

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

	Dec-13	Sep-14	Dec-14
All Radio Listening			
Weekly Reach ('000)	48,375	47,614	47,851
Weekly Reach (%)	90.9	89.0	89.4
Average hours per head	19.4	19.0	19.0
Average hours per listener	21.3	21.4	21.3
Total hours (millions)	1,030	1,019	1,017

All Radio Listening - Share Via Platform (%)

AM/FM	58.5	56.4	56.2
All Digital	36.1	37.8	37.9
DAB	23.4	24.5	25.2
DTV	5.2	5.0	4.7
Online/Apps	5.8	6.4	6.1
Digital Unspecified *	1.7	1.8	1.8
Unspecified *	5.5	5.8	5.9

*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.