

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 2015

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 2015

NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q3 2015
Code Q (Quarter): 23,382 Adults 15+
Code H (Half year): 45,722 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	Q3 14	545934	Q2 15	554759	Q3 15	550537
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 14	445056	Q2 15	464053	Q3 15	455567

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
ALL RADIO	Q	47614	48184	47846	0.5%	-0.7%	100.0	100.0	100.0
ALL BBC	Q	34845	35016	35102	0.7%	0.2%	53.6	53.0	53.3
15-44	Q	15116	14687	14954	-1.1%	1.8%	41.7	38.4	39.5
45+	Q	19729	20329	20148	2.1%	-0.9%	61.3	62.4	61.9
ALL BBC NETWORK RADIO	Q	31686	31926	32274	1.9%	1.1%	45.7	45.5	45.9
BBC RADIO 1	Q	10550	10436	10559	0.1%	1.2%	6.9	6.4	6.5
BBC RADIO 2	Q	15014	15141	15384	2.5%	1.6%	17.0	17.6	17.6
BBC RADIO 3	Q	1912	1894	2070	8.3%	9.3%	1.1	1.3	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10916	10965	11196	2.6%	2.1%	12.8	12.8	12.9
BBC RADIO 4	Q	10621	10574	10779	1.5%	1.9%	11.9	11.7	11.7
BBC RADIO 4 EXTRA	Q	1629	1954	2201	35.1%	12.6%	0.9	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6132	5836	6064	-1.1%	3.9%	4.3	4.1	4.1
BBC RADIO 5 LIVE	Q	5809	5322	5528	-4.8%	3.9%	3.8	3.5	3.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1216	1625	1727	42.0%	6.3%	0.5	0.6	0.7
BBC 6 MUSIC	Q	1994	2055	2188	9.7%	6.5%	1.8	1.8	2.0
1XTRA FROM THE BBC	Q	1057	958	1149	8.7%	19.9%	0.6	0.5	0.6
BBC ASIAN NETWORK UK	H	629	607	589	-6.4%	-3.0%	0.4	0.4	0.3
BBC WORLD SERVICE	Q	1310	1548	1511	15.3%	-2.4%	0.7	0.7	0.8
BBC LOCAL/REGIONAL	Q	8945	8837	8732	-2.4%	-1.2%	7.8	7.5	7.4

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 2015 NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
ALL COMMERCIAL	Q	34045	34628	34734	2.0%	0.3%	43.7	44.4	44.1
15-44	Q	17922	18338	18170	1.4%	-0.9%	54.7	58.3	57.1
45+	Q	16124	16290	16564	2.7%	1.7%	36.5	35.5	35.9
ALL NATIONAL COMMERCIAL	Q	16954	17944	18167	7.2%	1.2%	13.6	14.5	14.8
ABSOLUTE RADIO	Q	1872	1983	2125	13.5%	7.2%	1.2	1.5	1.5
ABSOLUTE RADIO 70S	H	167	256	285	70.7%	11.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1432	1603	1571	9.7%	-2.0%	0.7	1.0	0.8
ABSOLUTE RADIO 90S	H	665	539	629	-5.4%	16.7%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	497	540	583	17.3%	8.0%	0.2	0.3	0.3
CAPITAL BRAND*	H	7811	7638	8008	2.5%	4.8%	4.3	4.3	4.5
CAPITAL NETWORK (UK)	H	7343	7105	7450	1.5%	4.9%	3.9	3.8	4.0
CAPITAL XTRA (UK)	H	809	951	1100	36.0%	15.7%	0.4	0.4	0.5
CLASSIC FM	Q	5199	5276	5487	5.5%	4.0%	3.6	3.3	3.5
GOLD NETWORK (UK)	H	1032	1024	992	-3.9%	-3.1%	0.8	0.8	0.9
HEART NETWORK (UK)	H	9075	8860	9144	0.8%	3.2%	6.6	6.2	6.3
HEAT ¹	H			912					0.3
THE HITS	Q	949	777	860	-9.4%	10.7%	0.4	0.3	0.3
JAZZ FM (NATIONAL) ¹	H			509					0.3
KERRANG!	H	879	843	821	-6.6%	-2.6%	0.4	0.3	0.4
KISS NETWORK*	H	4858	5240	5454	12.3%	4.1%	2.7	3.0	3.0
KISS FRESH	Q	565	576	532	-5.8%	-7.6%	0.1	0.2	0.2
KISSTORY	Q	973	1459	1307	34.3%	-10.4%	0.4	0.6	0.5
LBC NETWORK (UK)	H	1283	1481	1481	15.4%	0.0%	1.3	1.4	1.3
MAGIC NETWORK ¹	H			3435					1.6
PLANET ROCK	Q	1098	1248	1215	10.7%	-2.6%	0.9	1.0	0.9
SMOOTH BRAND (UK)*	H			5535					4.2
SMOOTH EXTRA	Q			930					0.5
SMOOTH RADIO NETWORK (UK)	H	4692	4635	4845	3.3%	4.5%	3.5	3.5	3.6
TALKSPORT	Q	3148	3033	3152	0.1%	3.9%	2.2	1.9	2.0
XFM NETWORK (UK) (will be RADIO X NETWORK (UK))	H	988	892	1049	6.2%	17.6%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	27213	27466	27243	0.1%	-0.8%	30.1	29.8	29.2
OTHER LISTENING	Q	3870	3907	3921	1.3%	0.4%	2.8	2.6	2.7

RAJAR DATA RELEASE



Quarter 3, 2015 – October 29th 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	%	%	%
			Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
BBC RADIO SCOTLAND	H	4499	870	941	948	9.0%	0.7%	8.3	7.7	7.7
Radio Borders (Bauer Borders)	Y	109	57	55	56	-1.8%	1.8%	34.1	31.0	31.3
Capital Scotland	H	2796	523	531	564	7.8%	6.2%	6.9	6.5	5.7
Central FM	Y	213	45	53	57	26.7%	7.5%	7.0	8.7	9.1
Clyde 1	H	1890	496	583	576	16.1%	-1.2%	10.8	13.1	14.9
Clyde 2	H	1890	126	161	147	16.7%	-8.7%	3.3	2.9	2.9
Clyde 3	H	1890		21	20		-4.8%		0.2	0.1
Forth 1	H	1129	323	342	347	7.4%	1.5%	14.5	12.0	14.9
Forth 2	H	1129	53	66	72	35.8%	9.1%	2.3	2.7	3.8
Forth 3	H	1129		10	8		-20.0%		0.1	0.1
Heart Scotland	H	2796	480	424	465	-3.1%	9.7%	6.6	4.8	5.0
Kingdom FM	Y	289	58	60	67	15.5%	11.7%	6.6	8.2	10.5
Moray Firth Radio (Bauer Inverness)	Y	250	119	115	118	-0.8%	2.6%	23.8	20.9	20.4
Northsound 1	Y	345	131	138	144	9.9%	4.3%	19.8	15.9	16.2
Northsound 2	Y	345	39	37	35	-10.3%	-5.4%	3.5	5.0	4.6
Original 106 (Aberdeen)	Y	345	81	75	82	1.2%	9.3%	10.0	9.5	11.0
Smooth Radio Scotland	H	1981	323	392	374	15.8%	-4.6%	6.9	9.8	9.5
Tay FM	Y	391	152	148	148	-2.6%	0.0%	18.6	18.8	20.8
Tay 2	Y	391	77	55	52	-32.5%	-5.5%	12.0	7.9	7.0
Wave 102	Y	145		23	24		4.3%		5.3	6.2
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	180	192	186	3.3%	-3.1%	26.9	24.3	22.9
XFM Scotland	H	830	39	39	55	41.0%	41.0%	1.3	1.7	1.8

RAJAR DATA RELEASE

Quarter 3, 2015 – October 29th 2015

LONDON STATIONS – PAGE 1

SAMPLE SIZE:
Survey period - Q3 2015
Code Q (Quarter): 3,100 Adults 15+
Code H (Half year): 6,096 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	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
BBC London 94.9	Q	462	477	536	16.0%	12.4%	1.1	0.9	1.3
Absolute Radio (London)	Q	799	847	853	6.8%	0.7%	2.1	2.8	2.6
Capital London	Q	1999	2200	2086	4.4%	-5.2%	5.3	4.2	5.1
Capital XTRA (London)	Q	323	478	519	60.7%	8.6%	0.8	1.1	1.2
Gold London	Q	345	285	275	-20.3%	-3.5%	1.3	1.3	1.4
Heart London	Q	1448	1985	1661	14.7%	-16.3%	3.9	4.9	4.1
Kiss (London)	Q	1805	2120	2089	15.7%	-1.5%	4.5	5.3	4.8
LBC 97.3	Q	967	1137	930	-3.8%	-18.2%	5.1	5.2	4.3
LBC London News (was LBC News 1152)	Q	334	513	423	26.6%	-17.5%	0.9	1.2	0.8
Lyca Dil Se 1035 AM (will be Dilse 1035am)	Q	72	52	79	9.7%	51.9%	0.1	0.1	0.2
Lyca Radio 1458am	Q	85	160	146	71.8%	-8.8%	0.3	0.6	0.3
Magic (London)	Q	1959	1999	1711	-12.7%	-14.4%	5.1	4.7	3.7
Panjab Radio	H			55					0.2
Premier Christian Radio	Q	149	175	164	10.1%	-6.3%	1.0	0.5	0.5
Smooth Radio London	Q	742	684	754	1.6%	10.2%	2.1	2.2	2.4
Sunrise Radio	Q	259	211	316	22.0%	49.8%	1.4	0.8	0.7
XFM London (will be Radio X London)	Q	417	434	507	21.6%	16.8%	0.7	1.0	1.1

RAJAR DATA RELEASE

Quarter 3, 2015 – October 29th 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	%	%	%
		Q3 14	Q2 15	Q3 15	Q3 15 vs. Q3 14	Q3 15 vs. Q2 15	Q3 14	Q2 15	Q3 15
BBC Radio 1	Q	1767	1689	1681	-4.9%	-0.5%	4.5	4.2	3.9
BBC Radio 2	Q	2275	2369	2380	4.6%	0.5%	11.3	12.3	12.3
BBC Radio 3	Q	461	508	554	20.2%	9.1%	1.5	2.0	1.9
BBC Radio 4	Q	2716	2775	2660	-2.1%	-4.1%	15.0	14.2	14.9
BBC Radio 5 live	Q	1312	1088	1258	-4.1%	15.6%	3.7	3.9	4.0
Classic FM	Q	1327	1443	1305	-1.7%	-9.6%	4.3	4.4	3.4
talkSPORT	Q	742	712	774	4.3%	8.7%	2.6	2.0	2.4

RAJAR DATA RELEASE

Quarter 3, 2015 – October 29th 2015

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLESIZE:

Survey period - Q3 2015

NATIONAL: Code Q (Quarter): 23,382 Adults 15+, Code H (Half year): 45,722 Adults 15+
LONDON: Code Q (Quarter): 3,100 Adults 15+, Code H (Half year): 6,096 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		Q3 2014	Q2 2015	Q3 2015
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5823	5838	5777
BBC Radio 2 - 06.30 - 09.30am	Q	9300	9696	9422
BBC Radio 3 - 06.30 - 09.00am	Q	548	629	539
BBC Radio 4 - 06.00 - 09.00am	Q	6692	6675	6758
BBC Radio 5 live - 06.00 - 10.00am	Q	2626	2354	2224
Absolute Radio - 06.00 - 10.00am	Q	881	916	886
Classic FM - 06.00 - 09.00am	Q	1583	1629	1658
Magic Network ¹ - 06.00 - 10.00am	H			1368
talkSPORT - 06.00 - 10.00am	Q	1511	1433	1396

RAJAR DATA RELEASE

Quarter 3, 2015 – October 29th 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	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q3 2014	Q2 2015	Q3 2015
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	192	203	212
Absolute Radio (London) - 06.00 - 10.00am	Q	386	430	346
Capital London - 06.00 - 10.00am	Q	1008	1146	980
Capital XTRA (London) - 06.00 - 10.00am	Q	135	256	236
Gold London - 06.00 - 10.00am	Q	144	111	123
Heart London - 06.00 - 09.00am	Q	526	887	514
Kiss (London) - 06.00 - 09.00am	Q	689	766	755
LBC 97.3 - 07.00 - 10.00am	Q	561	719	595
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	183	239	186
Magic (London) - 06.00 - 10.00am	Q	781	922	771
Premier Christian Radio - 07.00 - 09.00am	Q	63	106	37
Smooth Radio London - 06.00 - 10.00am	Q	320	278	311
Sunrise Radio - 06.00 - 09.00am	Q	109	98	121
XFM London (will be Radio X London) - 06.00 - 10.00am	Q	190	202	221