

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 9th 2017

ALL RADIO LISTENING

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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 fourth quarter of 2016. This is up by approximately **445,000 adults** on the same Quarter of the previous Year (Q4, 2015). The total average number of weekly hours listened to radio for this quarter is **1.049 Billion**.

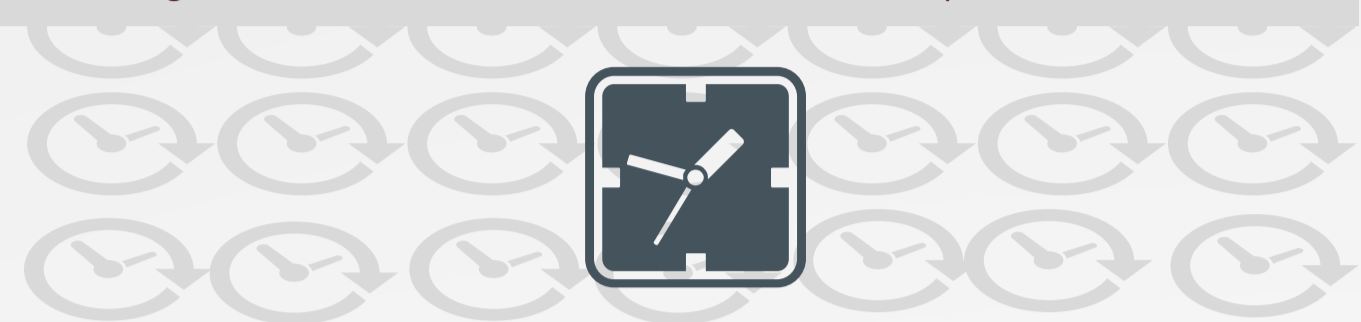


90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.5 hours** of Live Radio per week.



DIGITAL PLATFORMS

Almost 6 in 10 adults aged 15+ are listening to radio via a digital platform in terms of weekly reach*. With 31 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

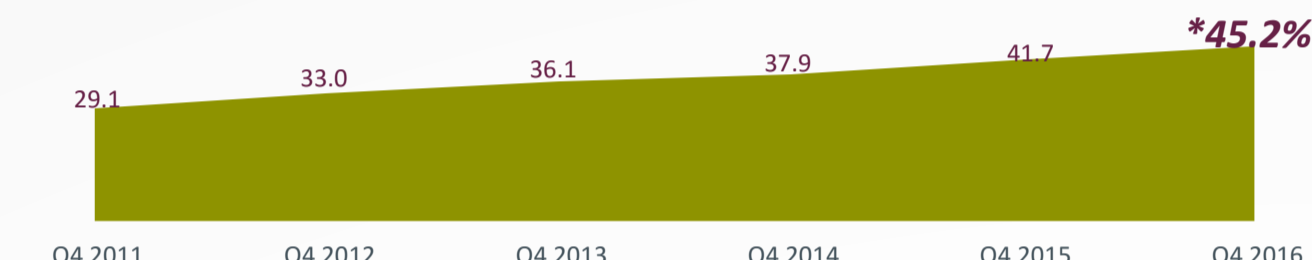
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



58%
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 **45.2%**. The digital share is comprised of DAB share **32.9%**, DTV **4.9%** and listening Online or App **7.4%**.

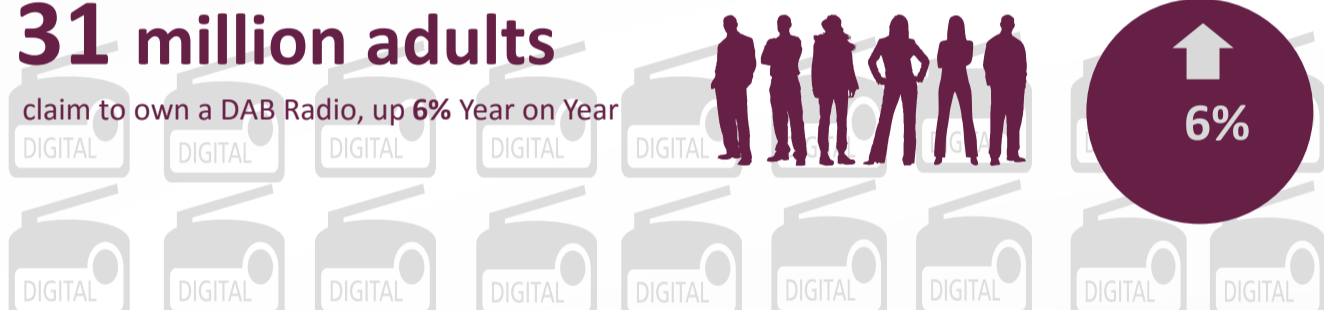


*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

OWN A DAB RADIO

31 million adults

claim to own a DAB Radio, up **6%** Year on Year

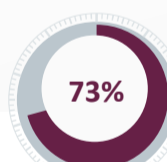


DIGITAL LISTENING HOURS

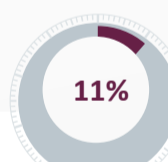
DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 474 million hours; DAB has a 73% share of digital listening hours, DTV 11% and Online 16%.

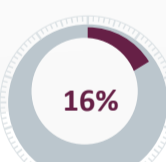
Digital Hours 474 million



DAB hours 345 million



DTV hours 51 million



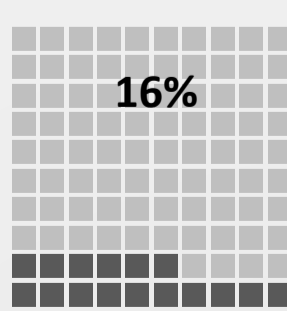
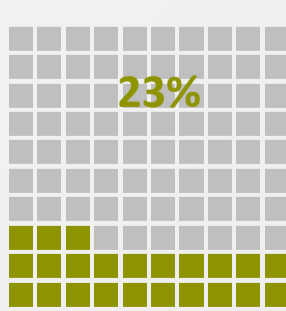
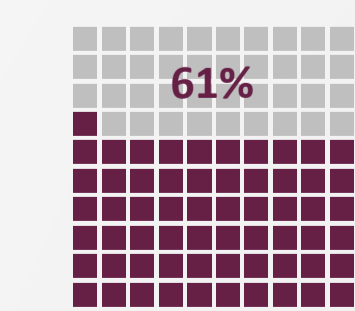
Online hours 78 million

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SOCIAL MEDIA



SHARE OF LOCATION LISTENING HOURS



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MORE INFORMATION

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