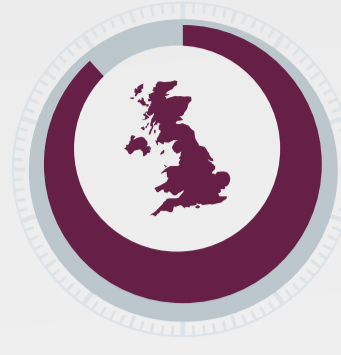


PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 3rd FEBRUARY 2022

ALL RADIO LISTENING

ALL RADIO LISTENING

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 fourth quarter of 2021. The total average number of weekly hours listened to radio for this period is **1.004 Billion**.



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, **40 million** adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online or App) each week. **67%** of the population claim to own or have access to a DAB radio.

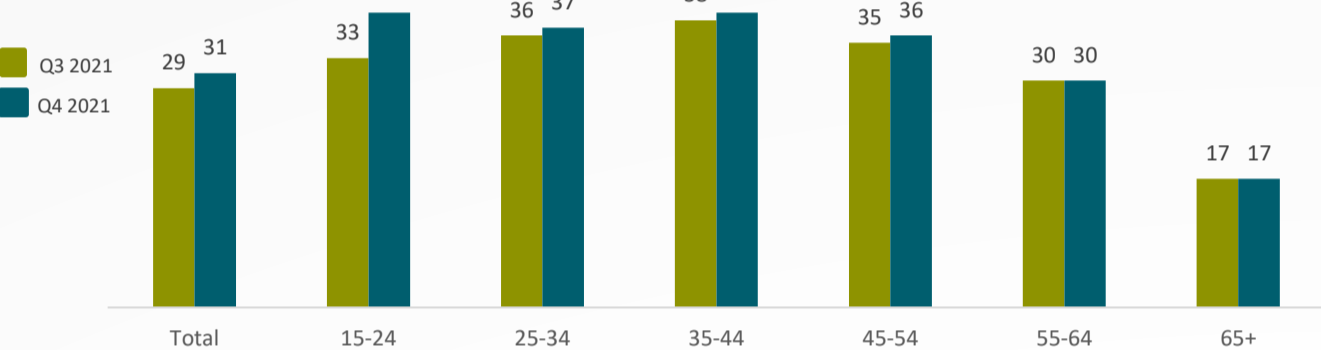
** Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



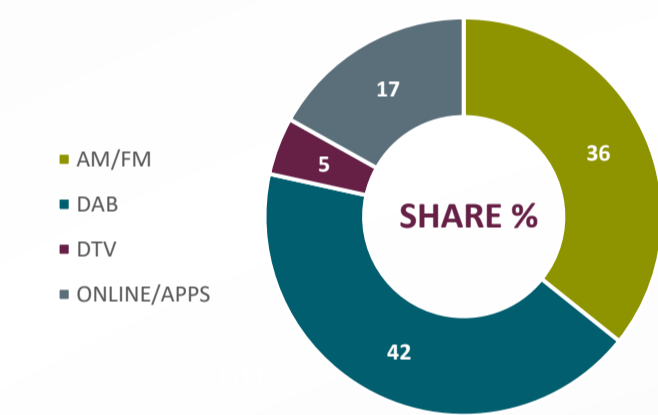
72%
of the population
tune in to digital
radio every week

MOBILE/TABLET LISTENING

31% 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



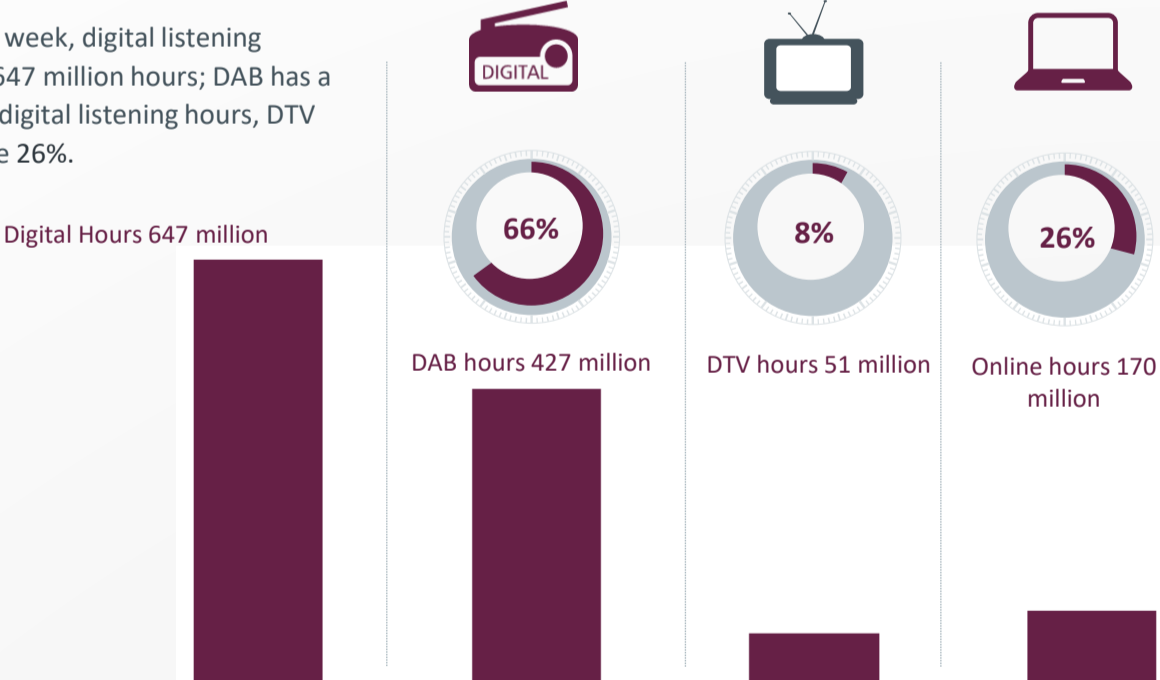
42% of weekly listening hours are listened to via a DAB/Digital Radio, whilst well over a third (**36%**) are listened to via a traditional AM/FM radio set.

Online listening including Apps is **17%**, whilst listening via a TV has a **5%** share.

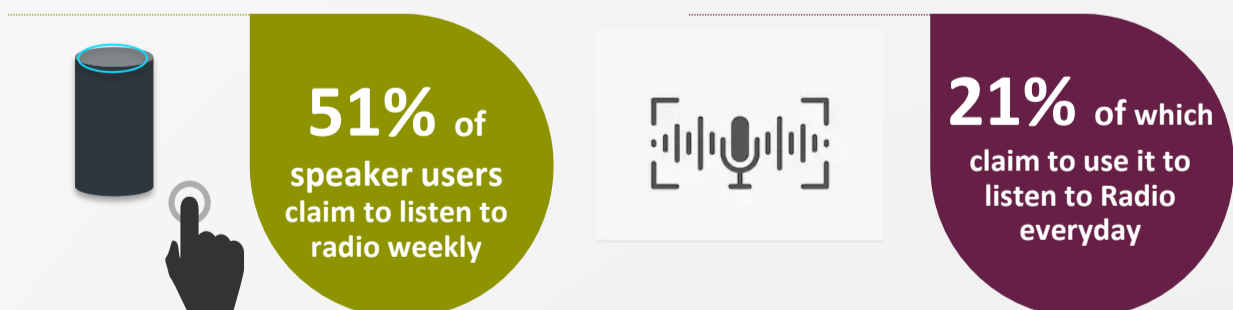
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

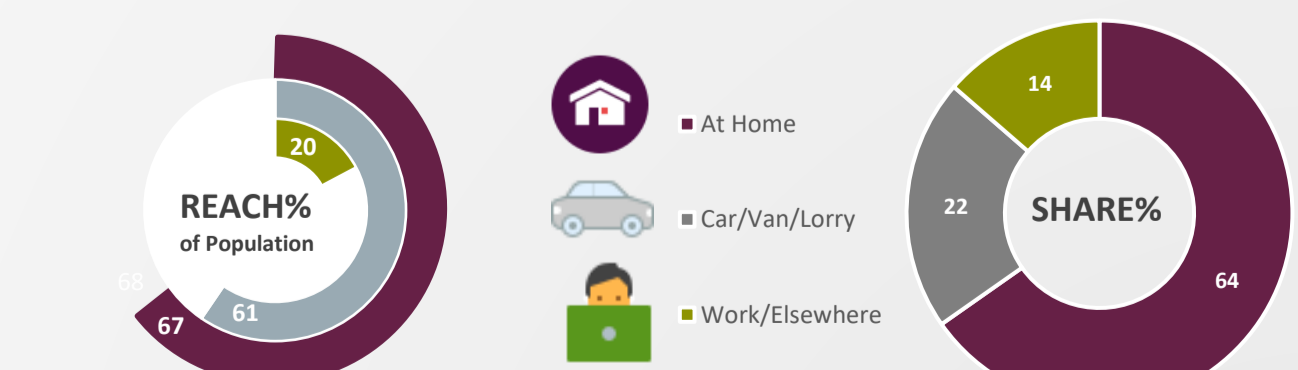
In an average week, digital listening accounts for 647 million hours; DAB has a 66% share of digital listening hours, DTV 8% and Online 26%.



VOICE ACTIVATED SPEAKERS TO LISTEN TO RADIO



LISTENING VIA LOCATION



For Publication Enquiries contact;

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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 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".