

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th 2012

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 2012 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q3, 2012
Code Q (Quarter): 25,958 Adults 15+
Code H (Half year): 52,183 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		Q3 11	586015	Q2 12	560644	Q3 12	554357		
TOTAL HOURS (in thousands): ALL COMMERCIAL		Q3 11	466078	Q2 12	446834	Q3 12	443305		
STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
ALL RADIO	Q	47137	46782	46623	-1.1%	-0.3%	100.0	100.0	100.0
ALL BBC	Q	34863	34444	34655	-0.6%	0.6%	54.5	54.3	54.2
15-44	Q	15753	15286	15362	-2.5%	0.5%	43.4	42.1	42.8
45+	Q	19109	19158	19294	1.0%	0.7%	62.6	62.7	62.1
ALL BBC NETWORK RADIO	Q	31723	31454	31590	-0.4%	0.4%	46.1	46.2	46.1
BBC RADIO 1	Q	11850	11271	11198	-5.5%	-0.6%	9.1	8.3	8.2
BBC RADIO 2	Q	14309	14457	13903	-2.8%	-3.8%	15.9	16.1	15.6
BBC RADIO 3	Q	2052	2038	2150	4.8%	5.5%	1.1	1.1	1.3
BBC RADIO 4	Q	10555	10521	10845	2.7%	3.1%	12.0	12.1	12.5
BBC RADIO 4 (including 4 EXTRA)	Q	10754	10775	11089	3.1%	2.9%	12.9	13.0	13.4
BBC RADIO 4 EXTRA	Q	1526	1636	1694	11.0%	3.5%	0.9	0.9	0.9
BBC RADIO FIVE LIVE	Q	6237	6148	6098	-2.2%	-0.8%	4.1	4.5	4.4
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6431	6362	6324	-1.7%	-0.6%	4.6	4.9	4.8
FIVE LIVE SPORTS EXTRA	Q	1150	1074	1005	-12.6%	-6.4%	0.5	0.4	0.4
BBC 6 MUSIC	Q	1229	1379	1620	31.8%	17.5%	0.9	1.1	1.3
1XTRA FROM THE BBC	Q	904	1137	1114	23.2%	-2.0%	0.5	0.6	0.4
BBC ASIAN NETWORK UK	Q	507	547	584	15.2%	6.8%	0.3	0.3	0.4
BBC WORLD SERVICE	Q	1501	1391	1387	-7.6%	-0.3%	0.8	0.6	0.7
BBC LOCAL/REGIONAL	Q	9499	8962	8958	-5.7%	0.0%	8.3	8.1	8.1

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Quarter 3, 2012 – October 25th, 2012
NATIONAL STATIONS Page 2

¹ Station changed reporting survey period

* = less than 0.05%

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
ALL COMMERCIAL	Q	33719	33182	33148	-1.7%	-0.1%	43.3	43.3	43.3
15-44	Q	18409	17952	17737	-3.7%	-1.2%	53.8	54.8	54.1
45+	Q	15310	15231	15411	0.7%	1.2%	35.7	35.3	35.9
ALL NATIONAL COMMERCIAL	Q	15573	16101	16038	3.0%	-0.4%	11.5	12.7	12.8
TOTAL ABSOLUTE RADIO	Q	1604	1763	1544	-3.7%	-12.4%	1.0	1.3	0.9
ABSOLUTE RADIO 60S	H		179	189		5.6%		0.1	0.1
ABSOLUTE RADIO 70S	H		169	172		1.8%		0.1	0.1
ABSOLUTE 80S	Q	1018	864	895	-12.1%	3.6%	0.6	0.5	0.5
ABSOLUTE RADIO 90S ¹	H		414	435		5.1%		0.2	0.2
ABSOLUTE RADIO 00S ¹	H		122	143		17.2%		*	*
ABSOLUTE RADIO CLASSIC ROCK ¹	H		384	356		-7.3%		0.2	0.2
CAPITAL NETWORK (UK)	H	7032	6978	6855	-2.5%	-1.8%	4.3	4.0	3.9
TOTAL CHOICE (UK)	H	765	738	701	-8.4%	-5.0%	0.4	0.3	0.3
CLASSIC FM	Q	5388	5480	5450	1.2%	-0.5%	3.2	3.4	3.5
GOLD NETWORK (UK)	H	1547	1467	1461	-5.6%	-0.4%	1.3	1.3	1.3
HEART NETWORK (UK)	H	7649	7381	7338	-4.1%	-0.6%	5.4	5.1	5.1
HEAT	Q	631	713	681	7.9%	-4.5%	0.2	0.3	0.3
THE HITS	Q	995	973	893	-10.3%	-8.2%	0.4	0.3	0.3
JAZZ FM	Q	508	573	624	22.8%	8.9%	0.2	0.2	0.3
KERRANG! UK	H	1390	1304	1327	-4.5%	1.8%	0.6	0.6	0.6
KISS UK	H	4143	4356	4355	5.1%	0.0%	2.0	2.2	2.3
TOTAL LBC (UK)	H	1115	1157	1189	6.6%	2.8%	1.2	1.2	1.1
MAGIC UK	Q	3833	3695	3797	-0.9%	2.8%	2.4	2.3	2.6
PLANET ROCK	Q	840	948	864	2.9%	-8.9%	0.6	0.6	0.7
Q	Q	209	248	162	-22.5%	-34.7%	*	0.1	*
REAL RADIO BRAND UK	H	2607	2422	2340	-10.2%	-3.4%	2.0	1.8	1.9
SMASH HITS RADIO	Q	889	1071	970	9.1%	-9.4%	0.3	0.4	0.3
SMOOTH RADIO BRAND UK	H	3328	3260	3190	-4.1%	-2.1%	2.5	2.4	2.4
SUNRISE RADIO NATIONAL	Q	453	447	403	-11.0%	-9.8%	0.4	0.3	0.3
TALKSPORT	Q	3132	2919	3018	-3.6%	3.4%	1.9	1.8	1.9
TOTAL XFM (UK)	H	990	882	894	-9.7%	1.4%	0.5	0.4	0.4
ALL LOCAL COMMERCIAL	Q	27036	26364	26424	-2.3%	0.2%	31.8	30.5	30.6
OTHER LISTENING	Q	3062	3387	3241	5.8%	-4.3%	2.2	2.5	2.5



RAJAR DATA RELEASE

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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.

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STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC RADIO SCOTLAND	H	4410	953	959	928	-2.6%	-3.2%	7.7	8.3	7.6
Bauer Aberdeen	Y	321	149	151	152	2.0%	0.7%	25.3	23.2	23.3
Radio Borders (Bauer Borders)	Y	108	61	53	51	-16.4%	-3.8%	36.7	33.3	31.5
Bauer Dundee	Y	381	175	173	176	0.6%	1.7%	30.3	30.8	29.8
Bauer Edinburgh	H	1119	371	386	375	1.1%	-2.8%	18.9	19.7	19.9
Bauer Glasgow	H	1853	674	625	685	1.6%	9.6%	21.5	16.9	19.3
Bauer Place Portfolio - Scotland	H	4134	1732	1681	1735	0.2%	3.2%	24.3	22.3	24.0
Bauer Radio Central Scotland	H	2874	1041	1006	1055	1.3%	4.9%	21.1	18.6	20.2
FM Bauer Place Portfolio Scotland	Y	4133	1525	1478	1483	-2.8%	0.3%	19.4	18.3	18.1
Capital Scotland	H	2756	500	519	476	-4.8%	-8.3%	6.8	7.3	6.5
Central FM	Y	208	53	49	53	0.0%	8.2%	7.5	7.8	8.1
Clyde 1 FM	H	1853	583	528	574	-1.5%	8.7%	16.9	12.5	13.8
Clyde 2	H	1853	204	202	230	12.7%	13.9%	4.6	4.5	5.4
Forth2	H	1119	100	71	73	-27.0%	2.8%	3.1	2.5	3.9
ForthOne	H	1119	342	361	342	0.0%	-5.3%	15.8	17.2	16.0
Kingdom FM	Y	288	79	83	83	5.1%	0.0%	12.1	12.6	13.1
Moray Firth Radio (Bauer Inverness)	Y	235	128	115	115	-10.2%	0.0%	27.9	24.2	26.4
Northsound One	Y	321	136	128	126	-7.4%	-1.6%	18.8	17.4	17.0
Northsound Two	Y	321	43	43	52	20.9%	20.9%	6.5	5.8	6.3
Original 106 (Aberdeen)	Y	321	51	47	44	-13.7%	-6.4%	4.6	5.2	5.9
Real and Smooth Ltd. Scotland	H	2918	820	836	750	-8.5%	-10.3%	15.4	16.4	15.3
Real Radio Scotland	H	2732	626	599	545	-12.9%	-9.0%	11.0	11.6	11.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	60	74	63	5.0%	-14.9%	2.1	2.8	1.9
Smooth Radio Glasgow	H	1901	255	300	265	3.9%	-11.7%	6.9	7.2	6.7
Tay-AM	Y	381	67	77	81	20.9%	5.2%	10.2	14.1	13.9
Tay-FM	Y	381	133	121	124	-6.8%	2.5%	20.1	16.7	15.9
Wave 102 FM	Y	156	28	23	26	-7.1%	13.0%	8.9	6.3	6.0
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	181	180	190	5.0%	5.6%	23.3	24.8	24.6

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 2012

LONDON STATIONS – page 1

SAMPLE SIZE
Survey period – Q3, 2012
Code Q (Quarter): 3,497 Adults 15+
Code H (Half year): 7,302 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	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC London 94.9	Q	474	453	374	-21.1%	-17.4%	1.0	1.2	1.1
Total Absolute Radio (London)	Q	771	974	832	7.9%	-14.6%	2.2	3.3	2.0
Buzz Asia 963 & 972AM	H	101	117	88	-12.9%	-24.8%	0.2	0.3	0.2
Capital London	Q	2179	2072	1999	-8.3%	-3.5%	5.6	4.6	5.3
Choice FM London	Q	562	527	508	-9.6%	-3.6%	1.4	1.3	1.2
Gold London	Q	377	330	353	-6.4%	7.0%	1.8	1.0	1.2
Heart London	Q	2027	1798	1826	-9.9%	1.6%	5.8	5.3	4.4
Kisat Radio 1035 (Greater London)	Q	133	92	81	-39.1%	-12.0%	0.2	0.3	0.2
Kiss 100 FM	Q	1703	1740	1952	14.6%	12.2%	4.0	4.7	5.8
LBC 97.3	Q	841	809	927	10.2%	14.6%	4.4	3.8	4.5
LBC News 1152	Q	382	355	439	14.9%	23.7%	0.8	0.8	1.2
Magic 105.4	Q	1993	1951	2174	9.1%	11.4%	5.6	5.1	7.3
Premier Christian Radio	Q	181	172	164	-9.4%	-4.7%	0.6	0.9	0.7
Smooth Radio London	Q	612	385	431	-29.6%	11.9%	1.7	0.7	1.4
Sunrise Radio (Greater London)	Q	360	286	282	-21.7%	-1.4%	1.4	1.1	1.1
XFM London	Q	435	417	372	-14.5%	-10.8%	1.2	1.0	0.8

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th , 2012

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	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC Radio 1	Q	1807	1750	1714	-5.1%	-2.1%	5.1	5.8	5.8
BBC Radio 2	Q	2299	2202	2033	-11.6%	-7.7%	12.0	12.0	9.2
BBC Radio 3	Q	545	521	556	2.0%	6.7%	1.8	1.6	1.7
BBC Radio 4	Q	2776	2726	2766	-0.4%	1.5%	15.3	17.0	15.8
BBC Radio 5 Live	Q	1315	1247	1217	-7.5%	-2.4%	4.0	4.7	4.3
Classic FM	Q	1408	1269	1287	-8.6%	1.4%	3.7	3.4	3.7
talkSPORT	Q	717	661	767	7.0%	16.0%	2.2	2.0	2.7

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q3 2012

NATIONAL: Code Q (Quarter): 25,958 Adults 15+ Code H (Half year): 52,183 Adults 15+

LONDON: Code Q (Quarter): 3,497 Adults 15+ Code H (Half year): 7,302 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
NATIONAL STATIONS - MON-FRI		Q3 2011	Q2 2012	Q3 2012
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7162	6927	6734
BBC Radio 2 - 06.30 - 09.30am	Q	8864	8953	8546
BBC Radio 3 - 06.30 - 09.00am	Q	554	723	665
BBC Radio 4 - 06.00 - 09.00am	Q	6759	6764	6936
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2522	2647	2767
Total Absolute Radio Network - 06.00 - 10.00am	Q	1108	1420	1153
Classic FM - 06.00 - 09.00am	Q	1590	1719	1645
Kiss UK - 06.00 - 09.00am	H	1511	1560	1554
talkSPORT - 06.00 - 10.00am	Q	1347	1331	1312

Continued....

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 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		Q3 2011	Q2 2012	Q3 2012
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	209	154	152
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	486	674	461
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	47	55	40
Capital London - 06.00 - 10.00am	Q	1134	1156	1165
Choice FM London - 06.00 - 09.00am	Q	256	242	176
Gold London - 06.00 - 10.00am	Q	206	146	169
Heart London - 06.00 - 09.00am	Q	843	734	611
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	33	38	23
Kiss 100 FM - 06.00 - 09.00am	Q	700	735	717
LBC 97.3 - 07.00 - 10.00am	Q	527	530	566
LBC News 1152 - 07.00 - 10.00am	Q	201	191	240
Magic 105.4 - 05.00 - 09.00am	Q	717	760	822
Premier Christian Radio - 07.00 - 09.00am	Q	75	98	63
Smooth Radio London - 06.00 - 10.00am	Q	249	134	188
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	143	153	105
XFM London - 06.00 - 10.00am	Q	231	176	184