

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

	Jun-13	Mar-14	Jun-14
All Radio Listening			
Weekly Reach ('000)	48,319	48,063	48,052
Weekly Reach (%)	90.8	90.3	89.8
Average hours per head	19.3	19.5	19.2
Average hours per listener	21.3	21.5	21.4
Total hours (millions)	1,028	1,035	1,026

All Radio Listening - Share Via Platform (%)			
AM/FM	58.6	57.8	56.6
All Digital	36.8	36.6	36.8
DAB	23.9	23.7	24.1
DTV	5.3	5.0	4.8
Online/Apps	6.0	6.4	6.2
Digital Unspecified *	1.5	1.6	1.7
Unspecified *	4.6	5.6	6.6

*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.