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.

In an average week, digital listening accounts for 444 million hours; DAB has a 70% share of digital listening hours, DTV 12% and Online 18%.

25% of adults – claims to have listened to the radio via a mobile phone or tablet at least once per month. This has increased by 7% year on year.

37% of 15-24 year olds – claims to have listened to the radio via a mobile phone or tablet at least once per month. This has increased by 7% year on year.

89% of the population tuned in to radio every week.

**RAJAR DATA RELEASE | QUARTER 1, 2016**

**ALL RADIO LISTENING**

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**DIGITAL PLATFORMS**

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.

**DIGITAL SHARE OF ALL RADIO LISTENING**

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%.

**44.1%**

**OWN A DAB RADIO**

30 million adults claim to own a DAB Radio, up 14% Year on Year

**DIGITAL LISTENING HOURS**

DAB hours 310 million
DTV hours 55 million
Online hours 79 million

**RADIO LISTENING VIA MOBILE PHONE AND TABLET**

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**SOCIAL MEDIA**

48% of 15-24 year old Social Media users claim to receive updates about their favourite Radio Station/Presenter via Social Media

32% of adult Social Media users claim to receive updates about their favourite Radio Station/Presenter via Social Media

*Please note that the information contained within this quarterly data release may have been derived using methodologies that are different to those used in previous releases. If you require information from previous quarters please contact RAJAR at rajar@ipsosmori.com. More information is available on our website at www.rajarsite.com.*