

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2014
Code Q (Quarter): 25,124 Adults 15+
Code H (Half year): 49,369 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	Q4 13	568433	Q3 14	545934	Q4 14	536759
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 13	433520	Q3 14	445056	Q4 14	450398

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
ALL RADIO	Q	48375	47614	47851	-1.1%	0.5%	100.0	100.0	100.0
ALL BBC	Q	36219	34845	34798	-3.9%	-0.1%	55.2	53.6	52.8
15-44	Q	15948	15116	14840	-6.9%	-1.8%	42.2	41.7	38.6
45+	Q	20271	19729	19958	-1.5%	1.2%	63.8	61.3	61.7
ALL BBC NETWORK RADIO	Q	33126	31686	31798	-4.0%	0.4%	46.8	45.7	45.3
BBC RADIO 1	Q	10969	10550	10433	-4.9%	-1.1%	6.9	6.9	6.6
BBC RADIO 2	Q	15513	15014	15283	-1.5%	1.8%	17.6	17.0	17.8
BBC RADIO 3	Q	1992	1912	2030	1.9%	6.2%	1.1	1.1	1.1
BBC RADIO 4	Q	11205	10621	10760	-4.0%	1.3%	12.5	11.9	11.9
BBC RADIO 4 (including 4 EXTRA)	Q	11494	10916	11033	-4.0%	1.1%	13.5	12.8	12.9
BBC RADIO 4 EXTRA	Q	1646	1629	1721	4.6%	5.6%	1.0	0.9	1.1
BBC RADIO 5 LIVE	Q	6285	5809	5610	-10.7%	-3.4%	4.2	3.8	3.5
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6529	6132	5706	-12.6%	-6.9%	4.5	4.3	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	889	1216	657	-26.1%	-46.0%	0.3	0.5	0.1
BBC 6 MUSIC	Q	1962	1994	2084	6.2%	4.5%	1.7	1.8	1.6
1XTRA FROM THE BBC	Q	1094	1057	1110	1.5%	5.0%	0.5	0.6	0.6
BBC ASIAN NETWORK UK ¹	H		629	619		-1.6%		0.4	0.4
BBC WORLD SERVICE	Q	1413	1310	1363	-3.5%	4.0%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9321	8945	8981	-3.6%	0.4%	8.4	7.8	7.5

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	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
ALL COMMERCIAL	Q	34914	34045	34357	-1.6%	0.9%	42.1	43.7	44.3
15-44	Q	18750	17922	18165	-3.1%	1.4%	54.4	54.7	57.1
45+	Q	16164	16124	16192	0.2%	0.4%	34.0	36.5	36.2
ALL NATIONAL COMMERCIAL	Q	17635	16954	17140	-2.8%	1.1%	13.3	13.6	13.1
ABSOLUTE RADIO NETWORK*	Q	3545	4005	3893	9.8%	-2.8%	2.3	2.7	2.7
ABSOLUTE RADIO 60S	H	197	208	229	16.2%	10.1%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	181	167	189	4.4%	13.2%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1183	1432	1419	19.9%	-0.9%	0.6	0.7	0.8
ABSOLUTE RADIO 90S	H	568	665	669	17.8%	0.6%	0.3	0.3	0.3
ABSOLUTE RADIO 00S	H	145	165	183	26.2%	10.9%	*	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	364	497	484	33.0%	-2.6%	0.1	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7811	7623		-2.4%		4.3	4.1
CAPITAL NETWORK (UK)	H	7501	7343	7160	-4.5%	-2.5%	4.2	3.9	3.8
CAPITAL XTRA (UK)	H	854	809	809	-5.3%	0.0%	0.4	0.4	0.4
CLASSIC FM	Q	5634	5199	5570	-1.1%	7.1%	3.5	3.6	3.5
GOLD NETWORK (UK)	H	1363	1032	1083	-20.5%	4.9%	1.1	0.8	0.8
HEART NETWORK (UK)	H	7300	9075	9038	23.8%	-0.4%	4.6	6.6	6.8
HEAT	Q	714	965	941	31.8%	-2.5%	0.2	0.4	0.3
THE HITS	Q	910	949	814	-10.5%	-14.2%	0.4	0.4	0.3
JAZZ FM	Q	681	553	511	-25.0%	-7.6%	0.3	0.2	0.2
KERRANG!	H	1021	879	904	-11.5%	2.8%	0.4	0.4	0.4
KISS FRESH	Q	387	565	457	18.1%	-19.1%	0.1	0.1	0.1
KISSTORY	Q	927	973	1051	13.4%	8.0%	0.4	0.4	0.4
LBC NETWORK (UK)	H	1248	1283	1327	6.3%	3.4%	1.2	1.3	1.4
MAGIC NETWORK	Q			2747					1.3
PLANET ROCK	Q	1143	1098	1115	-2.4%	1.5%	0.8	0.9	0.8
SMOOTH RADIO NETWORK (UK)	H	3383	4692	4794	41.7%	2.2%	2.3	3.5	3.8
TALKSPORT	Q	3212	3148	3005	-6.4%	-4.5%	2.0	2.2	2.0
XFM NETWORK (UK)	H	929	988	941	1.3%	-4.8%	0.3	0.5	0.5
ALL LOCAL COMMERCIAL	Q	27594	27213	27284	-1.1%	0.3%	28.8	30.1	31.2
OTHER LISTENING	Q	3472	3870	4161	19.8%	7.5%	2.7	2.8	3.0