

RAJAR DATA RELEASE

Quarter 2, 2015 – August 6th 2015

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Q2 14	Q1 15	Q2 15	Q2 14	Q1 15	Q2 15	Q2 14	Q1 15	Q2 15
All Radio	89.8	89.3	89.9	1,026	1,018	1,046	100	100	100
All Digital	51.4	53.5	55.0	378	403	418	36.8	39.6	39.9
DAB	34.4	35.5	37.8	247	264	280	24.1	25.9	26.7
DTV	14.6	14.2	14.1	50	49	49	4.8	4.8	4.7
Online/Apps	15.3	16.1	16.0	63	69	67	6.2	6.8	6.4
Digital Unspecified *	7.0	8.6	8.4	17	22	22	1.7	2.1	2.1

*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.