

RAJAR DATA RELEASE



Quarter 4 2021- February 3rd 2022.

ALL RADIO LISTENING CHARTS

1. All Radio Listening including share via platform
2. All Digital Radio listening
3. BBC Radio / Commercial Radio – weekly reach and share
4. BBC Radio / Commercial Radio – platform share

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".

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		Q3 2021	Q4 2021
All Radio Listening			
Weekly Reach ('000)		49,495	49,495
Weekly Reach (%)		88.9	88.9
Average hours per head		18.2	18.0
Average hours per listener		20.4	20.3
Total hours (millions)		1,012	1,004

All Radio Listening - Share Via Platform (%)			
AM/FM		34.2	35.6
All Digital		65.8	64.4
DAB		43.0	42.5
DTV		4.7	5.1
Online/Apps		18.1	16.9

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All Digital Radio Listening

	Weekly Reach %		Total Hours (millions)		Share %	
	Q3 21	Q4 21	Q3 21	Q4 21	Q3 21	Q4 21
All Radio	88.9	88.9	1,012	1,004	100	100
All Digital	73.9	71.7	665	647	65.8	64.4
DAB	60.2	58.4	435	427	43.0	42.5
DTV	12.5	12.3	48	51	4.7	5.1
Online/Apps	32.5	30.3	183	170	18.1	16.9

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Quarter 4 2018



Weekly Reach (000s)

BBC Radio Listening

	Q3 21	Q4 21
All BBC Radio	34,629	34,510
All BBC Network Radio	31,580	31,404
All BBC Local / Regional Radio	9,164	9,041

Commercial Radio Listening

	Q3 21	Q4 21
All Commercial Radio	36,806	36,773
All National Commercial	24,502	24,557
All Local Commercial	24,427	24,334

Share of Hours (%)

BBC Radio Listening

	Q3 21	Q4 21
All BBC Radio	50.9	49.9
All BBC Network Radio	44.7	43.6
All BBC Local / Regional Radio	6.1	6.3

Commercial Radio Listening

	Q3 21	Q4 21
All Commercial Radio	47.1	48.0
All National Commercial	23.2	23.4
All Local Commercial	23.9	24.6

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Platform Share

All BBC Radio

		Q3 21	Q4 21
AM/FM		37.4	39.3
All Digital		62.6	60.7
DAB		43.1	41.6
DTV		4.8	4.8
Online/App		14.7	14.3

All Commercial Radio

		Q3 21	Q4 21
AM/FM		31.0	32.0
All Digital		69.0	68.0
DAB		43.8	44.1
DTV		4.7	5.4
Online/App		20.4	18.6