



RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q2, 2012
Code Q (Quarter): 26,225 Adults 15+
Code H (Half year): 52,671 Adults 15+

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		Q2 11	581436	Q1 12	589213	Q2 12	560644		
TOTAL HOURS (in thousands): ALL COMMERCIAL		Q2 11	469706	Q1 12	450126	Q2 12	446834		
STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
ALL RADIO	Q	47616	46676	46782	-1.8%	0.2%	100.0	100.0	100.0
ALL BBC	Q	35530	34594	34444	-3.1%	-0.4%	54.0	55.4	54.3
15-44	Q	15865	15354	15286	-3.6%	-0.4%	41.3	42.7	42.1
45+	Q	19665	19239	19158	-2.6%	-0.4%	63.3	64.2	62.7
ALL BBC NETWORK RADIO	Q	32108	31196	31454	-2.0%	0.8%	45.4	45.9	46.2
BBC RADIO 1	Q	11692	11141	11271	-3.6%	1.2%	8.5	8.2	8.3
BBC RADIO 2	Q	13966	14560	14457	3.5%	-0.7%	14.9	16.8	16.1
BBC RADIO 3	Q	2174	1902	2038	-6.3%	7.2%	1.2	1.1	1.1
BBC RADIO 4	Q	10854	10307	10521	-3.1%	2.1%	12.4	11.9	12.1
BBC RADIO 4 (including 4 EXTRA)	Q	11064	10531	10775	-2.6%	2.3%	13.2	12.7	13.0
BBC RADIO 4 EXTRA	Q	1605	1502	1636	1.9%	8.9%	0.8	0.8	0.9
BBC RADIO FIVE LIVE	Q	6542	6364	6148	-6.0%	-3.4%	4.6	4.4	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6676	6553	6362	-4.7%	-2.9%	4.9	4.7	4.9
FIVE LIVE SPORTS EXTRA	Q	797	952	1074	34.8%	12.8%	0.2	0.2	0.4
BBC 6 MUSIC	Q	1270	1454	1379	8.6%	-5.2%	0.9	1.1	1.1
1XTRA FROM THE BBC	Q	992	916	1137	14.6%	24.1%	0.6	0.4	0.6
BBC ASIAN NETWORK UK	Q	471	540	547	16.1%	1.3%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1720	1303	1391	-19.1%	6.8%	0.9	0.7	0.6
BBC LOCAL/REGIONAL	Q	9645	9895	8962	-7.1%	-9.4%	8.6	9.4	8.1

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NATIONAL STATIONS Page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
ALL COMMERCIAL	Q	34021	33201	33182	-2.5%	-0.1%	43.7	42.3	43.3
15-44	Q	18757	18178	17952	-4.3%	-1.2%	55.8	54.4	54.8
45+	Q	15264	15023	15231	-0.2%	1.4%	34.8	33.8	35.3
ALL NATIONAL COMMERCIAL	Q	16166	15896	16101	-0.4%	1.3%	12.2	12.0	12.7
TOTAL ABSOLUTE RADIO	Q	1648	1611	1763	7.0%	9.4%	1.3	1.0	1.3
ABSOLUTE RADIO 60S ¹	H			179					0.1
ABSOLUTE RADIO 70S ¹	H			169					0.1
ABSOLUTE 80S	Q	894	857	864	-3.4%	0.8%	0.5	0.4	0.5
ABSOLUTE RADIO 90S ¹	H			414					0.2
ABSOLUTE RADIO 00S ¹	H			122					*
ABSOLUTE RADIO CLASSIC ROCK ¹	H			384					0.2
CAPITAL NETWORK (UK)	H	6875	7048	6978	1.5%	-1.0%	4.3	4.2	4.0
TOTAL CHOICE (UK)	H	654	788	738	12.8%	-6.3%	0.3	0.4	0.3
CLASSIC FM	Q	5735	5444	5480	-4.4%	0.7%	3.6	3.5	3.4
GOLD NETWORK (UK)	H	1522	1454	1467	-3.6%	0.9%	1.2	1.3	1.3
HEART NETWORK (UK)	H	7686	7484	7381	-4.0%	-1.4%	5.0	5.0	5.1
HEAT	Q	670	716	713	6.4%	-0.4%	0.2	0.3	0.3
THE HITS	Q	1215	1081	973	-19.9%	-10.0%	0.4	0.3	0.3
JAZZ FM	Q	592	564	573	-3.2%	1.6%	0.2	0.2	0.2
KERRANG! UK	H	1402	1292	1304	-7.0%	0.9%	0.6	0.6	0.6
KISS UK	H	4295	4364	4356	1.4%	-0.2%	2.1	2.2	2.2
TOTAL LBC (UK)	H	1147	1178	1157	0.9%	-1.8%	1.2	1.3	1.2
MAGIC UK	Q	4061	3605	3695	-9.0%	2.5%	2.5	2.3	2.3
PLANET ROCK	Q	857	861	948	10.6%	10.1%	0.5	0.7	0.6
Q	Q	274	214	248	-9.5%	15.9%	0.1	0.1	0.1
REAL RADIO BRAND UK	H	2563	2506	2422	-5.5%	-3.4%	2.0	1.9	1.8
SMASH HITS RADIO	Q	1122	991	1071	-4.5%	8.1%	0.3	0.3	0.4
SMOOTH RADIO UK	H	3210	3317	3260	1.6%	-1.7%	2.3	2.4	2.4
SUNRISE RADIO NATIONAL	Q	586	457	447	-23.7%	-2.2%	0.4	0.3	0.3
TALKSPORT	Q	3212	3233	2919	-9.1%	-9.7%	1.9	2.0	1.8
TOTAL XFM (UK)	H	1016	809	882	-13.2%	9.0%	0.4	0.4	0.4
ALL LOCAL COMMERCIAL	Q	27289	26533	26364	-3.4%	-0.6%	31.5	30.3	30.5
OTHER LISTENING	Q	3238	3135	3387	4.6%	8.0%	2.3	2.4	2.5

¹ Station changed reporting survey period

* = less than 0.05%