

# RAJAR DATA RELEASE



## Quarter 2, 2014 – July 31<sup>st</sup> 2014 NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q2 2014
<b>Code Q (Quarter):</b> 26,023 Adults 15+
<b>Code H (Half year):</b> 51,672 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>	Q2 13	554730	Q1 14	568166	Q2 14	546723
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	Q2 13	449411	Q1 14	434769	Q2 14	443326

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
<b>ALL RADIO</b>	Q	48319	48063	48052	-0.6%	0.0%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	35880	35314	35227	-1.8%	-0.2%	53.9	54.9	53.3
15-44	Q	15776	15408	15258	-3.3%	-1.0%	39.7	40.8	39.6
45+	Q	20104	19906	19970	-0.7%	0.3%	63.8	64.5	62.4
<b>ALL BBC NETWORK RADIO</b>	Q	32635	32262	32255	-1.2%	0.0%	45.7	46.6	45.5
BBC RADIO 1	Q	11018	10532	10795	-2.0%	2.5%	6.8	6.7	6.8
BBC RADIO 2	Q	15443	15568	15496	0.3%	-0.5%	17.2	17.9	17.7
BBC RADIO 3	Q	1995	2087	1884	-5.6%	-9.7%	1.2	1.3	1.0
BBC RADIO 4	Q	10978	10954	10528	-4.1%	-3.9%	12.1	12.2	11.6
BBC RADIO 4 (including 4 EXTRA)	Q	11266	11244	10786	-4.3%	-4.1%	13.0	13.2	12.5
BBC RADIO 4 EXTRA	Q	1565	1664	1570	0.3%	-5.6%	0.9	1.0	0.9
BBC RADIO 5 LIVE	Q	6040	6174	6276	3.9%	1.7%	4.1	4.1	4.1
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6324	6327	6442	1.9%	1.8%	4.5	4.3	4.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q	947	817	919	-3.0%	12.5%	0.3	0.2	0.3
BBC 6 MUSIC	Q	1792	1927	1891	5.5%	-1.9%	1.5	1.7	1.6
1XTRA FROM THE BBC	Q	1114	1102	937	-15.9%	-15.0%	0.5	0.5	0.5
BBC ASIAN NETWORK UK <sup>1</sup>	H			552					0.3
BBC WORLD SERVICE	Q	1355	1303	1372	1.3%	5.3%	0.6	0.7	0.7
BBC LOCAL/REGIONAL	Q	9536	9263	8985	-5.8%	-3.0%	8.3	8.3	7.7

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
<b>ALL COMMERCIAL</b>	<b>Q</b>	<b>35064</b>	<b>34078</b>	<b>34408</b>	<b>-1.9%</b>	<b>1.0%</b>	<b>43.7</b>	<b>42.0</b>	<b>43.2</b>
15-44	Q	19031	18546	18440	-3.1%	-0.6%	57.3	54.9	56.1
45+	Q	16033	15532	15968	-0.4%	2.8%	34.3	33.2	34.6
<b>ALL NATIONAL COMMERCIAL</b>	<b>Q</b>	<b>17702</b>	<b>16586</b>	<b>17106</b>	<b>-3.4%</b>	<b>3.1%</b>	<b>13.3</b>	<b>12.3</b>	<b>12.9</b>
TOTAL ABSOLUTE RADIO NETWORK	Q	3767	3543	3760	-0.2%	6.1%	2.7	2.5	2.4
ABSOLUTE RADIO 60S	H	168	194	203	20.8%	4.6%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	194	192	157	-19.1%	-18.2%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1171	1063	1245	6.3%	17.1%	0.7	0.5	0.7
ABSOLUTE RADIO 90S	H	509	553	560	10.0%	1.3%	0.2	0.2	0.2
ABSOLUTE RADIO 00S	H	138	123	130	-5.8%	5.7%	0.1	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	492	375	473	-3.9%	26.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7844	7841		0.0%		4.4	4.4
CAPITAL NETWORK (UK)	H	7376	7319	7327	-0.7%	0.1%	4.0	4.0	4.0
CAPITAL XTRA (UK)	H	808	898	838	3.7%	-6.7%	0.4	0.4	0.4
CLASSIC FM	Q	5614	5307	5439	-3.1%	2.5%	3.5	3.3	3.6
GOLD NETWORK (UK)	H	1433	772	857	-40.2%	11.0%	1.2	0.6	0.7
HEART NETWORK (UK)	H	7531	9126	9069	20.4%	-0.6%	5.1	6.2	6.4
HEAT	Q	790	780	892	12.9%	14.4%	0.3	0.3	0.3
THE HITS	Q	984	950	774	-21.3%	-18.5%	0.3	0.3	0.2
JAZZ FM	Q	758	500	549	-27.6%	9.8%	0.3	0.2	0.2
KERRANG!	H	998	977	893	-10.5%	-8.6%	0.5	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	932	418	484	-48.1%	15.8%	0.3	0.2	0.1
KISSTORY	Q		933	1098		17.7%		0.4	0.4
KISS UK	H	4354	4612	4633	6.4%	0.5%	2.1	2.5	2.6
LBC NETWORK (UK)	H	1247	1229	1275	2.2%	3.7%	1.2	1.3	1.3
MAGIC UK	Q	3618	3432	3508	-3.0%	2.2%	2.1	2.1	1.9
PLANET ROCK UK	Q	1296	1085	1092	-15.7%	0.6%	1.0	0.7	0.7
SMOOTH RADIO NETWORK (UK)	H	3153	4311	4602	46.0%	6.8%	2.2	3.2	3.6
TALKSPORT	Q	3249	3196	3376	3.9%	5.6%	1.9	2.0	2.2
XFM NETWORK (UK)	H	975	883	926	-5.0%	4.9%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	27866	27246	27494	-1.3%	0.9%	30.4	29.7	30.3
<b>OTHER LISTENING</b>	<b>Q</b>	<b>3244</b>	<b>3891</b>	<b>4289</b>	<b>32.2%</b>	<b>10.2%</b>	<b>2.4</b>	<b>3.1</b>	<b>3.5</b>