

RAJAR DATA RELEASE

Quarter 2, 2011 - August 4, 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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RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

	June '10	Mar '11	June '11
All Radio Listening			
Weekly Reach ('000)	46,771	47,266	47,616
Weekly Reach (%)	90.6	91.6	91.7
Average hours per head	20.0	20.5	20.7
Average hours per listener	22.0	22.4	22.6
Total hours (millions)	1,030	1,058	1,076

All Radio Listening - Share Via Platform (%)			
AM/FM	67.0	65.4	65.2
All Digital	24.6	26.5	26.9
DAB	15.8	16.7	17.2
DTV	4.1	4.1	4.8
Internet	2.9	3.6	3.2
Digital Unspecified *	1.8	2.0	1.7
Unspecified *	8.5	8.1	8.0

* 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 %		
	June '10	Mar '11	June '11	June '10	Mar '11	June '11	June '10	Mar '11	June '11
All Radio	90.6	91.6	91.7	1,030	1,058	1,076	100	100	100
All Digital	38.7	43.1	42.5	253	280	289	24.6	26.5	26.9
DAB	23.5	26.5	26.3	162	177	185	15.8	16.7	17.2
DTV	13.1	14.5	14.4	42	44	52	4.1	4.1	4.8
Internet	8.2	10.2	9.6	30	39	34	2.9	3.6	3.2
Digital Unspecified *	7.6	8.7	7.4	19	21	19	1.8	2.0	1.7

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Weekly Reach (000s)

BBC Radio Listening

	June '10	Mar '11	June '11
All BBC Radio	34,585	35,074	35,530
All BBC Network Radio	31,263	31,889	32,108
All BBC Local / Regional Radio	9,135	10,197	9,645

Commercial Radio Listening

	June '10	Mar '11	June '11
All Commercial Radio	32,873	34,046	34,021
All National Commercial	14,608	15,943	16,166
All Local Commercial	26,700	27,305	27,289

Share of Hours (%)

BBC Radio Listening

	June '10	Mar '11	June '11
All BBC Radio	54.6	55.0	54.0
All BBC Network Radio	46.2	46.2	45.4
All BBC Local / Regional Radio	8.3	8.8	8.6

Commercial Radio Listening

	June '10	Mar '11	June '11
All Commercial Radio	43.2	42.6	43.7
All National Commercial	11.0	11.7	12.2
All Local Commercial	32.2	31.0	31.5

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Platform Share

All BBC Radio

	June '10	Mar '11	June '11
AM/FM	67.3	65.0	64.1
All Digital	24.4	27.7	27.7
DAB	17.9	19.9	20.4
DTV	3.3	3.5	3.8
Internet	2.5	3.2	2.6
Digital Unspecified *	0.7	1.1	0.9
Unspecified *	8.3	7.3	8.2

All Commercial Radio

	June '10	Mar '11	June '11
AM/FM	67.1	66.3	67.1
All Digital	24.4	24.6	25.4
DAB	13.4	13.2	13.4
DTV	5.0	5.1	6.0
Internet	2.6	3.0	3.1
Digital Unspecified *	3.4	3.3	2.8
Unspecified *	8.5	9.1	7.5

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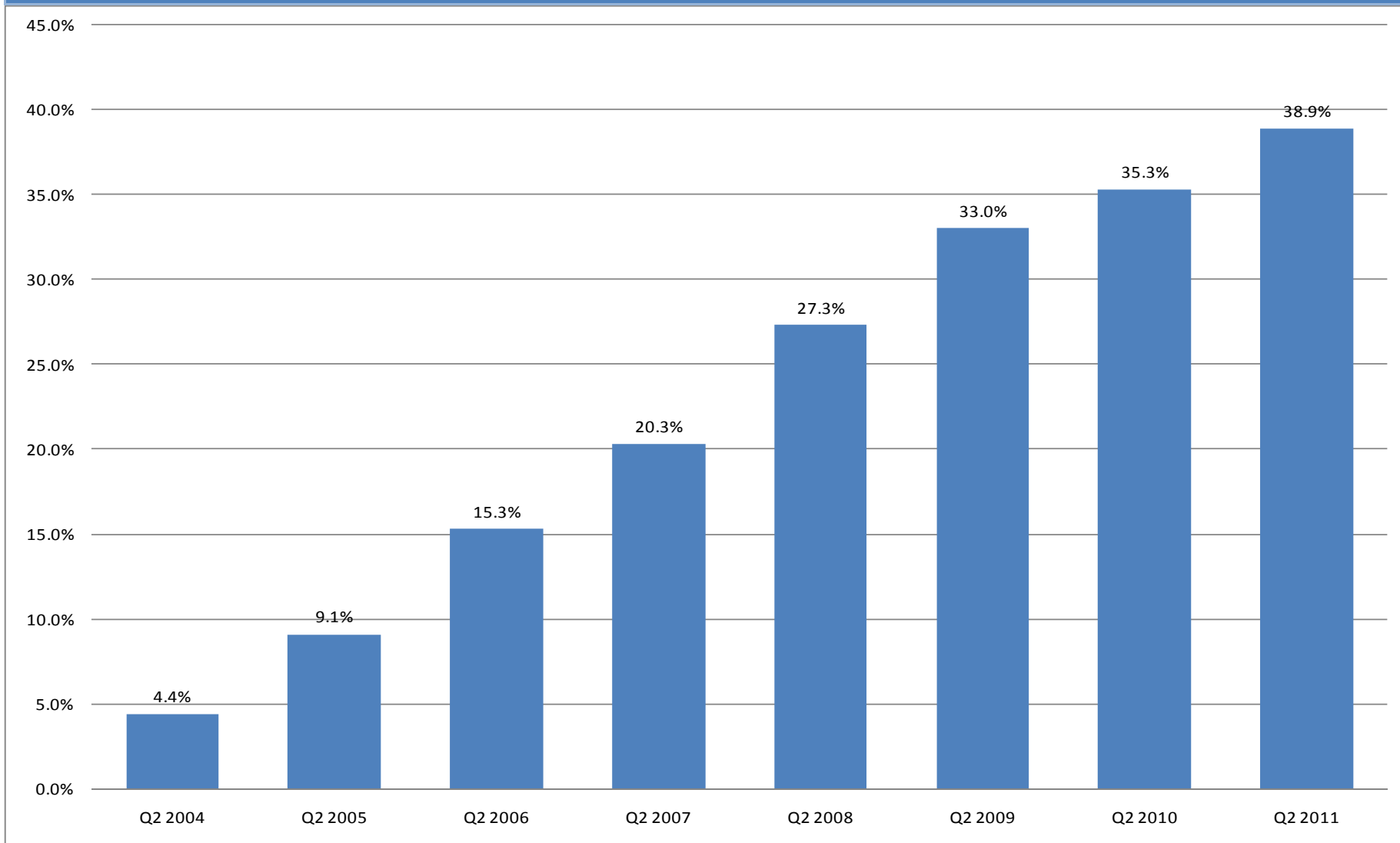
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% Adults (15+) who claim to own a DAB set at home



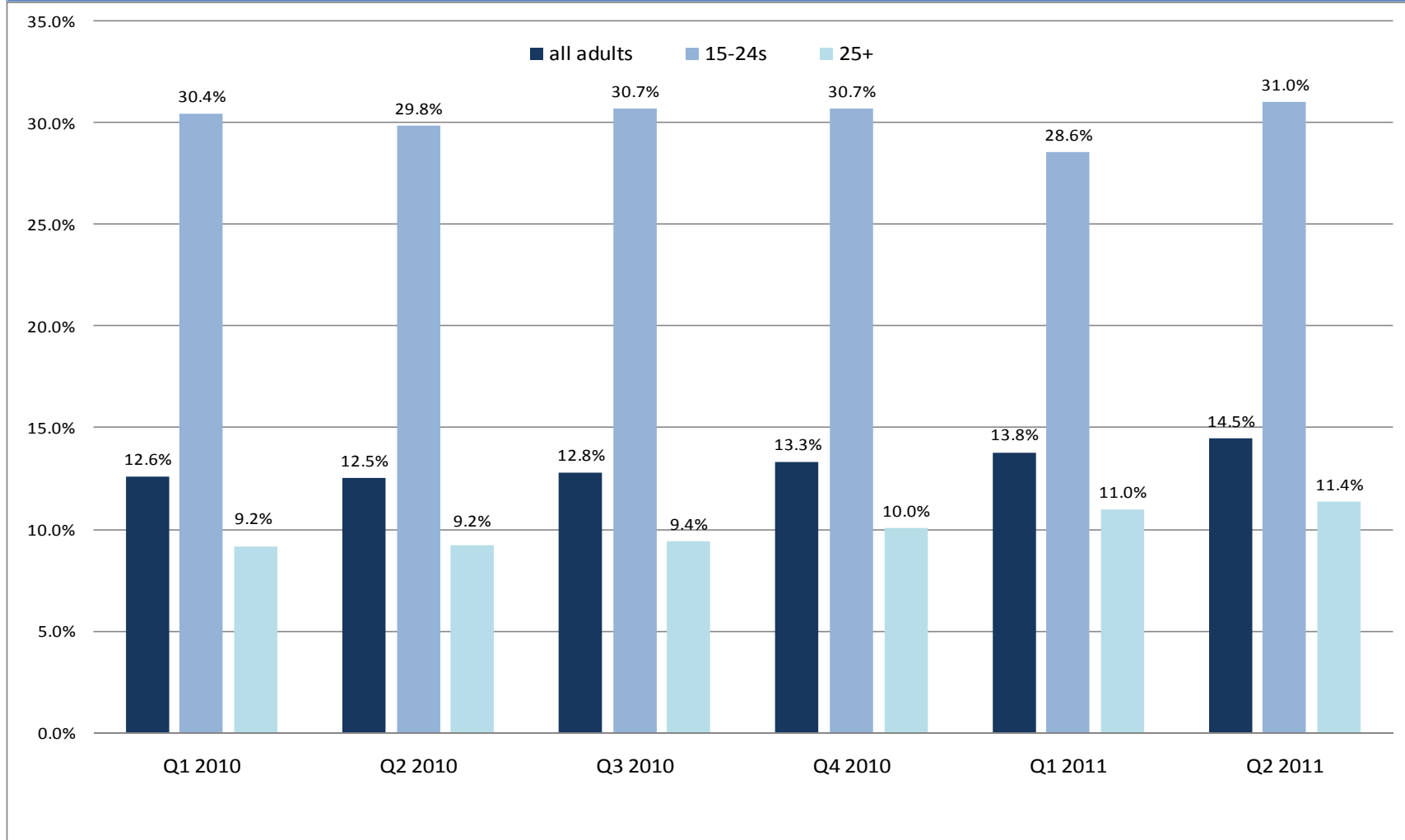
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% who claim to have ever listened to radio via mobile phone



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* In Q1, 2010 RAJAR introduced a number of changes to the self-completion questionnaire which impacted on questions regarding mobile phone listening: therefore caution should be used when comparing with similar data from previous years.