RAJAR Data Release – Quarter 2, 2012

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Friday, 03 August 2012
Last Updated Friday, 03 August 2012

On average 89% of the population tuned into radio each week.

Share of all radio listening to any digital Platform is up 13% to 31.5% Y on Y.

46% of the population has tuned in via any Digital platform.

21.8 million adults have access to a DAB receiver - up 8% year on year.

Listening online reaches 47 million hours per week - up 37% Y on Y.

18% of adults listen to radio via their mobile phone - up 24% year on year.

All Radio Listening
Today RAJAR (Radio Joint Audience Research Ltd) announced that 46.8 million adults or 89% of the adult (15+) UK population tuned in to their favourite radio stations in the second Quarter of 2012. This is down by approximately 800,000 adults on the same record-breaking quarter of the previous year (Q2, 2011) but up 100,000 adults on the previous quarter (Q1, 2012). The total number of hours listened to radio was 1.03
Billion, down 4% Year on Year but equal to Q2, 2010.

Radio listening via digital platforms
Listening to radio via a digital platform in terms of weekly reach* has increased by 10% year on year, with 24.2 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, internet) each week (up from 22.1 million in Q2, 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 Q2 2012 increased 13% from 290 million hours in Q2 2011 to 326 million hours in this Quarter.

DAB radio is still the most popular device when it comes to listening to digital radio, accounting for 63.8% of all digital hours. Listening via DTV (digital television) is down 5.9% however listening online has recorded an increase of 37% Year on Year.

- DAB hours are 208 million (185m in Q2, 2011 â€“ up 13%)
- DTV hours are 49 million (52m in Q2, 2011 â€“ down 6%)
- Online hours are 47 million (34m in Q2, 2011 â€“ up 37%)

Digital Share of All Radio
The share of all radio listening via a digital platform now stands at 31.5% compared to 26.9% for the corresponding period last year and 29.2% for Q1, 2012. The share of listening to DAB has increased by 13% year on year to 20.1% of all listening (17.2% in Q2 2011).

DTV and Internet based Listening
The share of all listening through DTV has seen a slight decline from 4.8% in Q2, 2011 to 4.7% this quarter.

Online share of all radio listening has increased to 4.6%, up from 3.2% in Q2, 2011 and 3.9% in Q1, 2012.

Access to a DAB receiver
Access to a DAB receiver is up 8% on Q2 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 million in Q2, 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 24% year on year (c.f. 14% in Q2, 2011). In the Over 25â€™s demographic 15% say they have listened to the radio via their mobile phone. This is a new record and is up more than a quarter from the same period the previous year (c.f 11.4% Q2, 2011). In the 15-24 demographic over a third or 35% of those surveyed now claim to have listened to the radio in this way with 17.4% stating they listen at least once a week and 4.1% doing so every day.

Detailed individual radio station data, for both BBC and Commercial Radio stations, are available on the RAJAR web site.

About RAJAR
Please visit http://www.rajar.co.uk/ for more information

2 August 2012