

# RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

	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