

RAJAR DATA RELEASE



Quarter 2, 2016 – August 4th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q2 2016
Code Q (Quarter): 25,635 Adults 15+
Code H (Half year): 51,747 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 15	554759	Q1 16	544682	Q2 16	545585
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 15	464053	Q1 16	434436	Q2 16	472093

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 15	Q1 16	Q2 16	Q2 16 vs. Q2 15	Q2 16 vs. Q1 16	Q2 15	Q1 16	Q2 16
ALL RADIO	Q	48184	47823	48687	1.0%	1.8%	100.0	100.0	100.0
ALL BBC	Q	35016	34869	35066	0.1%	0.6%	53.0	54.1	52.2
15-44	Q	14687	14423	14253	-3.0%	-1.2%	38.4	39.1	37.3
45+	Q	20329	20446	20813	2.4%	1.8%	62.4	63.1	61.3
ALL BBC NETWORK RADIO	Q	31926	32014	32347	1.3%	1.0%	45.5	46.6	45.2
BBC RADIO 1	Q	10436	9907	9455	-9.4%	-4.6%	6.4	5.6	5.7
BBC RADIO 2	Q	15141	15514	15298	1.0%	-1.4%	17.6	18.6	17.2
BBC RADIO 3	Q	1894	2117	2201	16.2%	4.0%	1.3	1.3	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10965	10934	11887	8.4%	8.7%	12.8	13.1	13.2
BBC RADIO 4	Q	10574	10568	11507	8.8%	8.9%	11.7	12.0	11.9
BBC RADIO 4 EXTRA	Q	1954	1851	1950	-0.2%	5.3%	1.2	1.1	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5836	6119	6181	5.9%	1.0%	4.1	4.2	4.3
BBC RADIO 5 LIVE	Q	5322	5774	5858	10.1%	1.5%	3.5	3.9	3.9
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1625	1326	1310	-19.4%	-1.2%	0.6	0.4	0.3
BBC 6 MUSIC	Q	2055	2236	2266	10.3%	1.3%	1.8	2.1	2.1
1XTRA FROM THE BBC¹	H			1079					0.5
BBC ASIAN NETWORK UK	H	607	562	676	11.4%	20.3%	0.4	0.3	0.4
BBC WORLD SERVICE	Q	1548	1466	1454	-6.1%	-0.8%	0.7	0.8	0.7
BBC LOCAL/REGIONAL	Q	8837	8793	8382	-5.1%	-4.7%	7.5	7.5	7.0

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		'000	'000	'000	REACH Y/Y		REACH Q/Q		
		Q2 15	Q1 16	Q2 16	Q2 16 vs. Q2 15	Q2 16 vs. Q1 16	%	%	%
ALL COMMERCIAL	Q	34628	34277	35570	2.7%	3.8%	44.4	43.2	45.2
15-44	Q	18338	18057	18646	1.7%	3.3%	58.3	57.5	59.0
45+	Q	16290	16221	16924	3.9%	4.3%	35.5	34.5	36.9
ALL NATIONAL COMMERCIAL	Q	17944	18220	19388	8.0%	6.4%	14.5	14.6	15.8
ABSOLUTE RADIO	Q	1983	2174	2185	10.2%	0.5%	1.5	1.6	1.4
ABSOLUTE RADIO 70S	H	256	285	263	2.7%	-7.7%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1603	1720	1581	-1.4%	-8.1%	1.0	0.9	0.8
ABSOLUTE RADIO 90S	H	539	681	679	26.0%	-0.3%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	540	566	563	4.3%	-0.5%	0.3	0.3	0.2
THE ARROW	Q			56					*
CAPITAL BRAND	H	7638	8162	8527	11.6%	4.5%	4.3	4.4	4.7
CAPITAL NETWORK (UK)	H	7105	7552	7850	10.5%	3.9%	3.8	3.9	4.1
CAPITAL XTRA (UK)	H	951	1202	1322	39.0%	10.0%	0.4	0.5	0.6
CHILL	Q			135					0.1
CLASSIC FM	Q	5276	5121	5511	4.5%	7.6%	3.3	3.2	3.5
GOLD NETWORK (UK)	H	1024	1053	1076	5.1%	2.2%	0.8	0.7	0.8
HEART NETWORK (UK)	H	8860	9014	8954	1.1%	-0.7%	6.2	6.3	6.0
HEAT ¹	H		878	872		-0.7%		0.3	0.3
THE HITS ¹	H		693	741		6.9%		0.2	0.2
JAZZ FM (NATIONAL) ¹	H		506	597		18.0%		0.2	0.2
KERRANG!	H	843	787	734	-12.9%	-6.7%	0.3	0.3	0.3
KISS NETWORK	H	5240	5394	5525	5.4%	2.4%	3.0	2.9	2.9
KISS FRESH ¹	H		548	593		8.2%		0.2	0.1
KISSTORY	Q	1459	1441	1540	5.6%	6.9%	0.6	0.6	0.5
LBC NETWORK (UK)	H	1481	1540	1729	16.7%	12.3%	1.4	1.5	1.7
MAGIC NETWORK	Q			3699					2.0
MAGIC CHILLED	Q			233					0.1
MELLOW MAGIC	Q			380					0.2
PLANET ROCK	Q	1248	1265	986	-21.0%	-22.1%	1.0	1.0	0.8
SMOOTH BRAND (UK)	H		5414	5592		3.3%		4.1	4.1
SMOOTH EXTRA	Q		910	987		8.5%		0.4	0.5
SMOOTH RADIO NETWORK (UK)	H	4635	4800	4955	6.9%	3.2%	3.5	3.6	3.7
SUNRISE RADIO NATIONAL	Q			388					0.2

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 15	Q1 16	Q2 16	Q2 16 vs. Q2 15	Q2 16 vs. Q1 16	Q2 15	Q1 16	Q2 16
TALKRADIO	Q			224					0.1
TALKSPORT	Q	3033	3088	3289	8.4%	6.5%	1.9	1.8	2.0
TALKSPORT2	Q			285					0.1
UCB 1 (WAS UCB UK)	Q		121	202		66.9%		0.1	0.1
VIRGIN RADIO	Q			409					0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	892	1240	1189	33.3%	-4.1%	0.4	0.9	0.8
ALL LOCAL COMMERCIAL	Q	27466	26884	27608	0.5%	2.7%	29.8	28.5	29.4
OTHER LISTENING	Q	3907	3816	3742	-4.2%	-1.9%	2.6	2.7	2.6