

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 24TH.

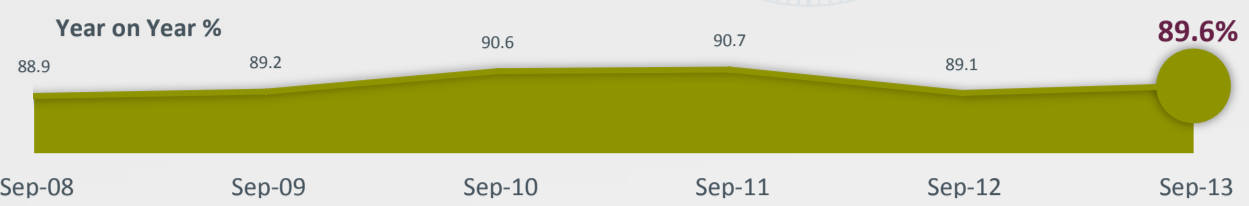
ALL RADIO LISTENING

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Today RAJAR announced **47.7 million adults** or **90%** of the adult (15+) UK population tuned in to their selected radio stations in the third Quarter of 2013. This is up by approximately **1 million adults** on the same quarter of the previous year (Q3, 2012). 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

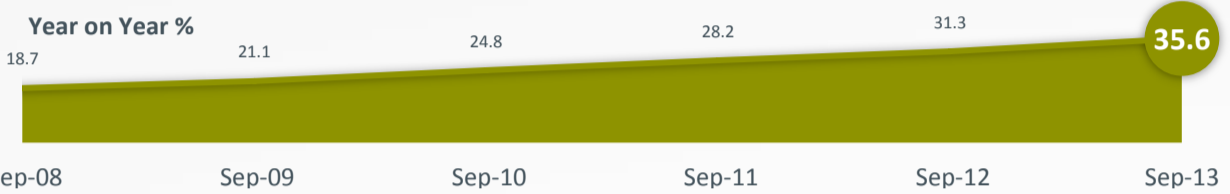
On average a listener tunes into **21.5 hours** of radio per week.



21.5
average hours of
radio listened to per
week

DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **35.6%** compared to **31.3%** for the corresponding period last year (up **14%** year on year). The **share** of listening to DAB has increased by **13%** Year on Year to **23.0%** of all listening (**20.4%** in Q3, 2012).



DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* has **increased by 13% year on year**, with **27.0 million** people now tuning in to radio via a **digitally enabled receiver (DAB, DTV, Online)** each week (up from **23.9 million** in Q3, 2012).

* 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

ACCESS TO A DAB RECEIVER

24 million adults

have access to a DAB receiver,
up **10%** Year on Year.



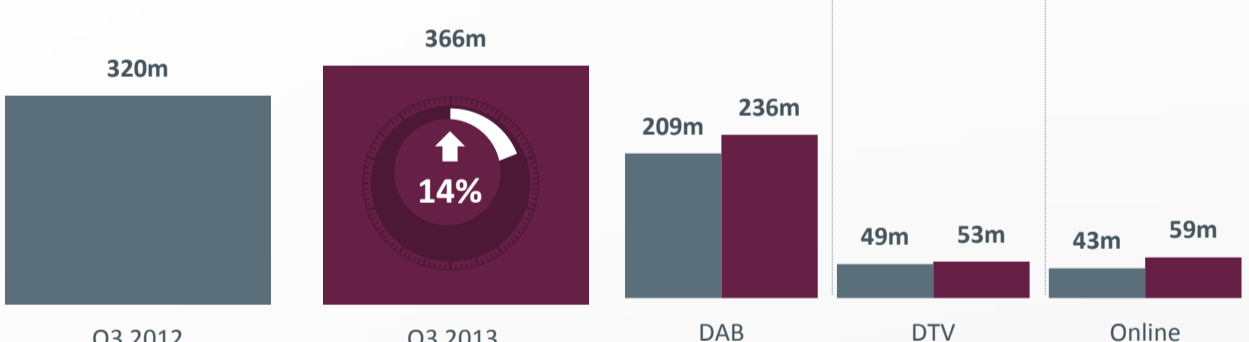
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening hours for Q3 2013 **increased 14%** from **320 million hours** in Q3 2012 to **366 million hours**.

DAB radio is still the most popular device when it comes to listening digitally, accounting for **65% of all digital hours (23% of Total Hours)**. Listening via **DTV (Digital Television)** represents **14% (5% of Total Hours)** and listening **Online 16% (6% of Total Hours)** of all digital listening hours.

Year on Year

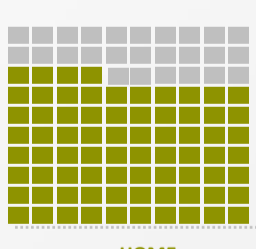


LOCATION OF LISTENING

The location of where radio is listened to by **Reach** percentage.

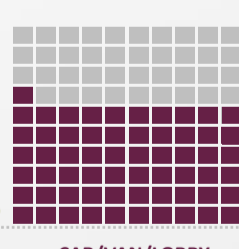


In terms of **share** of listening hours via location, **63%** takes place in the **Home**, **21%** in a **Vehicle** and **16%** in the **Workplace** or elsewhere.



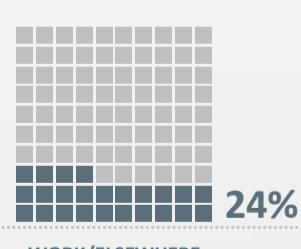
74%

HOME



61%

CAR/VAN/LORRY



24%

WORK/ELSEWHERE

RADIO LISTENING VIA MOBILE PHONE

24% of adults - Have ever listened to radio via their mobile phone, up **38%** Year on Year.

41% of 15-24 year olds - Have ever listened to radio via their mobile phone, up **22%** Year on Year.

