

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q2 2014
Code Q (Quarter): 26,023 Adults 15+
Code H (Half year): 51,672 Adults 15+

TERMS	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.

TOTAL HOURS (in thousands): ALL BBC	Q2 13	554730	Q1 14	568166	Q2 14	546723
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 13	449411	Q1 14	434769	Q2 14	443326

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
ALL RADIO	Q	48319	48063	48052	-0.6%	0.0%	100.0	100.0	100.0
ALL BBC	Q	35880	35314	35227	-1.8%	-0.2%	53.9	54.9	53.3
15-44	Q	15776	15408	15258	-3.3%	-1.0%	39.7	40.8	39.6
45+	Q	20104	19906	19970	-0.7%	0.3%	63.8	64.5	62.4
ALL BBC NETWORK RADIO	Q	32635	32262	32255	-1.2%	0.0%	45.7	46.6	45.5
BBC RADIO 1	Q	11018	10532	10795	-2.0%	2.5%	6.8	6.7	6.8
BBC RADIO 2	Q	15443	15568	15496	0.3%	-0.5%	17.2	17.9	17.7
BBC RADIO 3	Q	1995	2087	1884	-5.6%	-9.7%	1.2	1.3	1.0
BBC RADIO 4	Q	10978	10954	10528	-4.1%	-3.9%	12.1	12.2	11.6
BBC RADIO 4 (including 4 EXTRA)	Q	11266	11244	10786	-4.3%	-4.1%	13.0	13.2	12.5
BBC RADIO 4 EXTRA	Q	1565	1664	1570	0.3%	-5.6%	0.9	1.0	0.9
BBC RADIO 5 LIVE	Q	6040	6174	6276	3.9%	1.7%	4.1	4.1	4.1
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6324	6327	6442	1.9%	1.8%	4.5	4.3	4.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q	947	817	919	-3.0%	12.5%	0.3	0.2	0.3
BBC 6 MUSIC	Q	1792	1927	1891	5.5%	-1.9%	1.5	1.7	1.6
1XTRA FROM THE BBC	Q	1114	1102	937	-15.9%	-15.0%	0.5	0.5	0.5
BBC ASIAN NETWORK UK ¹	H			552					0.3
BBC WORLD SERVICE	Q	1355	1303	1372	1.3%	5.3%	0.6	0.7	0.7
BBC LOCAL/REGIONAL	Q	9536	9263	8985	-5.8%	-3.0%	8.3	8.3	7.7

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014 NATIONAL STATIONS Page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
ALL COMMERCIAL	Q	35064	34078	34408	-1.9%	1.0%	43.7	42.0	43.2
15-44	Q	19031	18546	18440	-3.1%	-0.6%	57.3	54.9	56.1
45+	Q	16033	15532	15968	-0.4%	2.8%	34.3	33.2	34.6
ALL NATIONAL COMMERCIAL	Q	17702	16586	17106	-3.4%	3.1%	13.3	12.3	12.9
TOTAL ABSOLUTE RADIO NETWORK	Q	3767	3543	3760	-0.2%	6.1%	2.7	2.5	2.4
ABSOLUTE RADIO 60S	H	168	194	203	20.8%	4.6%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	194	192	157	-19.1%	-18.2%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1171	1063	1245	6.3%	17.1%	0.7	0.5	0.7
ABSOLUTE RADIO 90S	H	509	553	560	10.0%	1.3%	0.2	0.2	0.2
ABSOLUTE RADIO 00S	H	138	123	130	-5.8%	5.7%	0.1	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	492	375	473	-3.9%	26.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7844	7841		0.0%		4.4	4.4
CAPITAL NETWORK (UK)	H	7376	7319	7327	-0.7%	0.1%	4.0	4.0	4.0
CAPITAL XTRA (UK)	H	808	898	838	3.7%	-6.7%	0.4	0.4	0.4
CLASSIC FM	Q	5614	5307	5439	-3.1%	2.5%	3.5	3.3	3.6
GOLD NETWORK (UK)	H	1433	772	857	-40.2%	11.0%	1.2	0.6	0.7
HEART NETWORK (UK)	H	7531	9126	9069	20.4%	-0.6%	5.1	6.2	6.4
HEAT	Q	790	780	892	12.9%	14.4%	0.3	0.3	0.3
THE HITS	Q	984	950	774	-21.3%	-18.5%	0.3	0.3	0.2
JAZZ FM	Q	758	500	549	-27.6%	9.8%	0.3	0.2	0.2
KERRANG!	H	998	977	893	-10.5%	-8.6%	0.5	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	932	418	484	-48.1%	15.8%	0.3	0.2	0.1
KISSTORY	Q		933	1098		17.7%		0.4	0.4
KISS UK	H	4354	4612	4633	6.4%	0.5%	2.1	2.5	2.6
LBC NETWORK (UK)	H	1247	1229	1275	2.2%	3.7%	1.2	1.3	1.3
MAGIC UK	Q	3618	3432	3508	-3.0%	2.2%	2.1	2.1	1.9
PLANET ROCK UK	Q	1296	1085	1092	-15.7%	0.6%	1.0	0.7	0.7
SMOOTH RADIO NETWORK (UK)	H	3153	4311	4602	46.0%	6.8%	2.2	3.2	3.6
TALKSPORT	Q	3249	3196	3376	3.9%	5.6%	1.9	2.0	2.2
XFM NETWORK (UK)	H	975	883	926	-5.0%	4.9%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	27866	27246	27494	-1.3%	0.9%	30.4	29.7	30.3
OTHER LISTENING	Q	3244	3891	4289	32.2%	10.2%	2.4	3.1	3.5

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.
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	%	%	%
			Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC RADIO SCOTLAND	H	4506	948	923	955	0.7%	3.5%	9.3	8.1	8.5
Bauer Aberdeen	Y	344	166	148	156	-6.0%	5.4%	27.8	23.0	23.1
Radio Borders (Bauer Borders)	Y	110	51	57	59	15.7%	3.5%	32.0	32.4	35.5
Bauer Dundee	Y	392	179	195	213	19.0%	9.2%	25.5	31.8	31.9
Bauer Edinburgh	H	1128	363	371	361	-0.6%	-2.7%	22.3	15.5	18.1
Bauer Glasgow	H	1893	659	626	599	-9.1%	-4.3%	20.8	16.8	16.3
Bauer Place - Scotland	H	4236	1687	1661	1627	-3.6%	-2.0%	24.5	22.1	22.1
Bauer Place - Central Scotland	H	2919	1021	993	957	-6.3%	-3.6%	22.0	16.9	17.6
Bauer Place - Scotland FMs	Y	4237	1538	1494	1511	-1.8%	1.1%	19.4	18.8	18.8
Capital Scotland	H	2798	523	534	523	0.0%	-2.1%	6.5	7.7	7.7
Central FM	Y	214	55	49	48	-12.7%	-2.0%	6.9	7.4	7.3
Clyde 1 FM	H	1893	584	563	533	-8.7%	-5.3%	17.0	14.4	13.8
Clyde 2	H	1893	168	144	135	-19.6%	-6.3%	3.8	2.4	2.5
Forth2	H	1128	72	68	68	-5.6%	0.0%	2.6	1.8	2.9
ForthOne	H	1128	331	336	332	0.3%	-1.2%	19.7	13.6	15.2
Kingdom FM	Y	289	70	62	64	-8.6%	3.2%	9.3	8.6	9.0
Moray Firth Radio (Bauer Inverness)	Y	251	111	109	120	8.1%	10.1%	24.1	24.3	25.3
Northsound One	Y	344	137	129	139	1.5%	7.8%	19.7	18.8	20.5
Northsound Two	Y	344	60	34	35	-41.7%	2.9%	8.1	4.3	2.7
Original 106 (Aberdeen)	Y	344	53	66	80	50.9%	21.2%	5.7	10.6	10.7
Heart Scotland (was Real Radio Scotland)	H	2798	488	499	421	-13.7%	-15.6%	8.6	7.7	6.0
XFM Scotland (was 96.3 Real XS Glasgow)	H	830	56	69	51	-8.9%	-26.1%	1.5	3.4	1.6
Smooth Radio Glasgow	H	1984	268	272	284	6.0%	4.4%	6.5	6.0	5.7
Tay-AM	Y	392	76	82	82	7.9%	0.0%	10.5	12.9	12.4
Tay-FM	Y	392	142	148	164	15.5%	10.8%	15.0	19.0	19.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	180	176	177	-1.7%	0.6%	24.3	26.7	27.9

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

LONDON STATIONS – page 1

SAMPLE SIZE:
Survey period - Q2 2014
Code Q (Quarter): 26,023 Adults 15+
Code H (Half year): 51,672 Adults 15+

TERMS 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 Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC London 94.9	Q	492	443	572	16.3%	29.1%	1.2	1.3	1.5
Radio 1035 AM	Q			53					0.1
Radio 1458 AM	Q			81					0.2
Total Absolute Radio (London)	Q	999	887	830	-16.9%	-6.4%	3.2	2.7	2.0
Capital London	Q	2188	1908	2198	0.5%	15.2%	4.6	4.4	4.8
Capital XTRA (London)	Q	680	411	358	-47.4%	-12.9%	1.8	0.8	0.9
Gold London	Q	273	304	263	-3.7%	-13.5%	1.1	1.0	1.3
Heart London	Q	1925	1807	1837	-4.6%	1.7%	5.2	5.3	5.5
Kiss 100 FM	Q	2013	1841	1860	-7.6%	1.0%	5.2	4.8	4.8
LBC 97.3	Q	1047	1012	982	-6.2%	-3.0%	4.9	5.2	5.0
LBC News 1152	Q	368	286	322	-12.5%	12.6%	0.8	0.5	0.7
Magic 105.4 (London)	Q	1875	1943	1929	2.9%	-0.7%	5.0	5.3	4.8
Premier Christian Radio	Q	156	97	241	54.5%	148.5%	0.7	0.4	1.2
Smooth Radio London	Q	412	565	781	89.6%	38.2%	1.1	1.7	2.6
Sunrise Radio ¹	Q			320					1.2
XFM London	Q	436	427	394	-9.6%	-7.7%	0.9	1.3	0.8

RAJAR DATA RELEASE

Quarter 2, 2014 – July 31st 2014

LONDON STATIONS– page 2

NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC Radio 1	Q	1821	1709	1864	2.4%	9.1%	4.8	4.5	4.6
BBC Radio 2	Q	2445	2313	2341	-4.3%	1.2%	12.2	11.8	12.1
BBC Radio 3	Q	502	606	527	5.0%	-13.0%	1.6	2.1	1.4
BBC Radio 4	Q	2725	2736	2647	-2.9%	-3.3%	15.1	15.4	14.8
BBC Radio 5 live	Q	1340	1281	1306	-2.5%	2.0%	4.5	4.0	3.7
Classic FM	Q	1257	1313	1335	6.2%	1.7%	3.6	3.8	4.3
talkSPORT	Q	774	649	827	6.8%	27.4%	2.2	2.2	3.0

RAJAR DATA RELEASE

Quarter 2, 2014 – July 31st 2014

BREAKFAST SHOWS (WEEKDAYS) – page 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2014

NATIONAL: Code Q (Quarter): 26,023 Adults 15+, **Code H (Half year):** 51,672 Adults 15+

LONDON: Code Q (Quarter): 3,926 Adults 15+, **Code H (Half year):** 7,653 Adults 15+

TERMS 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		Q2 2013	Q1 2014	Q2 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5889	5853	5972
BBC Radio 2 - 06.30 - 09.30am	Q	9751	9834	9908
BBC Radio 3 - 06.30 - 09.00am	Q	615	673	526
BBC Radio 4 - 06.00 - 09.00am	Q	6970	7059	6710
BBC Radio 5 live - 06.00 - 10.00am	Q	2591	2391	2595
Total Absolute Radio Network - 06.00 - 10.00am	Q	1527	1473	1539
Classic FM - 06.00 - 09.00am	Q	1734	1686	1779
talkSPORT - 06.00 - 10.00am	Q	1436	1469	1499

RAJAR DATA RELEASE

Quarter 2, 2014 – July 31st 2014

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 PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q2 2013	Q1 2014	Q2 2014
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	232	167	269
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	691	573	566
Capital London - 06.00 - 10.00am	Q	1103	923	1110
Capital XTRA (London) - 06.00 - 09.00am	Q	290	151	128
Gold London - 06.00 - 10.00am	Q	155	159	106
Heart London - 06.00 - 09.00am	Q	883	779	821
Kiss 100 FM - 06.00 - 09.00am	Q	864	799	783
LBC 97.3 - 07.00 - 10.00am	Q	659	647	607
LBC News 1152 - 07.00 - 10.00am	Q	213	111	139
Magic 105.4 (London) - 06.00 - 10.00am	Q	800	895	786
Premier Christian Radio - 07.00 - 09.00am	Q	82	36	82
Smooth Radio London - 06.00 - 10.00am	Q	169	227	363
Sunrise Radio ¹ - 06.00 - 09.00am	Q			141
XFM London - 06.00 - 10.00am	Q	182	224	148