

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 2015

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q3 14	Q2 15	Q3 15	Q3 14	Q2 15	Q3 15	Q3 14	Q2 15	Q3 15
All Radio	89.0	89.9	89.3	1,019	1,046	1,034	100	100	100
All Digital	51.2	55.0	56.1	385	418	433	37.8	39.9	41.9
DAB	34.5	37.8	39.2	250	280	286	24.5	26.7	27.7
DTV	13.9	14.1	14.4	51	49	52	5.0	4.7	5.0
Online/Apps	15.2	16.0	16.8	65	67	71	6.4	6.4	6.9
Digital Unspecified *	7.3	8.4	9.0	18	22	24	1.8	2.1	2.3

*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.