

# RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



## 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 '09	Sept '10	Dec '10
<b>All Radio Listening</b>			
Weekly Reach ('000)	45,968	46,762	46,727
Weekly Reach (%)	89.6	90.6	90.5
Average hours per head	19.3	20.4	20.3
Average hours per listener	21.5	22.6	22.4
Total hours (millions)	988	1,055	1,045
<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	66.6	67.6	67.0
All Digital	20.9	24.8	25.0
DAB	13.7	15.3	15.8
DTV	3.4	4.4	4.3
Internet	2.1	2.8	3.1
Digital Unspecified *	1.7	2.2	1.8
Unspecified *	12.5	7.6	8.0

\* 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.

Source RAJAR / Ipsos MORI / RSMB

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## All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
<b>All Radio</b>	89.6	90.6	90.5		988	1,055	1,045		100	100	100
<b>All Digital</b>	33.4	39.6	40.5		206	262	262		20.9	24.8	25.0
<b>DAB</b>	20.4	23.8	24.4		136	162	166		13.7	15.3	15.8
<b>DTV</b>	10.5	13.5	13.6		33	47	45		3.4	4.4	4.3
<b>Internet</b>	6.3	8.5	8.8		21	30	32		2.1	2.8	3.1
<b>Digital Unspecified *</b>	6.9	8.4	8.0		17	23	19		1.7	2.2	1.8

(\*)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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## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
All BBC Radio	33,264	34,243	34,505	All Commercial Radio	31,374	33,373	33,059
All BBC Network Radio	30,010	31,018	31,128	All National Commercial	13,001	15,101	15,407
All BBC Local / Regional Radio	8,862	9,144	9,836	All Local Commercial	25,306	26,999	26,462

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
All BBC Radio	55.2	54.3	55.3	All Commercial Radio	42.6	43.4	42.5
All BBC Network Radio	46.7	45.4	46.4	All National Commercial	10.4	11.2	11.8
All BBC Local / Regional Radio	8.5	9.0	8.9	All Local Commercial	32.2	32.2	30.6

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## Platform Share

	All BBC Radio			All Commercial Radio			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
<b>AM/FM</b>	66.9	67.7	67.1	<b>AM/FM</b>	67.1	68.1	67.5
<b>All Digital</b>	21.4	24.9	25.5	<b>All Digital</b>	19.7	24.1	24.0
<b>DAB</b>	16.2	17.9	18.5	<b>DAB</b>	10.6	12.4	12.7
<b>DTV</b>	2.6	3.6	3.4	<b>DTV</b>	4.3	5.4	5.4
<b>Internet</b>	1.9	2.3	2.8	<b>Internet</b>	1.8	2.7	2.7
<b>Digital Unspecified *</b>	0.8	1.1	0.8	<b>Digital Unspecified *</b>	2.9	3.7	3.3
<b>Unspecified *</b>	11.7	7.3	7.4	<b>Unspecified *</b>	13.2	7.8	8.4

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Source RAJAR / Ipsos MORI / RSMB

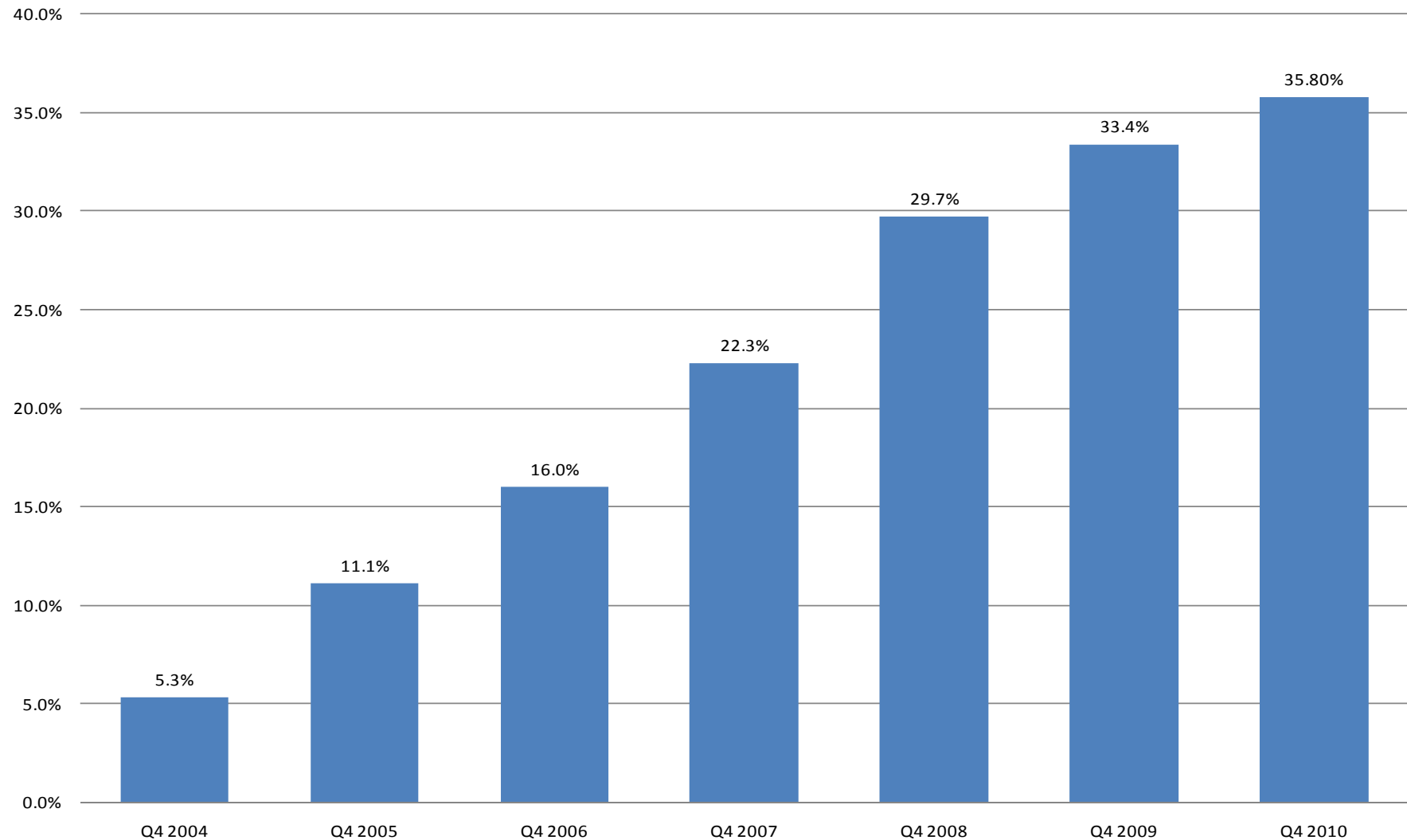
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## % Adults (15+) who claim to own a DAB set at home



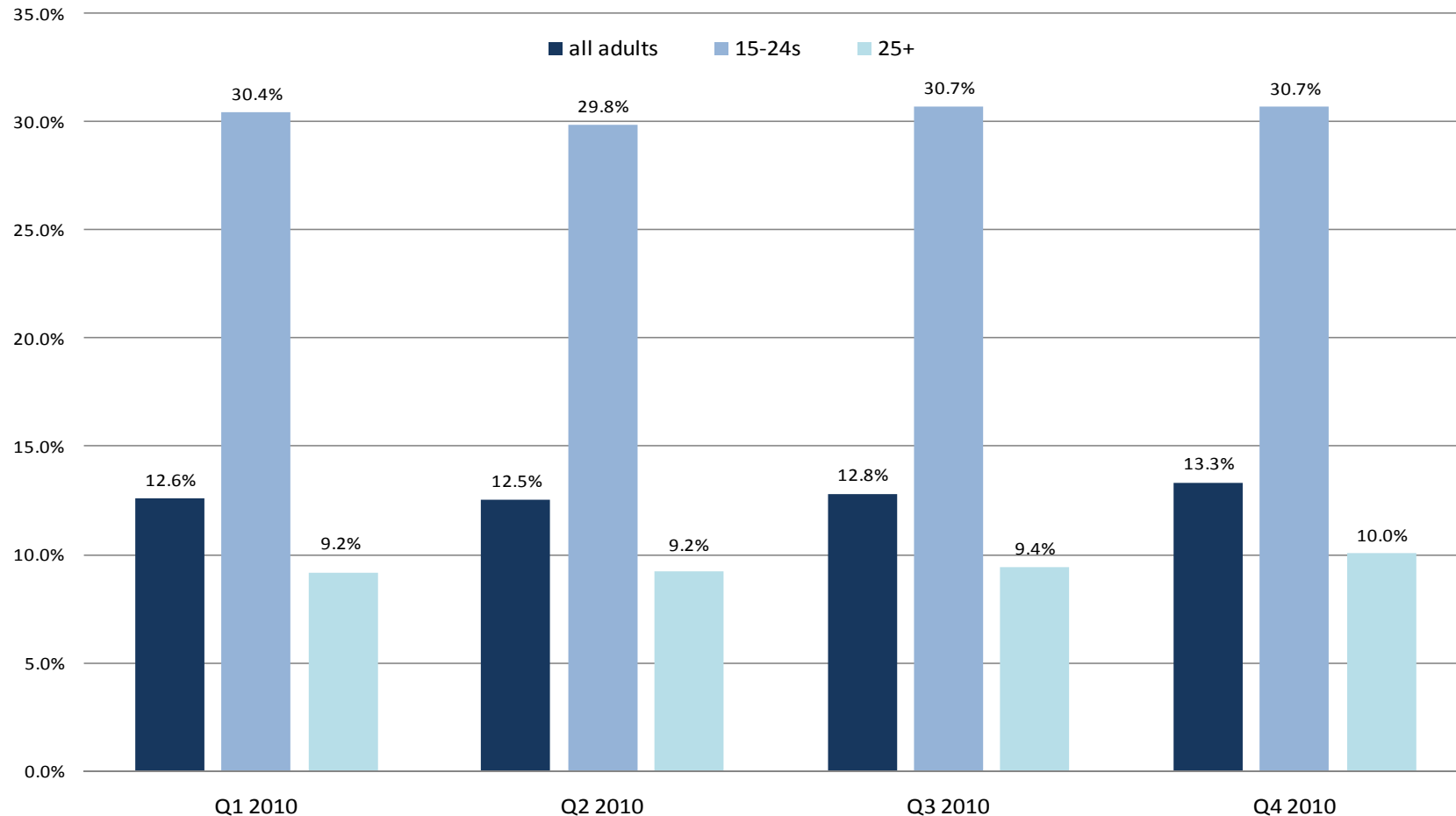
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## % who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB

\* In Q1, 2010 RAJAR introduced a number of changes to the self-completion questionnaire which impacted on questions regarding mobile phone listening: therefore caution should be used when comparing with similar data from previous years.