

# RAJAR DATA RELEASE

Quarter 1, 2011 - May 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar '10	Dec '10	Mar '11	Mar '10	Dec '10	Mar '11	Mar '10	Dec '10	Mar '11
<b>All Radio</b>	90.6	90.5	91.6	1,013	1,045	1,058	100	100	100
<b>All Digital</b>	38.5	40.5	43.1	243	262	280	24.0	25.0	26.5
<b>DAB</b>	23.1	24.4	26.5	153	166	177	15.1	15.8	16.7
<b>DTV</b>	12.6	13.6	14.5	41	45	44	4.0	4.3	4.1
<b>Internet</b>	8.1	8.8	10.2	29	32	39	2.9	3.1	3.6
<b>Digital Unspecified *</b>	7.5	8.0	8.7	19	19	21	1.9	1.8	2.0

\* 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