

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 4th 2016

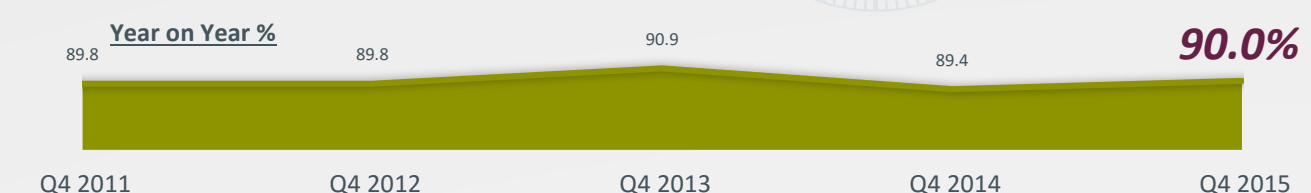
ALL RADIO LISTENING

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Today RAJAR announced **48.2 million adults** or **90%** of the adult (15+) UK population tuned in to their selected radio stations each week in the fourth quarter of 2015. This is up by approximately **386,000 adults** on the same Quarter of the previous Year (Q4, 2014). The total average number of weekly hours listened to radio for this quarter is **1.01 Billion**.



90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21 hours and 4 minutes** of Live Radio per week.



DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* exceeds 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.

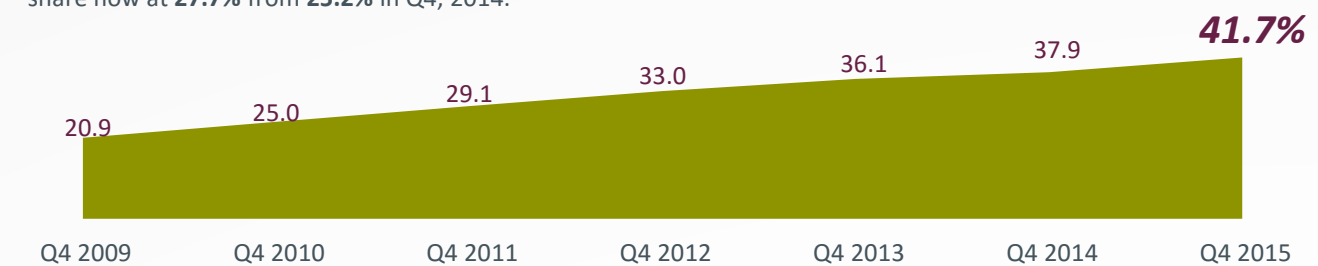
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



56%
of the population
tune in to digital
radio every week

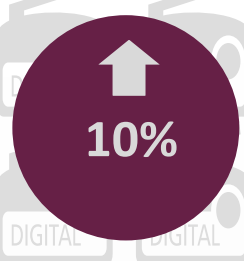
DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **41.7%**, up from **37.9%** for the corresponding period last year. The **share** of listening *hours* to DAB has increased by 9% year on year, with share now at **27.7%** from **25.2%** in Q4, 2014.



OWN A DAB RADIO

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



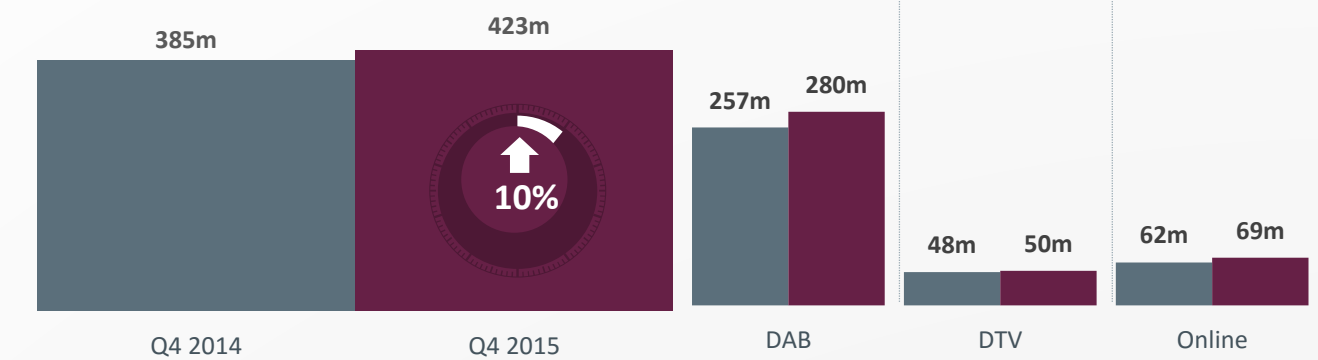
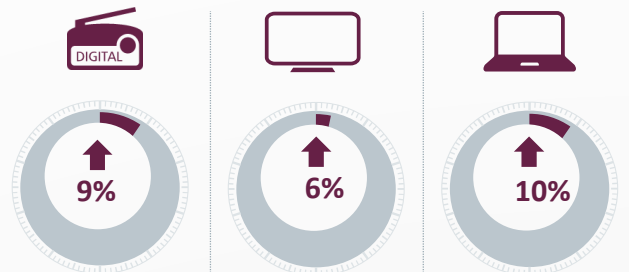
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening in an average week across the period of Q4 2015 totals **423 million hours**.

DAB radio is the most popular device when it comes to listening digitally, accounting for **66% of all Digital Hours (28% of Total Hours)**. Listening via **DTV (Digital Television)** represents **12% (5% of Total Hours)** and listening **Online** **16% (7% of Total Hours)** of all digital listening hours.

Year on Year

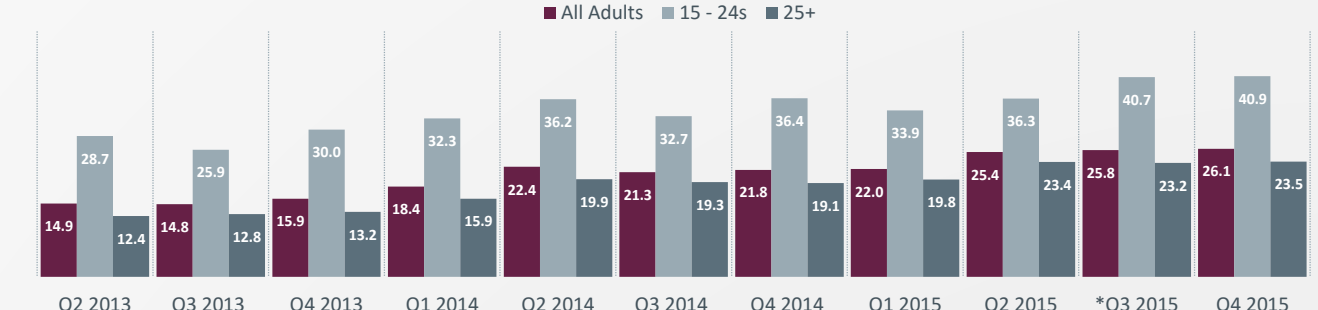


RADIO LISTENING VIA MOBILE PHONE AND TABLET

26% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **20%** Year on Year.



41% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month - Up **10%** Year on Year



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

SOCIAL MEDIA



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MORE INFORMATION

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