

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 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 ownership
6. Listening to radio via a mobile phone and/or tablet

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	Q3 2014	Q2 2015	Q3 2015
All Radio Listening			
Weekly Reach ('000)	47,614	48,184	47,846
Weekly Reach (%)	89.0	89.9	89.3
Average hours per head	19.0	19.5	19.3
Average hours per listener	21.4	21.7	21.6
Total hours (millions)	1,019	1,046	1,034

All Radio Listening - Share Via Platform (%)			
AM/FM	56.4	53.7	50.4
All Digital	37.8	39.9	41.9
DAB	24.5	26.7	27.7
DTV	5.0	4.7	5.0
Online/Apps	6.4	6.4	6.9
Digital Unspecified *	1.8	2.1	2.3
Unspecified *	5.8	6.3	7.7

*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 %		
	Q3 14	Q2 15	Q3 15	Q3 14	Q2 15	Q3 15	Q3 14	Q2 15	Q3 15
All Radio	89.0	89.9	89.3	1,019	1,046	1,034	100	100	100
All Digital	51.2	55.0	56.1	385	418	433	37.8	39.9	41.9
DAB	34.5	37.8	39.2	250	280	286	24.5	26.7	27.7
DTV	13.9	14.1	14.4	51	49	52	5.0	4.7	5.0
Online/Apps	15.2	16.0	16.8	65	67	71	6.4	6.4	6.9
Digital Unspecified *	7.3	8.4	9.0	18	22	24	1.8	2.1	2.3

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q3 14	Q2 15	Q3 15		Q3 14	Q2 15	Q3 15
All BBC Radio	34,845	35,016	35,102	All Commercial Radio	34,045	34,628	34,734
All BBC Network Radio	31,686	31,926	32,274	All National Commercial	16,954	17,944	18,167
All BBC Local / Regional Radio	8,945	8,837	8,732	All Local Commercial	27,213	27,466	27,243

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q3 14	Q2 15	Q3 15		Q3 14	Q2 15	Q3 15
All BBC Radio	53.6	53.0	53.3	All Commercial Radio	43.7	44.4	44.1
All BBC Network Radio	45.7	45.5	45.9	All National Commercial	13.6	14.5	14.8
All BBC Local / Regional Radio	7.8	7.5	7.4	All Local Commercial	30.1	29.8	29.2

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Platform Share

All BBC Radio

	Q3 14	Q2 15	Q3 15
AM/FM	56.5	54.8	50.3
All Digital	38.4	39.5	42.4
DAB	27.9	29.4	31.2
DTV	3.8	3.7	4.0
Online/App	5.6	4.8	5.5
Digital Unspecified *	1.1	1.6	1.7
Unspecified *	5.1	5.6	7.3

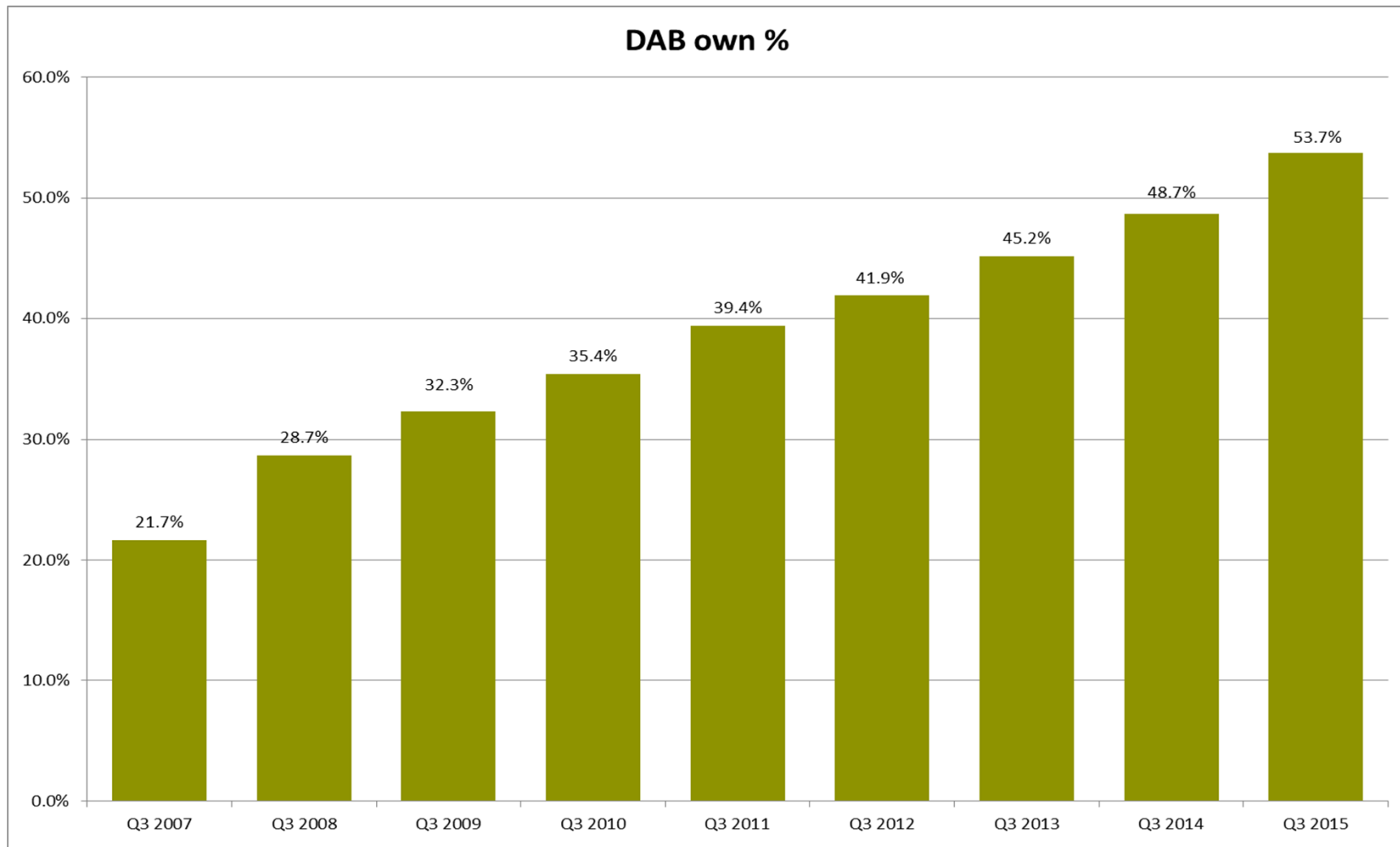
All Commercial Radio

	Q3 14	Q2 15	Q3 15
AM/FM	57.2	53.1	50.9
All Digital	36.5	40.1	41.2
DAB	20.8	23.9	24.4
DTV	6.5	6.1	6.3
Online/App	6.3	7.4	7.2
Digital Unspecified *	2.8	2.7	3.2
Unspecified *	6.4	6.8	8.0

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

