

# RAJAR DATA RELEASE



Quarter 4, 2014 – February 5<sup>th</sup> 2015

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Dec-13	Sep-14	Sep-14	Dec-13	Sep-14	Dec-14	Dec-13	Sep-14	Dec-14
<b>All Radio</b>	90.9	89.0	89.4	1,030	1,019	1,017	100	100	100
<b>All Digital</b>	52.1	51.2	52.0	371	385	385	36.1	37.8	37.9
<b>DAB</b>	33.5	34.5	34.7	241	250	257	23.4	24.5	25.2
<b>DTV</b>	15.6	13.9	14.5	53	51	48	5.2	5.0	4.7
<b>Online/Apps</b>	15.3	15.2	15.5	59	65	62	5.8	6.4	6.1
<b>Digital Unspecified *</b>	7.7	7.3	7.1	18	18	19	1.7	1.8	1.8

\*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.