

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY 6<sup>th</sup> FEBRUARY 2020

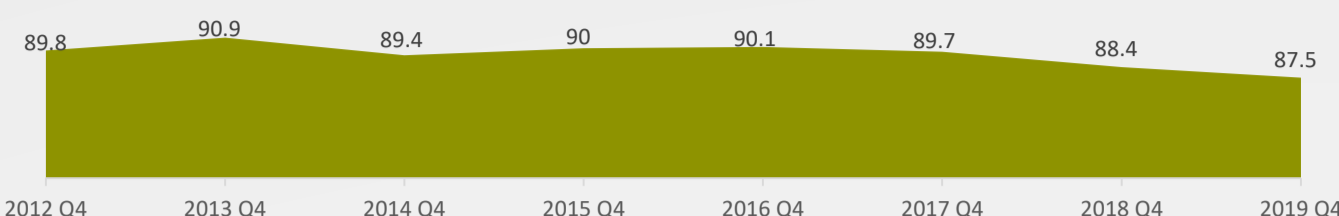
## ALL RADIO LISTENING

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Today RAJAR announced **48.1 million adults** or **87% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2019. The total average number of weekly hours listened to radio for this Quarter is **976 million**.



**87%**  
of the population tune in to radio every week



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **20.3 hours** of Live Radio per week.



## DIGITAL PLATFORMS

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

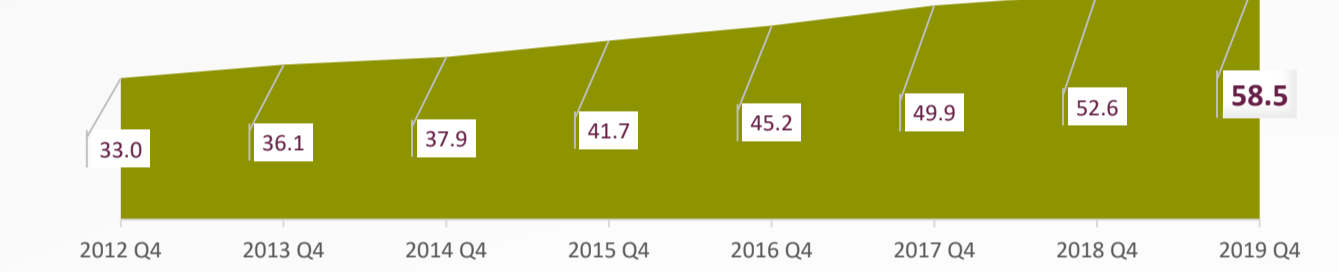
*\* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.*



**66%**  
of the population tune in to digital radio every week

## DIGITAL SHARE OF ALL RADIO LISTENING

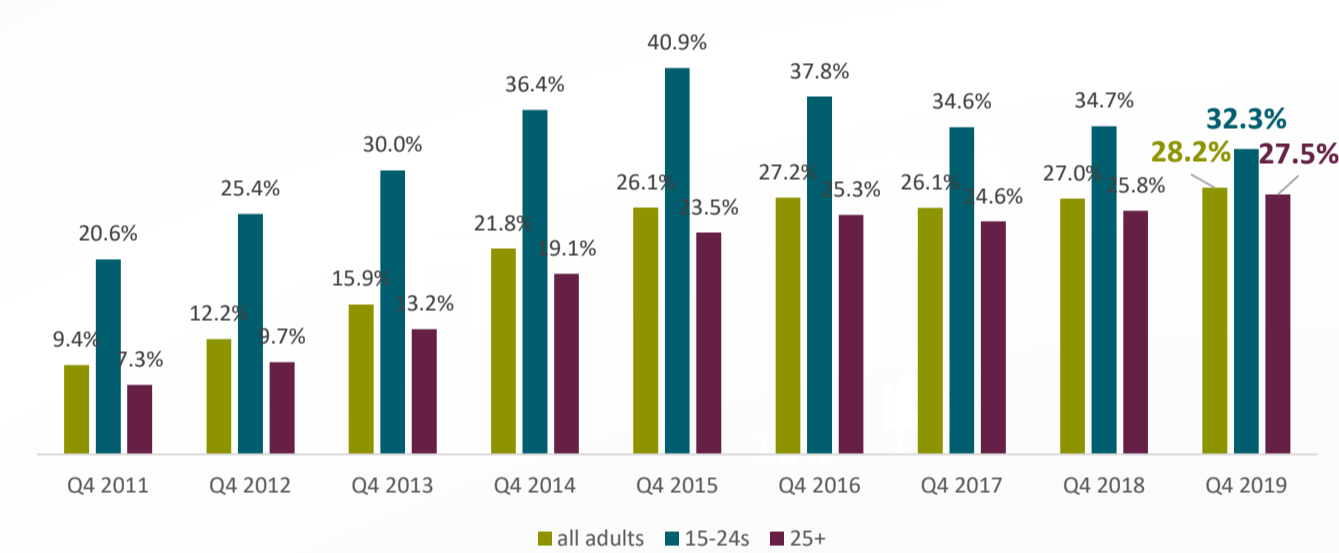
### SHARE %



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

## MOBILE/TABLET LISTENING

**28%** of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month

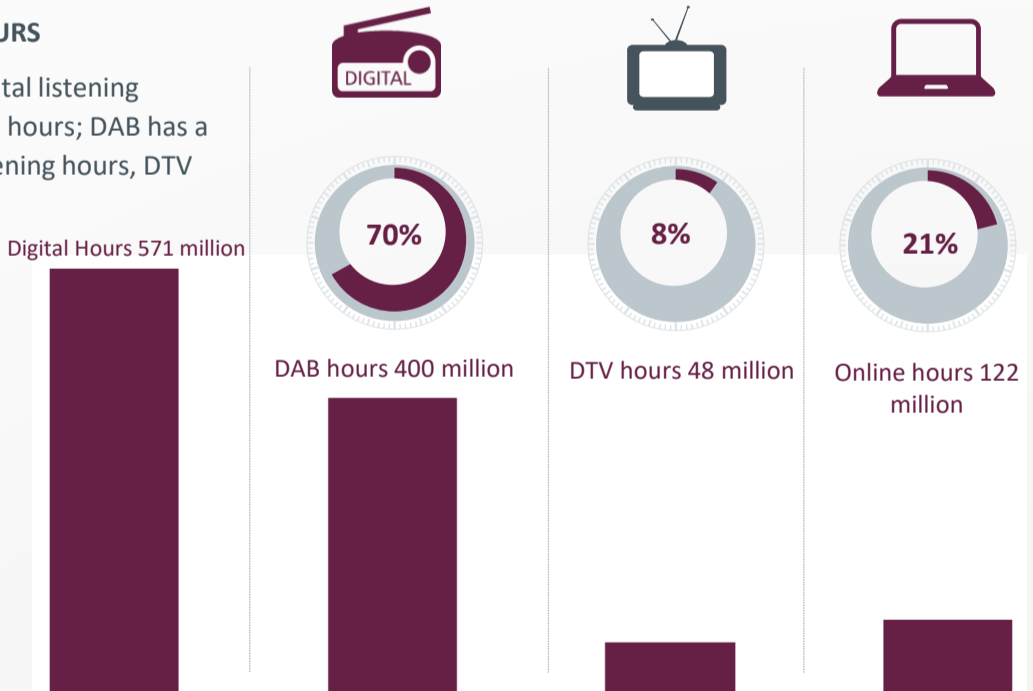


## DIGITAL LISTENING HOURS

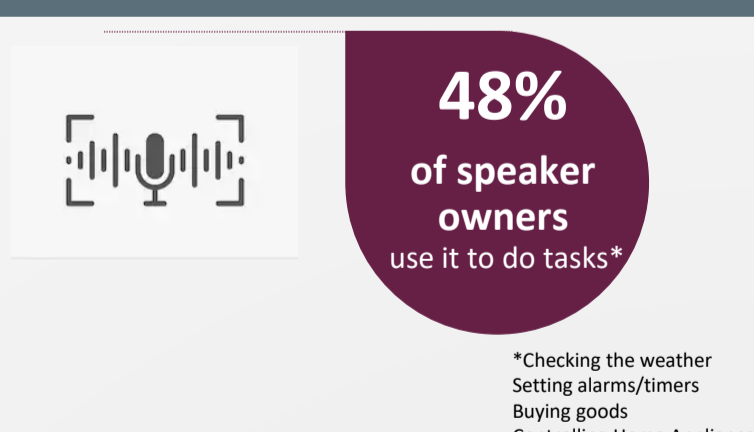
### DIGITAL LISTENING HOURS

In an average week, digital listening accounts for 571 million hours; DAB has a 70% share of digital listening hours, DTV 8% and Online 21%.

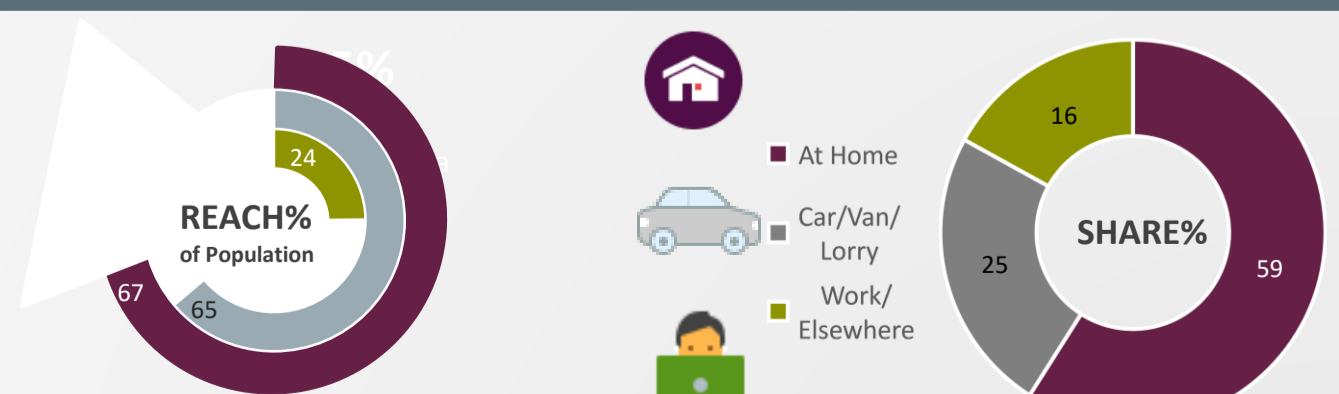
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## VOICE ACTIVATED SPEAKERS



## LISTENING VIA LOCATION



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

### MORE INFORMATION

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