Today RAJAR announced 48.6 million adults or 89% of the adult (15+) UK population tuned in to their selected radio stations each week in the third Quarter of 2018. The total average number of weekly hours listened to radio for the Quarter is 1.026 Billion.

89% of the population tuned to radio every week

Q3 2011  Q3 2012  Q3 2013  Q3 2014  Q3 2015  Q3 2016  Q3 2017  Q3 2018

AVERAGE HOURS PER LISTENER

Digital Platforms

More than 3 in 5 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach*. With 34 million people now tuning in to radio via a digitally enabled receiver (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.

On average a listener tunes into 21.1 hours of Live Radio per week.

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More use of information in this news release must acknowledge the source as “RAJAR/Ipsos MORI/RSMB.”

For the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution.”

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

DIGITAL SHARE OF ALL RADIO LISTENING

The share of all radio listening via a digital platform now stands at 52.4% (5% year on year). The digital share is comprised of DAB (38.1%), Online/App (9.6%) and Digital TV (4.7%).

DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 538 million hours; DAB has a 73% share of digital listening hours, DTV 9% and Online 18%.

73% Digital Hours 538 million
DTV hours 49 million
Online hours 99 million

LOCATION OF LISTENING

In an average week, 70% of all adults listen at home, 44% in the car (or other modes of transport) and 25% at work or elsewhere.

44% of 15-24 year old Social Media users listen to radio via a digital platform whereas 32% of adult Social Media users listen to radio via a digital platform.

LISTENING VIA LOCATION (REACH%)

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LOCATIONS

â Home 70% â Car 44% â Work 25%