

# RAJAR DATA RELEASE



Quarter 3, 2017 – October 26<sup>th</sup> 2017

## 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

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

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	Q3 2016	Q2 2017	Q3 2017
<b>All Radio Listening</b>			
Weekly Reach ('000)	48,165	49,206	49,076
Weekly Reach (%)	89.1	90.3	90.1
Average hours per head	19.2	19.0	19.2
Average hours per listener	21.5	21.0	21.3
Total hours (millions)	1,038	1,033	1,046

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	54.5	51.3	51.2
All Digital	45.5	48.7	48.8
DAB	32.3	34.5	35.9
DTV	5.2	5.4	4.9
Online/Apps	8.0	8.8	8.0

[www.rajara.co.uk](http://www.rajara.co.uk)\* As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any "unspecified" Source RAJAR / Ipsos MORI / RSMB listening.

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## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q3 16	Q2 17	Q3 17	Q3 16	Q2 17	Q3 17	Q3 16	Q2 17	Q3 17
<b>All Radio</b>	89.1	90.3	90.1	1,038	1,033	1,046	100	100	100
<b>All Digital</b>	59.0	61.2	61.1	472	503	511	45.5	48.7	48.8
<b>DAB</b>	44.8	47.5	48.1	336	357	376	32.3	34.5	35.9
<b>DTV</b>	14.7	14.7	14.6	53	56	51	5.2	5.4	4.9
<b>Online/Apps</b>	18.7	19.6	18.3	83	91	83	8.0	8.8	8.0

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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q3 16	Q2 17	Q3 17		Q3 16	Q2 17	Q3 17
All BBC Radio	34,823	34,945	34,853	All Commercial Radio	34,762	35,881	35,559
All BBC Network Radio	32,107	32,136	32,110	All National Commercial	19,503	19,905	20,231
All BBC Local / Regional Radio	8,429	8,632	8,249	All Local Commercial	26,781	27,277	26,952

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q3 16	Q2 17	Q3 17		Q3 16	Q2 17	Q3 17
All BBC Radio	51.5	52.3	52.1	All Commercial Radio	45.8	45.0	45.3
All BBC Network Radio	44.4	45.0	45.2	All National Commercial	17.1	16.7	17.2
All BBC Local / Regional Radio	7.1	7.3	6.8	All Local Commercial	28.7	28.3	28.1

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## Platform Share

### All BBC Radio

	Q3 16	Q2 17	Q3 17
<b>AM/FM</b>	55.1	52.0	51.9
<b>All Digital</b>	44.9	48.0	48.1
<b>DAB</b>	34.4	36.6	37.3
<b>DTV</b>	4.2	4.5	4.4
<b>Online/App</b>	6.3	6.9	6.4

### All Commercial Radio

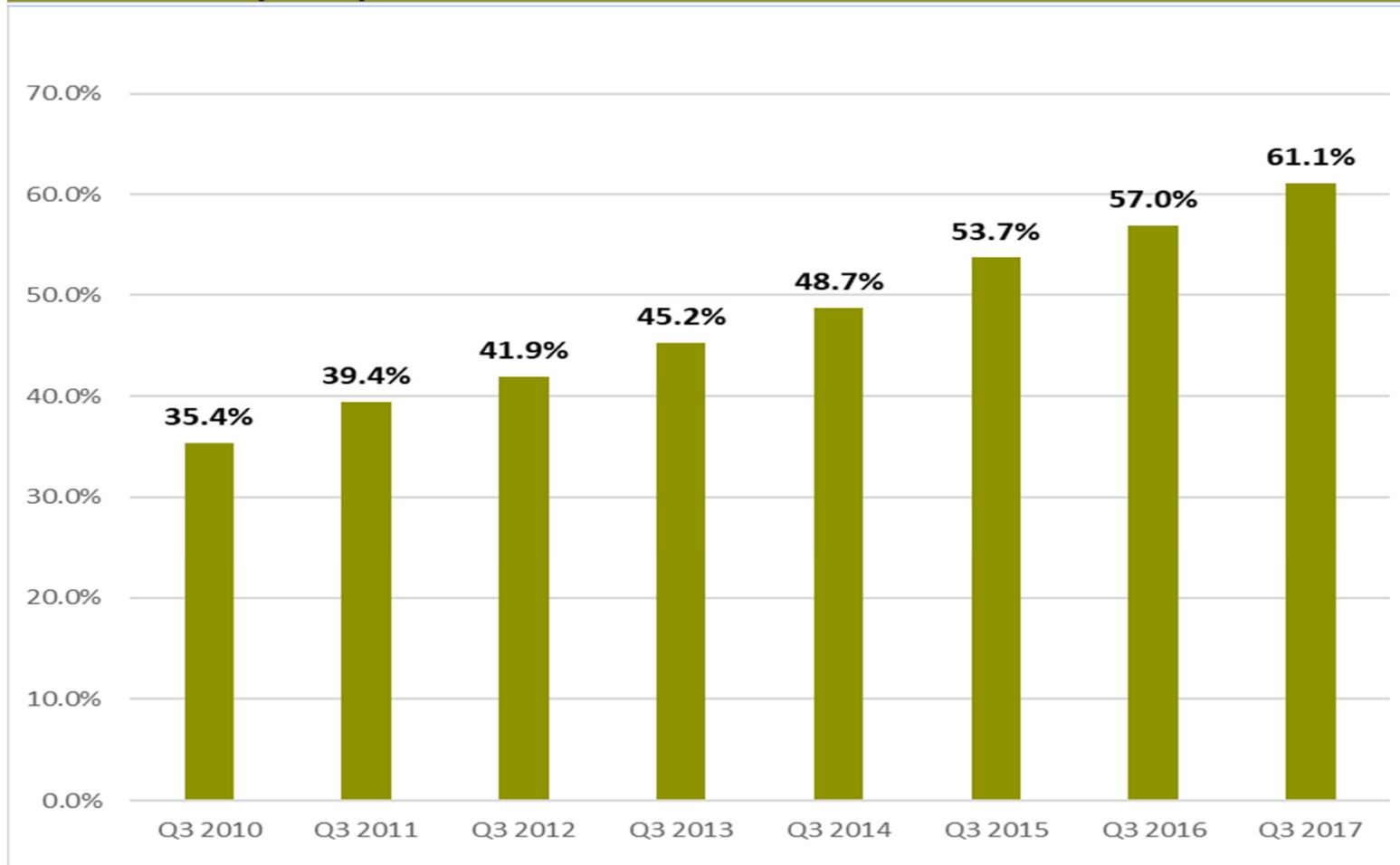
	Q3 16	Q2 17	Q3 17
<b>AM/FM</b>	54.1	50.6	50.5
<b>All Digital</b>	45.9	49.4	49.5
<b>DAB</b>	30.8	33.4	35.3
<b>DTV</b>	6.2	6.6	5.6
<b>Online/App</b>	9.0	9.5	8.6

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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

