

RAJAR DATA RELEASE



Quarter 1, 2013 – May 16th 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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	Mar-12	Dec-12	Mar-13
All Radio Listening			
Weekly Reach ('000)	46,676	47,015	47,284
Weekly Reach (%)	89.8	89.8	90.3
Average hours per head	20.5	19.8	19.8
Average hours per listener	22.8	22.1	21.9
Total hours (millions)	1,064	1,037	1,034

All Radio Listening - Share Via Platform (%)			
AM/FM	63.1	62.6	60.5
All Digital	29.2	33.0	34.3
DAB	19.1	21.1	22.5
DTV	4.4	5.1	5.0
Internet	3.9	4.9	5.0
Digital Unspecified *	1.8	1.9	1.8
Unspecified *	7.7	4.5	5.1

*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 %		
	Mar-12	Dec-12	Mar-13	Mar-12	Dec-12	Mar-13	Mar-12	Dec-12	Mar-13
All Radio	89.8	89.8	90.3	1,064	1,037	1,034	100	100	100
All Digital	45.1	48.2	49.6	311	342	355	29.2	33.0	34.3
DAB	28.8	30.8	32.0	203	219	233	19.1	21.1	22.5
DTV	14.4	15.5	15.7	47	53	51	4.4	5.1	5.0
Online/Apps	11.1	13.3	13.1	42	51	52	3.9	4.9	5.0
Digital Unspecified *	7.5	6.9	6.6	19	19	19	1.8	1.9	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar-12	Dec-12	Mar-13		Mar-12	Dec-12	Mar-13
All BBC Radio	34,594	35,190	35,069	All Commercial Radio	33,201	33,223	33,499
All BBC Network Radio	31,196	31,994	31,865	All National Commercial	15,896	16,244	16,375
All BBC Local / Regional Radio	9,895	9,138	9,527	All Local Commercial	26,533	26,410	26,477

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar-12	Dec-12	Mar-13		Mar-12	Dec-12	Mar-13
All BBC Radio	55.4	55.3	55.7	All Commercial Radio	42.3	42.3	41.9
All BBC Network Radio	45.9	47.3	46.7	All National Commercial	12.0	12.6	13.0
All BBC Local / Regional Radio	9.4	7.9	9.0	All Local Commercial	30.3	29.7	29.0

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Platform Share

All BBC Radio

	Mar-12	Dec-12	Mar-13
AM/FM	63.6	63.3	60.5
All Digital	29.6	32.5	34.7
DAB	21.7	23.5	25.4
DTV	3.7	4.0	4.0
Online / App	3.3	4.0	4.3
Digital Unspecified *	0.9	1.0	1.0
Unspecified *	6.8	4.2	4.8

All Commercial Radio

	Mar-12	Dec-12	Mar-13
AM/FM	62.9	62.7	61.7
All Digital	28.4	32.6	32.8
DAB	16.1	18.2	19.1
DTV	5.4	6.5	6.2
Internet	3.8	4.9	4.6
Digital Unspecified *	3.1	3.1	2.9
Unspecified *	8.6	4.6	5.5

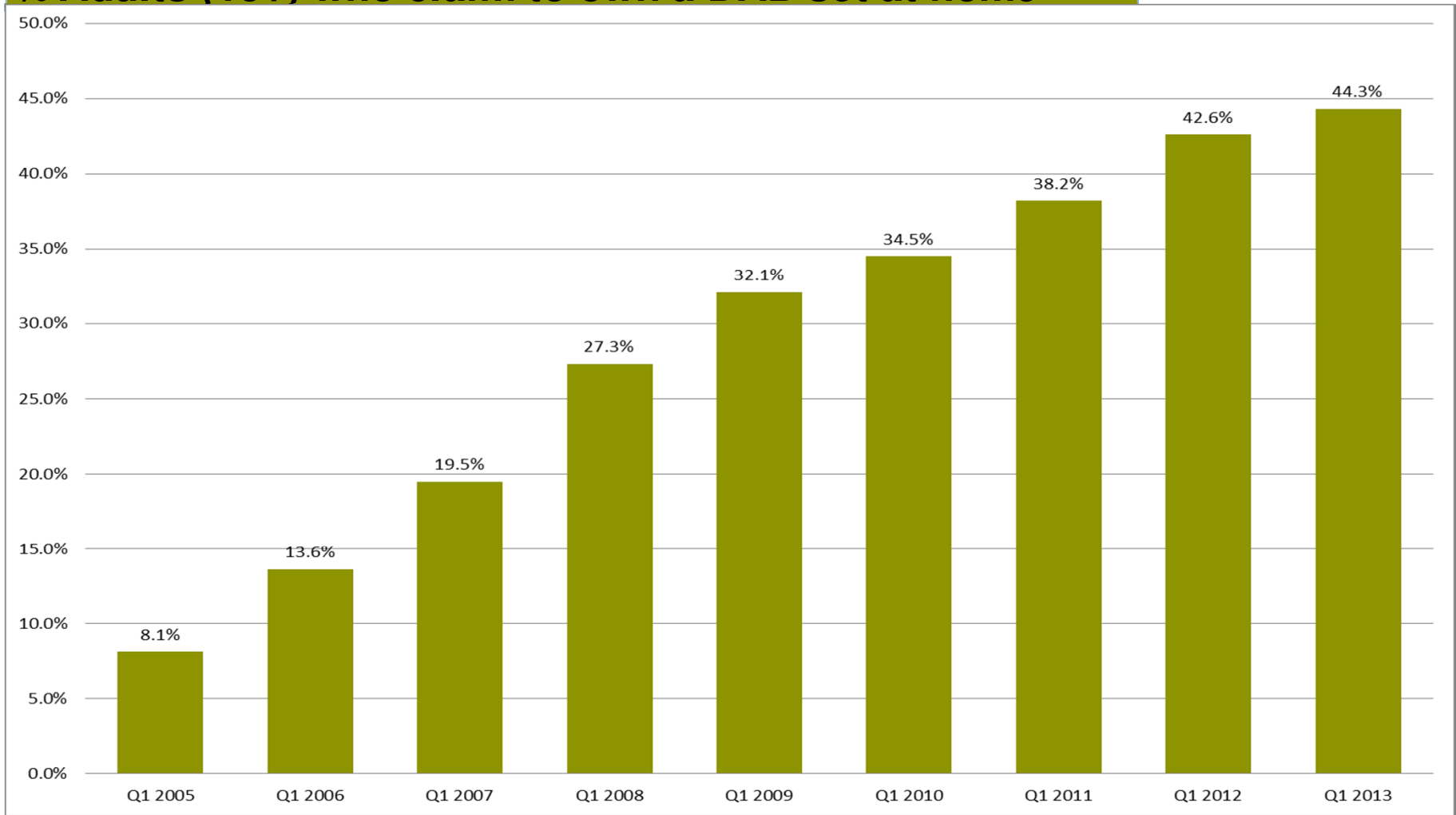
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% Adults (15+) who claim to own a DAB set at home



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

