

RAJAR DATA RELEASE

Quarter 1, 2011 - May 12, 2011



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 '10	Dec '10	Mar '11
All Radio Listening			
Weekly Reach ('000)	46,479	46,727	47,266
Weekly Reach (%)	90.6	90.5	91.6
Average hours per head	19.8	20.3	20.5
Average hours per listener	21.8	22.4	22.4
Total hours (millions)	1,013	1,045	1,058

All Radio Listening - Share Via Platform (%)			
AM/FM	66.7	67.0	65.4
All Digital	24.0	25.0	26.5
DAB	15.1	15.8	16.7
DTV	4.0	4.3	4.1
Internet	2.9	3.1	3.6
Digital Unspecified *	1.9	1.8	2.0
Unspecified *	9.3	8.0	8.1

* 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.

Source RAJAR / Ipsos MORI / RSMB

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All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar '10	Dec '10	Mar '11	Mar '10	Dec '10	Mar '11	Mar '10	Dec '10	Mar '11
All Radio	90.6	90.5	91.6	1,013	1,045	1,058	100	100	100
All Digital	38.5	40.5	43.1	243	262	280	24.0	25.0	26.5
DAB	23.1	24.4	26.5	153	166	177	15.1	15.8	16.7
DTV	12.6	13.6	14.5	41	45	44	4.0	4.3	4.1
Internet	8.1	8.8	10.2	29	32	39	2.9	3.1	3.6
Digital Unspecified *	7.5	8.0	8.7	19	19	21	1.9	1.8	2.0

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '10	Dec '10	Mar '11		Mar '10	Dec '10	Mar '11
All BBC Radio	34,877	34,505	35,074	All Commercial Radio	32,162	33,059	34,046
All BBC Network Radio	31,318	31,128	31,889	All National Commercial	13,614	15,407	15,943
All BBC Local / Regional Radio	9,987	9,836	10,197	All Local Commercial	26,089	26,462	27,305

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '10	Dec '10	Mar '11		Mar '10	Dec '10	Mar '11
All BBC Radio	56.5	55.3	55.0	All Commercial Radio	41.3	42.5	42.6
All BBC Network Radio	47.2	46.4	46.2	All National Commercial	10.3	11.8	11.7
All BBC Local / Regional Radio	9.3	8.9	8.8	All Local Commercial	31.1	30.6	31.0

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Platform Share

All BBC Radio

	Mar '10	Dec '10	Mar '11
AM/FM	66.3	67.1	65.0
All Digital	24.6	25.5	27.7
DAB	17.7	18.5	19.9
DTV	3.3	3.4	3.5
Internet	2.7	2.8	3.2
Digital Unspecified *	1.0	0.8	1.1
Unspecified *	9.0	7.4	7.3

All Commercial Radio

	Mar '10	Dec '10	Mar '11
AM/FM	67.5	67.5	66.3
All Digital	22.9	24.0	24.6
DAB	12.1	12.7	13.2
DTV	5.0	5.4	5.1
Internet	2.4	2.7	3.0
Digital Unspecified *	3.3	3.3	3.3
Unspecified *	9.6	8.4	9.1

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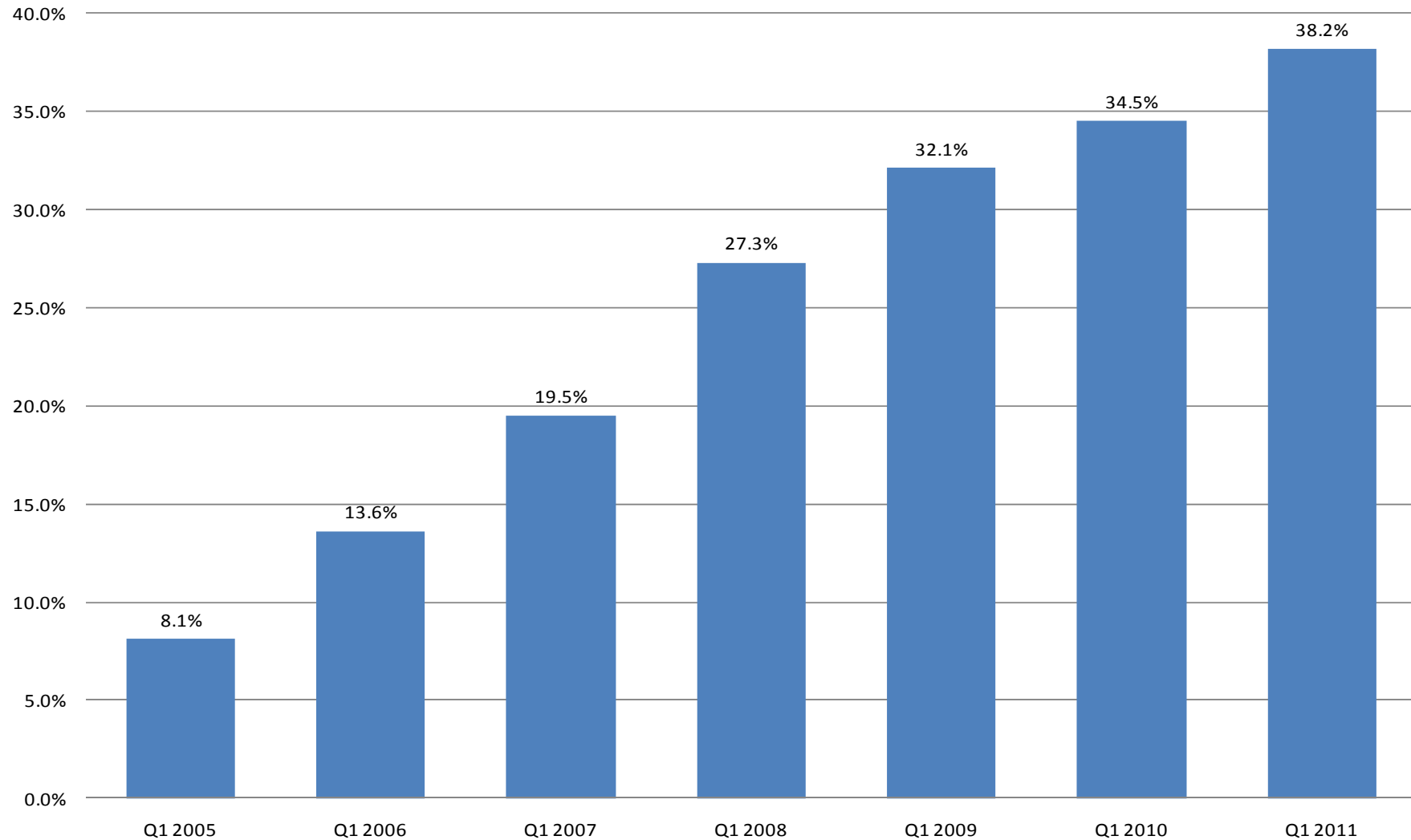
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% Adults (15+) who claim to own a DAB set at home



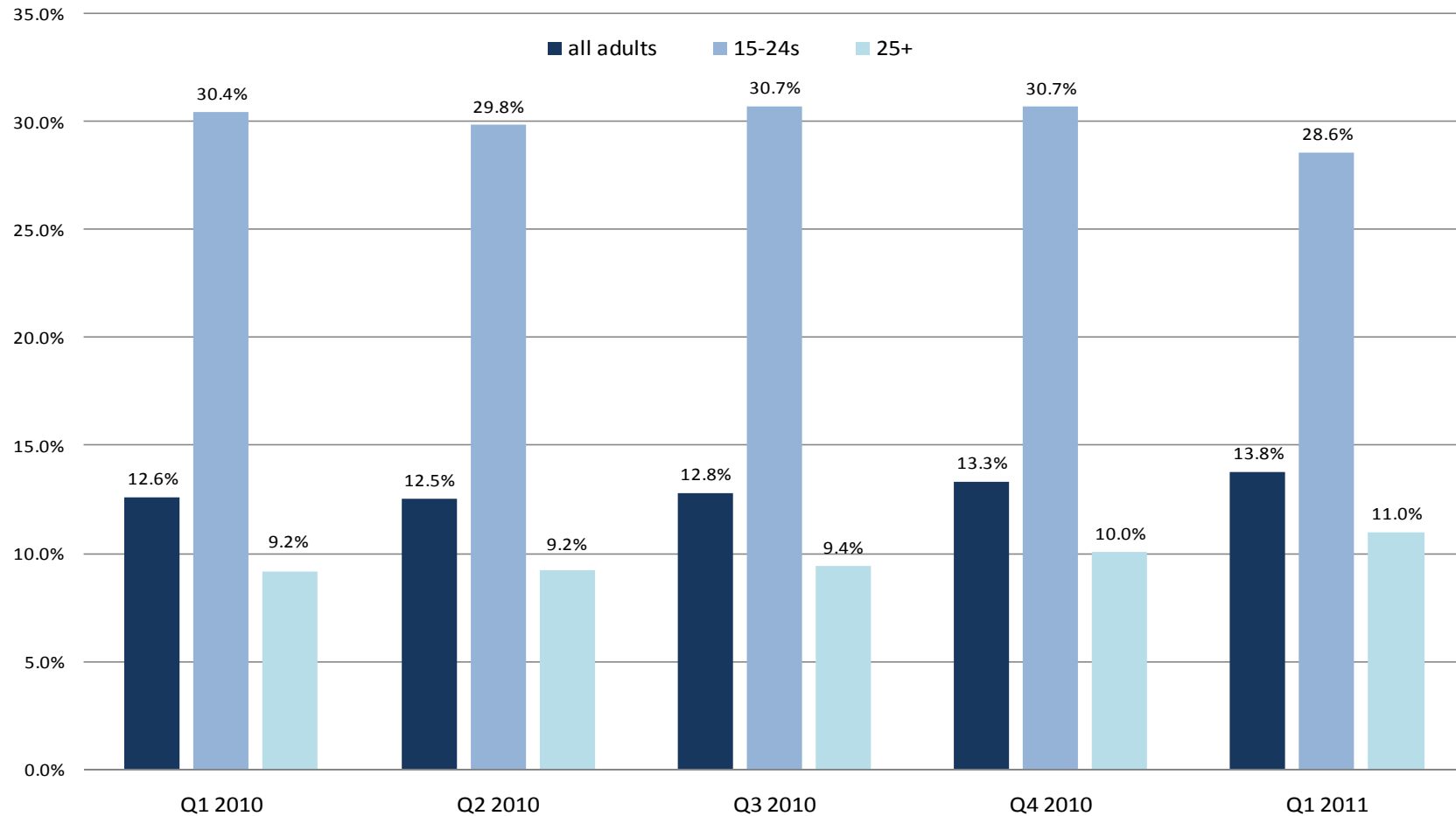
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% who claim to have ever listened to radio via mobile phone



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