

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2007

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LISTENING VIA PLATFORM - ALL RADIO

	Platform Shares %	Digital Listening Weekly Reach %	Digital Listening Total Hours (in millions)
AM / FM	66.1		
All Digital Radio	12.8	26.2	136
DAB	7.0	13.3	74
DTV	2.6	9.5	27
Internet	1.5	5.4	16
Digital unspecified *	1.7	7.3	18
Analogue / digital unspecified *	21.1		

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 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 specific analogue/digital stations and platforms.

Source RAJAR / Ipsos MORI

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