

# 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</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>	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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		'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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		'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