

# RAJAR DATA RELEASE



Quarter 1, 2017 – May 18<sup>th</sup> 2017

## 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 1, 2017 – May 18<sup>th</sup> 2017

## NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q1 2017
<b>Code Q (Quarter):</b> 24,484 Adults 15+
<b>Code H (Half year):</b> 50,365 Adults 15+

<b>TERMS 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>	Q1 16	544682	Q4 16	560560	Q1 17	540157
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	Q1 16	434436	Q4 16	460175	Q1 17	456489

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
<b>ALL RADIO</b>	Q	47823	48682	48232	0.9%	-0.9%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34869	35197	34182	-2.0%	-2.9%	54.1	53.5	52.8
15-44	Q	14423	14206	13803	-4.3%	-2.8%	39.1	37.4	37.8
45+	Q	20446	20991	20379	-0.3%	-2.9%	63.1	62.8	61.3
<b>ALL BBC NETWORK RADIO</b>	Q	32014	32180	31405	-1.9%	-2.4%	46.6	45.9	46.1
BBC RADIO 1	Q	9907	9562	9103	-8.1%	-4.8%	5.6	5.8	5.6
BBC RADIO 2	Q	15514	15051	15020	-3.2%	-0.2%	18.6	17.3	18.1
BBC RADIO 3	Q	2117	2120	1884	-11.0%	-11.1%	1.3	1.4	1.1
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10934	11694	11524	5.4%	-1.5%	13.1	13.8	13.7
BBC RADIO 4	Q	10568	11332	11113	5.2%	-1.9%	12.0	12.7	12.5
BBC RADIO 4 EXTRA	Q	1851	2184	2019	9.1%	-7.6%	1.1	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6119	5958	5555	-9.2%	-6.8%	4.2	3.9	3.7
BBC RADIO 5 LIVE	Q	5774	5713	5341	-7.5%	-6.5%	3.9	3.6	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1326	1167	830	-37.4%	-28.9%	0.4	0.3	0.2
BBC 6 MUSIC	Q	2236	2329	2351	5.1%	0.9%	2.1	2.2	2.3
1XTRA FROM THE BBC <sup>1</sup>	H		909	939		3.3%		0.4	0.4
BBC ASIAN NETWORK UK	H	562	632	623	10.9%	-1.4%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1466	1526	1334	-9.0%	-12.6%	0.8	0.7	0.7
BBC LOCAL/REGIONAL	Q	8793	8891	8264	-6.0%	-7.1%	7.5	7.5	6.7

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## Quarter 1, 2017 – May 18<sup>th</sup> 2017 NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
<b>ALL COMMERCIAL</b>	Q	34277	34957	34534	0.7%	-1.2%	43.2	43.9	44.6
15-44	Q	18057	18222	17663	-2.2%	-3.1%	57.5	59.1	59.2
45+	Q	16221	16735	16872	4.0%	0.8%	34.5	35.0	36.3
<b>ALL NATIONAL COMMERCIAL</b>	Q	18220	18832	18709	2.7%	-0.7%	14.6	15.7	16.0
ABSOLUTE RADIO	Q	2174	2141	2170	-0.2%	1.4%	1.6	1.5	1.7
ABSOLUTE RADIO 70S	H	285	270	291	2.1%	7.8%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1720	1529	1359	-21.0%	-11.1%	0.9	0.9	0.8
ABSOLUTE RADIO 90S	H	681	727	637	-6.5%	-12.4%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	566	703	673	18.9%	-4.3%	0.3	0.3	0.4
THE ARROW	Q		95	47		-50.5%		0.1	*
CAPITAL BRAND	H	8162	8473	8306	1.8%	-2.0%	4.4	4.6	4.6
CAPITAL NETWORK (UK)	H	7552	7791	7761	2.8%	-0.4%	3.9	4.1	4.1
CAPITAL XTRA (UK)	H	1202	1299	1130	-6.0%	-13.0%	0.5	0.5	0.4
CHILL	Q		152	147		-3.3%		*	*
CLASSIC FM	Q	5121	5365	5363	4.7%	0.0%	3.2	3.4	3.4
GOLD NETWORK (UK)	H	1053	1120	1143	8.5%	2.1%	0.7	0.8	0.8
HEART BRAND (UK)	H		9282	8960		-3.5%		6.4	6.6
HEART EXTRA	Q		437	527		20.6%		0.2	0.2
HEART NETWORK (UK)	H	9014	8949	8715	-3.3%	-2.6%	6.3	6.2	6.3
HEAT	H	878	720	594	-32.3%	-17.5%	0.3	0.2	0.2
THE HITS	H	693	605	592	-14.6%	-2.1%	0.2	0.2	0.2
JAZZ FM	H	506	541	469	-7.3%	-13.3%	0.2	0.2	0.2
KERRANG!	H	787	739	595	-24.4%	-19.5%	0.3	0.3	0.2
KISS NETWORK	H	5394	5237	5068	-6.0%	-3.2%	2.9	3.0	2.7
KISS FRESH	H	548	492	487	-11.1%	-1.0%	0.2	0.2	0.1
KISSTORY	Q	1441	1402	1551	7.6%	10.6%	0.6	0.6	0.6
LBC NETWORK (UK)	H	1540	1686	1779	15.5%	5.5%	1.5	1.7	1.9
MAGIC NETWORK	H		3648	3559		-2.4%		1.9	2.0
MAGIC CHILLED	H		235	202		-14.0%		0.1	0.1
MAGIC SOUL	Q			242					0.1
MELLOW MAGIC	H		446	470		5.4%		0.2	0.2

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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	%	%	%
		Q1 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
PLANET ROCK	Q	1265	958	1026	-18.9%	7.1%	1.0	0.8	0.8
SMOOTH BRAND (UK)	H	5414	5430	5359	-1.0%	-1.3%	4.1	3.9	3.8
SMOOTH EXTRA	Q	910	810	662	-27.3%	-18.3%	0.4	0.6	0.4
SMOOTH RADIO NETWORK (UK)	H	4800	4751	4891	1.9%	2.9%	3.6	3.3	3.3
SUNRISE RADIO NATIONAL	Q		461	362		-21.5%		0.2	0.3
TALKRADIO	Q		252	238		-5.6%		0.1	0.1
TALKSPORT	Q	3088	3007	2729	-11.6%	-9.2%	1.8	1.7	1.8
TALKSPORT2	Q		294	271		-7.8%		0.1	0.1
UCB 1	Q	121	225	178	47.1%	-20.9%	0.1	0.1	0.2
UNION JACK	Q			71					*
VIRGIN RADIO	Q		324	373		15.1%		0.1	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	1240	1254	1318	6.3%	5.1%	0.9	0.9	0.9
ALL LOCAL COMMERCIAL	Q	26884	27066	26662	-0.8%	-1.5%	28.5	28.2	28.6
OTHER LISTENING	Q	3816	4183	3747	-1.8%	-10.4%	2.7	2.7	2.6

# RAJAR DATA RELEASE



## Quarter 1, 2017 – May 18<sup>th</sup> 2017 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 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
BBC RADIO SCOTLAND	H	4528	940	952	957	1.8%	0.5%	7.9	8.6	9.4
Radio Borders (Bauer Borders)	Y	109	59	51	52	-11.9%	2.0%	36.4	35.1	33.5
Capital Scotland	H	2815	573	543	544	-5.1%	0.2%	6.6	6.0	6.7
Central FM	Y	215	58	54	50	-13.8%	-7.4%	9.4	8.3	7.3
Clyde 1	H	1901	627	624	608	-3.0%	-2.6%	16.5	18.8	16.1
Clyde 2	H	1901	151	134	123	-18.5%	-8.2%	3.0	2.0	2.3
Clyde 3	Y	1900	17	27	23	35.3%	-14.8%	0.1	0.3	0.3
Forth 1	H	1141	336	320	323	-3.9%	0.9%	17.4	17.4	16.9
Forth 2	H	1141	45	72	78	73.3%	8.3%	2.1	2.9	3.9
Forth 3	Y	1140	11	5	1	-90.9%	-80.0%	0.3	0.2	*
Heart Scotland	H	2815	411	393	387	-5.8%	-1.5%	7.1	5.8	6.6
Kingdom FM	Y	290	60	53	61	1.7%	15.1%	11.1	9.5	9.8
Moray Firth Radio (Bauer Inverness)	Y	251	117	124	128	9.4%	3.2%	21.3	27.4	28.4
Northsound 1	Y	348	139	124	118	-15.1%	-4.8%	19.1	22.5	22.7
Northsound 2	Y	348	31	21	22	-29.0%	4.8%	3.3	2.8	2.6
Original 106 (Aberdeen)	Y	348	80	75	75	-6.3%	0.0%	12.6	10.7	10.3
Smooth Radio Scotland	H	1992	416	409	390	-6.3%	-4.6%	8.9	8.9	9.2
Tay FM	Y	394	134	135	138	3.0%	2.2%	19.7	20.0	18.0
Tay 2	Y	394	42	39	41	-2.4%	5.1%	7.8	6.8	6.3
Tay 3	Y	394	3	2	1	-66.7%	-50.0%*	*	*	*
Wave 102	Y	144	24	19	21	-12.5%	10.5%	7.3	5.4	5.6
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	396	187	187	182	-2.7%	-2.7%	21.3	24.0	24.5

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Quarter 1, 2017 – May 18<sup>th</sup> 2017

## LONDON STATIONS – PAGE 1

**SAMPLE SIZE:**  
**Survey period - Q1 2017**  
**Code Q (Quarter):** 3,542 Adults 15+  
**Code H (Half year):** 6,984 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 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
BBC Radio London (was BBC London 94.9)	Q	354	359	329	-7.1%	-8.4%	1.2	1.0	0.6
Absolute Radio (London)	Q	760	750	773	1.7%	3.1%	2.8	2.0	2.5
Capital London	Q	2286	1730	2240	-2.0%	29.5%	4.7	3.7	5.2
Capital XTRA (London)	Q	548	505	380	-30.7%	-24.8%	1.1	1.0	0.8
Gold London	Q	250	255	341	36.4%	33.7%	1.1	0.8	1.3
Heart London	Q	1547	1362	1395	-9.8%	2.4%	4.7	4.1	4.4
Kiss (London)	Q	2011	1860	1800	-10.5%	-3.2%	4.4	4.5	4.0
LBC 97.3	Q	1001	1055	1072	7.1%	1.6%	4.5	5.5	5.5
LBC London News (was LBC News 1152)	Q	482	367	474	-1.7%	29.2%	1.3	0.8	1.0
Magic (London)	Q	1745	1723	1454	-16.7%	-15.6%	4.4	4.7	3.8
Premier Christian Radio	Q	159	193	173	8.8%	-10.4%	0.9	0.5	1.1
Smooth Radio London	Q	779	748	798	2.4%	6.7%	2.7	1.7	2.1
Radio X London (was XFM London)	Q	337	430	378	12.2%	-12.1%	1.0	1.4	1.0

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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	%	%	%
		Q1 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
BBC Radio 1	Q	1743	1706	1382	-20.7%	-19.0%	3.4	4.5	2.7
BBC Radio 2	Q	2240	2146	2222	-0.8%	3.5%	10.7	10.7	12.0
BBC Radio 3	Q	522	696	492	-5.7%	-29.3%	1.6	2.7	1.2
BBC Radio 4	Q	2614	2871	2674	2.3%	-6.9%	15.9	17.1	15.6
BBC Radio 5 live	Q	1215	1216	1216	0.1%	0.0%	3.6	4.0	3.5
Classic FM	Q	1243	1302	1230	-1.0%	-5.5%	4.0	3.7	3.4
talkSPORT	Q	795	669	639	-19.6%	-4.5%	2.1	1.7	2.2

# RAJAR DATA RELEASE



Quarter 1, 2017 – May 18<sup>th</sup> 2017

## BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

### NATIONAL STATIONS

#### NATIONAL STATIONS

**SAMPLE SIZE:**

Survey period - Q1 2017

**NATIONAL: Code Q (Quarter):** 24,484 Adults 15+, **Code H (Half year):** 50,365 Adults 15+

**LONDON: Code Q (Quarter):** 3,542 Adults 15+, **Code H (Half year):** 6,984 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
<b>NATIONAL STATIONS - MON-FRI</b>		Q1 16	Q4 16	Q1 17
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5435	5367	5141
BBC Radio 2 - 06.30 - 09.30am	Q	9727	9214	9380
BBC Radio 3 - 06.30 - 09.00am	Q	689	647	570
BBC Radio 4 - 06.00 - 09.00am	Q	6757	7449	7133
BBC Radio 5 live - 06.00 - 10.00am	Q	2262	2226	2060
Absolute Radio Network - 06.00 - 10.00am	H	1897	1959	1898
Classic FM - 06.00 - 09.00am	Q	1486	1738	1673
Kiss - 06.00 - 10.00am	Q	2190	2205	2083
Magic <sup>1</sup> - 06.00 - 10.00am	Q		1296	1041
talkSPORT - 06.00 - 10.00am	Q	1239	1256	1243
Radio X Network (UK) (was XFM Network (UK)) - 06.30 - 10.00am	H	776	717	766

<sup>1</sup> Station changed reporting survey period



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Quarter 1, 2017 – May 18<sup>th</sup> 2017

## 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
<b>LONDON STATIONS - MON-FRI</b>		Q1 16	Q4 16	Q1 17
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 07.00 - 10.00am	Q	208	166	161
Absolute Radio (London) - 06.00 - 10.00am	Q	426	378	376
Capital London - 06.00 - 10.00am	Q	1164	881	1244
Capital XTRA (London) - 06.00 - 10.00am	Q	250	319	167
Gold London - 06.00 - 10.00am	Q	131	123	201
Heart London - 06.00 - 09.00am	Q	611	524	654
Kiss (London) - 06.00 - 10.00am	Q	1043	983	941
LBC 97.3 - 07.00 - 10.00am	Q	616	725	678
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	292	175	239
Magic (London) - 06.00 - 10.00am	Q	739	771	570
Premier Christian Radio - 07.00 - 09.00am	Q	110	101	84
Smooth Radio London - 06.00 - 10.00am	Q	316	307	338
Radio X London (was XFM London) - 06.30 - 10.00am	Q	170	224	196