

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

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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	Jun-13	Mar-14	Jun-14
All Radio Listening			
Weekly Reach ('000)	48,319	48,063	48,052
Weekly Reach (%)	90.8	90.3	89.8
Average hours per head	19.3	19.5	19.2
Average hours per listener	21.3	21.5	21.4
Total hours (millions)	1,028	1,035	1,026

All Radio Listening - Share Via Platform (%)			
AM/FM	58.6	57.8	56.6
All Digital	36.8	36.6	36.8
DAB	23.9	23.7	24.1
DTV	5.3	5.0	4.8
Online/Apps	6.0	6.4	6.2
Digital Unspecified *	1.5	1.6	1.7
Unspecified *	4.6	5.6	6.6

*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 %		
	Jun-13	Mar-14	Jun-14	Jun-13	Mar-14	Jun-14	Jun-13	Mar-14	Jun-14
All Radio	90.8	90.3	89.8	1,028	1,035	1,026	100	100	100
All Digital	52.5	50.9	51.4	378	379	378	36.8	36.6	36.8
DAB	34.6	33.7	34.4	246	245	247	23.9	23.7	24.1
DTV	16.4	15.1	14.6	55	51	50	5.3	5.0	4.8
Online/Apps	15.2	15.2	15.3	62	66	63	6.0	6.4	6.2
Digital Unspecified *	6.7	6.7	7.0	16	16	17	1.5	1.6	1.7

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Jun-13	Mar-14	Jun-14		Jun-13	Mar-14	Jun-14
All BBC Radio	35,880	35,314	35,227	All Commercial Radio	35,064	34,078	34,408
All BBC Network Radio	32,635	32,262	32,255	All National Commercial	17,702	16,586	17,106
All BBC Local / Regional Radio	9,536	9,263	8,985	All Local Commercial	27,866	27,246	27,494

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Jun-13	Mar-14	Jun-14		Jun-13	Mar-14	Jun-14
All BBC Radio	53.9	54.9	53.3	All Commercial Radio	43.7	42.0	43.2
All BBC Network Radio	45.7	46.6	45.5	All National Commercial	13.3	12.3	12.9
All BBC Local / Regional Radio	8.3	8.3	7.7	All Local Commercial	30.4	29.7	30.3

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Platform Share

All BBC Radio

	Jun-13	Mar-14	Jun-14
AM/FM	58.9	57.9	56.3
All Digital	36.7	36.8	37.5
DAB	26.7	26.8	27.9
DTV	4.2	3.8	3.9
Online / App	5.0	5.3	4.7
Digital Unspecified *	0.8	1.0	1.0
Unspecified *	4.5	5.3	6.2

All Commercial Radio

	Jun-13	Mar-14	Jun-14
AM/FM	58.8	58.4	57.6
All Digital	36.6	36.1	36.1
DAB	21.1	20.4	20.5
DTV	6.8	6.5	6.2
Internet	6.2	6.7	6.7
Digital Unspecified *	2.5	2.5	2.7
Unspecified *	4.6	5.5	6.3

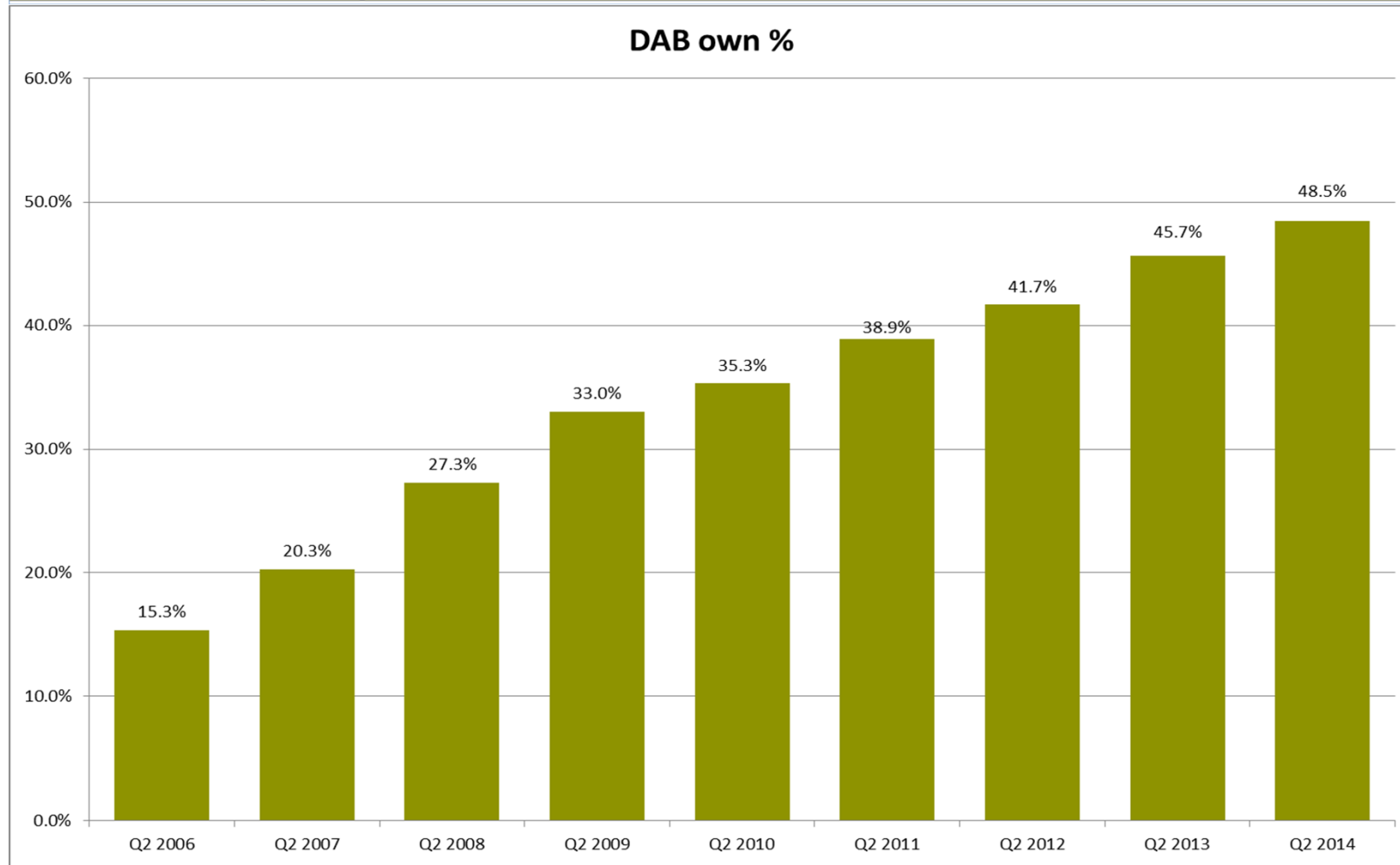
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% Adults (15+) who claim to own a DAB set at home



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

