

# RAJAR DATA RELEASE

Quarter 3, 2009 - October 29, 2009



## 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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	Sept '08	June '09	Sept '09
<b>All Radio Listening</b>			
Weekly Reach ('000)	45,084	46,327	45,721
Weekly Reach (%)	88.9	90.3	89.2
Average hours per head	19.8	20.1	19.7
Average hours per listener	22.3	22.2	22.1
Total hours (millions)	1,003	1,029	1,008

### All Radio Listening - Share Via Platform (%)

AM/FM	68.4	66.2	66.1
All Digital	18.7	21.1	21.1
DAB	11.3	13.1	13.3
DTV	3.2	3.6	3.6
Internet	2.2	2.2	2.2
Digital Unspecified *	1.9	2.1	2.0
Unspecified *	12.9	12.7	12.8

\* 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.

Source RAJAR / Ipsos MORI / RSMB

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### All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Sept '08	June '09	Sept '09		Sept '08	June '09	Sept '09		Sept '08	June '09	Sept '09
<b>All Radio</b>	88.9	90.3	89.2		1,003	1,029	1,008		100	100	100
<b>All Digital</b>	31.4	35.0	34.5		188	217	213		18.7	21.1	21.1
<b>DAB</b>	17.8	20.6	20.5		114	135	134		11.3	13.1	13.3
<b>DTV</b>	10.7	11.1	11.3		33	37	37		3.2	3.6	3.6
<b>Internet</b>	6.2	6.8	6.5		22	22	22		2.2	2.2	2.2
<b>Digital Unspecified *</b>	7.5	8.0	7.5		19	22	20		1.9	2.1	2.0

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### Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Sept '08	June '09	Sept '09		Sept '08	June '09	Sept '09
All BBC Radio	32,981	34,098	33,577	All Commercial Radio	31,180	31,968	31,225
All BBC Network Radio	29,331	30,706	30,264	All National Commercial	13,936	13,868	13,516
All BBC Local / Regional Radio	9,296	9,072	8,532	All Local Commercial	25,125	25,916	25,069

### Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Sept '08	June '09	Sept '09		Sept '08	June '09	Sept '09
All BBC Radio	54.9	54.6	55.0	All Commercial Radio	43.1	42.7	42.4
All BBC Network Radio	45.5	45.9	46.8	All National Commercial	11.0	10.8	10.9
All BBC Local / Regional Radio	9.3	8.7	8.2	All Local Commercial	32.0	31.9	31.6

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### Platform Share

	All BBC Radio			All Commercial Radio			
	Sept '08	June '09	Sept '09		Sept '08	June '09	Sept '09
<b>AM/FM</b>	68.8	67.0	66.5	<b>AM/FM</b>	68.4	65.8	66.3
<b>All Digital</b>	18.3	20.8	21.6	<b>All Digital</b>	18.9	21.1	20.2
<b>DAB</b>	13.2	15.4	15.7	<b>DAB</b>	9.2	10.6	10.4
<b>DTV</b>	2.4	2.8	3.0	<b>DTV</b>	4.2	4.7	4.4
<b>Internet</b>	1.8	1.7	2.0	<b>Internet</b>	2.2	2.0	1.9
<b>Digital Unspecified *</b>	0.9	0.9	0.9	<b>Digital Unspecified *</b>	3.2	3.8	3.5
<b>Unspecified *</b>	12.8	12.2	11.9	<b>Unspecified *</b>	12.7	13.2	13.5

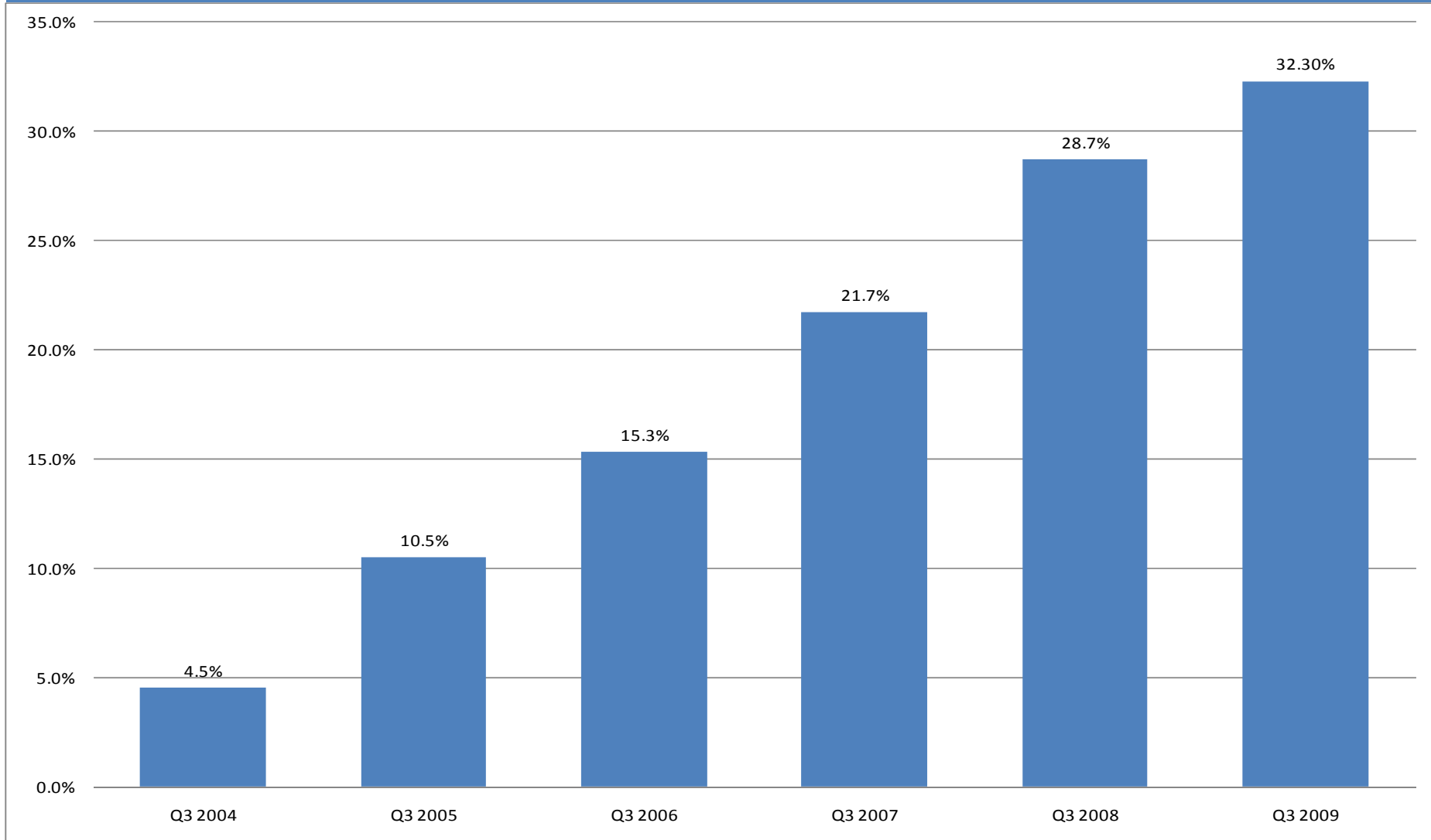
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## % Adults (15+) who claim to own a DAB set at home

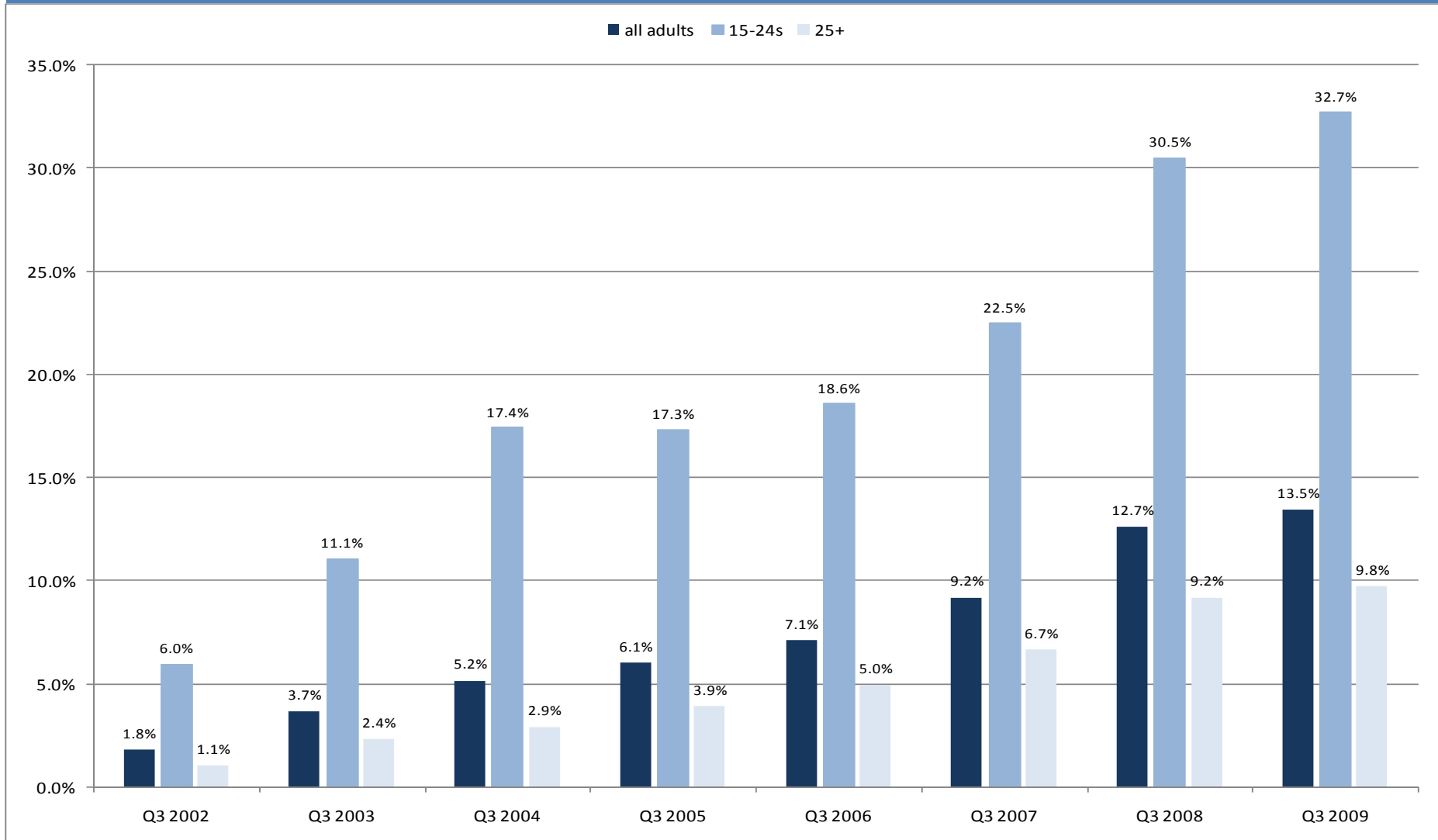


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### % who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB