

# RAJAR DATA RELEASE



Quarter 2, 2013 – August 1<sup>st</sup> 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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	Jun-12	Mar-13	Jun-13
<b>All Radio Listening</b>			
Weekly Reach ('000)	46,782	47,284	48,319
Weekly Reach (%)	89.4	90.3	90.8
Average hours per head	19.7	19.8	19.3
Average hours per listener	22.1	21.9	21.3
Total hours (millions)	1,033	1,034	1,028

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	61.1	60.5	58.6
All Digital	31.5	34.3	36.8
DAB	20.1	22.5	23.9
DTV	4.7	5.0	5.3
Online/Apps	4.6	5.0	6.0
Digital Unspecified *	2.1	1.8	1.5
Unspecified *	7.4	5.1	4.6

\*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-12	Mar-13	Jun-13	Jun-12	Mar-13	Jun-13	Jun-12	Mar-13	Jun-13
<b>All Radio</b>	89.4	90.3	90.8	1,033	1,034	1,028	100	100	100
<b>All Digital</b>	46.2	49.6	52.5	326	355	378	31.5	34.3	36.8
<b>DAB</b>	28.8	32	34.6	208	233	246	20.1	22.5	23.9
<b>DTV</b>	14.3	15.7	16.4	49	51	55	4.7	5.0	5.3
<b>Online/Apps</b>	11.9	13.1	15.2	47	52	62	4.6	5.0	6.0
<b>Digital Unspecified *</b>	8.3	6.6	6.7	22	19	16	2.1	1.8	1.5

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Jun-12	Mar-13	Jun-13		Jun-12	Mar-13	Jun-13
All BBC Radio	34,444	35,069	35,880	All Commercial Radio	33,182	33,499	35,064
All BBC Network Radio	31,454	31,865	32,635	All National Commercial	16,101	16,375	17,702
All BBC Local / Regional Radio	8,962	9,527	9,536	All Local Commercial	26,364	26,477	27,866

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Jun-12	Mar-13	Jun-13		Jun-12	Mar-13	Jun-13
All BBC Radio	54.3	55.7	53.9	All Commercial Radio	43.3	41.9	43.7
All BBC Network Radio	46.2	46.7	45.7	All National Commercial	12.7	13.0	13.3
All BBC Local / Regional Radio	8.1	9.0	8.3	All Local Commercial	30.5	29.0	30.4

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## Platform Share

### All BBC Radio

	Jun-12	Mar-13	Jun-13
<b>AM/FM</b>	61.1	60.5	58.9
<b>All Digital</b>	32.1	34.7	36.7
<b>DAB</b>	23.4	25.4	26.7
<b>DTV</b>	3.8	4.0	4.2
<b>Online / App</b>	3.6	4.3	5.0
<b>Digital Unspecified *</b>	1.2	1.0	0.8
<b>Unspecified *</b>	6.8	4.8	4.5

### All Commercial Radio

	Jun-12	Mar-13	Jun-13
<b>AM/FM</b>	61.9	61.7	58.8
<b>All Digital</b>	30.3	32.8	36.6
<b>DAB</b>	16.5	19.1	21.1
<b>DTV</b>	5.8	6.2	6.8
<b>Internet</b>	4.6	4.6	6.2
<b>Digital Unspecified *</b>	3.4	2.9	2.5
<b>Unspecified *</b>	7.7	5.5	4.6

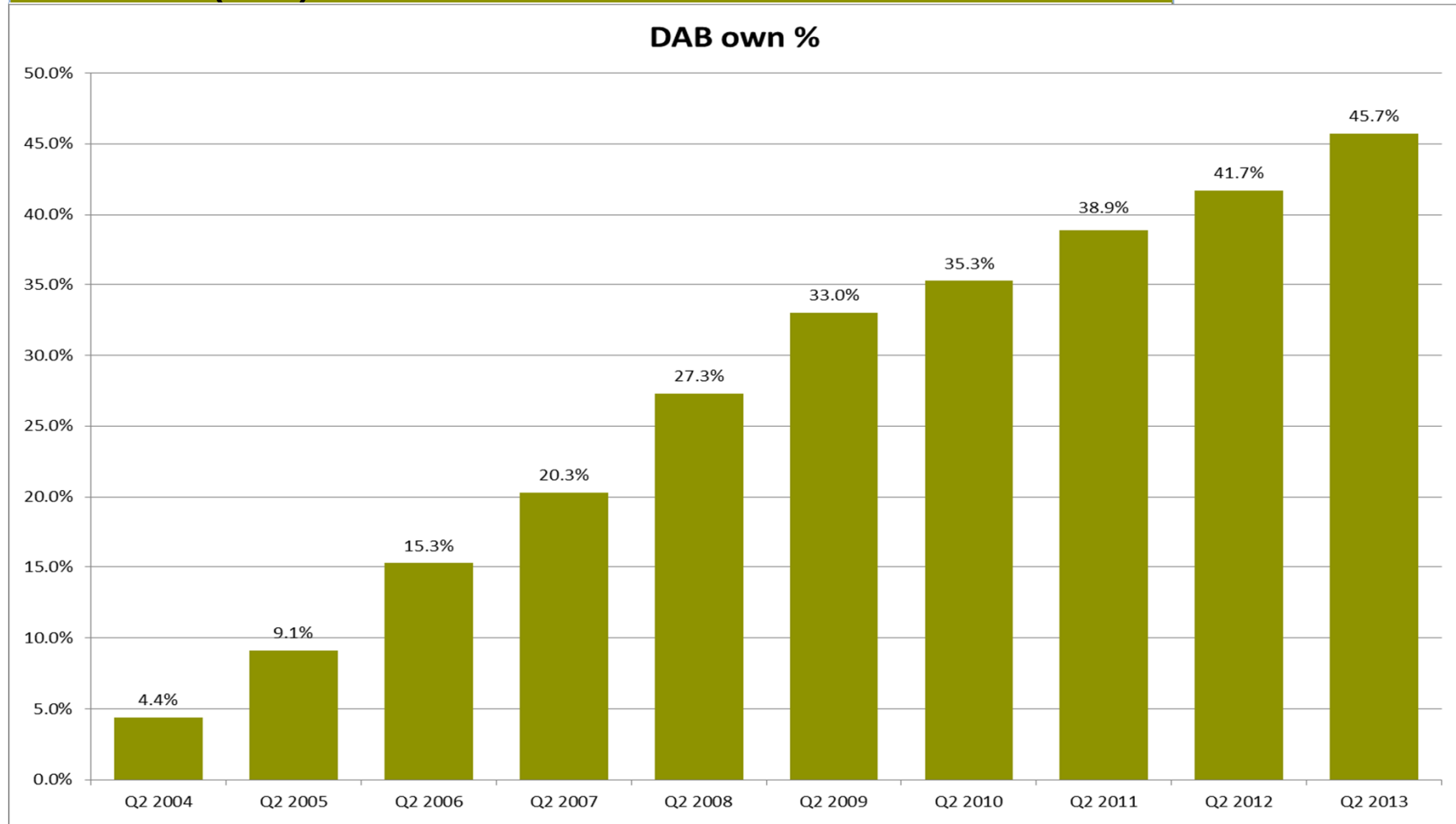
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## % Adults (15+) who claim to own a DAB set at home



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

