

# RAJAR DATA RELEASE



Quarter 1, 2013 – May 16<sup>th</sup> 2013

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar-12	Dec-12	Mar-13	Mar-12	Dec-12	Mar-13	Mar-12	Dec-12	Mar-13
<b>All Radio</b>	89.8	89.8	90.3	1,064	1,037	1,034	100	100	100
<b>All Digital</b>	45.1	48.2	49.6	311	342	355	29.2	33.0	34.3
<b>DAB</b>	28.8	30.8	32.0	203	219	233	19.1	21.1	22.5
<b>DTV</b>	14.4	15.5	15.7	47	53	51	4.4	5.1	5.0
<b>Online/Apps</b>	11.1	13.3	13.1	42	51	52	3.9	4.9	5.0
<b>Digital Unspecified *</b>	7.5	6.9	6.6	19	19	19	1.8	1.9	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.