

RAJAR DATA RELEASE – QUARTER 3, 2012

STRICTLY EMBARGOED UNTIL 00.01 HOURS, Thursday October 25th 2012

Headlines

- ***On average 89% of the population tune into radio each week.***
- ***Share of all radio listening to any digital Platform is up 6% to 31.3% Y on Y.***
- ***46% of the population has tuned in via any Digital platform.***
- ***22 million adults have access to a DAB receiver - up 7% year on year.***
- ***Listening online reaches 43 million hours per week - up 8% Y on Y.***
- ***18% of adults listen to radio via their mobile phone - up 12% year on year.***

All Radio Listening

Today RAJAR (Radio Joint Audience Research Ltd) announced that 46.6 million adults or 89% of the adult (15+) UK population tuned in to their selected radio stations in the third Quarter of 2012. This is down by approximately 500,000 adults on the same quarter of the previous year (Q3, 2011). The total number of hours listened to radio is 1.02 Billion, down 5% compared to the equivalent quarter in 2011 which remains the highest ever total hours recorded over one quarter since 2007.

Radio listening via digital platforms

Listening to radio via a digital platform in terms of weekly reach^{*} has increased by 5% year on year, with 23.9 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, internet) each week (up from 22.8 million in Q3, 2011).

^{*} 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.

Digital Listening Hours

Digital listening hours for Q3 2012 increased 6% from 304 million hours in Q3 2011 to 320 million hours in this Quarter.

DAB radio is still the most popular device when it comes to listening to digital radio, accounting for 65.2% of all digital hours. Listening via DTV (digital television) is down 1.8% Year on Year. However, listening online has recorded an increase of 7.7% Year on Year.

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| ➤ DAB hours are 209 million | (194m in Q3, 2011 – up 8%) |
| ➤ DTV hours are 49 million | (50m in Q3, 2011 – down 2%) |
| ➤ Online hours are 43 million | (40m in Q3, 2011 – up 8%) |

Digital Share of All Radio

The **share** of all radio listening via a digital platform now stands at 31.3% compared to 28.2% for the corresponding period last year and 24.8% for Q3, 2010. The share of listening to DAB has increased by 7.6% year on year to 20.4% of all listening (18.0% in Q3 2011).

DTV and Internet based Listening

The share of all listening via DTV has seen a slight increase from 4.7% in Q2, 2012 to 4.8% this quarter. Online share of all radio listening has increased to 4.2%, up from 3.7% in Q3, 2011 although it has decreased from 4.6% in Q2, 2012.

Access to a DAB receiver

Access to a DAB receiver is up 7% on Q3 2011 and currently 42% of the population, or 22 million adults (aged 15+), claim to live in a household with access to a DAB set (c.f. 20.5 million in Q3, 2011).

Radio listening via mobile phone

The data released by RAJAR today also records that 18% of adults aged 15+ listened to the radio via a mobile phone, up 12% year on year (c.f. 16% in Q3, 2011). In the Over 25's demographic 14% say they have listened to the radio via their mobile phone. It continues to be up from the same period the previous year (c.f 12.7% Q3, 2011). In the 15-24 demographic over a third or 34% of those surveyed now claim to have listened to the radio in this way with 16.3% stating they listen at least once a week and 3% doing so every day.

Detailed individual radio station data, for both BBC and Commercial Radio stations, are available on the RAJAR web site from 00.01hrs, Thursday October 25th 2012.

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