

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 25<sup>th</sup> 2018

## ALL RADIO LISTENING

### ALL RADIO LISTENING

Today RAJAR announced **48.6 million adults** or **89%** of the adult (15+) UK population tuned in to their selected radio stations each week in the third Quarter of 2018. The total average number of weekly hours listened to radio for this Quarter is **1.026 Billion**.



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



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.1 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.

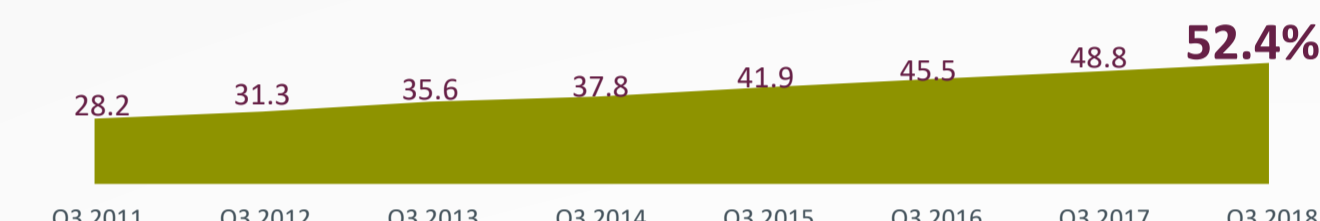


**63%**  
of the population  
tune in to digital  
radio every week

## DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **52.4%** (5% year on year).

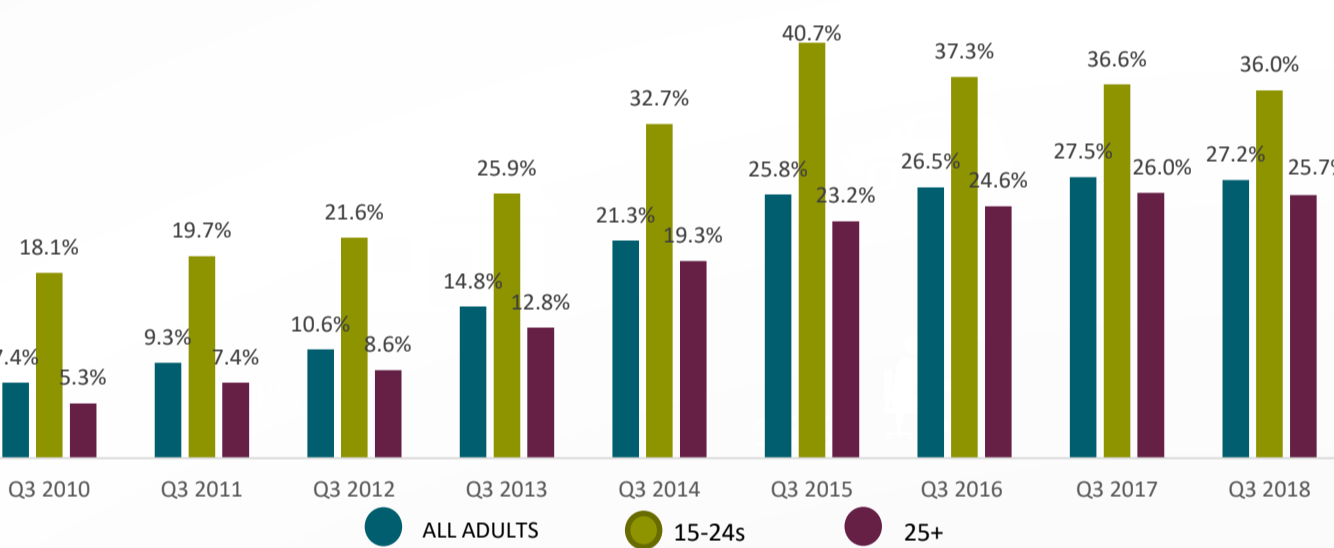
The digital share is comprised of DAB (**38.1%**), Online/App (**9.6%**) and Digital TV (**4.7%**)



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

## MOBILE/TABLET LISTENING

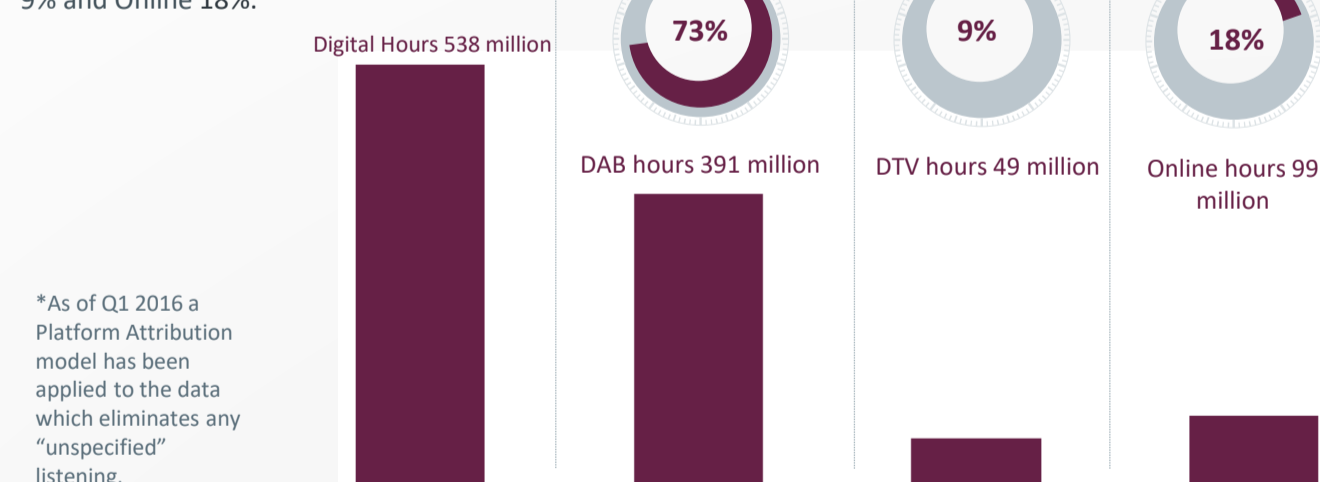
Claim to listen to Live Radio via a Smartphone or Tablet at least once per month



## DIGITAL LISTENING HOURS

### DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 538 million hours; DAB has a 73% share of digital listening hours, DTV 9% and Online 18%.

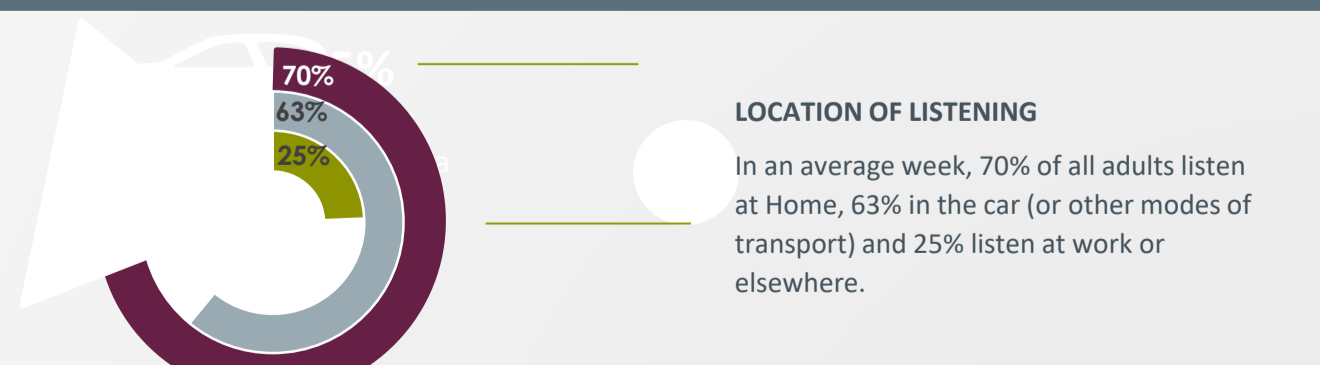


\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

## SOCIAL MEDIA



## LISTENING VIA LOCATION (REACH%)



For Publication Enquiries contact;

Lyndsay Ferrigan – Communications Manager  
RAJAR  
Tel: 020 7395 0636  
Email: Lyndsay@rajar.co.uk

### MORE INFORMATION

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

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