

RAJAR DATA RELEASE



Quarter 1, 2014 – May 15th 2014

	Mar-13	Dec-13	Mar-14
All Radio Listening			
Weekly Reach ('000)	47,284	48,375	48,063
Weekly Reach (%)	90.3	90.9	90.3
Average hours per head	19.8	19.4	19.5
Average hours per listener	21.9	21.3	21.5
Total hours (millions)	1,034	1,030	1,035

All Radio Listening - Share Via Platform (%)			
AM/FM	60.5	58.5	57.8
All Digital	34.3	36.1	36.6
DAB	22.5	23.4	23.7
DTV	5.0	5.2	5.0
Online/Apps	5.0	5.8	6.4
Digital Unspecified *	1.8	1.7	1.6
Unspecified *	5.1	5.5	5.6

*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.