

RAJAR DATA RELEASE – QUARTER 1, 2012

STRICTLY EMBARGOED UNTIL 00.01 HOURS, May 17th, 2012

Headlines

- ***On average 90% of the population tuned into radio each week.***
- ***Share of all radio listening to digital is up 10% to 29.2% Y on Y.***
- ***45% of the population has tuned in via any Digital platform.***
- ***22.1 million adults have access to a DAB receiver up 12% year on year.***
- ***For the first time there has been more than 200 million hours recorded for DAB listening.***
- ***Internet Listening reaches an all-time high with the population listening 42 million hours per week.***
- ***17 % of adults listen to radio via their mobile phone - up 24% year on year.***

All Radio Listening

Today RAJAR (Radio Joint Audience Research Ltd) announced that 46.7 million Adults or 90% of the adult (15+) UK population tuned in to their favourite radio stations in the first Quarter of 2012, this is marginally down 600,000 adults on the record high in the first quarter of 2011 and has remained unchanged from last Quarter (Q4, 2011). The total number of hours listened to radio was 1.06 Billion, the same as Q1 2011.

Radio listening via digital platforms

Listening to radio via a digital platform in terms of weekly reach[†] has increased by 5% year on year, with 23.5 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, internet) each week (up from 22.3 million in Q1, 2011).

Digital Share of All Radio

The **share** of all radio listening via a digital platform now stands at 29.2% compared to 26.5% for the corresponding period last year. The share of listening to DAB has increased by 15% year on year to 19.1% of all listening (16.7% in Q1 2011).

DTV and Internet Listening

The share of all listening through DTV has increased from 4.1% in Q1, 2011 to 4.4% this quarter. Internet's share of all radio listening has increased to 3.9% for Q1, 2012 up from 3.6% in Q1, 2011.

Digital Listening Hours

Digital listening hours for Q1 2012 increased 11% from 280 million hours in Q1 2011 to 311 million hours this quarter.

DAB radio is still the most favoured device when it comes to listening to digital radio, accounting for 65.2% of all digital hours, listening via DTV (digital television) and internet have both continued to rise year on year, (hours up by 7% and 8% respectively) .

- **DAB hours are 203 million** (177m in Q1, 2011 – up 15%)
- **DTV hours are 47 million** (44m in Q1, 2011 – up 7%)
- **Internet hours are 42 million** (39m in Q1, 2011 – up 8%)

*† 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.

Access to a DAB receiver

Access to a DAB receiver is up 12.4% on Q1 2011 and currently 42.6% of the population, or 22 million adults (aged 15+) claim to live in a household with access to a DAB set (c.f. 19.7 million in Q1, 2011).

Radio listening via mobile phone

The Data released by RAJAR today also records that 17% of adults aged 15+ listened to the radio via mobile phone in Q1, 2012 up 24% year on year (c.f. 13.8% in Q1, 2011). In the Over 25's demographic 13.8% say they have listened to the radio via their mobile phone, this is a new record and is up more than a quarter from the same period the previous year (c.f 11% Q1, 2011). In the 15-24 demographic over a third or 33.8% of those surveyed now claim to have listened to the radio in this way with 17% stating they listen at least once a week and 3.4% 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 from 00.01hrs, Thursday May 17, 2012.

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