

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY AUGUST 2<sup>nd</sup> 2018

## ALL RADIO LISTENING

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Today RAJAR announced **48.8 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the second Quarter of 2018. The total average number of weekly hours listened to radio for this Quarter is **1.016 Billion**.



**89%**  
of the population  
tune in to radio  
every week



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.8 hours** of Live Radio per week.



## DIGITAL PLATFORMS

More than 3 in 5 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach\*. With 34 million people now tuning in to radio via a digitally enabled receiver (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.

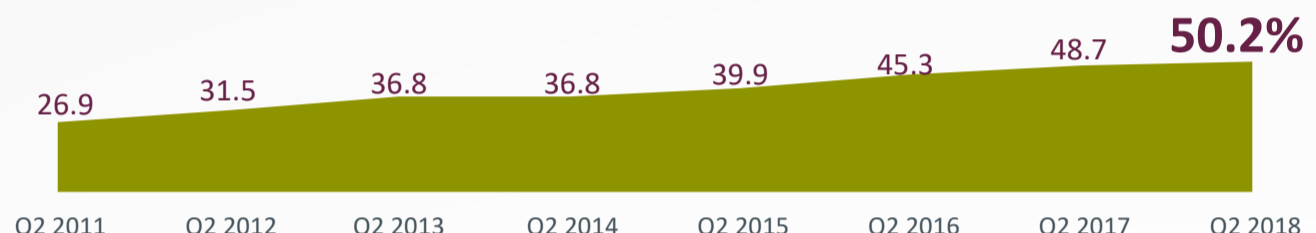


**61%**  
of the population  
tune in to digital  
radio every week

## DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **50.2% - up 1% year on year**.

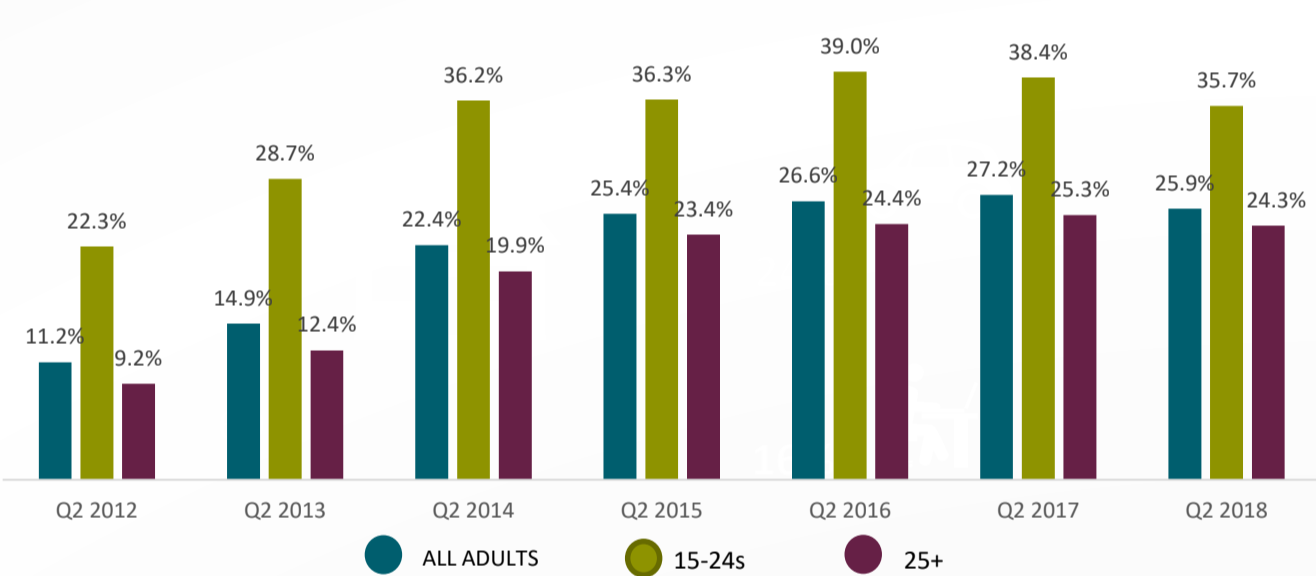
The digital share is comprised of DAB (**36.3%**), Online/App (**9.3%**) and Digital TV (**4.6%**)



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

## MOBILE/TABLET LISTENING

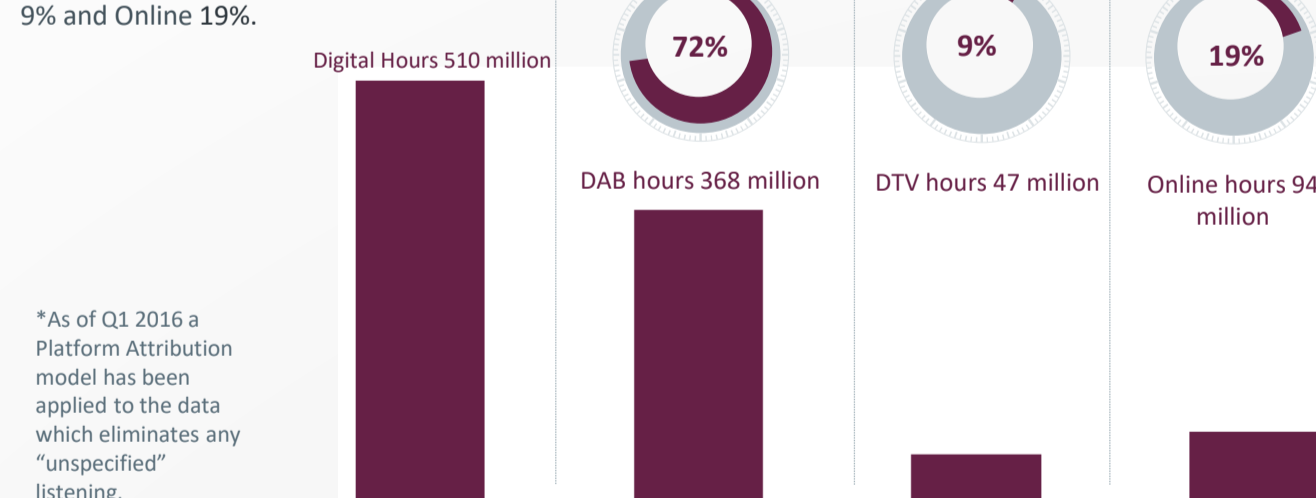
Claim to listen to Live Radio via a Smartphone or Tablet at least once per month



## DIGITAL LISTENING HOURS

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In an average week, digital listening accounts for 510 million hours; DAB has a 72% share of digital listening hours, DTV 9% and Online 19%.

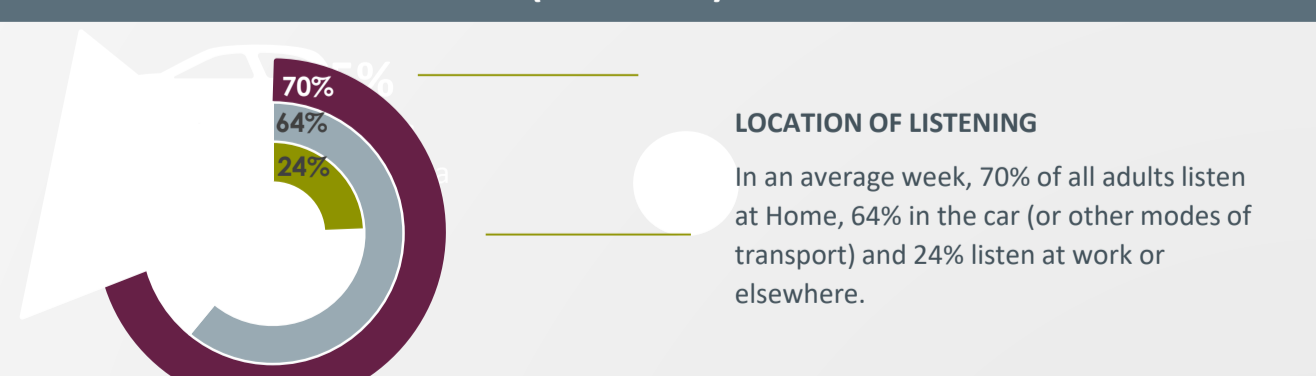


\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

## SOCIAL MEDIA



## LISTENING VIA LOCATION (REACH%)



### LOCATION OF LISTENING

In an average week, 70% of all adults listen at Home, 64% in the car (or other modes of transport) and 24% listen at work or elsewhere.

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### MORE INFORMATION

Any use of information in this news release must acknowledge the source as "RAJAR/Ipsos MORI/RSMB."

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