

# RAJAR DATA RELEASE



Quarter 3, 2017 – October 26<sup>th</sup> 2017

## All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q3 16	Q2 17	Q3 17	Q3 16	Q2 17	Q3 17	Q3 16	Q2 17	Q3 17
<b>All Radio</b>	89.1	90.3	90.1	1,038	1,033	1,046	100	100	100
<b>All Digital</b>	59.0	61.2	61.1	472	503	511	45.5	48.7	48.8
<b>DAB</b>	44.8	47.5	48.1	336	357	376	32.3	34.5	35.9
<b>DTV</b>	14.7	14.7	14.6	53	56	51	5.2	5.4	4.9
<b>Online/Apps</b>	18.7	19.6	18.3	83	91	83	8.0	8.8	8.0

[www.rajara.co.uk](http://www.rajara.co.uk)\*As of Q1 2016 a Platform Attribution model has been applied to the data which eliminates any “unspecified” Source RAJAR / Ipsos MORI / RSMB listening.