Today RAJAR announced 48.7 million adults or 90% of the adult (15+) UK population tuned in to their selected radio stations each week in the second quarter of 2016. This is up by approximately half a million adults in the same quarter of the previous year (Q2, 2015). The total average number of weekly hours listened to radio for this quarter is 1.045 Billion.

90% of the population tune in to radio every week.

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.

For Publication Enquiries contact;
Lyndsay Ferrigan – Communications Manager
RAJAR
Tel: 020 7395 0636
Email: Lyndsay@rajar.co.uk

SOCIAL MEDIA

44% of 15-24 year olds follow Radio Stations on Twitter
31% of adults listen to Radio Stations/Programmes via Social Media

*Please note that the information contained within this quarterly data release is an alternative methodology as of Q3 2015