

# RAJAR DATA RELEASE

Quarter 3, 2011 - October 27, 2011



## RAJAR DATA RELEASE

QUARTER 3, 2011

October 27, 2011

### COMPARATIVE CHARTS

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

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### NATIONAL STATIONS - page 1

**SAMPLE SIZE:**  
Survey period - Q3 2011

**Code Q (Quarter):** 24,404 Adults 15+

**Code H (Half year):** 48,561 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.

<b>TOTAL HOURS (in thousands): ALL BBC</b>	<b>Q3 10</b>	<b>573459</b>	<b>Q2 11</b>	<b>581436</b>	<b>Q3 11</b>	<b>586015</b>
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	<b>Q3 10</b>	<b>458133</b>	<b>Q2 11</b>	<b>469706</b>	<b>Q3 11</b>	<b>466078</b>

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
<b>ALL RADIO</b>	<b>Q</b>	<b>46762</b>	<b>47616</b>	<b>47137</b>	<b>0.8%</b>	<b>-1.0%</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>ALL BBC</b>	<b>Q</b>	<b>34243</b>	<b>35530</b>	<b>34863</b>	<b>1.8%</b>	<b>-1.9%</b>	<b>54.3</b>	<b>54.0</b>	<b>54.5</b>
15-44	Q	15647	15865	15753	0.7%	-0.7%	42.8	41.3	43.4
45+	Q	18595	19665	19109	2.8%	-2.8%	63.1	63.3	62.6
<b>ALL BBC NETWORK RADIO</b>	<b>Q</b>	<b>31018</b>	<b>32108</b>	<b>31723</b>	<b>2.3%</b>	<b>-1.2%</b>	<b>45.4</b>	<b>45.4</b>	<b>46.1</b>
BBC RADIO 1	Q	11647	11692	11850	1.7%	1.4%	9.1	8.5	9.1
BBC RADIO 2	Q	13682	13966	14309	4.6%	2.5%	15.6	14.9	15.9
BBC RADIO 3	Q	2145	2174	2052	-4.3%	-5.6%	1.2	1.2	1.1
BBC RADIO 4	Q	10368	10854	10555	1.8%	-2.8%	11.8	12.4	12.0
BBC RADIO 4 (including 4 EXTRA)	Q		11064	10754		-2.8%		13.2	12.9
BBC RADIO 4 EXTRA	Q		1605	1526		-4.9%		0.8	0.9
BBC RADIO FIVE LIVE	Q	6295	6542	6237	-0.9%	-4.7%	4.7	4.6	4.1
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6439	6676	6431	-0.1%	-3.7%	4.9	4.9	4.6
FIVE LIVE SPORTS EXTRA	Q	648	797	1150	77.5%	44.3%	0.2	0.2	0.5
BBC 6 MUSIC	Q	1196	1270	1229	2.8%	-3.2%	1.0	0.9	0.9
1XTRA FROM THE BBC	Q	806	992	904	12.2%	-8.9%	0.4	0.6	0.5
BBC ASIAN NETWORK UK	Q	462	471	507	9.7%	7.6%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1319	1720	1501	13.8%	-12.7%	0.6	0.9	0.8
BBC LOCAL/REGIONAL	Q	9144	9645	9499	3.9%	-1.5%	9.0	8.6	8.3

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# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### NATIONAL STATIONS - page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
<b>ALL COMMERCIAL</b>	Q	33373	34021	33719	1.0%	-0.9%	43.4	43.7	43.3
15-44	Q	18542	18757	18409	-0.7%	-1.9%	54.5	55.8	53.8
45+	Q	14831	15264	15310	3.2%	0.3%	35.0	34.8	35.7
<b>ALL NATIONAL COMMERCIAL</b>	Q	15101	16166	15573	3.1%	-3.7%	11.2	12.2	11.5
TOTAL ABSOLUTE RADIO	Q	1654	1648	1604	-3.0%	-2.7%	1.2	1.3	1.0
ABSOLUTE 80S	Q	564	894	1018	80.5%	13.9%	0.4	0.5	0.6
ABSOLUTE RADIO 90S	Q	203	432	366	80.3%	-15.3%	0.1	0.2	0.1
ABSOLUTE RADIO 00S	Q		200	120		-40.0%		0.1	*
ABSOLUTE RADIO CLASSIC ROCK <sup>1</sup>	Q		400	346		-13.5%		0.1	0.2
CAPITAL NETWORK (UK)	H		6875	7032		2.3%		4.3	4.3
CHILL	H	176	190	180	2.3%	-5.3%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H	684	654	765	11.8%	17.0%	0.3	0.3	0.4
CLASSIC FM	Q	5676	5735	5388	-5.1%	-6.1%	3.5	3.6	3.2
GOLD NETWORK (UK)	H	1465	1522	1547	5.6%	1.6%	1.3	1.2	1.3
HEART NETWORK (UK)	H	7988	7686	7649	-4.2%	-0.5%	5.9	5.0	5.4
HEAT	Q	578	670	631	9.2%	-5.8%	0.1	0.2	0.2
THE HITS	Q	1153	1215	995	-13.7%	-18.1%	0.4	0.4	0.4
JAZZ FM	Q	452	592	508	12.4%	-14.2%	0.2	0.2	0.2
KERRANG! UK	H	1416	1402	1390	-1.8%	-0.9%	0.6	0.6	0.6
KISS UK	H	4041	4295	4143	2.5%	-3.5%	2.1	2.1	2.0
TOTAL LBC (UK)	H	1124	1147	1115	-0.8%	-2.8%	1.3	1.2	1.2
MAGIC UK	Q	3984	4061	3833	-3.8%	-5.6%	2.8	2.5	2.4
NME RADIO	H	257	225	219	-14.8%	-2.7%	0.1	0.1	0.1
PLANET ROCK	Q	783	857	840	7.3%	-2.0%	0.5	0.5	0.6
Q	Q	246	274	209	-15.0%	-23.7%	*	0.1	*
TOTAL REAL RADIO	H	2371	2563	2607	10.0%	1.7%	2.0	2.0	2.0
SMASH HITS RADIO	Q	1109	1122	889	-19.8%	-20.8%	0.4	0.3	0.3
SMOOTH RADIO UK	H	3053	3210	3328	9.0%	3.7%	2.3	2.3	2.5
SUNRISE RADIO NATIONAL	Q	506	586	453	-10.5%	-22.7%	0.3	0.4	0.4
TALKSPORT	Q	2960	3212	3132	5.8%	-2.5%	2.1	1.9	1.9
TOTAL XFM (UK)	H	962	1016	990	2.9%	-2.6%	0.4	0.4	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	26999	27289	27036	0.1%	-0.9%	32.2	31.5	31.8
<b>OTHER LISTENING</b>	Q	3127	3238	3062	-2.1%	-5.4%	2.2	2.3	2.2

<sup>1</sup> Station changed reporting survey period

\* = less than 0.05%

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### 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	%	%	%
			Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC RADIO SCOTLAND	H	4384	895	1035	953	6.5%	-7.9%	7.5	8.7	7.7
FM Bauer Place Portfolio Scotland	Y	4110	1461	1504	1525	4.4%	1.4%	19.5	19.2	19.4
Radio Borders (Bauer Borders)	Y	107	60	61	61	1.7%	0.0%	34.9	36.0	36.7
Central FM	Y	220	48	54	53	10.4%	-1.9%	5.2	7.3	7.5
Bauer Glasgow	H	1848	631	701	674	6.8%	-3.9%	21.3	20.2	21.5
Clyde 1 FM	H	1848	542	575	583	7.6%	1.4%	15.9	14.6	16.9
Clyde 2	H	1848	209	263	204	-2.4%	-22.4%	5.4	5.6	4.6
Bauer Place Portfolio - Scotland	H	4110	1700	1773	1732	1.9%	-2.3%	23.1	23.2	24.3
Bauer Radio Central Scotland	H	2857	972	1081	1041	7.1%	-3.7%	21.2	20.2	21.1
Bauer Edinburgh	H	1108	348	384	371	6.6%	-3.4%	18.5	18.5	18.9
ForthOne	H	1108	297	349	342	15.2%	-2.0%	14.1	15.3	15.8
Forth2	H	1108	100	97	100	0.0%	3.1%	4.4	3.2	3.1
Capital Scotland (was Galaxy)	H	2739	457	467	500	9.4%	7.1%	6.7	5.6	6.8
GMG Radio Scotland	H	2902	850	843	820	-3.5%	-2.7%	16.7	15.1	15.4
Kingdom FM	Y	287	72	81	79	9.7%	-2.5%	10.9	11.2	12.1
Moray Firth Radio (Bauer Inverness)	Y	234	127	125	128	0.8%	2.4%	29.5	27.0	27.9
Bauer Aberdeen	Y	318	136	145	149	9.6%	2.8%	25.6	24.3	25.3
Northsound One	Y	318	124	135	136	9.7%	0.7%	21.2	19.1	18.8
Northsound Two	Y	318	41	41	43	4.9%	4.9%	4.4	5.2	6.5
Original 106 (Aberdeen)	Y	318	39	44	51	30.8%	15.9%	3.9	4.1	4.6
Real Radio Scotland	H	2716	665	646	626	-5.9%	-3.1%	13.2	11.6	11.0
96.3 Rock Radio	H	819	55	67	60	9.1%	-10.4%	2.2	2.6	2.1
Smooth Radio Glasgow	H	1894	241	249	255	5.8%	2.4%	5.6	5.6	6.9
Bauer Dundee	Y	378	160	173	175	9.4%	1.2%	25.5	28.7	30.3
Tay-FM	Y	378	112	127	133	18.8%	4.7%	15.5	18.0	20.1
Tay-AM	Y	378	78	71	67	-14.1%	-5.6%	10.0	10.6	10.2
Wave 102 FM	Y	154	30	30	28	-6.7%	-6.7%	7.0	8.8	8.9
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	185	189	181	-2.2%	-4.2%	23.9	23.7	23.3

\*\* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
**Survey period - Q3 2011**  
**Code Q (Quarter):** 3,342 Adults 15+  
**Code H (Half year):** 6,437 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	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC London 94.9	Q	560	554	474	-15.4%	-14.4%	1.4	1.4	1.0
Total Absolute Radio (London)	Q	911	832	771	-15.4%	-7.3%	3.2	2.9	2.2
Buzz Asia 963 & 972AM	H	107	96	101	-5.6%	5.2%	0.2	0.2	0.2
Capital London	Q	2125	2077	2179	2.5%	4.9%	5.3	4.8	5.6
Choice FM London	Q	480	492	562	17.1%	14.2%	1.3	1.1	1.4
Gold London	Q	371	389	377	1.6%	-3.1%	1.9	1.0	1.8
Heart London	Q	2057	1990	2027	-1.5%	1.9%	5.3	5.1	5.8
Kismet Radio 1035 (Greater London)	Q	131	182	133	1.5%	-26.9%	0.5	0.6	0.2
Kiss 100 FM	Q	1771	1860	1703	-3.8%	-8.4%	4.9	4.3	4.0
LBC 97.3	Q	928	861	841	-9.4%	-2.3%	4.9	3.4	4.4
LBC News 1152	Q	373	401	382	2.4%	-4.7%	0.6	1.2	0.8
Magic 105.4	Q	2149	2286	1993	-7.3%	-12.8%	6.7	6.1	5.6
Premier Christian Radio	Q	213	235	181	-15.0%	-23.0%	1.1	1.0	0.6
Smooth Radio London	Q	544	486	612	12.5%	25.9%	1.7	1.2	1.7
Sunrise Radio (Greater London)	Q	372	417	360	-3.2%	-13.7%	1.2	1.5	1.4
XFM London	Q	540	671	435	-19.4%	-35.2%	1.0	1.3	1.2

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# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### LONDON STATIONS - page 2

### NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC Radio 1	Q	1687	1892	1807	7.1%	-4.5%	5.1	5.2	5.1
BBC Radio 2	Q	2059	2277	2299	11.7%	1.0%	10.7	10.7	12.0
BBC Radio 3	Q	530	733	545	2.8%	-25.6%	1.7	2.4	1.8
BBC Radio 4	Q	2573	2996	2776	7.9%	-7.3%	13.9	15.7	15.3
BBC Radio 5 Live	Q	1371	1427	1315	-4.1%	-7.8%	5.2	5.1	4.0
Classic FM	Q	1345	1397	1408	4.7%	0.8%	4.3	3.8	3.7
talkSPORT	Q	844	807	717	-15.0%	-11.2%	2.4	2.1	2.2

SOURCE: RAJAR / Ipsos MORI / RSMB

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### BREAKFAST SHOWS (weekdays) - page 1

### NATIONAL STATIONS

**SAMPLE SIZE:**

Survey period - Q3 2011

**NATIONAL:** Code Q (Quarter): 24,404 Adults 15+, Code H (Half year): 48,561 Adults 15+

**LONDON:** Code Q (Quarter): 3,342 Adults 15+, Code H (Half year): 6,437 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
<b>NATIONAL STATIONS - MON-FRI</b>		Q3 2010	Q2 2011	Q3 2011
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7101	7439	7162
BBC Radio 2 - 06.30 - 09.30am	Q	8413	8665	8864
BBC Radio 3 - 07.00 - 10.00am	Q	819	897	749
BBC Radio 4 - 06.00 - 09.00am	Q	6508	7184	6759
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2722	2917	2522
Total Absolute Radio Network - 06.00 - 10.00am	Q	1054	1309	1108
Classic FM - 06.00 - 09.00am	Q	1689	1721	1590
Kiss UK* - 06.00 - 09.00am	H		1608	1511
talkSPORT - 06.00 - 10.00am	Q	1292	1364	1347

\* breakfast show networked nationally on digital and on local analogue areas

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### 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
<b>LONDON STATIONS - MON-FRI</b>		Q3 2010	Q2 2011	Q3 2011
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	268	224	209
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	566	593	486
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	43	45	47
Capital London - 06.00 - 10.00am	Q	1150	1143	1134
Choice FM London - 06.00 - 09.00am	Q	185	212	256
Gold London - 06.00 - 10.00am	Q	196	211	206
Heart London - 06.00 - 09.00am	Q	834	792	843
Kisat Radio 1035 (Greater London) - 06.00 - 09.00am	Q	95	69	33
Kiss 100 FM - 06.00 - 09.00am	Q	669	789	700
LBC 97.3 - 07.00 - 10.00am	Q	627	532	527
LBC News 1152 - 07.00 - 10.00am	Q	212	187	201
Magic 105.4 - 05.00 - 09.00am	Q	790	845	717
Premier Christian Radio - 07.00 - 09.00am	Q	130	97	75
Smooth Radio London - 06.00 - 10.00am	Q	222	170	249
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	157	213	143
XFM London - 06.30 - 10.00am	Q	222	283	231