

# RAJAR DATA RELEASE



## Quarter 4, 2016 – February 9<sup>th</sup> 2017 NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q4 2016
Code Q (Quarter): 25,881 Adults 15+
Code H (Half year): 51,052 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	Q4 15	541794	Q3 16	534097	Q4 16	560560
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 15	446584	Q3 16	475608	Q4 16	460175

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
<b>ALL RADIO</b>	Q	48237	48165	48682	0.9%	1.1%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34947	34823	35197	0.7%	1.1%	53.5	51.5	53.5
15-44	Q	14656	14248	14206	-3.1%	-0.3%	38.7	36.7	37.4
45+	Q	20291	20575	20991	3.4%	2.0%	62.4	60.7	62.8
<b>ALL BBC NETWORK RADIO</b>	Q	32125	32107	32180	0.2%	0.2%	46.1	44.4	45.9
BBC RADIO 1	Q	10330	9873	9562	-7.4%	-3.2%	6.1	6.0	5.8
BBC RADIO 2	Q	15465	15144	15051	-2.7%	-0.6%	17.7	16.7	17.3
BBC RADIO 3	Q	2051	1977	2120	3.4%	7.2%	1.2	1.2	1.4
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11318	11632	11694	3.3%	0.5%	13.7	12.9	13.8
BBC RADIO 4	Q	10926	11227	11332	3.7%	0.9%	12.4	11.8	12.7
BBC RADIO 4 EXTRA	Q	2112	2043	2184	3.4%	6.9%	1.2	1.1	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5827	5975	5958	2.2%	-0.3%	3.9	4.1	3.9
BBC RADIO 5 LIVE	Q	5586	5502	5713	2.3%	3.8%	3.6	3.5	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1235	1601	1167	-5.5%	-27.1%	0.3	0.6	0.3
BBC 6 MUSIC	Q	2202	2342	2329	5.8%	-0.6%	2.0	2.1	2.2
1XTRA FROM THE BBC <sup>1</sup>	H		1026	909		-11.4%		0.4	0.4
BBC ASIAN NETWORK UK	H	563	662	632	12.3%	-4.5%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1506	1537	1526	1.3%	-0.7%	0.7	0.7	0.7
<b>BBC LOCAL/REGIONAL</b>	Q	8558	8429	8891	3.9%	5.5%	7.3	7.1	7.5

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
<b>ALL COMMERCIAL</b>	Q	35111	34762	34957	-0.4%	0.6%	44.1	45.8	43.9
15-44	Q	18313	18096	18222	-0.5%	0.7%	58.1	59.8	59.1
45+	Q	16798	16666	16735	-0.4%	0.4%	35.5	37.1	35.0
<b>ALL NATIONAL COMMERCIAL</b>	Q	18298	19503	18832	2.9%	-3.4%	14.6	17.1	15.7
ABSOLUTE RADIO	Q	2128	2643	2141	0.6%	-19.0%	1.4	1.7	1.5
ABSOLUTE RADIO 70S	H	303	280	270	-10.9%	-3.6%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1585	1458	1529	-3.5%	4.9%	0.9	0.8	0.9
ABSOLUTE RADIO 90S	H	650	703	727	11.8%	3.4%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	592	646	703	18.8%	8.8%	0.3	0.3	0.3
THE ARROW	Q		76	95		25.0%		0.1	0.1
CAPITAL BRAND	H	8112	8740	8473	4.5%	-3.1%	4.5	4.8	4.6
CAPITAL NETWORK (UK)	H	7502	8055	7791	3.9%	-3.3%	4.0	4.2	4.1
CAPITAL XTRA (UK)	H	1168	1324	1299	11.2%	-1.9%	0.5	0.6	0.5
CHILL	Q		237	152		-35.9%		0.1	*
CLASSIC FM	Q	5520	5281	5365	-2.8%	1.6%	3.5	3.5	3.4
GOLD NETWORK (UK)	H	995	1154	1120	12.6%	-2.9%	0.7	0.9	0.8
HEART BRAND (UK) <sup>1</sup>	H			9282					6.4
HEART EXTRA	Q		664	437		-34.2%		0.3	0.2
HEART NETWORK (UK)	H	9152	9101	8949	-2.2%	-1.7%	6.4	6.2	6.2
HEAT	H	950	841	720	-24.2%	-14.4%	0.3	0.3	0.2
THE HITS	H	812	738	605	-25.5%	-18.0%	0.3	0.2	0.2
JAZZ FM (NATIONAL)	H	480	556	541	12.7%	-2.7%	0.2	0.2	0.2
KERRANG!	H	870	769	739	-15.1%	-3.9%	0.4	0.3	0.3
KISS NETWORK	H	5391	5425	5237	-2.9%	-3.5%	2.9	3.0	3.0
KISS FRESH	H	553	611	492	-11.0%	-19.5%	0.2	0.2	0.2
KISSTORY	Q	1403	1611	1402	-0.1%	-13.0%	0.5	0.9	0.6
LBC NETWORK (UK)	H	1439	1801	1686	17.2%	-6.4%	1.4	1.8	1.7
MAGIC NETWORK	H		3684	3648		-1.0%		1.8	1.9
MAGIC CHILLED	H		240	235		-2.1%		0.1	0.1
MELLOW MAGIC	H		424	446		5.2%		0.2	0.2
PLANET ROCK	Q	1147	1060	958	-16.5%	-9.6%	0.8	0.8	0.8

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
SMOOTH BRAND (UK)	H	5528	5479	5430	-1.8%	-0.9%	4.2	4.0	3.9
SMOOTH EXTRA	Q	904	1070	810	-10.4%	-24.3%	0.6	0.6	0.6
SMOOTH RADIO NETWORK (UK)	H	4870	4749	4751	-2.4%	0.0%	3.7	3.4	3.3
SUNRISE RADIO NATIONAL	Q		326	461		41.4%		0.1	0.2
TALKRADIO	Q		304	252		-17.1%		0.1	0.1
TALKSPORT	Q	3061	2857	3007	-1.8%	5.3%	1.8	2.0	1.7
TALKSPORT2	Q		250	294		17.6%		0.1	0.1
UCB 1 (WAS UCB UK)	Q	236	191	225	-4.7%	17.8%	0.2	0.1	0.1
VIRGIN RADIO	Q		345	324		-6.1%		0.1	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	1225	1265	1254	2.4%	-0.9%	0.7	0.9	0.9
ALL LOCAL COMMERCIAL	Q	27126	26781	27066	-0.2%	1.1%	29.5	28.7	28.2
OTHER LISTENING	Q	3966	3933	4183	5.5%	6.4%	2.5	2.7	2.7