



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



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¹ Station changed reporting survey period

* = less than 0.05%

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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