

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY OCTOBER 23<sup>rd</sup> 2014 .

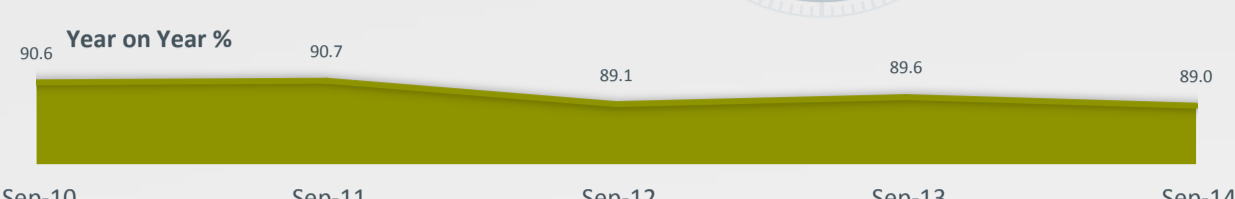
## ALL RADIO LISTENING

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Today RAJAR announced **47.6 million adults** or **89.0%** of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2014. This is only slightly down by approximately **47,000 adults** on the same quarter of the previous year (Q3, 2013). The total average number of weekly hours listened to radio for this quarter is **1.02 Billion**.



**89%**  
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 27.4 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 **37.8%**, up from **35.6%** for the corresponding period last year and up on the previous quarter (36.8% in Q2, 2014). The **share** of listening to DAB has increased by 6% year on year to **24.5%** of all listening (**23.0%** in Q3, 2013).



## ACCESS TO A DAB RECEIVER

**26 million adults** have access to a DAB receiver, up **8%** Year on Year.



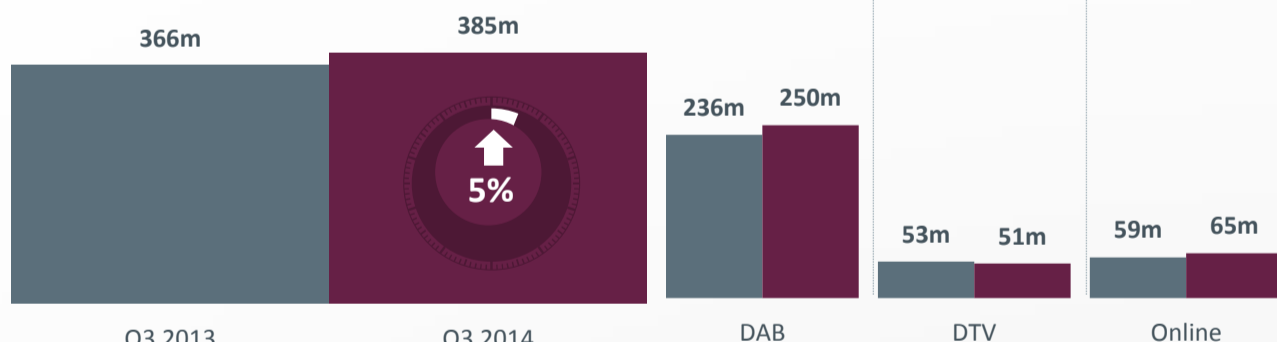
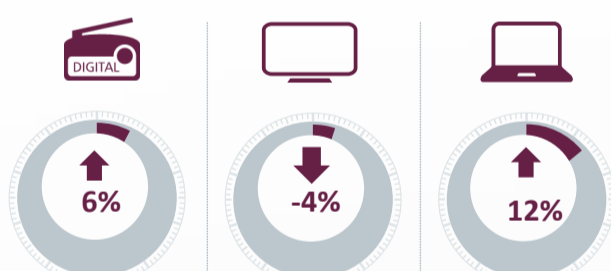
## DIGITAL LISTENING HOURS

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Digital listening hours increased in Q3 2014 with **385 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 (24.5% of Total Hours)**. Listening via **DTV (Digital Television)** represents **13% (5.0% of Total Hours)** and listening **Online** **17% (6.4% of Total Hours)** of all digital listening hours.

Year on Year

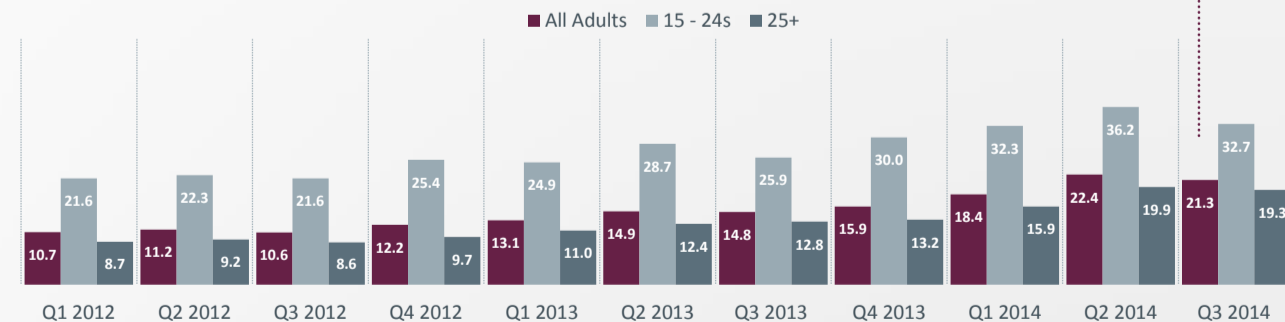


## RADIO LISTENING VIA MOBILE PHONE

**21% of adults** – claim to listen to the radio via a mobile phone or tablet at least once per month. Up **45%** Year on Year.



**33% 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



**37%** of 15-24's currently receive their favourite Radio Station/Presenter

**20%** of adults currently receive their favourite Radio Station/Presenter

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MORE INFORMATION

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