

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 27th 2016

ALL RADIO LISTENING

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Today RAJAR announced **48.2 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the third quarter of 2016. This is up by approximately **320,000 adults** on the same Quarter of the previous Year (Q3, 2015). The total average number of weekly hours listened to radio for this quarter is **1.038 Billion**.



89%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21 hours and 30 minutes** 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.

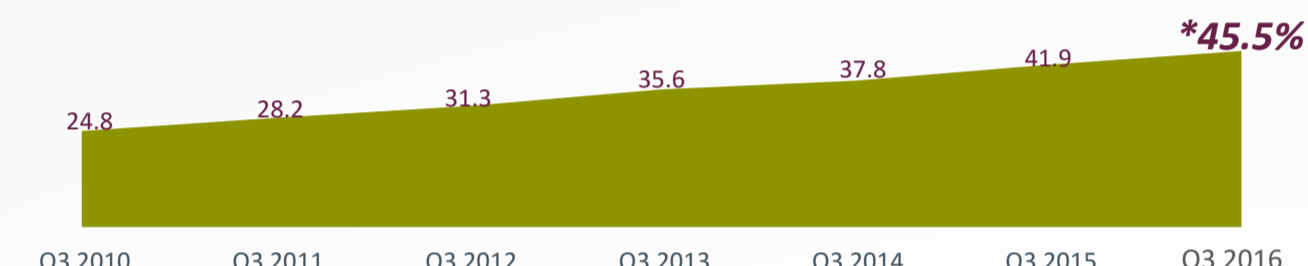
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



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 **45.5%**. The digital share is comprised of DAB share **32.3%**, DTV **5.2%** 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

31 million adults

claim to own a DAB Radio, up **7% Year on Year**

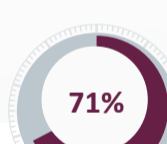


DIGITAL LISTENING HOURS

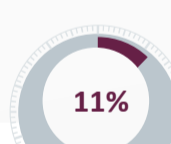
DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 472 million hours; DAB has a 71% share of digital listening hours, DTV 11% and Online 18%.

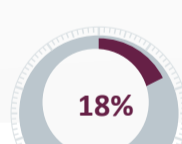
Digital Hours 472 million



DAB hours 336 million



DTV hours 53 million



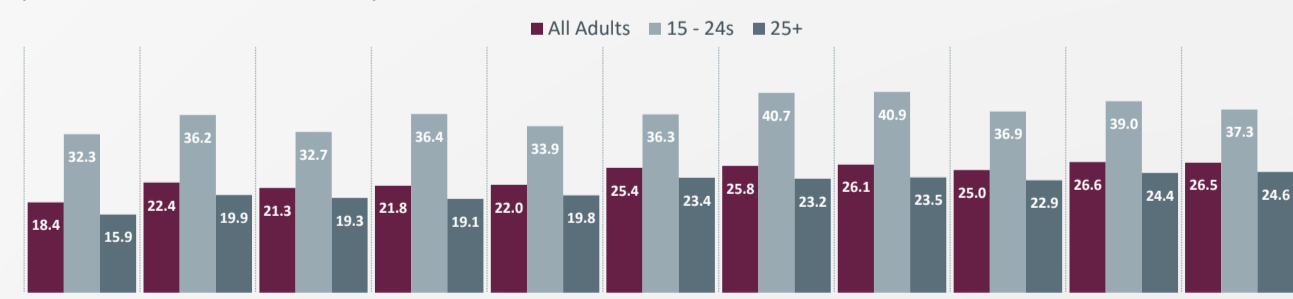
Online hours 83 million

*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.

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



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

SOCIAL MEDIA

43% 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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