

RAJAR DATA RELEASE

Quarter 4, 2015 – February 4th 2016

| | Q4 2014 | Q3 2015 | Q4 2015 |
|----------------------------|---------|---------|---------|
| All Radio Listening | | | |
| Weekly Reach ('000) | 47,851 | 47,846 | 48,237 |
| Weekly Reach (%) | 89.4 | 89.3 | 90.0 |
| Average hours per head | 19.0 | 19.3 | 18.9 |
| Average hours per listener | 21.3 | 21.6 | 21.0 |
| Total hours (millions) | 1,017 | 1,034 | 1,013 |

| All Radio Listening - Share Via Platform (%) | | | |
|---|------|------|------|
| AM/FM | 56.2 | 50.4 | 50.7 |
| All Digital | 37.9 | 41.9 | 41.7 |
| DAB | 25.2 | 27.7 | 27.7 |
| DTV | 4.7 | 5.0 | 5.0 |
| Online/Apps | 6.1 | 6.9 | 6.8 |
| Digital Unspecified * | 1.8 | 2.3 | 2.3 |
| Unspecified * | 5.9 | 7.7 | 7.5 |

*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.