

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY AUGUST 4th 2022

## ALL RADIO LISTENING

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Today RAJAR announced **49.0 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the second quarter of 2022. The total average number of weekly hours listened to radio for this period is **998 million**.



**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, Smart Speaker) each week. **65%** of the population claim to own or have access to a DAB radio.

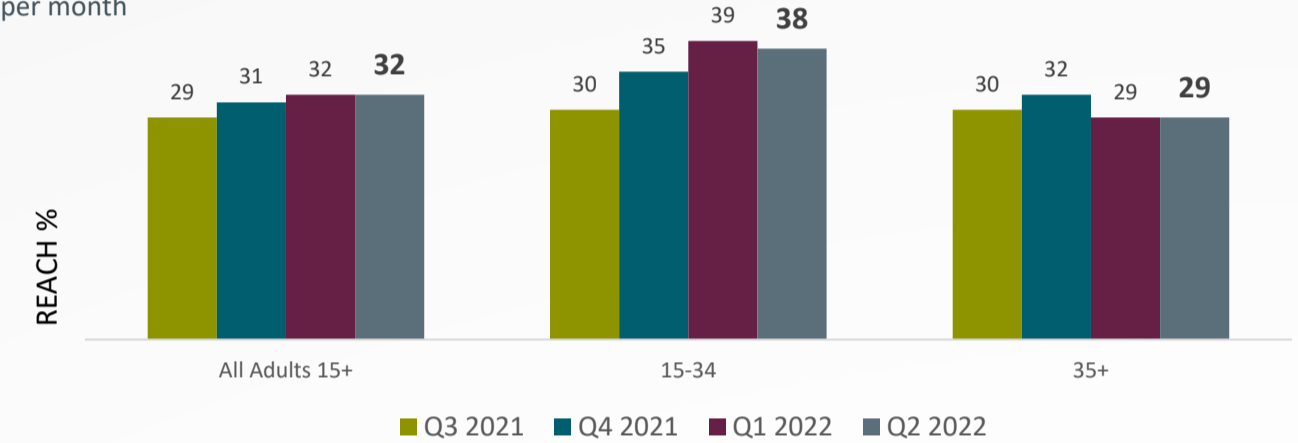
*\* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



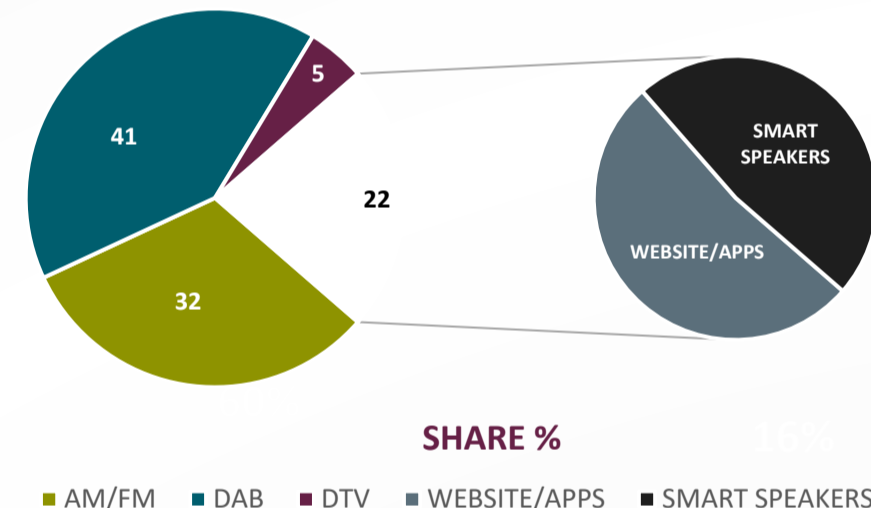
**73%**  
of the population tune in to digital radio every week

## MOBILE/TABLET LISTENING

**32%** of those asked (adults 15+) claim to listen to Live Radio via a Smartphone or Tablet at least once per month



## PLATFORM SHARE OF LISTENING



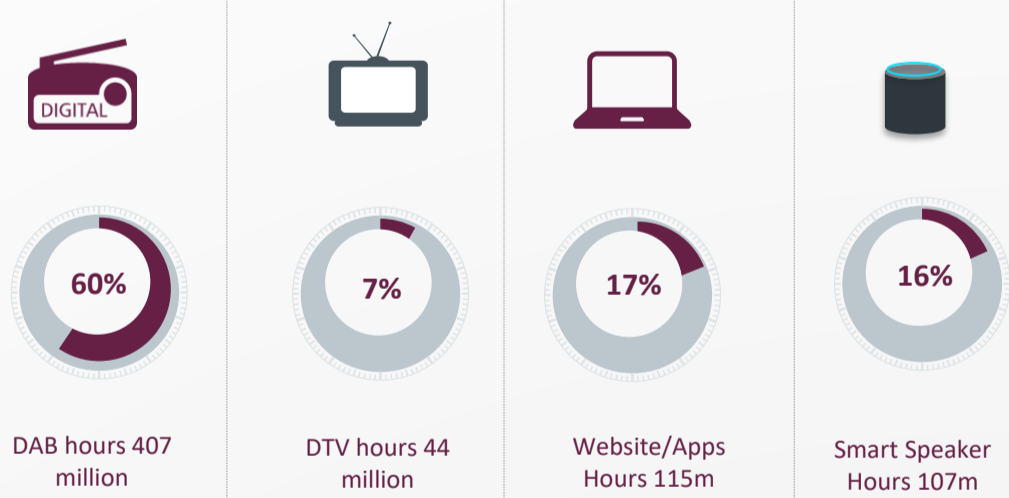
**68%** of weekly listening hours are consumed digitally. Listening via a DAB has **41%** share of listening, Online has a **22%** share and DTV is **5%**.

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

Within the Online listening Website/Apps has a share of **52%** and Smart Speaker **48%**.

## DIGITAL LISTENING HOURS

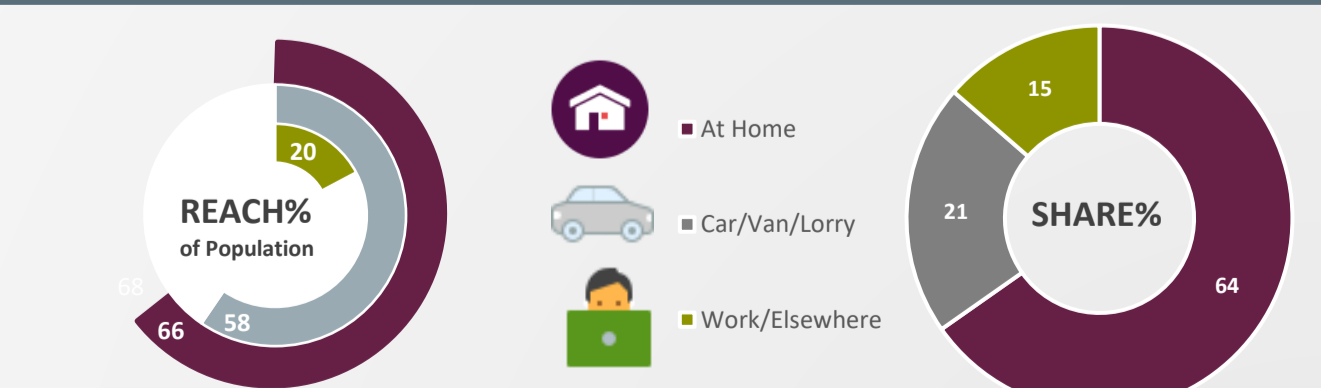
In an average week, digital listening accounts for **674 million** hours; DAB has a **60%** share of digital listening hours, DTV **7%**, Website/Apps **17%**, Smart Speaker **16%**



## SMART SPEAKER USE



## LISTENING VIA LOCATION



For Publication Enquiries contact;

Lyndsay Ferrigan – Communications Manager  
RAJAR  
Tel: 020 7395 0636  
Email: Lyndsay@rajar.co.uk

### MORE INFORMATION

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