

RAJAR DATA RELEASE



Quarter 2, 2015 – August 6th 2015

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 2, 2015 – August 6th 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q2 2015
Code Q (Quarter): 22,340 Adults 15+
Code H (Half year): 46,216 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	Q2 14	546723	Q1 15	553852	Q2 15	554759
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 14	443326	Q1 15	435496	Q2 15	464053

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
ALL RADIO	Q	48052	47799	48184	0.3%	0.8%	100.0	100.0	100.0
ALL BBC	Q	35227	34872	35016	-0.6%	0.4%	53.3	54.4	53.0
15-44	Q	15258	14583	14687	-3.7%	0.7%	39.6	40.5	38.4
45+	Q	19970	20290	20329	1.8%	0.2%	62.4	63.2	62.4
ALL BBC NETWORK RADIO	Q	32255	31671	31926	-1.0%	0.8%	45.5	46.9	45.5
BBC RADIO 1	Q	10795	9699	10436	-3.3%	7.6%	6.8	6.4	6.4
BBC RADIO 2	Q	15496	15087	15141	-2.3%	0.4%	17.7	18.1	17.6
BBC RADIO 3	Q	1884	2084	1894	0.5%	-9.1%	1.0	1.2	1.3
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10786	11265	10965	1.7%	-2.7%	12.5	14.0	12.8
BBC RADIO 4	Q	10528	10886	10574	0.4%	-2.9%	11.6	12.8	11.7
BBC RADIO 4 EXTRA	Q	1570	2172	1954	24.5%	-10.0%	0.9	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6442	6084	5836	-9.4%	-4.1%	4.4	4.1	4.1
BBC RADIO 5 LIVE	Q	6276	5757	5322	-15.2%	-7.6%	4.1	3.7	3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q	919	1339	1625	76.8%	21.4%	0.3	0.4	0.6
BBC 6 MUSIC	Q	1891	2064	2055	8.7%	-0.4%	1.6	1.7	1.8
1XTRA FROM THE BBC	Q	937	839	958	2.2%	14.2%	0.5	0.4	0.5
BBC ASIAN NETWORK UK	H	552	562	607	10.0%	8.0%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1372	1353	1548	12.8%	14.4%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	8985	8816	8837	-1.6%	0.2%	7.7	7.6	7.5

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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 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
ALL COMMERCIAL	Q	34408	33916	34628	0.6%	2.1%	43.2	42.8	44.4
15-44	Q	18440	17802	18338	-0.6%	3.0%	56.1	55.8	58.3
45+	Q	15968	16115	16290	2.0%	1.1%	34.6	34.6	35.5
ALL NATIONAL COMMERCIAL	Q	17106	17137	17944	4.9%	4.7%	12.9	14.2	14.5
ABSOLUTE RADIO NETWORK	Q	3760	3893	4042	7.5%	3.8%	2.4	2.7	3.1
ABSOLUTE RADIO	Q	1801	1989	1983	10.1%	-0.3%	1.0	1.4	1.5
ABSOLUTE RADIO 70S	H	157	224	256	63.1%	14.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1245	1448	1603	28.8%	10.7%	0.7	0.9	1.0
ABSOLUTE RADIO 90S	H	560	584	539	-3.8%	-7.7%	0.2	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	473	516	540	14.2%	4.7%	0.2	0.2	0.3
CAPITAL BRAND (UK)*	H	7841	7492	7638	-2.6%	1.9%	4.4	3.9	4.3
CAPITAL NETWORK (UK)	H	7327	7000	7105	-3.0%	1.5%	4.0	3.6	3.8
CAPITAL XTRA (UK)	H	838	841	951	13.5%	13.1%	0.4	0.4	0.4
CLASSIC FM	Q	5439	5525	5276	-3.0%	-4.5%	3.6	3.6	3.3
GOLD NETWORK (UK)	H	857	1026	1024	19.5%	-0.2%	0.7	0.7	0.8
HEART NETWORK (UK)	H	9069	8987	8860	-2.3%	-1.4%	6.4	6.7	6.2
HEAT	Q	892	902	833	-6.6%	-7.6%	0.3	0.3	0.2
THE HITS	Q	774	681	777	0.4%	14.1%	0.2	0.3	0.3
JAZZ FM (NATIONAL)	Q	549	457	560	2.0%	22.5%	0.2	0.2	0.3
KERRANG!	H	893	920	843	-5.6%	-8.4%	0.4	0.4	0.3
KISS NETWORK*	H	4633	4908	5240	13.1%	6.8%	2.6	2.8	3.0
KISS FRESH	Q	484	422	576	19.0%	36.5%	0.1	0.1	0.2
KISSTORY	Q	1098	1131	1459	32.9%	29.0%	0.4	0.4	0.6
LBC NETWORK (UK)	H	1275	1357	1481	16.2%	9.1%	1.3	1.3	1.4
MAGIC NETWORK	Q		3605	3623		0.5%		1.8	1.7
PLANET ROCK	Q	1092	1247	1248	14.3%	0.1%	0.7	0.9	1.0
SMOOTH RADIO NETWORK (UK)	H	4602	4772	4635	0.7%	-2.9%	3.6	3.9	3.5
TALKSPORT	Q	3376	3246	3033	-10.2%	-6.6%	2.2	2.1	1.9
XFM NETWORK (UK)	H	926	885	892	-3.7%	0.8%	0.5	0.5	0.4
ALL LOCAL COMMERCIAL	Q	27494	26763	27466	-0.1%	2.6%	30.3	28.6	29.8
OTHER LISTENING	Q	4289	3688	3907	-8.9%	5.9%	3.5	2.8	2.6

www.rajar.co.uk *includes Capital Network (UK) & Capital XTRA (UK)
*includes Kiss Fresh and Kisstory

Source RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 2, 2015 – August 6th 2015

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	%	%	%
			Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
BBC RADIO SCOTLAND	H	4498	955	931	941	-1.5%	1.1%	8.5	7.9	7.7
Radio Borders (Bauer Borders)	Y	108	59	57	55	-6.8%	-3.5%	35.5	32.3	31.0
Capital Scotland	H	2795	523	514	531	1.5%	3.3%	7.7	5.8	6.5
Central FM	Y	215	48	45	53	10.4%	17.8%	7.3	8.5	8.7
Clyde 1	H	1889	533	556	583	9.4%	4.9%	13.8	12.1	13.1
Clyde 2	H	1889	135	155	161	19.3%	3.9%	2.5	3.0	2.9
Clyde 3	H	1889			21					0.2
Forth 1	H	1128	332	354	342	3.0%	-3.4%	15.2	14.7	12.0
Forth 2	H	1128	68	76	66	-2.9%	-13.2%	2.9	2.7	2.7
Forth 3	H	1128			10					0.1
Heart Scotland	H	2795	421	430	424	0.7%	-1.4%	6.0	5.9	4.8
Kingdom FM	Y	289	64	61	60	-6.3%	-1.6%	9.0	6.5	8.2
Moray Firth Radio (Bauer Inverness)	Y	250	120	113	115	-4.2%	1.8%	25.3	20.6	20.9
Northsound 1	Y	344	139	127	138	-0.7%	8.7%	20.5	14.9	15.9
Northsound 2	Y	344	35	37	37	5.7%	0.0%	2.7	4.3	5.0
Original 106 (Aberdeen)	Y	344	80	83	75	-6.3%	-9.6%	10.7	9.1	9.5
RockSport (was Eklipse Sports Radio)	H	2795			7					*
Smooth Radio Scotland	H	1981	284	401	392	38.0%	-2.2%	5.7	12.8	9.8
Tay FM	Y	391	164	153	148	-9.8%	-3.3%	19.5	19.4	18.8
Tay 2	Y	391	82	63	55	-32.9%	-12.7%	12.4	8.4	7.9
Tay 3	H	390			1					*
Wave 102	Y	144			23					5.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	177	180	192	8.5%	6.7%	27.9	26.0	24.3
XFM Scotland	H	830	51	35	39	-23.5%	11.4%	1.6	2.0	1.7

RAJAR DATA RELEASE



Quarter 2, 2015 – August 6th 2015

LONDON STATIONS – PAGE 1

SAMPLE SIZE:
 Survey period - Q2 2015
 Code Q (Quarter): 2,996 Adults 15+
 Code H (Half year): 6,227 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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
BBC London 94.9	Q	572	404	477	-16.6%	18.1%	1.5	1.4	0.9
Absolute Radio (London)	Q	830	924	847	2.0%	-8.3%	2.0	3.2	2.8
Capital London	Q	2198	1793	2200	0.1%	22.7%	4.8	3.8	4.2
Capital XTRA (London)	Q	358	311	478	33.5%	53.7%	0.9	0.5	1.1
Gold London	Q	263	263	285	8.4%	8.4%	1.3	0.8	1.3
Heart London	Q	1837	1533	1985	8.1%	29.5%	5.5	4.7	4.9
Kiss (London)	Q	1860	1883	2120	14.0%	12.6%	4.8	4.6	5.3
LBC 97.3	Q	982	887	1137	15.8%	28.2%	5.0	4.7	5.2
LBC London News (was LBC News 1152)	Q	322	375	513	59.3%	36.8%	0.7	1.0	1.2
Lyca Dil Se 1035 AM	Q	53	72	52	-1.9%	-27.8%	0.1	0.1	0.1
Lyca Radio 1458 AM	Q	81	115	160	97.5%	39.1%	0.2	0.4	0.6
Magic (London)	Q	1929	1911	1999	3.6%	4.6%	4.8	4.9	4.7
Premier Christian Radio	Q	241	124	175	-27.4%	41.1%	1.2	0.6	0.5
Smooth Radio London	Q	781	627	684	-12.4%	9.1%	2.6	1.9	2.2
Sunrise Radio	Q	320	250	211	-34.1%	-15.6%	1.2	0.6	0.8
XFM London	Q	394	363	434	10.2%	19.6%	0.8	0.6	1.0

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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	%	%	%
		Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
BBC Radio 1	Q	1864	1563	1689	-9.4%	8.1%	4.6	4.1	4.2
BBC Radio 2	Q	2341	2308	2369	1.2%	2.6%	12.1	12.4	12.3
BBC Radio 3	Q	527	595	508	-3.6%	-14.6%	1.4	1.9	2.0
BBC Radio 4	Q	2647	2897	2775	4.8%	-4.2%	14.8	17.0	14.2
BBC Radio 5 live	Q	1306	1367	1088	-16.7%	-20.4%	3.7	4.3	3.9
Classic FM	Q	1335	1484	1443	8.1%	-2.8%	4.3	4.3	4.4
talkSPORT	Q	827	838	712	-13.9%	-15.0%	3.0	2.7	2.0

RAJAR DATA RELEASE

Quarter 2, 2015 – August 6th 2015

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLE SIZE:
Survey period - Q2 2015

NATIONAL: Code Q (Quarter): 22,340 Adults 15+, **Code H (Half year):** 46,216 Adults 15+
LONDON: Code Q (Quarter): 2,996 Adults 15+, **Code H (Half year):** 6,227 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		Q2 2014	Q1 2015	Q2 2015
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5972	5495	5838
BBC Radio 2 - 06.30 - 09.30am	Q	9908	9458	9696
BBC Radio 3 - 06.30 - 09.00am	Q	526	644	629
BBC Radio 4 - 06.00 - 09.00am	Q	6710	7059	6675
BBC Radio 5 live - 06.00 - 10.00am	Q	2595	2391	2354
Absolute Radio - 06.00 - 10.00am	Q	777	909	916
Classic FM - 06.00 - 09.00am	Q	1779	1732	1629
Magic Network - 06.00 - 10.00am	Q		1358	1479
talkSPORT - 06.00 - 10.00am	Q	1499	1486	1433

RAJAR DATA RELEASE

Quarter 2, 2015 – August 6th 2015

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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q2 2014	Q1 2015	Q2 2015
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	269	165	203
Absolute Radio (London) - 06.00 - 10.00am	Q	394	411	430
Capital London - 06.00 - 10.00am	Q	1110	872	1146
Capital XTRA (London) - 06.00 - 10.00am	Q	155	90	256
Gold London - 06.00 - 10.00am	Q	106	117	111
Heart London - 06.00 - 09.00am	Q	821	627	887
Kiss (London) - 06.00 - 09.00am	Q	783	879	766
LBC 97.3 - 07.00 - 10.00am	Q	607	547	719
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	139	207	239
Magic (London) - 06.00 - 10.00am	Q	786	747	922
Premier Christian Radio - 07.00 - 10.00am	Q	88	65	112
Smooth Radio London - 06.00 - 10.00am	Q	363	283	278
Sunrise Radio - 06.00 - 09.00am	Q	141	116	98
XFM London - 06.00 - 10.00am	Q	148	118	202