

RAJAR DATA RELEASE



Quarter 4, 2011 . February 2, 2012

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

RAJAR DATA RELEASE



Quarter 4, 2011 . February 2, 2012

	Dec '10	Sept '11	Dec '11
All Radio Listening			
Weekly Reach ('000)	46,727	47,137	46,677
Weekly Reach (%)	90.5	90.7	89.8
Average hours per head	20.3	20.7	19.8
Average hours per listener	22.4	22.8	22.1
Total hours (millions)	1,045	1,076	1,030

All Radio Listening - Share Via Platform (%)			
AM/FM	67.0	64.9	64.1
All Digital	25.0	28.2	29.1
DAB	15.8	18.0	19.4
DTV	4.3	4.7	4.5
Internet	3.1	3.7	3.4
Digital Unspecified *	1.8	1.8	1.8
Unspecified *	8.0	6.9	6.8

*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 %		
	Dec '10	Sep '11	Dec '11	Dec '10	Sep '11	Dec '11	Dec '10	Sep '11	Dec '11
All Radio	90.5	90.7	89.8	1,045	1,076	1,030	100	100	100
All Digital	40.5	43.9	44.4	262	304	300	25.0	28.2	29.1
DAB	24.4	26.8	28.2	166	194	200	15.8	18.0	19.4
DTV	13.6	14.3	14.2	45	50	46	4.3	4.7	4.5
Internet	8.8	10.4	10.2	32	40	35	3.1	3.7	3.4
Digital Unspecified *	8.0	7.6	7.6	19	20	18	1.8	1.8	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '10	Sept '11	Dec '11		Dec '10	Sept '11	Dec '11
All BBC Radio	34,505	34,863	34,940	All Commercial Radio	33,059	33,719	32,821
All BBC Network Radio	31,128	31,723	31,635	All National Commercial	15,407	15,573	15,441
All BBC Local / Regional Radio	9,836	9,499	9,604	All Local Commercial	26,462	27,036	26,275

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '10	Sept '11	Dec '11		Dec '10	Sept '11	Dec '11
All BBC Radio	55.3	54.5	55.5	All Commercial Radio	42.5	43.3	42.4
All BBC Network Radio	46.4	46.1	46.6	All National Commercial	11.8	11.5	11.8
All BBC Local / Regional Radio	8.9	8.3	8.9	All Local Commercial	30.6	31.8	30.6

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Platform Share

All BBC Radio

	Dec '10	Sept '11	Dec '11
AM/FM	67.1	64.2	64.4
All Digital	25.5	29.3	29.5
DAB	18.5	21.1	21.9
DTV	3.4	3.7	3.6
Internet	2.8	3.6	2.9
Digital Unspecified *	0.8	0.9	1.0
Unspecified *	7.4	6.5	6.1

All Commercial Radio

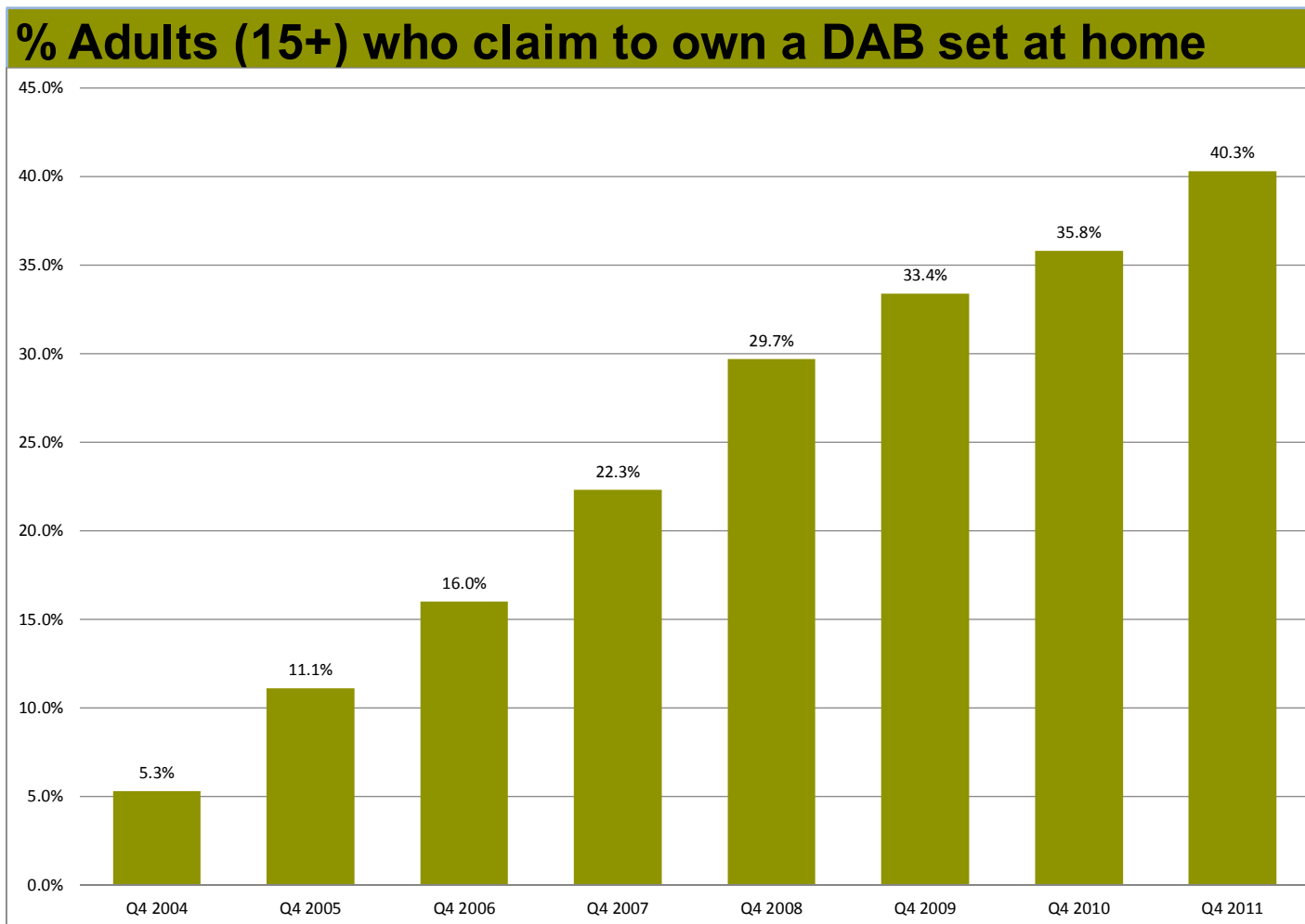
	Dec '10	Sept '11	Dec '11
AM/FM	67.5	66.2	64.2
All Digital	24.0	26.8	28.2
DAB	12.7	14.7	16.4
DTV	5.4	5.9	5.6
Internet	2.7	3.0	3.4
Digital Unspecified *	3.3	3.1	2.8
Unspecified *	8.4	7.0	7.6

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% who claim to have ever listened to radio via mobile phone

