RAJR DATA RELEASE | QUARTER 3, 2022
ALL RADIO LISTENING

Today RAJR 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

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.

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

On average a listener tunes into 20.6 hours of Live Radio per week.

30% of those asked (adults 15+) claim to listen to Live Radio via a Smartphone or Tablet at least once per month.

60% of weekly listening hours are consumed digitally. Listening via a DAB has 39% share of listening, Online has a 24% share and DTV is a 5% share.

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

Digital listening hours are over half with a share of 59%.

92% of all adult listeners have access to 90% or more of the stations available via digital radio.

On average a speaker user listens to radio for 24 minutes each day.

22% of all which smart speaker use is dedicated to Radio use.

Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information 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.”