

RAJAR DATA RELEASE



Quarter 1, 2015 – May 21st 2015

All BBC Radio

	Q1 14	Q4 14	Q1 15
AM/FM	57.9	56.4	53.8
All Digital	36.8	38.3	40.7
DAB	26.8	28.6	30.0
DTV	3.8	3.7	3.8
Online/App	5.3	4.9	5.5
Digital Unspecified *	1.0	1.2	1.4
Unspecified *	5.3	5.2	5.5

All Commercial Radio

	Q1 14	Q4 14	Q1 15
AM/FM	58.4	56.8	55.5
All Digital	36.1	37.2	38.0
DAB	20.4	21.9	21.5
DTV	6.5	5.9	6.3
Online/App	6.7	6.6	7.1
Digital Unspecified *	2.5	2.8	3.1
Unspecified *	5.5	6.1	6.5

* 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.