

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY MAY 15th 2014 .

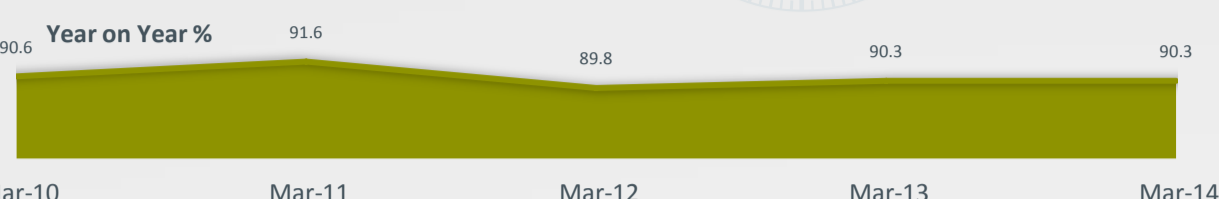
ALL RADIO LISTENING

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Today RAJAR announced **48.1 million adults** or **90% of the adult (15+) UK population** tuned in to their selected radio stations each week in the first quarter of 2014. This is up by approximately **800,00 adults** on the same quarter of the previous year (Q1, 2013). The total average number of weekly hours listened to radio for this quarter is **1.04 Billion**.



90%
of the population
tune in to radio
every week



DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* has **increased by 4% year on year**, with **27.1 million** people now tuning in to radio via a **digitally enabled receiver (DAB, DTV, Online)** up from **26.0 million** in Q1, 2013.

* 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.



51%
of the population
tune in to digital
radio every week

AVERAGE HOURS PER LISTENER

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



21.5
average hours of
radio listened to per
week

DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **36.6%** compared to **34.3%** for the corresponding period last year (up **7%** year on year). The **share** of listening to DAB has increased by **5%** Year on Year to **23.7%** of all listening (**22.5%** in Q1, 2013).



ACCESS TO A DAB RECEIVER

25 million adults

have access to a DAB receiver,
up **10%** Year on Year.



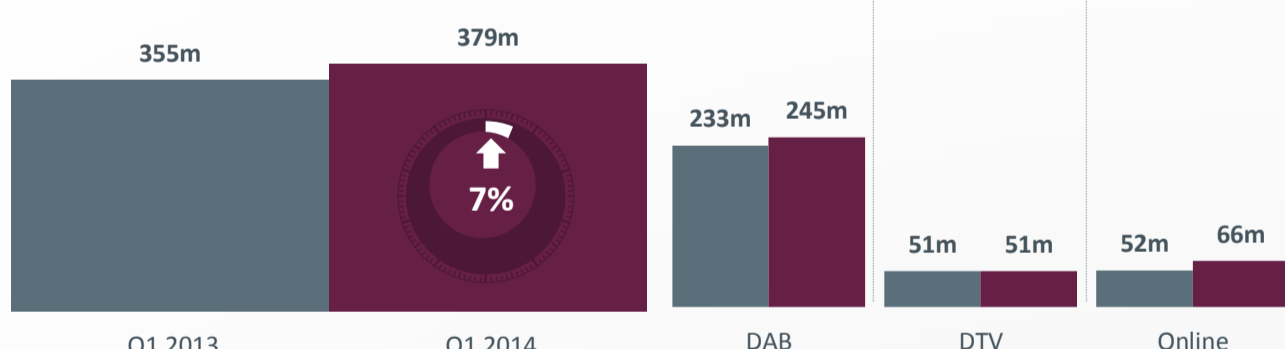
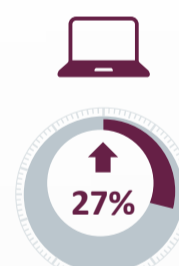
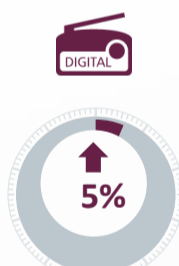
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening hours for Q1 2014 **increased 7%** from **355 million hours** in Q1 2013 to **379 million hours** in this quarter.

DAB radio is still the most popular device when it comes to listening digitally, accounting for **65% of all digital hours (24% of Total Hours)**. Listening via **DTV (Digital Television)** represents **14% (5% of Total Hours)** and listening **Online** **17% (6% of Total Hours)** of all digital listening hours.

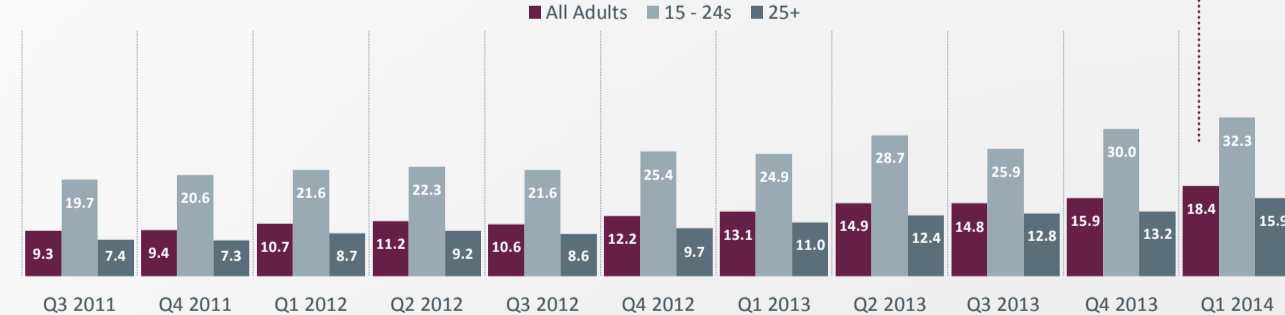
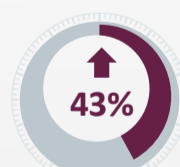
Year on Year



RADIO LISTENING VIA MOBILE PHONE AND TABLET

18% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **43%** Year on Year.

32% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month

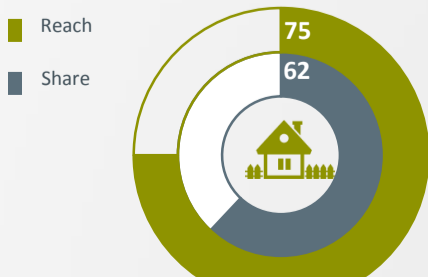


*please note as of Q1 2014 listening via a tablet is now included in this figure.

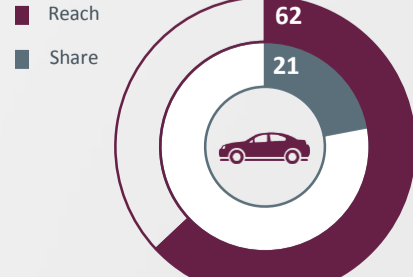
LOCATION OF LISTENING

The percentage **Reach** and **Share** of where Radio is listened to.

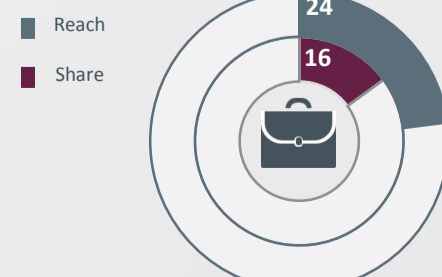
HOME



CAR/VAN/LORRY



WORK/ELSEWHERE



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MORE INFORMATION

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