

RAJAR DATA RELEASE



Quarter 1, 2013 – May 16th 2013

COMPARATIVE CHARTS

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



RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2013
Code Q (Quarter): 24,698 Adults 15+
Code H (Half year): 51,283 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.

TOTAL HOURS (in thousands): ALL BBC	Q1 12	589213	Q4 12	573178	Q1 13	575757
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 12	450126	Q4 12	438978	Q1 13	433474

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
ALL RADIO	Q	46676	47015	47284	1.3%	0.6%	100.0	100.0	100.0
ALL BBC	Q	34594	35190	35069	1.4%	-0.3%	55.4	55.3	55.7
15-44	Q	15354	15583	15137	-1.4%	-2.9%	42.7	43.1	43.1
45+	Q	19239	19606	19932	3.6%	1.7%	64.2	63.3	63.9
ALL BBC NETWORK RADIO	Q	31196	31994	31865	2.1%	-0.4%	45.9	47.3	46.7
BBC RADIO 1	Q	11141	11091	10263	-7.9%	-7.5%	8.2	7.4	6.7
BBC RADIO 2	Q	14560	15109	15274	4.9%	1.1%	16.8	17.6	17.7
BBC RADIO 3	Q	1902	2061	2163	13.7%	4.9%	1.1	1.3	1.3
BBC RADIO 4	Q	10307	10754	10756	4.4%	0.0%	11.9	12.5	12.8
BBC RADIO 4 (including 4 EXTRA)	Q	10531	11012	11040	4.8%	0.3%	12.7	13.4	13.7
BBC RADIO 4 EXTRA	Q	1502	1685	1642	9.3%	-2.6%	0.8	0.9	0.9
BBC RADIO FIVE LIVE	Q	6364	6124	6288	-1.2%	2.7%	4.4	4.3	4.0
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6553	6272	6414	-2.1%	2.3%	4.7	4.6	4.2
FIVE LIVE SPORTS EXTRA	Q	952	847	860	-9.7%	1.5%	0.2	0.2	0.2
BBC 6 MUSIC	Q	1454	1891	1813	24.7%	-4.1%	1.1	1.4	1.5
1XTRA FROM THE BBC	Q	916	1044	1000	9.2%	-4.2%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	Q	540	453	554	2.6%	22.3%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1303	1462	1298	-0.4%	-11.2%	0.7	0.8	0.6
BBC LOCAL/REGIONAL	Q	9895	9138	9527	-3.7%	4.3%	9.4	7.9	9.0



RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

¹ Station changed reporting survey period

* = less than 0.05%

NATIONAL STATIONS Page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
ALL COMMERCIAL	Q	33201	33223	33499	0.9%	0.8%	42.3	42.3	41.9
15-44	Q	18178	17828	18138	-0.2%	1.7%	54.4	53.7	53.8
45+	Q	15023	15395	15361	2.2%	-0.2%	33.8	34.8	34.2
ALL NATIONAL COMMERCIAL	Q	15896	16244	16375	3.0%	0.8%	12.0	12.6	13.0
TOTAL ABSOLUTE RADIO	Q	1611	1771	1687	4.7%	-4.7%	1.0	1.2	1.2
ABSOLUTE RADIO 60S ¹	H		154	145		-5.8%		0.1	0.1
ABSOLUTE RADIO 70S ¹	H		164	183		11.6%		0.1	0.1
ABSOLUTE RADIO 80S	Q	857	888	984	14.8%	10.8%	0.4	0.4	0.6
ABSOLUTE RADIO 90S ¹	H		436	509		16.7%		0.2	0.3
ABSOLUTE RADIO 00S ¹	H		149	170		14.1%		0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK ¹	H		362	411		13.5%		0.1	0.2
CAPITAL NETWORK (UK)	H	7048	6838	6932	-1.6%	1.4%	4.2	3.9	3.9
TOTAL CHOICE (UK)	H	788	748	737	-6.5%	-1.5%	0.4	0.3	0.3
CLASSIC FM	Q	5444	5370	5584	2.6%	4.0%	3.5	3.6	3.8
GOLD NETWORK (UK)	H	1454	1417	1340	-7.8%	-5.4%	1.3	1.3	1.2
HEART NETWORK (UK)	H	7484	7361	7229	-3.4%	-1.8%	5.0	5.0	4.8
HEAT	Q	716	767	652	-8.9%	-15.0%	0.3	0.3	0.2
THE HITS	Q	1081	905	877	-18.9%	-3.1%	0.3	0.3	0.4
JAZZ FM	Q	564	608	604	7.1%	-0.7%	0.2	0.3	0.3
KERRANG! UK	H	1292	1280	1224	-5.3%	-4.4%	0.6	0.6	0.6
KISS UK	H	4364	4264	4119	-5.6%	-3.4%	2.2	2.2	2.0
TOTAL LBC (UK)	H	1178	1283	1180	0.2%	-8.0%	1.3	1.2	1.1
MAGIC UK	Q	3605	3727	3454	-4.2%	-7.3%	2.3	2.4	2.2
PLANET ROCK	Q	861	877	896	4.1%	2.2%	0.7	0.6	0.6
Q	Q	214	196	212	-0.9%	8.2%	0.1	0.1	0.1
REAL RADIO BRAND UK	H	2506	2346	2142	-14.5%	-8.7%	1.9	1.9	1.6
SMASH HITS RADIO	Q	991	992	942	-4.9%	-5.0%	0.3	0.3	0.3
SMOOTH RADIO BRAND UK	H	3317	3276	3139	-5.4%	-4.2%	2.4	2.5	2.3
SUNRISE RADIO NATIONAL	Q	457	361	492	7.7%	36.3%	0.3	0.2	0.3
TALKSPORT	Q	3233	3034	2914	-9.9%	-4.0%	2.0	1.8	1.9
TOTAL XFM (UK)	H	809	864	960	18.7%	11.1%	0.4	0.5	0.5
ALL LOCAL COMMERCIAL	Q	26533	26410	26477	-0.2%	0.3%	30.3	29.7	29.0
OTHER LISTENING	Q	3135	3080	3053	-2.6%	-0.9%	2.4	2.4	2.4



RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.
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	%	%	%
			Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
BBC RADIO SCOTLAND	H	4410	1007	994	998	-0.9%	0.4%	8.9	8.6	8.9
Bauer Aberdeen	Y	322	145	162	169	16.6%	4.3%	22.5	24.8	27.4
Radio Borders (Bauer Borders)	Y	108	57	51	47	-17.3%	-7.5%	33.1	35.5	31.4
Bauer Dundee	Y	381	170	173	181	6.5%	4.6%	30.5	26.5	27.0
Bauer Edinburgh	H	1118	378	378	377	-0.3%	-0.3%	20.3	19.8	23.8
Bauer Glasgow	H	1853	595	722	661	11.1%	-8.4%	15.6	20.8	20.5
Bauer Place Portfolio - Scotland	H	4133	1645	1754	1706	3.7%	-2.7%	22.1	24.1	24.8
Bauer Radio Central Scotland	H	2872	967	1094	1037	7.2%	-5.2%	17.9	21.0	22.4
FM Bauer Place Portfolio Scotland	Y	4133	1504	1505	1526	1.5%	1.4%	18.9	17.9	19.0
Capital Scotland	H	2756	484	468	474	-2.1%	1.3%	6.7	6.0	6.3
Central FM	Y	207	51	60	56	9.0%	-6.2%	7.4	8.6	7.8
Clyde 1 FM	H	1853	517	624	601	16.2%	-3.7%	12.1	15.8	16.5
Clyde 2	H	1853	184	233	171	-7.1%	-26.6%	3.5	5.0	3.9
Forth2	H	1118	76	78	71	-6.6%	-9.0%	2.5	4.2	3.3
ForthOne	H	1118	354	346	348	-1.7%	0.6%	17.8	15.6	20.5
Kingdom FM	Y	287	78	87	83	7.5%	-4.4%	11.3	13.1	13.0
Moray Firth Radio (Bauer Inverness)	Y	235	127	108	111	-12.6%	2.8%	27.1	24.0	23.6
Northsound One	Y	322	127	137	141	11.0%	2.9%	16.2	18.5	20.6
Northsound Two	Y	322	42	55	59	40.5%	7.3%	6.3	6.3	6.8
Original 106 (Aberdeen)	Y	322	50	42	53	6.0%	26.2%	5.9	4.5	4.3
Real and Smooth Ltd. Scotland	H	2918	866	748	689	-20.4%	-7.9%	16.8	14.3	12.8
Real Radio Scotland	H	2732	650	547	472	-27.4%	-13.7%	12.4	10.3	8.5
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	68	70	58	-14.7%	-17.1%	3.0	2.4	2.2
Smooth Radio Glasgow	H	1900	290	260	278	-4.1%	6.9%	6.9	6.1	6.7
Tay-AM	Y	381	72	73	75	4.2%	2.7%	12.0	12.3	12.3
Tay-FM	Y	381	124	130	138	11.3%	6.2%	18.5	14.2	14.7
Wave 102 FM	Y	157	27	28	29	9.4%	4.3%	8.7	7.9	7.2
West Sound (inc. West FM)(Bauer Southwest Scotland)*	Y	388	189	178	179	-5.3%	0.6%	23.8	23.4	24.0



RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

LONDON STATIONS – page 1

SAMPLE SIZE:
 Survey period - Q1 2013
 Code Q (Quarter): 3,314 Adults 15+
 Code H (Half year): 7,164 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	%	%	%
		Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
BBC London 94.9	Q	504	424	395	-21.6%	-6.8%	1.3	1.0	1.3
Total Absolute Radio (London)	Q	797	890	794	-0.4%	-10.8%	2.2	3.3	2.6
Buzz Asia 963 & 972AM	H	119	88	60	-49.6%	-31.8%	0.3	0.2	0.1
Capital London	Q	2269	1983	1950	-14.1%	-1.7%	5.3	4.8	4.2
Choice FM London	Q	577	568	473	-18.0%	-16.7%	1.3	1.4	1.1
Gold London	Q	266	298	363	36.5%	21.8%	1.2	1.0	1.7
Heart London	Q	1939	1707	1750	-9.7%	2.5%	4.4	4.2	4.2
Kismet Radio 1035 (Greater London)	Q	105	69	89	-15.2%	29.0%	0.2	0.2	0.2
Kiss 100 FM	Q	1958	1816	1621	-17.2%	-10.7%	5.1	4.3	3.9
LBC 97.3	Q	867	902	931	7.4%	3.2%	4.6	4.3	4.6
LBC News 1152	Q	405	411	283	-30.1%	-31.1%	1.3	0.8	0.6
Magic 105.4	Q	1963	2031	1861	-5.2%	-8.4%	6.1	5.9	5.6
Premier Christian Radio	Q	153	175	138	-9.8%	-21.1%	0.5	1.0	0.5
Smooth Radio London	Q	626	514	430	-31.3%	-16.3%	1.4	1.7	1.1
Sunrise Radio (Greater London)	Q	285	227	348	22.1%	53.3%	0.9	0.7	1.2
XFM London	Q	409	445	574	40.3%	29.0%	0.8	1.2	1.3

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

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	%	%	%
		Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
BBC Radio 1	Q	1724	1906	1641	-4.8%	-13.9%	5.0	4.9	4.5
BBC Radio 2	Q	2182	2553	2422	11.0%	-5.1%	12.1	14.1	12.6
BBC Radio 3	Q	492	519	631	28.3%	21.6%	1.6	1.3	2.0
BBC Radio 4	Q	2621	2780	2841	8.4%	2.2%	16.2	15.4	17.2
BBC Radio 5 Live	Q	1313	1329	1379	5.0%	3.8%	4.5	4.3	4.0
Classic FM	Q	1177	1213	1243	5.6%	2.5%	3.5	4.3	3.9
talkSPORT	Q	738	694	699	-5.3%	0.7%	2.4	2.2	2.6

RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q1 2013

NATIONAL: Code Q (Quarter): 24,698 Adults 15+, **Code H (Half year):** 51,283 Adults 15+

LONDON: Code Q (Quarter): 3,314 Adults 15+, **Code H (Half year):** 7,164 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
NATIONAL STATIONS - MON-FRI		Q1 12	Q4 12	Q1 13
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7103	6691	5784
BBC Radio 2 - 06.30 - 09.30am	Q	9232	9524	9804
BBC Radio 3 - 06.30 - 09.00am	Q	576	606	704
BBC Radio 4 - 06.00 - 09.00am	Q	6660	7049	6942
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2563	2480	2510
Total Absolute Radio Network - 06.00 - 10.00am	Q	1226	1381	1404
Classic FM - 06.00 - 09.00am	Q	1699	1677	1654
Kiss UK - 06.00 - 09.00am	H	1623	1612	1573
talkSPORT - 06.00 - 10.00am	Q	1284	1203	1278

Continued....

RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 2013

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		Q1 12	Q4 12	Q1 13
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	183	156	170
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	532	610	636
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	51	40	24
Capital London - 06.00 - 10.00am	Q	1265	1085	1067
Choice FM London - 06.00 - 09.00am	Q	211	222	213
Gold London - 06.00 - 10.00am	Q	111	117	135
Heart London - 06.00 - 09.00am	Q	759	643	768
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	33	16	25
Kiss 100 FM - 06.00 - 09.00am	Q	750	797	651
LBC 97.3 - 07.00 - 10.00am	Q	561	551	582
LBC News 1152 - 07.00 - 10.00am	Q	196	210	125
Magic 105.4 - 05.00 - 09.00am	Q	793	717	765
Premier Christian Radio - 07.00 - 09.00am	Q	36	101	53
Smooth Radio London - 06.00 - 10.00am	Q	286	233	171
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	158	84	132
XFM London - 06.00 - 10.00am	Q	173	240	261