

ALL RADIO LISTENING

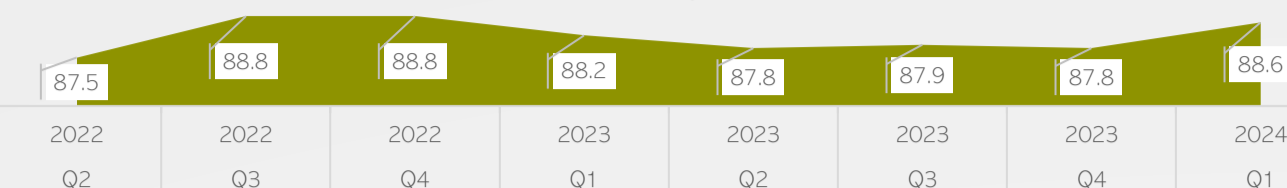
ALL RADIO LISTENING

Today RAJAR announced **50 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2024. The total average number of weekly hours listened to radio for this Quarter is 1.023 billion hours.



89% of the population tune in to radio every week

Weekly Reach %



AVERAGE HOURS PER LISTENER

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



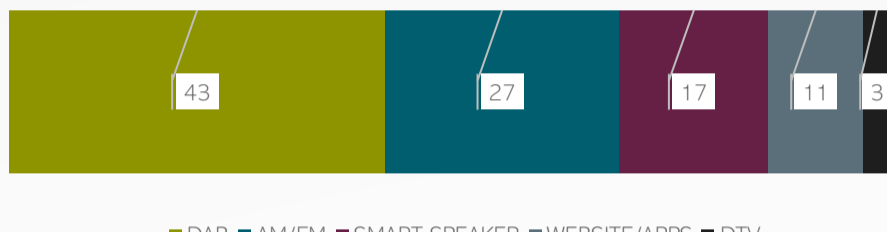
DIGITAL PLATFORMS

In terms of reach, 44 million adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Website/App, or Smart speaker) each week.

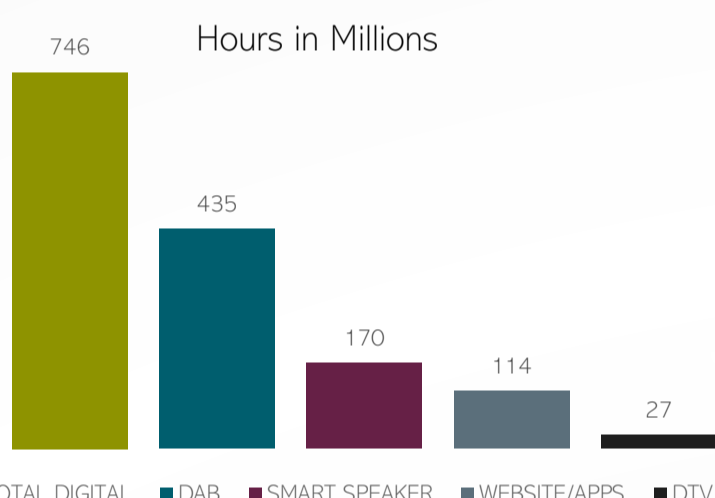


PLATFORM SHARE OF ALL RADIO LISTENING

73% of weekly listening hours are consumed digitally, **28%** are listened to Online.



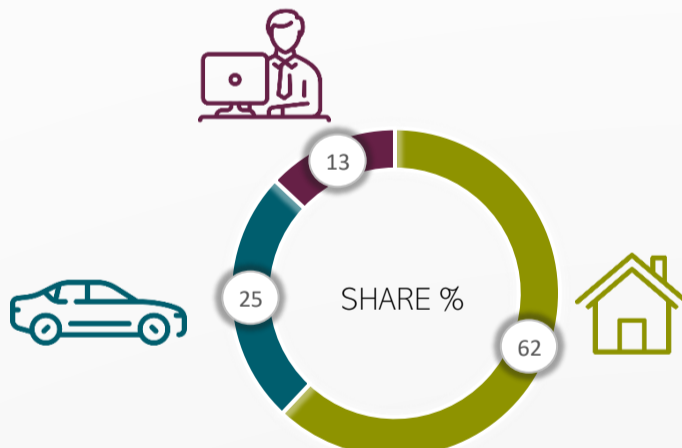
DIGITAL LISTENING HOURS



In an average week, digital listening accounts for **746 million hours**; DAB has a **58%** share of digital listening hours, Smart speaker **23%**, Website/Apps **15%**, DTV **4%**

LISTENING VIA LOCATION

In an average week, the location of listening in terms of weekly reach% equals; in home **62%**, in a vehicle (car/van/lorry) **58%**, work/elsewhere **19%**.



SMART SPEAKER USAGE

63% of Smart Speaker users use it for listening to the radio.



22% of Smart Speaker users listen to radio everyday via their device.

MONTHLY LISTENING



33% listen to Podcasts at least once a month



30% listen to radio via Smartphone or Tablet at least once a month



15% listen to radio via catch up at least once per month

*of those who answered the questionnaire

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MORE INFORMATION

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