

RAJAR DATA RELEASE



Quarter 4, 2015 – February 4th 2016

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 4, 2015 – February 4th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2015
Code Q (Quarter): 25,615 Adults 15+
Code H (Half year): 48,997 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 14	536759	Q3 15	550537	Q4 15	541794
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 14	450398	Q3 15	455567	Q4 15	446584

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
ALL RADIO	Q	47851	47846	48237	0.8%	0.8%	100.0	100.0	100.0
ALL BBC	Q	34798	35102	34947	0.4%	-0.4%	52.8	53.3	53.5
15-44	Q	14840	14954	14656	-1.2%	-2.0%	38.6	39.5	38.7
45+	Q	19958	20148	20291	1.7%	0.7%	61.7	61.9	62.4
ALL BBC NETWORK RADIO	Q	31798	32274	32125	1.0%	-0.5%	45.3	45.9	46.1
BBC RADIO 1	Q	10433	10559	10330	-1.0%	-2.2%	6.6	6.5	6.1
BBC RADIO 2	Q	15283	15384	15465	1.2%	0.5%	17.8	17.6	17.7
BBC RADIO 3	Q	2030	2070	2051	1.0%	-0.9%	1.1	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11033	11196	11318	2.6%	1.1%	12.9	12.9	13.7
BBC RADIO 4	Q	10760	10779	10926	1.5%	1.4%	11.9	11.7	12.4
BBC RADIO 4 EXTRA	Q	1721	2201	2112	22.7%	-4.0%	1.1	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5706	6064	5827	2.1%	-3.9%	3.6	4.1	3.9
BBC RADIO 5 LIVE	Q	5610	5528	5586	-0.4%	1.0%	3.5	3.4	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	657	1727	1235	88.0%	-28.5%	0.1	0.7	0.3
BBC 6 MUSIC	Q	2084	2188	2202	5.7%	0.6%	1.6	2.0	2.0
1XTRA FROM THE BBC	Q	1110	1149	982	-11.5%	-14.5%	0.6	0.6	0.5
BBC ASIAN NETWORK UK	H	619	589	563	-9.0%	-4.4%	0.4	0.3	0.3
BBC WORLD SERVICE	Q	1363	1511	1506	10.5%	-0.3%	0.7	0.8	0.7
BBC LOCAL/REGIONAL	Q	8981	8732	8558	-4.7%	-2.0%	7.5	7.4	7.3

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Quarter 4, 2015 – February 4th 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	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
ALL COMMERCIAL	Q	34357	34734	35111	2.2%	1.1%	44.3	44.1	44.1
15-44	Q	18165	18170	18313	0.8%	0.8%	57.1	57.1	58.1
45+	Q	16192	16564	16798	3.7%	1.4%	36.2	35.9	35.5
ALL NATIONAL COMMERCIAL	Q	17140	18167	18298	6.8%	0.7%	13.1	14.8	14.6
ABSOLUTE RADIO	Q	1708	2125	2128	24.6%	0.1%	1.1	1.5	1.4
ABSOLUTE RADIO 70S	H	189	285	303	60.3%	6.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1419	1571	1585	11.7%	0.9%	0.8	0.8	0.9
ABSOLUTE RADIO 90S	H	669	629	650	-2.8%	3.3%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	484	583	592	22.3%	1.5%	0.2	0.3	0.3
CAPITAL BRAND	H	7623	8008	8112	6.4%	1.3%	4.1	4.5	4.5
CAPITAL NETWORK (UK)	H	7160	7450	7502	4.8%	0.7%	3.8	4.0	4.0
CAPITAL XTRA (UK)	H	809	1100	1168	44.4%	6.2%	0.4	0.5	0.5
CLASSIC FM	Q	5570	5487	5520	-0.9%	0.6%	3.5	3.5	3.5
GOLD NETWORK (UK)	H	1083	992	995	-8.1%	0.3%	0.8	0.9	0.7
HEART NETWORK (UK)	H	9038	9144	9152	1.3%	0.1%	6.8	6.3	6.4
HEAT ¹	H		912	950		4.2%		0.3	0.3
THE HITS ¹	H			812					0.3
JAZZ FM (NATIONAL) ¹	H		509	480		-5.7%		0.3	0.2
KERRANG!	H	904	821	870	-3.8%	6.0%	0.4	0.4	0.4
KISS NETWORK	H	4904	5454	5391	9.9%	-1.2%	2.7	3.0	2.9
KISS FRESH ¹	H			553					0.2
KISSTORY	Q	1051	1307	1403	33.5%	7.3%	0.4	0.5	0.5
LBC NETWORK (UK)	H	1327	1481	1439	8.4%	-2.8%	1.4	1.3	1.4
MAGIC NETWORK ¹	H		3435	3327		-3.1%		1.6	1.7
PLANET ROCK	Q	1115	1215	1147	2.9%	-5.6%	0.8	0.9	0.8
SMOOTH BRAND (UK)	H		5535	5528		-0.1%		4.2	4.2
SMOOTH EXTRA	Q		930	904		-2.8%		0.5	0.6
SMOOTH RADIO NETWORK (UK)	H	4794	4845	4870	1.6%	0.5%	3.8	3.6	3.7
TALKSPORT	Q	3005	3152	3061	1.9%	-2.9%	2.0	2.0	1.8
UCB 1 (SURVEYED AS UCB UK)	Q			236					0.2
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	941	1049	1225	30.2%	16.8%	0.5	0.5	0.7
ALL LOCAL COMMERCIAL	Q	27284	27243	27126	-0.6%	-0.4%	31.2	29.2	29.5
OTHER LISTENING	Q	4161	3921	3966	-4.7%	1.1%	3.0	2.7	2.5

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Quarter 4, 2015 – February 4th 2016

SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.
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	%	%	%
			Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
BBC RADIO SCOTLAND	H	4498	888	948	943	6.2%	-0.5%	8.0	7.7	8.5
Radio Borders (Bauer Borders)	Y	110	57	56	56	-1.8%	0.0%	34.1	31.3	33.0
Capital Scotland	H	2795	498	564	570	14.5%	1.1%	5.3	5.7	5.9
Central FM	Y	213	46	57	52	13.0%	-8.8%	7.4	9.1	10.6
Clyde 1	H	1891	479	576	584	21.9%	1.4%	11.5	14.9	16.1
Clyde 2	H	1891	129	147	158	22.5%	7.5%	3.0	2.9	3.1
Clyde 3'	Y	1892			18					0.2
Forth 1	H	1129	337	347	358	6.2%	3.2%	15.3	14.9	17.2
Forth 2	H	1129	59	72	67	13.6%	-6.9%	1.8	3.8	3.7
Forth 3'	Y	1130			8					0.1
Heart Scotland	H	2795	496	465	427	-13.9%	-8.2%	7.4	5.0	6.7
Kingdom FM	Y	288	55	67	65	18.2%	-3.0%	5.2	10.5	11.7
Moray Firth Radio (Bauer Inverness)	Y	250	116	118	120	3.4%	1.7%	23.6	20.4	20.9
Northsound 1	Y	344	129	144	141	9.3%	-2.1%	16.7	16.2	17.4
Northsound 2	Y	344	41	35	33	-19.5%	-5.7%	4.7	4.6	3.3
Original 106 (Aberdeen)	Y	344	85	82	80	-5.9%	-2.4%	9.8	11.0	11.3
Smooth Radio Scotland	H	1982	347	374	405	16.7%	8.3%	11.5	9.5	8.7
Tay FM	Y	392	151	148	140	-7.3%	-5.4%	19.3	20.8	18.7
Tay 2	Y	392	68	52	46	-32.4%	-11.5%	9.4	7.0	8.5
Tay 3	Y	392			2					0.1
Wave 102	Y	145		24	25		4.2%		6.2	7.1
West Sound (inc.West FM)(Bauer Southwest Scotland)**	Y	395	185	186	177	-4.3%	-4.8%	26.4	22.9	20.2

RAJAR DATA RELEASE



Quarter 4, 2015 – February 4th 2016 LONDON STATIONS – PAGE 1

SAMPLE SIZE:
Survey period - Q4 2015
Code Q (Quarter): 3,460 Adults 15+
Code H (Half year): 6,560 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	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
BBC Radio London (was BBC London 94.9)	Q	483	536	525	8.7%	-2.1%	1.7	1.3	1.4
Absolute Radio (London)	Q	694	853	812	17.0%	-4.8%	1.9	2.6	2.2
Capital London	Q	1869	2086	2077	11.1%	-0.4%	4.1	5.1	4.0
Capital XTRA (London)	Q	411	519	569	38.4%	9.6%	1.0	1.2	1.1
Dilse 1035am	Q	70	79	88	25.7%	11.4%	0.2	0.2	0.1
Gold London	Q	279	275	337	20.8%	22.5%	1.1	1.4	1.2
Heart London	Q	1783	1661	1804	1.2%	8.6%	6.3	4.1	4.3
Kiss (London)	Q	1912	2089	2015	5.4%	-3.5%	4.8	4.8	4.9
LBC 97.3	Q	1091	930	1040	-4.7%	11.8%	5.4	4.3	5.2
LBC London News (was LBC News 1152)	Q	254	423	489	92.5%	15.6%	0.5	0.8	1.0
Lyca Radio 1458am	Q	125	146	159	27.2%	8.9%	0.4	0.3	0.7
Magic (London)	Q	1763	1711	1921	9.0%	12.3%	4.3	3.7	4.9
Mi-Soul	H			29					0.1
Panjab Radio	H		55	77		40.0%		0.2	0.2
Premier Christian Radio	Q	189	164	143	-24.3%	-12.8%	0.9	0.5	0.6
Smooth Radio London	Q	760	754	800	5.3%	6.1%	2.5	2.4	2.6
Sunrise Radio	Q	269	316	215	-20.1%	-32.0%	0.9	0.7	0.4
The Wireless From Age UK	H			24					*
Radio X London (was XFM London)	Q	440	507	517	17.5%	2.0%	1.4	1.1	1.4

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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	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
BBC Radio 1	Q	1663	1681	1707	2.6%	1.5%	4.3	3.9	3.7
BBC Radio 2	Q	2228	2380	2428	9.0%	2.0%	12.1	12.3	12.2
BBC Radio 3	Q	554	554	615	11.0%	11.0%	1.4	1.9	2.1
BBC Radio 4	Q	2827	2660	2876	1.7%	8.1%	15.9	14.9	16.1
BBC Radio 5 live	Q	1287	1258	1182	-8.2%	-6.0%	3.5	4.0	3.5
Classic FM	Q	1391	1305	1382	-0.6%	5.9%	3.6	3.4	3.7
talkSPORT	Q	677	774	772	14.0%	-0.3%	2.7	2.4	1.9

RAJAR DATA RELEASE

Quarter 4, 2015 – February 4th 2016

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2015

NATIONAL: Code Q (Quarter): 25,615 Adults 15+, **Code H (Half year):** 48,997 Adults 15+

LONDON: Code Q (Quarter): 3,460 Adults 15+, **Code H (Half year):** 6,560 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		Q4 2014	Q3 2015	Q4 2015
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5904	5777	5868
BBC Radio 2 - 06.30 - 09.30am	Q	9597	9422	9439
BBC Radio 3 - 06.30 - 09.00am	Q	573	539	538
BBC Radio 4 - 06.00 - 09.00am	Q	6768	6758	7025
BBC Radio 5 live - 06.00 - 10.00am	Q	2223	2224	2292
Absolute Radio - 06.00 - 10.00am	Q	815	886	1056
Classic FM - 06.00 - 09.00am	Q	1558	1658	1783
Magic Network ¹ - 06.00 - 10.00am	H		1368	1299
talkSPORT - 06.00 - 10.00am	Q	1373	1396	1295

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Quarter 4, 2015 – February 4th 2016

BREAKFAST SHOWS (WEEKDAYS) – PAGE 2

LONDON STATIONS

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
		Q4 2014	Q3 2015	Q4 2015
LONDON STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 06.00 - 09.00am	Q	215	212	208
Absolute Radio (London) - 06.00 - 10.00am	Q	327	346	422
Capital London - 06.00 - 10.00am	Q	941	980	1080
Capital XTRA (London) - 06.00 - 10.00am	Q	166	236	276
Dilse 1035am - 6.00 - 09.30am	Q	35	21	24
Gold London - 06.00 - 10.00am	Q	157	123	148
Heart London - 06.00 - 09.00am	Q	681	514	741
Kiss (London) - 06.00 - 09.00am	Q	871	755	872
LBC 97.3 - 07.00 - 10.00am	Q	710	595	695
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	110	186	227
Lyca Radio 1458am - 06.00 - 09.30	Q	88	42	119
Magic (London) - 06.00 - 10.00am	Q	884	771	935
Premier Christian Radio - 07.00 - 09.00am	Q	71	37	93
Smooth Radio London - 06.00 - 10.00am	Q	373	311	399
Sunrise Radio - 06.00 - 09.00am	Q	132	121	71
Radio X London (was XFM London) - 06.30 - 10.00am	Q	247	216	300