

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th , 2012

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Sep-11	Jun-12	Sep-12	Sep-11	Jun-12	Sep-12	Sep-11	Jun-12	Sep-12
All Radio	90.7	89.4	89.1	1,076	1,033	1,023	100	100	100
All Digital	43.9	46.2	45.6	304	326	320	28.2	31.5	31.3
DAB	26.8	28.8	29.2	194	208	209	18.0	20.1	20.4
DTV	14.3	14.3	13.7	50	49	49	4.7	4.7	4.8
Online/Apps	10.4	11.9	11.3	40	47	43	3.7	4.6	4.2
Digital Unspecified *	7.6	8.3	7.5	20	22	20	1.8	2.1	1.9

*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.