



# RAJAR DATA RELEASE

Quarter 4, 2012 – January 31<sup>st</sup> 2013

## NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q4 2012	<b>TERMS</b>	<b>WEEKLY REACH:</b> 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.
<b>Code Q (Quarter):</b> 26,585 Adults 15+		<b>SHARE OF LISTENING:</b> The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
<b>Code H (Half year):</b> 52,543 Adults 15+		<b>TOTAL HOURS:</b> 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		Q4 11	571885	Q3 12	554357	Q4 12	573178		
TOTAL HOURS (in thousands): ALL COMMERCIAL		Q4 11	436464	Q3 12	443305	Q4 12	438978		
STATIONS	SURVEY PERIOD	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
		Q4 11	Q3 12	Q4 12	Q4 12 vs Q4 11	Q4 12 vs Q3 12	Q4 11	Q3 12	Q4 12
<b>ALL RADIO</b>	<b>Q</b>	<b>46677</b>	<b>46623</b>	<b>47015</b>	<b>0.7%</b>	<b>0.8%</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>ALL BBC</b>	<b>Q</b>	<b>34940</b>	<b>34655</b>	<b>35190</b>	<b>0.7%</b>	<b>1.5%</b>	<b>55.5</b>	<b>54.2</b>	<b>55.3</b>
15-44	Q	15561	15362	15583	0.1%	1.4%	43.2	42.8	43.1
45+	Q	19379	19294	19606	1.2%	1.6%	64.4	62.1	63.3
<b>ALL BBC NETWORK RADIO</b>	<b>Q</b>	<b>31635</b>	<b>31590</b>	<b>31994</b>	<b>1.1%</b>	<b>1.3%</b>	<b>46.6</b>	<b>46.1</b>	<b>47.3</b>
BBC RADIO 1	Q	11665	11198	11091	-4.9%	-1.0%	8.5	8.2	7.4
BBC RADIO 2	Q	14267	13903	15109	5.9%	8.7%	16.3	15.6	17.6
BBC RADIO 3	Q	2097	2150	2061	-1.7%	-4.1%	1.3	1.3	1.3
BBC RADIO 4	Q	10834	10845	10754	-0.7%	-0.8%	12.5	12.5	12.5
BBC RADIO 4 (including 4 EXTRA)	Q	11060	11089	11012	-0.4%	-0.7%	13.4	13.4	13.4
BBC RADIO 4 EXTRA	Q	1554	1694	1685	8.4%	-0.5%	0.8	0.9	0.9
BBC RADIO FIVE LIVE	Q	6227	6098	6124	-1.7%	0.4%	4.3	4.4	4.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6342	6324	6272	-1.1%	-0.8%	4.4	4.8	4.6
FIVE LIVE SPORTS EXTRA	Q	616	1005	847	37.5%	-15.7%	0.1	0.4	0.2
BBC 6 MUSIC	Q	1443	1620	1891	31.0%	16.7%	1.2	1.3	1.4
1XTRA FROM THE BBC	Q	1017	1114	1044	2.7%	-6.3%	0.4	0.4	0.5
BBC ASIAN NETWORK UK	Q	472	584	453	-4.0%	-22.4%	0.3	0.4	0.3
BBC WORLD SERVICE	Q	1388	1387	1462	5.3%	5.4%	0.6	0.7	0.8
<b>BBC LOCAL/REGIONAL</b>	<b>Q</b>	<b>9604</b>	<b>8958</b>	<b>9138</b>	<b>-4.9%</b>	<b>2.0%</b>	<b>8.9</b>	<b>8.1</b>	<b>7.9</b>

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<sup>1</sup> Station changed reporting survey period

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\* = less than 0.05%

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 11	Q3 12	Q4 12	Q4 12 vs Q4 11	Q4 12 vs Q3 12	Q4 11	Q3 12	Q4 12
<b>ALL COMMERCIAL</b>	Q	32821	33148	33223	1.2%	0.2%	42.4	43.3	42.3
15-44	Q	17983	17737	17828	-0.9%	0.5%	54.1	54.1	53.7
45+	Q	14838	15411	15395	3.8%	-0.1%	33.8	35.9	34.8
<b>ALL NATIONAL COMMERCIAL</b>	Q	15441	16038	16244	5.2%	1.3%	11.8	12.8	12.6
TOTAL ABSOLUTE RADIO	Q	1599	1544	1771	10.8%	14.7%	1.1	0.9	1.2
ABSOLUTE RADIO 60S	H		189	154		-18.5%		0.1	0.1
ABSOLUTE RADIO 70S	H		172	164		-4.7%		0.1	0.1
ABSOLUTE RADIO 80S	Q	828	895	888	7.2%	-0.8%	0.4	0.5	0.4
ABSOLUTE RADIO 90S <sup>1</sup>	H		435	436		0.2%		0.2	0.2
ABSOLUTE RADIO 00S <sup>1</sup>	H		143	149		4.2%		*	0.1
ABSOLUTE RADIO CLASSIC ROCK <sup>1</sup>	H		356	362		1.7%		0.2	0.1
CAPITAL NETWORK (UK)	H	7079	6855	6838	-3.4%	-0.2%	4.4	3.9	3.9
TOTAL CHOICE (UK)	H	778	701	748	-3.9%	6.7%	0.4	0.3	0.3
CLASSIC FM	Q	5364	5450	5370	0.1%	-1.5%	3.6	3.5	3.6
GOLD NETWORK (UK)	H	1543	1461	1417	-8.2%	-3.0%	1.4	1.3	1.3
HEART NETWORK (UK)	H	7465	7338	7361	-1.4%	0.3%	5.0	5.1	5.0
HEAT	Q	648	681	767	18.4%	12.6%	0.2	0.3	0.3
THE HITS	Q	984	893	905	-8.0%	1.3%	0.3	0.3	0.3
JAZZ FM	Q	512	624	608	18.8%	-2.6%	0.2	0.3	0.3
KERRANG! UK	H	1311	1327	1280	-2.4%	-3.5%	0.6	0.6	0.6
KISS UK	H	4175	4355	4264	2.1%	-2.1%	2.1	2.3	2.2
TOTAL LBC (UK)	H	1149	1189	1283	11.7%	7.9%	1.3	1.1	1.2
MAGIC UK	Q	3865	3797	3727	-3.6%	-1.8%	2.3	2.6	2.4
PLANET ROCK	Q	811	864	877	8.1%	1.5%	0.6	0.7	0.6
Q	Q	283	162	196	-30.7%	21.0%	0.1	*	0.1
REAL RADIO BRAND UK	H	2516	2340	2346	-6.8%	0.3%	2.0	1.9	1.9
SMASH HITS RADIO	Q	1004	970	992	-1.2%	2.3%	0.3	0.3	0.3
SMOOTH RADIO BRAND UK	H	3315	3190	3276	-1.2%	2.7%	2.4	2.4	2.5
SUNRISE RADIO NATIONAL	Q	490	403	361	-26.3%	-10.4%	0.3	0.3	0.2
TALKSPORT	Q	3196	3018	3034	-5.1%	0.5%	2.1	1.9	1.8
TOTAL XFM (UK)	H	839	894	864	3.0%	-3.4%	0.5	0.4	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	26275	26424	26410	0.5%	-0.1%	30.6	30.6	29.7
<b>OTHER LISTENING</b>	Q	2937	3241	3080	4.9%	-5.0%	2.1	2.5	2.4