

RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q4 2011

Code Q (Quarter): 25,510 Adults 15+

Code H (Half year): 49,914 Adults 15+

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.

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
ALL RADIO	Q	46727	47137	46677	-0.1%	-1.0%	100.0	100.0	100.0
ALL BBC	Q	34505	34863	34940	1.3%	0.2%	55.3	54.5	55.5
15-44	Q	15670	15753	15561	-0.7%	-1.2%	43.9	43.4	43.2
45+	Q	18835	19109	19379	2.9%	1.4%	63.7	62.6	64.4
ALL BBC NETWORK RADIO	Q	31128	31723	31635	1.6%	-0.3%	46.4	46.1	46.6
BBC RADIO 1	Q	11421	11850	11665	2.1%	-1.6%	8.8	9.1	8.5
BBC RADIO 2	Q	13943	14309	14267	2.3%	-0.3%	16.2	15.9	16.3
BBC RADIO 3	Q	2216	2052	2097	-5.4%	2.2%	1.2	1.1	1.3
BBC RADIO 4	Q	10319	10555	10834	5.0%	2.6%	12.1	12.0	12.5
BBC RADIO 4 (including 4 EXTRA)	Q		10754	11060		2.8%		12.9	13.4
BBC RADIO 4 EXTRA	Q		1526	1554		1.8%		0.9	0.8
BBC RADIO FIVE LIVE	Q	7093	6237	6227	-12.2%	-0.2%	5.3	4.1	4.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	7212	6431	6342	-12.1%	-1.4%	5.5	4.6	4.4
FIVE LIVE SPORTS EXTRA	Q	751	1150	616	-18.0%	-46.4%	0.2	0.5	0.1
BBC 6 MUSIC	Q	1137	1229	1443	26.9%	17.4%	0.8	0.9	1.2
1XTRA FROM THE BBC	Q	816	904	1017	24.6%	12.5%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	Q	477	507	472	-1.0%	-6.9%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1459	1501	1388	-4.9%	-7.5%	0.6	0.8	0.6
BBC LOCAL/REGIONAL	Q	9836	9499	9604	-2.4%	1.1%	8.9	8.3	8.9

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STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
ALL COMMERCIAL	Q	33059	33719	32821	-0.7%	-2.7%	42.5	43.3	42.4
15-44	Q	18366	18409	17983	-2.1%	-2.3%	53.3	53.8	54.1
45+	Q	14693	15310	14838	1.0%	-3.1%	34.5	35.7	33.8
ALL NATIONAL COMMERCIAL	Q	15407	15573	15441	0.2%	-0.8%	11.8	11.5	11.8
TOTAL ABSOLUTE RADIO	Q	1375	1604	1599	16.3%	-0.3%	0.9	1.0	1.1
ABSOLUTE 80S	Q	665	1018	828	24.5%	-18.7%	0.3	0.6	0.4
ABSOLUTE RADIO 90S	Q	295	366	348	18.0%	-4.9%	0.2	0.1	0.2
ABSOLUTE RADIO 00S	Q		120	139		15.8%		*	0.1
ABSOLUTE RADIO CLASSIC ROCK ¹	Q		346	391		13.0%		0.2	0.2
CAPITAL NETWORK (UK)	H	6764	7032	7079	4.7%	0.7%	4.1	4.3	4.4
CHILL	H	170	180	172	1.2%	-4.4%	*	0.1	0.1
TOTAL CHOICE (UK)	H	734	765	778	6.0%	1.7%	0.4	0.4	0.4
CLASSIC FM	Q	5720	5388	5364	-6.2%	-0.4%	3.9	3.2	3.6
GOLD NETWORK (UK)	H	1457	1547	1543	5.9%	-0.3%	1.3	1.3	1.4
HEART NETWORK (UK)	H	7746	7649	7465	-3.6%	-2.4%	5.5	5.4	5.0
HEAT	Q	557	631	648	16.3%	2.7%	0.2	0.2	0.2
THE HITS	Q	1123	995	984	-12.4%	-1.1%	0.4	0.4	0.3
JAZZ FM	Q	448	508	512	14.3%	0.8%	0.2	0.2	0.2
KERRANG! UK	H	1408	1390	1311	-6.9%	-5.7%	0.6	0.6	0.6
KISS UK	H	3947	4143	4175	5.8%	0.8%	2.0	2.0	2.1
TOTAL LBC (UK)	H	1148	1115	1149	0.1%	3.0%	1.2	1.2	1.3
MAGIC UK	Q	3943	3833	3865	-2.0%	0.8%	2.5	2.4	2.3
NME RADIO	H	235	219	188	-20.0%	-14.2%	0.1	0.1	*
PLANET ROCK	Q	827	840	811	-1.9%	-3.5%	0.5	0.6	0.6
Q	Q	272	209	283	4.0%	35.4%	0.1	*	0.1
REAL RADIO BRAND UK	H	2352	2607	2516	7.0%	-3.5%	2.0	2.0	2.0
SMASH HITS RADIO	Q	1045	889	1004	-3.9%	12.9%	0.3	0.3	0.3
SMOOTH RADIO UK	H	3084	3328	3315	7.5%	-0.4%	2.3	2.5	2.4
SUNRISE RADIO NATIONAL	Q	481	453	490	1.9%	8.2%	0.3	0.4	0.3
TALKSPORT	Q	3088	3132	3196	3.5%	2.0%	2.3	1.9	2.1
TOTAL XFM (UK)	H	938	990	839	-10.6%	-15.3%	0.4	0.5	0.5
ALL LOCAL COMMERCIAL	Q	26462	27036	26275	-0.7%	-2.8%	30.6	31.8	30.6
OTHER LISTENING	Q	3061	3062	2937	-4.1%	-4.1%	2.2	2.2	2.1

¹ Station changed reporting survey period

* = less than 0.05%