

RAJAR DATA RELEASE



Quarter 4 2021 – February 3rd 2022

| | | Q3 2021 | Q4 2021 |
|----------------------------|--|---------|---------|
| All Radio Listening | | | |
| Weekly Reach ('000) | | 49,495 | 49,495 |
| Weekly Reach (%) | | 88.9 | 88.9 |
| Average hours per head | | 18.2 | 18.0 |
| Average hours per listener | | 20.4 | 20.3 |
| Total hours (millions) | | 1,012 | 1,004 |

| | | | |
|---|--|------|------|
| All Radio Listening - Share Via Platform (%) | | | |
| AM/FM | | 34.2 | 35.6 |
| All Digital | | 65.8 | 64.4 |
| DAB | | 43.0 | 42.5 |
| DTV | | 4.7 | 5.1 |
| Online/Apps | | 18.1 | 16.9 |