

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 27<sup>th</sup> 2022

## ALL RADIO LISTENING

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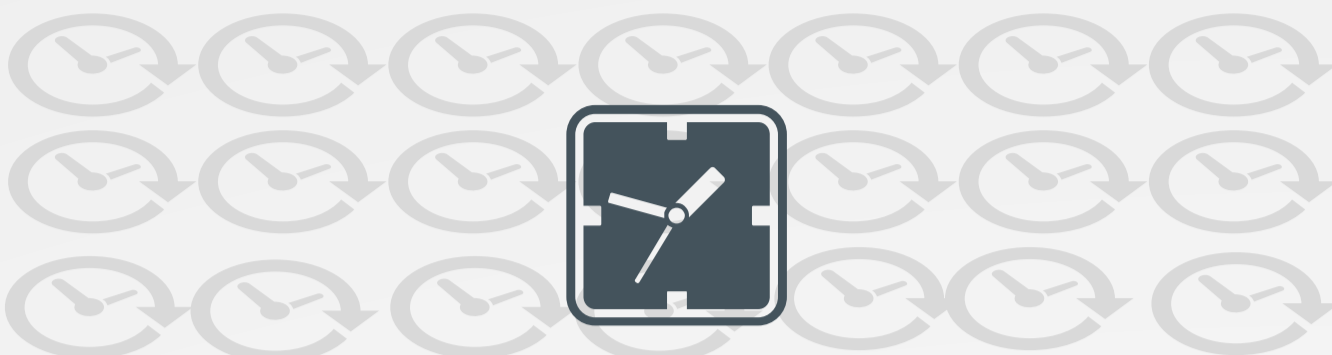
Today RAJAR announced **49.7 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the third quarter of 2022. The total average number of weekly hours listened to radio for this period is **1.02 Billion**.



**89%**  
of the population tune in to radio every week

## AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.6 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. **66%** of the population claim to own or have access to a DAB radio.

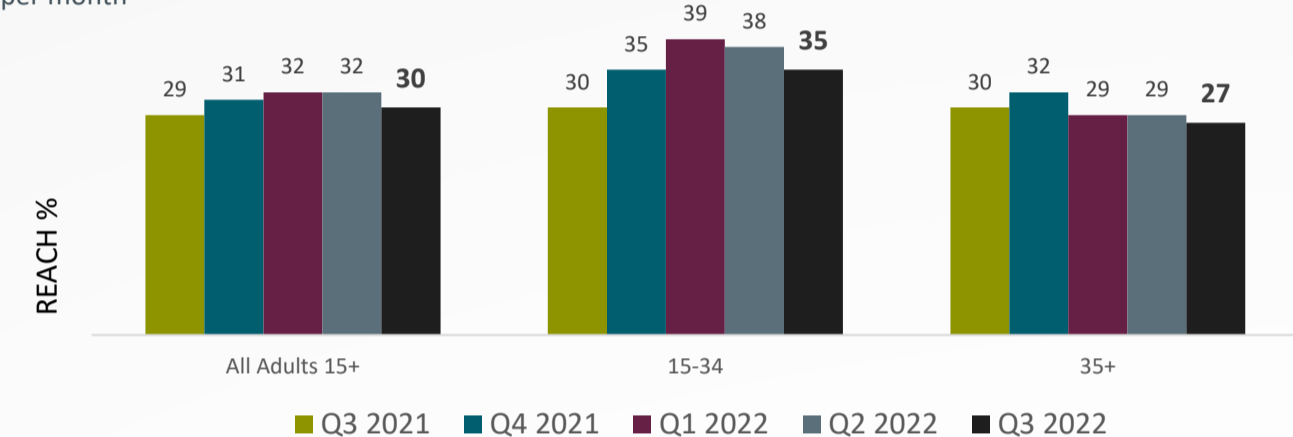
*\* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



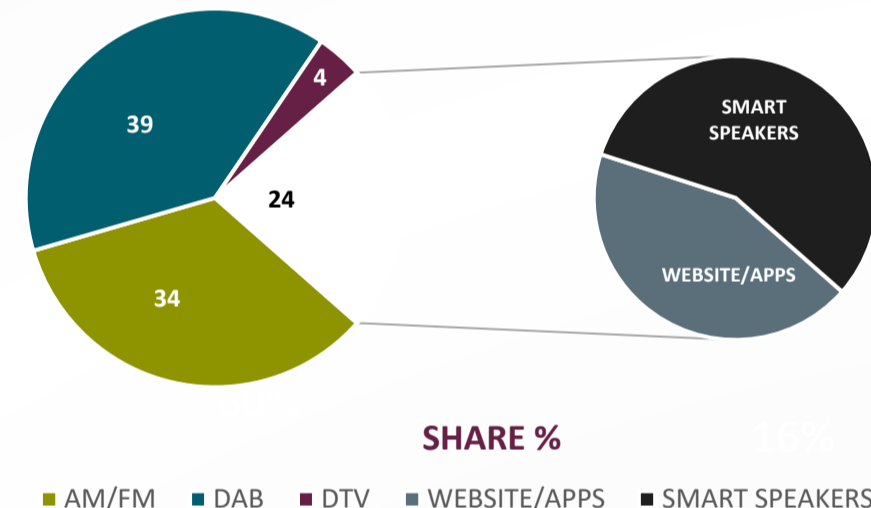
**74%**  
of the population tune in to digital radio every week

## MOBILE/TABLET LISTENING

**30%** 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



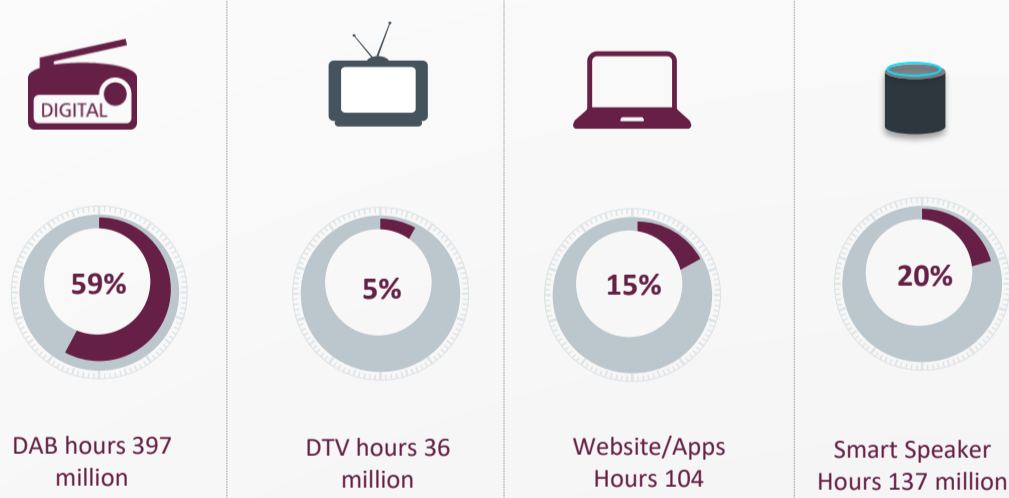
**66%** of weekly listening hours are consumed digitally. Listening via a DAB has **39%** share of listening, Online has a **24%** share and DTV is **4%**.

AM/FM listening hours are just over a third with a share of **34%**.

Within the Online listening Website/Apps has a share of **43%** and Smart Speaker **57%**.

## DIGITAL LISTENING HOURS

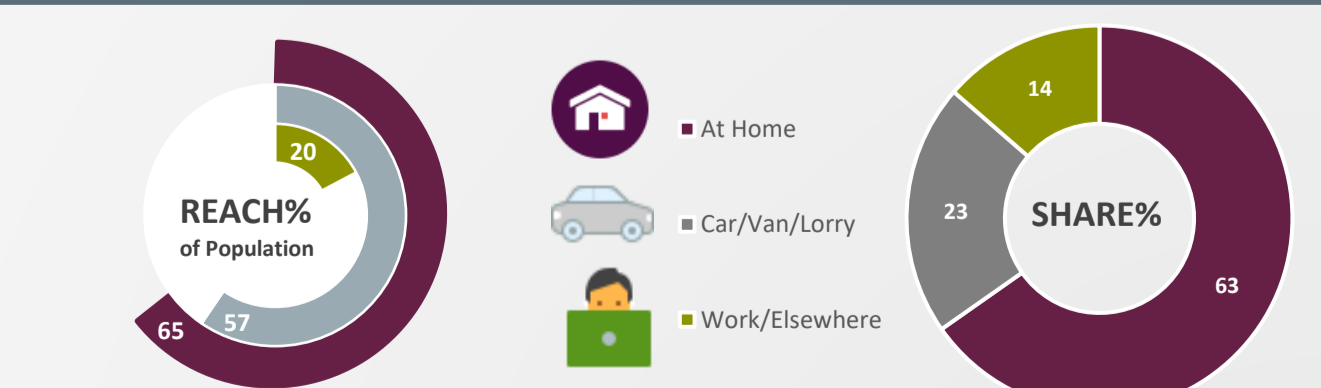
In an average week, digital listening accounts for **674 million** hours; DAB has a **59%** share of digital listening hours, DTV **5%**, Website/Apps **15%**, Smart Speaker **20%**



## SMART SPEAKER USE



## LISTENING VIA LOCATION



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### MORE INFORMATION

Any use of information in this news release must acknowledge the source as "RAJAR/Ipsos MORI/RSMB."

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