

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 14th MAY 2020

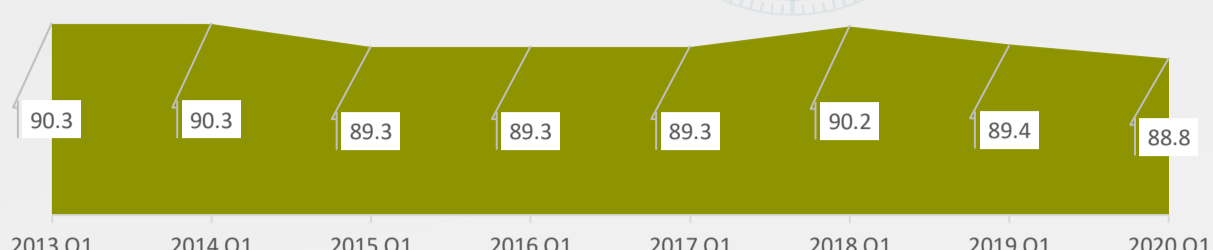
ALL RADIO LISTENING

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Today RAJAR announced **48.9 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2020. The total average number of weekly hours listened to radio for this Quarter is **988 million**.

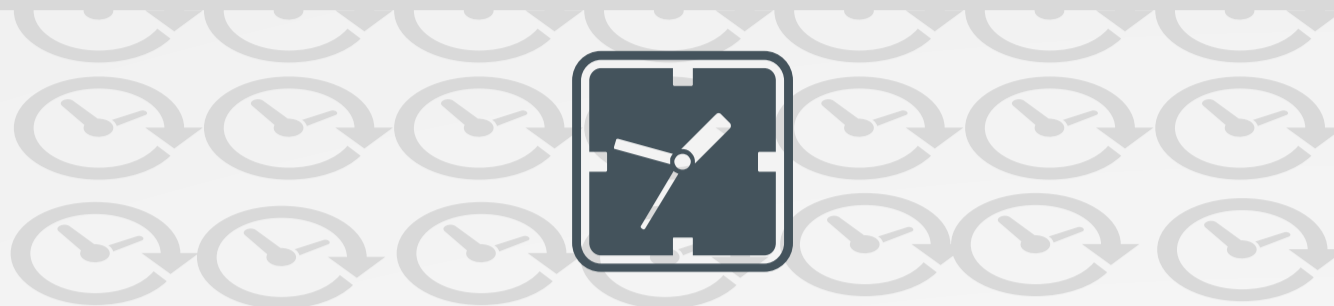


89%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.2 hours** of Live Radio per week.



DIGITAL PLATFORMS

In terms of reach, 37 million adults or over two thirds of the population aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online or App) each week.

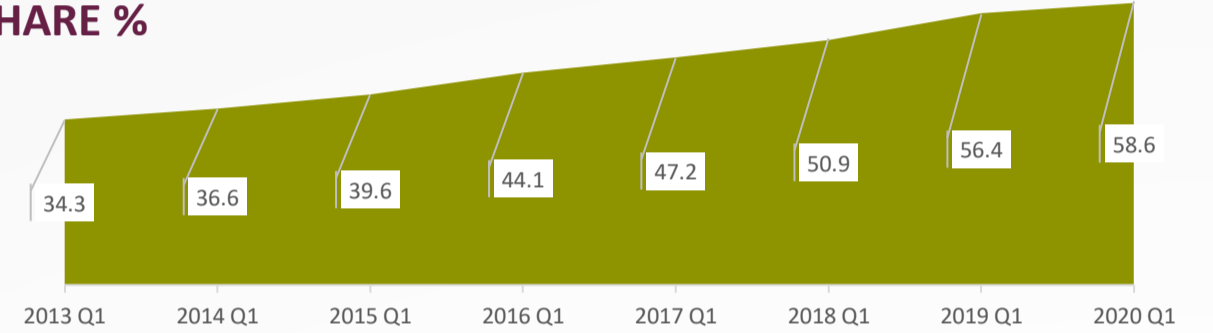
** Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



67%
of the population tune in to digital radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

SHARE %

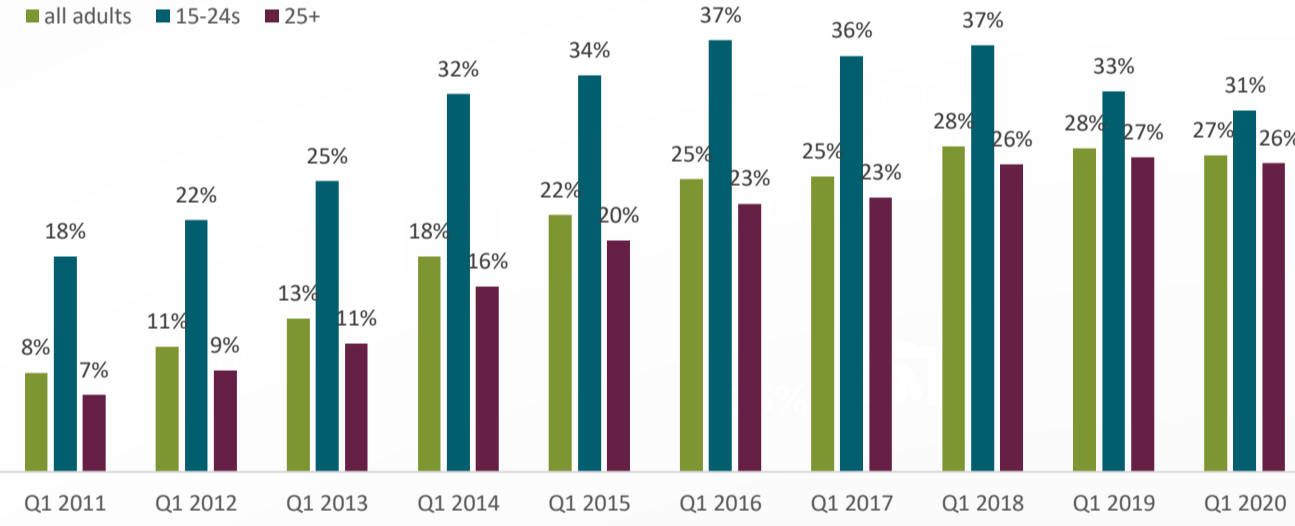


**As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.*

MOBILE/TABLET LISTENING

27% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month

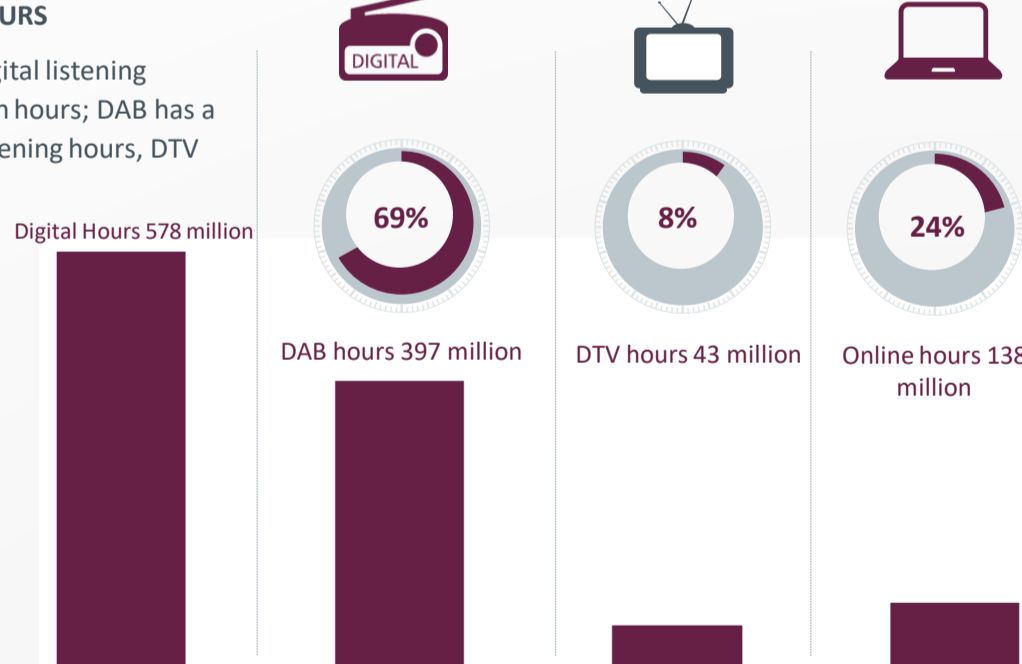
■ all adults ■ 15-24s ■ 25+



DIGITAL LISTENING HOURS

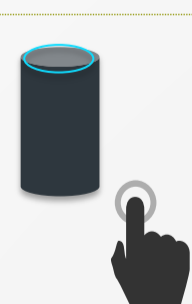
DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 578 million hours; DAB has a 69% share of digital listening hours, DTV 8% and Online 24%.



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VOICE ACTIVATED SPEAKERS

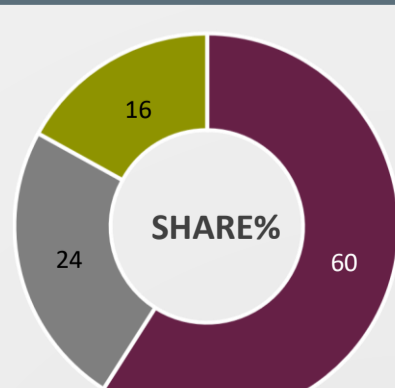
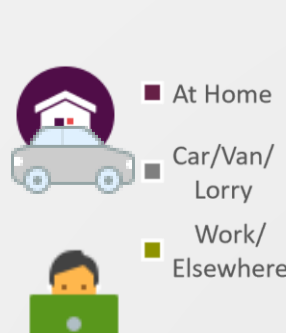
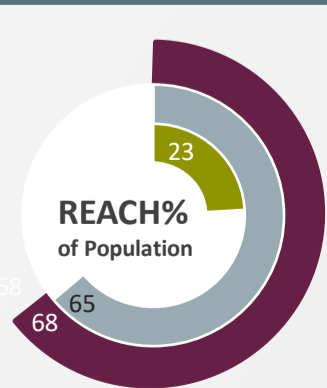


32%
Claim to own a Voice Activated Speaker



18% of which claim to use it to listen to Radio everyday

LISTENING VIA LOCATION



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"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute non-public information for the purposes of section 118 of FSMA and relevant price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

MORE INFORMATION

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