

# RAJAR DATA RELEASE



Quarter 1, 2018 – May 17<sup>th</sup> 2018

## NATIONAL STATIONS

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 17	Q4 17	Q1 18	Q1 18 vs. Q1 17	Q1 18 vs. Q4 17	Q1 17	Q4 17	Q1 18
<b>ALL RADIO</b>	Q	48232	48860	49153	1.9%	0.6%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34182	35019	35007	2.4%	0.0%	52.8	52.8	51.9
15-44	Q	13803	13938	14067	1.9%	0.9%	37.8	36.5	36.4
45+	Q	20379	21081	20940	2.8%	-0.7%	61.3	62.3	60.8
<b>ALL BBC NETWORK RADIO</b>	Q	31405	32242	32148	2.4%	-0.3%	46.1	45.5	44.6
BBC RADIO 1	Q	9103	9839	9467	4.0%	-3.8%	5.6	5.9	5.6
BBC RADIO 2	Q	15020	15487	15413	2.6%	-0.5%	18.1	18.3	17.6
BBC RADIO 3	Q	1884	1951	1933	2.6%	-0.9%	1.1	1.1	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11524	11667	11378	-1.3%	-2.5%	13.7	13.0	13.1
BBC RADIO 4	Q	11113	11253	10915	-1.8%	-3.0%	12.5	11.8	12.0
BBC RADIO 4 EXTRA	Q	2019	2264	2081	3.1%	-8.1%	1.2	1.3	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5555	5678	5349	-3.7%	-5.8%	3.7	3.7	3.3
BBC RADIO 5 LIVE	Q	5341	5453	5142	-3.7%	-5.7%	3.6	3.4	3.1
BBC RADIO 5 LIVE SPORTS EXTRA	Q	830	1065	969	16.7%	-9.0%	0.2	0.3	0.2
BBC 6 MUSIC	Q	2351	2343	2531	7.7%	8.0%	2.3	2.1	2.4
1XTRA FROM THE BBC	H	939	1065	1017	8.3%	-4.5%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	H	623	661	628	0.8%	-5.0%	0.4	0.3	0.3
BBC WORLD SERVICE	Q	1334	1510	1433	7.4%	-5.1%	0.7	0.7	0.7
<b>BBC LOCAL/REGIONAL</b>	Q	8264	8297	8573	3.7%	3.3%	6.7	7.3	7.3

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		Q1 17	Q4 17	Q1 18	Q1 18 vs. Q1 17	Q1 18 vs. Q4 17	Q1 17	Q4 17	Q1 18
<b>ALL COMMERCIAL</b>	Q	34534	35466	35968	4.2%	1.4%	44.6	44.2	44.9
15-44	Q	17663	17977	18310	3.7%	1.9%	59.2	59.5	59.4
45+	Q	16872	17489	17658	4.7%	1.0%	36.3	35.4	36.7
<b>ALL NATIONAL COMMERCIAL</b>	Q	18709	20254	20656	10.4%	2.0%	16.0	17.1	17.5
ABSOLUTE RADIO	Q	2170	2608	2418	11.4%	-7.3%	1.7	1.8	1.8
ABSOLUTE RADIO 70S	H	291	259	251	-13.7%	-3.1%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1359	1474	1560	14.8%	5.8%	0.8	0.6	0.7
ABSOLUTE RADIO 90S	H	637	745	684	7.4%	-8.2%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	673	679	681	1.2%	0.3%	0.4	0.3	0.3
THE ARROW	Q	47	75	62	31.9%	-17.3%	*	*	*
CAPITAL BRAND	H	8306	8292	8237	-0.8%	-0.7%	4.6	4.5	4.2
CAPITAL NETWORK (UK)	H	7761	7438	7402	-4.6%	-0.5%	4.1	3.9	3.7
CAPITAL XTRA (UK)	H	1130	1559	1651	46.1%	5.9%	0.4	0.6	0.6
CLASSIC FM	Q	5363	5673	5579	4.0%	-1.7%	3.4	3.8	3.7
GOLD NETWORK (UK)	H	1143	1117	1145	0.2%	2.5%	0.8	0.9	0.9
HEART BRAND (UK)	H	8960	9178	9507	6.1%	3.6%	6.6	6.3	6.4
HEART 80S	Q		1166	1399		20.0%		0.6	0.6
HEART EXTRA	Q	527	487	479	-9.1%	-1.6%	0.2	0.2	0.2
HEART NETWORK (UK)	H	8715	8202	8428	-3.3%	2.8%	6.3	5.6	5.7
HEAT	H	594	599	560	-5.7%	-6.5%	0.2	0.2	0.2
THE HITS	H	592	562	507	-14.4%	-9.8%	0.2	0.2	0.2
JAZZ FM <sup>1</sup>	Q		509	591		16.1%		0.2	0.2
KERRANG!	H	595	607	617	3.7%	1.6%	0.2	0.2	0.3
KISS NETWORK	H	5068	5566	5523	9.0%	-0.8%	2.7	3.2	2.8
KISS FRESH	H	487	578	595	22.2%	2.9%	0.1	0.2	0.2
KISSTORY	Q	1551	1714	1851	19.3%	8.0%	0.6	0.6	0.6
LBC NETWORK (UK)	H	1779	2018	2161	21.5%	7.1%	1.9	2.0	2.0

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		Q1 17	Q4 17	Q1 18	Q1 18 vs. Q1 17	Q1 18 vs. Q4 17	Q1 17	Q4 17	Q1 18
MAGIC NETWORK	H	3559	3896	3764	5.8%	-3.4%	2.0	2.0	1.9
MAGIC CHILLED	H	202	268	259	28.2%	-3.4%	0.1	0.1	0.1
MAGIC SOUL <sup>1</sup>	H		254	299		17.7%		0.1	0.1
MELLOW MAGIC	H	470	473	432	-8.1%	-8.7%	0.2	0.2	0.2
PLANET ROCK	Q	1026	1040	1061	3.4%	2.0%	0.8	0.8	0.9
SMOOTH BRAND (UK)	H	5359	5450	5490	2.4%	0.7%	3.8	3.6	3.7
SMOOTH EXTRA	Q	662	780	910	37.5%	16.7%	0.4	0.4	0.6
SMOOTH RADIO NETWORK (UK)	H	4891	4891	4943	1.1%	1.1%	3.3	3.2	3.2
SUNRISE RADIO NATIONAL <sup>1</sup>	H			360					0.2
TALKRADIO	Q	238	242	316	32.8%	30.6%	0.1	0.1	0.2
TALKSPORT	Q	2729	2863	3118	14.3%	8.9%	1.8	1.6	2.0
TALKSPORT2	Q	271	311	314	15.9%	1.0%	0.1	0.1	0.1
UNION JACK	Q	71	88	114	60.6%	29.5%	*	*	*
VIRGIN RADIO <sup>1</sup>	H		483	427		-11.6%		0.1	0.2
RADIO X NETWORK (UK)	H	1318	1580	1580	19.9%	0.0%	0.9	1.1	1.2
ALL LOCAL COMMERCIAL	Q	26662	26532	26871	0.8%	1.3%	28.6	27.1	27.4
OTHER LISTENING	Q	3747	3815	4132	10.3%	8.3%	2.6	2.9	3.2