

RAJAR DATA RELEASE



Quarter 3, 2014 – October 23rd 2014 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q3 2014
Code Q (Quarter): 24,245 Adults 15+
Code H (Half year): 50,268 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	Q3 13	548212	Q2 14	546723	Q3 14	545934
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 13	450740	Q2 14	443326	Q3 14	445056

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
ALL RADIO	Q	47661	48052	47614	-0.1%	-0.9%	100.0	100.0	100.0
ALL BBC	Q	35109	35227	34845	-0.8%	-1.1%	53.4	53.3	53.6
15-44	Q	15272	15258	15116	-1.0%	-0.9%	39.2	39.6	41.7
45+	Q	19836	19970	19729	-0.5%	-1.2%	63.1	62.4	61.3
ALL BBC NETWORK RADIO	Q	31968	32255	31686	-0.9%	-1.8%	45.3	45.5	45.7
BBC RADIO 1	Q	10825	10795	10550	-2.5%	-2.3%	6.6	6.8	6.9
BBC RADIO 2	Q	14937	15496	15014	0.5%	-3.1%	16.9	17.7	17.0
BBC RADIO 3	Q	2025	1884	1912	-5.6%	1.5%	1.2	1.0	1.1
BBC RADIO 4	Q	10867	10528	10621	-2.3%	0.9%	11.8	11.6	11.9
BBC RADIO 4 (including 4 EXTRA)	Q	11133	10786	10916	-1.9%	1.2%	12.9	12.5	12.8
BBC RADIO 4 EXTRA	Q	1593	1570	1629	2.3%	3.8%	1.0	0.9	0.9
BBC RADIO 5 LIVE	Q	6127	6276	5809	-5.2%	-7.4%	3.7	4.1	3.8
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6529	6442	6132	-6.1%	-4.8%	4.5	4.4	4.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1522	919	1216	-20.1%	32.3%	0.8	0.3	0.5
BBC 6 MUSIC	Q	1731	1891	1994	15.2%	5.4%	1.5	1.6	1.8
1XTRA FROM THE BBC	Q	1189	937	1057	-11.1%	12.8%	0.6	0.5	0.6
BBC ASIAN NETWORK UK ¹	H		552	629		13.9%		0.3	0.4
BBC WORLD SERVICE	Q	1460	1372	1310	-10.3%	-4.5%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9263	8985	8945	-3.4%	-0.4%	8.1	7.7	7.8

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
ALL COMMERCIAL	Q	34406	34408	34045	-1.0%	-1.1%	43.9	43.2	43.7
15-44	Q	18626	18440	17922	-3.8%	-2.8%	57.0	56.1	54.7
45+	Q	15779	15968	16124	2.2%	1.0%	35.0	34.6	36.5
ALL NATIONAL COMMERCIAL	Q	17375	17106	16954	-2.4%	-0.9%	13.5	12.9	13.6
TOTAL ABSOLUTE RADIO NETWORK	Q	3389	3760	4005	18.2%	6.5%	2.5	2.4	2.7
ABSOLUTE RADIO 60S	H	203	203	208	2.5%	2.5%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	175	157	167	-4.6%	6.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1209	1245	1432	18.4%	15.0%	0.6	0.7	0.7
ABSOLUTE RADIO 90S	H	522	560	665	27.4%	18.8%	0.2	0.2	0.3
ABSOLUTE RADIO 00S	H	138	130	165	19.6%	26.9%	0.1	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	457	473	497	8.8%	5.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7841	7811		-0.4%		4.4	4.3
CAPITAL NETWORK (UK)	H	7720	7327	7343	-4.9%	0.2%	4.3	4.0	3.9
CAPITAL XTRA (UK)	H	839	838	809	-3.6%	-3.5%	0.4	0.4	0.4
CLASSIC FM	Q	5321	5439	5199	-2.3%	-4.4%	3.4	3.6	3.6
GOLD NETWORK (UK)	H	1420	857	1032	-27.3%	20.4%	1.2	0.7	0.8
HEART NETWORK (UK)	H	7563	9069	9075	20.0%	0.1%	4.9	6.4	6.6
HEAT	Q	758	892	965	27.3%	8.2%	0.2	0.3	0.4
THE HITS	Q	875	774	949	8.5%	22.6%	0.3	0.2	0.4
JAZZ FM	Q	666	549	553	-17.0%	0.7%	0.3	0.2	0.2
KERRANG!	H	1062	893	879	-17.2%	-1.6%	0.4	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	887	484	565	-36.3%	16.7%	0.2	0.1	0.1
KISSTORY	Q	854	1098	973	13.9%	-11.4%	0.3	0.4	0.4
KISS UK	H	5074	4633	4858	-4.3%	4.9%	2.5	2.6	2.7
LBC NETWORK (UK)	H	1333	1275	1283	-3.8%	0.6%	1.3	1.3	1.3
MAGIC UK	Q	3683	3508	3547	-3.7%	1.1%	2.4	1.9	2.1
PLANET ROCK UK	Q	1191	1092	1098	-7.8%	0.5%	0.8	0.7	0.9
SMOOTH RADIO NETWORK (UK)	H	3260	4602	4692	43.9%	2.0%	2.3	3.6	3.5
TALKSPORT	Q	2990	3376	3148	5.3%	-6.8%	2.0	2.2	2.2
XFM NETWORK (UK)	H	963	926	988	2.6%	6.7%	0.5	0.5	0.5
ALL LOCAL COMMERCIAL	Q	27406	27494	27213	-0.7%	-1.0%	30.5	30.3	30.1
OTHER LISTENING	Q	3291	4289	3870	17.6%	-9.8%	2.6	3.5	2.8