

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY AUGUST 6th 2015.

ALL RADIO LISTENING

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Today RAJAR announced **48.2 million adults** or **89.9% of the adult (15+) UK population** tuned in to their selected radio stations each week in the second quarter of 2015. This is up by approximately **385,000 adults** on the last Quarter (Q1, 2015). The total average number of weekly hours listened to radio for this quarter is **1.05 Billion**.



90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.7 hours** of live radio per week.



21.7
average hours of
radio listened to 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 29.5 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

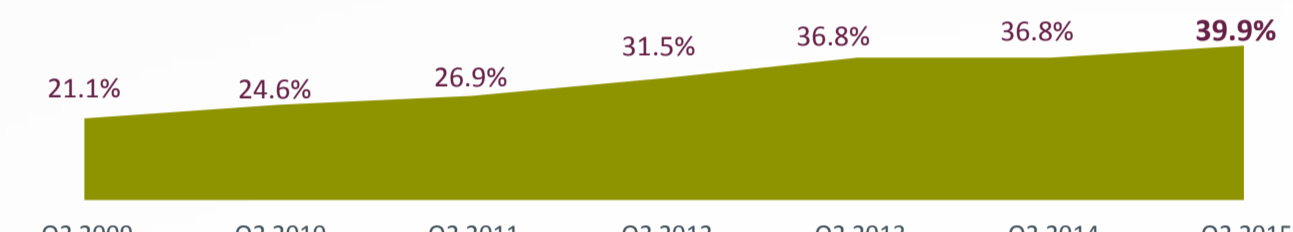
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



55%
of the population
tune in to digital
radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening hours via a digital platform now stands at **39.9%**, up from **36.8%** for the corresponding period last year. The **share** of listening to DAB has increased by 13% year on year to **26.7%** of all listening (**24.1%** in Q2, 2014).



ACCESS TO A DAB RECEIVER

27 million adults

have access to a DAB receiver,
up **5%** Year on Year.



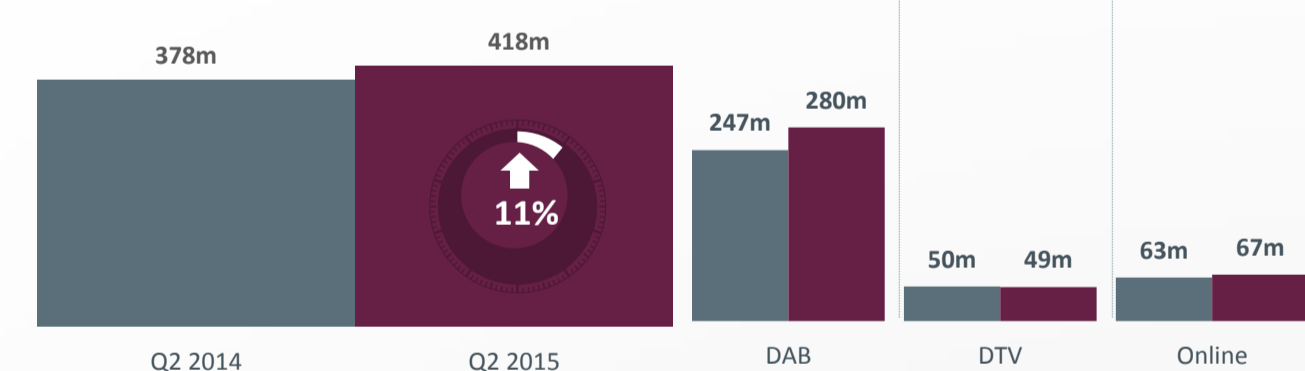
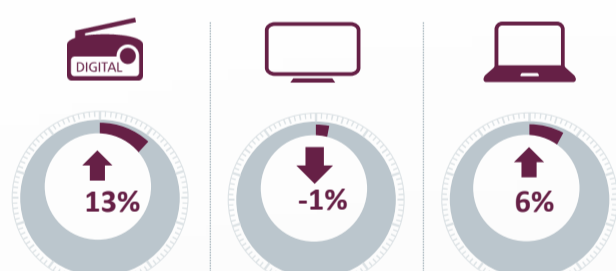
DIGITAL LISTENING HOURS

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Digital listening in an average week across Q2 2015 totals **418 million hours**.

DAB radio is the most popular device when it comes to listening digitally, accounting for **67% of all digital hours (27% of Total Hours)**. Listening via **DTV (Digital Television)** represents **12% (5% of Total Hours)** and listening **Online** **16% (6% of Total Hours)** of all digital listening hours.

Year on Year

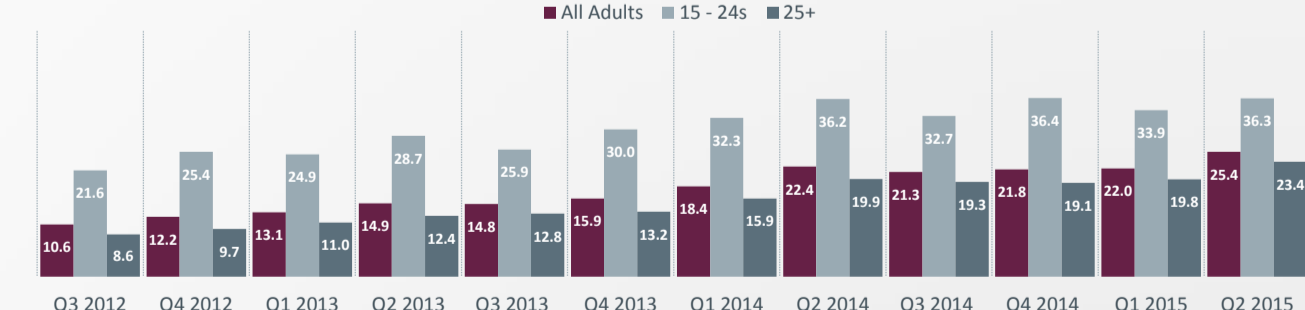


RADIO LISTENING VIA MOBILE PHONE AND TABLET

25% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **13%** Year on Year.



36% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month.



SOCIAL MEDIA

