

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY MAY 19th 2016

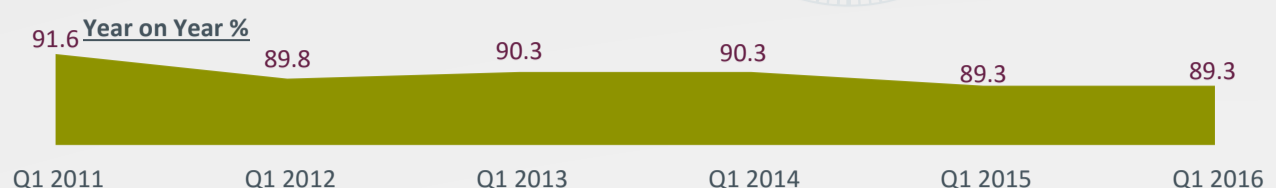
ALL RADIO LISTENING

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Today RAJAR announced **47.8 million adults** or **89% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2016. This is up by approximately **24,000 adults** on the same Quarter of the previous Year (Q1, 2015). The total average number of weekly hours listened to radio for this quarter is **1.01 Billion**.



89%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21 hours** of Live Radio per week.



DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* exceeds well over half of the UK (adults 15+) population. With 30 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

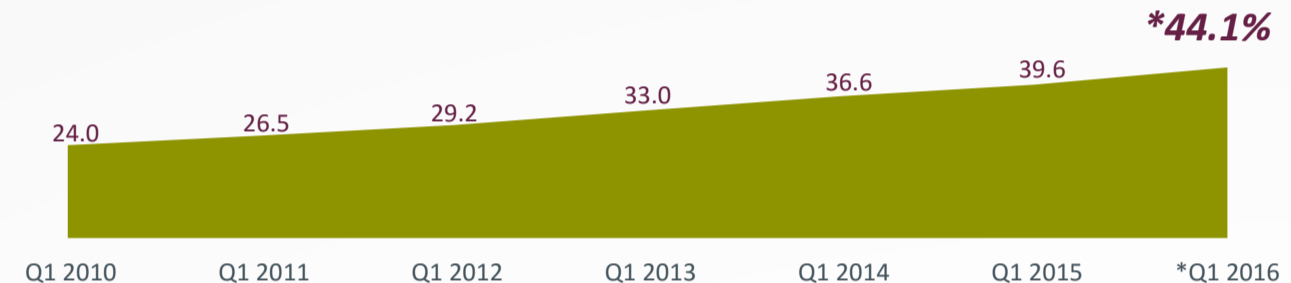
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



57%
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 **44.1%**. The digital share is comprised of DAB share **30.9%**, DTV **5.4%** and listening Online or App **7.8%**.



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

OWN A DAB RADIO

30 million adults claim to own a DAB Radio, up **14% Year on Year**

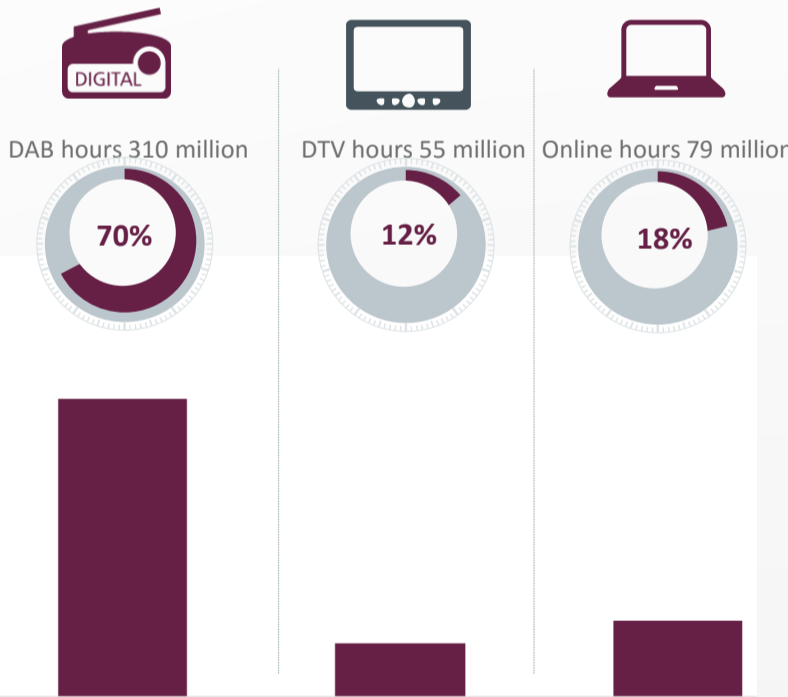
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DIGITAL LISTENING HOURS

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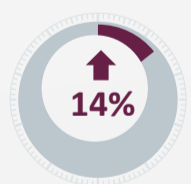
In an average week, digital listening accounts for 444 million hours; DAB has a 70% share of digital listening hours, DTV 12% and Online 18%.



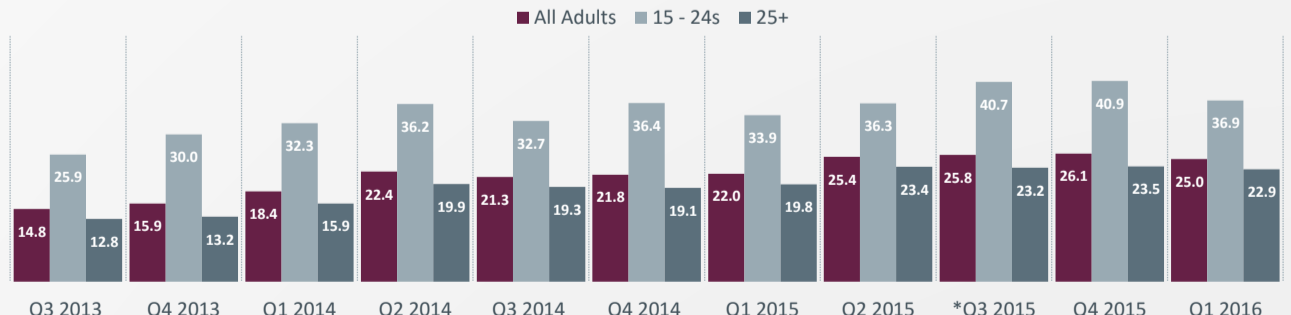
*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" listening.

RADIO LISTENING VIA MOBILE PHONE AND TABLET

25% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **14% Year on Year**.



37% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month - Up **7% Year on Year**



*this data is now derived from an alternative methodology as of Q3 2015

SOCIAL MEDIA

48% of 15-24 year old Social Media users claim to receive updates about their favourite Radio Station/Presenter

32% of adult Social Media users claim to receive updates about their favourite Radio Station/Presenter

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MORE INFORMATION

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

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