

RAJAR DATA RELEASE



Quarter 1 2024 – May 16th 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

SAMPLE SIZE: Survey period - Q1 2024
Code Q (Quarter): 36,310 Diaries 15+
Code H (Half year): 71,756 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.
	TOTAL HOURS: The overall number of hours of adult listening to a station in the UK/area in an average week.

TOTAL HOURS (in thousands): ALL BBC	Q1 23	467233	Q4 23	437747	Q1 24	443699
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 23	518751	Q4 23	555160	Q1 24	553961

"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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Q1 2024 – May 16th 2024



	Q1 2023	Q4 2023	Q1 2024
All Radio Listening			
Weekly Reach ('000)	49,360	49,473	49,947
Weekly Reach (%)	88.2	87.8	88.6
Average hours per head	18.0	18.0	18.1
Average hours per listener	20.4	20.5	20.5
Total hours (millions)	1,008	1,013	1,023

All Radio Listening - Share Via Platform (%)			
AM/FM	32.4	28.0	27.0
Total Digital	67.6	72.0	73.0
DAB	39.8	42.7	42.6
DTV	3.4	3.7	2.6
Total Online	24.4	25.6	27.8
Website/Apps	10.5	10.9	11.2
Smart Speaker	14.0	14.7	16.6

All Digital Radio Listening

Reach%			
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Hours in 000s		
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Share%		
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	Q1 23	Q4 23	Q1 24
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Q1 23	Q4 23	Q1 24
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Q1 23	Q4 23	Q1 24
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All Radio	88.2	87.8	88.6
Total Digital	73.9	76.0	77.3
DAB	58.2	61.3	61.8
DTV	8.8	9.4	6.8
Total Online	40.4	40.9	43.0
Website/Apps	24.2	24.3	24.0
Smart Speaker	22.9	23.8	26.3

1,008	1,013	1,023
682	729	746
402	433	435
34	37	27
246	259	284
105	110	114
141	149	170

100	100	100
67.6	72.0	73.0
39.8	42.7	42.6
3.4	3.7	2.6
24.4	25.6	27.8
10.5	10.9	11.2
14.0	14.7	16.6

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q1 23	Q4 23	Q1 24		Q1 23	Q4 23	Q1 24
All BBC Radio	32,201	31,286	31,303	All Commercial Radio	38,690	39,130	39,670
All BBC Network Radio	29,571	28,724	28,680	All National Commercial	26,519	26,705	26,746
All BBC Local / Regional Radio	7,381	6,986	6,852	All Local Commercial	26,726	27,009	27,598

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q1 23	Q4 23	Q1 24		Q1 23	Q4 23	Q1 24
All BBC Radio	46.3	43.2	43.4	All Commercial Radio	51.4	54.8	54.2
All BBC Network Radio	40.9	38.3	39.0	All National Commercial	25.8	26.8	25.9
All BBC Local / Regional Radio	5.5	4.9	4.4	All Local Commercial	25.7	28.0	28.3

Platform Share

All BBC Radio

	Q1 23	Q4 23	Q1 24
AM/FM	38.2	36.2	36.1
Total Digital	61.8	63.8	63.9
DAB	38.7	39.5	38.9
DTV	3.5	3.4	3.2
Total Online	19.6	20.9	21.9
Website/Apps	9.2	10.0	10.3
Smart Speaker	10.5	10.9	11.6

All Commercial Radio

	Q1 23	Q4 23	Q1 24
AM/FM	26.7	21.1	19.3
Total Digital	73.3	78.9	80.7
DAB	41.7	46.0	46.4
DTV	3.3	3.9	2.2
Total Online	28.3	28.9	32.1
Website/Apps	11.1	11.3	11.4
Smart Speaker	17.2	17.7	20.7