## RAJAR DATA RELEASE Quarter 4, 2014 – February 5<sup>th</sup> 2015



Weekly Reach %			Total Hours (millions)			Share %		
Dec-13	Sep-14	Sep-14	Dec-13	Sep-14	Dec-14	Dec-13	Sep-14	Dec-14
90.9	89.0	89.4	1,030	1,019	1,017	100	100	100
52.1	51.2	52.0	371	385	385	36.1	37.8	37.9
33.5	34.5	34.7	241	250	257	23.4	24.5	25.2
15.6	13.9	14.5	53	51	48	5.2	5.0	4.7
15.3	15.2	15.5	59	65	62	5.8	6.4	6.1
								1.8
	<b>Dec-13</b> 90.9 52.1 33.5	Dec-13 Sep-14   90.9 89.0   52.1 51.2   33.5 34.5   15.6 13.9   15.3 15.2	Dec-13   Sep-14   Sep-14     90.9   89.0   89.4     52.1   51.2   52.0     33.5   34.5   34.7     15.6   13.9   14.5     15.3   15.2   15.5	Dec-13 Sep-14 Sep-14 Dec-13   90.9 89.0 89.4 1,030   52.1 51.2 52.0 371   52.1 51.2 52.0 371   33.5 34.5 34.7 241   15.6 13.9 14.5 53   15.3 15.2 15.5 59	Dec-13 Sep-14 Sep-14   90.9 89.0 89.4 1,030 1,019   52.1 51.2 52.0 371 385   33.5 34.5 34.7 241 250   15.6 13.9 14.5 53 51   15.3 15.2 15.5 59 65	Dec-13 Sep-14 Sep-14   90.9 89.0 89.4   52.1 51.2 52.0   33.5 34.5 34.7   15.6 13.9 14.5   15.3 15.2 15.5   15.3 15.2 15.5	Dec-13 Sep-14 Sep-14 Dec-13 Sep-14 Dec-13   90.9 89.0 89.4 1,030 1,019 1,017 100   52.1 51.2 52.0 371 385 385 36.1   33.5 34.5 34.7 241 250 257 23.4   15.6 13.9 14.5 53 51 48 5.2   15.3 15.2 15.5 59 65 62 5.8	Dec-13 Sep-14 Sep-14 Dec-13 Sep-14 Dec-13 Sep-14 Dec-13 Sep-14   90.9 89.0 89.4 1,030 1,019 1,017 100 100   52.1 51.2 52.0 371 3855 385 36.1 37.8   33.5 34.5 34.7 241 250 257 23.4 24.5   15.6 13.9 14.5 53 51 48 5.2 5.0   15.3 15.2 15.5 59 65 62 5.8 6.4

\*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.