

# RAJAR DATA RELEASE

## Quarter 4, 2009 - February 4, 2010



	Dec '08	Sept '09	Dec '09
<b>All Radio Listening</b>			
Weekly Reach ('000)	45,511	45,721	45,968
Weekly Reach (%)	89.7	89.2	89.6
Average hours per head	20.0	19.7	19.3
Average hours per listener	22.3	22.1	21.5
Total hours (millions)	1,013	1,008	988
<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	68.6	66.1	66.6
All Digital	18.3	21.1	20.9
DAB	11.4	13.3	13.7
DTV	3.2	3.6	3.4
Internet	2.0	2.2	2.1
Digital Unspecified *	1.7	2.0	1.7
Unspecified *	13.0	12.8	12.5

\* 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