

RAJAR DATA RELEASE



Quarter 4, 2015 – February 4th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2015
Code Q (Quarter): 25,615 Adults 15+
Code H (Half year): 48,997 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 14	536759	Q3 15	550537	Q4 15	541794
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 14	450398	Q3 15	455567	Q4 15	446584

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
ALL RADIO	Q	47851	47846	48237	0.8%	0.8%	100.0	100.0	100.0
ALL BBC	Q	34798	35102	34947	0.4%	-0.4%	52.8	53.3	53.5
15-44	Q	14840	14954	14656	-1.2%	-2.0%	38.6	39.5	38.7
45+	Q	19958	20148	20291	1.7%	0.7%	61.7	61.9	62.4
ALL BBC NETWORK RADIO	Q	31798	32274	32125	1.0%	-0.5%	45.3	45.9	46.1
BBC RADIO 1	Q	10433	10559	10330	-1.0%	-2.2%	6.6	6.5	6.1
BBC RADIO 2	Q	15283	15384	15465	1.2%	0.5%	17.8	17.6	17.7
BBC RADIO 3	Q	2030	2070	2051	1.0%	-0.9%	1.1	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11033	11196	11318	2.6%	1.1%	12.9	12.9	13.7
BBC RADIO 4	Q	10760	10779	10926	1.5%	1.4%	11.9	11.7	12.4
BBC RADIO 4 EXTRA	Q	1721	2201	2112	22.7%	-4.0%	1.1	1.2	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5706	6064	5827	2.1%	-3.9%	3.6	4.1	3.9
BBC RADIO 5 LIVE	Q	5610	5528	5586	-0.4%	1.0%	3.5	3.4	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	657	1727	1235	88.0%	-28.5%	0.1	0.7	0.3
BBC 6 MUSIC	Q	2084	2188	2202	5.7%	0.6%	1.6	2.0	2.0
1XTRA FROM THE BBC	Q	1110	1149	982	-11.5%	-14.5%	0.6	0.6	0.5
BBC ASIAN NETWORK UK	H	619	589	563	-9.0%	-4.4%	0.4	0.3	0.3
BBC WORLD SERVICE	Q	1363	1511	1506	10.5%	-0.3%	0.7	0.8	0.7
BBC LOCAL/REGIONAL	Q	8981	8732	8558	-4.7%	-2.0%	7.5	7.4	7.3

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Quarter 4, 2015 – February 4th 2016 NATIONAL STATIONS PAGE 2

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
ALL COMMERCIAL	Q	34357	34734	35111	2.2%	1.1%	44.3	44.1	44.1
15-44	Q	18165	18170	18313	0.8%	0.8%	57.1	57.1	58.1
45+	Q	16192	16564	16798	3.7%	1.4%	36.2	35.9	35.5
ALL NATIONAL COMMERCIAL	Q	17140	18167	18298	6.8%	0.7%	13.1	14.8	14.6
ABSOLUTE RADIO	Q	1708	2125	2128	24.6%	0.1%	1.1	1.5	1.4
ABSOLUTE RADIO 70S	H	189	285	303	60.3%	6.3%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1419	1571	1585	11.7%	0.9%	0.8	0.8	0.9
ABSOLUTE RADIO 90S	H	669	629	650	-2.8%	3.3%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	484	583	592	22.3%	1.5%	0.2	0.3	0.3
CAPITAL BRAND	H	7623	8008	8112	6.4%	1.3%	4.1	4.5	4.5
CAPITAL NETWORK (UK)	H	7160	7450	7502	4.8%	0.7%	3.8	4.0	4.0
CAPITAL XTRA (UK)	H	809	1100	1168	44.4%	6.2%	0.4	0.5	0.5
CLASSIC FM	Q	5570	5487	5520	-0.9%	0.6%	3.5	3.5	3.5
GOLD NETWORK (UK)	H	1083	992	995	-8.1%	0.3%	0.8	0.9	0.7
HEART NETWORK (UK)	H	9038	9144	9152	1.3%	0.1%	6.8	6.3	6.4
HEAT ¹	H		912	950		4.2%		0.3	0.3
THE HITS ¹	H			812					0.3
JAZZ FM (NATIONAL) ¹	H		509	480		-5.7%		0.3	0.2
KERRANG!	H	904	821	870	-3.8%	6.0%	0.4	0.4	0.4
KISS NETWORK	H	4904	5454	5391	9.9%	-1.2%	2.7	3.0	2.9
KISS FRESH ¹	H			553					0.2
KISSTORY	Q	1051	1307	1403	33.5%	7.3%	0.4	0.5	0.5
LBC NETWORK (UK)	H	1327	1481	1439	8.4%	-2.8%	1.4	1.3	1.4
MAGIC NETWORK ¹	H		3435	3327		-3.1%		1.6	1.7
PLANET ROCK	Q	1115	1215	1147	2.9%	-5.6%	0.8	0.9	0.8
SMOOTH BRAND (UK)	H		5535	5528		-0.1%		4.2	4.2
SMOOTH EXTRA	Q		930	904		-2.8%		0.5	0.6
SMOOTH RADIO NETWORK (UK)	H	4794	4845	4870	1.6%	0.5%	3.8	3.6	3.7
TALKSPORT	Q	3005	3152	3061	1.9%	-2.9%	2.0	2.0	1.8
UCB 1 (SURVEYED AS UCB UK)	Q			236					0.2
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	941	1049	1225	30.2%	16.8%	0.5	0.5	0.7
ALL LOCAL COMMERCIAL	Q	27284	27243	27126	-0.6%	-0.4%	31.2	29.2	29.5
OTHER LISTENING	Q	4161	3921	3966	-4.7%	1.1%	3.0	2.7	2.5