

RAJAR DATA RELEASE

Quarter 3, 2010 - October 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

	Sept '09	June '10	Sept '10
All Radio Listening			
Weekly Reach ('000)	45,721	46,771	46,762
Weekly Reach (%)	89.2	90.6	90.6
Average hours per head	19.7	20.0	20.4
Average hours per listener	22.1	22.0	22.6
Total hours (millions)	1,008	1,030	1,055
All Radio Listening - Share Via Platform (%)			
AM/FM	66.1	67.0	67.6
All Digital	21.1	24.6	24.8
DAB	13.3	15.8	15.3
DTV	3.6	4.1	4.4
Internet	2.2	2.9	2.8
Digital Unspecified *	2.0	1.8	2.2
Unspecified *	12.8	8.5	7.6

* 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