

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 4, 2009

Issued February 3, 2010, at 17.00hrs



Radio Joint
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STRICTLY EMBARGOED UNTIL 07.00 HOURS, FEBRUARY 4, 2010

- **46 million adults are tuning into radio each week**
- **Radio digital listening hours up 11% year on year**
- **DAB ownership up 13% year on year**
- **Listening to radio via mobile phone up 7% year on year**

46 million adults or 89.6% of the UK population (15+) tuned in to their favourite radio station each week* in the last quarter of 2009, it was revealed today, February 4, 2009, when UK radio audience data for Quarter 4, 2009 was released by RAJAR (Radio Joint Audience Research Ltd). This figure is up year on year (cf. 45.5 million in Q4, 2008) and also up almost 250,000 listeners quarter on quarter (cf. 45.7 million in Q3, 2009).

Radio listening via digital platforms: Share of radio listening via a digital platform has increased by 14% year on year to 20.9% (cf. 18.3% in Q4, 2008). Listening via DAB continues to lead the increase:

- **DAB listening share is 13.7%** (11.4% in Q4, 2008 – up 20%)
- **DTV listening share is 3.4%** (3.2% in Q4, 2008 – up 3%)
- **Internet listening share is 2.1%** (2.0% in Q4, 2008 – up 6%)

Digital listening: Listening to radio via a digital platform in terms of weekly reach has also increased year on year by 5%, with 17.1 million people now tuning in to radio via a digitally enabled set each week (up from 16.4 million in Q4, 08), but is down by 3% quarter on quarter. This is also reflected in the digital listening hours for Q4, 2009 which now total 206 million hours per week, up 11% from 186 million hours in Q4, 2009, but down 3% quarter on quarter from 213 million hours in Q3, 2009.

DAB ownership: RAJAR's latest research shows that DAB set ownership has increased by 13% year on year, with 17.1 million adults (15+) in Q4, 2009 now claiming to live in a household which has a DAB receiver. (cf. 15.1 million in Q4, 2008).

** This weekly reach figure 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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Radio listening via mobile phone: Radio listening via mobile phone continues to grow steadily among adults aged 15+ with Q4, 2009 posting an increase of 7.1% from 6.2 million in Q4, 2008 to 6.7 million in Q4, 2009, though this is down slightly from 6.9 million in Q3, 2009. The 15 to 24-year-old demographic shows a decrease of 2.1% year on year, but nearly 30% of those in this age group continue to claim they have listened to the radio in this way; while 13.6% say they listen at least once a week and 2.9% say they listen every day. However, the 25+ demographic shows a steady increase of 13% year on year, up from 8.7% in Q4, 2008 to 9.7% in Q4, 2009.

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, is available on the RAJAR web site at www.rajar.co.uk from 07.00hrs, February 4, 2010.

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