

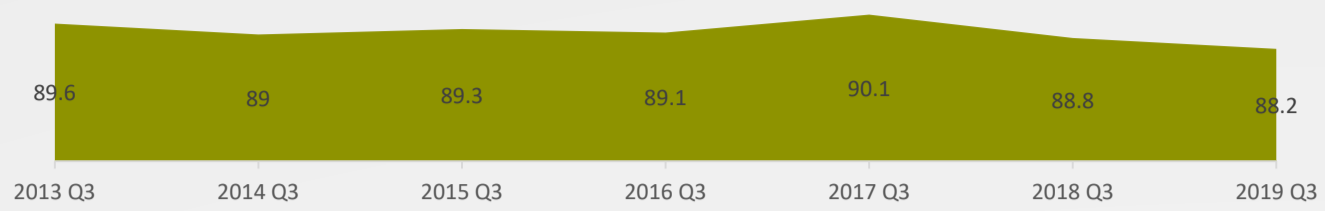
PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 24th 2019

ALL RADIO LISTENING

ALL RADIO LISTENING
Today RAJAR announced **48.5 million adults** or **88% of the adult (15+) UK population** tuned in to their selected radio stations each week in the third quarter of 2019. The total average number of weekly hours listened to radio for this Quarter is **989 million**.



88%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.4 hours** of Live Radio per week.



DIGITAL PLATFORMS

In terms of reach, 36 million adults or almost two thirds of population aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Online or App) each week.

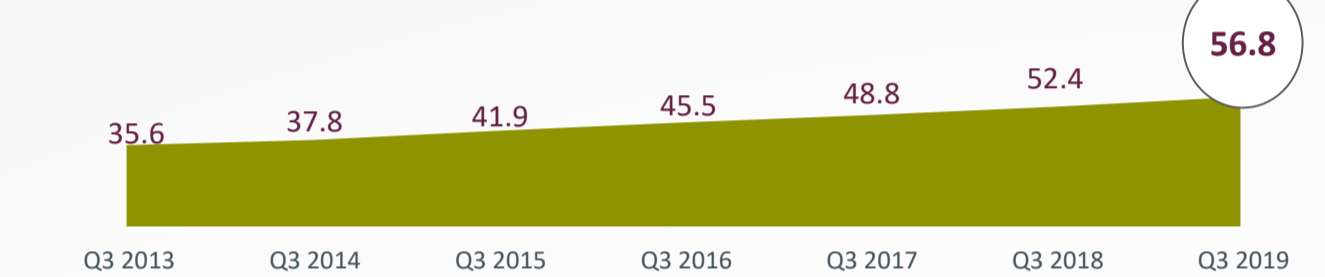
** Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



65%
of the population tune in to digital radio every week

DIGITAL SHARE OF ALL RADIO LISTENING

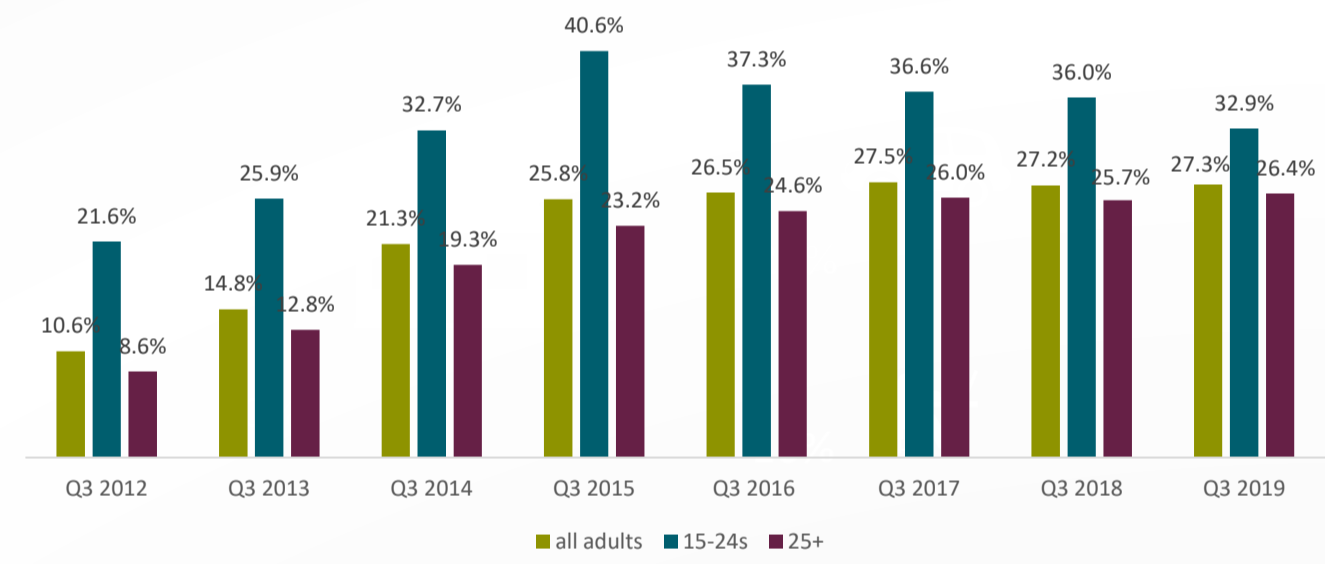
%SHARE



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

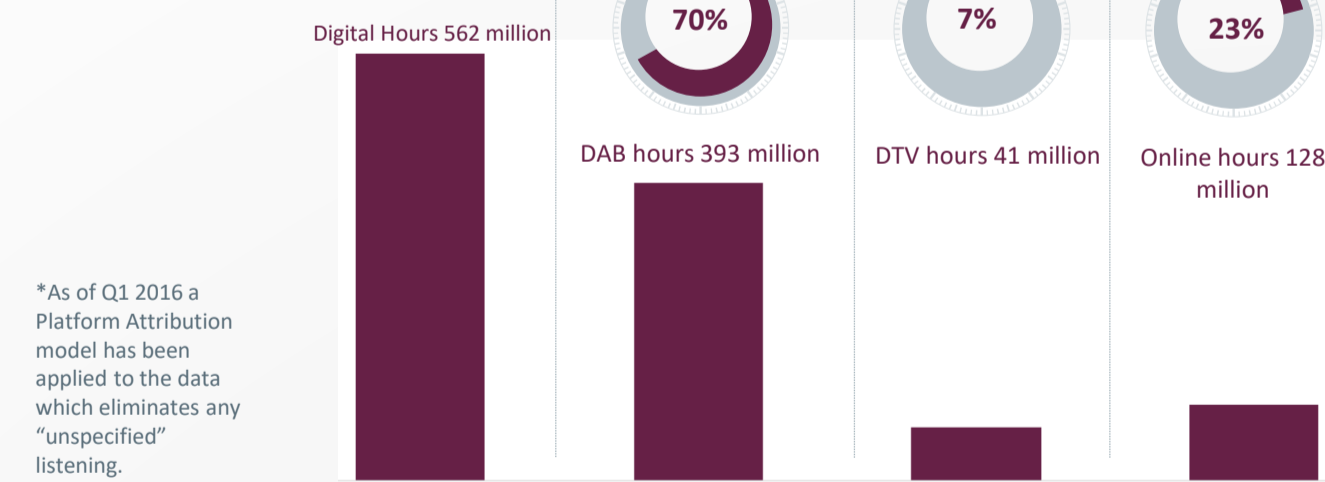
MOBILE/TABLET LISTENING

27% of Adults 15+ 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 562 million hours; DAB has a 70% share of digital listening hours, DTV 7% and Online 23%.

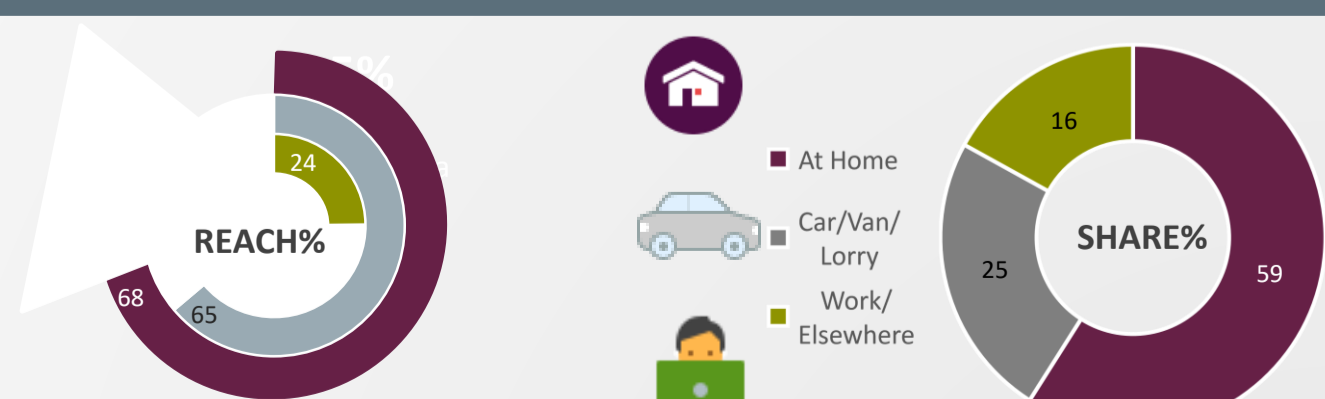


VOICE ACTIVATED SPEAKERS

28% of adults claim to own a Voice Activated Speaker

18% of speaker owners use it EVERYDAY

LISTENING VIA LOCATION



For Publication Enquiries contact;

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

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

MORE INFORMATION

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