

RAJAR DATA RELEASE



Quarter 4, 2012 – January 31st 2013

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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	Dec-11	Sep-12	Dec-12
All Radio Listening			
Weekly Reach ('000)	46,677	46,623	47,015
Weekly Reach (%)	89.8	89.1	89.8
Average hours per head	19.8	19.5	19.8
Average hours per listener	22.1	21.9	22.1
Total hours (millions)	1,030	1,023	1,037

All Radio Listening - Share Via Platform (%)			
AM/FM	64.1	61.8	62.6
All Digital	29.1	31.3	33.0
DAB	19.4	20.4	21.1
DTV	4.5	4.8	5.1
Internet	3.4	4.2	4.9
Digital Unspecified *	1.8	1.9	1.9
Unspecified *	6.8	6.9	4.5

*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 %		
	Dec-11	Sep-12	Dec-12	Dec-11	Sep-12	Dec-12	Dec-11	Sep-12	Dec-12
All Radio	89.8	89.1	89.8	1,030	1,023	1,037	100	100	100
All Digital	44.4	45.6	48.2	300	320	342	29.1	31.3	33.0
DAB	28.2	29.2	30.8	200	209	219	19.4	20.4	21.1
DTV	14.2	13.7	15.5	46	49	53	4.5	4.8	5.1
Online/Apps	10.2	11.3	13.3	35	43	51	3.4	4.2	4.9
Digital Unspecified *	7.6	7.5	6.9	18	20	19	1.8	1.9	1.9

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec-11	Sep-12	Dec-12		Dec-11	Sep-12	Dec-12
All BBC Radio	34,940	34,655	35,190	All Commercial Radio	32,821	33,148	33,223
All BBC Network Radio	31,635	31,590	31,994	All National Commercial	15,441	16,038	16,244
All BBC Local / Regional Radio	9,604	8,958	9,138	All Local Commercial	26,275	26,424	26,410

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec-11	Sep-12	Dec-12		Dec-11	Sep-12	Dec-12
All BBC Radio	55.5	54.2	55.3	All Commercial Radio	42.4	43.3	42.3
All BBC Network Radio	46.6	46.1	47.3	All National Commercial	11.8	12.8	12.6
All BBC Local / Regional Radio	8.9	8.1	7.9	All Local Commercial	30.6	30.6	29.7

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Platform Share

All BBC Radio

	Dec-11	Sep-12	Dec-12
AM/FM	64.4	62.1	63.3
All Digital	29.5	31.6	32.5
DAB	21.9	23.6	23.5
DTV	3.6	3.5	4.0
Online / App	2.9	3.5	4.0
Digital Unspecified *	1.0	1.0	1.0
Unspecified *	6.1	6.3	4.2

All Commercial Radio

	Dec-11	Sep-12	Dec-12
AM/FM	64.2	61.8	62.7
All Digital	28.2	30.7	32.6
DAB	16.4	16.9	18.2
DTV	5.6	6.5	6.5
Internet	3.4	4.2	4.9
Digital Unspecified *	2.8	3.1	3.1
Unspecified *	7.6	7.5	4.6

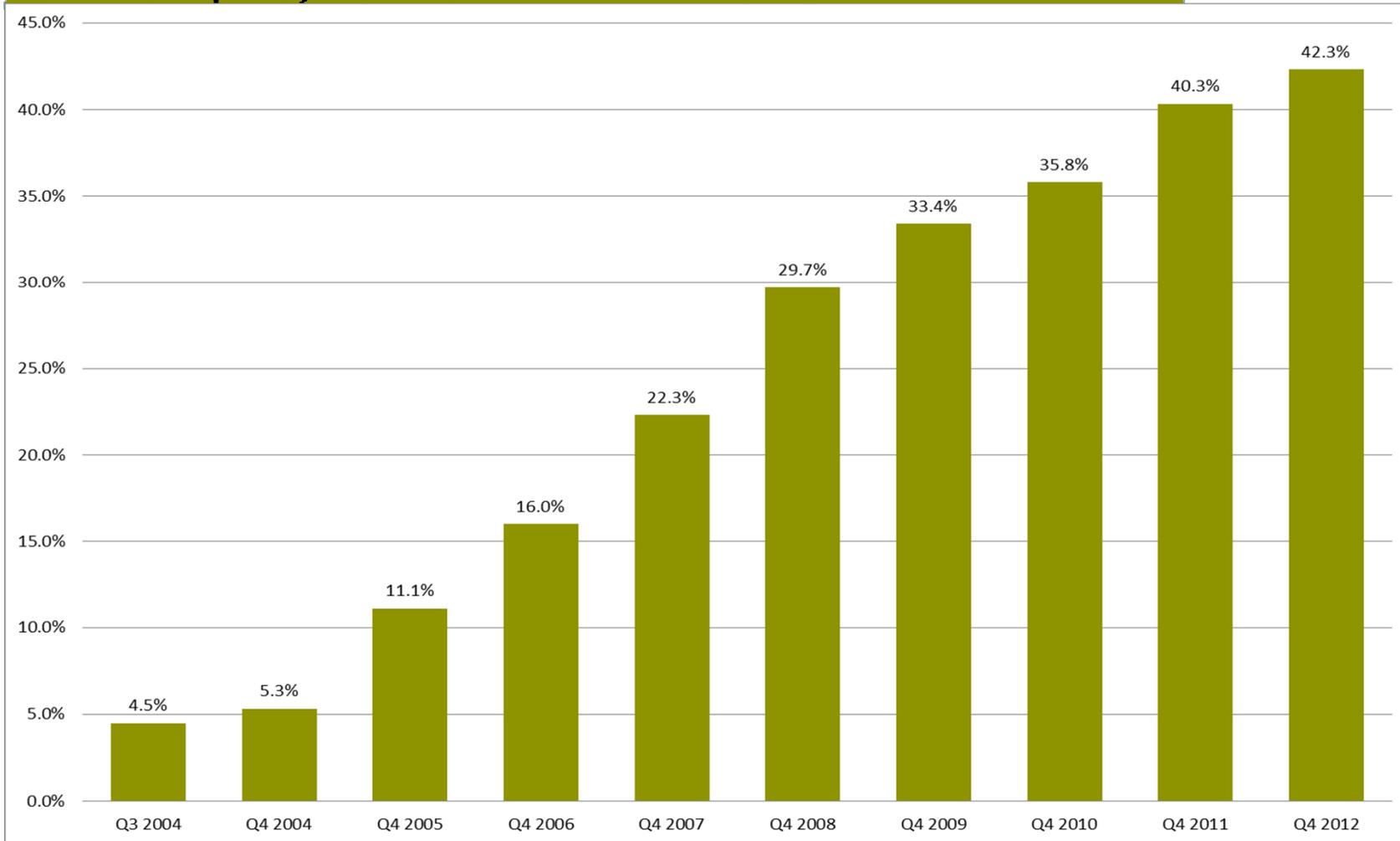
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% Adults (15+) who claim to own a DAB set at home



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

