

# RAJAR DATA RELEASE



Quarter 1, 2019 – May 16<sup>th</sup> 2019

|                            | Q1 2018 | Q4 2018 | Q1 2019 |
|----------------------------|---------|---------|---------|
| <b>All Radio Listening</b> |         |         |         |
| Weekly Reach ('000)        | 49,153  | 48,401  | 48,945  |
| Weekly Reach (%)           | 90.2    | 88.4    | 89.4    |
| Average hours per head     | 18.8    | 18.3    | 18.7    |
| Average hours per listener | 20.8    | 20.7    | 20.9    |
| Total hours (millions)     | 1,024   | 1,002   | 1,023   |

| <b>All Radio Listening - Share Via Platform (%)</b> |      |      |      |
|---|------|------|------|
| AM/FM   | 49.1 | 47.4 | 43.6 |
| All Digital   | 50.9 | 52.6 | 56.4 |
| DAB   | 36.8 | 38.3 | 40.4 |
| DTV   | 4.8  | 5.0  | 5.0  |
| Online/Apps   | 9.3  | 9.4  | 11.0 |