

# **RAJAR DATA RELEASE**

## **Quarter 3, 2011 - October 27, 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 OCTOBER 27, 2011

|                            | Sept '10 | June '11 | Sept '11 |
|----------------------------|----------|----------|----------|
| <b>All Radio Listening</b> |          |          |          |
| Weekly Reach ('000)        | 46,762   | 47,616   | 47,137   |
| Weekly Reach (%)           | 90.6     | 91.7     | 90.7     |
| Average hours per head     | 20.4     | 20.7     | 20.7     |
| Average hours per listener | 22.6     | 22.6     | 22.8     |
| Total hours (millions)     | 1,055    | 1,076    | 1,076    |

| <b>All Radio Listening - Share Via Platform (%)</b> |      |      |      |
|---|------|------|------|
| AM/FM   | 67.6 | 65.2 | 64.9 |
| All Digital   | 24.8 | 26.9 | 28.2 |
| DAB   | 15.3 | 17.2 | 18.0 |
| DTV   | 4.4  | 4.8  | 4.7  |
| Internet  | 2.8  | 3.2  | 3.7  |
| Digital Unspecified *                               | 2.2  | 1.7  | 1.8  |
| Unspecified *                                       | 7.6  | 8.0  | 6.9  |

\* 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 % |         |         |
|------------------------------|----------------|---------|---------|------------------------|---------|---------|---------|---------|---------|
|                              | Sep '10        | Jun '11 | Sep '11 | Sep '10                | Jun '11 | Sep '11 | Sep '10 | Jun '11 | Sep '11 |
| <b>All Radio</b>             | 90.6           | 91.7    | 90.7    | 1,055                  | 1,076   | 1,076   | 100     | 100     | 100     |
| <b>All Digital</b>           | 39.6           | 42.5    | 43.9    | 262                    | 289     | 304     | 24.8    | 26.9    | 28.2    |
| <b>DAB</b>                   | 23.8           | 26.3    | 26.8    | 162                    | 185     | 194     | 15.3    | 17.2    | 18.0    |
| <b>DTV</b>                   | 13.5           | 14.4    | 14.3    | 47                     | 52      | 50      | 4.4     | 4.8     | 4.7     |
| <b>Internet</b>              | 8.5            | 9.6     | 10.4    | 30                     | 34      | 40      | 2.8     | 3.2     | 3.7     |
| <b>Digital Unspecified *</b> | 8.4            | 7.4     | 7.6     | 23                     | 19      | 20      | 2.2     | 1.7     | 1.8     |

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## Weekly Reach (000s)

| BBC Radio Listening            |          |          |          | Commercial Radio Listening |          |          |          |
|--------------------------------|----------|----------|----------|----------------------------|----------|----------|----------|
|                                | Sept '10 | June '11 | Sept '11 |                            | Sept '10 | June '11 | Sept '11 |
| All BBC Radio                  | 34,243   | 35,530   | 34,863   | All Commercial Radio       | 33,373   | 34,021   | 33,719   |
| All BBC Network Radio          | 31,018   | 32,108   | 31,723   | All National Commercial    | 15,101   | 16,166   | 15,573   |
| All BBC Local / Regional Radio | 9,144    | 9,645    | 9,499    | All Local Commercial       | 26,999   | 27,289   | 27,036   |

## Share of Hours (%)

| BBC Radio Listening            |          |          |          | Commercial Radio Listening |          |          |          |
|--------------------------------|----------|----------|----------|----------------------------|----------|----------|----------|
|                                | Sept '10 | June '11 | Sept '11 |                            | Sept '10 | June '11 | Sept '11 |
| All BBC Radio                  | 54.3     | 54.0     | 54.5     | All Commercial Radio       | 43.4     | 43.7     | 43.3     |
| All BBC Network Radio          | 45.4     | 45.4     | 46.1     | All National Commercial    | 11.2     | 12.2     | 11.5     |
| All BBC Local / Regional Radio | 9.0      | 8.6      | 8.3      | All Local Commercial       | 32.2     | 31.5     | 31.8     |

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## Platform Share

### All BBC Radio

|                              | Sept '10 | June '11 | Sept '11 |
|------------------------------|----------|----------|----------|
| <b>AM/FM</b>                 | 67.7     | 64.1     | 64.2     |
| <b>All Digital</b>           | 24.9     | 27.7     | 29.3     |
| <b>DAB</b>                   | 17.9     | 20.4     | 21.1     |
| <b>DTV</b>                   | 3.6      | 3.8      | 3.7      |
| <b>Internet</b>              | 2.3      | 2.6      | 3.6      |
| <b>Digital Unspecified *</b> | 1.1      | 0.9      | 0.9      |
| <b>Unspecified *</b>         | 7.3      | 8.2      | 6.5      |

### All Commercial Radio

|                              | Sept '10 | June '11 | Sept '11 |
|------------------------------|----------|----------|----------|
| <b>AM/FM</b>                 | 68.1     | 67.1     | 66.2     |
| <b>All Digital</b>           | 24.1     | 25.4     | 26.8     |
| <b>DAB</b>                   | 12.4     | 13.4     | 14.7     |
| <b>DTV</b>                   | 5.4      | 6.0      | 5.9      |
| <b>Internet</b>              | 2.7      | 3.1      | 3.0      |
| <b>Digital Unspecified *</b> | 3.7      | 2.8      | 3.1      |
| <b>Unspecified *</b>         | 7.8      | 7.5      | 7.0      |

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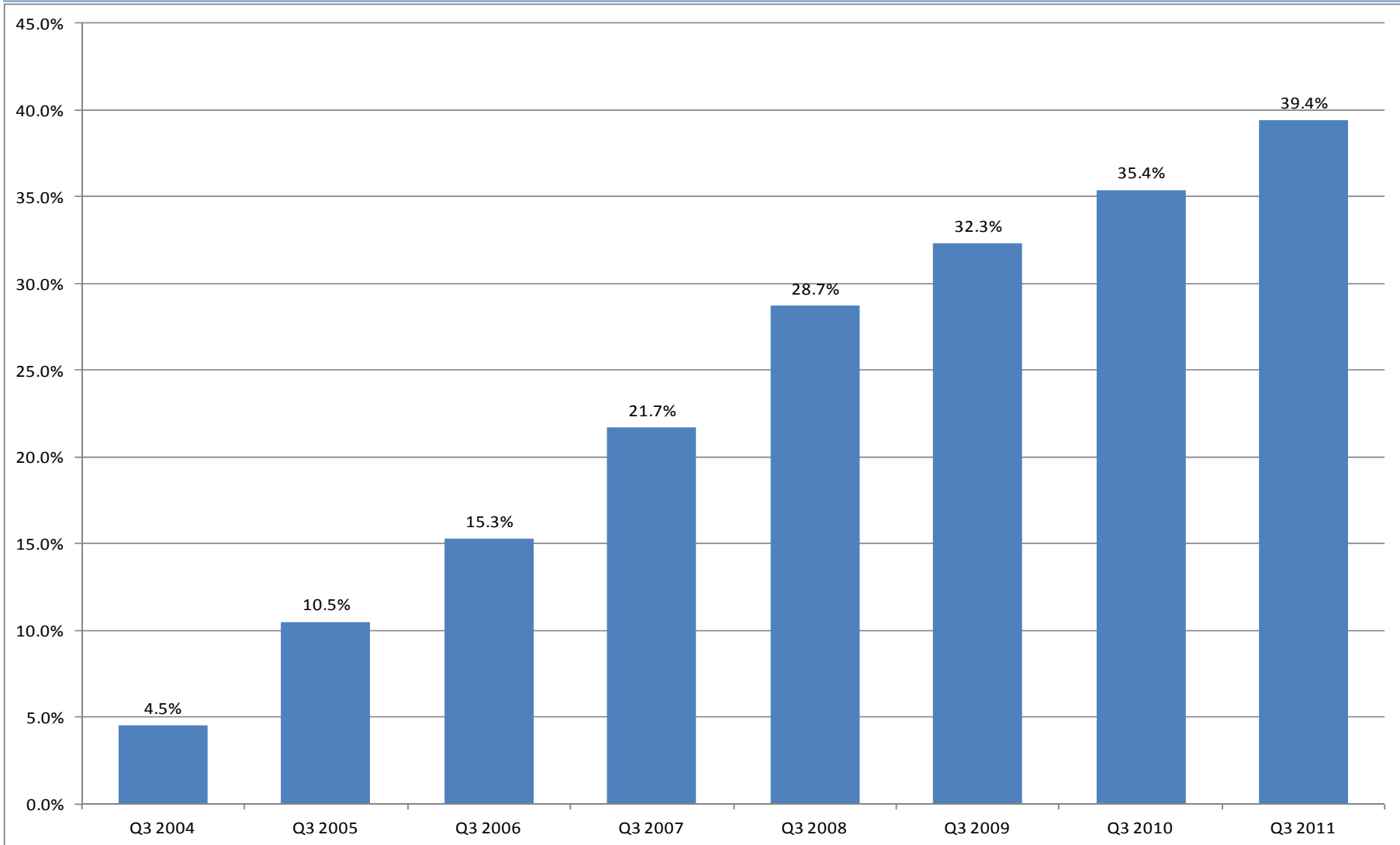
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## % Adults (15+) who claim to own a DAB set at home



Source RAJAR / Ipsos MORI / RSMB

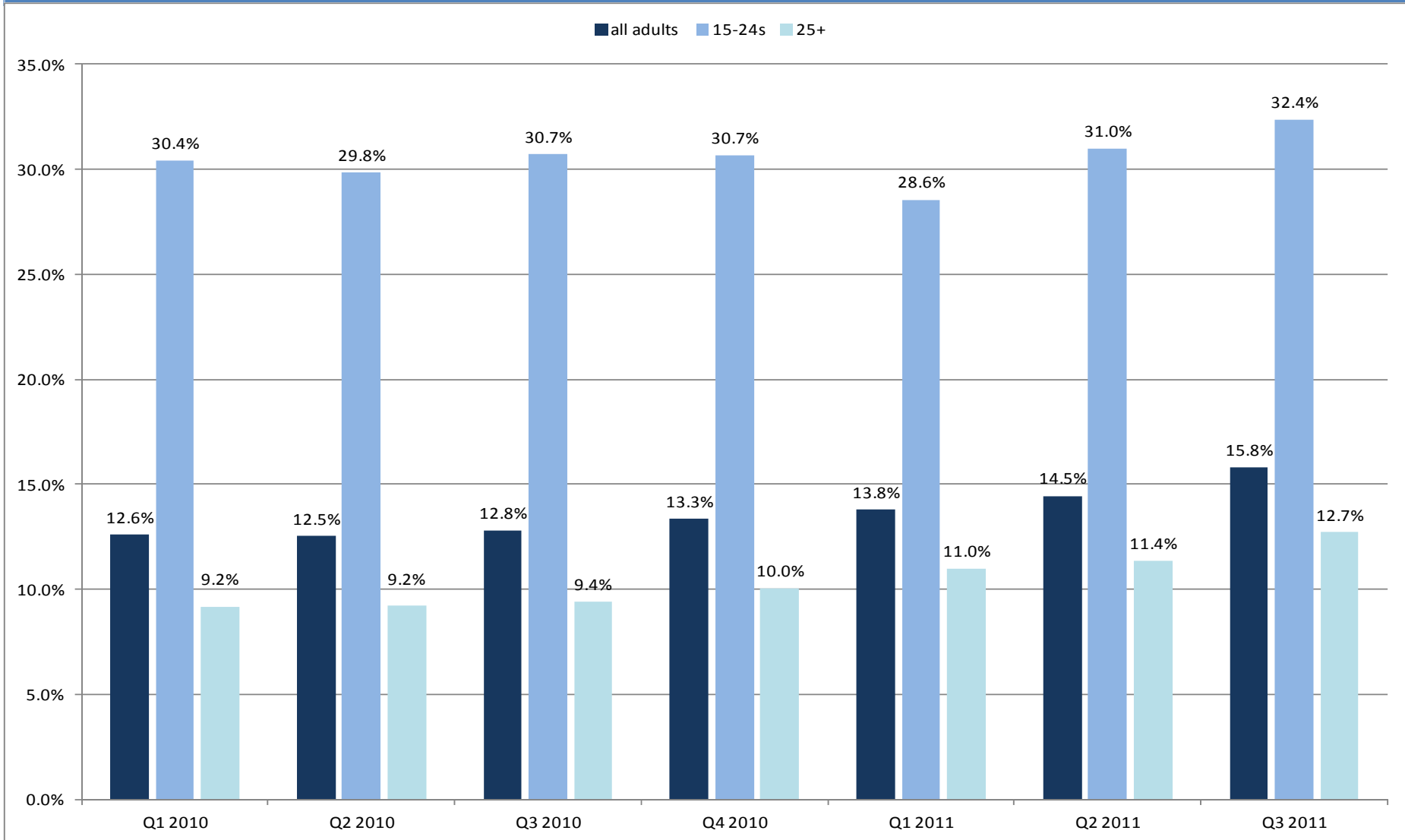
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## % who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB