

# RAJAR DATA RELEASE



Quarter 4, 2013 – February 6<sup>th</sup> 2014

## 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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	Dec-12	Sep-13	Dec-13
<b>All Radio Listening</b>			
Weekly Reach ('000)	47,015	47,661	48,375
Weekly Reach (%)	89.8	89.6	90.9
Average hours per head	19.8	19.3	19.4
Average hours per listener	22.1	21.5	21.3
Total hours (millions)	1,037	1,026	1,030

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	62.6	59.6	58.5
All Digital	33.0	35.6	36.1
DAB	21.1	23.0	23.4
DTV	5.1	5.2	5.2
Online/Apps	4.9	5.7	5.8
Digital Unspecified *	1.9	1.7	1.7
Unspecified *	4.5	4.8	5.5

\*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 %		
	Dec-12	Sep-13	Dec-13	Dec-12	Sep-13	Dec-13	Dec-12	Sep-13	Dec-13
<b>All Radio</b>	89.8	89.6	90.9	1,037	1,026	1,030	100	100	100
<b>All Digital</b>	48.2	50.8	52.1	342	366	371	33.0	35.6	36.1
<b>DAB</b>	30.8	32.8	33.5	219	236	241	21.1	23.0	23.4
<b>DTV</b>	15.5	15.5	15.6	53	53	53	5.1	5.2	5.2
<b>Online/Apps</b>	13.3	14.7	15.3	51	59	59	4.9	5.7	5.8
<b>Digital Unspecified *</b>	6.9	7.2	7.7	19	18	18	1.9	1.7	1.7

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec-12	Sep-13	Dec-13		Dec-12	Sep-13	Dec-13
All BBC Radio	35,190	35,109	36,219	All Commercial Radio	33,223	34,406	34,914
All BBC Network Radio	31,994	31,968	33,126	All National Commercial	16,244	17,375	17,635
All BBC Local / Regional Radio	9,138	9,263	9,321	All Local Commercial	26,410	27,406	27,594

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec-12	Sep-13	Dec-13		Dec-12	Sep-13	Dec-13
All BBC Radio	55.3	53.4	55.2	All Commercial Radio	42.3	43.9	42.1
All BBC Network Radio	47.3	45.3	46.8	All National Commercial	12.6	13.5	13.3
All BBC Local / Regional Radio	7.9	8.1	8.4	All Local Commercial	29.7	30.5	28.8

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## Platform Share

### All BBC Radio

	Dec-12	Sep-13	Dec-13
<b>AM/FM</b>	63.3	59.1	58.3
<b>All Digital</b>	32.5	36.6	36.6
<b>DAB</b>	23.5	26.7	27.0
<b>DTV</b>	4.0	4.0	4.0
<b>Online / App</b>	4.0	4.7	4.7
<b>Digital Unspecified *</b>	1.0	1.1	0.8
<b>Unspecified *</b>	4.2	4.4	5.2

### All Commercial Radio

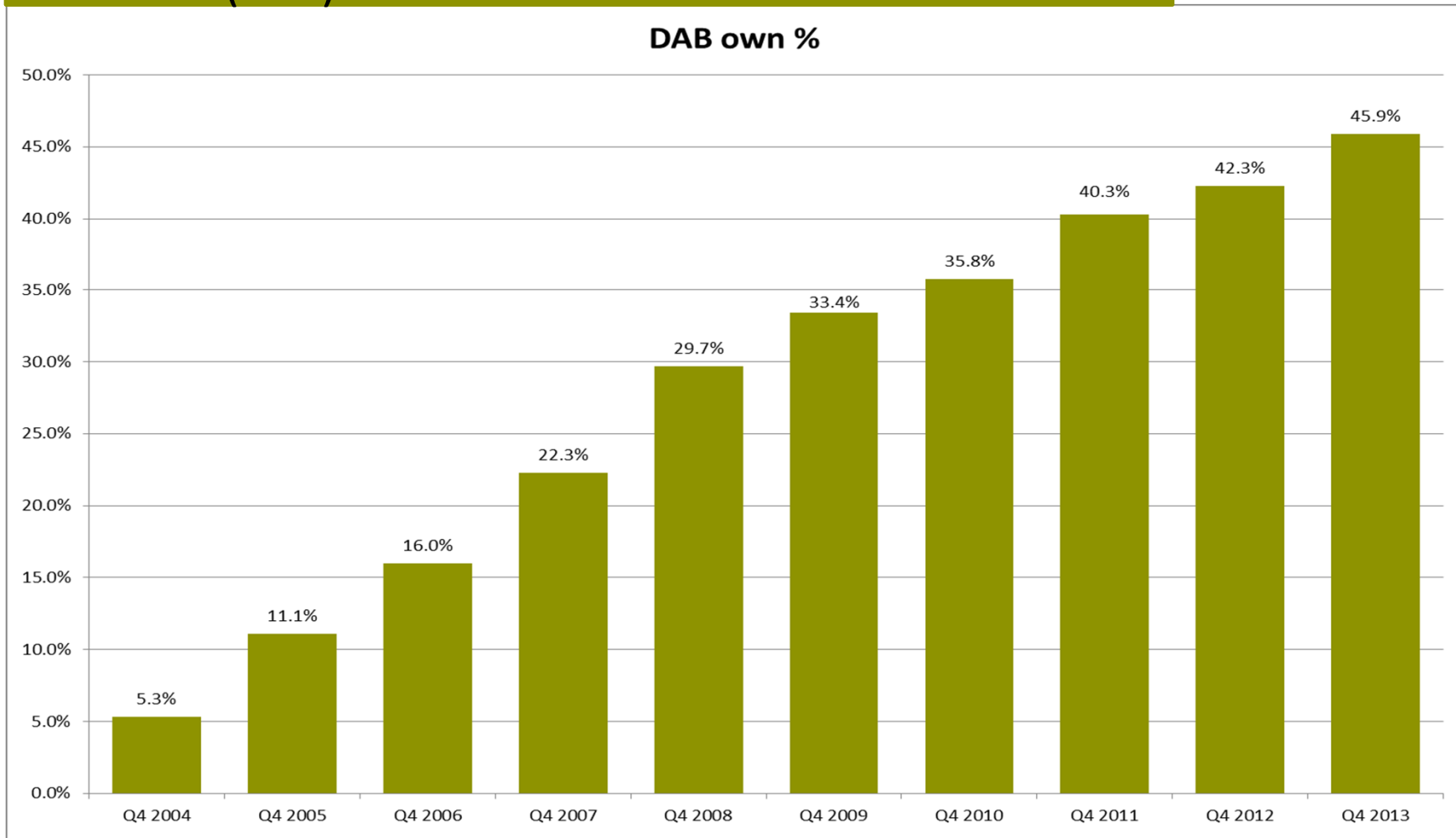
	Dec-12	Sep-13	Dec-13
<b>AM/FM</b>	62.7	61.1	59.5
<b>All Digital</b>	32.6	33.9	35.0
<b>DAB</b>	18.2	18.9	19.3
<b>DTV</b>	6.5	6.7	6.7
<b>Internet</b>	4.9	5.7	5.9
<b>Digital Unspecified *</b>	3.1	2.6	3.0
<b>Unspecified *</b>	4.6	5.0	5.5

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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 a mobile phone

