

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 18th MAY 2023

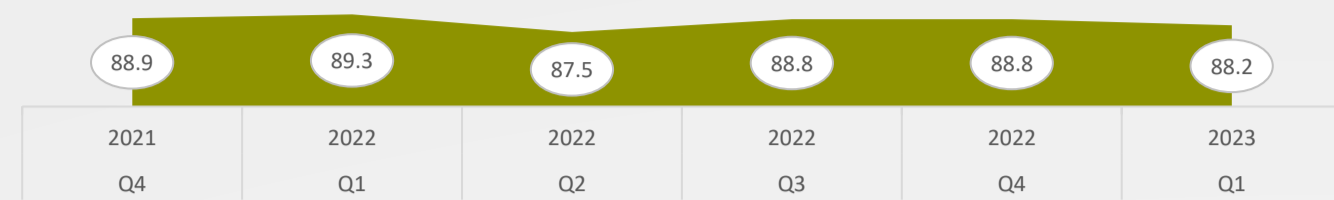
ALL RADIO LISTENING

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Today RAJAR announced **49.4 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2023. The total average number of weekly hours listened to radio for this Quarter is 1.008 billion hours.

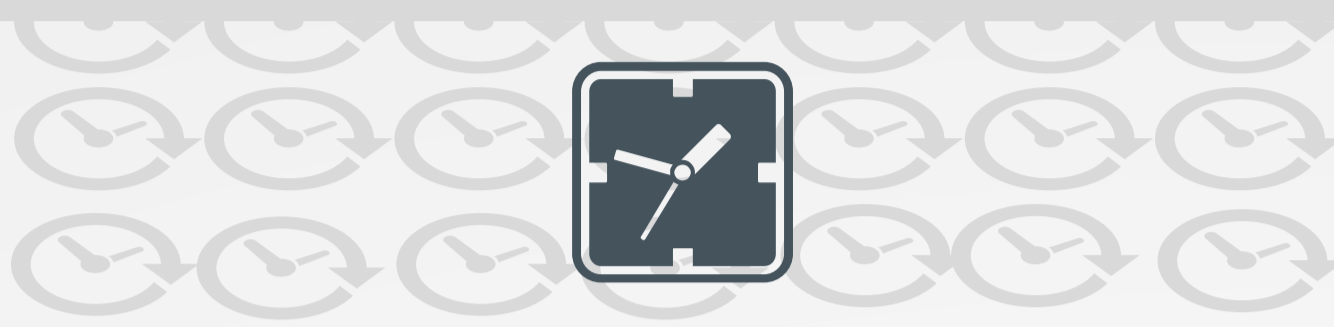


88%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.4 hours** of Live Radio per week.



DIGITAL PLATFORMS

In terms of reach, 41 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 the course of an average week during the quarter.*

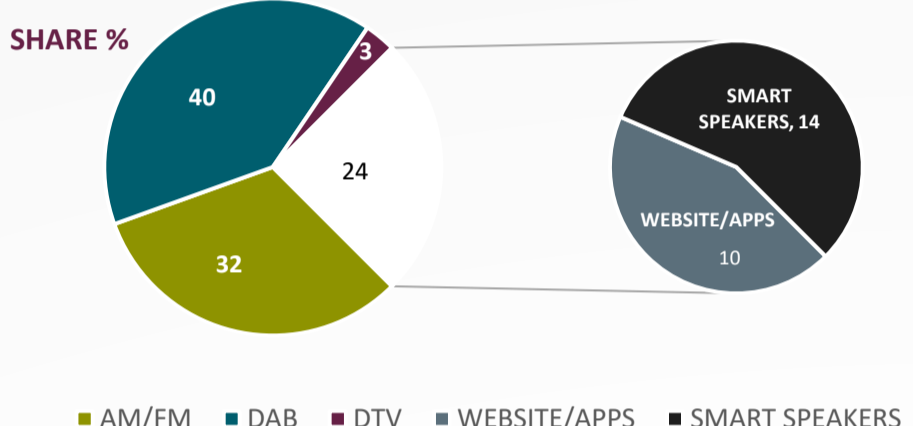


74%
of the population tune in to digital radio every week

PLATFORM SHARE OF ALL RADIO LISTENING

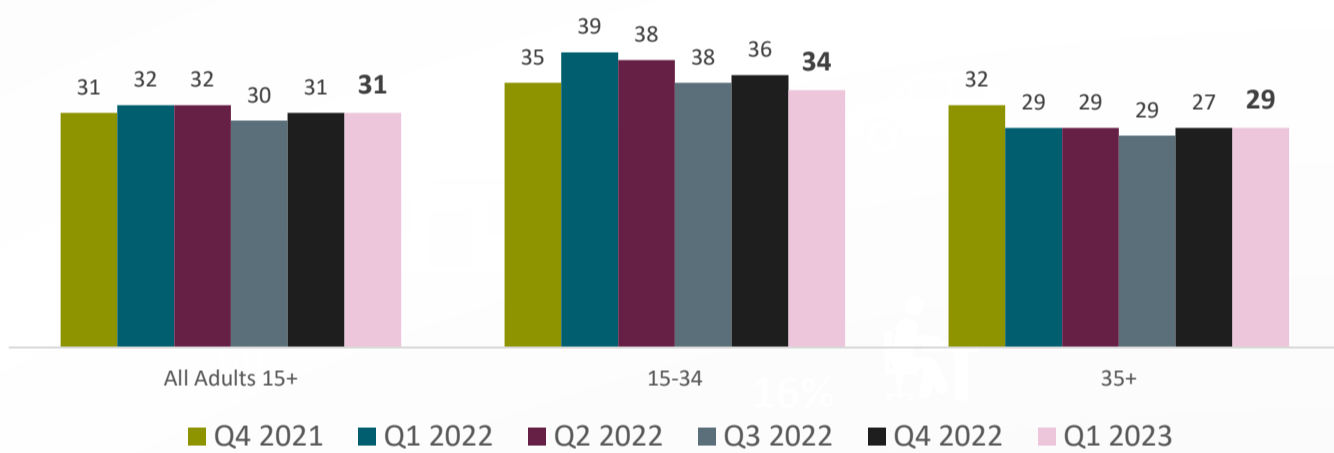
67% of weekly listening hours are consumed digitally. Listening via a DAB has **40%** share of listening, Online has a **24%** share and DTV is **3%**.

AM/FM listening hours are less than a third with **32%**.



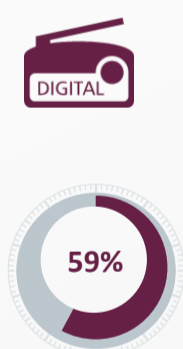
MOBILE/TABLET LISTENING

31% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month

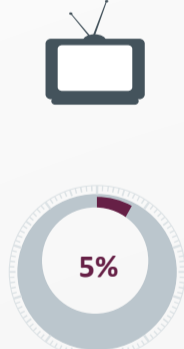


DIGITAL LISTENING HOURS

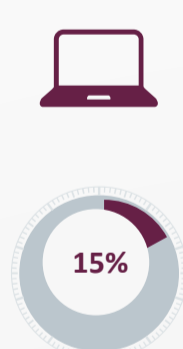
In an average week, digital listening accounts for **682 million hours**; DAB has a **59%** share of digital listening hours, DTV **5%**, Website/Apps **15%**, Smart Speaker **21%**



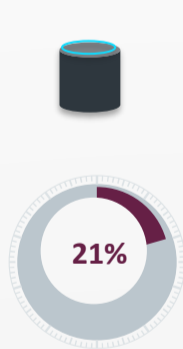
DAB hours 402 million



DTV hours 34 million



Website/Apps Hours 105 million



Smart Speaker Hours 140 million

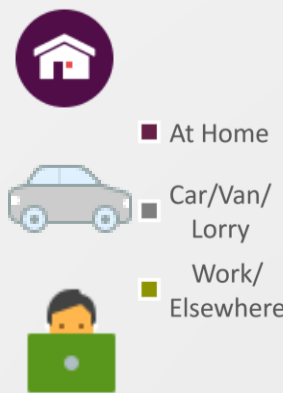
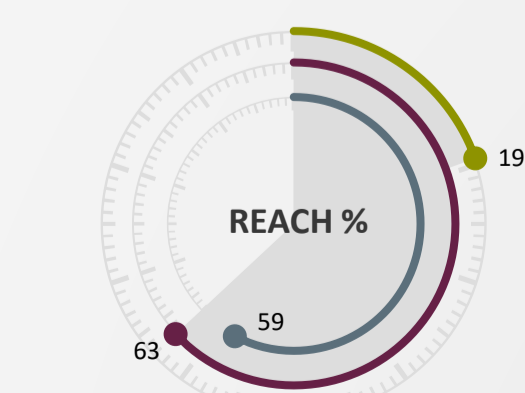
SMART SPEAKER USAGE

64% 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



For Publication Enquiries contact;

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MORE INFORMATION

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