



RAJAR DATA RELEASE

Quarter 3, 2013 – October 24th 2013 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q3 2013
Code Q (Quarter): 26,132 Adults 15+
Code H (Half year): 51,825 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	Q3 12	554357	Q2 13	554730	Q3 13	548212
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 12	443305	Q2 13	449411	Q3 13	450740

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
ALL RADIO	Q	46623	48319	47661	2.2%	-1.4%	100.0	100.0	100.0
ALL BBC	Q	34655	35880	35109	1.3%	-2.1%	54.2	53.9	53.4
15-44	Q	15362	15776	15272	-0.6%	-3.2%	42.8	39.7	39.2
45+	Q	19294	20104	19836	2.8%	-1.3%	62.1	63.8	63.1
ALL BBC NETWORK RADIO	Q	31590	32635	31968	1.2%	-2.0%	46.1	45.7	45.3
BBC RADIO 1	Q	11198	11018	10825	-3.3%	-1.8%	8.2	6.8	6.6
BBC RADIO 2	Q	13903	15443	14937	7.4%	-3.3%	15.6	17.2	16.9
BBC RADIO 3	Q	2150	1995	2025	-5.8%	1.5%	1.3	1.2	1.2
BBC RADIO 4	Q	10845	10978	10867	0.2%	-1.0%	12.5	12.1	11.8
BBC RADIO 4 (including 4 EXTRA)	Q	11089	11266	11133	0.4%	-1.2%	13.4	13.0	12.9
BBC RADIO 4 EXTRA	Q	1694	1565	1593	-6.0%	1.8%	0.9	0.9	1.0
BBC RADIO FIVE LIVE	Q	6098	6040	6127	0.5%	1.4%	4.4	4.1	3.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6324	6324	6529	3.2%	3.2%	4.8	4.5	4.5
FIVE LIVE SPORTS EXTRA	Q	1005	947	1522	51.4%	60.7%	0.4	0.3	0.8
BBC 6 MUSIC	Q	1620	1792	1731	6.9%	-3.4%	1.3	1.5	1.5
1XTRA FROM THE BBC	Q	1114	1114	1189	6.7%	6.7%	0.4	0.5	0.6
BBC ASIAN NETWORK UK	Q	584	587	555	-5.0%	-5.5%	0.4	0.3	0.4
BBC WORLD SERVICE	Q	1387	1355	1460	5.3%	7.7%	0.7	0.6	0.7
BBC LOCAL/REGIONAL	Q	8958	9536	9263	3.4%	-2.9%	8.1	8.3	8.1



RAJAR DATA RELEASE

Quarter 3, 2013 – October 24th 2013

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 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
ALL COMMERCIAL	Q	33148	35064	34406	3.8%	-1.9%	43.3	43.7	43.9
15-44	Q	17737	19031	18626	5.0%	-2.1%	54.1	57.3	57.0
45+	Q	15411	16033	15779	2.4%	-1.6%	35.9	34.3	35.0
ALL NATIONAL COMMERCIAL	Q	16038	17702	17375	8.3%	-1.8%	12.8	13.3	13.5
TOTAL ABSOLUTE RADIO	Q	1544	1983	1637	6.0%	-17.4%	0.9	1.3	1.2
ABSOLUTE RADIO 60S	H	189	168	203	7.4%	20.8%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	172	194	175	1.7%	-9.8%	0.1	0.1	0.1
ABSOLUTE 80S	Q	895	1171	1209	35.1%	3.2%	0.5	0.7	0.6
ABSOLUTE RADIO 90S	H	435	509	522	20.0%	2.6%	0.2	0.2	0.2
ABSOLUTE RADIO 00S	H	143	138	138	-3.5%	0.0%	*	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	356	492	457	28.4%	-7.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	6855	7376	7720	12.6%	4.7%	3.9	4.0	4.3
TOTAL CHOICE (UK)	H	701	808	839	19.7%	3.8%	0.3	0.4	0.4
CLASSIC FM	Q	5450	5614	5321	-2.4%	-5.2%	3.5	3.5	3.4
GOLD NETWORK (UK)	H	1461	1433	1420	-2.8%	-0.9%	1.3	1.2	1.2
HEART NETWORK (UK)	H	7338	7531	7563	3.1%	0.4%	5.1	5.1	4.9
HEAT	Q	681	790	758	11.3%	-4.1%	0.3	0.3	0.2
THE HITS	Q	893	984	875	-2.0%	-11.1%	0.3	0.3	0.3
JAZZ FM	Q	624	758	666	6.7%	-12.1%	0.3	0.3	0.3
KERRANG!	H	1327	998	1062	-20.0%	6.4%	0.6	0.5	0.4
KISS UK	H	4355	4354	5074	16.5%	16.5%	2.3	2.1	2.5
KISSTORY	Q			854					0.3
TOTAL LBC (UK)	H	1189	1247	1333	12.1%	6.9%	1.1	1.2	1.3
MAGIC UK	Q	3797	3618	3683	-3.0%	1.8%	2.6	2.1	2.4
PLANET ROCK UK	Q	864	1296	1191	37.8%	-8.1%	0.7	1.0	0.8
REAL RADIO BRAND UK	H	2340	2317	2466	5.4%	6.4%	1.9	1.7	1.7
SMASH HITS (NOW KISS FRESH)	Q	970	932	887	-8.6%	-4.8%	0.3	0.3	0.2
SMOOTH RADIO BRAND UK	H	3190	3153	3260	2.2%	3.4%	2.4	2.2	2.3
SUNRISE RADIO NATIONAL	Q	403	425	556	38.0%	30.8%	0.3	0.3	0.3
TALKSPORT	Q	3018	3249	2990	-0.9%	-8.0%	1.9	1.9	2.0
TOTAL XFM (UK)	H	894	975	963	7.7%	-1.2%	0.4	0.5	0.5
ALL LOCAL COMMERCIAL	Q	26424	27866	27406	3.7%	-1.7%	30.6	30.4	30.5
OTHER LISTENING	Q	3241	3244	3291	1.5%	1.4%	2.5	2.4	2.6