

RAJAR DATA RELEASE

Quarter 3, 2015 – October 29th 2015

	Q3 2014	Q2 2015	Q3 2015
All Radio Listening			
Weekly Reach ('000)	47,614	48,184	47,846
Weekly Reach (%)	89.0	89.9	89.3
Average hours per head	19.0	19.5	19.3
Average hours per listener	21.4	21.7	21.6
Total hours (millions)	1,019	1,046	1,034

All Radio Listening - Share Via Platform (%)			
AM/FM	56.4	53.7	50.4
All Digital	37.8	39.9	41.9
DAB	24.5	26.7	27.7
DTV	5.0	4.7	5.0
Online/Apps	6.4	6.4	6.9
Digital Unspecified *	1.8	2.1	2.3
Unspecified *	5.8	6.3	7.7

*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.