RAJAR DATA RELEASE | QUARTER 3, 2013

ALL RADIO LISTENING

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

To average a listener tunes into 21.5 hours of radio 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 (Sep-11 to Sep-12). The share of listening to DAB has increased by 13% year on year to 23.0% of all listening (Sep-11 to Sep-12).

51% of the population tune in to digital radio every week

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).

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 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 41% of all digital hours (24% 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.

LOCATION OF LISTENING

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

RADIO LISTENING VIA MOBILE PHONE

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

45% of 15-24 year olds – Have ever listened to radio via their mobile phone, up 22% Year on Year.

* 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.

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MORE INFORMATION

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