

RAJAR DATA RELEASE



Quarter 1, 2012 . May 17th 2012

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar '11	Dec '11	Mar '12	Mar '11	Dec '11	Mar '12	Mar '11	Dec '11	Mar '12
All Radio	91.6	89.8	89.8	1,058	1,030	1,064	100	100	100
All Digital	43.1	44.4	45.1	280	300	311	26.5	29.1	29.2
DAB	26.5	28.2	28.9	177	200	203	16.7	19.4	19.1
DTV	14.5	14.2	14.4	44	46	47	4.1	4.5	4.4
Online/Apps	10.2	10.2	11.1	39	35	42	3.6	3.4	3.9
Digital Unspecified *	8.7	7.6	7.5	21	18	19	2.0	1.8	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.