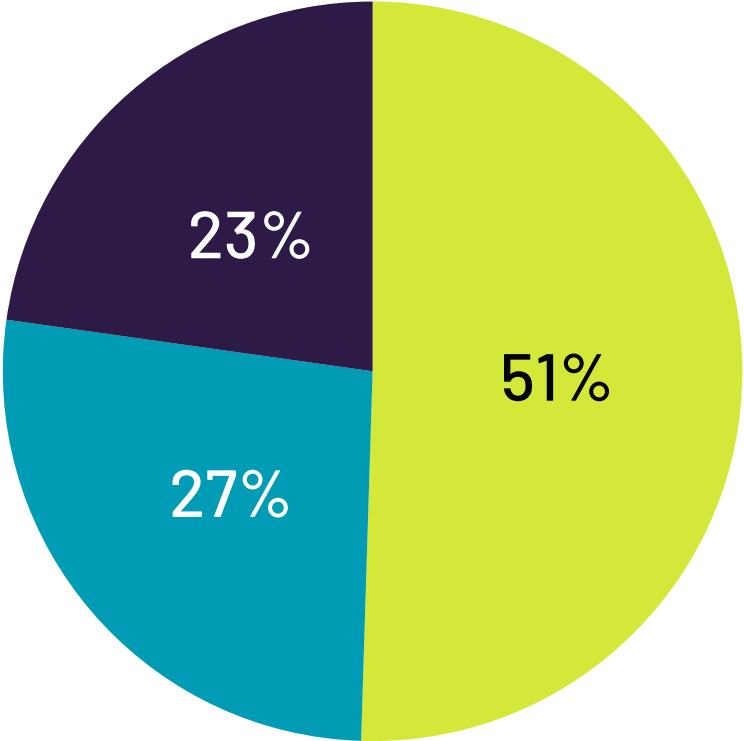
# I am worried about the livelihoods of real music authors and artists because of AI.

All respondents



■ Agree ■ Disagree ■ Neither agree nor disagree

13-25-year-olds

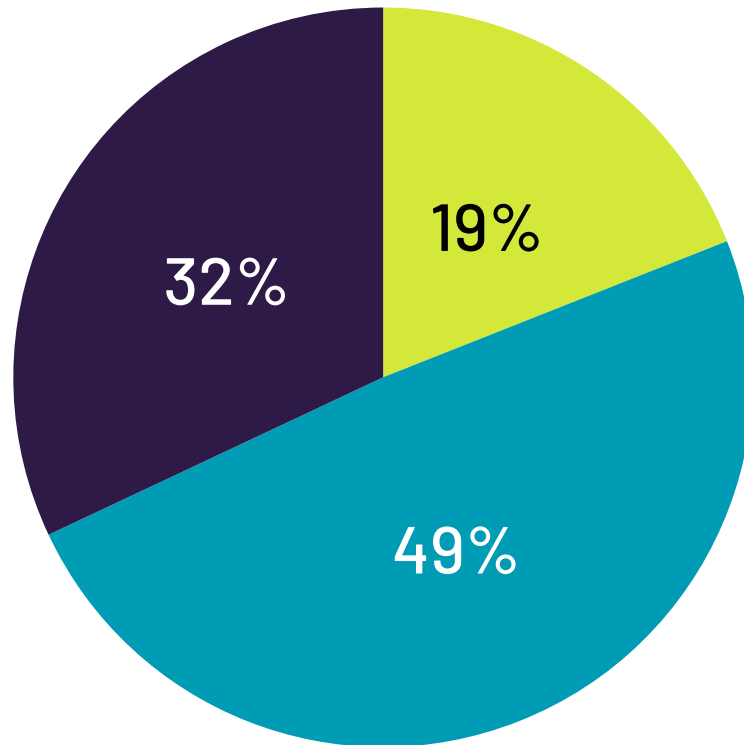


■ Agree ■ Disagree ■ Neither agree nor disagree

Finns want to defend the livelihoods of music authors and artists.

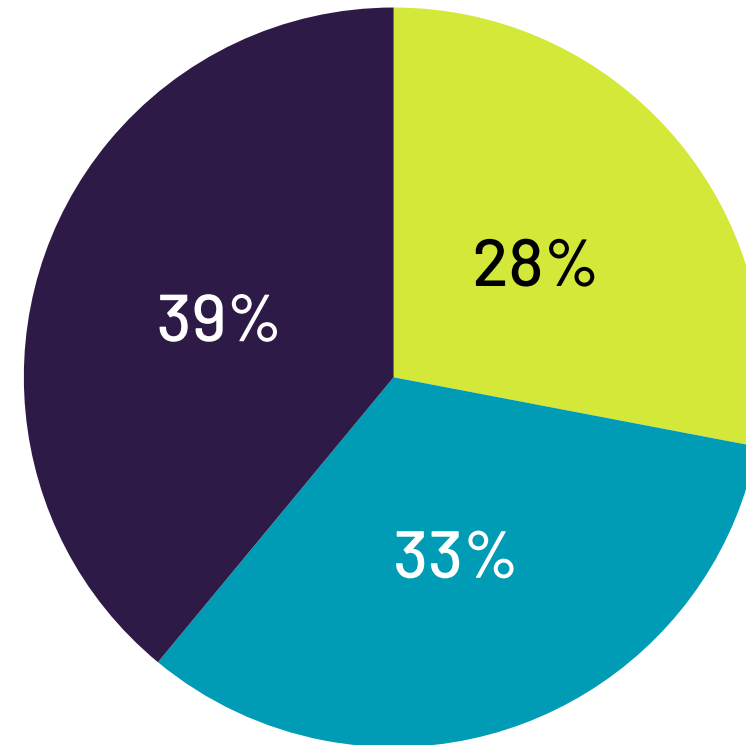
## I like being able to edit music myself.

All respondents



■ Agree ■ Disagree ■ Neither agree nor disagree

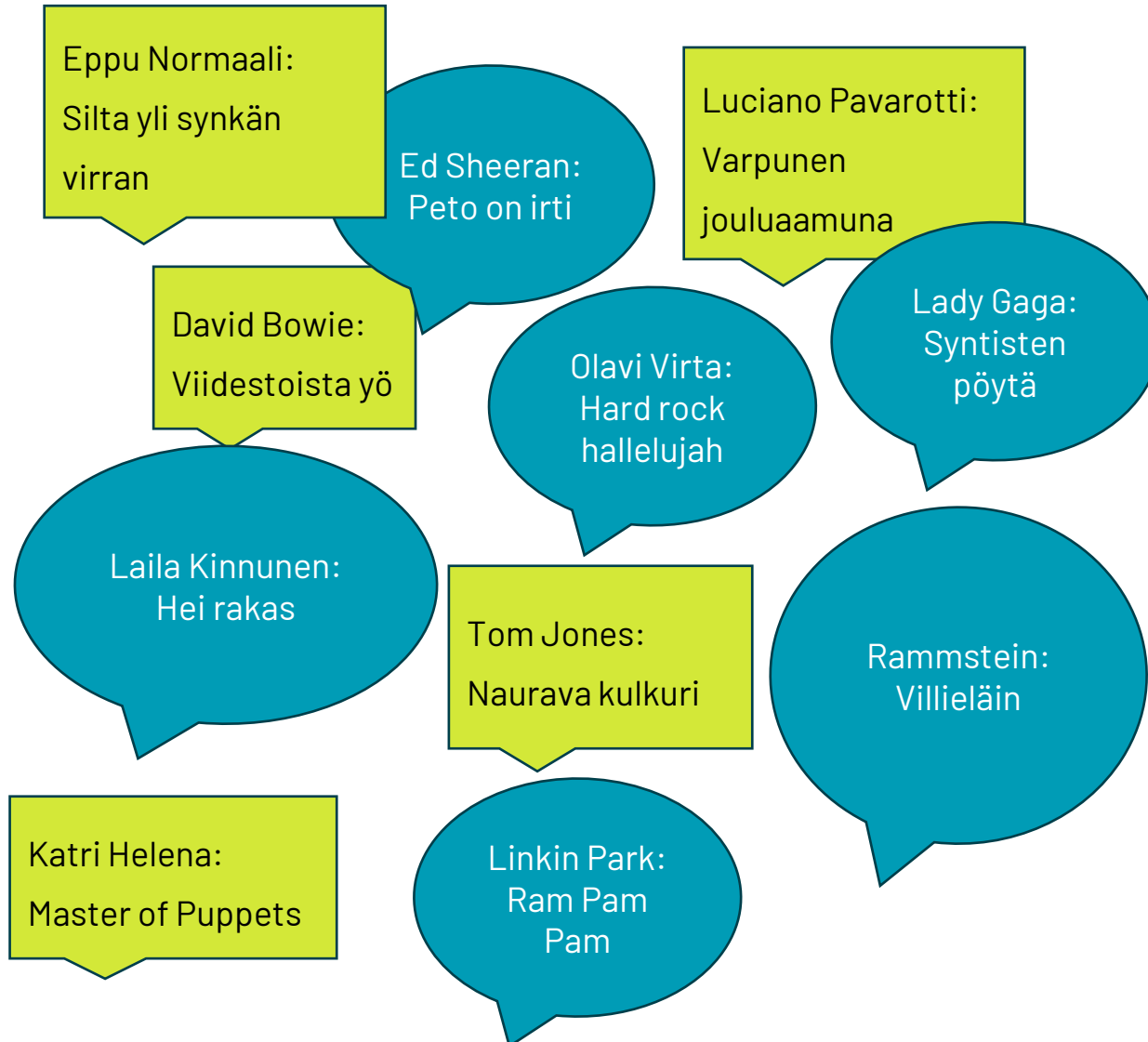
13-25-year-olds



■ Agree ■ Disagree ■ Neither agree nor disagree

Of those who play a musical instrument, 40% are interested in the opportunity of editing music using AI.

# Which artist's voice and style and which song would you like to combine using AI right now?



About 75% of respondents understood the question and submitted a suggestion.

The list of artists suggested was very similar to the list of the most popular artists in recent years.

Half of the suggestions made by the respondents were quite funny: someone wanted to hear Irwin perform Genesis songs, while others suggested a more obvious artist and song combination, such as "Layla by Jimi Hendrix". The examples also cross-pollinated Finnish and foreign chart hits.

In 2023, AI versions are still quite lacking when it comes to nuance.

For this reason, the future scope of the phenomenon is still difficult to predict and estimate.

**What is the future  
of live gigs?**



# Which gig venues do Finns believe will grow in the future?

	All	Those who attended a gig in the past month
Music clubs and restaurants	<b>54%</b>	63%
Ice hockey arenas and big arenas	<b>51%</b>	58%
Small gigs by amateurs	<b>47%</b>	43%
Live streamed concerts	<b>45%</b>	52%
Art music and concert halls	<b>33%</b>	39%

**In practice, the largest events have increased their ticket sales the most.**

However, Finns think that there will be room for all kinds of music events in the future.

# How will live events develop?

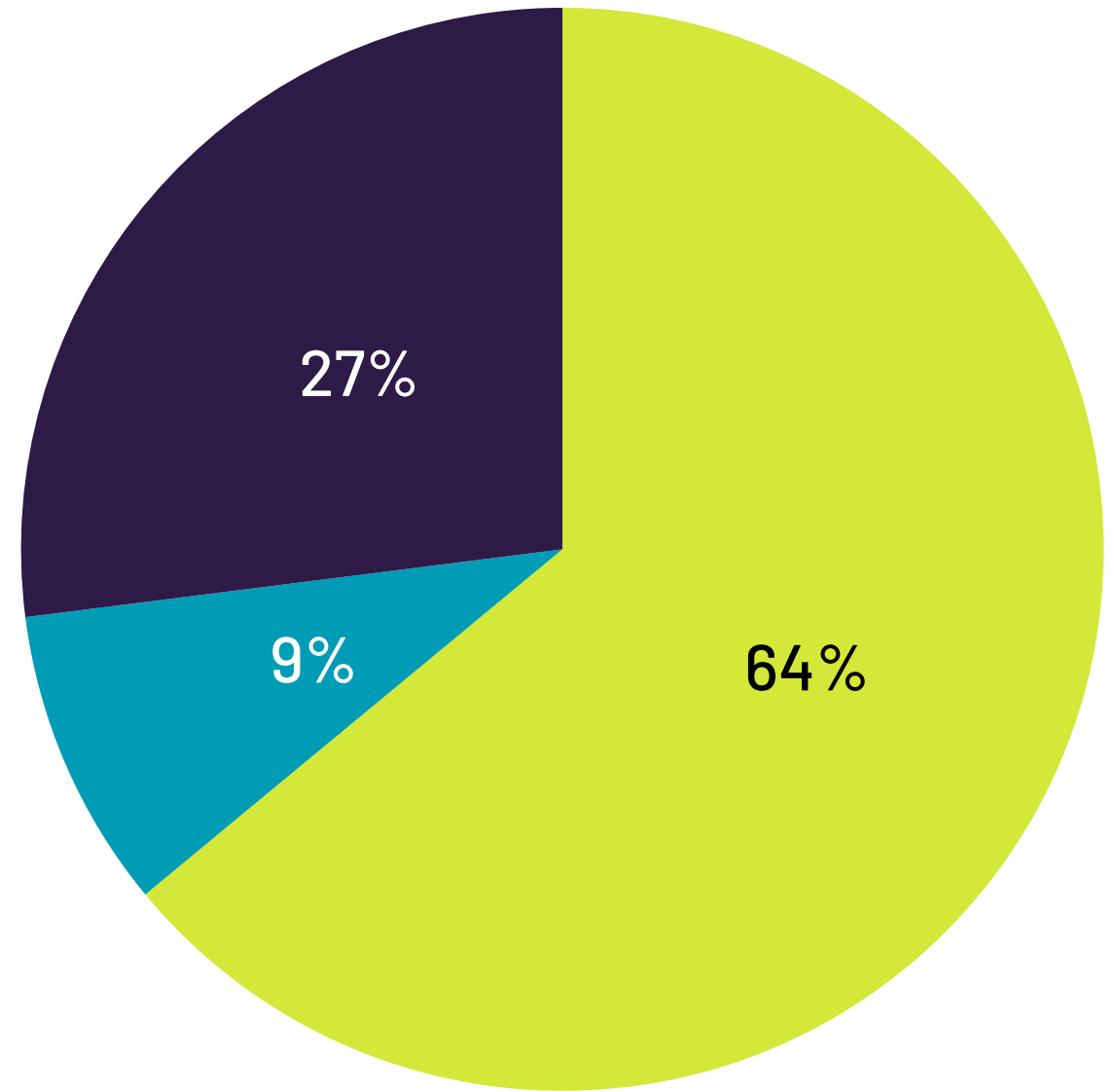
	All	Those who attended a gig in the past month
Even larger event groupings that include much more than just music	<b>60%</b>	69%
Meeting people is as important as the music	<b>60%</b>	65%
The environment and impressiveness are as important as the music	<b>68%</b>	68%
Great spectacles will grow the most	<b>45%</b>	52%
Food and drink included in the tickets	<b>38%</b>	45%
Virtual gigs viewed with a virtual reality headset	<b>26%</b>	32%

**As music listening is becoming more private with headphones and earphones, concerts are becoming more social.**



# Live music is becoming increasingly important to people as the world becomes more digital

Music is a way to overcome loneliness and connect with other people.



■ Agree ■ Disagree ■ Neither agree nor disagree

# Finns' favourite songs of 2023

**The Finnish songbook and summer hits**

**We used Finns' responses to create a recipe for making a song that becomes popular with them.**

**The important ingredients include a compelling rhythm, a memorable lyrical hook and a catchy chorus or melody.** In addition, good songs also break out of the traditional pattern in some way and surprise the listener.

**Already knowing the artist helps a lot, as does listening to the song enough times.**

**Using Teosto and IFPI Finland's wide variety of statistics, we calculated a list of 25 greatest Finnish hits from different decades.**

**All the selected songs have Finnish-language lyrics and have been composed in Finland. We included only one song per artist on the list.**

**The best-known of the famous songs reached a 95% recognition rate among the entire population.**

**This song is the only one known by both the young and the older age groups.**

# How well do Finns know these 25 Finnish evergreen hits?

Song	All	13-18-year-olds	36-45-year-olds	66-75-year-olds
1. Käärijä: Cha Cha Cha	95%	97%	94%	94%
2. Dingo: Autiotalo	93%	67%	98%	96%
3. Hector: Lumi teki enkelin eteiseen	92%	64%	98%	98%
4. Irwin Goodman: Rentun ruusu	91%	57%	97%	99%
5. Katri Helena: Puhelinlangat laulaa	90%	59%	96%	100%
6. Kaija Koo: Kuka keksi rakkauden	90%	62%	95%	92%
7. Juice Leskinen: Viidestoista yö	88%	51%	93%	96%
8. Kari Tapio: Myrskyn jälkeen	88%	55%	93%	96%
9. Juha Tapio: Kaksi puuta	87%	76%	85%	84%
10. Jari Sillanpää: Satulinna	86%	42%	92%	96%
11. Eppu Normaali: Murheellisten laulujen maa	85%	49%	95%	85%
12. Kirka: Surun pyyhkit silmistäni	85%	35%	95%	98%
13. Cheek: Timantit on ikuisia	85%	91%	85%	59%
14. Reijo Taipale: Satumaa	84%	39%	90%	98%
15. Antti Tuisku: Peto on irti	83%	82%	85%	52%
16. Rauli Badding Somerjoki: Paratiisi	82%	41%	93%	96%
17. Jenni Vartiainen: Missä muruseni on	82%	82%	94%	83%
18. Sanni: 2080-luvulla	78%	85%	65%	23%
19. Bess: Ram pam pam	75%	86%	76%	52%
20. JVG: Ikuinen vappu	74%	95%	77%	40%
21. Erika Vikman: Syntisten pöytä	73%	75%	74%	62%
22. Lauri Tähkä: Palavaa vettä	74%	71%	72%	63%
23. Behm: Hei rakas	63%	81%	64%	40%
24. Kuumaa: Ylivoimainen	60%	86%	60%	34%
25. Ramses II: Villieläin	56%	83%	63%	20%

**The old classics of Finnish popular music top the list of the most liked songs across the entire population.**

**They are now in their ideal time window in terms of the population's age structure.**

# How many Finns like these 25 Finnish evergreen hits?

Song	All	13–18-year-olds	36–45-year-olds	66–75-year-olds
1. Hector: Lumi teki enkelin eteiseen	53%	21%	44%	75%
2. Juice Leskinen: Viidestoista yö	53%	18%	47%	74%
3. Rauli Badding Somerjoki: Paratiisi	50%	13%	42%	76%
4. Eppu Normaali: Murheellisten laulujen maa	48%	18%	45%	41%
5. Dingo: Autiotalo	48%	25%	53%	51%
6. Jenni Vartiainen: Missä muruseni on	47%	32%	43%	48%
7. Käärjä: Cha Cha Cha	47%	53%	44%	33%
8. Juha Tapio: Kaksi puuta	45%	32%	35%	50%
9. Kari Tapio: Myrskyn jälkeen	44%	17%	29%	71%
10. Kirka: Surun pyyhkit silmistäni	41%	7%	31%	71%
11. Kaija Koo: Kuka keksi rakkauden	40%	23%	37%	46%
12. Irwin Goodman: Rentun ruusu	38%	19%	36%	53%
13. Bess: Ram pam pam	34%	38%	35%	16%
14. JVG: Ikuinen vappu	33%	55%	37%	14%
15. Behm: Hei rakas	33%	37%	35%	14%
16. Kuumaa: Ylivoimainen	52%	52%	34%	9%
17. Cheek: Timantit on ikuisia	32%	44%	24%	18%
18. Jari Sillanpää: Satulinna	31%	11%	23%	52%
19. Sanni: 2080-luvulla	31%	32%	25%	18%
20. Lauri Tähkä: Palavaa vettä	30%	24%	28%	19%
21. Erika Vikman: Syntisten pöytä	29%	25%	32%	15%
22. Reijo Taipale: Satumaa	27%	9%	18%	64%
23. Antti Tuisku: Peto on irti	26%	28%	24%	15%
24. Katri Helena: Puhelinlangat laulaa	25%	15%	13%	47%
25. Ramses II: Villieläin	22%	31%	33%	5%



# The most widely liked Finnish evergreen hits on the list of 25 songs by age group

13–15-year-olds

Käärijä: Cha Cha Cha

16–18-year-olds

Kuumaa: Ylivoimainen, JVG: Ikuinen Vappu

19–25-year-olds

Käärijä: Cha Cha Cha

26–35-year-olds

Käärijä: Cha Cha Cha

36–45-year-olds

Dingo: Autiotalo

46–55-year-olds

Juice Leskinen: Viidestoista yö

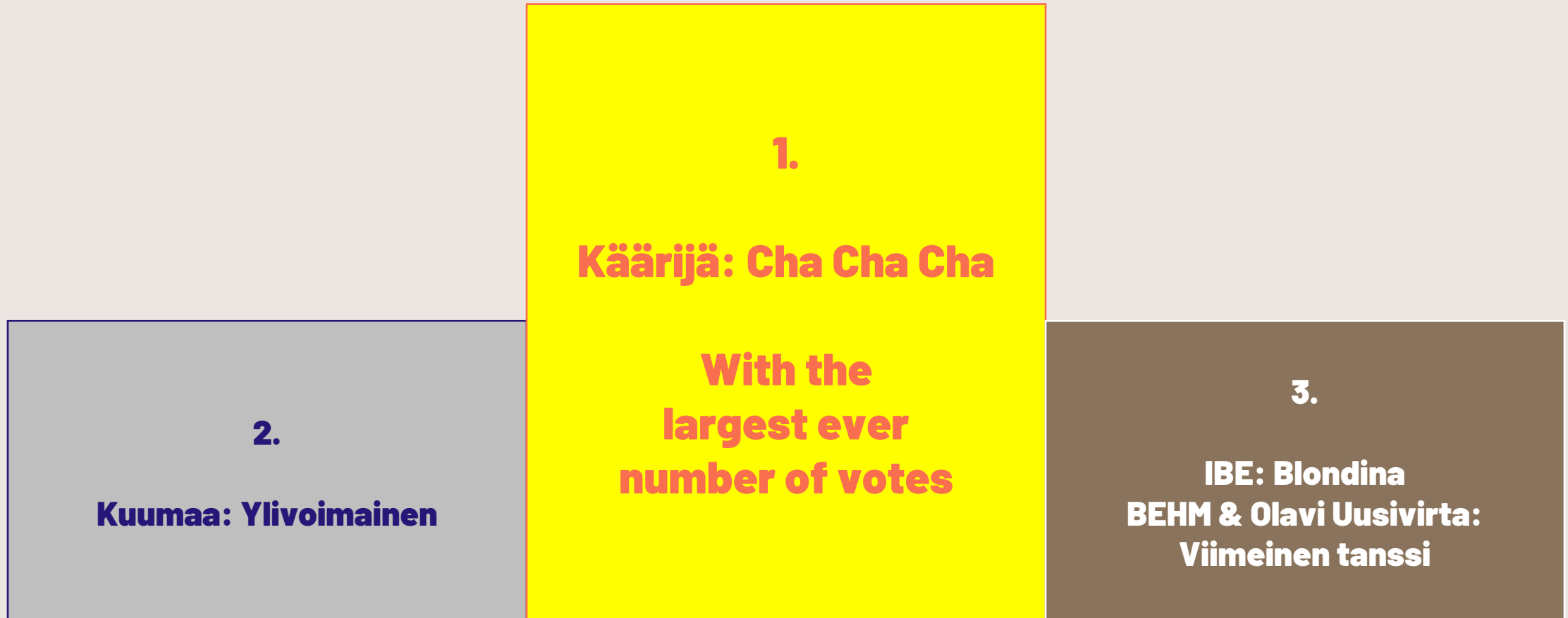
56–65-year-olds

Rauli Badding Somerjoki: Paratiisi

66–75-year-olds

Rauli Badding Somerjoki: Paratiisi

# The most commonly mentioned favourite songs in summer 2023



# Ten findings from the survey:

1. People are increasingly listening to music alone using headphones or earphones. Of young Finns' music listening, 80% is done using headphones or earphones.
2. Music in a shared space connects people. Music is important to Finns, particularly in the form of live events. The popularity of concerts and especially the biggest social events will continue to grow. Music events are a way to overcome loneliness and connect with other people.
3. For under 18s, TikTok is the second most important way to discover new artists, right after Spotify.
4. Radio is the most important listening device in general and especially in older age groups.
5. *Cha Cha Cha* by **Käärijä** is currently the most recognisable Finnish pop song of all time when you look at which songs are recognised across all age groups.
6. Finnish chart pop has surpassed heavy metal in the number of fans and strengthened its position as the most popular genre.
7. Over the past 10 years, Finns have broadened their taste in music and become fans of pop music.
8. Schlager music has become more modern and pop-like and increased its popularity the most.
9. The perennial favourites **Hector**, **Juice Leskinen**, Eppu Normaali and Dingo were the most popular across all age groups.
10. Discovering new favourite artists from past decades is a pastime for people of all ages and contributes to breaking down genre boundaries.

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE AUTHORS:**

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**TEOSTO**