

RAJAR DATA RELEASE



Quarter 1, 2015 – May 21st 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q1 2015
Code Q (Quarter): 23,876 Adults 15+
Code H (Half year): 49,000 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 14	568166	Q4 14	536759	Q1 15	553852
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 14	434769	Q4 14	450398	Q1 15	435496

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
ALL RADIO	Q	48063	47851	47799	-0.5%	-0.1%	100.0	100.0	100.0
ALL BBC	Q	35314	34798	34872	-1.3%	0.2%	54.9	52.8	54.4
15-44	Q	15408	14840	14583	-5.4%	-1.7%	40.8	38.6	40.5
45+	Q	19906	19958	20290	1.9%	1.7%	64.5	61.7	63.2
ALL BBC NETWORK RADIO	Q	32262	31798	31671	-1.8%	-0.4%	46.6	45.3	46.9
BBC RADIO 1	Q	10532	10433	9699	-7.9%	-7.0%	6.7	6.6	6.4
BBC RADIO 2	Q	15568	15283	15087	-3.1%	-1.3%	17.9	17.8	18.1
BBC RADIO 3	Q	2087	2030	2084	-0.1%	2.7%	1.3	1.1	1.2
BBC RADIO 4	Q	10954	10760	10886	-0.6%	1.2%	12.2	11.9	12.8
BBC RADIO 4 EXTRA	Q	1664	1721	2172	30.5%	26.2%	1.0	1.1	1.2
BBC RADIO 5 LIVE	Q	6174	5610	5757	-6.8%	2.6%	4.1	3.5	3.7
BBC RADIO 5 LIVE SPORTS EXTRA	Q	817	657	1339	63.9%	103.8%	0.2	0.1	0.4
BBC 6 MUSIC	Q	1927	2084	2064	7.1%	-1.0%	1.7	1.6	1.7
1XTRA FROM THE BBC	Q	1102	1110	839	-23.9%	-24.4%	0.5	0.6	0.4
BBC ASIAN NETWORK UK ¹	H		619	562		-9.2%		0.4	0.4
BBC WORLD SERVICE	Q	1303	1363	1353	3.8%	-0.7%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9263	8981	8816	-4.8%	-1.8%	8.3	7.5	7.6

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
ALL COMMERCIAL	Q	34078	34357	33916	-0.5%	-1.3%	42.0	44.3	42.8
15-44	Q	18546	18165	17802	-4.0%	-2.0%	54.9	57.1	55.8
45+	Q	15532	16192	16115	3.8%	-0.5%	33.2	36.2	34.6
ALL NATIONAL COMMERCIAL	Q	16586	17140	17137	3.3%	0.0%	12.3	13.1	14.2
ABSOLUTE RADIO	Q	1854	1708	1989	7.3%	16.5%	1.3	1.1	1.4
ABSOLUTE RADIO 70S	H	192	189	224	16.7%	18.5%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1063	1419	1448	36.2%	2.0%	0.5	0.8	0.9
ABSOLUTE RADIO 90S	H	553	669	584	5.6%	-12.7%	0.2	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	375	484	516	37.6%	6.6%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	7319	7160	7000	-4.4%	-2.2%	4.0	3.8	3.6
CAPITAL XTRA (UK)	H	898	809	841	-6.3%	4.0%	0.4	0.4	0.4
CAPITAL*	H	7844	7623	7492	-4.5%	-1.7%	4.4	4.1	3.9
CLASSIC FM	Q	5307	5570	5525	4.1%	-0.8%	3.3	3.5	3.6
GOLD NETWORK (UK)	H	772	1083	1026	32.9%	-5.3%	0.6	0.8	0.7
HEART NETWORK (UK)	H	9126	9038	8987	-1.5%	-0.6%	6.2	6.8	6.7
HEAT	Q	780	941	902	15.6%	-4.1%	0.3	0.3	0.3
THE HITS	Q	950	814	681	-28.3%	-16.3%	0.3	0.3	0.3
JAZZ FM	Q	500	511	457	-8.6%	-10.6%	0.2	0.2	0.2
KERRANG!	H	977	904	920	-5.8%	1.8%	0.4	0.4	0.4
KISS*	H	4612	4904	4908	6.4%	0.1%	2.5	2.7	2.8
KISS FRESH	Q	418	457	422	1.0%	-7.7%	0.2	0.1	0.1
KISSTORY	Q	933	1051	1131	21.2%	7.6%	0.4	0.4	0.4
LBC NETWORK (UK)	H	1229	1327	1357	10.4%	2.3%	1.3	1.4	1.3
MAGIC NETWORK	Q		2747	3605		31.2%		1.3	1.8
PLANET ROCK	Q	1085	1115	1247	14.9%	11.8%	0.7	0.8	0.9
SMOOTH RADIO NETWORK (UK)	H	4311	4794	4772	10.7%	-0.5%	3.2	3.8	3.9
TALKSPORT	Q	3196	3005	3246	1.6%	8.0%	2.0	2.0	2.1
XFM NETWORK (UK)	H	883	941	885	0.2%	-6.0%	0.4	0.5	0.5
ALL LOCAL COMMERCIAL	Q	27246	27284	26763	-1.8%	-1.9%	29.7	31.2	28.6
OTHER LISTENING	Q	3891	4161	3688	-5.2%	-11.4%	3.1	3.0	2.8

www.rajar.co.uk *includes Capital Network (UK) & Capital XTRA (UK)
*includes Kiss Fresh and Kisstory

Source RAJAR / Ipsos MORI / RSMB