

RAJAR DATA RELEASE



Quarter 2, 2012 – August 2, 2012

COMPARATIVE CHARTS

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



RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q2, 2012
 Code Q (Quarter): 26,225 Adults 15+
 Code H (Half year): 52,671 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.

TOTAL HOURS (in thousands): ALL BBC		Q2 11	581436	Q1 12	589213	Q2 12	560644		
TOTAL HOURS (in thousands): ALL COMMERCIAL		Q2 11	469706	Q1 12	450126	Q2 12	446834		
STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
ALL RADIO	Q	47616	46676	46782	-1.8%	0.2%	100.0	100.0	100.0
ALL BBC	Q	35530	34594	34444	-3.1%	-0.4%	54.0	55.4	54.3
15-44	Q	15865	15354	15286	-3.6%	-0.4%	41.3	42.7	42.1
45+	Q	19665	19239	19158	-2.6%	-0.4%	63.3	64.2	62.7
ALL BBC NETWORK RADIO	Q	32108	31196	31454	-2.0%	0.8%	45.4	45.9	46.2
BBC RADIO 1	Q	11692	11141	11271	-3.6%	1.2%	8.5	8.2	8.3
BBC RADIO 2	Q	13966	14560	14457	3.5%	-0.7%	14.9	16.8	16.1
BBC RADIO 3	Q	2174	1902	2038	-6.3%	7.2%	1.2	1.1	1.1
BBC RADIO 4	Q	10854	10307	10521	-3.1%	2.1%	12.4	11.9	12.1
BBC RADIO 4 (including 4 EXTRA)	Q	11064	10531	10775	-2.6%	2.3%	13.2	12.7	13.0
BBC RADIO 4 EXTRA	Q	1605	1502	1636	1.9%	8.9%	0.8	0.8	0.9
BBC RADIO FIVE LIVE	Q	6542	6364	6148	-6.0%	-3.4%	4.6	4.4	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6676	6553	6362	-4.7%	-2.9%	4.9	4.7	4.9
FIVE LIVE SPORTS EXTRA	Q	797	952	1074	34.8%	12.8%	0.2	0.2	0.4
BBC 6 MUSIC	Q	1270	1454	1379	8.6%	-5.2%	0.9	1.1	1.1
1XTRA FROM THE BBC	Q	992	916	1137	14.6%	24.1%	0.6	0.4	0.6
BBC ASIAN NETWORK UK	Q	471	540	547	16.1%	1.3%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1720	1303	1391	-19.1%	6.8%	0.9	0.7	0.6
BBC LOCAL/REGIONAL	Q	9645	9895	8962	-7.1%	-9.4%	8.6	9.4	8.1

RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

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 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
ALL COMMERCIAL	Q	34021	33201	33182	-2.5%	-0.1%	43.7	42.3	43.3
15-44	Q	18757	18178	17952	-4.3%	-1.2%	55.8	54.4	54.8
45+	Q	15264	15023	15231	-0.2%	1.4%	34.8	33.8	35.3
ALL NATIONAL COMMERCIAL	Q	16166	15896	16101	-0.4%	1.3%	12.2	12.0	12.7
TOTAL ABSOLUTE RADIO	Q	1648	1611	1763	7.0%	9.4%	1.3	1.0	1.3
ABSOLUTE RADIO 60S ¹	H			179					0.1
ABSOLUTE RADIO 70S ¹	H			169					0.1
ABSOLUTE 80S	Q	894	857	864	-3.4%	0.8%	0.5	0.4	0.5
ABSOLUTE RADIO 90S ¹	H			414					0.2
ABSOLUTE RADIO 00S ¹	H			122					*
ABSOLUTE RADIO CLASSIC ROCK ¹	H			384					0.2
CAPITAL NETWORK (UK)	H	6875	7048	6978	1.5%	-1.0%	4.3	4.2	4.0
TOTAL CHOICE (UK)	H	654	788	738	12.8%	-6.3%	0.3	0.4	0.3
CLASSIC FM	Q	5735	5444	5480	-4.4%	0.7%	3.6	3.5	3.4
GOLD NETWORK (UK)	H	1522	1454	1467	-3.6%	0.9%	1.2	1.3	1.3
HEART NETWORK (UK)	H	7686	7484	7381	-4.0%	-1.4%	5.0	5.0	5.1
HEAT	Q	670	716	713	6.4%	-0.4%	0.2	0.3	0.3
THE HITS	Q	1215	1081	973	-19.9%	-10.0%	0.4	0.3	0.3
JAZZ FM	Q	592	564	573	-3.2%	1.6%	0.2	0.2	0.2
KERRANG! UK	H	1402	1292	1304	-7.0%	0.9%	0.6	0.6	0.6
KISS UK	H	4295	4364	4356	1.4%	-0.2%	2.1	2.2	2.2
TOTAL LBC (UK)	H	1147	1178	1157	0.9%	-1.8%	1.2	1.3	1.2
MAGIC UK	Q	4061	3605	3695	-9.0%	2.5%	2.5	2.3	2.3
PLANET ROCK	Q	857	861	948	10.6%	10.1%	0.5	0.7	0.6
Q	Q	274	214	248	-9.5%	15.9%	0.1	0.1	0.1
REAL RADIO BRAND UK	H	2563	2506	2422	-5.5%	-3.4%	2.0	1.9	1.8
SMASH HITS RADIO	Q	1122	991	1071	-4.5%	8.1%	0.3	0.3	0.4
SMOOTH RADIO UK	H	3210	3317	3260	1.6%	-1.7%	2.3	2.4	2.4
SUNRISE RADIO NATIONAL	Q	586	457	447	-23.7%	-2.2%	0.4	0.3	0.3
TALKSPORT	Q	3212	3233	2919	-9.1%	-9.7%	1.9	2.0	1.8
TOTAL XFM (UK)	H	1016	809	882	-13.2%	9.0%	0.4	0.4	0.4
ALL LOCAL COMMERCIAL	Q	27289	26533	26364	-3.4%	-0.6%	31.5	30.3	30.5
OTHER LISTENING	Q	3238	3135	3387	4.6%	8.0%	2.3	2.4	2.5

¹ Station changed reporting survey period

* = less than 0.05%



RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

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.

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 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC RADIO SCOTLAND	H	4409	1035	1007	959	-7.3%	-4.8%	8.7	8.9	8.3
FM Bauer Place Portfolio Scotland	Y	4135	1504	1504	1478	-1.7%	-1.7%	19.2	18.9	18.3
Radio Borders (Bauer Borders)	Y	108	61	57	53	-13.1%	-7.0%	36.0	33.1	33.3
Central FM	Y	208	54	51	49	-9.3%	-3.9%	7.3	7.4	7.8
Bauer Glasgow	H	1853	701	595	625	-10.8%	5.0%	20.2	15.6	16.9
Clyde 1 FM	H	1853	575	517	528	-8.2%	2.1%	14.6	12.1	12.5
Clyde 2	H	1853	263	184	202	-23.2%	9.8%	5.6	3.5	4.5
Bauer Place Portfolio - Scotland	H	4134	1773	1645	1681	-5.2%	2.2%	23.2	22.1	22.3
Bauer Radio Central Scotland	H	2873	1081	967	1006	-6.9%	4.0%	20.2	17.9	18.6
Bauer Edinburgh	H	1118	384	378	386	0.5%	2.1%	18.5	20.3	19.7
ForthOne	H	1118	349	354	361	3.4%	2.0%	15.3	17.8	17.2
Forth2	H	1118	97	76	71	-26.8%	-6.6%	3.2	2.5	2.5
Capital Scotland	H	2756	467	484	519	11.1%	7.2%	5.6	6.7	7.3
GMG Radio Scotland	H	2919	843	866	836	-0.8%	-3.5%	15.1	16.8	16.4
Kingdom FM	Y	288	81	78	83	2.5%	6.4%	11.2	11.3	12.6
Moray Firth Radio (Bauer Inverness)	Y	235	125	127	115	-8.0%	-9.4%	27.0	27.1	24.2
Bauer Aberdeen	Y	322	145	145	151	4.1%	4.1%	24.3	22.5	23.2
Northsound One	Y	322	135	127	128	-5.2%	0.8%	19.1	16.2	17.4
Northsound Two	Y	322	41	42	43	4.9%	2.4%	5.2	6.3	5.8
Original 106 (Aberdeen)	Y	322	44	50	47	6.8%	-6.0%	4.1	5.9	5.2
Real Radio Scotland	H	2732	646	650	599	-7.3%	-7.8%	11.6	12.4	11.6
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	67	68	74	10.4%	8.8%	2.6	3.0	2.8
Smooth Radio Glasgow	H	1900	249	290	300	20.5%	3.4%	5.6	6.9	7.2
Bauer Dundee	Y	381	173	170	173	0.0%	1.8%	28.7	30.5	30.8
Tay-FM	Y	381	127	124	121	-4.7%	-2.4%	18.0	18.5	16.7
Tay-AM	Y	381	71	72	77	8.5%	6.9%	10.6	12.0	14.1
Wave 102 FM	Y	156	30	27	23	-23.3%	-14.8%	8.8	8.7	6.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	189	189	180	-4.8%	-4.8%	23.7	23.8	24.8

RAJAR DATA RELEASE



Quarter 2, 2012 – August 2, 2012

LONDON STATIONS – page 1

SAMPLE SIZE
 Survey period – Q2, 2012
 Code Q (Quarter): 3,805 Adults 15+
 Code H (Half year): 8,027 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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC London 94.9	Q	554	504	453	-18.2%	-10.1%	1.4	1.3	1.2
Total Absolute Radio (London)	Q	832	797	974	17.1%	22.2%	2.9	2.2	3.3
Buzz Asia 963 & 972AM	H	96	119	117	21.9%	-1.7%	0.2	0.3	0.3
Capital London	Q	2077	2269	2072	-0.2%	-8.7%	4.8	5.3	4.6
Choice FM London	Q	492	577	527	7.1%	-8.7%	1.1	1.3	1.3
Gold London	Q	389	266	330	-15.2%	24.1%	1.0	1.2	1.0
Heart London	Q	1990	1939	1798	-9.6%	-7.3%	5.1	4.4	5.3
Kisमत Radio 1035 (Greater London)	Q	182	105	92	-49.5%	-12.4%	0.6	0.2	0.3
Kiss 100 FM	Q	1860	1958	1740	-6.5%	-11.1%	4.3	5.1	4.7
LBC 97.3	Q	861	867	809	-6.0%	-6.7%	3.4	4.6	3.8
LBC News 1152	Q	401	405	355	-11.5%	-12.3%	1.2	1.3	0.8
Magic 105.4	Q	2286	1963	1951	-14.7%	-0.6%	6.1	6.1	5.1
Premier Christian Radio	Q	235	153	172	-26.8%	12.4%	1.0	0.5	0.9
Smooth Radio London	Q	486	626	385	-20.8%	-38.5%	1.2	1.4	0.7
Sunrise Radio (Greater London)	Q	417	285	286	-31.4%	0.4%	1.5	0.9	1.1
XFM London	Q	671	409	417	-37.9%	2.0%	1.3	0.8	1.0

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012



LONDON STATIONS– page 2 NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC Radio 1	Q	1892	1724	1750	-7.5%	1.5%	5.2	5.0	5.8
BBC Radio 2	Q	2277	2182	2202	-3.3%	0.9%	10.7	12.1	12.0
BBC Radio 3	Q	733	492	521	-28.9%	5.9%	2.4	1.6	1.6
BBC Radio 4	Q	2996	2621	2726	-9.0%	4.0%	15.7	16.2	17.0
BBC Radio 5 Live	Q	1427	1313	1247	-12.6%	-5.0%	5.1	4.5	4.7
Classic FM	Q	1397	1177	1269	-9.2%	7.8%	3.8	3.5	3.4
talkSPORT	Q	807	738	661	-18.1%	-10.4%	2.1	2.4	2.0

RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q2 2012

NATIONAL: Code Q (Quarter): 26,225 Adults 15+ Code H (Half year): 52,671 Adults 15+

LONDON: Code Q (Quarter): 3,805 Adults 15+ Code H (Half year): 8,027 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.

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
		Q2 2011	Q1 2012	Q2 2012
NATIONAL STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7439	7103	6927
BBC Radio 2 - 06.30 - 09.30am	Q	8665	9232	8953
BBC Radio 3 - 06.30 - 09.00am	Q	709	576	723
BBC Radio 4 - 06.00 - 09.00am	Q	7184	6660	6764
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2917	2563	2647
Total Absolute Radio Network - 06.00 - 10.00am				
Classic FM - 06.00 - 09.00am	Q	1309	1226	1420
Kiss UK - 06.00 - 09.00am	H	1721	1699	1719
talkSPORT - 06.00 - 10.00am	H	1608	1623	1560
	Q	1364	1284	1331

Continued...

RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

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
LONDON STATIONS - MON-FRI		Q2 2011	Q1 2012	Q2 2012
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	224	183	154
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	593	532	674
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	45	51	55
Capital London - 06.00 - 10.00am	Q	1143	1265	1156
Choice FM London - 06.00 - 09.00am	Q	212	211	242
Gold London - 06.00 - 10.00am	Q	211	111	146
Heart London - 06.00 - 09.00am	Q	792	759	734
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	69	33	38
Kiss 100 FM - 06.00 - 09.00am	Q	789	750	735
LBC 97.3 - 07.00 - 10.00am	Q	532	561	530
LBC News 1152 - 07.00 - 10.00am	Q	187	196	191
Magic 105.4 - 05.00 - 09.00am	Q	845	793	760
Premier Christian Radio - 07.00 - 09.00am	Q	97	36	98
Smooth Radio London - 06.00 - 10.00am	Q	170	286	134
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	213	158	153
XFM London - 06.30 - 10.00am	Q	283	172	168