

# RAJAR DATA RELEASE



Quarter 4 2023 – February 1<sup>st</sup> 2024

## 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

<b>SAMPLE SIZE:</b> Survey period - Q4 2023	<b>TERMS</b>	<b>WEEKLY REACH:</b>	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.
<b>Code Q (Quarter):</b> 35,446 Diaries 15+		<b>SHARE OF LISTENING:</b>	The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
<b>Code H (Half year):</b> 69,915 Diaries 15+		<b>TOTAL HOURS:</b>	The overall number of hours of adult listening to a station in the UK/area in an average week.

"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 2023 – February 1<sup>st</sup> 2024



	Q4 2022	Q3 2023	Q4 2023
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,696	49,529	49,473
Weekly Reach (%)	88.8	87.9	87.8
Average hours per head	18.0	18.0	18.0
Average hours per listener	20.3	20.5	20.5
Total hours (millions)	1,010	1,016	1,013

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	33.4	29.7	28.0
Total Digital	66.6	70.3	72.0
DAB	38.8	42.3	42.7
DTV	3.7	3.8	3.7
Total Online	24.1	24.2	25.6
Website/Apps	10.5	10.4	10.9
Smart Speaker	13.6	13.8	14.7

## All Digital Radio Listening

	Q4 22	Q3 23	Q4 23
Reach %			

<b>All Radio</b>	88.8	87.9	87.8
<b>Total Digital</b>	73.9	75.8	76.0
<b>DAB</b>	57.7	61.3	61.3
<b>DTV</b>	9.2	9.7	9.4
<b>Total Online</b>	40.3	41.0	40.9
<b>Website/Apps</b>	24.3	24.5	24.3
<b>Smart Speaker</b>	22.5	23.3	23.8

	Q4 22	Q3 23	Q4 23
000s			

	1,010	1,016	1,013
	672	714	729
	391	429	433
	38	38	37
	243	246	259
	106	106	110
	137	140	149

	Q4 22	Q3 23	Q4 23
Share%			

	100	100	100
	66.6	70.3	72.0
	38.8	42.3	42.7
	3.7	3.8	3.7
	24.1	24.2	25.6
	10.5	10.4	10.9
	13.6	13.8	14.7

## Weekly Reach (000s)

### BBC Radio Listening

	Q4 22	Q3 23	Q4 23
All BBC Radio	33,233	31,687	31,286
All BBC Network Radio	30,510	29,015	28,724
All BBC Local / Regional Radio	7,779	7,341	6,986

### Commercial Radio Listening

	Q4 22	Q3 23	Q4 23
All Commercial Radio	38,080	39,283	39,130
All National Commercial	26,196	27,068	26,705
All Local Commercial	25,392	27,385	27,009

## Share of Hours (%)

### BBC Radio Listening

	Q4 22	Q3 23	Q4 23
All BBC Radio	47.1	43.8	43.2
All BBC Network Radio	41.7	38.7	38.3
All BBC Local / Regional Radio	5.4	5.1	4.9

### Commercial Radio Listening

	Q4 22	Q3 23	Q4 23
All Commercial Radio	50.2	54.1	54.8
All National Commercial	24.8	26.8	26.8
All Local Commercial	25.4	27.2	28.0

## Platform Share

### All BBC Radio

	Q4 22	Q3 23	Q4 23
AM/FM	37.1	36.8	36.2
<b>Total Digital</b>	62.9	63.2	63.8
DAB	39.7	40.8	39.5
DTV	3.8	3.4	3.4
<b>Total Online</b>	19.4	19.1	20.9
Website/Apps	9.4	9.2	10.0
Smart Speaker	10.0	9.9	10.9

### All Commercial Radio

	Q4 22	Q3 23	Q4 23
AM/FM	29.3	23.6	21.1
<b>Total Digital</b>	70.7	76.4	78.9
DAB	38.8	44.2	46.0
DTV	3.8	4.1	3.9
<b>Total Online</b>	28.2	28.2	28.9
Website/Apps	11.0	11.1	11.3
Smart Speaker	17.1	17.0	17.7