

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY MAY 19<sup>th</sup> 2016

## ALL RADIO LISTENING

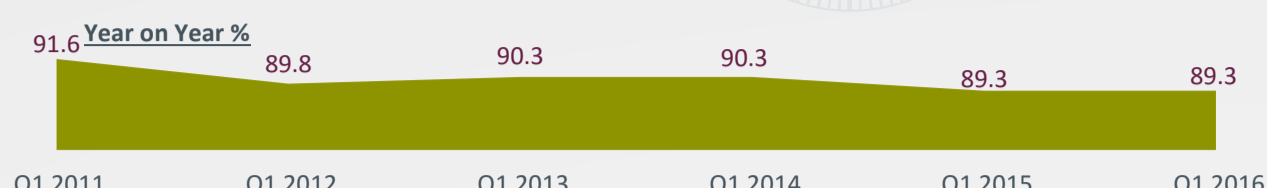
### ALL RADIO LISTENING

Today RAJAR announced **47.8 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2016. This is up by approximately **24,000 adults** on the same Quarter of the previous Year (Q1, 2015). The total average number of weekly hours listened to radio for this quarter is **1.01 Billion**.



**89%**

of the population tune in to radio every week



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **21 hours** of Live Radio per week.



## DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach\* exceeds well over half of the UK (adults 15+) population. With 30 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) 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.

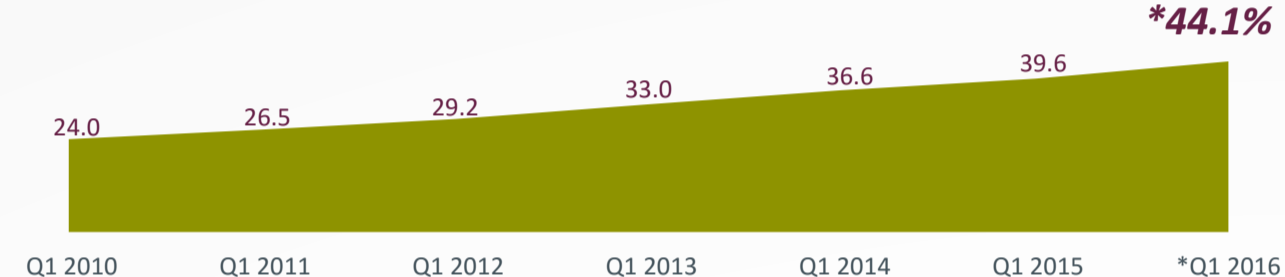


**57%**

of the population tune in to digital radio every week

## DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **44.1%**. The digital share is comprised of DAB share **30.9%**, DTV **5.4%** and listening Online or App **7.8%**.



\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

## OWN A DAB RADIO

**30 million adults**

claim to own a DAB Radio, up **14% Year on Year**

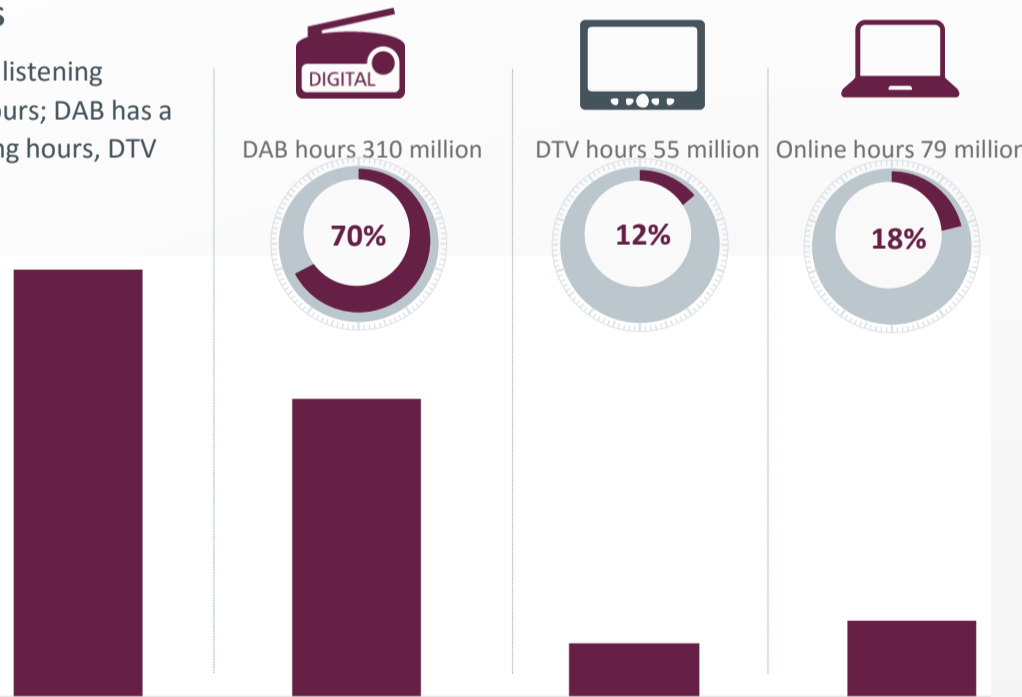


## DIGITAL LISTENING HOURS

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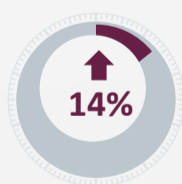
In an average week, digital listening accounts for 444 million hours; DAB has a 70% share of digital listening hours, DTV 12% and Online 18%.

\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

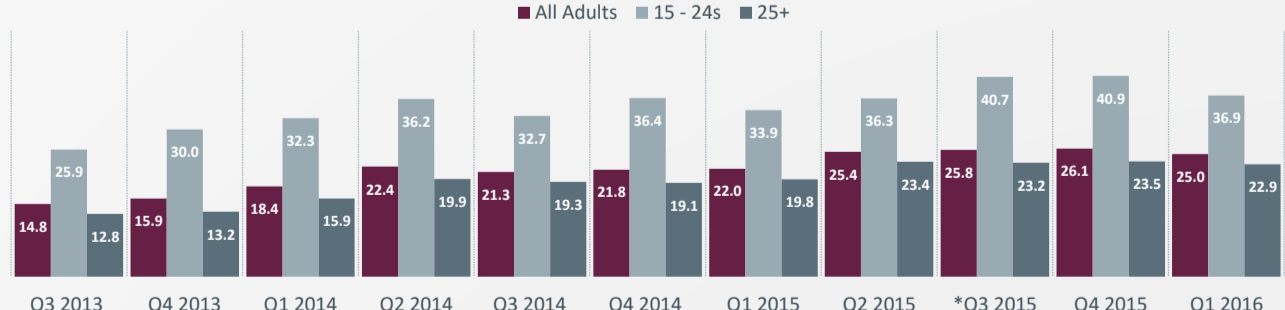


## RADIO LISTENING VIA MOBILE PHONE AND TABLET

**25% of adults** – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **14% Year on Year**.



**37% of 15-24 year olds** – claim to listen to the radio via a mobile phone or tablet at least once per month - Up **7% Year on Year**



\*this data is now derived from an alternative methodology as of Q3 2015

## SOCIAL MEDIA

**48%** of 15-24 year old Social Media users claim to receive updates about their favourite Radio Station/Presenter

**32%** of adult Social Media users claim to receive updates about their favourite Radio Station/Presenter

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### MORE INFORMATION

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