

# RAJAR DATA RELEASE



Quarter 3 2021- October 28<sup>th</sup> 2021.

## 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 - Q3 2021

**NATIONAL: Code Q (Quarter):** 76,823 diaries 15+, **Code H (Half year):** 101,680 diaries 15+  
**LONDON: Code Q (Quarter):** 11,503 diaries 15+, **Code H (Half year):** 15,084 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



Quarter 3 2021 – October 28<sup>th</sup> 2021

			Q3 2021
<b>All Radio Listening</b>			
Weekly Reach ('000)			49,495
Weekly Reach (%)			88.9
Average hours per head			18.2
Average hours per listener			20.4
Total hours (millions)			1,012

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM			34.2
All Digital			65.8
DAB			43.0
DTV			4.7
Online/Apps			18.1

# RAJAR DATA RELEASE



Quarter 3 2021 – October 28<sup>th</sup> 2021

## All Digital Radio Listening

	Weekly Reach %		Total Hours (millions)		Share %	
		Q3 21		Q3 21		Q3 21
All Radio		88.9		1,012		100
All Digital		73.9		665		65.8
DAB		60.2		435		43.0
DTV		12.5		48		4.7
Online/Apps		32.5		183		18.1

# RAJAR DATA RELEASE



Quarter 3 2021 – October 28<sup>th</sup> 2021

## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
			Q3 21				Q3 21
All BBC Radio			34,629	All Commercial Radio			36,806
All BBC Network Radio			31,580	All National Commercial			24,502
All BBC Local / Regional Radio			9,164	All Local Commercial			24,427

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
			Q3 21				Q3 21
All BBC Radio			50.9	All Commercial Radio			47.1
All BBC Network Radio			44.7	All National Commercial			23.2
All BBC Local / Regional Radio			6.1	All Local Commercial			23.9

# RAJAR DATA RELEASE



Quarter 3 2021 – October 28<sup>th</sup> 2021

## Platform Share

### All BBC Radio

			Q3 21
AM/FM			37.4
All Digital			62.6
DAB			43.1
DTV			4.8
Online/App			14.7

### All Commercial Radio

			Q3 21
AM/FM			31.0
All Digital			69.0
DAB			43.8
DTV			4.7
Online/App			20.4