

# RAJAR DATA RELEASE



Quarter 3, 2012 – October 25<sup>th</sup>, 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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	Sep-11	Jun-12	Sep-12
<b>All Radio Listening</b>			
Weekly Reach ('000)	47,137	46,782	46,623
Weekly Reach (%)	90.7	89.4	89.1
Average hours per head	20.7	19.7	19.5
Average hours per listener	22.8	22.1	21.9
Total hours (millions)	1,076	1,033	1,023

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	64.9	61.1	61.8
All Digital	28.2	31.5	31.3
DAB	18.0	20.1	20.4
DTV	4.7	4.7	4.8
Internet	3.7	4.6	4.2
Digital Unspecified *	1.8	2.1	1.9
Unspecified *	6.9	7.4	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.

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## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Sep-11	Jun-12	Sep-12	Sep-11	Jun-12	Sep-12	Sep-11	Jun-12	Sep-12
<b>All Radio</b>	90.7	89.4	89.1	1,076	1,033	1,023	100	100	100
<b>All Digital</b>	43.9	46.2	45.6	304	326	320	28.2	31.5	31.3
<b>DAB</b>	26.8	28.8	29.2	194	208	209	18.0	20.1	20.4
<b>DTV</b>	14.3	14.3	13.7	50	49	49	4.7	4.7	4.8
<b>Online/Apps</b>	10.4	11.9	11.3	40	47	43	3.7	4.6	4.2
<b>Digital Unspecified *</b>	7.6	8.3	7.5	20	22	20	1.8	2.1	1.9

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Sep-11	Jun-12	Sep-12		Sep-11	Jun-12	Sep-12
All BBC Radio	34,863	34,444	34,655	All Commercial Radio	33,719	33,182	33,148
All BBC Network Radio	31,723	31,454	31,590	All National Commercial	15,573	16,101	16,038
All BBC Local / Regional Radio	9,499	8,962	8,958	All Local Commercial	27,036	26,364	26,424

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Sep-11	Jun-12	Sep-12		Sep-11	Jun-12	Sep-12
All BBC Radio	54.5	54.3	54.2	All Commercial Radio	43.3	43.3	43.3
All BBC Network Radio	46.1	46.2	46.1	All National Commercial	11.5	12.7	12.8
All BBC Local / Regional Radio	8.3	8.1	8.1	All Local Commercial	31.8	30.5	30.6

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## Platform Share

### All BBC Radio

	Sep-11	Jun-12	Sep-12
<b>AM/FM</b>	64.2	61.1	62.1
<b>All Digital</b>	29.3	32.1	31.6
<b>DAB</b>	21.1	23.4	23.6
<b>DTV</b>	3.7	3.8	3.5
<b>Online / App</b>	3.6	3.6	3.5
<b>Digital Unspecified *</b>	0.9	1.2	1.0
<b>Unspecified *</b>	6.5	6.8	6.3

### All Commercial Radio

	Sep-11	Jun-12	Sep-12
<b>AM/FM</b>	66.2	61.9	61.8
<b>All Digital</b>	26.8	30.3	30.7
<b>DAB</b>	14.7	16.5	16.9
<b>DTV</b>	5.9	5.8	6.5
<b>Internet</b>	3.0	4.6	4.2
<b>Digital Unspecified *</b>	3.1	3.4	3.1
<b>Unspecified *</b>	7	7.7	7.5

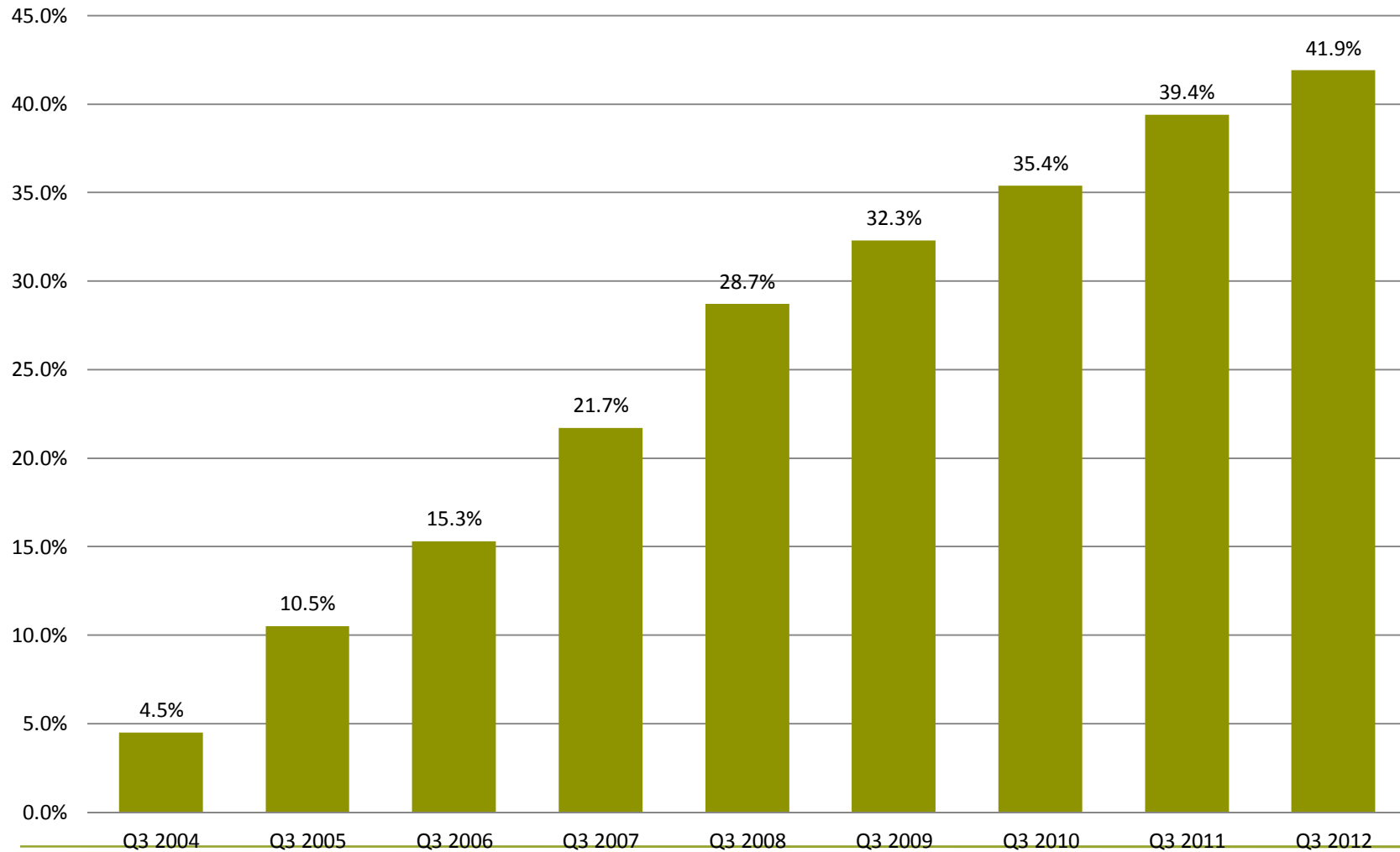
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## % Adults (15+) who claim to own a DAB set at home



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

