

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 5TH 2015.

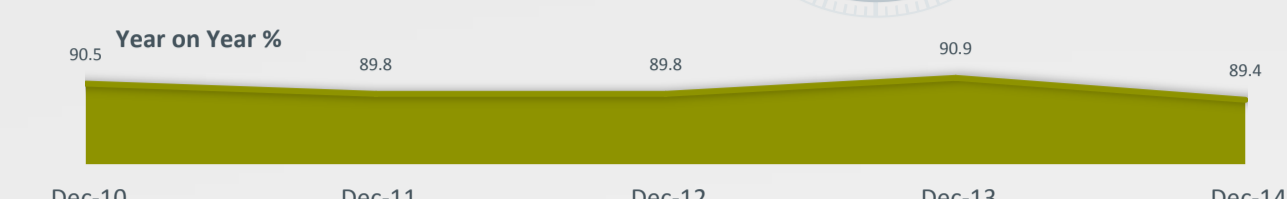
ALL RADIO LISTENING

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Today RAJAR announced **47.9 million adults** or **89.4% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2014. This is up by approximately **237,000 adults** on the last Quarter (Q3, 2014). The total average number of weekly hours listened to radio for this quarter is **1.02 Billion**.



89%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.3 hours** of live radio per week.



21.3
average hours of
radio listened to per
week

DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* exceeds over half of the UK (adults 15+) population. With 27.8 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

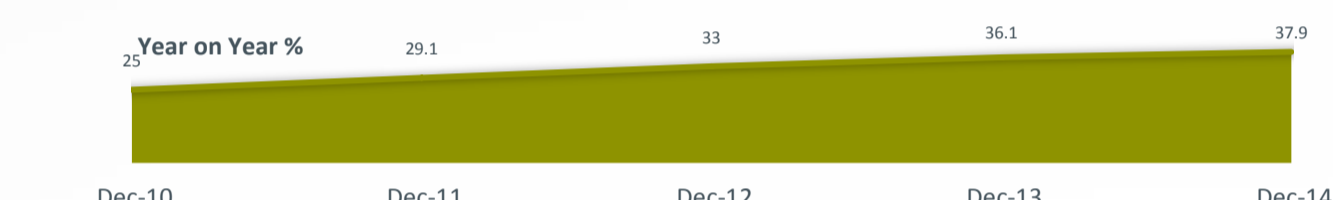
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



52%
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 **37.9%**, up from **36.1%** for the corresponding period last year. The **share** of listening to DAB has increased by 6% year on year to **25.2%** of all listening (**24.5%** in Q3, 2014).



ACCESS TO A DAB RECEIVER

26 million adults

have access to a DAB receiver,
up **7%** Year on Year.



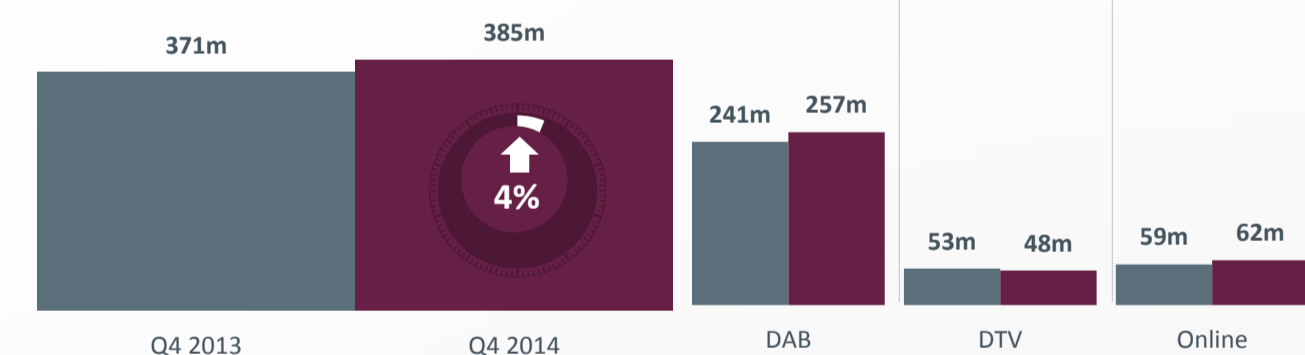
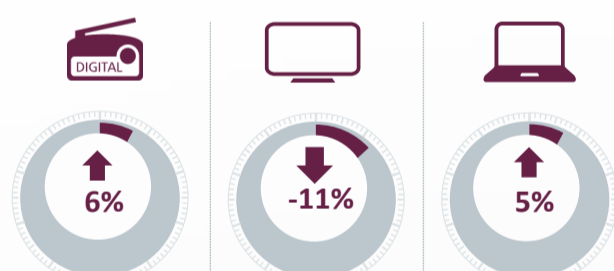
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening hours remain high for Q4 2014 with **385 million** hours being listened to in an average week.

DAB radio is still the most popular device when it comes to listening digitally, accounting for **67% of all digital hours (25% of Total Hours)**. Listening via **DTV (Digital Television)** represents **12% (5% of Total Hours)** and listening **Online** **16% (6% of Total Hours)** of all digital listening hours.

Year on Year

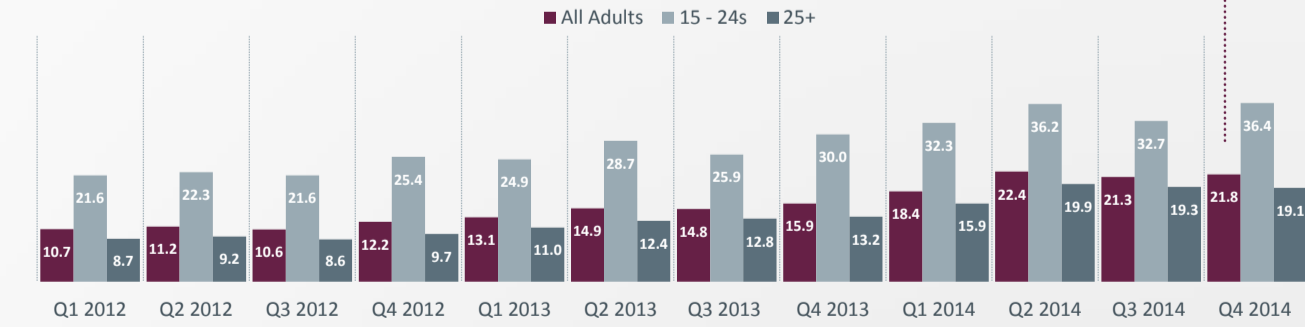


RADIO LISTENING VIA MOBILE PHONE

22% of adults – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **38%** Year on Year.



36% of 15-24 year olds – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **20%** Year on Year



*please note as of Q1 2014 this figure contains listening via a tablet

SOCIAL MEDIA



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MORE INFORMATION

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