

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 1st FEBRUARY 2024

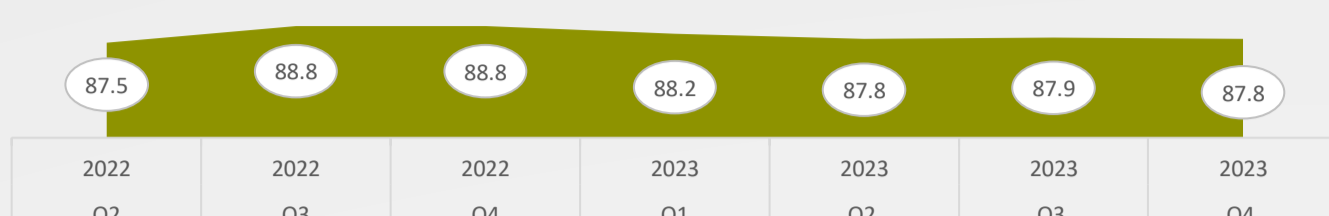
ALL RADIO LISTENING

ALL RADIO LISTENING

Today RAJAR announced **49.5 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2023. The total average number of weekly hours listened to radio for this Quarter is 1.013 billion hours.



88%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.5 hours** of Live Radio per week.



DIGITAL PLATFORMS

In terms of reach, 43 million adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online/App, or Smart speaker) each week.

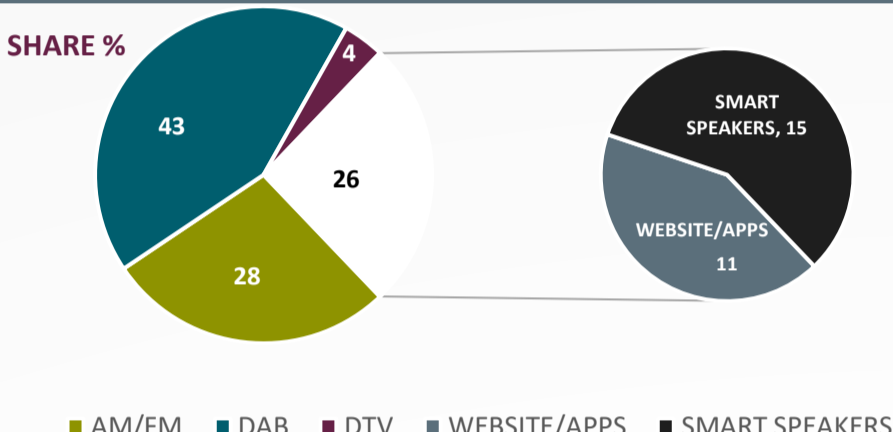
** Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in an average week during the quarter.*



76%
of the population
tune in to digital
radio every week

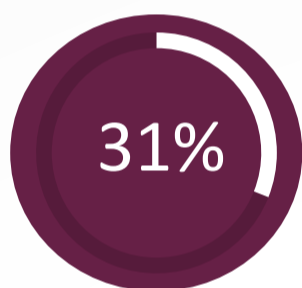
PLATFORM SHARE OF ALL RADIO LISTENING

72% of weekly listening hours are consumed digitally. Listening via a DAB has **43%** share of listening, Online has a **26%** (website/apps **11%**, Smart Speakers **15%**) share and DTV is **4%**.

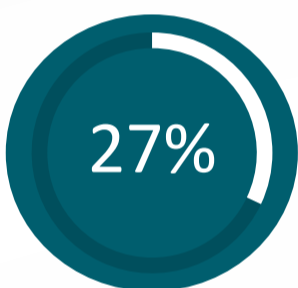


AM/FM listening hours have a share of **28%**.

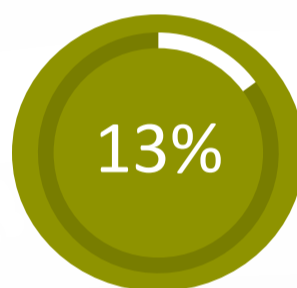
MONTHLY USAGE



Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month



Adults 15+ claim to listen to Podcasts at least once per month.

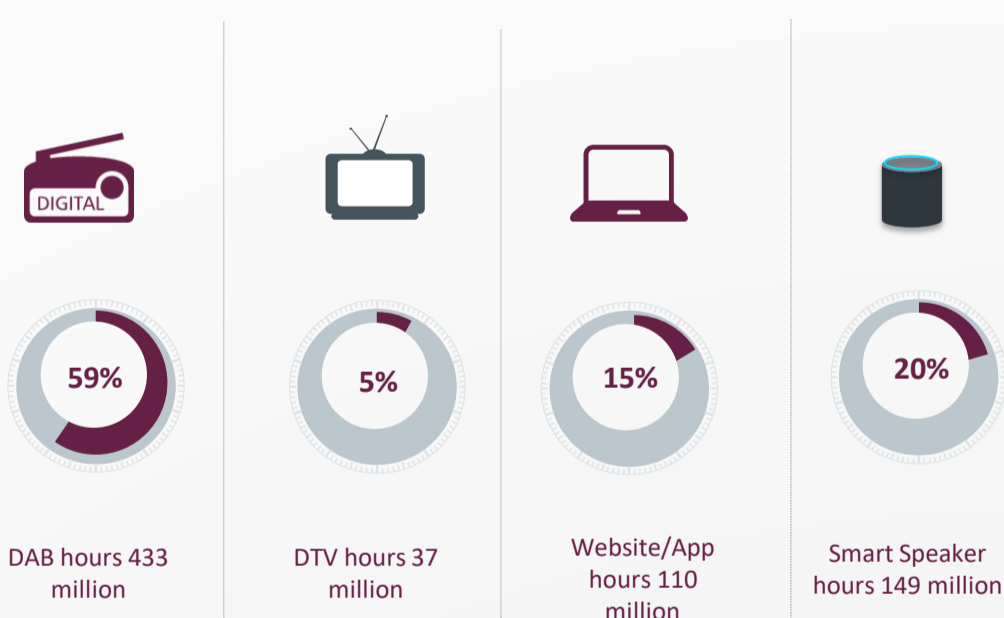


Adults 15+ claim to use Catch Up radio or the 'listen again' function at least once per month

**of those that answered the self-complete questionnaire*

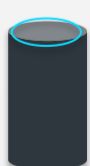
DIGITAL LISTENING HOURS

In an average week, digital listening accounts for **729 million** hours; DAB has a **59%** share of digital listening hours, DTV **5%**, Website/Apps **15%**, Smart Speaker **20%**



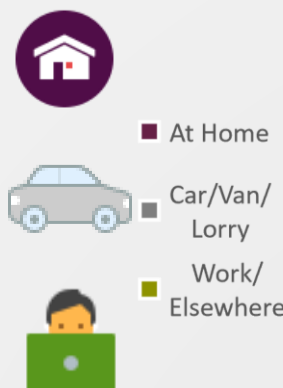
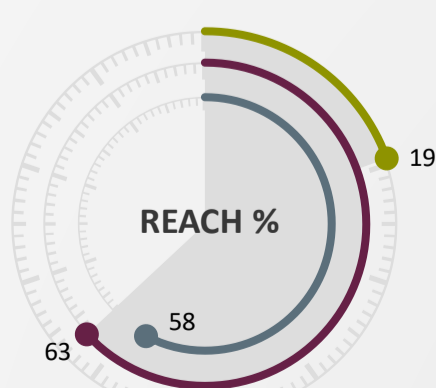
SMART SPEAKER USAGE

63% of speaker users claim to use it for listening to the radio



33% of which claim to use it to listen to Radio everyday

LISTENING VIA LOCATION



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MORE INFORMATION

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