

RAJAR DATA RELEASE



Quarter 4 2021- February 3rd 2022.

COMPARATIVE CHARTS

1. National Stations
2. Scottish Stations
3. London Stations
4. Breakfast Shows – National and London stations

SAMPLE SIZE:

Survey period - Q4 2021

Code Q (Quarter): 44,368 Diaries 15+

Code H (Half year): 121,191 Diaries 15+

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

RAJAR DATA RELEASE – Q4 2021



NATIONAL STATIONS – PAGE 1

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21		Q3 21	Q4 21
ALL RADIO	Q		49495	49495		0.0%		100.0	100.0
ALL BBC	Q		34629	34510		-0.3%		50.9	49.9
15-44	Q		12867	12859		-0.1%		34.9	34.8
45+	Q		21762	21651		-0.5%		58.3	57.1
ALL BBC NETWORK RADIO	Q		31580	31404		-0.6%		44.7	43.6
BBC RADIO 1	Q		8251	8167		-1.0%		5.3	5.4
BBC RADIO 2	Q		14596	14866		1.8%		16.2	16.4
BBC RADIO 3	Q		2165	1993		-7.9%		1.6	1.4
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q		11228	10957		-2.4%		13.6	13.0
BBC RADIO 4	Q		10762	10483		-2.6%		12.1	11.6
BBC RADIO 4 EXTRA	Q		2036	1889		-7.2%		1.5	1.4
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q		6579	6266		-4.8%		4.0	3.7
BBC RADIO 5 LIVE	Q		5909	5887		-0.4%		3.5	3.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q		1697	1218		-28.2%		0.6	0.3
BBC 6 MUSIC	Q		2687	2604		-3.1%		2.7	2.6
1XTRA FROM THE BBC	H		880	744		-15.5%		0.3	0.3
BBC ASIAN NETWORK UK	H		533	489		-8.3%		0.2	0.2
BBC WORLD SERVICE	Q		1394	1240		-11.0%		0.7	0.6
BBC LOCAL/REGIONAL	Q		9164	9041		-1.3%		6.1	6.3

RAJAR DATA RELEASE – Q4 2021



NATIONAL STATIONS – PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21		Q3 21	Q4 21
ALL COMMERCIAL	Q		36806	36773		-0.1%		47.1	48.0
15-44	Q		17629	17521		-0.6%		62.4	62.5
45+	Q		19177	19252		0.4%		39.9	41.0
ALL NATIONAL COMMERCIAL	Q		24502	24557		0.2%		23.2	23.4
ABSOLUTE RADIO NETWORK	H		5189	5334		2.8%		3.5	3.6
ABSOLUTE RADIO	Q		2583	2229		-13.7%		1.6	1.5
ABSOLUTE RADIO 60S	H		98	126		28.6%		*	*
ABSOLUTE RADIO 70S	H		309	421		36.2%		0.1	0.1
ABSOLUTE 80S	Q		1690	1605		-5.0%		0.8	0.7
ABSOLUTE RADIO 90S	H		950	1026		8.0%		0.4	0.5
ABSOLUTE RADIO 00S	H		165	162		-1.8%		0.1	*
ABSOLUTE RADIO 10S ¹	H			15					*
ABSOLUTE CLASSIC ROCK	H		895	980		9.5%		0.4	0.5
ABSOLUTE RADIO COUNTRY (WAS COUNTRY HITS RADIO)	H		220	205		-6.8%		0.1	0.1
BOOM RADIO	Q		233	242		3.9%		0.2	0.2
CAPITAL BRAND (UK)	H		7627	7599		-0.4%		3.6	3.6
CAPITAL DANCE	Q		287	592		106.3%		0.1	0.2
CAPITAL NETWORK (UK)	H		6528	6349		-2.7%		2.9	2.9
CAPITAL XTRA BRAND UK	H		1669	1508		-9.6%		0.6	0.6
CAPITAL XTRA (UK)	H		1538	1359		-11.6%		0.5	0.5
CAPITAL XTRA RELOADED	Q		214	277		29.4%		0.1	0.1
CLASSIC FM	Q		5077	5060		-0.3%		4.3	4.3
GOLD NETWORK (UK)	H		1290	1348		4.5%		1.0	1.2
GREATEST HITS NETWORK	H		3213	3323		3.4%		2.5	2.6
GREATEST HITS RADIO	H		2894	3026		4.6%		2.1	2.3
HEART BRAND (UK)	H		10027	10274		2.5%		6.2	6.4
HEART 70S	Q		301	319		6.0%		0.1	0.1
HEART 80S	Q		1493	1326		-11.2%		0.6	0.5
HEART 90S	Q		555	545		-1.8%		0.2	0.2
HEART DANCE	Q		464	348		-25.0%		0.2	0.1
HEART NETWORK (UK)	H		8496	8542		0.5%		5.2	5.3
HEAT	H		402	361		-10.2%		0.2	0.2

NATIONAL STATIONS – PAGE 3

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21		Q3 21	Q4 21
HITS RADIO BRAND	H		8711	8383		-3.8%		7.3	7.3
HITS RADIO NETWORK	H		6155	5660		-8.0%		4.8	4.7
HITS RADIO	H		851	797		-6.3%		0.4	0.4
JAZZ FM	H		469	424		-9.6%		0.2	0.2
KERRANG!	H		473	470		-0.6%		0.2	0.2
KISS NETWORK	H		4741	4534		-4.4%		2.3	2.2
KISS FRESH	H		416	307		-26.2%		0.1	0.1
KISSTORY	Q		2255	2301		2.0%		1.0	1.0
LBC BRAND (UK)	H		3051	3202		4.9%		3.0	2.9
MAGIC NETWORK	H		4127	4076		-1.2%		2.5	2.3
MAGIC AT THE MUSICALS ¹	H			200					0.1
MAGIC CHILLED	H		237	263		11.0%		0.1	0.1
MAGIC SOUL	H		355	287		-19.2%		0.2	0.1
MELLOW MAGIC	H		481	404		-16.0%		0.2	0.2
PLANET ROCK	Q		1332	1396		4.8%		1.1	1.1
SCALA RADIO	H		399	400		0.3%		0.2	0.3
SMOOTH BRAND (UK)	H		5925	5983		1.0%		3.9	4.0
SMOOTH RADIO CHILL	Q		377	449		19.1%		0.2	0.2
SMOOTH RADIO COUNTRY	Q		216	216		0.0%		0.1	0.1
SMOOTH RADIO NETWORK (UK)	H		5474	5426		-0.9%		3.6	3.7
SUNRISE RADIO NATIONAL	Y		387	365		-5.7%		0.2	0.2
TALKRADIO	H		450	542		20.4%		0.3	0.5
TALKSPORT	H		2740	2846		3.9%		1.8	1.7
TALKSPORT2	H		499	389		-22.0%		0.1	0.1
TIMES RADIO	Q		637	502		-21.2%		0.3	0.3
UNION JACK	H		143	160		11.9%		0.1	0.1
UNION JACK DANCE (WAS JACK RADIO)	H		88	51		-42.0%		*	*
UNION JACK ROCK	Q		52	51		-1.9%		*	*
VIRGIN RADIO	Q		1631	1620		-0.7%		0.9	1.0
VIRGIN RADIO ANTHEMS	Q		388	309		-20.4%		0.1	0.1
VIRGIN RADIO CHILLED	Q		447	410		-8.3%		0.1	0.1
VIRGIN RADIO GROOVE	Q		45	59		31.1%		*	*
RADIO X NETWORK (UK)	H		1940	2106		8.6%		1.6	1.8
ALL LOCAL COMMERCIAL	Q		24427	24334		-0.4%		23.9	24.6
OTHER LISTENING	Q		2913	3484		19.6%		2.1	2.1

SCOTTISH STATIONS

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC RADIO SCOTLAND	H	4621		933	976		4.6%		7.1	7.5
Radio Borders	Y	112		44	44		0.0%		30.3	29.9
Capital Scotland	H	2911		426	414		-2.8%		4.1	3.8
Central FM	Y	219		44	38		-13.6%		10.0	10.6
Clyde 1	H	1949		618	627		1.5%		16.2	16.7
Clyde 2	H	1949		111	116		4.5%		4.2	2.8
Forth 1	H	1188		322	306		-5.0%		17.5	17.1
Forth 2	H	1188		39	32		-17.9%		1.1	1.3
Heart Scotland East	H	1217		139	137		-1.4%		3.9	3.8
Heart Scotland West	H	1660		274	274		0.0%		5.2	4.2
Kingdom FM	Y	294		49	47		-4.1%		6.4	6.1
MFR	Y	255		112	102		-8.9%		27.8	25.8
Northsound 1	Y	343		134	133		-0.7%		17.8	15.8
Northsound 2	Y	343		25	21		-16.0%		2.7	2.1
Original 106 (Aberdeen)	Y	343		79	84		6.3%		14.1	14.0
Pure Radio Scotland (Central)	H	2911			9					0.2
Pure Radio Scotland (Tayside)	Y	215		14	11		-21.4%		1.8	1.8
Scottish Sun 80s	H	4621		13	5		-61.5%		*	*
Scottish Sun Chilled	H	4621		8	3		-62.5%		*	*
Scottish Sun Hits	H	4621		5	9		80.0%		*	*
Smooth Radio Scotland	H	1872		339	339		0.0%		7.9	7.4
Tay FM	Y	395		130	126		-3.1%		15.5	14.1
Tay 2	Y	395		36	31		-13.9%		5.2	4.2
West Sound (inc. West FM)**	Y	397		164	152		-7.3%		20.9	20.7

RAJAR DATA RELEASE – Q4 2021



LONDON STATIONS

SAMPLE SIZE:
Survey period - Q4 2021
Code Q (Quarter): 6,302 diaries 15+
Code H (Half year): 17,805 diaries 15+

TERMS
WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC Radio London	Q		978	882		-9.8%		1.3	1.5
Capital London	Q		1786	1691		-5.3%		3.4	3.2
Capital XTRA (London)	Q		614	479		-22.0%		1.1	1.0
Gold London	Q		272	275		1.1%		1.0	1.4
Greatest Hits Radio (London)	Q		548	818		49.3%		1.6	2.5
Heart London	Q		1916	1875		-2.1%		5.0	4.9
Kiss (London)	Q		1069	1125		5.2%		1.8	2.4
LBC London	Q		1564	1452		-7.2%		8.1	8.0
LBC News (London)	Q		484	406		-16.1%		0.7	0.6
Magic (London)	Q		1596	1450		-9.1%		4.7	4.0
Premier Christian Radio	Q		84	148		76.2%		0.2	0.5
Smooth Radio London	Q		1040	944		-9.2%		2.0	2.4
Radio X London	Q		559	524		-6.3%		2.0	1.9

LONDON STATIONS PAGE 2

NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC Radio 1	Q		1494	1529		2.3%		4.3	4.0
BBC Radio 2	Q		2255	2440		8.2%		11.6	12.6
BBC Radio 3	Q		595	504		-15.3%		2.5	1.9
BBC Radio 4	Q		2591	2486		-4.1%		13.6	12.9
BBC Radio 5 live	Q		1494	1318		-11.8%		3.8	3.9
Classic FM	Q		1260	1123		-10.9%		5.1	4.0

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Time period varies per station</i>		Q4 2020	Q3 2021	Q4 2021
<i>NATIONAL STATIONS - MON-FRI</i>				
BBC Radio 1 - 07.00 - 10.30am	Q		4284	4464
BBC Radio 2 - 06.30 - 09.30am	Q		7217	7495
BBC Radio 3 - 06.30 - 09.00am	Q		708	700
BBC Radio 4 - 06.00 - 09.00am	Q		6514	6452
BBC Radio 5 live - 06.00 - 09.00am	Q		1693	1827
Absolute Radio Network - 06.00 - 10.00am	H		2154	2157
Capital Network (UK) - 06.00 - 10.00am	H		2833	2584
Classic FM - 06.00 - 09.00am	Q		1688	1651
Greatest Hits Radio - 06.00 - 10.00am	H		1345	1383
Heart Network (UK) - 06.30 - 10.00am	H		4067	3860
Hits Radio - 06.00 - 10.00am	H		373	354
Kiss - 06.00 - 10.00am	Q		980	985
Magic - 06.00 - 10.00am	Q		1228	1228
Planet Rock - 06.00 - 10.00am	Q		500	576
talkSPORT - 06.00 - 10.00am	H		1190	1086
Times Radio - 06.00 - 10.00am	Q		273	255
Virgin Radio Network - 06.30 - 10.00am	Q		985	1004
Radio X Network (UK) - 06.30 - 10.00am	H		1080	1173

BREAKFAST SHOWS (WEEKDAYS) – PAGE 2 LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
		Q4 2020	Q3 2021	Q4 2021
<i>Time period varies per station</i>				
LONDON STATIONS - MON-FRI				
BBC Radio London - 07.00 - 10.00am	Q		221	229
Capital London - 06.00 - 10.00am	Q		617	615
Capital XTRA (London) - 06.30 - 10.00am	Q		161	151
Gold London - 06.00 - 10.00am	Q		108	138
Greatest Hits Radio (London) - 06.00 - 10.00am	Q		161	333
Heart London - 06.30 - 10.00am	Q		734	715
Kiss (London) - 06.00 - 10.00am	Q		374	411
LBC London - 07.00 - 10.00am	Q		837	783
LBC News (London) - 07.00 - 10.00am	Q		112	130
Magic (London) - 06.00 - 10.00am	Q		606	570
Premier Christian Radio - 07.00 - 09.00am	Q		33	54
Smooth Radio London - 06.00 - 10.00am	Q		290	354
Radio X London - 06.30 - 10.00am	Q		259	252

MANCHESTER STATIONS

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
			Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC Radio Manchester	H	2306		238	254		6.7%		3.5	3.7
Capital Manchester	H	3036		446	425		-4.7%		4.1	3.7
Gold Manchester	H	3036		65	111		70.8%		1.2	1.9
Greatest Hits Radio (Lancashire)	H	787		42	16		-61.9%		1.9	1.2
Heart North West	H	5799		612	656		7.2%		3.7	4.1
Hits Radio (Manchester)	H	2595		248	239		-3.6%		4.2	4.2
Rock FM	H	1289		197	182		-7.6%		5.8	8.6
Smooth Radio North West	H	5799		980	986		0.6%		7.2	7.6
Radio X Manchester	H	3036		213	212		-0.5%		3.1	3.2
XS Manchester	H	3036		106	84		-20.8%		1.3	0.8