

RAJAR DATA RELEASE – QUARTER 4, 2011

STRICTLY EMBARGOED UNTIL 00.01 HOURS, February 2, 2012

Radio listening remains high at 46.7 million adults each week

Listening via a digital receiver reaches 29.1% of all radio listening

Digital radio listening weekly reach up 10% year on year

Access to a DAB receiver up 13% year on year to 20.9 million adults

Hours of listening via the internet up 10% year on year

Listening to radio via mobile phone up 14% year on year

46.7 million Adults (15+[†]) or 89.8% of the UK population tuned in to their favorite radio station each week in the last quarter of 2011, it was announced today by RAJAR Limited (Radio Joint Audience Research). This figure is a slight decrease of 50,000 listeners when compared to the same period a year ago (Q4, 2010: 46.7 million), but an increase of 709,000 listeners when compared with Q4, 2009 (46 million).

Radio listening via digital platforms

Listening to radio via a digital platform in terms of **weekly reach**^{*} has increased by 10% year on year, with 23.1 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, internet) each week (up from 20.9 million in Q4, 2010 and 22.8 million in Q3 2011).

This increase is reflected in the digital listening **hours** for Q4, 2011 which are up 15% from 26.2 million hours in Q4, 2010 to 30 million hours this quarter.

As ever, DAB radio maintains its position as the most popular device when it comes to listening to digital radio, accounting for 66.7% of all digital hours, however listening via DTV (digital television) and internet have both continued to rise year on year, (hours up by 1.8% and 10.2% respectively) albeit from a smaller base.

- **DAB hours are 200 million** (166m in Q4, 2010 – up 21%)
- **DTV hours are 46 million** (45m in Q4, 2010 – up 2%)
- **Internet hours are 35 million** (32m in Q4, 2010 – up 10%)

The **share** of radio listening via a digital platform now stands at 29.1% of all radio listening increasing from 25% in Q4, 2010 (28.2% Q3, 2011). DAB listening increased its share from 15.8% in Q4, 2010 to 19.4% in Q4, 2011, while the share of DTV listening increased from 4.3% in Q4, 2010 to reach 4.5% this quarter; and internet listening, currently stands at 3.4% for Q4, 2011 up from 3.1% in Q4, 2010.

[†] 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.

MORE

Access to a DAB receiver

Access to a DAB receiver is up 13% on Q4, 2010 with 40% of the population, or 20.9 million adults (aged 15+) claiming to live in a household which has a DAB set (c.f. 18.5 million in Q4, 2010).

Radio listening via mobile phone

RAJAR data released today also reveals that 15.1% of adults aged 15+ listened to the radio via mobile phone in Q4, 2011 up 14.1% year on year (c.f. 13.3% in Q4, 2010). In the 25+ demographic 11.9% say they have listened to the radio via their mobile phone, up from 10% in Q4, 2010. In the 15-24 demographic nearly a third or 32.2% of those surveyed now claim to have listened to the radio in this way with 16% stating they listen at least once a week and 2.8% stating they listen every day.

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, are available on the RAJAR web site at www.rajar.co.uk from 00.01hrs, Thursday February 2, 2012.

ENDS

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