

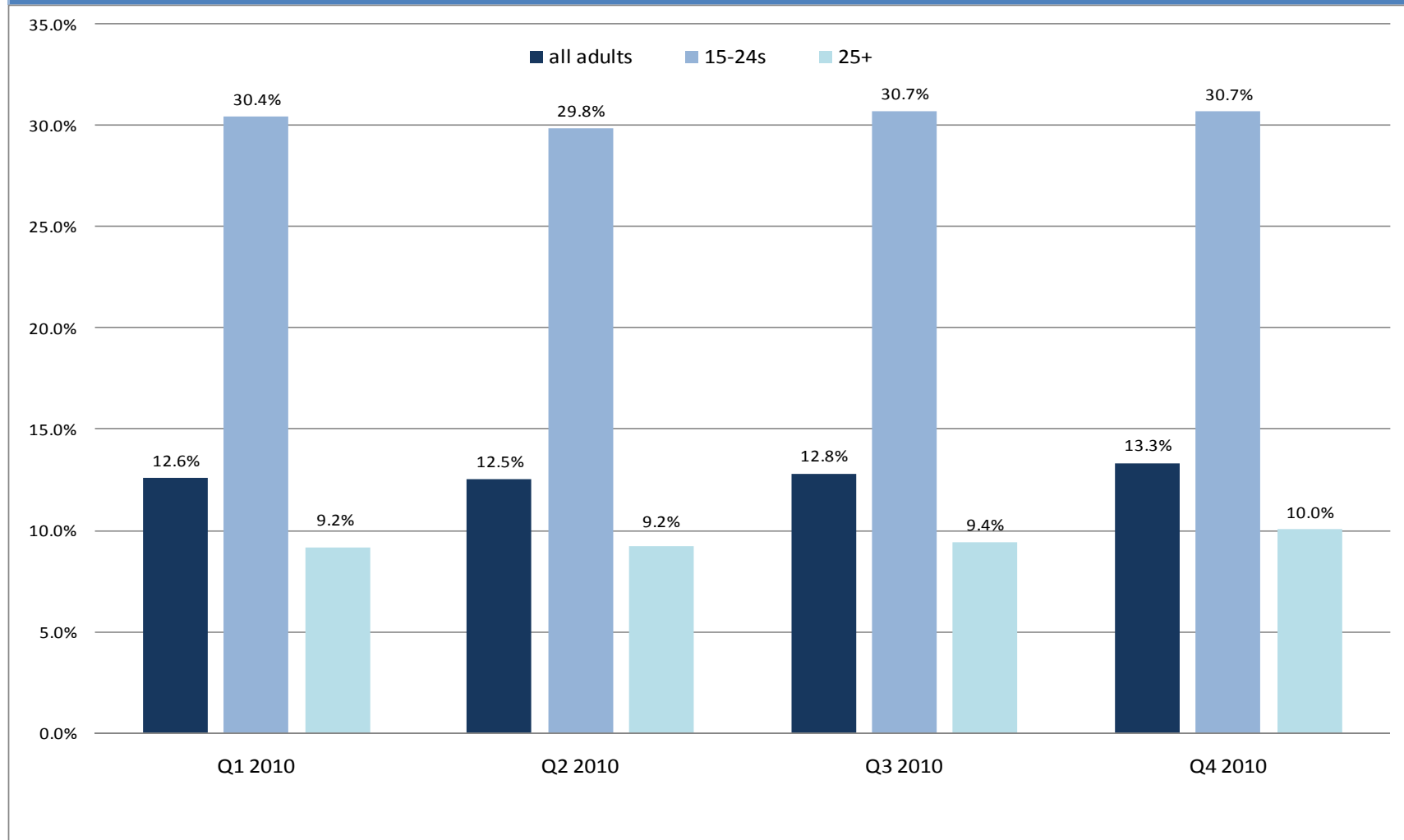
RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



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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.