

RAJAR DATA RELEASE



Quarter 1, 2016 – May 19th 2016

COMPARATIVE CHARTS

1. National Stations
2. Scottish Stations
3. London Stations
4. Breakfast Shows – National and London stations

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

RAJAR DATA RELEASE



Quarter 1, 2016 – May 19th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2016
Code Q (Quarter): 26,112 Adults 15+
Code H (Half year): 51,727 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	Q1 15	553852	Q4 15	541794	Q1 16	544682
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 15	435496	Q4 15	446584	Q1 16	434436

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
ALL RADIO	Q	47799	48237	47823	0.1%	-0.9%	100.0	100.0	100.0
ALL BBC	Q	34872	34947	34869	0.0%	-0.2%	54.4	53.5	54.1
15-44	Q	14583	14656	14423	-1.1%	-1.6%	40.5	38.7	39.1
45+	Q	20290	20291	20446	0.8%	0.8%	63.2	62.4	63.1
ALL BBC NETWORK RADIO	Q	31671	32125	32014	1.1%	-0.3%	46.9	46.1	46.6
BBC RADIO 1	Q	9699	10330	9907	2.1%	-4.1%	6.4	6.1	5.6
BBC RADIO 2	Q	15087	15465	15514	2.8%	0.3%	18.1	17.7	18.6
BBC RADIO 3	Q	2084	2051	2117	1.6%	3.2%	1.2	1.2	1.3
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11265	11318	10934	-2.9%	-3.4%	14.0	13.7	13.1
BBC RADIO 4	Q	10886	10926	10568	-2.9%	-3.3%	12.8	12.4	12.0
BBC RADIO 4 EXTRA	Q	2172	2112	1851	-14.8%	-12.4%	1.2	1.2	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6084	5827	6119	0.6%	5.0%	4.1	3.9	4.2
BBC RADIO 5 LIVE	Q	5757	5586	5774	0.3%	3.4%	3.7	3.6	3.9
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1339	1235	1326	-1.0%	7.4%	0.4	0.3	0.4
BBC 6 MUSIC	Q	2064	2202	2236	8.3%	1.5%	1.7	2.0	2.1
1XTRA FROM THE BBC	Q	839	982	1038	23.7%	5.7%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	H	562	563	562	0.0%	-0.2%	0.4	0.3	0.3
BBC WORLD SERVICE	Q	1353	1506	1466	8.4%	-2.7%	0.7	0.7	0.8
BBC LOCAL/REGIONAL	Q	8816	8558	8793	-0.3%	2.7%	7.6	7.3	7.5

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Quarter 1, 2016 – May 19th 2016 NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
ALL COMMERCIAL	Q	33916	35111	34277	1.1%	-2.4%	42.8	44.1	43.2
15-44	Q	17802	18313	18057	1.4%	-1.4%	55.8	58.1	57.5
45+	Q	16115	16798	16221	0.7%	-3.4%	34.6	35.5	34.5
ALL NATIONAL COMMERCIAL	Q	17137	18298	18220	6.3%	-0.4%	14.2	14.6	14.6
ABSOLUTE RADIO	Q	1989	2128	2174	9.3%	2.2%	1.4	1.4	1.6
ABSOLUTE RADIO 70S	H	224	303	285	27.2%	-5.9%	0.1	0.1	0.1
ABSOLUTE RADIO 80S	Q	1448	1585	1720	18.8%	8.5%	0.9	0.9	0.9
ABSOLUTE RADIO 90S	H	584	650	681	16.6%	4.8%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	516	592	566	9.7%	-4.4%	0.2	0.3	0.3
CAPITAL BRAND	H	7492	8112	8162	8.9%	0.6%	3.9	4.5	4.4
CAPITAL NETWORK (UK)	H	7000	7502	7552	7.9%	0.7%	3.6	4.0	3.9
CAPITAL XTRA (UK)	H	841	1168	1202	42.9%	2.9%	0.4	0.5	0.5
CLASSIC FM	Q	5525	5520	5121	-7.3%	-7.2%	3.6	3.5	3.2
GOLD NETWORK (UK)	H	1026	995	1053	2.6%	5.8%	0.7	0.7	0.7
HEART NETWORK (UK)	H	8987	9152	9014	0.3%	-1.5%	6.7	6.4	6.3
HEAT ¹	H		950	878		-7.6%		0.3	0.3
THE HITS ¹	H		812	693		-14.7%		0.3	0.2
JAZZ FM (NATIONAL) ¹	H		480	506		5.4%		0.2	0.2
KERRANG!	H	920	870	787	-14.5%	-9.5%	0.4	0.4	0.3
KISS NETWORK	H	4908	5391	5394	9.9%	0.1%	2.8	2.9	2.9
KISS FRESH ¹	H		553	548		-0.9%		0.2	0.2
KISSTORY	Q	1131	1403	1441	27.4%	2.7%	0.4	0.5	0.6
LBC NETWORK (UK)	H	1357	1439	1540	13.5%	7.0%	1.3	1.4	1.5
MAGIC NETWORK ¹	H		3327	3434		3.2%		1.7	1.8
PLANET ROCK	Q	1247	1147	1265	1.4%	10.3%	0.9	0.8	1.0
SMOOTH BRAND (UK)	H		5528	5414		-2.1%		4.2	4.1
SMOOTH EXTRA	Q		904	910		0.7%		0.6	0.4
SMOOTH RADIO NETWORK (UK)	H	4772	4870	4800	0.6%	-1.4%	3.9	3.7	3.6
TALKSPORT	Q	3246	3061	3088	-4.9%	0.9%	2.1	1.8	1.8
UCB 1 (WAS UCB UK)	Q		236	121		-48.7%		0.2	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	885	1225	1240	40.1%	1.2%	0.5	0.7	0.9
ALL LOCAL COMMERCIAL	Q	26763	27126	26884	0.5%	-0.9%	28.6	29.5	28.5
OTHER LISTENING	Q	3688	3966	3816	3.5%	-3.8%	2.8	2.5	2.7

RAJAR DATA RELEASE



Quarter 1, 2016 – May 19th 2016 SCOTTISH STATIONS

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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
BBC RADIO SCOTLAND	H	4498	931	943	940	1.0%	-0.3%	7.9	8.5	7.9
Radio Borders (Bauer Borders)	Y	110	57	56	59	3.5%	5.4%	32.3	33.0	36.4
Capital Scotland	H	2795	514	570	573	11.5%	0.5%	5.8	5.9	6.6
Central FM	Y	213	45	52	58	28.9%	11.5%	8.5	10.6	9.4
Clyde 1	H	1890	556	584	627	12.8%	7.4%	12.1	16.1	16.5
Clyde 2	H	1890	155	158	151	-2.6%	-4.4%	3.0	3.1	3.0
Clyde 3	Y	1891		18	17		-5.6%		0.2	0.1
Forth 1	H	1129	354	358	336	-5.1%	-6.1%	14.7	17.2	17.4
Forth 2	H	1129	76	67	45	-40.8%	-32.8%	2.7	3.7	2.1
Forth 3	Y	1129		8	11		37.5%		0.1	0.3
Heart Scotland	H	2795	430	427	411	-4.4%	-3.7%	5.9	6.7	7.1
Kingdom FM	Y	289	61	65	60	-1.6%	-7.7%	6.5	11.7	11.1
Moray Firth Radio (Bauer Inverness)	Y	250	113	120	117	3.5%	-2.5%	20.6	20.9	21.3
Northsound 1	Y	345	127	141	139	9.4%	-1.4%	14.9	17.4	19.1
Northsound 2	Y	345	37	33	31	-16.2%	-6.1%	4.3	3.3	3.3
Original 106 (Aberdeen)	Y	345	83	80	80	-3.6%	0.0%	9.1	11.3	12.6
Smooth Radio Scotland	H	1982	401	405	416	3.7%	2.7%	12.8	8.7	8.9
Tay FM	Y	392	153	140	134	-12.4%	-4.3%	19.4	18.7	19.7
Tay 2	Y	392	63	46	42	-33.3%	-8.7%	8.4	8.5	7.8
Tay 3	Y	392		2	3		50.0%		0.1	*
Wave 102	Y	145		25	24		-4.0%		7.1	7.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	180	177	187	3.9%	5.6%	26.0	20.2	21.3

RAJAR DATA RELEASE

Quarter 1, 2016 – May 19th 2016 LONDON STATIONS – PAGE 1

SAMPLE SIZE:
Survey period - Q1 2016
Code Q (Quarter): 3,266 Adults 15+
Code H (Half year): 6,726 Adults 15+

TERMS **WEEKLY** 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.
REACH:
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
BBC Radio London (was BBC London 94.9)	Q	404	525	354	-12.4%	-32.6%	1.4	1.4	1.2
Absolute Radio (London)	Q	924	812	760	-17.7%	-6.4%	3.2	2.2	2.8
Capital London	Q	1793	2077	2286	27.5%	10.1%	3.8	4.0	4.7
Capital XTRA (London)	Q	311	569	548	76.2%	-3.7%	0.5	1.1	1.1
Dilse 1035am	Q	72	88	32	-55.6%	-63.6%	0.1	0.1	*
Gold London	Q	263	337	250	-4.9%	-25.8%	0.8	1.2	1.1
Heart London	Q	1533	1804	1547	0.9%	-14.2%	4.7	4.3	4.7
Kiss (London)	Q	1883	2015	2011	6.8%	-0.2%	4.6	4.9	4.4
LBC 97.3	Q	887	1040	1001	12.9%	-3.8%	4.7	5.2	4.5
LBC London News (was LBC News 1152)	Q	375	489	482	28.5%	-1.4%	1.0	1.0	1.3
Lyca Radio 1458am	Q	115	159	62	-46.1%	-61.0%	0.4	0.7	0.1
Magic (London)	Q	1911	1921	1745	-8.7%	-9.2%	4.9	4.9	4.4
Mi-Soul	H		29	29		0.0%		0.1	0.1
Panjab Radio	H		77	75		-2.6%		0.2	0.2
Premier Christian Radio	Q	124	143	159	28.2%	11.2%	0.6	0.6	0.9
Smooth Radio London	Q	627	800	779	24.2%	-2.6%	1.9	2.6	2.7
Sunrise Radio	Q	250	215	269	7.6%	25.1%	0.6	0.4	0.5
The Wireless From Age UK	H		24	29		20.8%		*	0.1
Radio X London (was XFM London)	Q	363	517	337	-7.2%	-34.8%	0.6	1.4	1.0

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Quarter 1, 2016 – May 19th 2016

LONDON STATIONS– PAGE 2

NATIONAL STATIONS ON LONDON TSA

NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 15	Q4 15	Q1 16	Q1 16 vs. Q1 15	Q1 16 vs. Q4 15	Q1 15	Q4 15	Q1 16
BBC Radio 1	Q	1563	1707	1743	11.5%	2.1%	4.1	3.7	3.4
BBC Radio 2	Q	2308	2428	2240	-2.9%	-7.7%	12.4	12.2	10.7
BBC Radio 3	Q	595	615	522	-12.3%	-15.1%	1.9	2.1	1.6
BBC Radio 4	Q	2897	2876	2614	-9.8%	-9.1%	17.0	16.1	15.9
BBC Radio 5 live	Q	1367	1182	1215	-11.1%	2.8%	4.3	3.5	3.6
Classic FM	Q	1484	1382	1243	-16.2%	-10.1%	4.3	3.7	4.0
talkSPORT	Q	838	772	795	-5.1%	3.0%	2.7	1.9	2.1

RAJAR DATA RELEASE

Quarter 1, 2016 – May 19th 2016
BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q1 2016

NATIONAL: Code Q (Quarter): 26,112 Adults 15+, **Code H (Half year):** 51,727 Adults 15+

LONDON: Code Q (Quarter): 3,266 Adults 15+, **Code H (Half year):** 6,726 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.

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI		Q1 15	Q4 15	Q1 16
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5495	5868	5435
BBC Radio 2 - 06.30 - 09.30am	Q	9458	9439	9727
BBC Radio 3 - 06.30 - 09.00am	Q	644	538	689
BBC Radio 4 - 06.00 - 09.00am	Q	7059	7025	6757
BBC Radio 5 live - 06.00 - 10.00am	Q	2391	2292	2262
Absolute Radio - 06.00 - 10.00am	Q	909	1056	1133
Classic FM - 06.00 - 09.00am	Q	1732	1783	1486
Magic Network ¹ - 06.00 - 10.00am	H		1299	1369
talkSPORT - 06.00 - 10.00am	Q	1486	1295	1239
Radio X Network UK (was XFM Network UK) - 6.30 - 10.00am	H	*	*	776

RAJAR DATA RELEASE

Quarter 1, 2016 – May 19th 2016

BREAKFAST SHOWS (WEEKDAYS) – PAGE 2

LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q1 15	Q4 15	Q1 16
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 07.00 - 10.00am	Q	217	228	208
Absolute Radio (London) - 06.00 - 10.00am	Q	411	422	426
Capital London - 06.00 - 10.00am	Q	872	1080	1164
Capital XTRA (London) - 06.00 - 10.00am	Q	90	276	250
Dilse 1035am - 06.00 - 09.30am	Q	39	24	4
Gold London - 06.00 - 10.00am	Q	117	148	131
Heart London - 06.00 - 09.00am	Q	627	741	611
Kiss (London) - 06.00 - 09.00am	Q	879	872	852
LBC 97.3 - 07.00 - 10.00am	Q	547	695	616
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	207	227	292
Lyca Radio 1458am - 06.00 - 09.30am	Q	52	119	22
Magic (London) - 06.00 - 10.00am	Q	747	935	739
Premier Christian Radio - 07.00 - 09.00am	Q	46	93	110
Smooth Radio London - 06.00 - 10.00am	Q	283	399	316
Sunrise Radio - 06.00 - 09.00am	Q	116	71	109
Radio X London (was XFM London) - 06.30 - 10.00am	Q	118	300	170