

RAJAR DATA RELEASE



Quarter 1, 2014 – May 15th 2014

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2014
Code Q (Quarter): 25,649 Adults 15+
Code H (Half year): 52,203 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 13	575757	Q4 13	568433	Q1 14	568166
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 13	433474	Q4 13	433520	Q1 14	434769

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
ALL RADIO	Q	47284	48375	48063	1.6%	-0.6%	100.0	100.0	100.0
ALL BBC	Q	35069	36219	35314	0.7%	-2.5%	55.7	55.2	54.9
15-44	Q	15137	15948	15408	1.8%	-3.4%	43.1	42.2	40.8
45+	Q	19932	20271	19906	-0.1%	-1.8%	63.9	63.8	64.5
ALL BBC NETWORK RADIO	Q	31865	33126	32262	1.2%	-2.6%	46.7	46.8	46.6
BBC RADIO 1	Q	10263	10969	10532	2.6%	-4.0%	6.7	6.9	6.7
BBC RADIO 2	Q	15274	15513	15568	1.9%	0.4%	17.7	17.6	17.9
BBC RADIO 3	Q	2163	1992	2087	-3.5%	4.8%	1.3	1.1	1.3
BBC RADIO 4	Q	10756	11205	10954	1.8%	-2.2%	12.8	12.5	12.2
BBC RADIO 4 (including 4 EXTRA)	Q	11040	11494	11244	1.8%	-2.2%	13.7	13.5	13.2
BBC RADIO 4 EXTRA	Q	1642	1646	1664	1.3%	1.1%	0.9	1.0	1.0
BBC RADIO 5 LIVE	Q	6288	6285	6174	-1.8%	-1.8%	4.0	4.2	4.1
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6414	6529	6327	-1.4%	-3.1%	4.2	4.5	4.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	860	889	817	-5.0%	-8.1%	0.2	0.3	0.2
BBC 6 MUSIC	Q	1813	1962	1927	6.3%	-1.8%	1.5	1.7	1.7
1XTRA FROM THE BBC	Q	1000	1094	1102	10.2%	0.7%	0.5	0.5	0.5
BBC ASIAN NETWORK UK	Q	554	668	478	-13.7%	-28.4%	0.3	0.4	0.3
BBC WORLD SERVICE	Q	1298	1413	1303	0.4%	-7.8%	0.6	0.7	0.7
BBC LOCAL/REGIONAL	Q	9527	9321	9263	-2.8%	-0.6%	9.0	8.4	8.3

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¹ Station changed reporting survey period

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* = less than 0.05%

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
ALL COMMERCIAL	Q	33499	34914	34078	1.7%	-2.4%	41.9	42.1	42.0
15-44	Q	18138	18750	18546	2.2%	-1.1%	53.8	54.4	54.9
45+	Q	15361	16164	15532	1.1%	-3.9%	34.2	34.0	33.2
ALL NATIONAL COMMERCIAL	Q	16375	17635	16586	1.3%	-5.9%	13.0	13.3	12.3
TOTAL ABSOLUTE RADIO NETWORK	Q	3252	3545	3543	8.9%	-0.1%	2.5	2.3	2.5
ABSOLUTE RADIO 60S	H	145	197	194	33.8%	-1.5%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	183	181	192	4.9%	6.1%	0.1	0.1	0.1
ABSOLUTE 80S	Q	984	1183	1063	8.0%	-10.1%	0.6	0.6	0.5
ABSOLUTE RADIO 90S	H	509	568	553	8.6%	-2.6%	0.3	0.3	0.2
ABSOLUTE RADIO 00S	H	170	145	123	-27.6%	-15.2%	0.1	*	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	411	364	375	-8.8%	3.0%	0.2	0.1	0.2
CAPITAL NETWORK (UK) & TOTAL CAPITAL XTRA (UK)	H			7844					4.4
CAPITAL NETWORK (UK)	H	6932	7501	7319	5.6%	-2.4%	3.9	4.2	4.0
TOTAL CAPITAL XTRA (UK)	H	737	854	898	21.8%	5.2%	0.3	0.4	0.4
CLASSIC FM	Q	5584	5634	5307	-5.0%	-5.8%	3.8	3.5	3.3
GOLD NETWORK (UK)	H	1340	1363	772	-42.4%	-43.4%	1.2	1.1	0.6
HEART NETWORK (UK)	H	7229	7300	9126	26.2%	25.0%	4.8	4.6	6.2
HEAT	Q	652	714	780	19.6%	9.2%	0.2	0.2	0.3
THE HITS	Q	877	910	950	8.3%	4.4%	0.4	0.4	0.3
JAZZ FM	Q	604	681	500	-17.2%	-26.6%	0.3	0.3	0.2
KERRANG!	H	1224	1021	977	-20.2%	-4.3%	0.6	0.4	0.4
KISS FRESH (Was Smash Hits)	Q	942	387	418	-55.6%	8.0%	0.3	0.1	0.2
KISSTORY	Q		927	933		0.6%		0.4	0.4
KISS UK	H	4119	5036	4612	12.0%	-8.4%	2.0	2.6	2.5
LBC UK AND LBC NEWS 1152	H	1180	1248	1229	4.2%	-1.5%	1.1	1.2	1.3
MAGIC UK	Q	3454	3596	3432	-0.6%	-4.6%	2.2	2.1	2.1
PLANET ROCK UK	Q	896	1143	1085	21.1%	-5.1%	0.6	0.8	0.7
SMOOTH RADIO NETWORK UK	H	3139	3383	4311	37.3%	27.4%	2.3	2.3	3.2
TALKSPORT	Q	2914	3212	3196	9.7%	-0.5%	1.9	2.0	2.0
TOTAL XFM (UK)	H	960	929	883	-8.0%	-5.0%	0.5	0.3	0.4
ALL LOCAL COMMERCIAL	Q	26477	27594	27246	2.9%	-1.3%	29.0	28.8	29.7
OTHER LISTENING	Q	3053	3472	3891	27.4%	12.1%	2.4	2.7	3.1