

RAJAR DATA RELEASE



Quarter 3, 2014 – October 23rd 2014

ALL RADIO LISTENING CHARTS

1. All Radio Listening including share via platform
2. All Digital Radio listening
3. BBC Radio / Commercial Radio – weekly reach and share
4. BBC Radio / Commercial Radio – platform share
5. DAB set ownership
6. Listening to radio via a mobile phone and/or tablet

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	Sep-13	Jun-14	Sep-14
All Radio Listening			
Weekly Reach ('000)	47,661	48,052	47,614
Weekly Reach (%)	89.6	89.8	89.0
Average hours per head	19.3	19.2	19.0
Average hours per listener	21.5	21.4	21.4
Total hours (millions)	1,026	1,026	1,019

All Radio Listening - Share Via Platform (%)			
AM/FM	59.6	56.6	56.4
All Digital	35.6	36.8	37.8
DAB	23.0	24.1	24.5
DTV	5.2	4.8	5.0
Online/Apps	5.7	6.2	6.4
Digital Unspecified *	1.7	1.7	1.8
Unspecified *	4.8	6.6	5.8

*Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms.

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Sep-13	Jun-14	Sep-14	Sep-13	Jun-14	Sep-14	Sep-13	Jun-14	Sep-14
All Radio	89.6	89.8	89.0	1,026	1,026	1,019	100	100	100
All Digital	50.8	51.4	51.2	366	378	385	35.6	36.8	37.8
DAB	32.8	34.4	34.5	236	247	250	23.0	24.1	24.5
DTV	15.5	14.6	13.9	53	50	51	5.2	4.8	5.0
Online/Apps	14.7	15.3	15.2	59	63	65	5.7	6.2	6.4
Digital Unspecified *	7.2	7.0	7.3	18	17	18	1.7	1.7	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Sep-13	Jun-14	Sep-14		Sep-13	Jun-14	Sep-14
All BBC Radio	35,109	35,227	34,845	All Commercial Radio	34,406	34,408	34,045
All BBC Network Radio	31,968	32,255	31,686	All National Commercial	17,375	17,106	16,954
All BBC Local / Regional Radio	9,263	8,985	8,945	All Local Commercial	27,406	27,494	27,213

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Sep-13	Jun-14	Sep-14		Sep-13	Jun-14	Sep-14
All BBC Radio	53.4	53.3	53.6	All Commercial Radio	43.9	43.2	43.7
All BBC Network Radio	45.3	45.5	45.7	All National Commercial	13.5	12.9	13.6
All BBC Local / Regional Radio	8.1	7.7	7.8	All Local Commercial	30.5	30.3	30.1

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Platform Share

All BBC Radio

	Sep-13	Jun-14	Sep-14
AM/FM	59.1	56.3	56.5
All Digital	36.6	37.5	38.4
DAB	26.7	27.9	27.9
DTV	4.0	3.9	3.8
Online/App	4.7	4.7	5.6
Digital Unspecified *	1.1	1.0	1.1
Unspecified *	4.4	6.2	5.1

All Commercial Radio

	Sep-13	Jun-14	Sep-14
AM/FM	61.1	57.6	57.2
All Digital	33.9	36.1	36.5
DAB	18.9	20.5	20.8
DTV	6.7	6.2	6.5
Online/App	5.7	6.7	6.3
Digital Unspecified *	2.6	2.7	2.8
Unspecified *	5.0	6.3	6.4

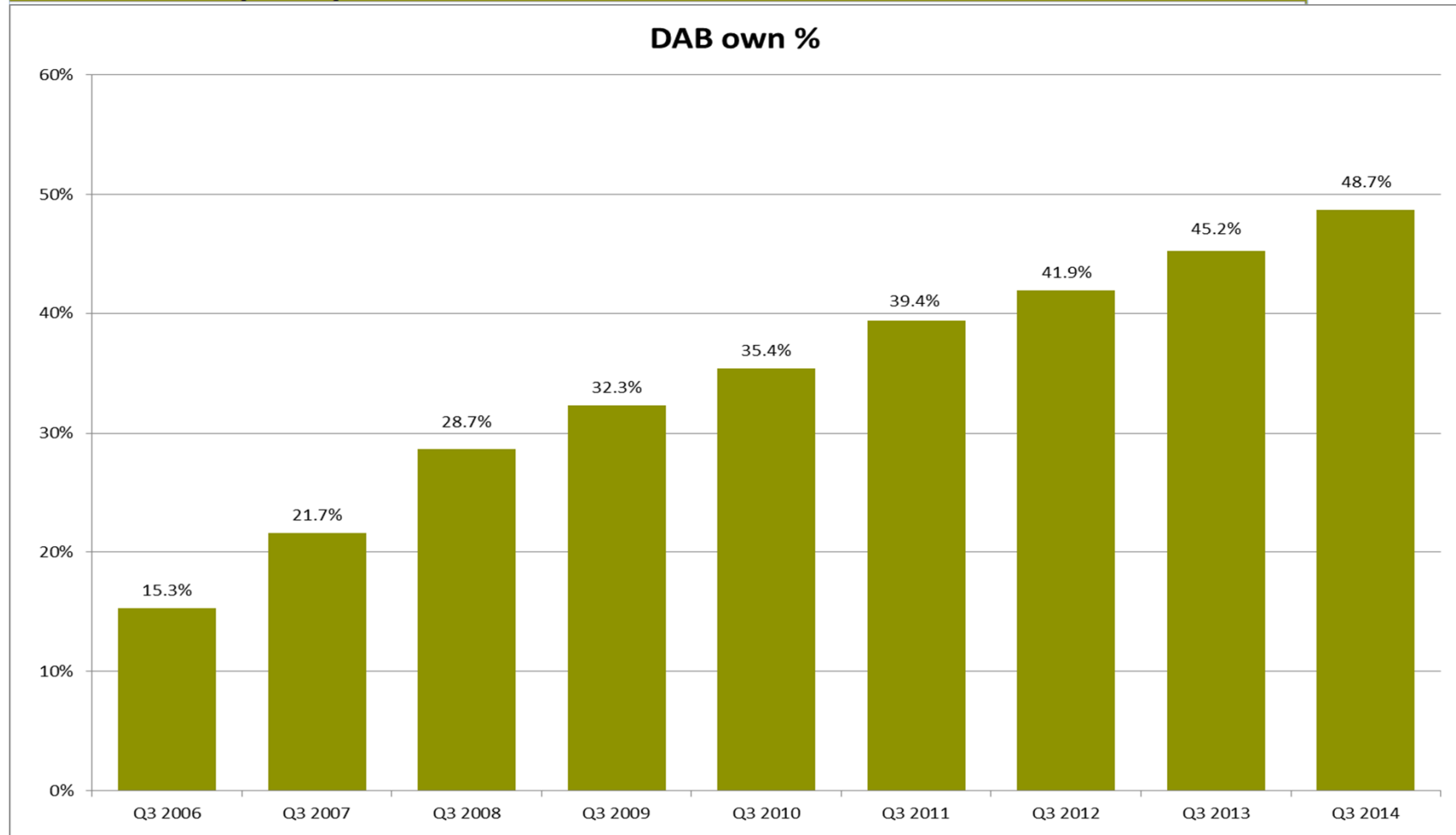
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% Adults (15+) who claim to own a DAB set at home



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% who claim to listen via a mobile phone or tablet at least once per month

