

RAJAR DATA RELEASE



Quarter 3, 2017 – October 26th 2017

	Q3 2016	Q2 2017	Q3 2017
All Radio Listening			
Weekly Reach ('000)	48,165	49,206	49,076
Weekly Reach (%)	89.1	90.3	90.1
Average hours per head	19.2	19.0	19.2
Average hours per listener	21.5	21.0	21.3
Total hours (millions)	1,038	1,033	1,046

All Radio Listening - Share Via Platform (%)			
AM/FM	54.5	51.3	51.2
All Digital	45.5	48.7	48.8
DAB	32.3	34.5	35.9
DTV	5.2	5.4	4.9
Online/Apps	8.0	8.8	8.0

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.