Today RAJAR announced 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 2020. The total average number of weekly hours listened to radio for this Quarter is 988 million.

In terms of reach, 37 million adults or over 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.

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

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

On average a listener tunes into 20.2 hours of Live Radio per week.

**DIGITAL PLATFORMS**

**DIGITAL SHARE OF ALL RADIO LISTENING**

Digital Hours 578 million

DAB hours 397 million

DTV hours 43 million

Online hours 138 million

**VOICE ACTIVATED SPEAKERS**

32% Claim to own a Voice Activated Speaker

18% of which claim to use it to listen to Radio everyday

**LISTENING VIA LOCATION**

60%

24%

16%

23% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month

27% of adults 15+ claim to use a Voice Activated Speaker every day

32% of which claim to use it to listen to Radio everyday

**LISTENING HOURS**

In an average week, digital listening accounts for 578 million hours; DAB has a 69% share of digital listening hours, DTV 8% and Online 24%.

**MOBILE/TABLET LISTENING**

27% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month