

RAJAR DATA RELEASE



Quarter 2, 2012 – August 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

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	Jun-11	Mar-12	Jun-12
All Radio Listening			
Weekly Reach ('000)	47,616	46,676	46,782
Weekly Reach (%)	91.7	89.8	89.4
Average hours per head	20.7	20.5	19.7
Average hours per listener	22.6	22.8	22.1
Total hours (millions)	1,076	1,064	1,033

All Radio Listening - Share Via Platform (%)			
AM/FM	65.2	63.1	61.1
All Digital	26.9	29.2	31.5
DAB	17.2	19.1	20.1
DTV	4.8	4.4	4.7
Internet	3.2	3.9	4.6
Digital Unspecified *	1.7	1.8	2.1
Unspecified *	8.0	7.7	7.4

*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 %		
	Jun-11	Mar-12	Jun-12	Jun-11	Mar-12	Jun-12	Jun-11	Mar-12	Jun-12
All Radio	91.7	89.8	89.4	1,076	1,064	1,033	100	100	100
All Digital	42.5	45.1	46.2	289	311	326	26.9	29.2	31.5
DAB	26.3	28.8	28.8	185	203	208	17.2	19.1	20.1
DTV	14.4	14.4	14.3	52	47	49	4.8	4.4	4.7
Online/Apps	9.6	11.1	11.9	34	42	47	3.2	3.9	4.6
Digital Unspecified *	7.4	7.5	8.3	19	19	22	1.7	1.8	2.1

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Jun-11	Mar-12	Jun-12		Jun-11	Mar-12	Jun-12
All BBC Radio	35,530	34,954	34,444	All Commercial Radio	34,021	33,201	33,182
All BBC Network Radio	32,108	31,196	31,454	All National Commercial	16,166	15,896	16,101
All BBC Local / Regional Radio	9,645	9,895	8,962	All Local Commercial	27,289	26,533	26,364

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Jun-11	Mar-12	Jun-12		Jun-11	Mar-12	Jun-12
All BBC Radio	54.0	55.4	54.3	All Commercial Radio	43.7	42.3	43.3
All BBC Network Radio	45.4	45.9	46.2	All National Commercial	12.2	12.0	12.7
All BBC Local / Regional Radio	8.6	9.4	8.1	All Local Commercial	31.5	30.3	30.5

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Platform Share

All BBC Radio

	Jun-11	Mar-12	Jun-12
AM/FM	64.1	63.6	61.1
All Digital	27.7	29.6	32.1
DAB	20.4	21.7	23.4
DTV	3.8	3.7	3.8
Online / App	2.6	3.3	3.6
Digital Unspecified *	0.9	0.9	1.2
Unspecified *	8.2	6.8	6.8

All Commercial Radio

	Jun-11	Mar-12	Jun-12
AM/FM	67.1	62.9	61.9
All Digital	25.4	28.4	30.3
DAB	13.4	16.1	16.5
DTV	6.0	5.4	5.8
Internet	3.1	3.8	4.6
Digital Unspecified *	2.8	3.1	3.4
Unspecified *	7.5	8.6	7.7

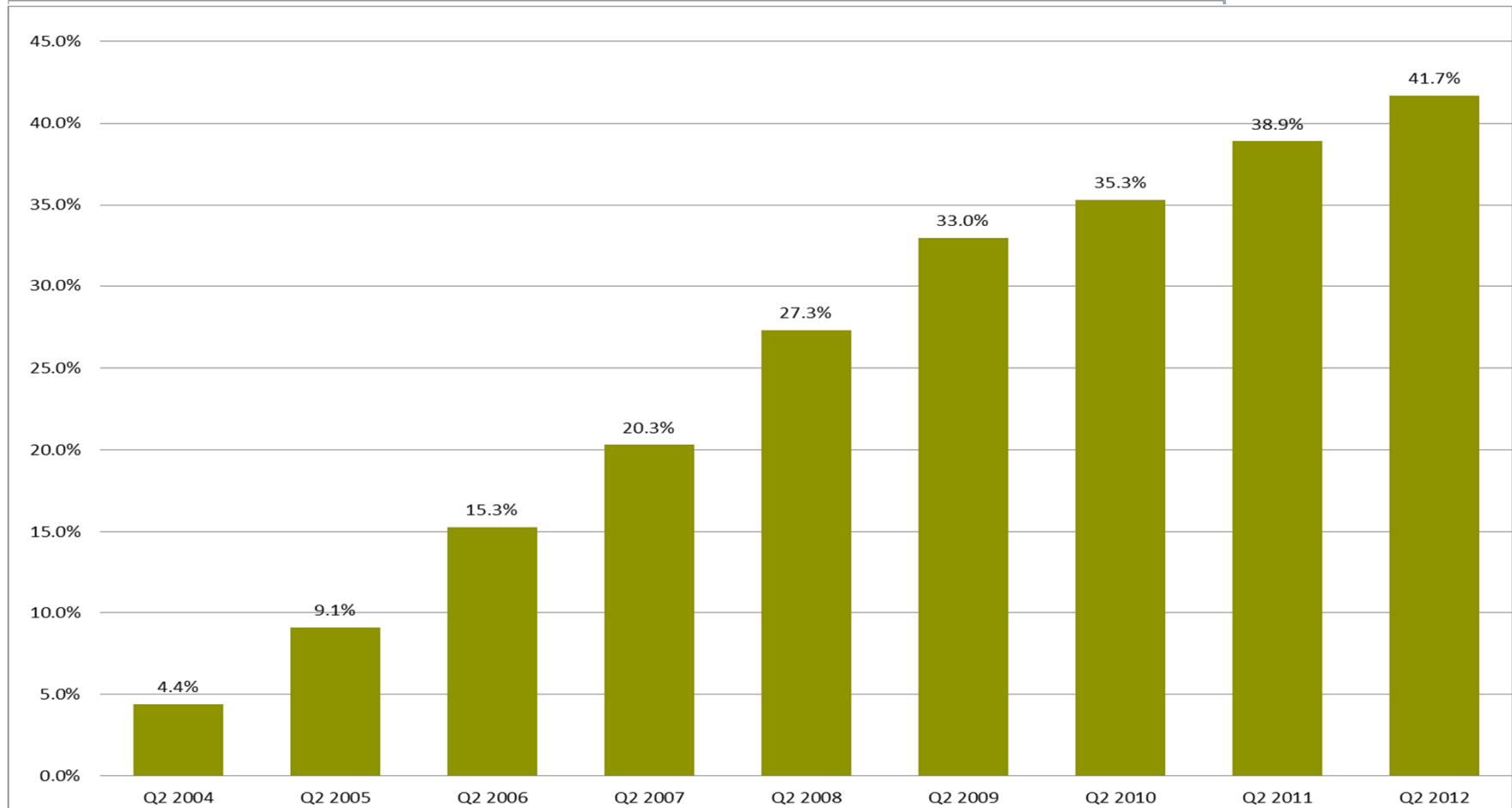
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% Adults (15+) who claim to own a DAB set at home



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

