

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

COMPARATIVE CHARTS

1. National stations
2. Scottish stations
3. London stations
4. Breakfast Shows – National and London stations

RAJAR DATA RELEASE

Quarter 1, 2012 – May 17, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q1, 2012

Code Q (Quarter): 26, 446 Adults 15+

Code H (Half year): 51,956 Adults 15+

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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
ALL RADIO	Q	47266	46677	46676	-1.2%	0.0%	100.0	100.0	100.0
ALL BBC	Q	35074	34940	34594	-1.4%	-1.0%	55.0	55.5	55.4
15-44	Q	15955	15561	15354	-3.8%	-1.3%	43.1	43.2	42.7
45+	Q	19120	19379	19239	0.6%	-0.7%	63.7	64.4	64.2
ALL BBC NETWORK RADIO	Q	31889	31635	31196	-2.2%	-1.4%	46.2	46.6	45.9
BBC RADIO 1	Q	11825	11665	11141	-5.8%	-4.5%	8.7	8.5	8.2
BBC RADIO 2	Q	14537	14267	14560	0.2%	2.1%	16.0	16.3	16.8
BBC RADIO 3	Q	2258	2097	1902	-15.8%	-9.3%	1.3	1.3	1.1
BBC RADIO 4	Q	10829	10834	10307	-4.8%	-4.9%	12.3	12.5	11.9
BBC RADIO 4 (including 4 EXTRA)	Q		11060	10531		-4.8%		13.4	12.7
BBC RADIO 4 EXTRA	Q		1554	1502		-3.3%		0.8	0.8
BBC RADIO FIVE LIVE	Q	6653	6227	6364	-4.3%	2.2%	4.5	4.3	4.4
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6750	6342	6553	-2.9%	3.3%	4.7	4.4	4.7
FIVE LIVE SPORTS EXTRA	Q	799	616	952	19.1%	54.5%	0.2	0.1	0.2
BBC 6 MUSIC	Q	1297	1443	1454	12.1%	0.8%	1.0	1.2	1.1
1XTRA FROM THE BBC	Q	892	1017	916	2.7%	-9.9%	0.4	0.4	0.4
BBC ASIAN NETWORK UK	Q	500	472	540	8.0%	14.4%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1790	1388	1303	-27.2%	-6.1%	0.9	0.6	0.7
BBC LOCAL/REGIONAL	Q	10197	9604	9895	-3.0%	3.0%	8.8	8.9	9.4

RAJAR DATA RELEASE

Quarter 1, 2012 – May 17, 2012

NATIONAL STATIONS - page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
ALL COMMERCIAL	Q	34046	32821	33201	-2.5%	1.2%	42.6	42.4	42.3
15-44	Q	18556	17983	18178	-2.0%	1.1%	53.8	54.1	54.4
45+	Q	15490	14838	15023	-3.0%	1.2%	34.4	33.8	33.8
ALL NATIONAL COMMERCIAL	Q	15943	15441	15896	-0.3%	2.9%	11.7	11.8	12.0
TOTAL ABSOLUTE RADIO	Q	1394	1599	1611	15.6%	0.8%	1.0	1.1	1.0
ABSOLUTE RADIO 60S	Q			151					0.1
ABSOLUTE RADIO 70S	Q			157					*
ABSOLUTE 80S	Q	624	828	857	37.3%	3.5%	0.3	0.4	0.4
ABSOLUTE RADIO 90S	Q	317	348	380	19.9%	9.2%	0.1	0.2	0.2
ABSOLUTE RADIO 00S	Q	170	139	84	-50.6%	-39.6%	0.1	0.1	*
ABSOLUTE RADIO CLASSIC ROCK	Q	342	391	396	15.8%	1.3%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	6712	7079	7048	5.0%	-0.4%	4.2	4.4	4.2
CHILL	H	172	172	229	33.1%	33.1%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H	662	778	788	19.0%	1.3%	0.3	0.4	0.4
CLASSIC FM	Q	6086	5364	5444	-10.5%	1.5%	3.9	3.6	3.5
GOLD NETWORK (UK)	H	1480	1543	1454	-1.8%	-5.8%	1.2	1.4	1.3
HEART NETWORK (UK)	H	7435	7465	7484	0.7%	0.3%	4.9	5.0	5.0
HEAT	Q	626	648	716	14.4%	10.5%	0.2	0.2	0.3
THE HITS	Q	1141	984	1081	-5.3%	9.9%	0.4	0.3	0.3
JAZZ FM	Q	495	512	564	13.9%	10.2%	0.2	0.2	0.2
KERRANG! UK	H	1389	1311	1292	-7.0%	-1.4%	0.6	0.6	0.6
KISS UK	H	4070	4175	4364	7.2%	4.5%	2.0	2.1	2.2
TOTAL LBC (UK)	H	1181	1149	1178	-0.3%	2.5%	1.2	1.3	1.3
MAGIC UK	Q	3819	3865	3605	-5.6%	-6.7%	2.2	2.3	2.3
PLANET ROCK	Q	797	811	861	8.0%	6.2%	0.5	0.6	0.7
Q	Q	290	283	214	-26.2%	-24.4%	0.1	0.1	0.1
REAL RADIO BRAND UK	H	2479	2516	2506	1.1%	-0.4%	2.1	2.0	1.9
SMASH HITS RADIO	Q	1094	1004	991	-9.4%	-1.3%	0.3	0.3	0.3
SM OOTH RADIO UK	H	3084	3315	3317	7.6%	0.1%	2.2	2.4	2.4
SUNRISE RADIO NATIONAL	Q	469	490	457	-2.6%	-6.7%	0.3	0.3	0.3
TALKSPORT	Q	3248	3196	3233	-0.5%	1.2%	2.1	2.1	2.0
TOTAL XFM (UK)	H	936	839	809	-13.6%	-3.6%	0.4	0.5	0.4
ALL LOCAL COMMERCIAL	Q	27305	26275	26533	-2.8%	1.0%	31.0	30.6	30.3
OTHER LISTENING	Q	3255	2937	3135	-3.7%	6.7%	2.4	2.1	2.4

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

SCOTTISH STATIONS

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.

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC RADIO SCOTLAND	H	4384	1045	959	1007	-3.6%	5.0%	9.2	7.8	8.9
FM Bauer Place Portfolio Scotland	Y	4110	1464	1530	1504	2.7%	-1.7%	18.9	19.5	18.9
Radio Borders (Bauer Borders)	Y	108	61	59	57	-6.6%	-3.4%	39.1	32.5	33.1
Central FM	Y	220	54	49	51	-5.6%	4.1%	6.1	7.1	7.4
Bauer Glasgow	H	1847	701	640	595	-15.1%	-7.0%	19.9	19.0	15.6
Clyde 1 FM	H	1847	579	557	517	-10.7%	-7.2%	14.4	14.4	12.1
Clyde 2	H	1847	256	191	184	-28.1%	-3.7%	5.5	4.6	3.5
Bauer Place Portfolio - Scotland	H	4110	1722	1672	1645	-4.5%	-1.6%	23.8	24.4	22.1
Bauer Radio Central Scotland	H	2856	1042	1003	967	-7.2%	-3.6%	20.2	20.3	17.9
Bauer Edinburgh	H	1107	344	367	378	9.9%	3.0%	18.7	20.8	20.3
ForthOne	H	1107	299	341	354	18.4%	3.8%	14.8	18.4	17.8
Forth2	H	1107	95	89	76	-20.0%	-14.6%	3.9	2.4	2.5
Capital Scotland (was Galaxy)	H	2739	460	500	484	5.2%	-3.2%	6.2	7.6	6.7
GMG Radio Scotland	H	2903	860	851	866	0.7%	1.8%	15.9	16.7	16.8
Kingdom FM	Y	288	76	83	78	2.6%	-6.0%	10.6	12.1	11.3
Moray Firth Radio (Bauer Inverness)	Y	234	119	125	127	6.7%	1.6%	26.3	27.8	27.1
Bauer Aberdeen	Y	318	141	148	145	2.8%	-2.0%	25.1	23.2	22.5
Northsound One	Y	318	131	132	127	-3.1%	-3.8%	20.0	16.8	16.2
Northsound Two	Y	318	42	43	42	0.0%	-2.3%	5.1	6.4	6.3
Original 106 (Aberdeen)	Y	318	45	51	50	11.1%	-2.0%	4.6	5.2	5.9
Real Radio Scotland	H	2716	654	652	650	-0.6%	-0.3%	12.2	12.0	12.4
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	819	69	51	68	-1.4%	33.3%	3.5	1.8	3.0
Smooth Radio Glasgow	H	1894	261	277	290	11.1%	4.7%	5.4	7.5	6.9
Bauer Dundee	Y	378	170	175	170	0.0%	-2.9%	27.1	32.0	30.5
Tay-FM	Y	378	130	134	124	-4.6%	-7.5%	17.9	21.5	18.5
Tay-AM	Y	378	70	66	72	2.9%	9.1%	9.2	10.5	12.0
Wave 102 FM	Y	154	32	27	27	-15.6%	0.0%	7.8	8.5	8.7
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	182	187	189	3.8%	1.1%	24.5	24.2	23.8

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

LONDON STATIONS – page 1

SAMPLE SIZE
Survey period – Q1 2012
Code Q (Quarter): 4,222 Adults 15+
Code H (Half year): 7,963 Adults 15+

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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH YY	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC London 94.9	Q	557	485	504	-9.5%	3.9%	1.7	1.3	1.3
Total Absolute Radio (London)	Q	724	816	797	10.1%	-2.3%	2.5	2.5	2.2
Buzz Asia 963 & 972AM	H	111	108	119	7.2%	10.2%	0.2	0.2	0.3
Capital London	Q	2179	2254	2269	4.1%	0.7%	6.1	5.9	5.3
Choice FM London	Q	423	543	577	36.4%	6.3%	1.0	1.5	1.3
Gold London	Q	317	375	266	-16.1%	-29.1%	1.3	1.7	1.2
Heart London	Q	2107	1931	1939	-8.0%	0.4%	4.9	4.6	4.4
Kismet Radio 1035 (Greater London)	Q	108	69	105	-2.8%	52.2%	0.3	0.2	0.2
Kiss 100 FM	Q	1821	1874	1958	7.5%	4.5%	4.7	5.4	5.1
LBC 97.3	Q	935	967	867	-7.3%	-10.3%	5.1	5.1	4.6
LBC News 1152	Q	447	396	405	-9.4%	2.3%	1.1	0.9	1.3
Magic 105.4	Q	1998	2167	1963	-1.8%	-9.4%	5.3	5.7	6.1
Premier Christian Radio	Q	135	89	153	13.3%	71.9%	0.4	0.5	0.5
Smooth Radio London	Q	643	456	626	-2.6%	37.3%	1.8	1.1	1.4
Sunrise Radio (Greater London)	Q	336	332	285	-15.2%	-14.2%	1.1	1.3	0.9
XFM London	Q	604	406	409	-32.3%	0.7%	1.3	1.0	0.8

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

LONDON STATIONS– page 2 NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	%CHANGE	%CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC Radio 1	Q	1917	1775	1724	-10.1%	-2.9%	5.6	5.4	5.0
BBC Radio 2	Q	2259	2087	2182	-3.4%	4.6%	10.7	10.9	12.1
BBC Radio 3	Q	648	552	492	-24.1%	-10.9%	2.0	2.1	1.6
BBC Radio 4	Q	2840	2761	2621	-7.7%	-5.1%	15.5	15.7	16.2
BBC Radio 5 Live	Q	1368	1219	1313	-4.0%	7.7%	4.4	4.2	4.5
Classic FM	Q	1438	1243	1177	-18.2%	-5.3%	5.0	3.9	3.5
talkSPORT	Q	765	762	738	-3.5%	-3.1%	2.7	2.5	2.4

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q1 2012

NATIONAL: Code Q (Quarter): 26,446 Adults 15+ Code H (Half year): 51,956 Adults 15+

LONDON: Code Q (Quarter): 4,222 Adults 15+ Code H (Half year): 7,963 Adults 15+

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.

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI		Q1 11	Q4 11	Q1 12
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7519	7242	7103
BBC Radio 2 - 06.30 - 09.30am	Q	9182	8856	9232
BBC Radio 3 - 06.30 - 09.00am	Q	699	703	576
BBC Radio 4 - 06.00 - 09.00am	Q	7026	7145	6660
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2743	2512	2563
Total Absolute Radio Network - 06.00 - 10.00am	Q	1025	1177	1226
Classic FM - 06.00 - 09.00am	Q	1807	1682	1699
Kiss UK - 06.00 - 09.00am	H	1524	1540	1623
talkSPORT - 06.00 - 10.00am	Q	1306	1295	1284

Continued....

RAJAR DATA RELEASE

Quarter 1, 2012 – May 17, 2012

BREAKFAST SHOWS (weekdays) – page 2 LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	SURVEY	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q1 11	Q4 11	Q1 12
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	277	213	183
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	499	474	532
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	37	47	51
Capital London - 06.00 - 10.00am	Q	1227	1319	1265
Choice FM London - 06.00 - 09.00am	Q	185	239	211
Gold London - 06.00 - 10.00am	Q	139	190	111
Heart London - 06.00 - 09.00am	Q	860	814	759
Kisamat Radio 1035 (Greater London) - 06.00 - 09.00am	Q	57	34	33
Kiss 100 FM - 06.00 - 09.00am	Q	761	838	750
LBC 97.3 - 07.00 - 10.00am	Q	589	630	561
LBC News 1152 - 07.00 - 10.00am	Q	190	193	196
Magic 105.4 - 05.00 - 09.00am	Q	839	848	793
Premier Christian Radio - 07.00 - 09.00am	Q	30	44	36
Smooth Radio London - 06.00 - 10.00am	Q	244	174	286
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	164	129	158
XFM London - 06.30 - 10.00am	Q	274	228	172

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17, 2012

MANCHESTER STATIONS

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.

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC Radio Manchester	H	2146	203	249	259	27.6%	4.0%	3.6	3.6	4.6
Capital Manchester (was Galaxy)	H	2838	505	519	453	-10.3%	-12.7%	6.8	5.6	4.8
Gold Manchester	H	2838	100	79	103	3.0%	30.4%	1.5	1.0	1.6
Key 103 (Manchester)	H	2420	440	555	503	14.3%	-9.4%	8.1	7.9	8.1
Magic 1152 (Manchester)	H	2420	96	82	112	16.7%	36.6%	1.6	2.1	2.5
Real Radio North West	H	5234	472	531	461	-2.3%	-13.2%	4.1	4.1	3.3
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2838	143	131	122	-14.7%	-6.9%	2.7	2.2	2.0
96.2 The Revolution	H	514	35	37	30	-14.3%	-18.9%	3.9	3.2	1.4
Smooth Radio North West	H	5234	825	822	848	2.8%	3.2%	6.7	6.3	6.6
XFM (Manchester)	H	2838	135	195	153	13.3%	-21.5%	1.0	3.1	1.4

* = less than 0.05%