

RAJAR DATA RELEASE

Quarter 1, 2009 - May 7, 2009



	Mar '08	Dec '08	Mar '09
All Radio Listening			
Weekly Reach ('000)	45,397	45,511	45,762
Weekly Reach (%)	90.2	89.7	90.2
Average hours per head	20.5	20.0	20.2
Average hours per listener	22.8	22.3	22.4
Total hours (millions)	1,033	1,013	1,025

All Radio Listening - Share Via Platform (%)			
AM/FM	72.7	68.6	67.5
All Digital	17.8	18.3	20.1
DAB	10.8	11.4	12.7
DTV	3.2	3.2	3.4
Internet	2.1	2.0	2.2
Digital Unspecified *	1.7	1.7	1.8
Unspecified *	9.5	13.0	12.5

(*) 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.

Source RAJAR / Ipsos MORI / RSMB