

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 19<sup>th</sup> MAY 2022

## ALL RADIO LISTENING

### ALL RADIO LISTENING

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 first quarter of 2022. The total average number of weekly hours listened to radio for this period is **1.012 Billion**.



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

## AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.4 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, Smart Speaker) each week. **66%** of the population claim to own or have access to a DAB radio.

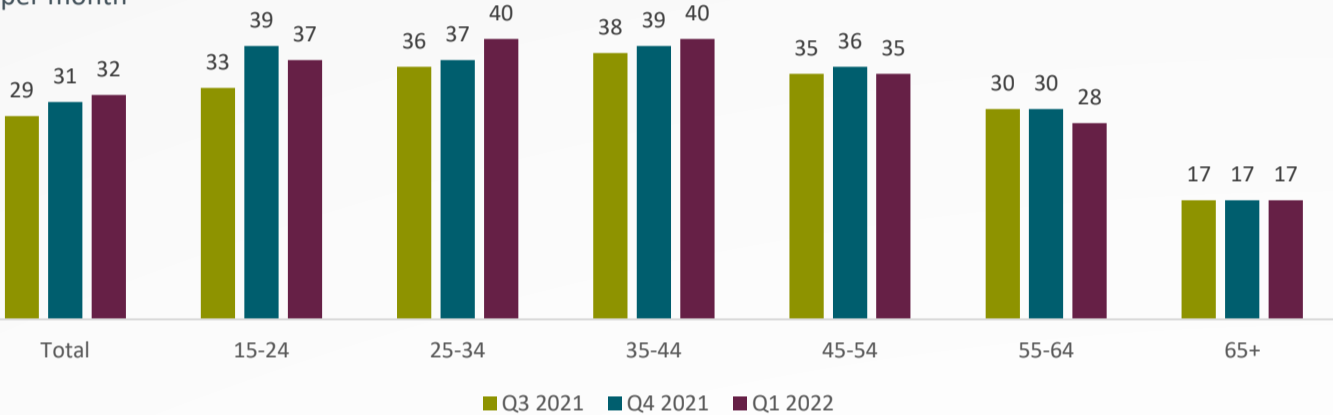
*\* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



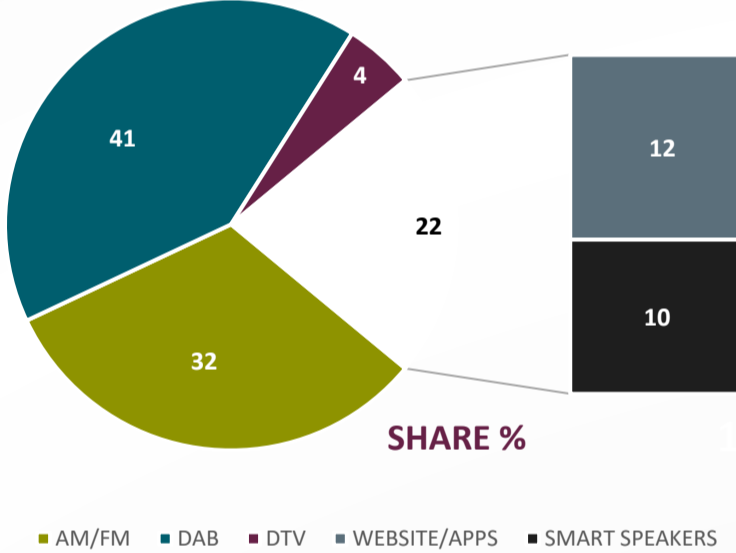
**75%**  
of the population  
tune in to digital  
radio every week

## MOBILE/TABLET LISTENING

**32%** 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

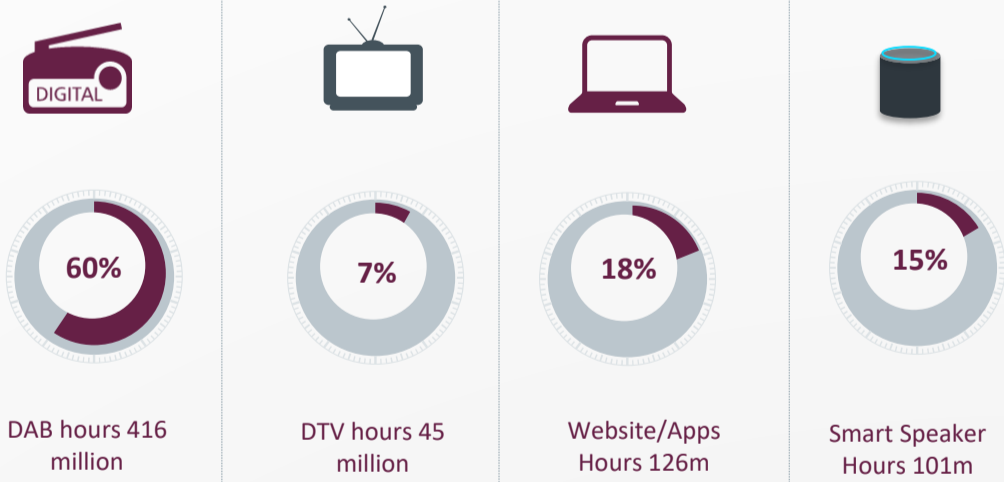


**68%** of weekly listening hours are consumed digitally. Listening via a DAB has **41%** share of listening, 'Online' has a **22%** share (within 'Online' Website/Apps **12%** and Smart Speakers **10%**) and DTV is **4%**.

AM/FM listening hours are less than a third with a share of **32%**

## DIGITAL LISTENING HOURS

In an average week, digital listening accounts for **688 million** hours; DAB has a **60%** share of digital listening hours, DTV **7%**, Website/Apps **18%**, Smart Speaker **15%**

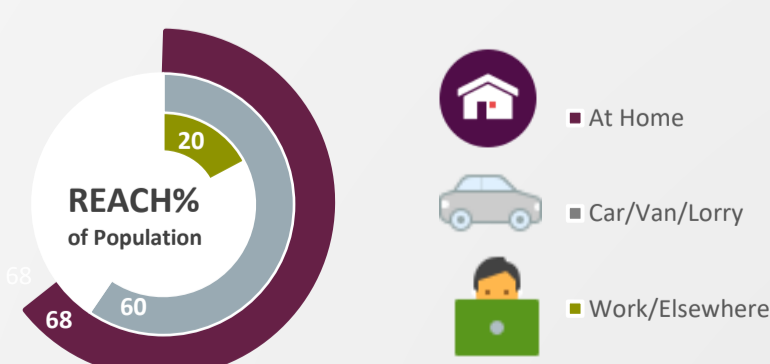


## SMART SPEAKER USE

**52%** of speaker users claim to listen to radio weekly

**20%** of which claim to use it to listen to Radio everyday

## LISTENING VIA LOCATION



For Publication Enquiries contact;

Lyndsay Ferrigan – Communications Manager  
RAJAR  
Tel: 020 7395 0636  
Email: Lyndsay@rajar.co.uk

### MORE INFORMATION

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

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