

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17th 2012

Platform Share

All BBC Radio

	Mar '11	Dec '11	Mar '12
AM/FM	65.1	64.4	63.6
All Digital	27.7	29.5	29.6
DAB	19.9	21.9	21.7
DTV	3.5	3.6	3.7
Online / App	3.2	2.9	3.3
Digital Unspecified *	1.1	1.0	0.9
Unspecified *	7.3	6.1	6.8

All Commercial Radio

	Mar '11	Dec '11	Mar '12
AM/FM	66.3	64.2	62.9
All Digital	24.6	28.2	28.4
DAB	13.2	16.4	16.1
DTV	5.1	5.6	5.4
Internet	3.0	3.4	3.8
Digital Unspecified *	3.3	2.8	3.1
Unspecified *	9.1	7.6	8.6

* 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.