

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY MAY 18th 2017

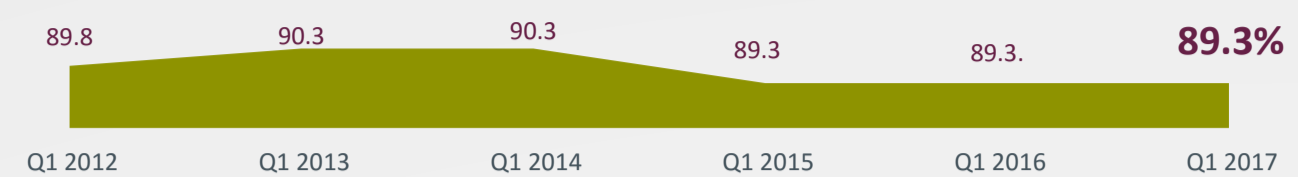
ALL RADIO LISTENING

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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 first quarter of 2017. This is up by approximately **400,000 adults** on the same Quarter of the previous Year (Q1, 2016). The total average number of weekly hours listened to radio for this quarter is **1.023 Billion**.



89%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.2 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.

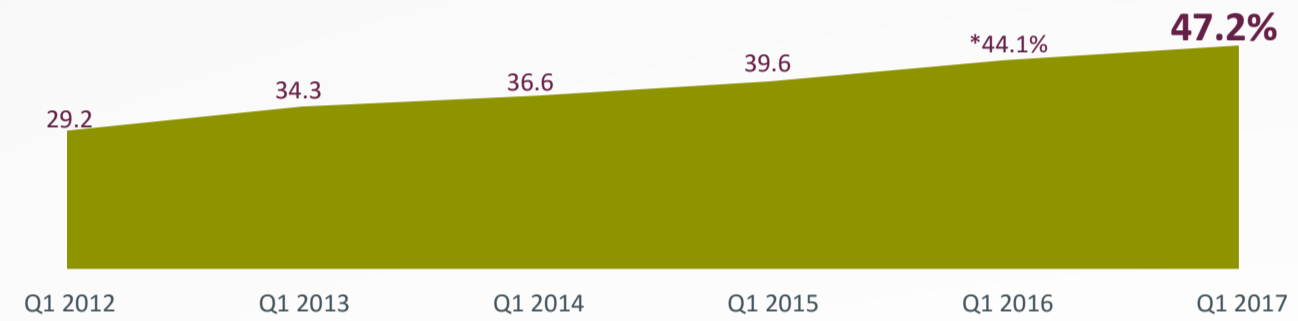


59%
of the population
tune in to digital
radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

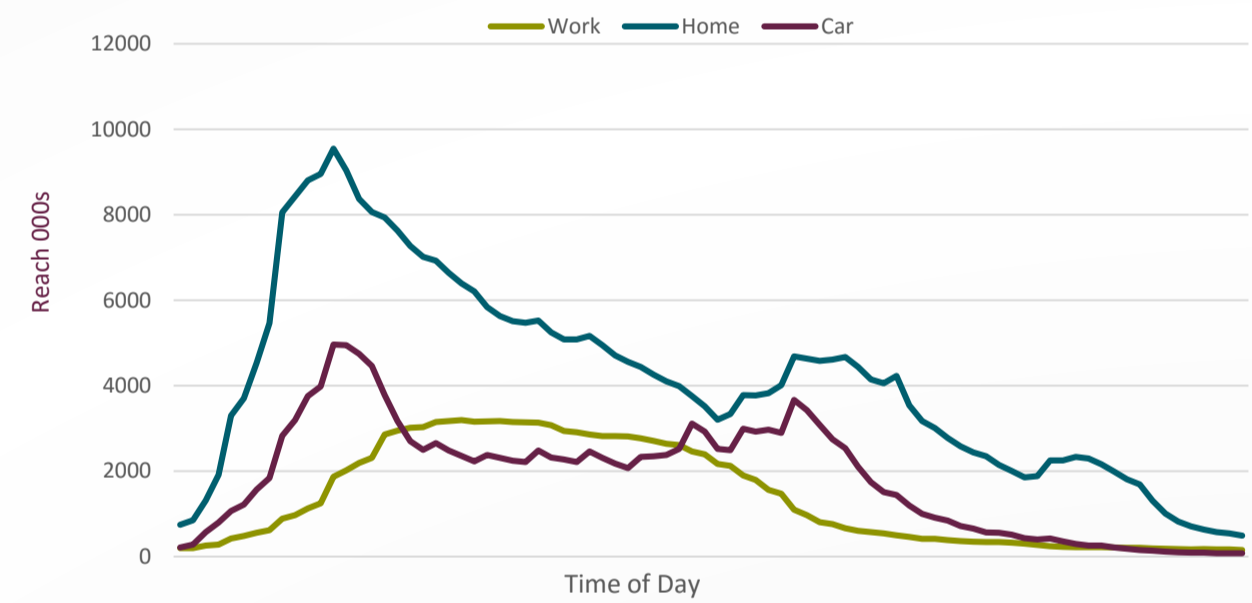
The **share** of all radio listening via a digital platform now stands at **47.2%** - up 9% year on year.

The digital share is comprised of DAB (**33.8%**), Online/App (**8.0%**) and Digital TV (**5.5%**)



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

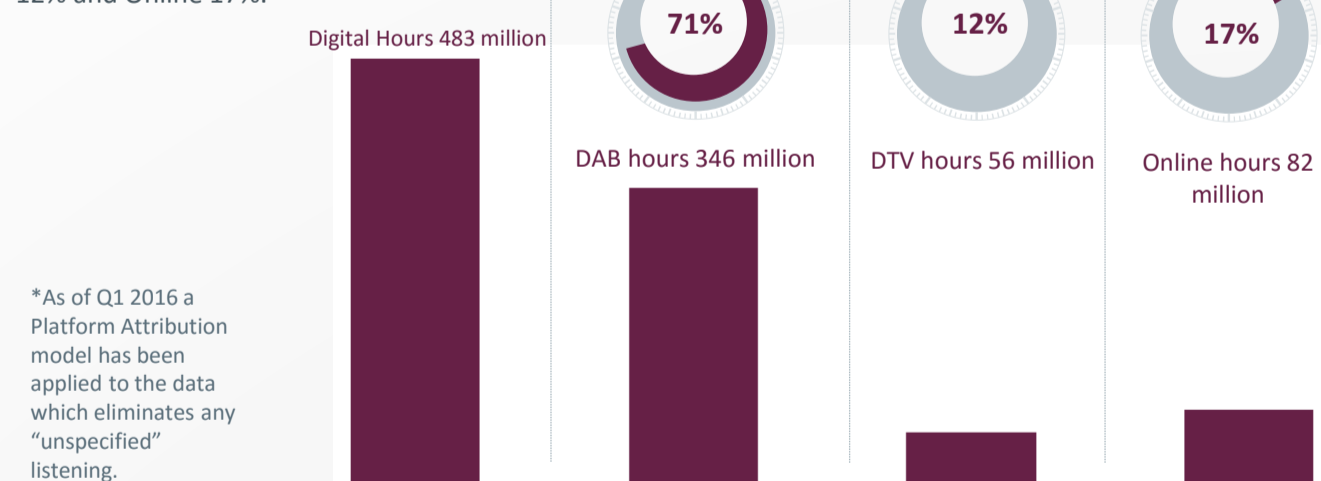
LISTENING VIA LOCATION



DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 483 million hours; DAB has a 71% share of digital listening hours, DTV 12% and Online 17%.

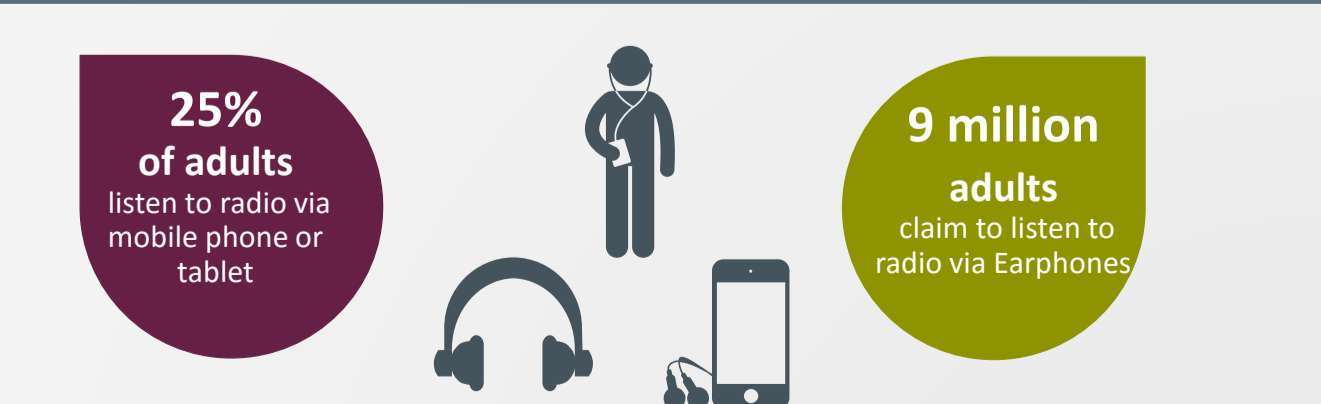


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SOCIAL MEDIA



PERSONALISED RADIO LISTENING



*at least once per month

For Publication Enquiries contact;

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MORE INFORMATION

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