

# RAJAR DATA RELEASE



Quarter 1, 2015 – May 21<sup>st</sup> 2015

## 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 access
6. Listening to radio via a mobile phone and/or tablet

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	Q1 2014	Q4 2014	Q1 2015
<b>All Radio Listening</b>			
Weekly Reach ('000)	48,063	47,851	47,799
Weekly Reach (%)	90.3	89.4	89.3
Average hours per head	19.5	19.0	19.0
Average hours per listener	21.5	21.3	21.3
Total hours (millions)	1,035	1,017	1,018

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	57.8	56.2	54.3
All Digital	36.6	37.9	39.6
DAB	23.7	25.2	25.9
DTV	5.0	4.7	4.8
Online/Apps	6.4	6.1	6.8
Digital Unspecified *	1.6	1.8	2.1
Unspecified *	5.6	5.9	6.2

\*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 %		
	Q1 14	Q4 14	Q1 15	Q1 14	Q4 14	Q1 15	Q1 14	Q4 14	Q1 15
<b>All Radio</b>	90.3	89.4	89.3	1,035	1,017	1,018	100	100	100
<b>All Digital</b>	50.9	52.0	53.5	379	385	403	36.6	37.9	39.6
<b>DAB</b>	33.7	34.7	35.5	245	257	264	23.7	25.2	25.9
<b>DTV</b>	15.1	14.5	14.2	51	48	49	5.0	4.7	4.8
<b>Online/Apps</b>	15.2	15.5	16.1	66	62	69	6.4	6.1	6.8
<b>Digital Unspecified *</b>	6.7	7.1	8.6	16	19	22	1.6	1.8	2.1

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 14	Q4 14	Q1 15		Q1 14	Q4 14	Q1 15
All BBC Radio	35,314	34,798	34,872	All Commercial Radio	34,078	34,357	33,916
All BBC Network Radio	32,262	31,798	31,671	All National Commercial	16,586	17,140	17,137
All BBC Local / Regional Radio	9,263	8,981	8,816	All Local Commercial	27,246	27,284	26,763

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 14	Q4 14	Q1 15		Q1 14	Q4 14	Q1 15
All BBC Radio	54.9	52.8	54.4	All Commercial Radio	42.0	44.3	42.8
All BBC Network Radio	46.6	45.3	46.9	All National Commercial	12.3	13.1	14.2
All BBC Local / Regional Radio	8.3	7.5	7.6	All Local Commercial	29.7	31.2	28.6

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## All BBC Radio

	Q1 14	Q4 14	Q1 15
<b>AM/FM</b>	57.9	56.4	53.8
<b>All Digital</b>	36.8	38.3	40.7
<b>DAB</b>	26.8	28.6	30.0
<b>DTV</b>	3.8	3.7	3.8
<b>Online/App</b>	5.3	4.9	5.5
<b>Digital Unspecified *</b>	1.0	1.2	1.4
<b>Unspecified *</b>	5.3	5.2	5.5

## All Commercial Radio

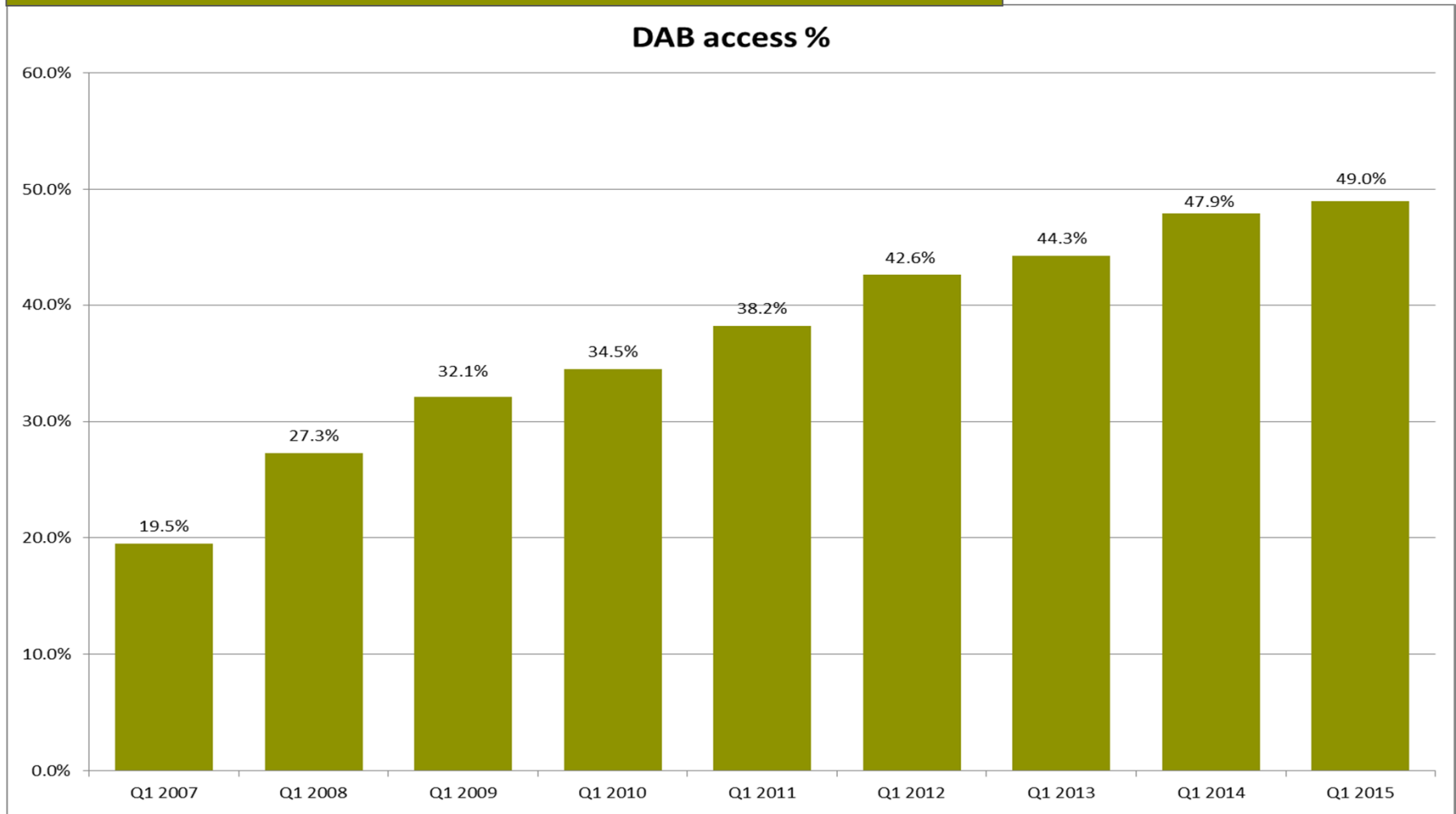
	Q1 14	Q4 14	Q1 15
<b>AM/FM</b>	58.4	56.8	55.5
<b>All Digital</b>	36.1	37.2	38.0
<b>DAB</b>	20.4	21.9	21.5
<b>DTV</b>	6.5	5.9	6.3
<b>Online/App</b>	6.7	6.6	7.1
<b>Digital Unspecified *</b>	2.5	2.8	3.1
<b>Unspecified *</b>	5.5	6.1	6.5

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% of Adults (15+) who claim to have access to a DAB Radio



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## % who claim to listen via a mobile phone or tablet at least once per month

