Today RAJAR announced 48.5 million adults or 88% of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2019.

The total average number of weekly hours listened to radio for this Quarter is 989 million.

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

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

In terms of reach, 36 million adults or almost two thirds of population aged 15+ are now tuning in to radio via a digitally enabled platform (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.

65% of the population tune in to digital radio every week.

In an average week, digital listening accounts for 562 million hours; DAB has a 70% share of digital listening hours, DTV 7% and Online 23%.

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

70% of adults 15+ claim to listen to Live Radio via a smartphone or Tablet at least once per month.

27% of Adults 15+ listen to Live Radio via a smartphone or Tablet at least once per month.

21.6% of speaker owners use it EVERYDAY.

28% of adults 15+ own a Voice Activated Speaker.

18% of speaker owners use it EVERYDAY.

LISTENING VIA LOCATION

VOICE ACTIVATED SPEAKERS

Listening By Location | Communications Manager
For Publication Purposes only

Listening at Home |

Listening in the Car |

Listening at Work / Workplace |

Listening on the Go | 25%

SHARE

MOBILE/TABLET LISTENING

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LISTENING HOURS

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LISTENING VIA LOCATION

VOICE ACTIVATED SPEAKERS

Listening By Location | Communications Manager
For Publication Purposes only

Listening at Home | 18

Listening in the Car | 25%

Listening at Work / Workplace | 25%

Listening on the Go | 25%

SHARE

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DIGITAL PLATFORMS

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