

RAJAR DATA RELEASE



Quarter 2, 2015 – August 6th 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q2 2015
Code Q (Quarter): 22,340 Adults 15+
Code H (Half year): 46,216 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	Q2 14	546723	Q1 15	553852	Q2 15	554759
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 14	443326	Q1 15	435496	Q2 15	464053

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
ALL RADIO	Q	48052	47799	48184	0.3%	0.8%	100.0	100.0	100.0
ALL BBC	Q	35227	34872	35016	-0.6%	0.4%	53.3	54.4	53.0
15-44	Q	15258	14583	14687	-3.7%	0.7%	39.6	40.5	38.4
45+	Q	19970	20290	20329	1.8%	0.2%	62.4	63.2	62.4
ALL BBC NETWORK RADIO	Q	32255	31671	31926	-1.0%	0.8%	45.5	46.9	45.5
BBC RADIO 1	Q	10795	9699	10436	-3.3%	7.6%	6.8	6.4	6.4
BBC RADIO 2	Q	15496	15087	15141	-2.3%	0.4%	17.7	18.1	17.6
BBC RADIO 3	Q	1884	2084	1894	0.5%	-9.1%	1.0	1.2	1.3
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10786	11265	10965	1.7%	-2.7%	12.5	14.0	12.8
BBC RADIO 4	Q	10528	10886	10574	0.4%	-2.9%	11.6	12.8	11.7
BBC RADIO 4 EXTRA	Q	1570	2172	1954	24.5%	-10.0%	0.9	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6442	6084	5836	-9.4%	-4.1%	4.4	4.1	4.1
BBC RADIO 5 LIVE	Q	6276	5757	5322	-15.2%	-7.6%	4.1	3.7	3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q	919	1339	1625	76.8%	21.4%	0.3	0.4	0.6
BBC 6 MUSIC	Q	1891	2064	2055	8.7%	-0.4%	1.6	1.7	1.8
1XTRA FROM THE BBC	Q	937	839	958	2.2%	14.2%	0.5	0.4	0.5
BBC ASIAN NETWORK UK	H	552	562	607	10.0%	8.0%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1372	1353	1548	12.8%	14.4%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	8985	8816	8837	-1.6%	0.2%	7.7	7.6	7.5

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
ALL COMMERCIAL	Q	34408	33916	34628	0.6%	2.1%	43.2	42.8	44.4
15-44	Q	18440	17802	18338	-0.6%	3.0%	56.1	55.8	58.3
45+	Q	15968	16115	16290	2.0%	1.1%	34.6	34.6	35.5
ALL NATIONAL COMMERCIAL	Q	17106	17137	17944	4.9%	4.7%	12.9	14.2	14.5
ABSOLUTE RADIO NETWORK	Q	3760	3893	4042	7.5%	3.8%	2.4	2.7	3.1
ABSOLUTE RADIO	Q	1801	1989	1983	10.1%	-0.3%	1.0	1.4	1.5
ABSOLUTE RADIO 70S	H	157	224	256	63.1%	14.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1245	1448	1603	28.8%	10.7%	0.7	0.9	1.0
ABSOLUTE RADIO 90S	H	560	584	539	-3.8%	-7.7%	0.2	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	473	516	540	14.2%	4.7%	0.2	0.2	0.3
CAPITAL BRAND (UK)*	H	7841	7492	7638	-2.6%	1.9%	4.4	3.9	4.3
CAPITAL NETWORK (UK)	H	7327	7000	7105	-3.0%	1.5%	4.0	3.6	3.8
CAPITAL XTRA (UK)	H	838	841	951	13.5%	13.1%	0.4	0.4	0.4
CLASSIC FM	Q	5439	5525	5276	-3.0%	-4.5%	3.6	3.6	3.3
GOLD NETWORK (UK)	H	857	1026	1024	19.5%	-0.2%	0.7	0.7	0.8
HEART NETWORK (UK)	H	9069	8987	8860	-2.3%	-1.4%	6.4	6.7	6.2
HEAT	Q	892	902	833	-6.6%	-7.6%	0.3	0.3	0.2
THE HITS	Q	774	681	777	0.4%	14.1%	0.2	0.3	0.3
JAZZ FM (NATIONAL)	Q	549	457	560	2.0%	22.5%	0.2	0.2	0.3
KERRANG!	H	893	920	843	-5.6%	-8.4%	0.4	0.4	0.3
KISS NETWORK*	H	4633	4908	5240	13.1%	6.8%	2.6	2.8	3.0
KISS FRESH	Q	484	422	576	19.0%	36.5%	0.1	0.1	0.2
KISSTORY	Q	1098	1131	1459	32.9%	29.0%	0.4	0.4	0.6
LBC NETWORK (UK)	H	1275	1357	1481	16.2%	9.1%	1.3	1.3	1.4
MAGIC NETWORK	Q		3605	3623		0.5%		1.8	1.7
PLANET ROCK	Q	1092	1247	1248	14.3%	0.1%	0.7	0.9	1.0
SMOOTH RADIO NETWORK (UK)	H	4602	4772	4635	0.7%	-2.9%	3.6	3.9	3.5
TALKSPORT	Q	3376	3246	3033	-10.2%	-6.6%	2.2	2.1	1.9
XFM NETWORK (UK)	H	926	885	892	-3.7%	0.8%	0.5	0.5	0.4
ALL LOCAL COMMERCIAL	Q	27494	26763	27466	-0.1%	2.6%	30.3	28.6	29.8
OTHER LISTENING	Q	4289	3688	3907	-8.9%	5.9%	3.5	2.8	2.6

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

Source RAJAR / Ipsos MORI / RSMB