

# RAJAR DATA RELEASE

Quarter 4, 2015 – February 4<sup>th</sup> 2016

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q4 14	Q3 15	Q4 15	Q4 14	Q3 15	Q4 15	Q4 14	Q3 15	Q4 15
<b>All Radio</b>	89.4	89.3	90.0	1,017	1,034	1,013	100	100	100
<b>All Digital</b>	52.0	56.1	56.1	385	433	423	37.9	41.9	41.7
<b>DAB</b>	34.7	39.2	38.6	257	286	280	25.2	27.7	27.7
<b>DTV</b>	14.5	14.4	14.5	48	52	50	4.7	5.0	5.0
<b>Online/Apps</b>	15.5	16.8	16.4	62	71	69	6.1	6.9	6.8
<b>Digital Unspecified *</b>	7.1	9.0	9.3	19	24	24	1.8	2.3	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.