Today RAJAR announced 48.9 million adults or 90% of the adult (15+) UK population tuned in to their selected radio stations each week in the fourth quarter of 2017. This is up by approximately 178,000 adults on the same Quarter of the previous year (Q4, 2016). The total average number of weekly hours listened to radio for this quarter is 1.039 Billion.

90% of the population tune in to radio every week.

89.0 89.4 90 90.9 89.8 90.0

The share of all radio listening via a digital platform now stands at 49.9% - up 9% year on year. The digital share is comprised of DAB (36.3%), Online/App (8.5%) and Digital TV (5.1%).

29.1 33 36.1 37.9 41.7 45.2

On an average a listener tunes into 21.3 hours of Live Radio per week.

On average, digital listening accounts for 518 million hours; DAB has a 73% share of digital listening hours, DTV 10% and Online 17%.

DAB hours 377 million
DTV hours 53 million
Online hours 88 million

 PERSONALISED RADIO LISTENING

*26% of adult Social Media users listen to radio via mobile-phone or tablet.

*35% of 15-24s listen to radio via mobile phone or tablet.

Note: Some of the figures in this RAJAR release may arouse suspicion and are subject to further investigation. The results of this survey are based on a representative sample of 10,986 interviews conducted on a weekly basis. The survey is underpinned by daily diary data.

Personalised radio listening.

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 could constitute relevant 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.

*As of Q1 2016 a Platform Attribution model has been applied to the data which whilst not a “ compositions” licence.

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