

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2014
Code Q (Quarter): 25,124 Adults 15+
Code H (Half year): 49,369 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 13	568433	Q3 14	545934	Q4 14	536759
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 13	433520	Q3 14	445056	Q4 14	450398

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
ALL RADIO	Q	48375	47614	47851	-1.1%	0.5%	100.0	100.0	100.0
ALL BBC	Q	36219	34845	34798	-3.9%	-0.1%	55.2	53.6	52.8
15-44	Q	15948	15116	14840	-6.9%	-1.8%	42.2	41.7	38.6
45+	Q	20271	19729	19958	-1.5%	1.2%	63.8	61.3	61.7
ALL BBC NETWORK RADIO	Q	33126	31686	31798	-4.0%	0.4%	46.8	45.7	45.3
BBC RADIO 1	Q	10969	10550	10433	-4.9%	-1.1%	6.9	6.9	6.6
BBC RADIO 2	Q	15513	15014	15283	-1.5%	1.8%	17.6	17.0	17.8
BBC RADIO 3	Q	1992	1912	2030	1.9%	6.2%	1.1	1.1	1.1
BBC RADIO 4	Q	11205	10621	10760	-4.0%	1.3%	12.5	11.9	11.9
BBC RADIO 4 (including 4 EXTRA)	Q	11494	10916	11033	-4.0%	1.1%	13.5	12.8	12.9
BBC RADIO 4 EXTRA	Q	1646	1629	1721	4.6%	5.6%	1.0	0.9	1.1
BBC RADIO 5 LIVE	Q	6285	5809	5610	-10.7%	-3.4%	4.2	3.8	3.5
BBC RADIO 5 LIVE (inc. SPORTS EXTRA)	Q	6529	6132	5706	-12.6%	-6.9%	4.5	4.3	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	889	1216	657	-26.1%	-46.0%	0.3	0.5	0.1
BBC 6 MUSIC	Q	1962	1994	2084	6.2%	4.5%	1.7	1.8	1.6
1XTRA FROM THE BBC	Q	1094	1057	1110	1.5%	5.0%	0.5	0.6	0.6
BBC ASIAN NETWORK UK ¹	H		629	619		-1.6%		0.4	0.4
BBC WORLD SERVICE	Q	1413	1310	1363	-3.5%	4.0%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9321	8945	8981	-3.6%	0.4%	8.4	7.8	7.5

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015 NATIONAL STATIONS PAGE 2

	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
ALL COMMERCIAL	Q	34914	34045	34357	-1.6%	0.9%	42.1	43.7	44.3
15-44	Q	18750	17922	18165	-3.1%	1.4%	54.4	54.7	57.1
45+	Q	16164	16124	16192	0.2%	0.4%	34.0	36.5	36.2
ALL NATIONAL COMMERCIAL	Q	17635	16954	17140	-2.8%	1.1%	13.3	13.6	13.1
ABSOLUTE RADIO NETWORK*	Q	3545	4005	3893	9.8%	-2.8%	2.3	2.7	2.7
ABSOLUTE RADIO 60S	H	197	208	229	16.2%	10.1%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	181	167	189	4.4%	13.2%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1183	1432	1419	19.9%	-0.9%	0.6	0.7	0.8
ABSOLUTE RADIO 90S	H	568	665	669	17.8%	0.6%	0.3	0.3	0.3
ABSOLUTE RADIO 00S	H	145	165	183	26.2%	10.9%	*	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	364	497	484	33.0%	-2.6%	0.1	0.2	0.2
CAPITAL NETWORK (UK) & CAPITAL XTRA (UK)	H		7811	7623		-2.4%		4.3	4.1
CAPITAL NETWORK (UK)	H	7501	7343	7160	-4.5%	-2.5%	4.2	3.9	3.8
CAPITAL XTRA (UK)	H	854	809	809	-5.3%	0.0%	0.4	0.4	0.4
CLASSIC FM	Q	5634	5199	5570	-1.1%	7.1%	3.5	3.6	3.5
GOLD NETWORK (UK)	H	1363	1032	1083	-20.5%	4.9%	1.1	0.8	0.8
HEART NETWORK (UK)	H	7300	9075	9038	23.8%	-0.4%	4.6	6.6	6.8
HEAT	Q	714	965	941	31.8%	-2.5%	0.2	0.4	0.3
THE HITS	Q	910	949	814	-10.5%	-14.2%	0.4	0.4	0.3
JAZZ FM	Q	681	553	511	-25.0%	-7.6%	0.3	0.2	0.2
KERRANG!	H	1021	879	904	-11.5%	2.8%	0.4	0.4	0.4
KISS FRESH	Q	387	565	457	18.1%	-19.1%	0.1	0.1	0.1
KISSTORY	Q	927	973	1051	13.4%	8.0%	0.4	0.4	0.4
LBC NETWORK (UK)	H	1248	1283	1327	6.3%	3.4%	1.2	1.3	1.4
MAGIC NETWORK	Q			2747					1.3
PLANET ROCK	Q	1143	1098	1115	-2.4%	1.5%	0.8	0.9	0.8
SMOOTH RADIO NETWORK (UK)	H	3383	4692	4794	41.7%	2.2%	2.3	3.5	3.8
TALKSPORT	Q	3212	3148	3005	-6.4%	-4.5%	2.0	2.2	2.0
XFM NETWORK (UK)	H	929	988	941	1.3%	-4.8%	0.3	0.5	0.5
ALL LOCAL COMMERCIAL	Q	27594	27213	27284	-1.1%	0.3%	28.8	30.1	31.2
OTHER LISTENING	Q	3472	3870	4161	19.8%	7.5%	2.7	2.8	3.0

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

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 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC RADIO SCOTLAND	H	4505	868	870	888	2.3%	2.1%	7.3	8.3	8.0
Bauer Aberdeen	Y	344	157	150	149	-5.1%	-0.7%	26.4	23.4	21.4
Radio Borders (Bauer Borders)	Y	110	54	57	57	5.6%	0.0%	30.7	34.1	34.1
Bauer City 1 (Scotland)	Y	4236	1523	1462	1458	-4.3%	-0.3%	19.6	18.0	18.1
Bauer Dundee	Y	391	201	201	194	-3.5%	-3.5%	30.7	30.6	28.8
Bauer Edinburgh	H	1128	357	344	363	1.7%	5.5%	16.3	16.8	17.2
Bauer Glasgow	H	1891	644	570	548	-14.9%	-3.9%	17.9	14.1	14.5
Capital Scotland	H	2798	552	523	498	-9.8%	-4.8%	7.7	6.9	5.3
Central FM	Y	214	49	45	46	-6.1%	2.2%	7.5	7.0	7.4
Clyde 1	H	1891	580	496	479	-17.4%	-3.4%	14.7	10.8	11.5
Clyde 2	H	1891	168	126	129	-23.2%	2.4%	3.2	3.3	3.0
Forth 1	H	1128	320	323	337	5.3%	4.3%	13.5	14.5	15.3
Forth 2	H	1128	74	53	59	-20.3%	11.3%	2.8	2.3	1.8
Heart Scotland	H	2798	567	480	496	-12.5%	3.3%	10.0	6.6	7.4
Kingdom FM	Y	290	61	58	55	-9.8%	-5.2%	8.2	6.6	5.2
Moray Firth Radio (Bauer Inverness)	Y	250	116	119	116	0.0%	-2.5%	23.1	23.8	23.6
Northsound 1	Y	344	136	131	129	-5.1%	-1.5%	20.0	19.8	16.7
Northsound 2	Y	344	40	39	41	2.5%	5.1%	6.4	3.5	4.7
Original 106 (Aberdeen)	Y	344	66	81	85	28.8%	4.9%	9.0	10.0	9.8
Smooth Radio Scotland	H	1984	259	323	347	34.0%	7.4%	5.9	6.9	11.5
Tay FM	Y	391	153	152	151	-1.3%	-0.7%	18.5	18.6	19.3
Tay 2	Y	391	82	77	68	-17.1%	-11.7%	12.2	12.0	9.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	397	177	180	185	4.5%	2.8%	28.1	26.9	26.4
XFM Scotland	H	831	70	39	38	-45.7%	-2.6%	3.8	1.3	1.9

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015
LONDON STATIONS – PAGE 1

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q4 2014
 Code Q (Quarter): 3,676 Adults 15+
 Code H (Half year): 7,198 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 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC London 94.9	Q	465	462	483	3.9%	4.5%	1.7	1.1	1.7
Radio 1035 AM	Q		72	70		-2.8%		0.1	0.2
Radio 1458 AM	Q		85	125		47.1%		0.3	0.4
Absolute Radio (London)	Q	809	799	694	-14.2%	-13.1%	2.3	2.1	1.9
Capital London	Q	2156	1999	1869	-13.3%	-6.5%	5.0	5.3	4.1
Capital XTRA (London)	Q	470	323	411	-12.6%	27.2%	1.3	0.8	1.0
Gold London	Q	274	345	279	1.8%	-19.1%	1.3	1.3	1.1
Heart London	Q	1557	1448	1783	14.5%	23.1%	3.7	3.9	6.3
Kiss (London)	Q	1825	1805	1912	4.8%	5.9%	4.6	4.5	4.8
LBC 97.3	Q	958	967	1091	13.9%	12.8%	5.0	5.1	5.4
LBC News 1152	Q	236	334	254	7.6%	-24.0%	0.6	0.9	0.5
Magic (London)	Q	1756	1959	1763	0.4%	-10.0%	4.8	5.1	4.3
Premier Christian Radio	Q	160	149	189	18.1%	26.8%	0.6	1.0	0.9
Smooth Radio London	Q	441	742	760	72.3%	2.4%	1.1	2.1	2.5
Sunrise Radio ¹	Q		259	269		3.9%		1.4	0.9
XFM London	Q	440	417	440	0.0%	5.5%	0.9	0.7	1.4

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

LONDON STATIONS– PAGE 2

NATIONAL STATIONS ON LONDON TSA

NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC Radio 1	Q	1596	1767	1663	4.2%	-5.9%	4.0	4.5	4.3
BBC Radio 2	Q	2389	2275	2228	-6.7%	-2.1%	13.4	11.3	12.1
BBC Radio 3	Q	615	461	554	-9.9%	20.2%	1.7	1.5	1.4
BBC Radio 4	Q	3025	2716	2827	-6.5%	4.1%	16.1	15.0	15.9
BBC Radio 5 live	Q	1296	1312	1287	-0.7%	-1.9%	4.3	3.7	3.5
Classic FM	Q	1306	1327	1391	6.5%	4.8%	3.4	4.3	3.6
talkSPORT	Q	706	742	677	-4.1%	-8.8%	2.1	2.6	2.7

RAJAR DATA RELEASE

Quarter 4, 2014 – February 5th 2015

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2014

NATIONAL: Code Q (Quarter): 25,124 Adults 15+, **Code H (Half year):** 49,369 Adults 15+

LONDON: Code Q (Quarter): 3,676 Adults 15+, **Code H (Half year):** 7,198 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 2013	Q3 2014	Q4 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	6293	5823	5904
BBC Radio 2 - 06.30 - 09.30am	Q	9817	9300	9597
BBC Radio 3 - 06.30 - 09.00am	Q	542	548	573
BBC Radio 4 - 06.00 - 09.00am	Q	7139	6692	6768
BBC Radio 5 live - 06.00 - 10.00am	Q	2625	2626	2223
Absolute Radio Network* - 06.00 - 10.00am	Q	1436	1758	1616
Classic FM - 06.00 - 09.00am	Q	1754	1583	1558
Magic Network - 06.00 - 10.00am	Q			1213
talkSPORT - 06.00 - 10.00am	Q	1386	1511	1373

RAJAR DATA RELEASE

Quarter 4, 2014 – February 5th 2015

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 '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
		Q4 2013	Q3 2014	Q4 2014
LONDON STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	215	192	215
Absolute Radio Network (London)* - 06.00 - 10.00am	Q	488	580	493
Capital London - 06.00 - 10.00am	Q	1189	1008	941
Capital XTRA (London) - 06.00 - 09.00am	Q	246	115	151
Gold London - 06.00 - 10.00am	Q	141	144	157
Heart London - 06.00 - 09.00am	Q	610	526	681
Kiss (London) - 06.00 - 09.00am	Q	824	689	871
LBC 97.3 - 07.00 - 10.00am	Q	599	561	710
LBC News 1152 - 07.00 - 10.00am	Q	142	183	110
Magic (London) - 06.00 - 10.00am	Q	819	781	884
Premier Christian Radio - 07.00 - 10.00am	Q	40	92	84
Smooth Radio London - 06.00 - 10.00am	Q	166	320	373
Sunrise Radio ¹ - 06.00 - 09.00am	Q		109	132
XFM London - 06.00 - 10.00am	Q	194	190	247