

RAJAR DATA RELEASE



Quarter 1, 2014 – May 15th 2014

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 1, 2014 – May 15th 2014

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2014
Code Q (Quarter): 25,649 Adults 15+
Code H (Half year): 52,203 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	Q1 13	575757	Q4 13	568433	Q1 14	568166
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 13	433474	Q4 13	433520	Q1 14	434769

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
ALL RADIO	Q	47284	48375	48063	1.6%	-0.6%	100.0	100.0	100.0
ALL BBC	Q	35069	36219	35314	0.7%	-2.5%	55.7	55.2	54.9
15-44	Q	15137	15948	15408	1.8%	-3.4%	43.1	42.2	40.8
45+	Q	19932	20271	19906	-0.1%	-1.8%	63.9	63.8	64.5
ALL BBC NETWORK RADIO	Q	31865	33126	32262	1.2%	-2.6%	46.7	46.8	46.6
BBC RADIO 1	Q	10263	10969	10532	2.6%	-4.0%	6.7	6.9	6.7
BBC RADIO 2	Q	15274	15513	15568	1.9%	0.4%	17.7	17.6	17.9
BBC RADIO 3	Q	2163	1992	2087	-3.5%	4.8%	1.3	1.1	1.3
BBC RADIO 4	Q	10756	11205	10954	1.8%	-2.2%	12.8	12.5	12.2
BBC RADIO 4 (including 4 EXTRA)	Q	11040	11494	11244	1.8%	-2.2%	13.7	13.5	13.2
BBC RADIO 4 EXTRA	Q	1642	1646	1664	1.3%	1.1%	0.9	1.0	1.0
BBC RADIO 5 LIVE	Q	6288	6285	6174	-1.8%	-1.8%	4.0	4.2	4.1
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6414	6529	6327	-1.4%	-3.1%	4.2	4.5	4.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	860	889	817	-5.0%	-8.1%	0.2	0.3	0.2
BBC 6 MUSIC	Q	1813	1962	1927	6.3%	-1.8%	1.5	1.7	1.7
1XTRA FROM THE BBC	Q	1000	1094	1102	10.2%	0.7%	0.5	0.5	0.5
BBC ASIAN NETWORK UK	Q	554	668	478	-13.7%	-28.4%	0.3	0.4	0.3
BBC WORLD SERVICE	Q	1298	1413	1303	0.4%	-7.8%	0.6	0.7	0.7
BBC LOCAL/REGIONAL	Q	9527	9321	9263	-2.8%	-0.6%	9.0	8.4	8.3

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¹ Station changed reporting survey period

NATIONAL STATIONS Page 2

* = less than 0.05%

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
ALL COMMERCIAL	Q	33499	34914	34078	1.7%	-2.4%	41.9	42.1	42.0
15-44	Q	18138	18750	18546	2.2%	-1.1%	53.8	54.4	54.9
45+	Q	15361	16164	15532	1.1%	-3.9%	34.2	34.0	33.2
ALL NATIONAL COMMERCIAL	Q	16375	17635	16586	1.3%	-5.9%	13.0	13.3	12.3
TOTAL ABSOLUTE RADIO NETWORK	Q	3252	3545	3543	8.9%	-0.1%	2.5	2.3	2.5
ABSOLUTE RADIO 60S	H	145	197	194	33.8%	-1.5%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	183	181	192	4.9%	6.1%	0.1	0.1	0.1
ABSOLUTE 80S	Q	984	1183	1063	8.0%	-10.1%	0.6	0.6	0.5
ABSOLUTE RADIO 90S	H	509	568	553	8.6%	-2.6%	0.3	0.3	0.2
ABSOLUTE RADIO 00S	H	170	145	123	-27.6%	-15.2%	0.1	*	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	411	364	375	-8.8%	3.0%	0.2	0.1	0.2
CAPITAL NETWORK (UK) & TOTAL CAPITAL XTRA (UK)	H			7844					4.4
CAPITAL NETWORK (UK)	H	6932	7501	7319	5.6%	-2.4%	3.9	4.2	4.0
TOTAL CAPITAL XTRA (UK)	H	737	854	898	21.8%	5.2%	0.3	0.4	0.4
CLASSIC FM	Q	5584	5634	5307	-5.0%	-5.8%	3.8	3.5	3.3
GOLD NETWORK (UK)	H	1340	1363	772	-42.4%	-43.4%	1.2	1.1	0.6
HEART NETWORK (UK)	H	7229	7300	9126	26.2%	25.0%	4.8	4.6	6.2
HEAT	Q	652	714	780	19.6%	9.2%	0.2	0.2	0.3
THE HITS	Q	877	910	950	8.3%	4.4%	0.4	0.4	0.3
JAZZ FM	Q	604	681	500	-17.2%	-26.6%	0.3	0.3	0.2
KERRANG!	H	1224	1021	977	-20.2%	-4.3%	0.6	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	942	387	418	-55.6%	8.0%	0.3	0.1	0.2
KISSTORY	Q		927	933		0.6%		0.4	0.4
KISS UK	H	4119	5036	4612	12.0%	-8.4%	2.0	2.6	2.5
LBC UK AND LBC NEWS 1152	H	1180	1248	1229	4.2%	-1.5%	1.1	1.2	1.3
MAGIC UK	Q	3454	3596	3432	-0.6%	-4.6%	2.2	2.1	2.1
PLANET ROCK UK	Q	896	1143	1085	21.1%	-5.1%	0.6	0.8	0.7
SMOOTH RADIO NETWORK UK	H	3139	3383	4311	37.3%	27.4%	2.3	2.3	3.2
TALKSPORT	Q	2914	3212	3196	9.7%	-0.5%	1.9	2.0	2.0
TOTAL XFM (UK)	H	960	929	883	-8.0%	-5.0%	0.5	0.3	0.4
ALL LOCAL COMMERCIAL	Q	26477	27594	27246	2.9%	-1.3%	29.0	28.8	29.7
OTHER LISTENING	Q	3053	3472	3891	27.4%	12.1%	2.4	2.7	3.1



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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	%	%	%
			Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC RADIO SCOTLAND	H	4455	998	868	923	-7.5%	6.3%	8.9	7.3	8.1
Bauer Aberdeen	Y	330	169	157	148	-12.4%	-5.7%	27.4	26.4	23.0
Radio Borders (Bauer Borders)	Y	108	47	54	57	21.3%	5.6%	31.4	30.7	32.4
Bauer Dundee	Y	386	181	201	195	7.7%	-3.0%	27.0	30.7	31.8
Bauer Edinburgh	H	1136	377	357	371	-1.6%	3.9%	23.8	16.3	15.5
Bauer Glasgow	H	1867	661	644	626	-5.3%	-2.8%	20.5	17.9	16.8
Bauer Place Portfolio - Scotland	H	4181	1706	1710	1661	-2.6%	-2.9%	24.8	22.9	22.1
Bauer Radio Central Scotland	H	2905	1037	999	993	-4.2%	-0.6%	22.4	17.9	16.9
FM Bauer Place Portfolio Scotland	Y	4181	1526	1523	1494	-2.1%	-1.9%	19.0	19.6	18.8
Capital Scotland	H	2787	474	552	534	12.7%	-3.3%	6.3	7.7	7.7
Central FM	Y	210	56	49	49	-12.5%	0.0%	7.8	7.5	7.4
Clyde 1 FM	H	1867	601	580	563	-6.3%	-2.9%	16.5	14.7	14.4
Clyde 2	H	1867	171	168	144	-15.8%	-14.3%	3.9	3.2	2.4
Forth2	H	1136	71	74	68	-4.2%	-8.1%	3.3	2.8	1.8
ForthOne	H	1136	348	320	336	-3.4%	5.0%	20.5	13.5	13.6
Kingdom FM	Y	289	83	61	62	-25.3%	1.6%	13.0	8.2	8.6
Moray Firth Radio (Bauer Inverness)	Y	237	111	116	109	-1.8%	-6.0%	23.6	23.1	24.3
Northsound One	Y	330	141	136	129	-8.5%	-5.1%	20.6	20.0	18.8
Northsound Two	Y	330	59	40	34	-42.4%	-15.0%	6.8	6.4	4.3
Original 106 (Aberdeen)	Y	330	53	66	66	24.5%	0.0%	4.3	9.0	10.6
Real Radio Scotland (now Heart Scotland)	H	2787	472	567	499	5.7%	-12.0%	8.5	10.0	7.7
96.3 Real XS Glasgow (now XFM Scotland)	H	831	58	70	69	19.0%	-1.4%	2.2	3.8	3.4
Smooth Radio Glasgow	H	1961	278	259	272	-2.2%	5.0%	6.7	5.9	6.0
Tay-AM	Y	386	75	82	82	9.3%	0.0%	12.3	12.2	12.9
Tay-FM	Y	386	138	153	148	7.2%	-3.3%	14.7	18.5	19.0
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	390	179	177	176	-1.7%	-0.6%	24.0	28.1	26.7

RAJAR DATA RELEASE

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LONDON STATIONS – page 1

LONDON STATIONS - page 1

SAMPLE SIZE:
Survey period - Q1 2014
Code Q (Quarter): 3,727 Adults 15+
Code H (Half year): 7,838 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	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC London 94.9	Q	395	465	443	12.2%	-4.7%	1.3	1.7	1.3
Total Absolute Radio (London)	Q	794	809	887	11.7%	9.6%	2.6	2.3	2.7
Capital London	Q	1950	2156	1908	-2.2%	-11.5%	4.2	5.0	4.4
Capital XTRA (Was Choice FM)	Q	473	470	411	-13.1%	-12.6%	1.1	1.3	0.8
Gold London	Q	363	274	304	-16.3%	10.9%	1.7	1.3	1.0
Heart London	Q	1750	1557	1807	3.3%	16.1%	4.2	3.7	5.3
Kiss 100 FM	Q	1621	1825	1841	13.6%	0.9%	3.9	4.6	4.8
LBC 97.3	Q	931	958	1012	8.7%	5.6%	4.6	5.0	5.2
LBC News 1152	Q	283	236	286	1.1%	21.2%	0.6	0.6	0.5
Magic 105.4 (London)	Q	1861	1756	1943	4.4%	10.6%	5.6	4.8	5.3
Premier Christian Radio	Q	138	160	97	-29.7%	-39.4%	0.5	0.6	0.4
Smooth Radio London	Q	430	441	565	31.4%	28.1%	1.1	1.1	1.7
Sunrise Radio	H	60	109	112	86.7%	2.8%	0.1	0.4	0.3
XFM London	Q	574	440	427	-25.6%	-3.0%	1.3	0.9	1.3

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LONDON STATIONS– page 2 NATIONAL STATIONS ON LONDON TSA

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	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC Radio 1	Q	1641	1596	1709	4.1%	7.1%	4.5	4.0	4.5
BBC Radio 2	Q	2422	2389	2313	-4.5%	-3.2%	12.6	13.4	11.8
BBC Radio 3	Q	631	615	606	-4.0%	-1.5%	2.0	1.7	2.1
BBC Radio 4	Q	2841	3025	2736	-3.7%	-9.6%	17.2	16.1	15.4
BBC Radio 5 live	Q	1379	1296	1281	-7.1%	-1.2%	4.0	4.3	4.0
Classic FM	Q	1243	1306	1313	5.6%	0.5%	3.9	3.4	3.8
talkSPORT	Q	699	706	649	-7.2%	-8.1%	2.6	2.1	2.2

RAJAR DATA RELEASE

Quarter 1, 2014 – May 15th 2014

BREAKFAST SHOWS (**WEEKDAYS**) – page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q1 2014

NATIONAL: Code Q (Quarter): 25,649 Adults 15+, **Code H (Half year):** 52,203 Adults 15+

LONDON: Code Q (Quarter): 3,727 Adults 15+, **Code H (Half year):** 7,838 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 '000s		
		Q1 13	Q4 13	Q1 14
NATIONAL STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5784	6293	5853
BBC Radio 2 - 06.30 - 09.30am	Q	9804	9817	9834
BBC Radio 3 - 06.30 - 09.00am	Q	704	542	673
BBC Radio 4 - 06.00 - 09.00am	Q	6942	7139	7059
BBC Radio 5 live - 06.00 - 10.00am	Q	2510	2625	2391
Total Absolute Radio Network - 06.00 - 10.00am	Q	1404	1436	1473
Classic FM - 06.00 - 09.00am	Q	1654	1754	1686
talkSPORT - 06.00 - 10.00am	Q	1278	1386	1469

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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
LONDON STATIONS - MON-FRI		Q1 13	Q4 13	Q1 14
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	170	215	167
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	636	488	573
Capital London - 06.00 - 10.00am	Q	1067	1189	923
Capital XTRA (Was Choice FM) - 06.00 - 09.00am	Q	213	246	151
Gold London - 06.00 - 10.00am	Q	135	141	159
Heart London - 06.00 - 09.00am	Q	768	610	779
Kiss 100 FM - 06.00 - 09.00am	Q	651	824	799
LBC 97.3 - 07.00 - 10.00am	Q	582	599	647
LBC News 1152 - 07.00 - 10.00am	Q	125	142	111
Magic 105.4 (London) - 06.00 - 10.00am	Q	951	819	895
Premier Christian Radio - 07.00 - 09.00am	Q	53	55	36
Smooth Radio London - 06.00 - 10.00am	Q	171	166	227
Sunrise Radio - 06.00 - 09.00am	H	24	41	38
XFM London - 06.00 - 10.00am	Q	261	194	224