

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY AUGUST 4<sup>TH</sup> 2016

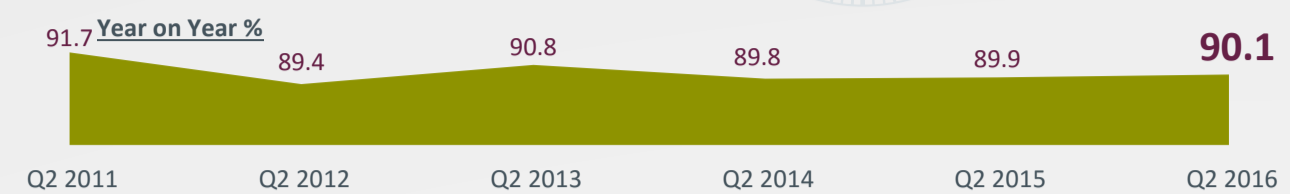
## ALL RADIO LISTENING

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Today RAJAR announced **48.7 million adults** or **90%** of the adult (15+) UK population tuned in to their selected radio stations each week in the second quarter of 2016. This is up by approximately **half a million adults** on the same Quarter of the previous Year (Q2, 2015). The total average number of weekly hours listened to radio for this quarter is **1.045 Billion**.



**90%**  
of the population  
tune in to radio  
every week



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.5 hours** of Live Radio per week.



## DIGITAL PLATFORMS

Almost 6 in 10 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach\*. With 32 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

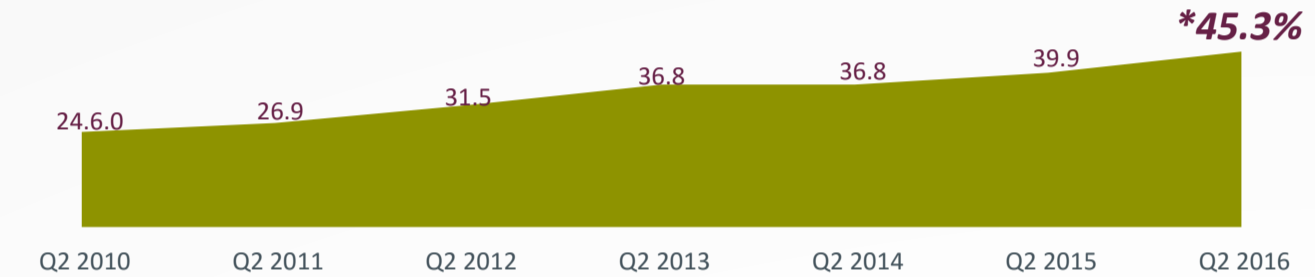
\* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



**59%**  
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 45.3%. The digital share is comprised of DAB share **32.2%**, DTV **5.1%** and listening Online or App **8.0%**.



\*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**

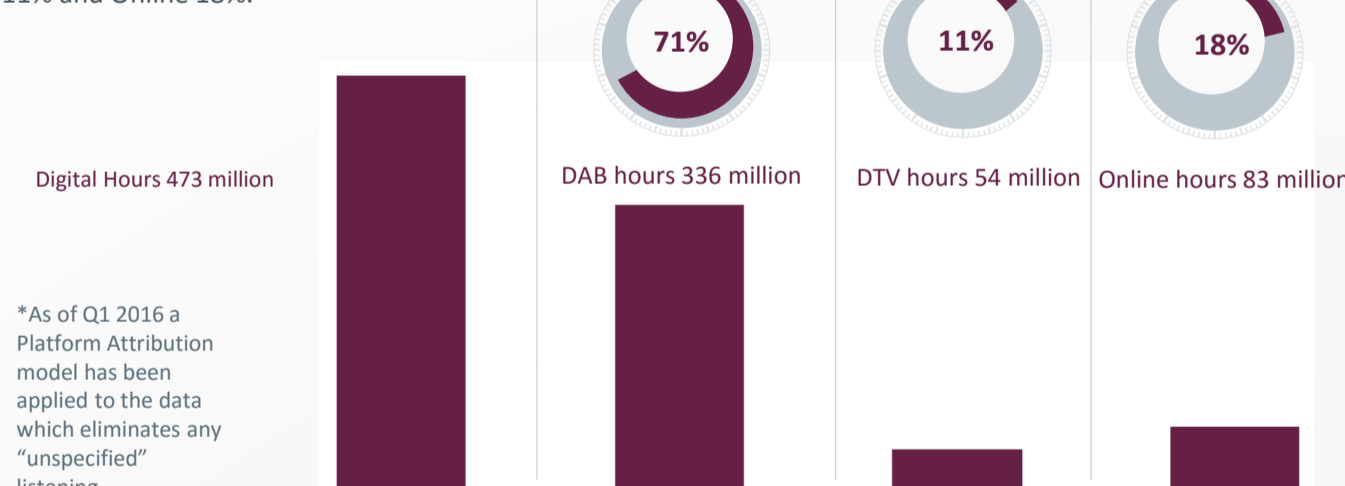
claim to own a DAB Radio, up **10%** Year on Year



## DIGITAL LISTENING HOURS

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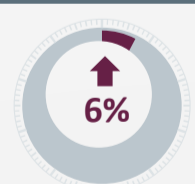
In an average week, digital listening accounts for 473 million hours; DAB has a 71% share of digital listening hours, DTV 11% and Online 18%.



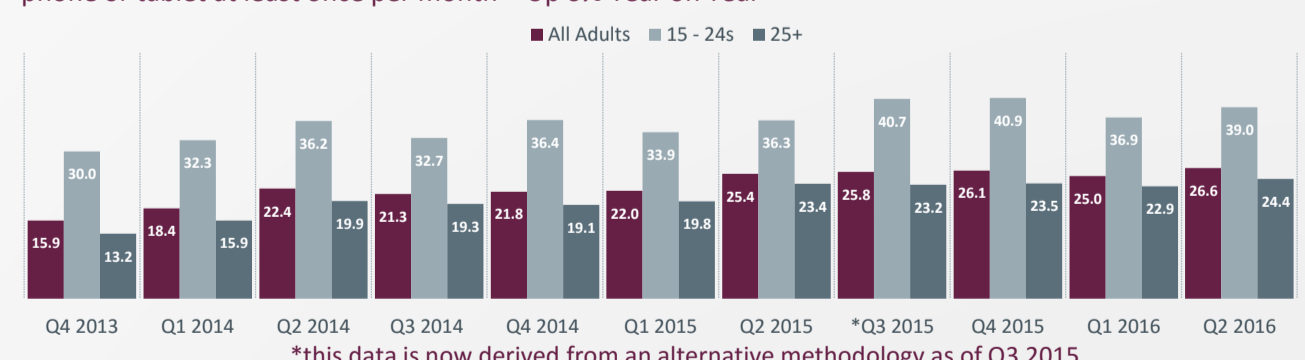
\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

## RADIO LISTENING VIA MOBILE PHONE AND TABLET

**27% of adults** – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **6%** Year on Year.



**39% of 15-24 year olds** – claim to listen to the radio via a mobile phone or tablet at least once per month - Up **6%** Year on Year



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

## SOCIAL MEDIA

**44%** of 15-24 year old Social Media users claim to receive updates about their favourite Radio Station/Presenter

**31%** 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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