

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

	Dec-11	Sep-12	Dec-12
<b>All Radio Listening</b>			
Weekly Reach ('000)	46,677	46,623	47,015
Weekly Reach (%)	89.8	89.1	89.8
Average hours per head	19.8	19.5	19.8
Average hours per listener	22.1	21.9	22.1
Total hours (millions)	1,030	1,023	1,037

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	64.1	61.8	62.6
All Digital	29.1	31.3	33.0
DAB	19.4	20.4	21.1
DTV	4.5	4.8	5.1
Internet	3.4	4.2	4.9
Digital Unspecified *	1.8	1.9	1.9
Unspecified *	6.8	6.9	4.5

\*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.