

RAJAR DATA RELEASE

Quarter 4, 2016 – February 9th 2017

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Q4 15	Q3 16	Q4 16		Q4 15	Q3 16	Q4 16
All BBC Radio	34,947	34,823	35,197	All Commercial Radio	35,111	34,762	34,957
All BBC Network Radio	32,125	32,107	32,180	All National Commercial	18,298	19,503	18,832
All BBC Local / Regional Radio	8,558	8,429	8,891	All Local Commercial	27,126	26,781	27,066

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Q4 15	Q3 16	Q4 16		Q4 15	Q3 16	Q4 16
All BBC Radio	53.5	51.5	53.5	All Commercial Radio	44.1	45.8	43.9
All BBC Network Radio	46.1	44.4	45.9	All National Commercial	14.6	17.1	15.7
All BBC Local / Regional Radio	7.3	7.1	7.5	All Local Commercial	29.5	28.7	28.2