

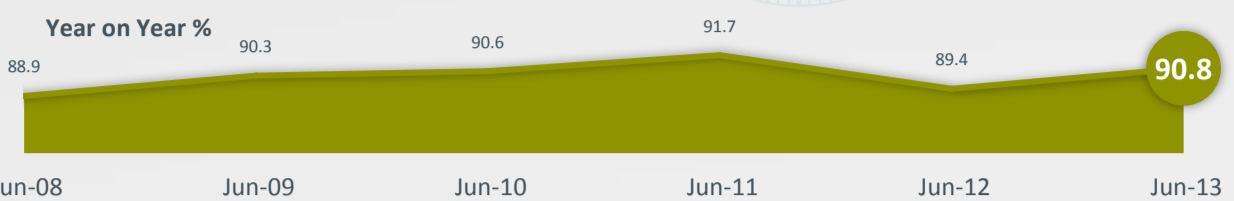
## ALL RADIO LISTENING

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Today RAJAR announced **48.3 million adults** or **91% of the adult (15+) UK population** tuned in to their selected radio stations in the second Quarter of 2013. This is up by approximately **1.5 million adults** on the same quarter of the previous year (Q2, 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

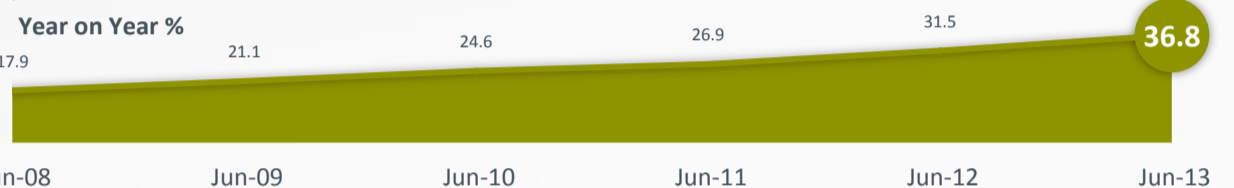
On average a listener tunes into **21.3 hours** of radio per week.



**21.3**  
average hours of  
radio listened to per  
week

## DIGITAL SHARE OF ALL RADIO LISTENING

The **share** of all radio listening via a digital platform now stands at **36.8%** compared to **31.5%** for the corresponding period last year (up **16%** year on year) and **34.3%** for Q1 2013. The **share** of listening to DAB has increased by **18%** Year on Year to **23.9%** of all listening (**20.1%** in Q2, 2012).



## DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach\* has **increased by 15% year on year**, with **27.9 million** people now tuning in to radio via a **digitally enabled receiver (DAB, DTV, Online)** each week (up from **24.2 million** in Q2, 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.



**52.5%**  
of the population  
tune in to digital  
radio every week

## ACCESS TO A DAB RECEIVER

**24 million adults**

have access to a DAB receiver,  
up **11%** Year on Year.

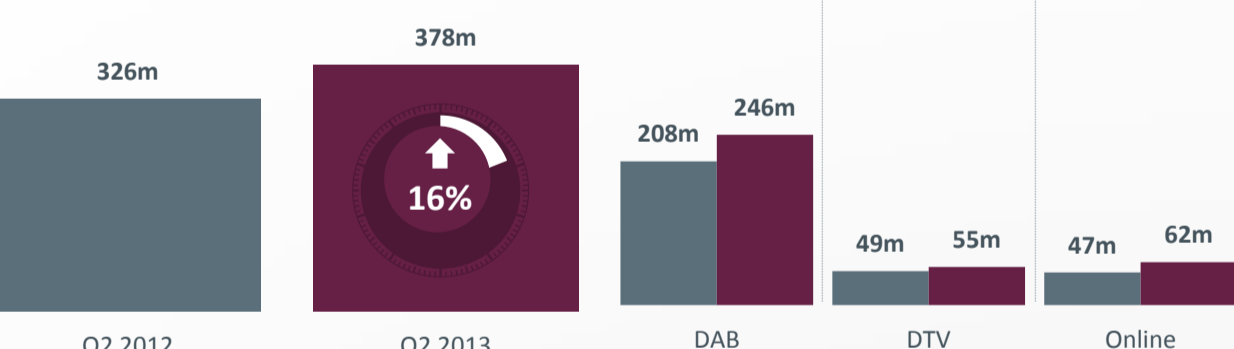
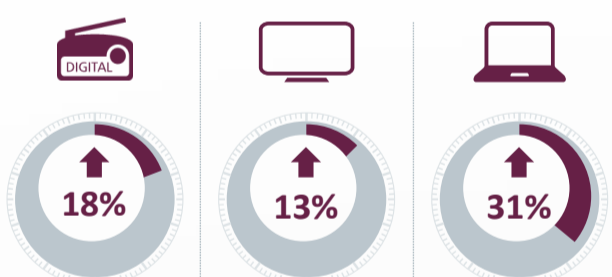


## DIGITAL LISTENING HOURS

### DIGITAL LISTENING HOURS

Digital listening hours for Q2 2013 **increased 16%** from **326 million hours** in Q2 2012 to **378 million hours**.

**DAB radio** is still the most popular device when it comes to listening to digital radio, accounting for **65% of all digital hours (24% of Total Hours)**. Listening via **DTV (Digital Television)** represents **15% (5% of Total Hours)** and listening **Online 16% (6% of Total Hours)** of all digital listening hours.

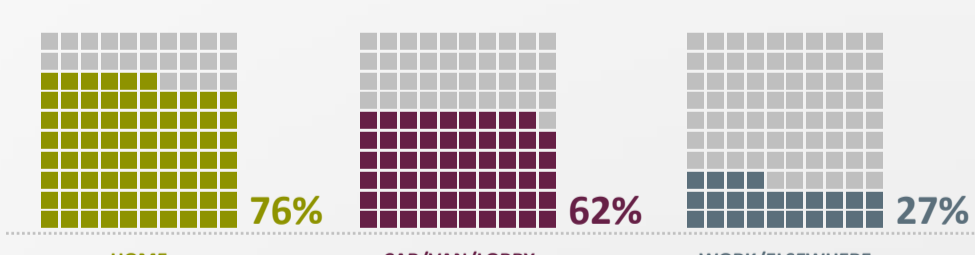


## LOCATION OF LISTENING

The location of where radio is listened to by **Reach** percentage.



In terms of **share** of listening hours via location, **63%** takes place in the **Home**, **21%** in a **Vehicle** and **15%** in the **Workplace** or elsewhere.



## RADIO LISTENING VIA MOBILE PHONE

**24% of adults** - Have ever listened to radio via their mobile phone, up **34%** Year on Year.

**43% of 15-24 year olds** - Have ever listened to radio via their mobile phone, up **24%** Year on Year.

