

# NEWS RELEASE

Issued October 27, 2010 at 17.00hrs

## RAJAR DATA RELEASE – QUARTER 3, 2010

**STRICTLY EMBARGOED UNTIL 00.01 HOURS, OCTOBER 28, 2010**



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### ***Good news for radio as listening remains high***

- ***90.6% of UK population tune in to radio every week***
- ***Digital radio listening hours up 22.8% year on year***
- ***DAB ownership up 10.3% year on year to 18.3 million adults***

Radio listening remains high following its record breaking 46.8million listeners last quarter and is up 2.3% year on year. Radio listening figures announced today by RAJAR (Radio Joint Audience Research Ltd) reveal that 46.8 million adults, or 90.6% of the UK population (15+), continued to tune in to their favourite radio stations each week\* during Q3, 2010. This figure is up year on year by more than one million listeners (cf 45.7 million in Q3, 2009).

#### **Radio listening via digital platforms**

Listening to radio via a digital platform in terms of weekly reach\* has increased 15.4% year on year, with 20.4 million people now tuning in to radio via a digitally enabled receiver each week (up from 17.7 million in Q3, 2009).

This increase is reflected in the digital listening hours for Q3, 2010 which have reached a new high of 262 million hours per week, up 22.8% from 213 million hours in Q3, 2009. DAB radio continues to maintain its position as the most popular device when it comes to listening to digital radio, accounting for 61.8% of all digital hours, however listening via DTV (digital television) and Internet have both continued to rise substantially year on year, (hours up by 27.1% and 35.2% respectively) albeit from a smaller base.

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|------------------------------------|--------------------------------------|
| ➤ <b>DAB hours are 162 million</b> | <b>(134m in Q3, 2009 – up 20.8%)</b> |
| ➤ DTV hours are 47 million         | (37m in Q3, 2009 – up 27.1%)         |
| ➤ Internet hours are 30 million    | (22m in Q3, 2009 – up 35.2%)         |

Share of radio listening via a digital platform has also increased (from 21.1% in Q3 2009 to 24.8%, in Q3 2010) and now accounts for almost one quarter of all radio listening.

\* 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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### **DAB ownership**

RAJAR's latest research shows that DAB set ownership has grown once again by 10.3% year on year, with over one third of the population or 18.3 million adults (aged 15+) in Q3, 2010 now claiming to live in a household which has a DAB receiver. (cf 16.6 million in Q3, 2009).

### **Radio listening via mobile phone**

Radio listening via mobile phone has increased by 2.3% quarter on quarter with 12.8% of adults aged 15+ in Q3, 2010 now claiming to have listened to radio via their mobile phone (cf 12.5% in Q2, 2010). In the 15-24 year demographic 30.7% claim to have listened to the radio in this way; and 14.2% say they listen at least once a week, while 2.3% say they listen every day. In the 25+ demographic 9.4% of adults claim to listen to the radio via their mobile phone.

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](http://www.rajar.co.uk) from 00.01hours, Thursday October 28, 2010.

### **ENDS**

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