



RAJAR DATA RELEASE

Quarter 1, 2015 – May 21st 2015

	Q1 2014	Q4 2014	Q1 2015
All Radio Listening			
Weekly Reach ('000)	48,063	47,851	47,799
Weekly Reach (%)	90.3	89.4	89.3
Average hours per head	19.5	19.0	19.0
Average hours per listener	21.5	21.3	21.3
Total hours (millions)	1,035	1,017	1,018

All Radio Listening - Share Via Platform (%)			
AM/FM	57.8	56.2	54.3
All Digital	36.6	37.9	39.6
DAB	23.7	25.2	25.9
DTV	5.0	4.7	4.8
Online/Apps	6.4	6.1	6.8
Digital Unspecified *	1.6	1.8	2.1
Unspecified *	5.6	5.9	6.2

*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.