

RAJAR DATA RELEASE



Quarter 4 , 2013 – February 6th 2014

COMPARATIVE CHARTS

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



RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2013
Code Q (Quarter): 26,554 Adults 15+
Code H (Half year): 52,686 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	Q4 12	573178	Q3 13	548212	Q4 13	568433
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 12	438978	Q3 13	450740	Q4 13	433520

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
ALL RADIO	Q	47015	47661	48375	2.9%	1.5%	100.0	100.0	100.0
ALL BBC	Q	35190	35109	36219	2.9%	3.2%	55.3	53.4	55.2
15-44	Q	15583	15272	15948	2.3%	4.4%	43.1	39.2	42.2
45+	Q	19606	19836	20271	3.4%	2.2%	63.3	63.1	63.8
ALL BBC NETWORK RADIO	Q	31994	31968	33126	3.5%	3.6%	47.3	45.3	46.8
BBC RADIO 1	Q	11091	10825	10969	-1.1%	1.3%	7.4	6.6	6.9
BBC RADIO 2	Q	15109	14937	15513	2.7%	3.9%	17.6	16.9	17.6
BBC RADIO 3	Q	2061	2025	1992	-3.3%	-1.6%	1.3	1.2	1.1
BBC RADIO 4	Q	10754	10867	11205	4.2%	3.1%	12.5	11.8	12.5
BBC RADIO 4 (including 4 EXTRA)	Q	11012	11133	11494	4.4%	3.2%	13.4	12.9	13.5
BBC RADIO 4 EXTRA	Q	1685	1593	1646	-2.3%	3.3%	0.9	1.0	1.0
BBC RADIO FIVE LIVE	Q	6124	6127	6285	2.6%	2.6%	4.3	3.7	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6272	6529	6529	4.1%	0.0%	4.6	4.5	4.5
FIVE LIVE SPORTS EXTRA	Q	847	1522	889	5.0%	-41.6%	0.2	0.8	0.3
BBC 6 MUSIC	Q	1891	1731	1962	3.8%	13.3%	1.4	1.5	1.7
1XTRA FROM THE BBC	Q	1044	1189	1094	4.8%	-8.0%	0.5	0.6	0.5
BBC ASIAN NETWORK UK	Q	453	555	668	47.5%	20.4%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1462	1460	1413	-3.4%	-3.2%	0.8	0.7	0.7
BBC LOCAL/REGIONAL	Q	9138	9263	9321	2.0%	0.6%	7.9	8.1	8.4



RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

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	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
ALL COMMERCIAL	Q	33223	34406	34914	5.1%	1.5%	42.3	43.9	42.1
15-44	Q	17828	18626	18750	5.2%	0.7%	53.7	57.0	54.4
45+	Q	15395	15779	16164	5.0%	2.4%	34.8	35.0	34.0
ALL NATIONAL COMMERCIAL	Q	16244	17375	17635	8.6%	1.5%	12.6	13.5	13.3
TOTAL ABSOLUTE RADIO	Q	1771	1637	1767	-0.2%	7.9%	1.2	1.2	1.2
ABSOLUTE RADIO 60S	H	154	203	197	27.9%	-3.0%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	164	175	181	10.4%	3.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	888	1209	1183	33.2%	-2.2%	0.4	0.6	0.6
ABSOLUTE RADIO 90S	H	436	522	568	30.3%	8.8%	0.2	0.2	0.3
ABSOLUTE RADIO 00S	H	149	138	145	-2.7%	5.1%	0.1	0.1	*
ABSOLUTE RADIO CLASSIC ROCK	H	362	457	364	0.6%	-20.4%	0.1	0.2	0.1
CAPITAL NETWORK (UK)	H	6838	7720	7501	9.7%	-2.8%	3.9	4.3	4.2
TOTAL CAPITAL XTRA (UK)	H	748	839	854	14.2%	1.8%	0.3	0.4	0.4
CLASSIC FM	Q	5370	5321	5634	4.9%	5.9%	3.6	3.4	3.5
GOLD NETWORK (UK)	H	1417	1420	1363	-3.8%	-4.0%	1.3	1.2	1.1
HEART NETWORK (UK)	H	7361	7563	7300	-0.8%	-3.5%	5.0	4.9	4.6
HEAT	Q	767	758	714	-6.9%	-5.8%	0.3	0.2	0.2
THE HITS	Q	905	875	910	0.6%	4.0%	0.3	0.3	0.4
JAZZ FM	Q	608	666	681	12.0%	2.3%	0.3	0.3	0.3
KERRANG!	H	1280	1062	1021	-20.2%	-3.9%	0.6	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	992	887	387	-61.0%	-56.4%	0.3	0.2	0.1
KISSTORY	Q		854	927		8.5%		0.3	0.4
KISS UK	H	4264	5074	5036	18.1%	-0.7%	2.2	2.5	2.6
TOTAL LBC (UK)	H	1283	1333	1248	-2.7%	-6.4%	1.2	1.3	1.2
MAGIC UK	Q	3727	3683	3596	-3.5%	-2.4%	2.4	2.4	2.1
PLANET ROCK UK	Q	877	1191	1143	30.3%	-4.0%	0.6	0.8	0.8
REAL RADIO BRAND UK	H	2346	2466	2373	1.2%	-3.8%	1.9	1.7	1.7
SMOOTH RADIO BRAND UK	H	3276	3260	3383	3.3%	3.8%	2.5	2.3	2.3
SUNRISE RADIO NATIONAL	Q	361	556	521	44.3%	-6.3%	0.2	0.3	0.3
TALKSPORT	Q	3034	2990	3212	5.9%	7.4%	1.8	2.0	2.0
TOTAL XFM (UK)	H	864	963	929	7.5%	-3.5%	0.5	0.5	0.3
ALL LOCAL COMMERCIAL	Q	26410	27406	27594	4.5%	0.7%	29.7	30.5	28.8
OTHER LISTENING	Q	3080	3291	3472	12.7%	5.5%	2.4	2.6	2.7



RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

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.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
BBC RADIO SCOTLAND	H	4456	994	888	868	-12.7%	-2.3%	8.6	7.9	7.3
Bauer Aberdeen	Y	330	162	164	157	-3.1%	-4.3%	24.8	26.3	26.4
Radio Borders (Bauer Borders)	Y	108	51	54	54	5.9%	0.0%	35.5	34.2	30.7
Bauer Dundee	Y	385	173	191	201	16.2%	5.2%	26.5	26.7	30.7
Bauer Edinburgh	H	1137	378	380	357	-5.6%	-6.1%	19.8	18.2	16.3
Bauer Glasgow	H	1868	722	654	644	-10.8%	-1.5%	20.8	20.4	17.9
Bauer Place Portfolio - Scotland	H	4181	1754	1706	1710	-2.5%	0.2%	24.1	23.1	22.9
Bauer Radio Central Scotland	H	2907	1094	1033	999	-8.7%	-3.3%	21.0	20.2	17.9
FM Bauer Place Portfolio Scotland	Y	4181	1505	1531	1523	1.2%	-0.5%	17.9	19.5	19.6
Capital Scotland	H	2788	468	579	552	17.9%	-4.7%	6.0	7.6	7.7
Central FM	Y	210	60	56	49	-18.3%	-12.5%	8.6	7.8	7.5
Clyde 1 FM	H	1868	624	572	580	-7.1%	1.4%	15.8	16.4	14.7
Clyde 2	H	1868	233	200	168	-27.9%	-16.0%	5.0	4.0	3.2
Forth2	H	1137	78	82	74	-5.1%	-9.8%	4.2	3.1	2.8
ForthOne	H	1137	346	340	320	-7.5%	-5.9%	15.6	15.1	13.5
Kingdom FM	Y	290	87	69	61	-29.9%	-11.6%	13.1	8.8	8.2
Moray Firth Radio (Bauer Inverness)	Y	236	108	108	116	7.4%	7.4%	24.0	21.3	23.1
Northsound One	Y	330	137	140	136	-0.7%	-2.9%	18.5	20.1	20.0
Northsound Two	Y	330	55	47	40	-27.3%	-14.9%	6.3	6.3	6.4
Original 106 (Aberdeen)	Y	330	42	60	66	57.1%	10.0%	4.5	7.0	9.0
Real and Smooth Ltd. Scotland	H	2952	748	761	765	2.3%	0.5%	14.3	14.6	14.2
Real Radio Scotland	H	2764	547	573	567	3.7%	-1.0%	10.3	10.8	10.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	832	70	57	70	0.0%	22.8%	2.4	2.0	3.8
Smooth Radio Glasgow	H	1915	260	236	259	-0.4%	9.7%	6.1	5.9	5.9
Tay-AM	Y	385	73	76	82	12.3%	7.9%	12.3	10.4	12.2
Tay-FM	Y	385	130	150	153	17.7%	2.0%	14.2	16.3	18.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	390	178	172	177	-0.6%	2.9%	23.4	26.0	28.1

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

LONDON STATIONS – page 1

SAMPLE SIZE:
Survey period - Q4 2013
Code Q (Quarter): 4,111 Adults 15+
Code H (Half year): 8,126 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	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
BBC London 94.9	Q	424	471	465	9.7%	-1.3%	1.0	1.0	1.7
Total Absolute Radio (London)	Q	890	691	809	-9.1%	17.1%	3.3	3.0	2.3
Buzz Asia 963 & 972AM	H	88	77	109	23.9%	41.6%	0.2	0.3	0.4
Capital London	Q	1983	2170	2156	8.7%	-0.6%	4.8	4.9	5.0
Capital XTRA (Was Choice FM)	Q	568	553	470	-17.3%	-15.0%	1.4	1.6	1.3
Gold London	Q	298	255	274	-8.1%	7.5%	1.0	1.2	1.3
Heart London	Q	1707	1742	1557	-8.8%	-10.6%	4.2	4.3	3.7
Kismet Radio 1035 (Greater London)	Q	69	84	88	27.5%	4.8%	0.2	0.2	0.1
Kiss 100 FM	Q	1816	1974	1825	0.5%	-7.5%	4.3	4.9	4.6
LBC 97.3	Q	902	1073	958	6.2%	-10.7%	4.3	5.3	5.0
LBC News 1152	Q	411	370	236	-42.6%	-36.2%	0.8	0.9	0.6
Magic 105.4 (London)	Q	2031	1967	1756	-13.5%	-10.7%	5.9	6.0	4.8
Premier Christian Radio	Q	175	147	160	-8.6%	8.8%	1.0	0.7	0.6
Smooth Radio London	Q	514	442	441	-14.2%	-0.2%	1.7	0.9	1.1
Sunrise Radio (Greater London)	Q	227	415	382	68.3%	-8.0%	0.7	1.4	1.4
XFM London	Q	445	513	440	-1.1%	-14.2%	1.2	0.9	0.9

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

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	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
BBC Radio 1	Q	1906	1646	1596	-16.3%	-3.0%	4.9	4.4	4.0
BBC Radio 2	Q	2553	2264	2389	-6.4%	5.5%	14.1	11.7	13.4
BBC Radio 3	Q	519	512	615	18.5%	20.1%	1.3	1.5	1.7
BBC Radio 4	Q	2780	2499	3025	8.8%	21.0%	15.4	13.9	16.1
BBC Radio FIVE LIVE	Q	1329	1248	1296	-2.5%	3.8%	4.3	3.7	4.3
Classic FM	Q	1213	1226	1306	7.7%	6.5%	4.3	3.5	3.4
talkSPORT	Q	694	632	706	1.7%	11.7%	2.2	2.6	2.1

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

BREAKFAST SHOWS (WEEKDAYS) – page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2013

NATIONAL: Code Q (Quarter): 26,554 Adults 15+, **Code H (Half year):** 52,686 Adults 15+

LONDON: Code Q (Quarter): 4,111 Adults 15+, **Code H (Half year):** 8,126 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		Q4 2012	Q3 2013	Q4 2013
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	6691	5584	6293
BBC Radio 2 - 06.30 - 09.30am	Q	9524	9346	9817
BBC Radio 3 - 06.30 - 09.00am	Q	606	533	542
BBC Radio 4 - 06.00 - 09.00am	Q	7049	6810	7139
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2480	2433	2625
Total Absolute Radio Network - 06.00 - 10.00am	Q	1381	1327	1436
Classic FM - 06.00 - 09.00am	Q	1677	1557	1754
Kiss UK - 06.00 - 09.00am	H	1612	1710	1788
talkSPORT - 06.00 - 10.00am	Q	1203	1433	1386

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

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		Q4 2012	Q3 2013	Q4 2013
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	156	207	215
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	610	477	488
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	40	27	41
Capital London - 06.00 - 10.00am	Q	1085	1078	1189
Capital XTRA (Was Choice FM) - 06.00 - 09.00am	Q	222	212	246
Gold London - 06.00 - 10.00am	Q	117	126	141
Heart London - 06.00 - 09.00am	Q	643	647	610
Kismet Radio 1035 (Greater London) - 06.00 - 10.00am	Q	21	27	29
Kiss 100 FM - 06.00 - 09.00am	Q	797	677	824
LBC 97.3 - 07.00 - 10.00am	Q	551	654	599
LBC News 1152 - 07.00 - 10.00am	Q	210	194	142
Magic 105.4 (London) - 05.00 - 09.00am	Q	717	644	714
Premier Christian Radio - 07.00 - 09.00am	Q	101	42	55
Smooth Radio London - 06.00 - 10.00am	Q	233	129	166
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	84	148	184
XFM London - 06.00 - 10.00am	Q	240	222	194