

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17th 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

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	Mar '11	Dec '11	Mar-12
All Radio Listening			
Weekly Reach ('000)	47,266	46,677	46,676
Weekly Reach (%)	91.6	89.8	89.8
Average hours per head	20.5	19.8	20.5
Average hours per listener	22.4	22.1	22.8
Total hours (millions)	1,058	1,030	1,064

All Radio Listening - Share Via Platform (%)			
AM/FM	65.4	64.1	63.1
All Digital	26.5	29.1	29.2
DAB	16.7	19.4	19.1
DTV	4.1	4.5	4.4
Internet	3.6	3.4	3.9
Digital Unspecified *	2.0	1.8	1.8
Unspecified *	8.1	6.8	7.7

*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 %		
	Mar '11	Dec '11	Mar '12	Mar '11	Dec '11	Mar '12	Mar '11	Dec '11	Mar '12
All Radio	91.6	89.8	89.8	1,058	1,030	1,064	100	100	100
All Digital	43.1	44.4	45.1	280	300	311	26.5	29.1	29.2
DAB	26.5	28.2	28.9	177	200	203	16.7	19.4	19.1
DTV	14.5	14.2	14.4	44	46	47	4.1	4.5	4.4
Online/Apps	10.2	10.2	11.1	39	35	42	3.6	3.4	3.9
Digital Unspecified *	8.7	7.6	7.5	21	18	19	2.0	1.8	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '11	Dec '11	Mar '12		Mar '11	Dec '11	Mar '12
All BBC Radio	35,074	34,940	34,954	All Commercial Radio	34,046	32,821	33,201
All BBC Network Radio	31,189	31,635	31,196	All National Commercial	15,943	15,441	15,896
All BBC Local / Regional Radio	10,197	9,604	9,895	All Local Commercial	27,305	26,275	26,533

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '11	Dec '11	Mar '12		Mar '11	Dec '11	Mar '12
All BBC Radio	55.0	55.5	55.4	All Commercial Radio	42.6	42.4	42.3
All BBC Network Radio	46.2	46.6	45.9	All National Commercial	11.7	11.8	12.0
All BBC Local / Regional Radio	8.8	8.9	9.4	All Local Commercial	31.0	30.6	30.3

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Platform Share

All BBC Radio

	Mar '11	Dec '11	Mar '12
AM/FM	65.1	64.4	63.6
All Digital	27.7	29.5	29.6
DAB	19.9	21.9	21.7
DTV	3.5	3.6	3.7
Online / App	3.2	2.9	3.3
Digital Unspecified *	1.1	1.0	0.9
Unspecified *	7.3	6.1	6.8

All Commercial Radio

	Mar '11	Dec '11	Mar '12
AM/FM	66.3	64.2	62.9
All Digital	24.6	28.2	28.4
DAB	13.2	16.4	16.1
DTV	5.1	5.6	5.4
Internet	3.0	3.4	3.8
Digital Unspecified *	3.3	2.8	3.1
Unspecified *	9.1	7.6	8.6

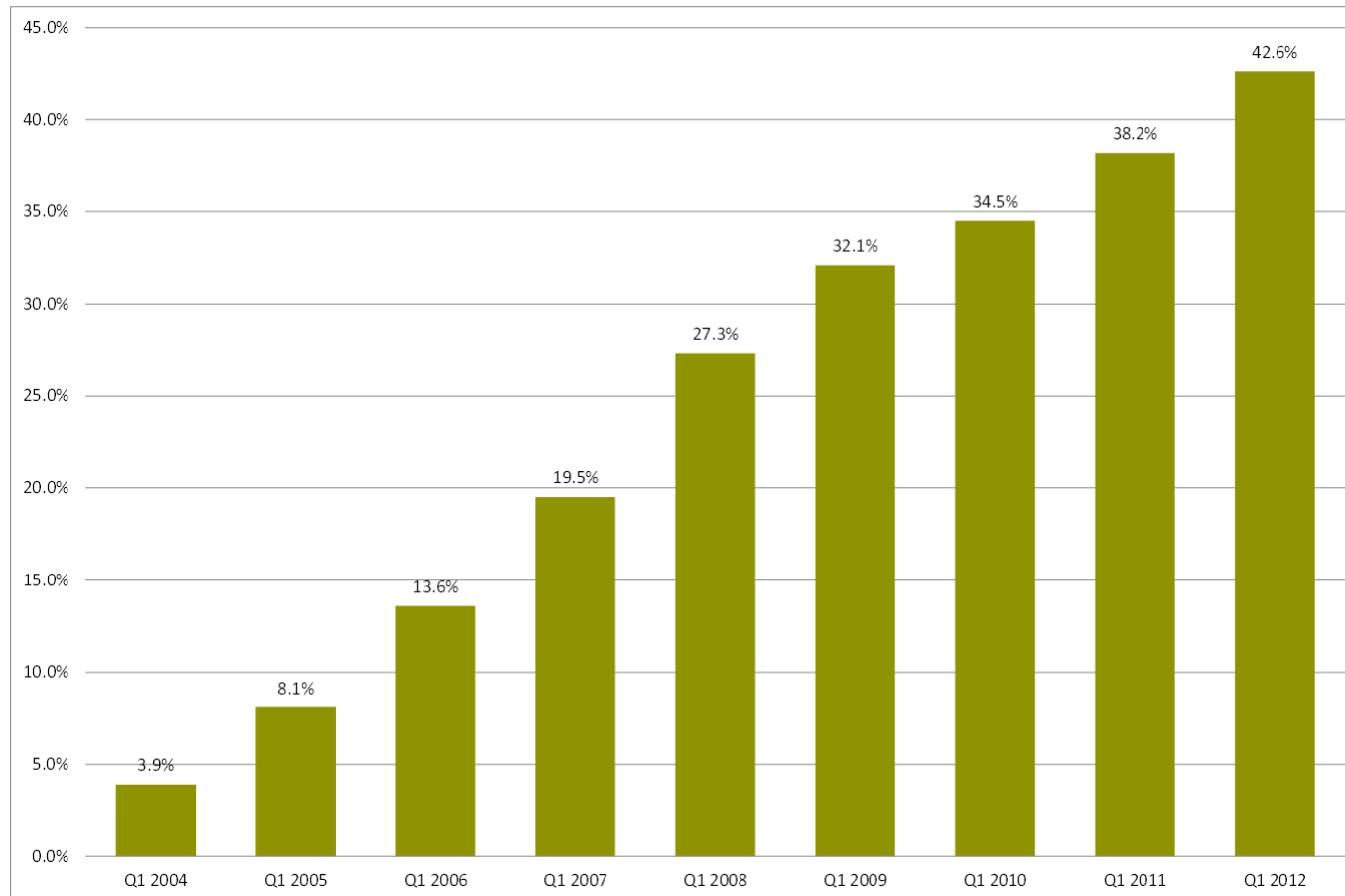
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% Adults (15+) who claim to own a DAB set at home



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

