

RAJAR DATA RELEASE

Quarter 3, 2016 – October 27th 2016

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q3 15	Q2 16	Q3 16		Q3 15	Q2 16	Q3 16
All BBC Radio	35,102	35,066	34,823	All Commercial Radio	34,734	35,570	34,762
All BBC Network Radio	32,274	32,347	32,107	All National Commercial	18,167	19,388	19,503
All BBC Local / Regional Radio	8,732	8,382	8,429	All Local Commercial	27,243	27,608	26,781

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q3 15	Q2 16	Q3 16		Q3 15	Q2 16	Q3 16
All BBC Radio	53.3	52.2	51.5	All Commercial Radio	44.1	45.2	45.8
All BBC Network Radio	45.9	45.2	44.4	All National Commercial	14.8	15.8	17.1
All BBC Local / Regional Radio	7.4	7.0	7.1	All Local Commercial	29.2	29.4	28.7