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.

ON AVERAGE A LISTENER TUNES INTO 21 HOURS OF LIVE RADIO PER WEEK.

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.

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ANY USE OF INFORMATION IN THIS NEWS RELEASE MUST ACKNOWLEDGE THE SOURCE AS "RAJAR/IPSOS MORI/RSMB.

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%.

SOCIAL MEDIA

32% of adult social media users claim to receive updates about their favourite radio station/presenter

*44.1%