Today RAJAR announced that 48.9 million adults or 89% of the adult (15+) UK population tuned in to their selected radio stations each week in the first quarter of 2019. The total average number of weekly hours listened to radio for this Quarter is 1.023 Billion.

89% of the population tune in to radio every week.

In terms of reach, 36 million adults or two thirds of the population aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online or App) each week.

66% of the population tune in to digital radio every week.

On average a listener tunes into 20.9 hours of Live Radio per week.

In an average week, digital listening accounts for 577 million hours, DAB has a 73% share of digital listening hours, DTV 9% and Online 18%.

Digital hours 577 million
DAB hours 413 million
DTV hours 51 million
Online hours 113 million

*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any “unspecified” listening.

For Publication Enquiries contact;
Lyndsay Ferrigan – Communications Manager
RAJAR
Tel: 020 7395 0636
Email: Lyndsay@rajar.co.uk

MORE INFORMATION
Any use of information in this news release must acknowledge the source as “RAJAR/Ipsos MORI/RSMB.”

“Please note that the information contained within this quarterly data release is based on the data collected and the methodology applied at the time of publication, and that the information or the conclusions made may be subject to change, for example following the release of further data, or in the event of any changes to the data collection methodology or the underlying assumptions.”

DIGITAL PLATFORMS
41% of 15-24 year old Social Media users listen to Live Radio via a Smartphone or Tablet at least once a month.

31% of adults use Social Media platforms to listen to their favourite Radio Station/Presenter.