

RAJAR DATA RELEASE



Quarter 3, 2013 – October 24th 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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	Sep-12	Jun-13	Sep-13
All Radio Listening			
Weekly Reach ('000)	46,623	48,319	47,661
Weekly Reach (%)	89.1	90.8	89.6
Average hours per head	19.5	19.3	19.3
Average hours per listener	21.9	21.3	21.5
Total hours (millions)	1,023	1,028	1,026

All Radio Listening - Share Via Platform (%)			
AM/FM	61.8	58.6	59.6
All Digital	31.3	36.8	35.6
DAB	20.4	23.9	23.0
DTV	4.8	5.3	5.2
Online/Apps	4.2	6.0	5.7
Digital Unspecified *	1.9	1.5	1.7
Unspecified *	6.9	4.6	4.8

*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-12	Jun-13	Sep-13	Sep-12	Jun-13	Sep-13	Sep-12	Jun-13	Sep-13
All Radio	89.1	90.8	89.6	1,023	1,028	1,026	100	100	100
All Digital	45.6	52.5	50.8	320	378	366	31.3	36.8	35.6
DAB	29.2	34.6	32.8	209	246	236	20.4	23.9	23.0
DTV	13.7	16.4	15.5	49	55	53	4.8	5.3	5.2
Online/Apps	11.3	15.2	14.7	43	62	59	4.2	6.0	5.7
Digital Unspecified *	7.5	6.7	7.2	20	16	18	1.9	1.5	1.7

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Weekly Reach (000s)

BBC Radio Listening

	Sep-12	Jun-13	Sep-13
All BBC Radio	34,655	35,880	35,109
All BBC Network Radio	31,590	32,635	31,968
All BBC Local / Regional Radio	8,958	9,536	9,263

Commercial Radio Listening

	Sep-12	Jun-13	Sep-13
All Commercial Radio	33,148	35,064	34,406
All National Commercial	16,038	17,702	17,375
All Local Commercial	26,424	27,866	27,406

Share of Hours (%)

BBC Radio Listening

	Sep-12	Jun-13	Sep-13
All BBC Radio	54.2	53.9	53.4
All BBC Network Radio	46.1	45.7	45.3
All BBC Local / Regional Radio	8.1	8.3	8.1

Commercial Radio Listening

	Sep-12	Jun-13	Sep-13
All Commercial Radio	43.3	43.7	43.9
All National Commercial	12.8	13.3	13.5
All Local Commercial	30.6	30.4	30.5

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Platform Share

All BBC Radio

	Sep-12	Jun-13	Sep-13
AM/FM	62.1	58.9	59.1
All Digital	31.6	36.7	36.6
DAB	23.6	26.7	26.7
DTV	3.5	4.2	4.0
Online / App	3.5	5.0	4.7
Digital Unspecified *	1.0	0.8	1.1
Unspecified *	6.3	4.5	4.4

All Commercial Radio

	Sep-12	Jun-13	Sep-13
AM/FM	61.8	58.8	61.1
All Digital	30.7	36.6	33.9
DAB	16.9	21.1	18.9
DTV	6.5	6.8	6.7
Internet	4.2	6.2	5.7
Digital Unspecified *	3.1	2.5	2.6
Unspecified *	7.5	4.6	5.0

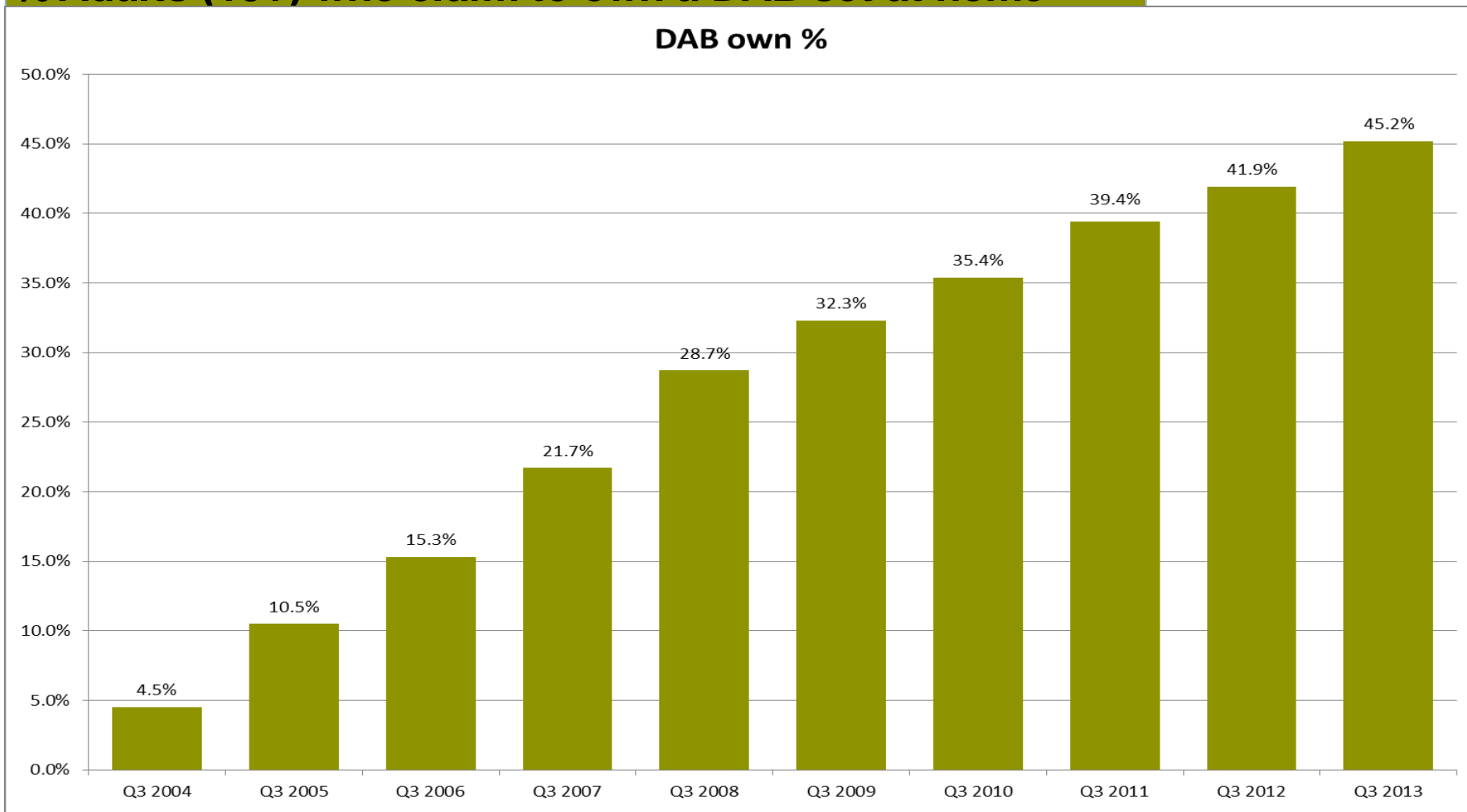
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% Adults (15+) who claim to own a DAB set at home



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

