

RAJAR DATA RELEASE



Quarter 1, 2016 – May 19th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2016
Code Q (Quarter): 26,112 Adults 15+
Code H (Half year): 51,727 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 15	553852	Q4 15	541794	Q1 16	544682
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 15	435496	Q4 15	446584	Q1 16	434436

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
ALL RADIO	Q	47799	48237	47823	0.1%	-0.9%	100.0	100.0	100.0
ALL BBC	Q	34872	34947	34869	0.0%	-0.2%	54.4	53.5	54.1
15-44	Q	14583	14656	14423	-1.1%	-1.6%	40.5	38.7	39.1
45+	Q	20290	20291	20446	0.8%	0.8%	63.2	62.4	63.1
ALL BBC NETWORK RADIO	Q	31671	32125	32014	1.1%	-0.3%	46.9	46.1	46.6
BBC RADIO 1	Q	9699	10330	9907	2.1%	-4.1%	6.4	6.1	5.6
BBC RADIO 2	Q	15087	15465	15514	2.8%	0.3%	18.1	17.7	18.6
BBC RADIO 3	Q	2084	2051	2117	1.6%	3.2%	1.2	1.2	1.3
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11265	11318	10934	-2.9%	-3.4%	14.0	13.7	13.1
BBC RADIO 4	Q	10886	10926	10568	-2.9%	-3.3%	12.8	12.4	12.0
BBC RADIO 4 EXTRA	Q	2172	2112	1851	-14.8%	-12.4%	1.2	1.2	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6084	5827	6119	0.6%	5.0%	4.1	3.9	4.2
BBC RADIO 5 LIVE	Q	5757	5586	5774	0.3%	3.4%	3.7	3.6	3.9
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1339	1235	1326	-1.0%	7.4%	0.4	0.3	0.4
BBC 6 MUSIC	Q	2064	2202	2236	8.3%	1.5%	1.7	2.0	2.1
1XTRA FROM THE BBC	Q	839	982	1038	23.7%	5.7%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	H	562	563	562	0.0%	-0.2%	0.4	0.3	0.3
BBC WORLD SERVICE	Q	1353	1506	1466	8.4%	-2.7%	0.7	0.7	0.8
BBC LOCAL/REGIONAL	Q	8816	8558	8793	-0.3%	2.7%	7.6	7.3	7.5

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
ALL COMMERCIAL	Q	33916	35111	34277	1.1%	-2.4%	42.8	44.1	43.2
15-44	Q	17802	18313	18057	1.4%	-1.4%	55.8	58.1	57.5
45+	Q	16115	16798	16221	0.7%	-3.4%	34.6	35.5	34.5
ALL NATIONAL COMMERCIAL	Q	17137	18298	18220	6.3%	-0.4%	14.2	14.6	14.6
ABSOLUTE RADIO	Q	1989	2128	2174	9.3%	2.2%	1.4	1.4	1.6
ABSOLUTE RADIO 70S	H	224	303	285	27.2%	-5.9%	0.1	0.1	0.1
ABSOLUTE RADIO 80S	Q	1448	1585	1720	18.8%	8.5%	0.9	0.9	0.9
ABSOLUTE RADIO 90S	H	584	650	681	16.6%	4.8%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	516	592	566	9.7%	-4.4%	0.2	0.3	0.3
CAPITAL BRAND	H	7492	8112	8162	8.9%	0.6%	3.9	4.5	4.4
CAPITAL NETWORK (UK)	H	7000	7502	7552	7.9%	0.7%	3.6	4.0	3.9
CAPITAL XTRA (UK)	H	841	1168	1202	42.9%	2.9%	0.4	0.5	0.5
CLASSIC FM	Q	5525	5520	5121	-7.3%	-7.2%	3.6	3.5	3.2
GOLD NETWORK (UK)	H	1026	995	1053	2.6%	5.8%	0.7	0.7	0.7
HEART NETWORK (UK)	H	8987	9152	9014	0.3%	-1.5%	6.7	6.4	6.3
HEAT ¹	H		950	878		-7.6%		0.3	0.3
THE HITS ¹	H		812	693		-14.7%		0.3	0.2
JAZZ FM (NATIONAL) ¹	H		480	506		5.4%		0.2	0.2
KERRANG!	H	920	870	787	-14.5%	-9.5%	0.4	0.4	0.3
KISS NETWORK	H	4908	5391	5394	9.9%	0.1%	2.8	2.9	2.9
KISS FRESH ¹	H		553	548		-0.9%		0.2	0.2
KISSTORY	Q	1131	1403	1441	27.4%	2.7%	0.4	0.5	0.6
LBC NETWORK (UK)	H	1357	1439	1540	13.5%	7.0%	1.3	1.4	1.5
MAGIC NETWORK ¹	H		3327	3434		3.2%		1.7	1.8
PLANET ROCK	Q	1247	1147	1265	1.4%	10.3%	0.9	0.8	1.0
SMOOTH BRAND (UK)	H		5528	5414		-2.1%		4.2	4.1
SMOOTH EXTRA	Q		904	910		0.7%		0.6	0.4
SMOOTH RADIO NETWORK (UK)	H	4772	4870	4800	0.6%	-1.4%	3.9	3.7	3.6
TALKSPORT	Q	3246	3061	3088	-4.9%	0.9%	2.1	1.8	1.8
UCB 1 (WAS UCB UK)	Q		236	121		-48.7%		0.2	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	885	1225	1240	40.1%	1.2%	0.5	0.7	0.9
ALL LOCAL COMMERCIAL	Q	26763	27126	26884	0.5%	-0.9%	28.6	29.5	28.5
OTHER LISTENING	Q	3688	3966	3816	3.5%	-3.8%	2.8	2.5	2.7