

# RAJAR DATA RELEASE



Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## COMPARATIVE CHARTS

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

# RAJAR DATA RELEASE



## Quarter 3, 2014 – October 23<sup>rd</sup> 2014 NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q3 2014
<b>Code Q (Quarter):</b> 24,245 Adults 15+
<b>Code H (Half year):</b> 50,268 Adults 15+

<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>SHARE OF LISTENING:</b> The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
	<b>TOTAL HOURS:</b> The overall number of hours of adult listening to a station in the UK/area in an average week.

<b>TOTAL HOURS (in thousands): ALL BBC</b>	Q3 13	548212	Q2 14	546723	Q3 14	545934
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	Q3 13	450740	Q2 14	443326	Q3 14	445056

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
<b>ALL RADIO</b>	Q	47661	48052	47614	-0.1%	-0.9%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	35109	35227	34845	-0.8%	-1.1%	53.4	53.3	53.6
15-44	Q	15272	15258	15116	-1.0%	-0.9%	39.2	39.6	41.7
45+	Q	19836	19970	19729	-0.5%	-1.2%	63.1	62.4	61.3
<b>ALL BBC NETWORK RADIO</b>	Q	31968	32255	31686	-0.9%	-1.8%	45.3	45.5	45.7
BBC RADIO 1	Q	10825	10795	10550	-2.5%	-2.3%	6.6	6.8	6.9
BBC RADIO 2	Q	14937	15496	15014	0.5%	-3.1%	16.9	17.7	17.0
BBC RADIO 3	Q	2025	1884	1912	-5.6%	1.5%	1.2	1.0	1.1
BBC RADIO 4	Q	10867	10528	10621	-2.3%	0.9%	11.8	11.6	11.9
BBC RADIO 4 (including 4 EXTRA)	Q	11133	10786	10916	-1.9%	1.2%	12.9	12.5	12.8
BBC RADIO 4 EXTRA	Q	1593	1570	1629	2.3%	3.8%	1.0	0.9	0.9
BBC RADIO 5 LIVE	Q	6127	6276	5809	-5.2%	-7.4%	3.7	4.1	3.8
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6529	6442	6132	-6.1%	-4.8%	4.5	4.4	4.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1522	919	1216	-20.1%	32.3%	0.8	0.3	0.5
BBC 6 MUSIC	Q	1731	1891	1994	15.2%	5.4%	1.5	1.6	1.8
1XTRA FROM THE BBC	Q	1189	937	1057	-11.1%	12.8%	0.6	0.5	0.6
BBC ASIAN NETWORK UK <sup>1</sup>	H		552	629		13.9%		0.3	0.4
BBC WORLD SERVICE	Q	1460	1372	1310	-10.3%	-4.5%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9263	8985	8945	-3.4%	-0.4%	8.1	7.7	7.8

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## Quarter 3, 2014 – October 23<sup>rd</sup> 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	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
<b>ALL COMMERCIAL</b>	<b>Q</b>	<b>34406</b>	<b>34408</b>	<b>34045</b>	<b>-1.0%</b>	<b>-1.1%</b>	<b>43.9</b>	<b>43.2</b>	<b>43.7</b>
15-44	Q	18626	18440	17922	-3.8%	-2.8%	57.0	56.1	54.7
45+	Q	15779	15968	16124	2.2%	1.0%	35.0	34.6	36.5
<b>ALL NATIONAL COMMERCIAL</b>	<b>Q</b>	<b>17375</b>	<b>17106</b>	<b>16954</b>	<b>-2.4%</b>	<b>-0.9%</b>	<b>13.5</b>	<b>12.9</b>	<b>13.6</b>
TOTAL ABSOLUTE RADIO NETWORK	Q	3389	3760	4005	18.2%	6.5%	2.5	2.4	2.7
ABSOLUTE RADIO 60S	H	203	203	208	2.5%	2.5%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	175	157	167	-4.6%	6.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1209	1245	1432	18.4%	15.0%	0.6	0.7	0.7
ABSOLUTE RADIO 90S	H	522	560	665	27.4%	18.8%	0.2	0.2	0.3
ABSOLUTE RADIO 00S	H	138	130	165	19.6%	26.9%	0.1	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	457	473	497	8.8%	5.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7841	7811		-0.4%		4.4	4.3
CAPITAL NETWORK (UK)	H	7720	7327	7343	-4.9%	0.2%	4.3	4.0	3.9
CAPITAL XTRA (UK)	H	839	838	809	-3.6%	-3.5%	0.4	0.4	0.4
CLASSIC FM	Q	5321	5439	5199	-2.3%	-4.4%	3.4	3.6	3.6
GOLD NETWORK (UK)	H	1420	857	1032	-27.3%	20.4%	1.2	0.7	0.8
HEART NETWORK (UK)	H	7563	9069	9075	20.0%	0.1%	4.9	6.4	6.6
HEAT	Q	758	892	965	27.3%	8.2%	0.2	0.3	0.4
THE HITS	Q	875	774	949	8.5%	22.6%	0.3	0.2	0.4
JAZZ FM	Q	666	549	553	-17.0%	0.7%	0.3	0.2	0.2
KERRANG!	H	1062	893	879	-17.2%	-1.6%	0.4	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	887	484	565	-36.3%	16.7%	0.2	0.1	0.1
KISSSTORY	Q	854	1098	973	13.9%	-11.4%	0.3	0.4	0.4
KISS UK	H	5074	4633	4858	-4.3%	4.9%	2.5	2.6	2.7
LBC NETWORK (UK)	H	1333	1275	1283	-3.8%	0.6%	1.3	1.3	1.3
MAGIC UK	Q	3683	3508	3547	-3.7%	1.1%	2.4	1.9	2.1
PLANET ROCK UK	Q	1191	1092	1098	-7.8%	0.5%	0.8	0.7	0.9
SMOOTH RADIO NETWORK (UK)	H	3260	4602	4692	43.9%	2.0%	2.3	3.6	3.5
TALKSPORT	Q	2990	3376	3148	5.3%	-6.8%	2.0	2.2	2.2
XFM NETWORK (UK)	H	963	926	988	2.6%	6.7%	0.5	0.5	0.5
<b>ALL LOCAL COMMERCIAL</b>	<b>Q</b>	<b>27406</b>	<b>27494</b>	<b>27213</b>	<b>-0.7%</b>	<b>-1.0%</b>	<b>30.5</b>	<b>30.3</b>	<b>30.1</b>
<b>OTHER LISTENING</b>	<b>Q</b>	<b>3291</b>	<b>4289</b>	<b>3870</b>	<b>17.6%</b>	<b>-9.8%</b>	<b>2.6</b>	<b>3.5</b>	<b>2.8</b>

# RAJAR DATA RELEASE



Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## 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.**

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC RADIO SCOTLAND	H	4505	888	955	870	-2.0%	-8.9%	7.9	8.5	8.3
Bauer Aberdeen	Y	344	164	156	150	-8.5%	-3.8%	26.3	23.1	23.4
Radio Borders (Bauer Borders)	Y	110	54	59	57	5.6%	-3.4%	34.2	35.5	34.1
Bauer Dundee	Y	391	191	213	201	5.2%	-5.6%	26.7	31.9	30.6
Bauer Edinburgh	H	1128	380	361	344	-9.5%	-4.7%	18.2	18.1	16.8
Bauer Glasgow	H	1891	654	599	570	-12.8%	-4.8%	20.4	16.3	14.1
Bauer Place - Scotland	H	4236	1706	1627	1587	-7.0%	-2.5%	23.1	22.1	20.5
Bauer Place - Central Scotland	H	2919	1033	957	912	-11.7%	-4.7%	20.2	17.6	15.6
Bauer Place - Scotland FMs	Y	4236	1531	1511	1462	-4.5%	-3.2%	19.5	18.8	18.0
Capital Scotland	H	2798	579	523	523	-9.7%	0.0%	7.6	7.7	6.9
Central FM	Y	215	56	48	45	-19.6%	-6.3%	7.8	7.3	7.0
Clyde 1 FM	H	1891	572	533	496	-13.3%	-6.9%	16.4	13.8	10.8
Clyde 2	H	1891	200	135	126	-37.0%	-6.7%	4.0	2.5	3.3
Forth2	H	1128	82	68	53	-35.4%	-22.1%	3.1	2.9	2.3
ForthOne	H	1128	340	332	323	-5.0%	-2.7%	15.1	15.2	14.5
Heart Scotland	H	2798	573	421	480	-16.2%	14.0%	10.8	6.0	6.6
Kingdom FM	Y	289	69	64	58	-15.9%	-9.4%	8.8	9.0	6.6
Moray Firth Radio (Bauer Inverness)	Y	250	108	120	119	10.2%	-0.8%	21.3	25.3	23.8
Northsound One	Y	344	140	139	131	-6.4%	-5.8%	20.1	20.5	19.8
Northsound Two	Y	344	47	35	39	-17.0%	11.4%	6.3	2.7	3.5
Original 106 (Aberdeen)	Y	344	60	80	81	35.0%	1.3%	7.0	10.7	10.0
Smooth Radio Scotland	H	1984	236	284	323	36.9%	13.7%	5.9	5.7	6.9
Tay-AM	Y	391	76	82	77	1.3%	-6.1%	10.4	12.4	12.0
Tay-FM	Y	391	150	164	152	1.3%	-7.3%	16.3	19.5	18.6
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	172	177	180	4.7%	1.7%	26.0	27.9	26.9
XFM Scotland	H	830	57	51	39	-31.6%	-23.5%	2.0	1.6	1.3

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## LONDON STATIONS – PAGE 1

**SAMPLE SIZE:**  
 Survey period - Q3 2014  
 Code Q (Quarter): 3,522 Adults 15+  
 Code H (Half year): 7,448 Adults 15+

**TERMS WEEKLY** 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.  
**REACH:**  
**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	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC London 94.9	Q	471	572	462	-1.9%	-19.2%	1.0	1.5	1.1
Radio 1035 AM	Q		53	72		35.8%		0.1	0.1
Radio 1458 AM	Q		81	85		4.9%		0.2	0.3
Total Absolute Radio (London)	Q	691	830	799	15.6%	-3.7%	3.0	2.0	2.1
Capital London	Q	2170	2198	1999	-7.9%	-9.1%	4.9	4.8	5.3
Capital XTRA (London)	Q	553	358	323	-41.6%	-9.8%	1.6	0.9	0.8
Gold London	Q	255	263	345	35.3%	31.2%	1.2	1.3	1.3
Heart London	Q	1742	1837	1448	-16.9%	-21.2%	4.3	5.5	3.9
Kiss 100 FM	Q	1974	1860	1805	-8.6%	-3.0%	4.9	4.8	4.5
LBC 97.3	Q	1073	982	967	-9.9%	-1.5%	5.3	5.0	5.1
LBC News 1152	Q	370	322	334	-9.7%	3.7%	0.9	0.7	0.9
Magic 105.4 (London)	Q	1967	1929	1959	-0.4%	1.6%	6.0	4.8	5.1
Premier Christian Radio	Q	147	241	149	1.4%	-38.2%	0.7	1.2	1.0
Smooth Radio London	Q	442	781	742	67.9%	-5.0%	0.9	2.6	2.1
Sunrise Radio <sup>1</sup>	Q		320	259		-19.1%		1.2	1.4
XFM London	Q	513	394	417	-18.7%	5.8%	0.9	0.8	0.7

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Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## LONDON STATIONS– PAGE 2

### NATIONAL STATIONS ON LONDON TSA

#### NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC Radio 1	Q	1646	1864	1767	7.4%	-5.2%	4.4	4.6	4.5
BBC Radio 2	Q	2264	2341	2275	0.5%	-2.8%	11.7	12.1	11.3
BBC Radio 3	Q	512	527	461	-10.0%	-12.5%	1.5	1.4	1.5
BBC Radio 4	Q	2499	2647	2716	8.7%	2.6%	13.9	14.8	15.0
BBC Radio 5 live	Q	1248	1306	1312	5.1%	0.5%	3.7	3.7	3.7
Classic FM	Q	1226	1335	1327	8.2%	-0.6%	3.5	4.3	4.3
talkSPORT	Q	632	827	742	17.4%	-10.3%	2.6	3.0	2.6

# RAJAR DATA RELEASE

Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

### SAMPLE SIZE:

Survey period - Q3 2014

**NATIONAL: Code Q (Quarter):** 24,245 Adults 15+, **Code H (Half year):** 50,268 Adults 15+

**LONDON: Code Q (Quarter):** 3,522 Adults 15+, **Code H (Half year):** 7,448 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
<b>NATIONAL STATIONS - MON-FRI</b>		Q3 2013	Q2 2014	Q3 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5584	5972	5823
BBC Radio 2 - 06.30 - 09.30am	Q	9346	9908	9300
BBC Radio 3 - 06.30 - 09.00am	Q	533	526	548
BBC Radio 4 - 06.00 - 09.00am	Q	6810	6710	6692
BBC Radio 5 live - 06.00 - 10.00am	Q	2433	2595	2626
Total Absolute Radio Network - 06.00 - 10.00am	Q	1327	1539	1758
Classic FM - 06.00 - 09.00am	Q	1557	1779	1583
talkSPORT - 06.00 - 10.00am	Q	1433	1499	1511

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## 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
<b>LONDON STATIONS - MON-FRI</b>		Q3 2013	Q2 2014	Q3 2014
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	207	269	192
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	477	566	580
Capital London - 06.00 - 10.00am	Q	1078	1110	1008
Capital XTRA (London) - 06.00 - 09.00am	Q	212	128	115
Gold London - 06.00 - 10.00am	Q	126	106	144
Heart London - 06.00 - 09.00am	Q	647	821	526
Kiss 100 FM - 06.00 - 09.00am	Q	677	783	689
LBC 97.3 - 07.00 - 10.00am	Q	654	607	561
LBC News 1152 - 07.00 - 10.00am	Q	194	139	183
Magic 105.4 (London) - 06.00 - 10.00am	Q	797	786	781
Premier Christian Radio - 07.00 - 10.00am	Q	37	88	92
Smooth Radio London - 06.00 - 10.00am	Q	129	363	320
Sunrise Radio <sup>1</sup> - 06.00 - 09.00am	Q		141	109
XFM London - 06.00 - 10.00am	Q	222	148	190