



RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2013
Code Q (Quarter): 26,554 Adults 15+
Code H (Half year): 52,686 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	Q4 12	573178	Q3 13	548212	Q4 13	568433
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 12	438978	Q3 13	450740	Q4 13	433520

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
ALL RADIO	Q	47015	47661	48375	2.9%	1.5%	100.0	100.0	100.0
ALL BBC	Q	35190	35109	36219	2.9%	3.2%	55.3	53.4	55.2
15-44	Q	15583	15272	15948	2.3%	4.4%	43.1	39.2	42.2
45+	Q	19606	19836	20271	3.4%	2.2%	63.3	63.1	63.8
ALL BBC NETWORK RADIO	Q	31994	31968	33126	3.5%	3.6%	47.3	45.3	46.8
BBC RADIO 1	Q	11091	10825	10969	-1.1%	1.3%	7.4	6.6	6.9
BBC RADIO 2	Q	15109	14937	15513	2.7%	3.9%	17.6	16.9	17.6
BBC RADIO 3	Q	2061	2025	1992	-3.3%	-1.6%	1.3	1.2	1.1
BBC RADIO 4	Q	10754	10867	11205	4.2%	3.1%	12.5	11.8	12.5
BBC RADIO 4 (including 4 EXTRA)	Q	11012	11133	11494	4.4%	3.2%	13.4	12.9	13.5
BBC RADIO 4 EXTRA	Q	1685	1593	1646	-2.3%	3.3%	0.9	1.0	1.0
BBC RADIO FIVE LIVE	Q	6124	6127	6285	2.6%	2.6%	4.3	3.7	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6272	6529	6529	4.1%	0.0%	4.6	4.5	4.5
FIVE LIVE SPORTS EXTRA	Q	847	1522	889	5.0%	-41.6%	0.2	0.8	0.3
BBC 6 MUSIC	Q	1891	1731	1962	3.8%	13.3%	1.4	1.5	1.7
1XTRA FROM THE BBC	Q	1044	1189	1094	4.8%	-8.0%	0.5	0.6	0.5
BBC ASIAN NETWORK UK	Q	453	555	668	47.5%	20.4%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1462	1460	1413	-3.4%	-3.2%	0.8	0.7	0.7
BBC LOCAL/REGIONAL	Q	9138	9263	9321	2.0%	0.6%	7.9	8.1	8.4



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¹ Station changed reporting survey period

* = 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 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
ALL COMMERCIAL	Q	33223	34406	34914	5.1%	1.5%	42.3	43.9	42.1
15-44	Q	17828	18626	18750	5.2%	0.7%	53.7	57.0	54.4
45+	Q	15395	15779	16164	5.0%	2.4%	34.8	35.0	34.0
ALL NATIONAL COMMERCIAL	Q	16244	17375	17635	8.6%	1.5%	12.6	13.5	13.3
TOTAL ABSOLUTE RADIO	Q	1771	1637	1767	-0.2%	7.9%	1.2	1.2	1.2
ABSOLUTE RADIO 60S	H	154	203	197	27.9%	-3.0%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	164	175	181	10.4%	3.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	888	1209	1183	33.2%	-2.2%	0.4	0.6	0.6
ABSOLUTE RADIO 90S	H	436	522	568	30.3%	8.8%	0.2	0.2	0.3
ABSOLUTE RADIO 00S	H	149	138	145	-2.7%	5.1%	0.1	0.1	*
ABSOLUTE RADIO CLASSIC ROCK	H	362	457	364	0.6%	-20.4%	0.1	0.2	0.1
CAPITAL NETWORK (UK)	H	6838	7720	7501	9.7%	-2.8%	3.9	4.3	4.2
TOTAL CAPITAL XTRA (UK)	H	748	839	854	14.2%	1.8%	0.3	0.4	0.4
CLASSIC FM	Q	5370	5321	5634	4.9%	5.9%	3.6	3.4	3.5
GOLD NETWORK (UK)	H	1417	1420	1363	-3.8%	-4.0%	1.3	1.2	1.1
HEART NETWORK (UK)	H	7361	7563	7300	-0.8%	-3.5%	5.0	4.9	4.6
HEAT	Q	767	758	714	-6.9%	-5.8%	0.3	0.2	0.2
THE HITS	Q	905	875	910	0.6%	4.0%	0.3	0.3	0.4
JAZZ FM	Q	608	666	681	12.0%	2.3%	0.3	0.3	0.3
KERRANG!	H	1280	1062	1021	-20.2%	-3.9%	0.6	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	992	887	387	-61.0%	-56.4%	0.3	0.2	0.1
KISSTORY	Q		854	927		8.5%		0.3	0.4
KISS UK	H	4264	5074	5036	18.1%	-0.7%	2.2	2.5	2.6
TOTAL LBC (UK)	H	1283	1333	1248	-2.7%	-6.4%	1.2	1.3	1.2
MAGIC UK	Q	3727	3683	3596	-3.5%	-2.4%	2.4	2.4	2.1
PLANET ROCK UK	Q	877	1191	1143	30.3%	-4.0%	0.6	0.8	0.8
REAL RADIO BRAND UK	H	2346	2466	2373	1.2%	-3.8%	1.9	1.7	1.7
SMOOTH RADIO BRAND UK	H	3276	3260	3383	3.3%	3.8%	2.5	2.3	2.3
SUNRISE RADIO NATIONAL	Q	361	556	521	44.3%	-6.3%	0.2	0.3	0.3
TALKSPORT	Q	3034	2990	3212	5.9%	7.4%	1.8	2.0	2.0
TOTAL XFM (UK)	H	864	963	929	7.5%	-3.5%	0.5	0.5	0.3
ALL LOCAL COMMERCIAL	Q	26410	27406	27594	4.5%	0.7%	29.7	30.5	28.8
OTHER LISTENING	Q	3080	3291	3472	12.7%	5.5%	2.4	2.6	2.7