

RAJAR DATA RELEASE



Quarter 2, 2012 – August 2, 2012

	Jun-11	Mar-12	Jun-12
All Radio Listening			
Weekly Reach ('000)	47,616	46,676	46,782
Weekly Reach (%)	91.7	89.8	89.4
Average hours per head	20.7	20.5	19.7
Average hours per listener	22.6	22.8	22.1
Total hours (millions)	1,076	1,064	1,033

All Radio Listening - Share Via Platform (%)			
AM/FM	65.2	63.1	61.1
All Digital	26.9	29.2	31.5
DAB	17.2	19.1	20.1
DTV	4.8	4.4	4.7
Internet	3.2	3.9	4.6
Digital Unspecified *	1.7	1.8	2.1
Unspecified *	8.0	7.7	7.4

*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.