

ALL RADIO LISTENING

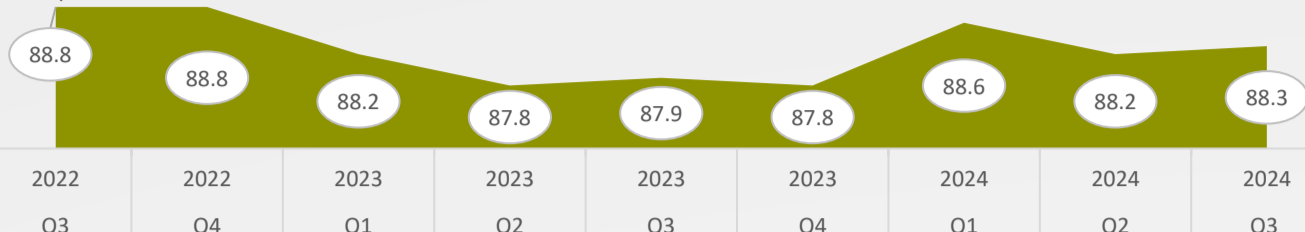
ALL RADIO LISTENING

Today RAJAR announced 51 million adults or 88% of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2024. The total average number of weekly hours listened to radio for this Quarter is 1.045 billion hours.



88% of the population tune in to radio every week

Weekly Reach %



AVERAGE HOURS PER LISTENER

On average, a listener tunes into 20.5 hours of Live Radio per week.



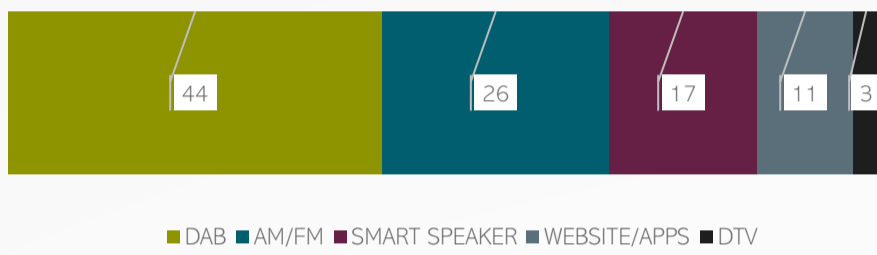
DIGITAL PLATFORMS

In terms of reach 45 million adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Website/App, or Smart Speaker) each week.

78% of the population tune in to digital radio every week



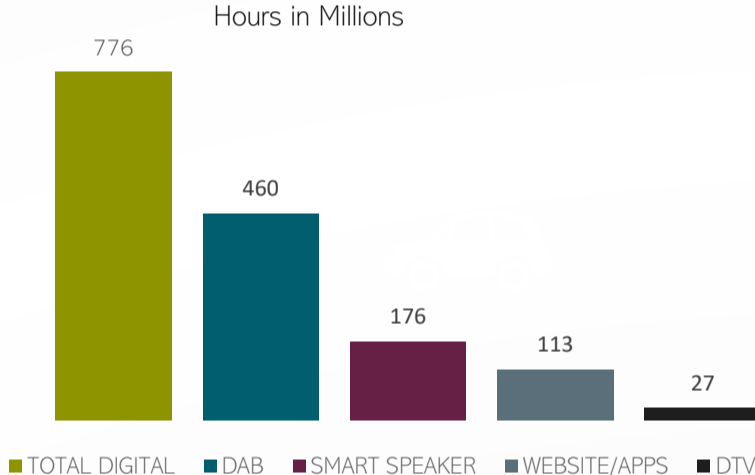
PLATFORM SHARE OF ALL RADIO LISTENING



74% of weekly listening hours are consumed digitally, 28% are listened to Online.

DIGITAL LISTENING HOURS

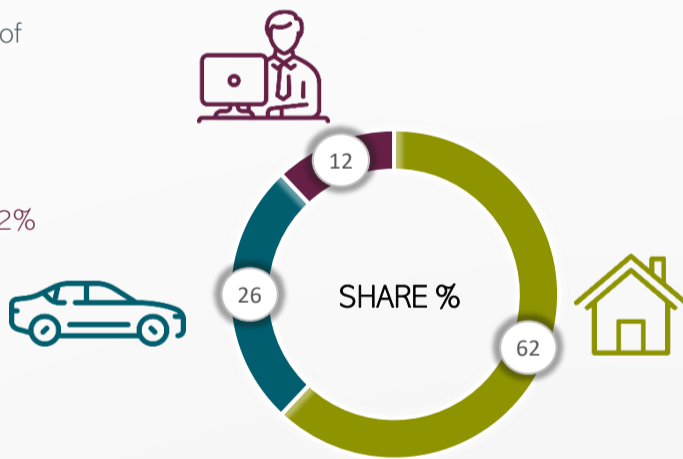
In an average week, digital listening accounts for 776 million hours; DAB has a 59% share of digital listening hours, Smart speaker 23%. Website/Apps 15%, DTV 3%



LISTENING VIA LOCATION

In an average week, the location of listening in terms of weekly reach % equals; in home 62%, in a vehicle (car/van/lorry) 59%, work/elsewhere 18%.

Share % (chart) 62% in home, 26% in vehicle and 12% work/elsewhere



SMART SPEAKER USAGE

63% of Smart Speaker users use it for listening to the radio.



22% of Smart Speaker users listen to radio everyday via their device.

MONTHLY LISTENING



34% listen to Podcasts at least once a month



29% listen to radio via Smartphone or Tablet at least once a month



16% listen to radio via catch up at least once per month

*of those who answered the questionnaire

For Publication Enquiries contact;

Charles Lawrie – Research Operations Director
Tel: 020 7395 0630
Email: Charles@rajar.co.uk

MORE INFORMATION

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