

# NEWS RELEASE

## RAJAR DATA RELEASE – QUARTER 4, 2008

Issued January 28, 2009, at 17.00hrs



Radio Joint  
Audience  
Research  
Limited

**STRICTLY EMBARGOED UNTIL 07.00 HOURS, JANUARY 29, 2009**

- **Radio listening in the UK reaches high of 45.5 million adults each week**
- **Digital listening hours up 10% year on year**
- **DAB ownership up 35% year on year**
- **Mobile phone listening continues to grow with 15-24s up 39% year on year**

Radio listening has increased by approximately 400,000 to a high of 45.5 million listeners per week\*, or 90% of the UK population (15+), it was revealed today, January 29, 2009, when UK radio audience data for Quarter 4, 2008 was released by RAJAR (Radio Joint Audience Research Ltd). This figure is up both year on year and quarter on quarter (cf. 44.952 million in Q4, 2007 and 45.084 million in Q3, 2008) and is the highest weekly reach reported since Quarter 2, 2007 when a record 45.621 million listeners tuned in each week. Indeed Q2, 2007 was the highest weekly reach ever recorded by RAJAR since 1999, when new research methodology was introduced.

**Radio listening via digital platforms:** Radio listening via a digital platform has increased year on year while remaining stable quarter on quarter. Data collected for Q4, 2008 reveals that 18.3% of all radio listening is now via a digital platform (cf. 16.6% in Q4, 2007). Once again listening via DAB leads the increase:

- DAB listening share is 11.4% (9.9% in Q4, 2007)
- DTV listening share is 3.2% (3.1% in Q4, 2007)
- Internet listening share is 2% (1.9% in Q4, 2007)

**Digital listening:** Listening to radio via a digital platform has increased by almost 10% year on year and nearly one third of the population (32.2% in Q4, 2008 vs. 29.9% in Q4, 07) now tunes in to radio via a digitally enabled set each week. This is reflected in the digital listening hours for Q4, 2008 which stand at 186 million hours per week, an increase of 17 million hours per week from 169 million hours in Q4, 2007.

*\* This weekly reach figure 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.*

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**DAB ownership:** RAJAR's latest research shows that DAB set ownership has risen once again by 35% year on year, with 29.7% of adults (15+) in Q4, 2008 now claiming to live in a household which has a DAB receiver. (cf. 22.3% in Q4, 2007).

**Radio listening via mobile phone:** Radio listening via mobile phone has also grown steadily among adults aged 15+ with Q4, 2008 posting an increase of 32% from 9.4% in Q4, 2007 to 12.3% in Q4, 2008. However, there is a much steeper rise in the 15 to 24-year-old demographic, 31.1% of whom say they have listened to the radio in this way, an increase year on year of 39% (22.6.% in Q4, 2007 to 31.1% in Q4, 2008), with 15.3% saying they listen at least once a week and 2.9% saying they listen every day.

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, is available on the RAJAR web site at [www.rajar.co.uk](http://www.rajar.co.uk).

**ENDS**

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