

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 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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	Dec-13	Sep-14	Dec-14
All Radio Listening			
Weekly Reach ('000)	48,375	47,614	47,851
Weekly Reach (%)	90.9	89.0	89.4
Average hours per head	19.4	19.0	19.0
Average hours per listener	21.3	21.4	21.3
Total hours (millions)	1,030	1,019	1,017

All Radio Listening - Share Via Platform (%)

AM/FM	58.5	56.4	56.2
All Digital	36.1	37.8	37.9
DAB	23.4	24.5	25.2
DTV	5.2	5.0	4.7
Online/Apps	5.8	6.4	6.1
Digital Unspecified *	1.7	1.8	1.8
Unspecified *	5.5	5.8	5.9

*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-13	Sep-14	Sep-14	Dec-13	Sep-14	Dec-14	Dec-13	Sep-14	Dec-14
All Radio	90.9	89.0	89.4	1,030	1,019	1,017	100	100	100
All Digital	52.1	51.2	52.0	371	385	385	36.1	37.8	37.9
DAB	33.5	34.5	34.7	241	250	257	23.4	24.5	25.2
DTV	15.6	13.9	14.5	53	51	48	5.2	5.0	4.7
Online/Apps	15.3	15.2	15.5	59	65	62	5.8	6.4	6.1
Digital Unspecified *	7.7	7.3	7.1	18	18	19	1.7	1.8	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec-13	Sep-14	Dec-14		Dec-13	Sep-14	Dec-14
All BBC Radio	36,219	34,845	34,798	All Commercial Radio	34,914	34,045	34,357
All BBC Network Radio	33,126	31,686	31,798	All National Commercial	17,635	16,954	17,140
All BBC Local / Regional Radio	9,321	8,945	8,981	All Local Commercial	27,594	27,213	27,284

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec-13	Sep-14	Dec-14		Dec-13	Sep-14	Dec-14
All BBC Radio	55.2	53.6	52.8	All Commercial Radio	42.1	43.7	44.3
All BBC Network Radio	46.8	45.7	45.3	All National Commercial	13.3	13.6	13.1
All BBC Local / Regional Radio	8.4	7.8	7.5	All Local Commercial	28.8	30.1	31.2

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Platform Share

All BBC Radio

	Dec-13	Sep-14	Dec-14
AM/FM	58.3	56.5	56.4
All Digital	36.6	38.4	38.3
DAB	27.0	27.9	28.6
DTV	4.0	3.8	3.7
Online/App	4.7	5.6	4.9
Digital Unspecified *	0.8	1.1	1.2
Unspecified *	5.2	5.1	5.2

All Commercial Radio

	Dec-13	Sep-14	Dec-14
AM/FM	59.5	57.2	56.8
All Digital	35.0	36.5	37.2
DAB	19.3	20.8	21.9
DTV	6.7	6.5	5.9
Online/App	5.9	6.3	6.6
Digital Unspecified *	3.0	2.8	2.8
Unspecified *	5.5	6.4	6.1

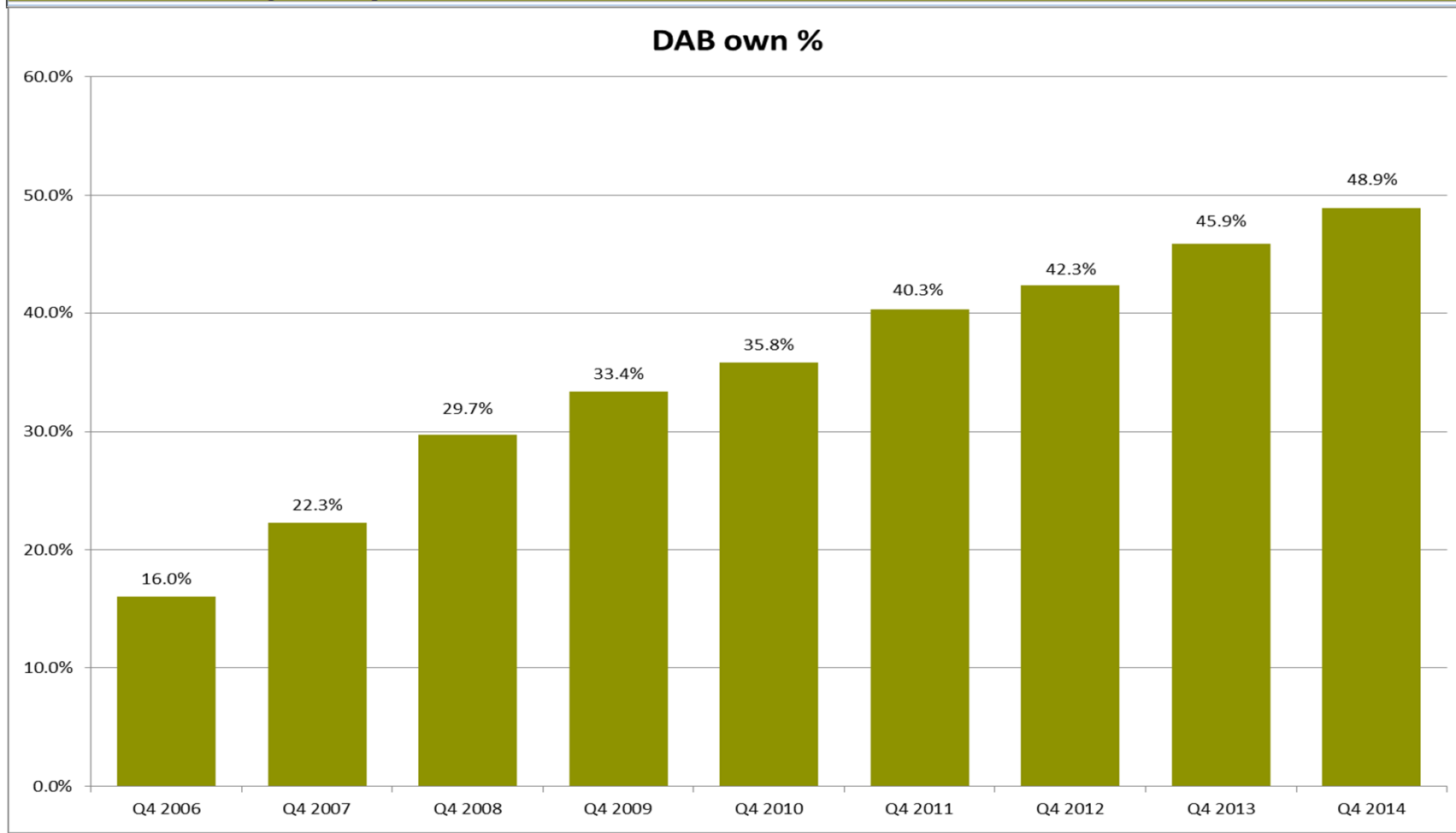
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% Adults (15+) who claim to own a DAB set at home



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

*please note as of Q1 2014 this figure contains listening via a tablet

