

RAJAR DATA RELEASE



Quarter 4, 2013 – February 6th 2014

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Dec-12	Sep-13	Dec-13	Dec-12	Sep-13	Dec-13	Dec-12	Sep-13	Dec-13
All Radio	89.8	89.6	90.9	1,037	1,026	1,030	100	100	100
All Digital	48.2	50.8	52.1	342	366	371	33.0	35.6	36.1
DAB	30.8	32.8	33.5	219	236	241	21.1	23.0	23.4
DTV	15.5	15.5	15.6	53	53	53	5.1	5.2	5.2
Online/Apps	13.3	14.7	15.3	51	59	59	4.9	5.7	5.8
Digital Unspecified *	6.9	7.2	7.7	19	18	18	1.9	1.7	1.7

*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.