

# RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 2015

## NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q3 2015
Code Q (Quarter): 23,382 Adults 15+
Code H (Half year): 45,722 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.

TOTAL HOURS (in thousands): ALL BBC	Q3 14	545934	Q2 15	554759	Q3 15	550537
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 14	445056	Q2 15	464053	Q3 15	455567

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
ALL RADIO	Q	47614	48184	47846	0.5%	-0.7%	100.0	100.0	100.0
ALL BBC	Q	34845	35016	35102	0.7%	0.2%	53.6	53.0	53.3
15-44	Q	15116	14687	14954	-1.1%	1.8%	41.7	38.4	39.5
45+	Q	19729	20329	20148	2.1%	-0.9%	61.3	62.4	61.9
ALL BBC NETWORK RADIO	Q	31686	31926	32274	1.9%	1.1%	45.7	45.5	45.9
BBC RADIO 1	Q	10550	10436	10559	0.1%	1.2%	6.9	6.4	6.5
BBC RADIO 2	Q	15014	15141	15384	2.5%	1.6%	17.0	17.6	17.6
BBC RADIO 3	Q	1912	1894	2070	8.3%	9.3%	1.1	1.3	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10916	10965	11196	2.6%	2.1%	12.8	12.8	12.9
BBC RADIO 4	Q	10621	10574	10779	1.5%	1.9%	11.9	11.7	11.7
BBC RADIO 4 EXTRA	Q	1629	1954	2201	35.1%	12.6%	0.9	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6132	5836	6064	-1.1%	3.9%	4.3	4.1	4.1
BBC RADIO 5 LIVE	Q	5809	5322	5528	-4.8%	3.9%	3.8	3.5	3.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1216	1625	1727	42.0%	6.3%	0.5	0.6	0.7
BBC 6 MUSIC	Q	1994	2055	2188	9.7%	6.5%	1.8	1.8	2.0
1XTRA FROM THE BBC	Q	1057	958	1149	8.7%	19.9%	0.6	0.5	0.6
BBC ASIAN NETWORK UK	H	629	607	589	-6.4%	-3.0%	0.4	0.4	0.3
BBC WORLD SERVICE	Q	1310	1548	1511	15.3%	-2.4%	0.7	0.7	0.8
BBC LOCAL/REGIONAL	Q	8945	8837	8732	-2.4%	-1.2%	7.8	7.5	7.4

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
<b>ALL COMMERCIAL</b>	Q	34045	34628	34734	2.0%	0.3%	43.7	44.4	44.1
15-44	Q	17922	18338	18170	1.4%	-0.9%	54.7	58.3	57.1
45+	Q	16124	16290	16564	2.7%	1.7%	36.5	35.5	35.9
<b>ALL NATIONAL COMMERCIAL</b>	Q	16954	17944	18167	7.2%	1.2%	13.6	14.5	14.8
ABSOLUTE RADIO	Q	1872	1983	2125	13.5%	7.2%	1.2	1.5	1.5
ABSOLUTE RADIO 70S	H	167	256	285	70.7%	11.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1432	1603	1571	9.7%	-2.0%	0.7	1.0	0.8
ABSOLUTE RADIO 90S	H	665	539	629	-5.4%	16.7%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	497	540	583	17.3%	8.0%	0.2	0.3	0.3
CAPITAL BRAND*	H	7811	7638	8008	2.5%	4.8%	4.3	4.3	4.5
CAPITAL NETWORK (UK)	H	7343	7105	7450	1.5%	4.9%	3.9	3.8	4.0
CAPITAL XTRA (UK)	H	809	951	1100	36.0%	15.7%	0.4	0.4	0.5
CLASSIC FM	Q	5199	5276	5487	5.5%	4.0%	3.6	3.3	3.5
GOLD NETWORK (UK)	H	1032	1024	992	-3.9%	-3.1%	0.8	0.8	0.9
HEART NETWORK (UK)	H	9075	8860	9144	0.8%	3.2%	6.6	6.2	6.3
HEAT <sup>1</sup>	H			912					0.3
THE HITS	Q	949	777	860	-9.4%	10.7%	0.4	0.3	0.3
JAZZ FM (NATIONAL) <sup>1</sup>	H			509					0.3
KERRANG!	H	879	843	821	-6.6%	-2.6%	0.4	0.3	0.4
KISS NETWORK*	H	4858	5240	5454	12.3%	4.1%	2.7	3.0	3.0
KISS FRESH	Q	565	576	532	-5.8%	-7.6%	0.1	0.2	0.2
KISSTORY	Q	973	1459	1307	34.3%	-10.4%	0.4	0.6	0.5
LBC NETWORK (UK)	H	1283	1481	1481	15.4%	0.0%	1.3	1.4	1.3
MAGIC NETWORK <sup>1</sup>	H			3435					1.6
PLANET ROCK	Q	1098	1248	1215	10.7%	-2.6%	0.9	1.0	0.9
SMOOTH BRAND (UK)*	H			5535					4.2
SMOOTH EXTRA	Q			930					0.5
SMOOTH RADIO NETWORK (UK)	H	4692	4635	4845	3.3%	4.5%	3.5	3.5	3.6
TALKSPORT	Q	3148	3033	3152	0.1%	3.9%	2.2	1.9	2.0
XFM NETWORK (UK) (will be RADIO X NETWORK (UK))	H	988	892	1049	6.2%	17.6%	0.5	0.4	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	27213	27466	27243	0.1%	-0.8%	30.1	29.8	29.2
<b>OTHER LISTENING</b>	Q	3870	3907	3921	1.3%	0.4%	2.8	2.6	2.7