

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY JULY 31<sup>ST</sup> 2014 .

## ALL RADIO LISTENING

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Today RAJAR announced **48.1 million adults** or **89.8%** of the adult (15+) UK population tuned in to their selected radio stations each week in the second quarter of 2014. This is down by approximately **270,000 adults** on the same quarter of the previous year (Q2, 2013). The total average number of weekly hours listened to radio for this quarter is **1.03 Billion**.



**90%**  
of the population tune in to radio every week



## AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.4 hours** of radio per week.



**21.4**  
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 27.5 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.



**51%**  
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 **36.8%**, the same as the corresponding period last year and slightly up on the previous quarter (36.6% in Q1, 2014). The **share** of listening to DAB has increased by 1% to **24.1%** of all listening (**23.9%** in Q2, 2013).



## ACCESS TO A DAB RECEIVER

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



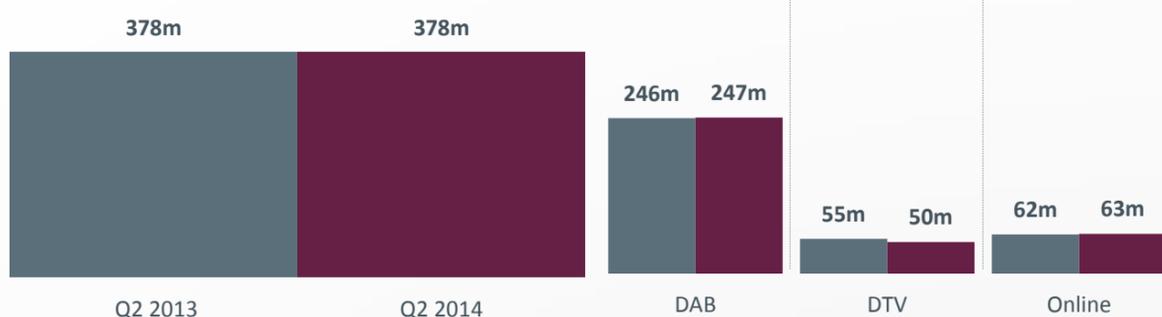
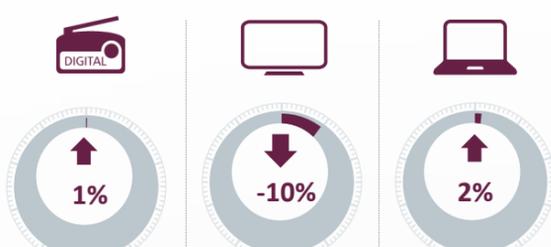
## DIGITAL LISTENING HOURS

### DIGITAL LISTENING HOURS

Digital listening hours remain high for Q2 2014 with **378 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 **65% of all digital hours (24% of Total Hours)**. Listening via **DTV (Digital Television)** represents **13% (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

**22% of adults** – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **51%** 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 **25%** 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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