

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 29th 2015

ALL RADIO LISTENING

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Today RAJAR announced **47.8 million adults** or **89.3% of the adult (15+) UK population** tuned in to their selected radio stations each week in the third quarter of 2015. This is up by approximately **230,000 adults** on the same Quarter of the previous Year (Q3, 2014). The total average number of weekly hours listened to radio for this quarter is **1.03 Billion**.



89%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21 hours and 36 minutes** of Live Radio 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 30 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

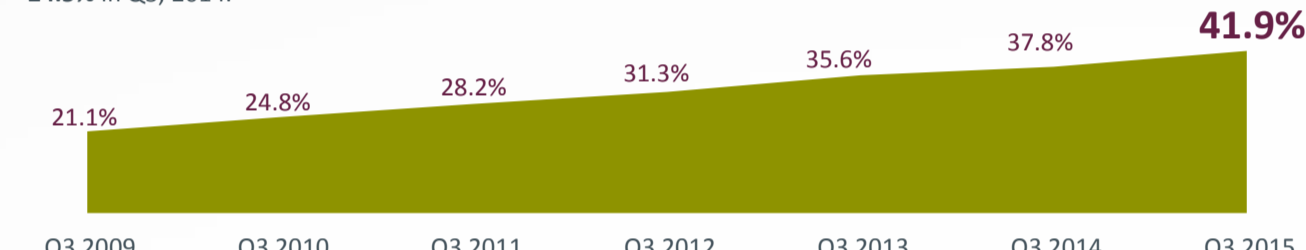
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



56%
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 **41.9%**, up from **37.8%** for the corresponding period last year. The **share** of listening hours to DAB has increased by 14% year on year to **27.7%** from **24.5%** in Q3, 2014.



OWN A DAB RADIO

29 million adults claim to own a DAB Radio, up **10% Year on Year**



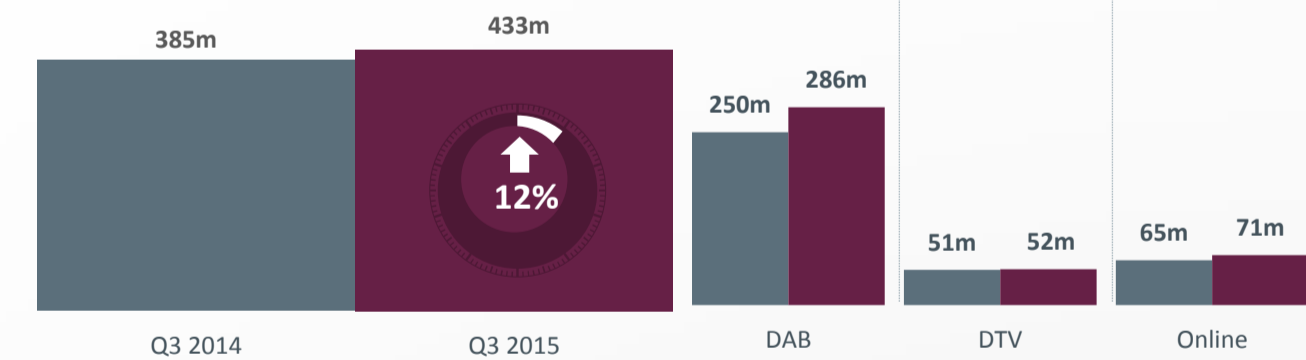
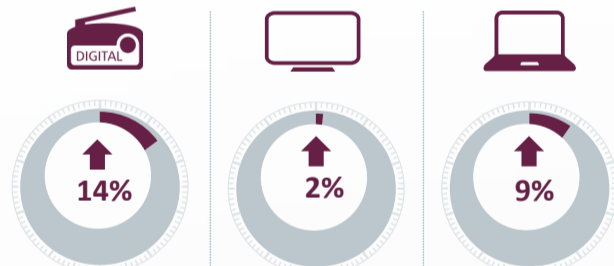
DIGITAL LISTENING HOURS

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Digital listening in an average week across the period of Q3 2015 totals **433 million hours**.

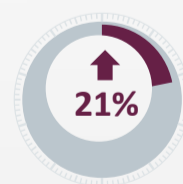
DAB radio is the most popular device when it comes to listening digitally, accounting for **66% of all Digital Hours (28% of Total Hours)**. Listening via **DTV (Digital Television)** represents **12% (5% of Total Hours)** and listening **Online** **16% (7% of Total Hours)** of all digital listening hours.

Year on Year

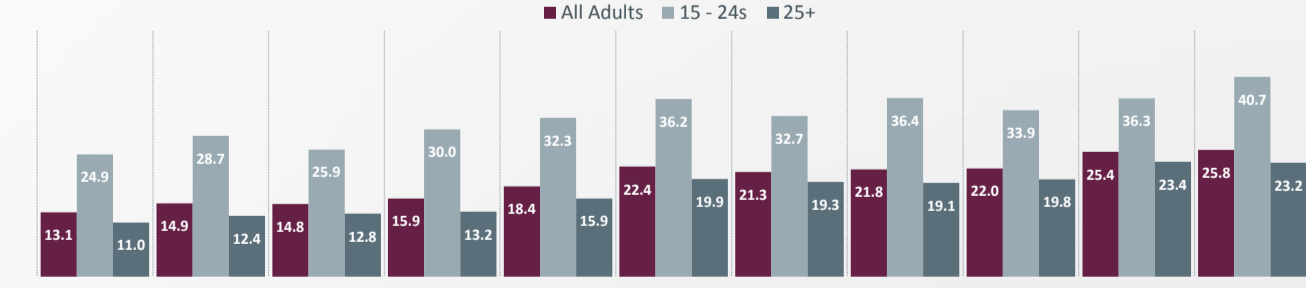


RADIO LISTENING VIA MOBILE PHONE AND TABLET

26% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **21% Year on Year**.



41% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month.



*this data is now derived from an alternative methodology as of Q3 2015

SOCIAL MEDIA



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MORE INFORMATION

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