

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 2nd FEBRUARY 2023

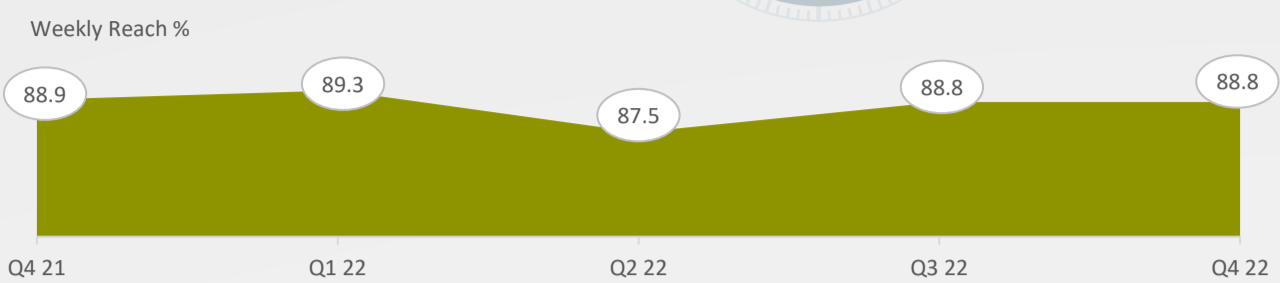
ALL RADIO LISTENING

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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 fourth quarter of 2022. The total average number of weekly hours listened to radio for this Quarter is 1.01 billion hours.



89%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.3 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, or Smart speaker) each week.

* 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.

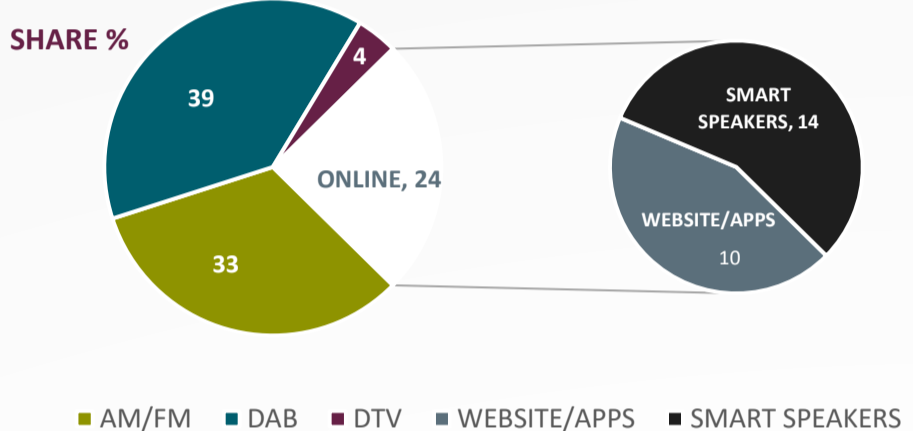


74%
of the population tune in to digital radio every week

PLATFORM SHARE OF ALL RADIO LISTENING

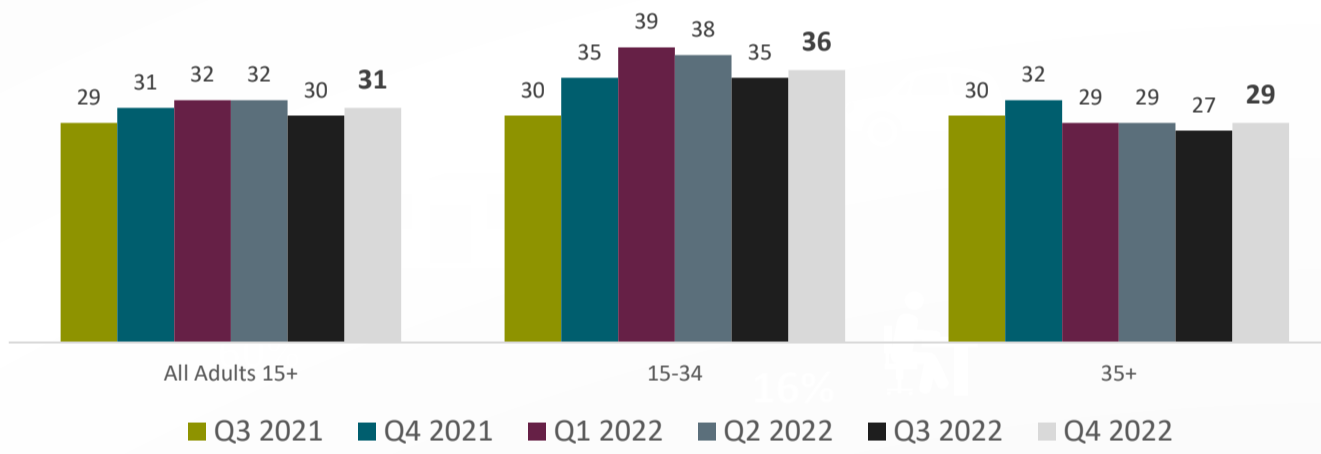
67% of weekly listening hours are consumed digitally. Listening via a DAB has **39%** share of listening, Online has a **24%** share and DTV is **4%**.

AM/FM listening hours are a third with a share of **33%**.



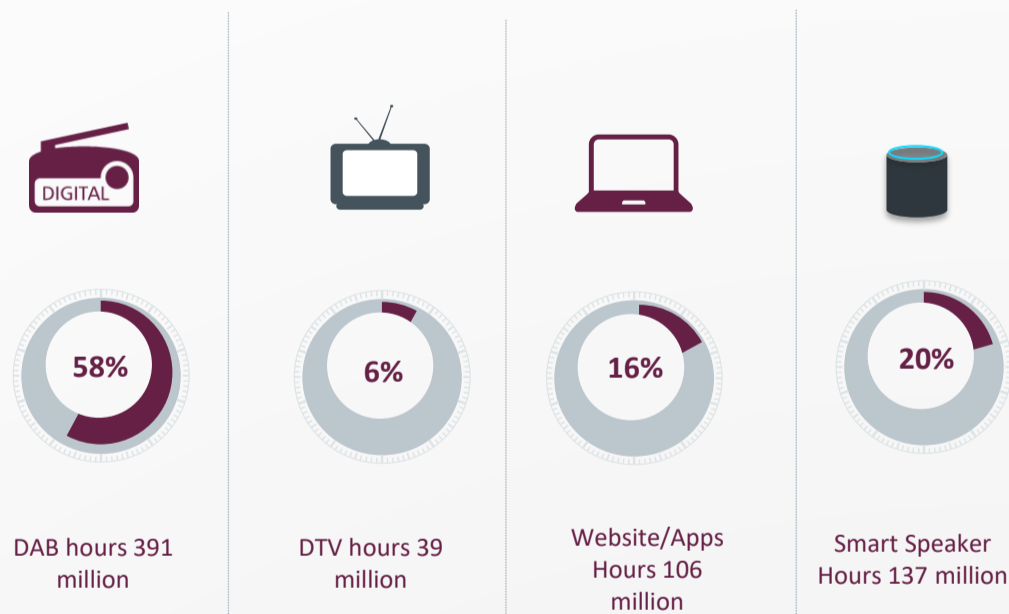
MOBILE/TABLET LISTENING

31% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month

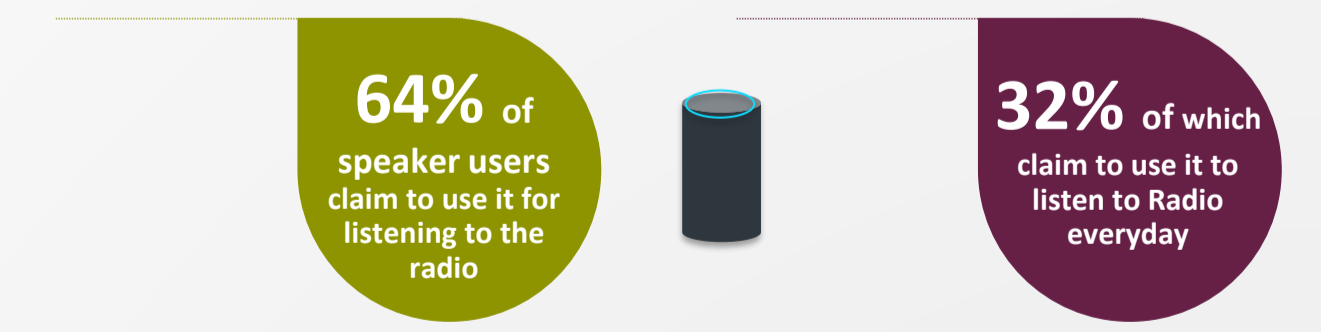


DIGITAL LISTENING HOURS

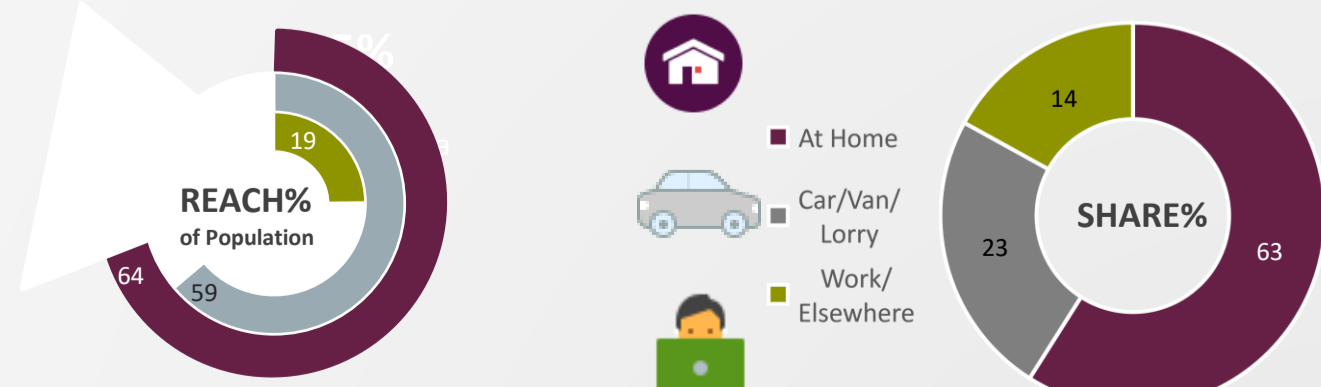
In an average week, digital listening accounts for **672 million** hours; DAB has a **58%** share of digital listening hours, DTV **6%**, Website/Apps **16%**, Smart Speaker **20%**



SMART SPEAKER USAGE



LISTENING VIA LOCATION



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MORE INFORMATION

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