

PLEASE NOTE THIS DATA CARRIES A STRICT EMBARGO OF 00.01 HOURS THURSDAY FEBRUARY 6th 2014 .

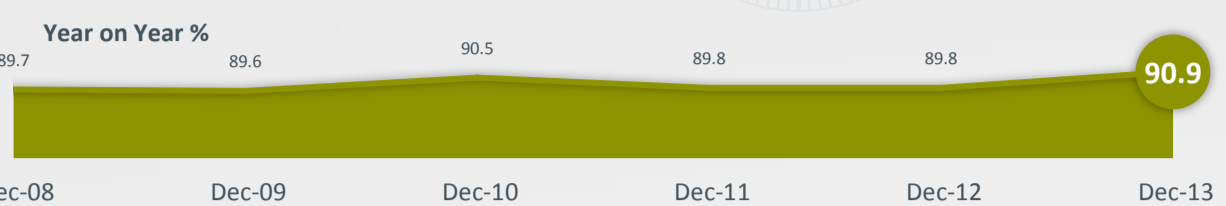
ALL RADIO LISTENING

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Today RAJAR announced **48.4 million adults** or **91% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2013. This is up by approximately **1.4 million adults** on the same quarter of the previous year (Q4, 2012). The total average number of weekly hours listened to radio for this quarter is **1.03 Billion**.



91%
of the population tune in to radio every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.3 hours** of radio per week.



21.3
average hours of radio listened to per week

DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* has **increased by 10% year on year**, with **27.7 million** people now tuning in to radio via a **digitally enabled receiver (DAB, DTV, Online)** each week (up from **25.2 million** in Q4, 2012).

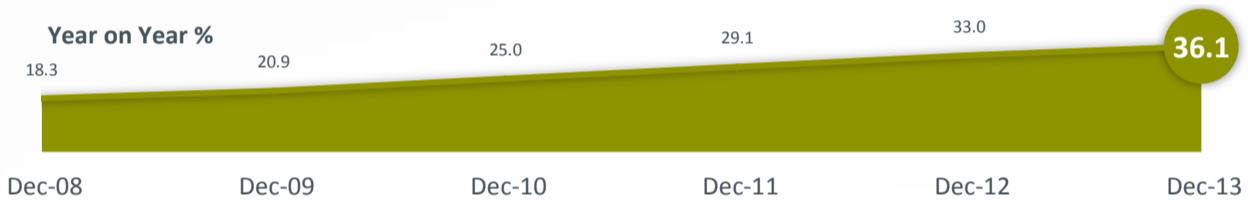
* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



52%
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 **36.1%** compared to **33.0%** for the corresponding period last year (up **9%** year on year). The **share** of listening to DAB has increased by 10% Year on Year to **23.4%** of all listening (**21.1%** in Q4, 2012).



ACCESS TO A DAB RECEIVER

24 million adults

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



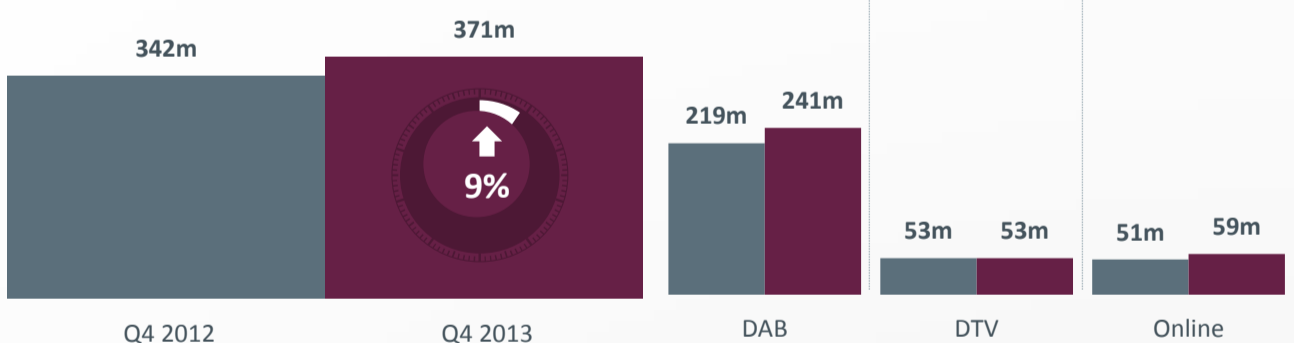
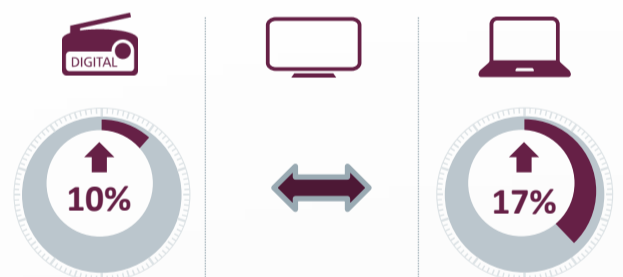
DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening hours for Q4 2013 **increased 9%** from **342 million hours** in Q4 2012 to **371 million hours** in this quarter.

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.

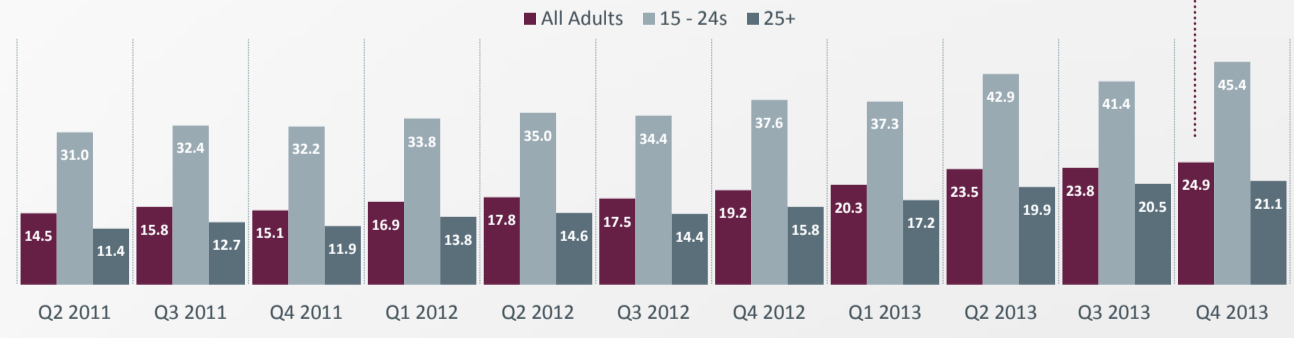
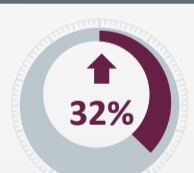
Year on Year



RADIO LISTENING VIA MOBILE PHONE

25% of adults - have ever listened to radio via their mobile phone, up **32%** Year on Year.

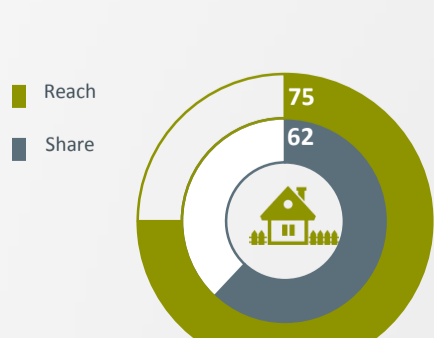
45% of 15-24 year olds - have ever listened to radio via their mobile phone, up **23%** Year on Year.



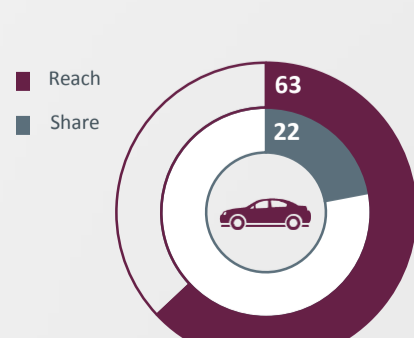
LOCATION OF LISTENING

The percentage **Reach** and **Share** of where Radio is listened to.

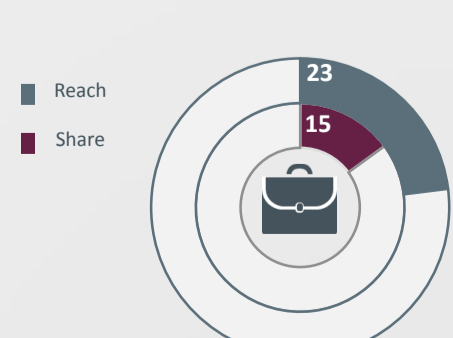
HOME



CAR/VAN/LORRY



WORK/ELSEWHERE



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MORE INFORMATION

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