

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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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