

RAJAR DATA RELEASE



Quarter 3, 2016 – October 27th 2016

COMPARATIVE CHARTS

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

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

RAJAR DATA RELEASE

Quarter 3, 2016 – October 27th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q3 2016
Code Q (Quarter): 25,171 Adults 15+
Code H (Half year): 50,806 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	Q3 15	550537	Q2 16	545585	Q3 16	534097
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 15	455567	Q2 16	472093	Q3 16	475608

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
ALL RADIO	Q	47846	48687	48165	0.7%	-1.1%	100.0	100.0	100.0
ALL BBC	Q	35102	35066	34823	-0.8%	-0.7%	53.3	52.2	51.5
15-44	Q	14954	14253	14248	-4.7%	0.0%	39.5	37.3	36.7
45+	Q	20148	20813	20575	2.1%	-1.1%	61.9	61.3	60.7
ALL BBC NETWORK RADIO	Q	32274	32347	32107	-0.5%	-0.7%	45.9	45.2	44.4
BBC RADIO 1	Q	10559	9455	9873	-6.5%	4.4%	6.5	5.7	6.0
BBC RADIO 2	Q	15384	15298	15144	-1.6%	-1.0%	17.6	17.2	16.7
BBC RADIO 3	Q	2070	2201	1977	-4.5%	-10.2%	1.2	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11196	11887	11632	3.9%	-2.1%	12.9	13.2	12.9
BBC RADIO 4	Q	10779	11507	11227	4.2%	-2.4%	11.7	11.9	11.8
BBC RADIO 4 EXTRA	Q	2201	1950	2043	-7.2%	4.8%	1.2	1.2	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6064	6181	5975	-1.5%	-3.3%	4.1	4.3	4.1
BBC RADIO 5 LIVE	Q	5528	5858	5502	-0.5%	-6.1%	3.4	3.9	3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1727	1310	1601	-7.3%	22.2%	0.7	0.3	0.6
BBC 6 MUSIC	Q	2188	2266	2342	7.0%	3.4%	2.0	2.1	2.1
1XTRA FROM THE BBC ¹	H		1079	1026		-4.9%		0.5	0.4
BBC ASIAN NETWORK UK	H	589	676	662	12.4%	-2.1%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1511	1454	1537	1.7%	5.7%	0.8	0.7	0.7
BBC LOCAL/REGIONAL	Q	8732	8382	8429	-3.5%	0.6%	7.4	7.0	7.1

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
ALL COMMERCIAL	Q	34734	35570	34762	0.1%	-2.3%	44.1	45.2	45.8
15-44	Q	18170	18646	18096	-0.4%	-2.9%	57.1	59.0	59.8
45+	Q	16564	16924	16666	0.6%	-1.5%	35.9	36.9	37.1
ALL NATIONAL COMMERCIAL	Q	18167	19388	19503	7.4%	0.6%	14.8	15.8	17.1
ABSOLUTE RADIO	Q	2125	2185	2643	24.4%	21.0%	1.5	1.4	1.7
ABSOLUTE RADIO 70S	H	285	263	280	-1.8%	6.5%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1571	1581	1458	-7.2%	-7.8%	0.8	0.8	0.8
ABSOLUTE RADIO 90S	H	629	679	703	11.8%	3.5%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	583	563	646	10.8%	14.7%	0.3	0.2	0.3
THE ARROW	Q		56	76		35.7%		*	0.1
CAPITAL BRAND ²	H	8008	8527	8740	9.1%	2.5%	4.5	4.7	4.8
CAPITAL NETWORK (UK)	H	7450	7850	8055	8.1%	2.6%	4.0	4.1	4.2
CAPITAL XTRA (UK)	H	1100	1322	1324	20.4%	0.2%	0.5	0.6	0.6
CHILL	Q		135	237		75.6%		0.1	0.1
CLASSIC FM	Q	5487	5511	5281	-3.8%	-4.2%	3.5	3.5	3.5
GOLD NETWORK (UK)	H	992	1076	1154	16.3%	7.2%	0.9	0.8	0.9
HEART BRAND (UK) ³	Q			9602					6.4
HEART EXTRA	Q			664					0.3
HEART NETWORK (UK)	H	9144	8954	9101	-0.5%	1.6%	6.3	6.0	6.2
HEAT	H	912	872	841	-7.8%	-3.6%	0.3	0.3	0.3
THE HITS ¹	H		741	738		-0.4%		0.2	0.2
JAZZ FM (NATIONAL)	H	509	597	556	9.2%	-6.9%	0.3	0.2	0.2
KERRANG!	H	821	734	769	-6.3%	4.8%	0.4	0.3	0.3
KISS NETWORK ⁴	H	5454	5525	5425	-0.5%	-1.8%	3.0	2.9	3.0
KISS FRESH ¹	H		593	611		3.0%		0.1	0.2
KISSTORY	Q	1307	1540	1611	23.3%	4.6%	0.5	0.5	0.9
LBC NETWORK (UK)	H	1481	1729	1801	21.6%	4.2%	1.3	1.7	1.8
MAGIC NETWORK ^{1 5}	H			3684					1.8
MAGIC CHILLED ¹	H			240					0.1
MELLOW MAGIC ¹	H			424					0.2
PLANET ROCK	Q	1215	986	1060	-12.8%	7.5%	0.9	0.8	0.8

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NATIONAL STATIONS PAGE 3

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
SMOOTH BRAND (UK) ⁶	H	5535	5592	5479	-1.0%	-2.0%	4.2	4.1	4.0
SMOOTH EXTRA	Q	930	987	1070	15.1%	8.4%	0.5	0.5	0.6
SMOOTH RADIO NETWORK (UK)	H	4845	4955	4749	-2.0%	-4.2%	3.6	3.7	3.4
SUNRISE RADIO NATIONAL	Q		388	326		-16.0%		0.2	0.1
TALKRADIO	Q		224	304		35.7%		0.1	0.1
TALKSPORT	Q	3152	3289	2857	-9.4%	-13.1%	2.0	2.0	2.0
TALKSPORT2	Q		285	250		-12.3%		0.1	0.1
UCB 1 (WAS UCB UK)	Q		202	191		-5.4%		0.1	0.1
VIRGIN RADIO	Q		409	345		-15.6%		0.1	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	1049	1189	1265	20.6%	6.4%	0.5	0.8	0.9
ALL LOCAL COMMERCIAL	Q	27243	27608	26781	-1.7%	-3.0%	29.2	29.4	28.7
OTHER LISTENING	Q	3921	3742	3933	0.3%	5.1%	2.7	2.6	2.7

¹ Station changed reporting survey period

² includes Capital Network (UK) & Capital XTRA (UK)

³ includes Heart Extra & Heart Network (UK)

⁴ includes Kiss Fresh & Kisstory

^{1, 5} includes Magic Chilled & Mellow Magic

⁶ includes Smooth Network & Smooth Extra

RAJAR DATA RELEASE



Quarter 3, 2016 – October 27th 2016

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 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
BBC RADIO SCOTLAND	H	4528	948	929	901	-5.0%	-3.0%	7.7	7.5	7.1
Radio Borders (Bauer Borders)	Y	109	56	55	54	-3.6%	-1.8%	31.3	35.1	34.3
Capital Scotland	H	2816	564	580	594	5.3%	2.4%	5.7	6.4	6.7
Central FM	Y	214	57	51	53	-7.0%	3.9%	9.1	8.3	8.8
Clyde 1	H	1900	576	643	660	14.6%	2.6%	14.9	13.9	16.9
Clyde 2	H	1900	147	156	162	10.2%	3.8%	2.9	3.1	2.6
Clyde 3 ¹	Y	1901		18	21		16.7%		0.2	0.3
Forth 1	H	1140	347	366	325	-6.3%	-11.2%	14.9	17.5	13.8
Forth 2	H	1140	72	45	53	-26.4%	17.8%	3.8	2.1	2.0
Forth 3 ¹	Y	1141		8	7		-12.5%		0.2	0.2
Heart Scotland	H	2816	465	416	410	-11.8%	-1.4%	5.0	6.2	6.7
Kingdom FM	Y	291	67	54	50	-25.4%	-7.4%	10.5	10.1	8.5
Moray Firth Radio (Bauer Inverness)	Y	251	118	116	124	5.1%	6.9%	20.4	21.1	24.7
Northsound 1	Y	348	144	131	121	-16.0%	-7.6%	16.2	18.4	20.7
Northsound 2	Y	348	35	30	26	-25.7%	-13.3%	4.6	3.9	3.8
Original 106 (Aberdeen)	Y	348	82	79	66	-19.5%	-16.5%	11.0	12.4	9.3
Smooth Radio Scotland	H	1992	374	400	420	12.3%	5.0%	9.5	8.0	8.0
Tay FM	Y	394	148	135	133	-10.1%	-1.5%	20.8	21.3	20.2
Tay 2	Y	394	52	40	38	-26.9%	-5.0%	7.0	8.0	7.8
Tay 3 ¹	Y	394		2	2		0.0%		*	*
Wave 102	Y	144	24	20	20	-16.7%	0.0%	6.2	5.9	5.7
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	396	186	180	192	3.2%	6.7%	22.9	21.9	22.4

RAJAR DATA RELEASE

Quarter 3, 2016 – October 27th 2016

LONDON STATIONS – PAGE 1

SAMPLE SIZE:

Survey period - Q3 2016

Code Q (Quarter): 3,433 Adults 15+

Code H (Half year): 6,712 Adults 15+

TERMS

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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
BBC Radio London (was BBC London 94.9)	Q	536	510	424	-20.9%	-16.9%	1.3	1.7	1.1
Absolute Radio (London)	Q	853	765	894	4.8%	16.9%	2.6	2.2	2.3
Capital London	Q	2086	2266	2013	-3.5%	-11.2%	5.1	4.6	4.3
Capital XTRA (London)	Q	519	639	568	9.4%	-11.1%	1.2	1.2	1.5
Gold London	Q	275	333	312	13.5%	-6.3%	1.4	1.8	1.1
Heart London	Q	1661	1724	1683	1.3%	-2.4%	4.1	3.9	4.4
Kiss (London)	Q	2089	2127	1818	-13.0%	-14.5%	4.8	4.6	4.4
LBC 97.3	Q	930	1292	991	6.6%	-23.3%	4.3	6.6	5.1
LBC London News (was LBC News 1152)	Q	423	560	464	9.7%	-17.1%	0.8	1.1	1.1
Magic (London)	Q	1711	1632	1804	5.4%	10.5%	3.7	4.2	4.1
Premier Christian Radio	Q	164	131	174	6.1%	32.8%	0.5	0.6	0.4
Smooth Radio London	Q	754	782	710	-5.8%	-9.2%	2.4	2.3	1.5
Radio X London (was XFM London)	Q	507	442	378	-25.4%	-14.5%	1.1	1.2	1.2

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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 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
BBC Radio 1	Q	1681	1522	1645	-2.1%	8.1%	3.9	3.6	4.5
BBC Radio 2	Q	2380	2293	2216	-6.9%	-3.4%	12.3	10.0	10.9
BBC Radio 3	Q	554	638	503	-9.2%	-21.2%	1.9	1.6	1.8
BBC Radio 4	Q	2660	3019	2801	5.3%	-7.2%	14.9	14.5	15.5
BBC Radio 5 live	Q	1258	1238	1187	-5.6%	-4.1%	4.0	3.7	3.2
Classic FM	Q	1305	1426	1251	-4.1%	-12.3%	3.4	4.0	3.8
talkSPORT	Q	774	805	656	-15.2%	-18.5%	2.4	1.9	2.3

RAJAR DATA RELEASE

Quarter 3, 2016 – October 27th 2016

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2016

NATIONAL: Code Q (Quarter): 25,171 Adults 15+, **Code H (Half year):** 50,806 Adults 15+

LONDON: Code Q (Quarter): 3,433 Adults 15+, **Code H (Half year):** 6,712 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		Q3 2015	Q2 2016	Q3 2016
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5777	5433	5249
BBC Radio 2 - 06.30 - 09.30am	Q	9422	9472	9058
BBC Radio 3 - 06.30 - 09.00am	Q	539	751	579
BBC Radio 4 - 06.00 - 09.00am	Q	6758	7348	7100
BBC Radio 5 live - 06.00 - 10.00am	Q	2224	2398	2297
Absolute Radio Network - 06.00 - 10.00am	H	1671	1923	1949
Classic FM - 06.00 - 09.00am	Q	1658	1704	1765
Kiss - 06.00 - 10.00am	Q	2055	2136	1834
Magic ¹ - 06.00 - 10.00am	Q		1354	1259
talkSPORT - 06.00 - 10.00am	Q	1396	1570	1286
Radio X Network (UK) (was XFM Network (UK)) - 06.30 - 10.00am	H	471	694	703

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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 '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
LONDON STATIONS - MON-FRI		Q3 2015	Q2 2016	Q3 2016
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 07.00 - 10.00am	Q	305	293	241
Absolute Radio (London) - 06.00 - 10.00am	Q	346	428	451
Capital London - 06.00 - 10.00am	Q	980	1133	1041
Capital XTRA (London) - 06.00 - 10.00am	Q	236	253	231
Gold London - 06.00 - 10.00am	Q	123	142	141
Heart London - 06.00 - 09.00am	Q	514	694	644
Kiss (London) - 06.00 - 10.00am	Q	946	921	853
LBC 97.3 - 07.00 - 10.00am	Q	595	741	624
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	186	263	234
Magic (London) - 06.00 - 10.00am	Q	771	691	734
Premier Christian Radio - 07.00 - 09.00am	Q	37	42	72
Smooth Radio London - 06.00 - 10.00am	Q	311	305	249
Radio X London (was XFM London) - 06.30 - 10.00am	Q	216	218	182