

RAJAR DATA RELEASE



Quarter 4, 2015 – February 4th 2016

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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	Q4 2014	Q3 2015	Q4 2015
All Radio Listening			
Weekly Reach ('000)	47,851	47,846	48,237
Weekly Reach (%)	89.4	89.3	90.0
Average hours per head	19.0	19.3	18.9
Average hours per listener	21.3	21.6	21.0
Total hours (millions)	1,017	1,034	1,013

All Radio Listening - Share Via Platform (%)			
AM/FM	56.2	50.4	50.7
All Digital	37.9	41.9	41.7
DAB	25.2	27.7	27.7
DTV	4.7	5.0	5.0
Online/Apps	6.1	6.9	6.8
Digital Unspecified *	1.8	2.3	2.3
Unspecified *	5.9	7.7	7.5

*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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Quarter 4, 2015 – February 4th 2016

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 14	Q3 15	Q4 15	Q4 14	Q3 15	Q4 15	Q4 14	Q3 15	Q4 15
All Radio	89.4	89.3	90.0	1,017	1,034	1,013	100	100	100
All Digital	52.0	56.1	56.1	385	433	423	37.9	41.9	41.7
DAB	34.7	39.2	38.6	257	286	280	25.2	27.7	27.7
DTV	14.5	14.4	14.5	48	52	50	4.7	5.0	5.0
Online/Apps	15.5	16.8	16.4	62	71	69	6.1	6.9	6.8
Digital Unspecified *	7.1	9.0	9.3	19	24	24	1.8	2.3	2.3

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 14	Q3 15	Q4 15		Q4 14	Q3 15	Q4 15
All BBC Radio	34,798	35,102	34,947	All Commercial Radio	34,357	34,734	35,111
All BBC Network Radio	31,798	32,274	32,125	All National Commercial	17,140	18,167	18,298
All BBC Local / Regional Radio	8,981	8,732	8,558	All Local Commercial	27,284	27,243	27,126

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 14	Q3 15	Q4 15		Q4 14	Q3 15	Q4 15
All BBC Radio	52.8	53.3	53.5	All Commercial Radio	44.3	44.1	44.1
All BBC Network Radio	45.3	45.9	46.1	All National Commercial	13.1	14.8	14.6
All BBC Local / Regional Radio	7.5	7.4	7.3	All Local Commercial	31.2	29.2	29.5

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Platform Share

All BBC Radio

	Q4 14	Q3 15	Q4 15
AM/FM	56.4	50.3	50.6
All Digital	38.3	42.4	42.5
DAB	28.6	31.2	31.4
DTV	3.7	4.0	4.2
Online/App	4.9	5.5	5.6
Digital Unspecified *	1.2	1.7	1.3
Unspecified *	5.2	7.3	6.9

All Commercial Radio

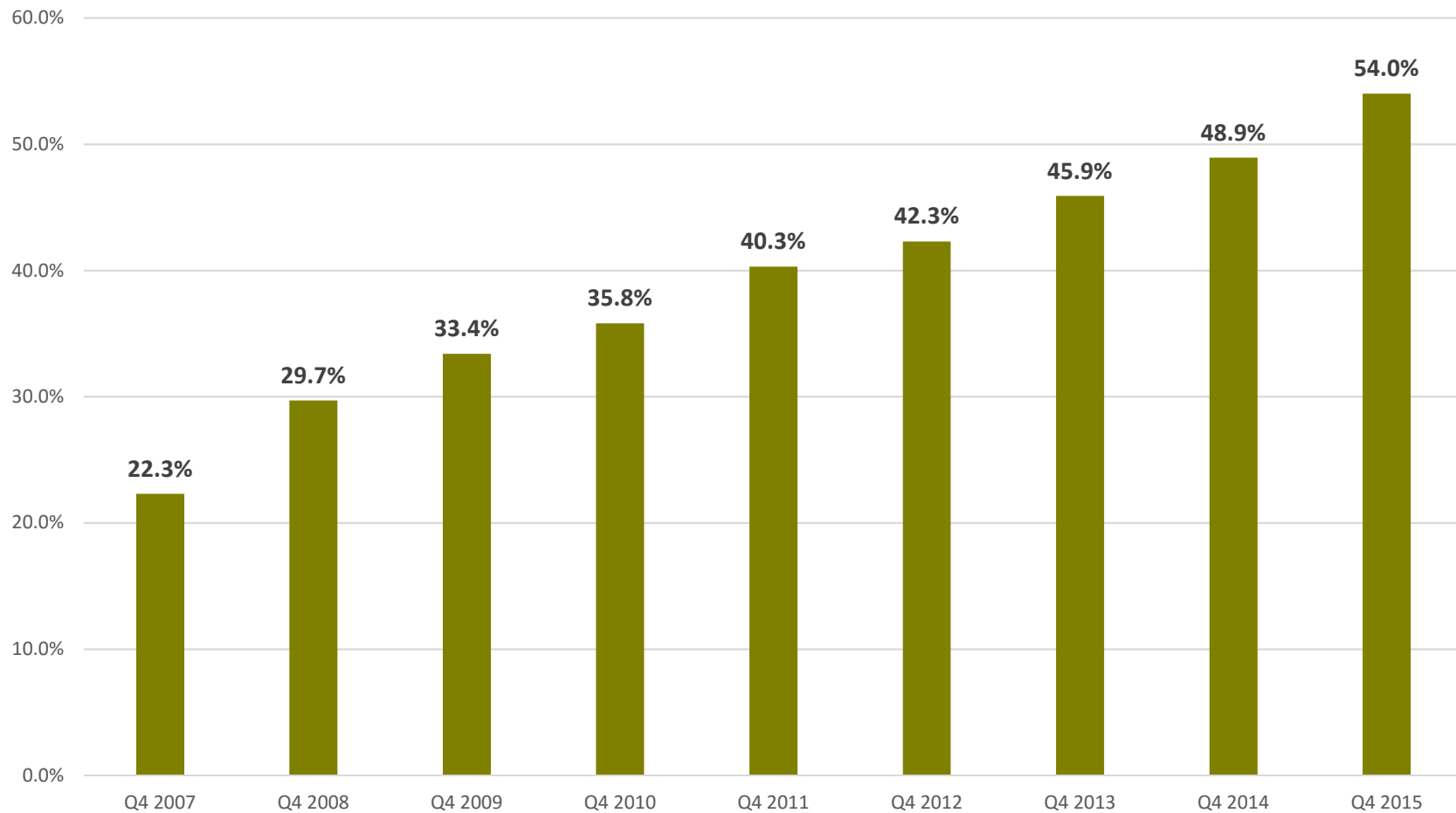
	Q4 14	Q3 15	Q4 15
AM/FM	56.8	50.9	51.5
All Digital	37.2	41.2	40.6
DAB	21.9	24.4	23.9
DTV	5.9	6.3	6.0
Online/App	6.6	7.2	7.0
Digital Unspecified *	2.8	3.2	3.7
Unspecified *	6.1	8.0	7.9

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DAB own %



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

