

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 28th OCTOBER 2021

ALL RADIO LISTENING

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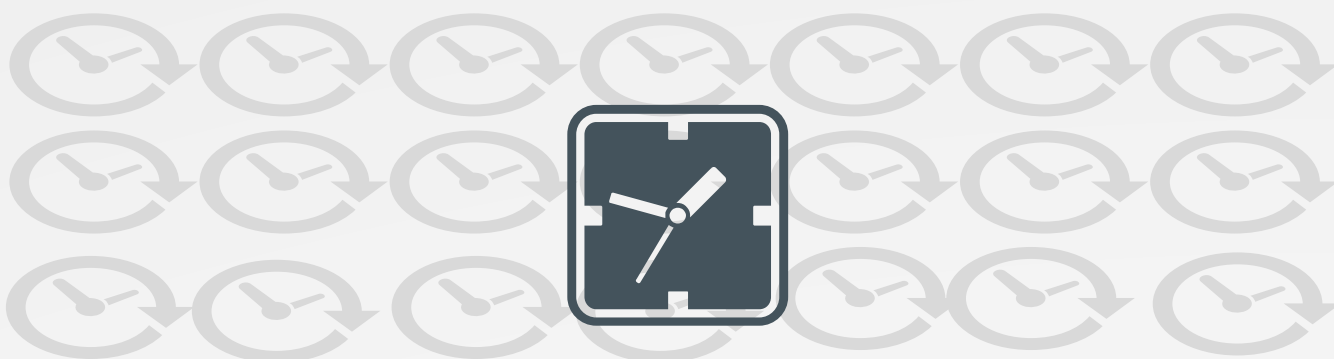
Today RAJAR announced **49.5 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the *extended period of the third quarter of 2021. The total average number of weekly hours listened to radio for this period is **1.012 Billion**.



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, **41 million** adults or almost three quarters of the population aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online or App) each week. **69%** of the population claim to own or have access to a DAB radio.

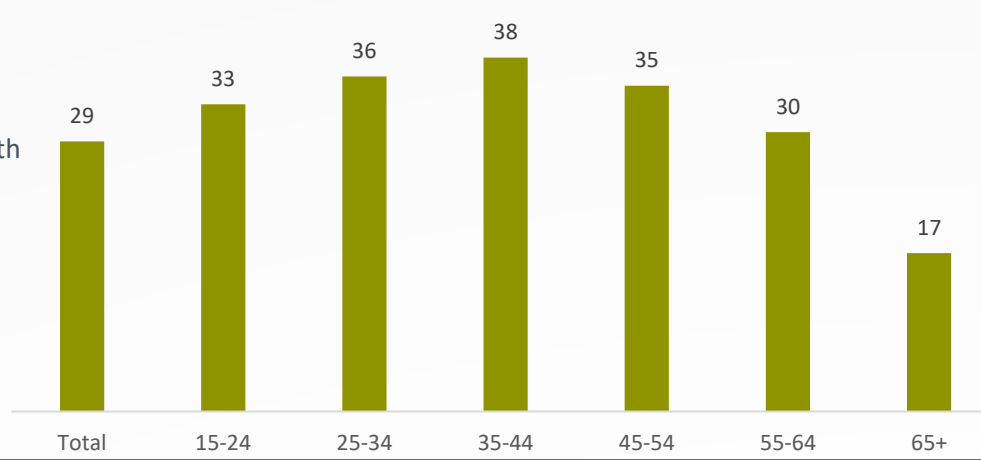
** Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



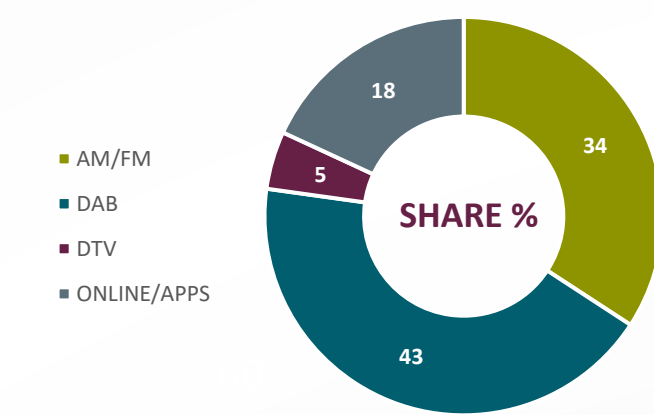
74%
of the population
tune in to digital
radio every week

MOBILE/TABLET LISTENING

29% 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



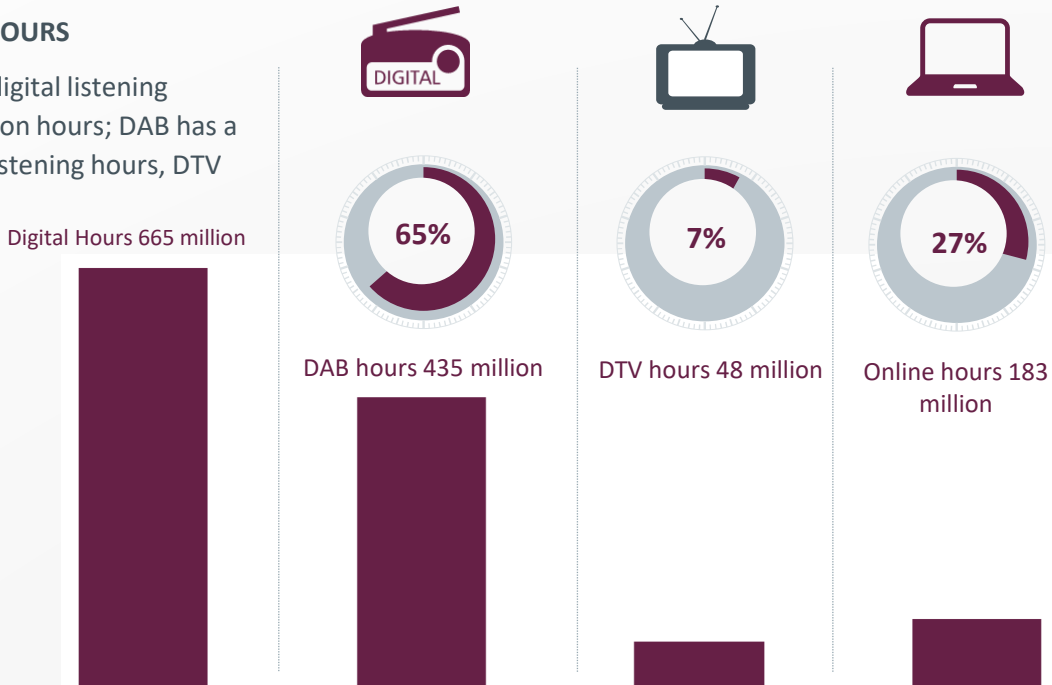
43% of weekly listening hours are listened to via a DAB/Digital Radio, whilst over a third (**34%**) are listened to via a traditional AM/FM radio set.

Online listening including Apps is **18%**, whilst listening via a TV has a **5%** share.

DIGITAL LISTENING HOURS

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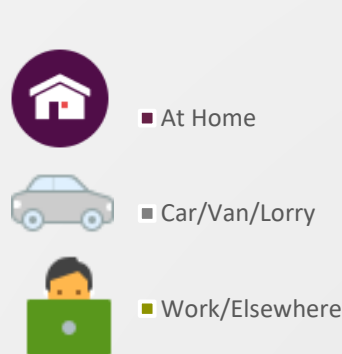
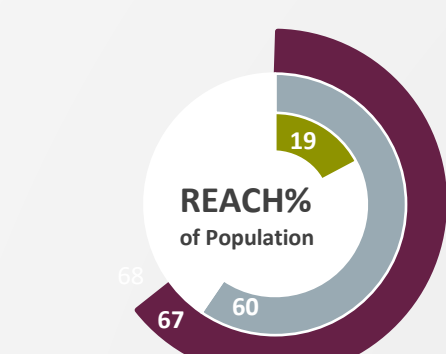
In an average week, digital listening accounts for 665 million hours; DAB has a 65% share of digital listening hours, DTV 7% and Online 27%.



VOICE ACTIVATED SPEAKERS TO LISTEN TO RADIO



LISTENING VIA LOCATION



For Publication Enquiries contact;

*Please note that the extended quarter contains listening from April – September 2021

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MORE INFORMATION

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