

# RAJAR DATA RELEASE



Quarter 2, 2015 – August 6<sup>th</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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	Q2 2014	Q1 2015	Q2 2015
<b>All Radio Listening</b>			
Weekly Reach ('000)	48,052	47,799	48,184
Weekly Reach (%)	89.8	89.3	89.9
Average hours per head	19.2	19.0	19.5
Average hours per listener	21.4	21.3	21.7
Total hours (millions)	1,026	1,018	1,046

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	56.6	54.3	53.7
All Digital	36.8	39.6	39.9
DAB	24.1	25.9	26.7
DTV	4.8	4.8	4.7
Online/Apps	6.2	6.8	6.4
Digital Unspecified *	1.7	2.1	2.1
Unspecified *	6.6	6.2	6.3

\*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 %		
	Q2 14	Q1 15	Q2 15	Q2 14	Q1 15	Q2 15	Q2 14	Q1 15	Q2 15
<b>All Radio</b>	89.8	89.3	89.9	1,026	1,018	1,046	100	100	100
<b>All Digital</b>	51.4	53.5	55.0	378	403	418	36.8	39.6	39.9
<b>DAB</b>	34.4	35.5	37.8	247	264	280	24.1	25.9	26.7
<b>DTV</b>	14.6	14.2	14.1	50	49	49	4.8	4.8	4.7
<b>Online/Apps</b>	15.3	16.1	16.0	63	69	67	6.2	6.8	6.4
<b>Digital Unspecified *</b>	7.0	8.6	8.4	17	22	22	1.7	2.1	2.1

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q2 14	Q1 15	Q2 15		Q2 14	Q1 15	Q2 15
All BBC Radio	35,227	34,872	35,016	All Commercial Radio	34,408	33,916	34,628
All BBC Network Radio	32,255	31,671	31,926	All National Commercial	17,106	17,137	17,944
All BBC Local / Regional Radio	8,985	8,816	8,837	All Local Commercial	27,494	26,763	27,466

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q2 14	Q1 15	Q2 15		Q2 14	Q1 15	Q2 15
All BBC Radio	53.3	54.4	53.0	All Commercial Radio	43.2	42.8	44.4
All BBC Network Radio	45.5	46.9	45.5	All National Commercial	12.9	14.2	14.5
All BBC Local / Regional Radio	7.7	7.6	7.5	All Local Commercial	30.3	28.6	29.8

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## Platform Share

### All BBC Radio

	Q2 14	Q1 15	Q2 15
AM/FM	56.3	53.8	54.8
All Digital	37.5	40.7	39.5
DAB	27.9	30.0	29.4
DTV	3.9	3.8	3.7
Online/App	4.7	5.5	4.8
Digital Unspecified *	1.0	1.4	1.6
Unspecified *	6.2	5.5	5.6

### All Commercial Radio

	Q2 14	Q1 15	Q2 15
AM/FM	57.6	55.5	53.1
All Digital	36.1	38.0	40.1
DAB	20.5	21.5	23.9
DTV	6.2	6.3	6.1
Online/App	6.7	7.1	7.4
Digital Unspecified *	2.7	3.1	2.7
Unspecified *	6.3	6.5	6.8

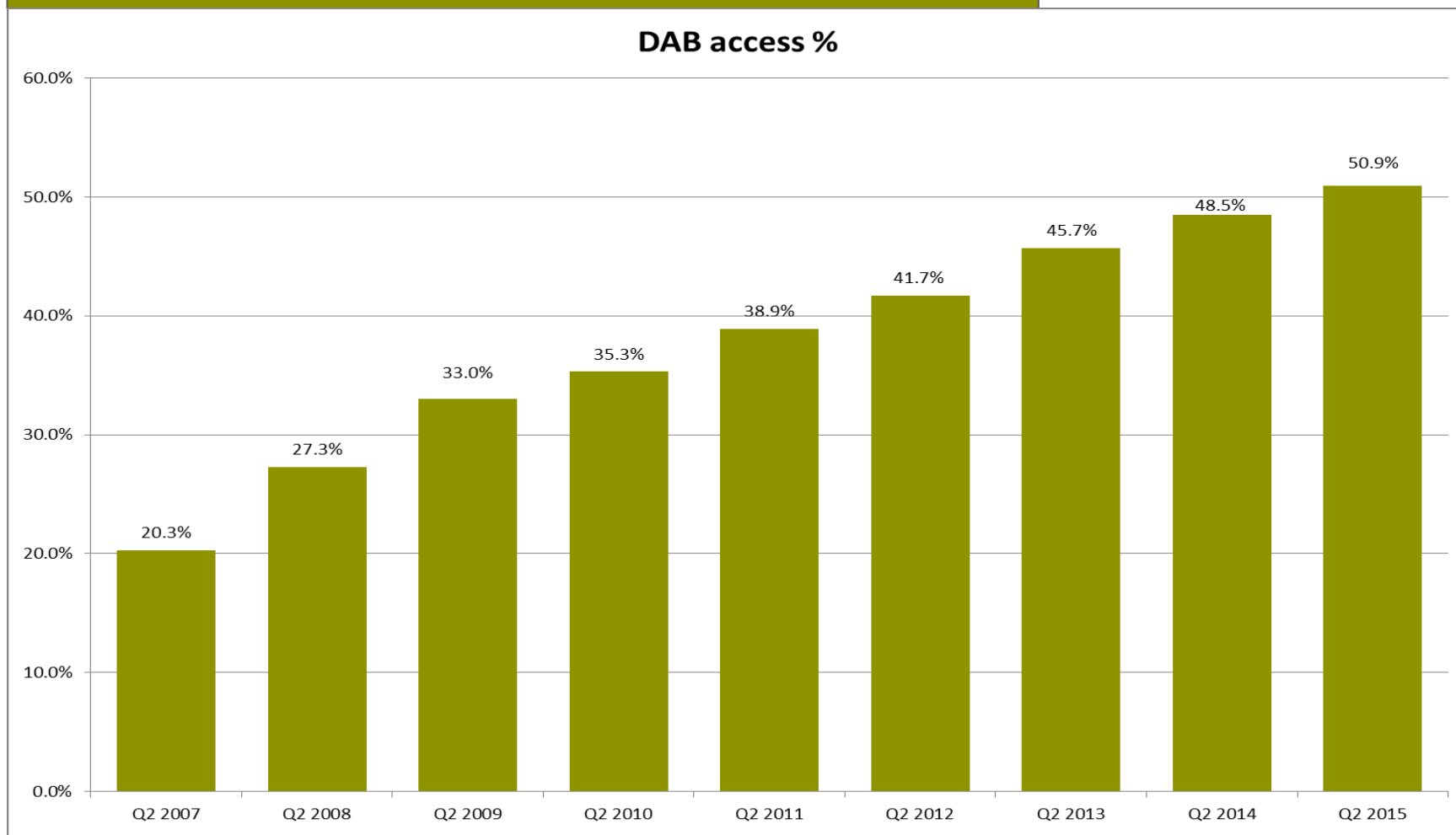
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% of Adults (15+) who claim to have access to a DAB Radio



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## Quarter 2, 2015 – August 6<sup>th</sup> 2015

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

