

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 3<sup>rd</sup> AUGUST 2023

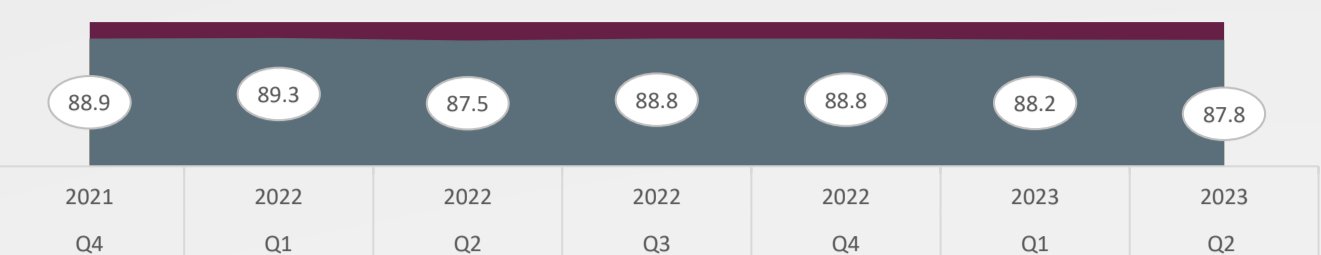
## ALL RADIO LISTENING

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Today RAJAR announced **49.5 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the second quarter of 2023. The total average number of weekly hours listened to radio for this Quarter is 1.016 billion hours.



**88%**  
of the population  
tune in to radio  
every week



### AVERAGE HOURS PER LISTENER

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



### DIGITAL PLATFORMS

In terms of reach, 42 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.

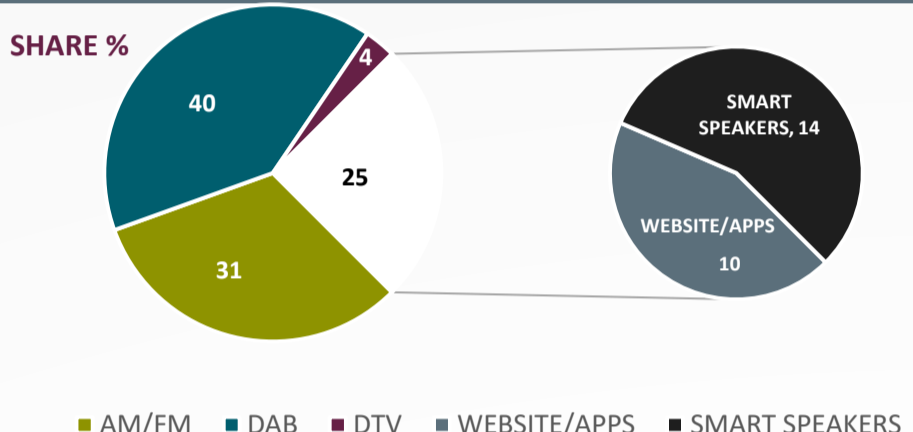


**74%**  
of the population  
tune in to digital  
radio every week

### PLATFORM SHARE OF ALL RADIO LISTENING

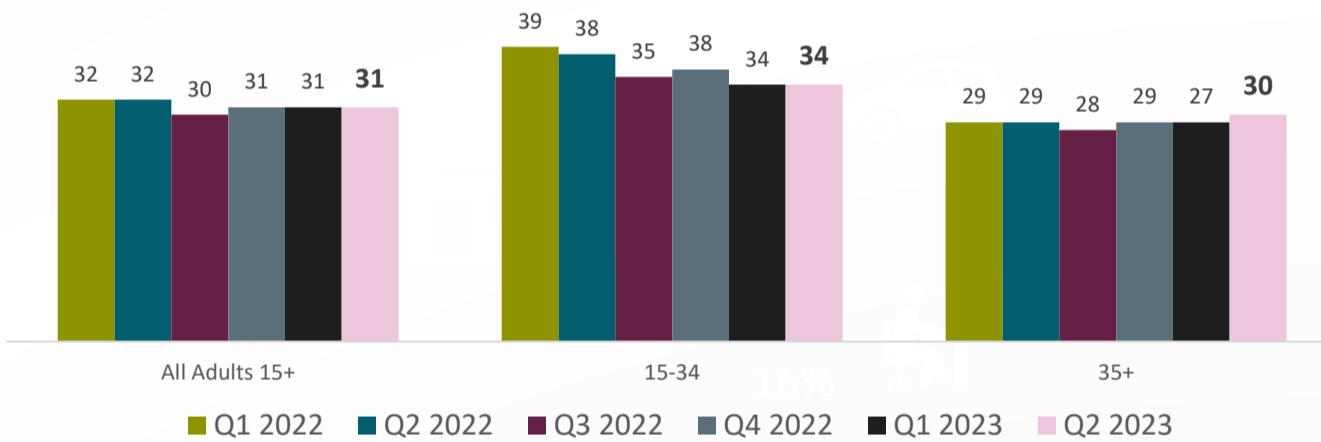
69% of weekly listening hours are consumed digitally. Listening via a DAB has **40%** share of listening, Online has a **25%** share and DTV is **4%**.

AM/FM listening hours are less than a third with **31%**.



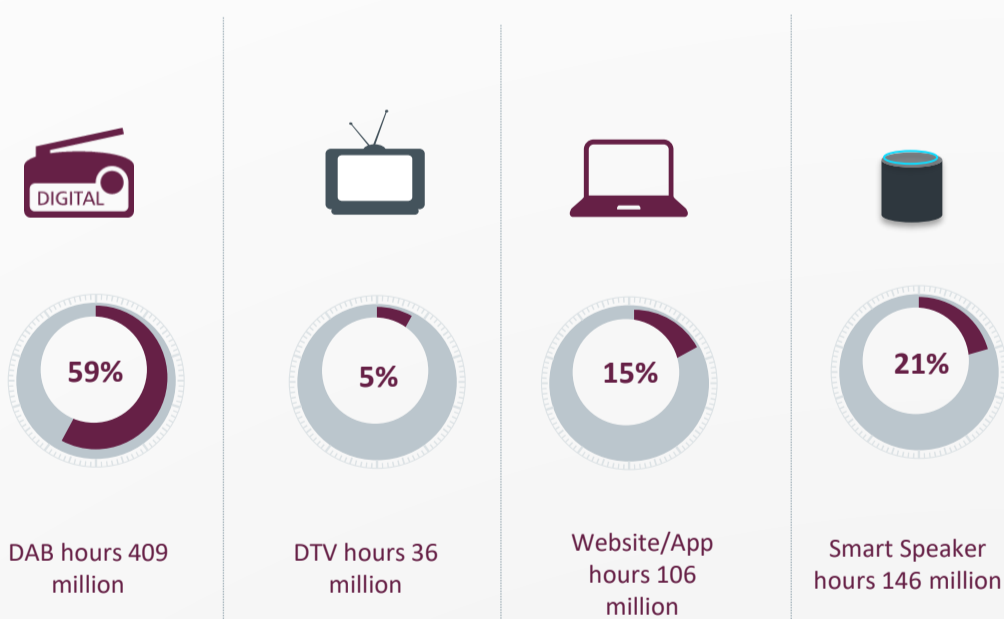
### MOBILE/TABLET LISTENING

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



### DIGITAL LISTENING HOURS

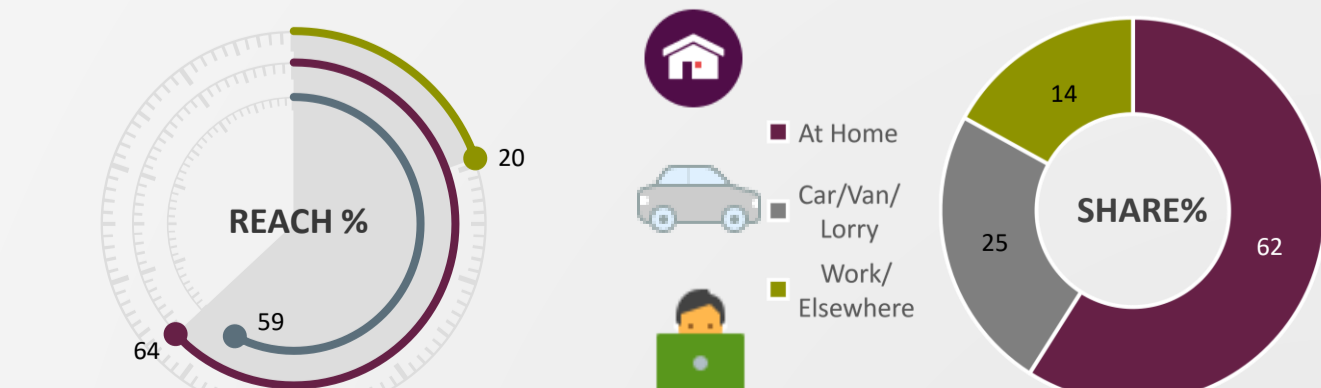
In an average week, digital listening accounts for **697 million hours**; DAB has a **59%** share of digital listening hours, DTV **5%**, Website/Apps **15%**, Smart Speaker **21%**



### SMART SPEAKER USAGE



### 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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