

RAJAR DATA RELEASE



Quarter 3, 2016 – October 27th 2016 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q3 2016
Code Q (Quarter): 25,171 Adults 15+
Code H (Half year): 50,806 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 15	550537	Q2 16	545585	Q3 16	534097
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 15	455567	Q2 16	472093	Q3 16	475608

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
ALL RADIO	Q	47846	48687	48165	0.7%	-1.1%	100.0	100.0	100.0
ALL BBC	Q	35102	35066	34823	-0.8%	-0.7%	53.3	52.2	51.5
15-44	Q	14954	14253	14248	-4.7%	0.0%	39.5	37.3	36.7
45+	Q	20148	20813	20575	2.1%	-1.1%	61.9	61.3	60.7
ALL BBC NETWORK RADIO	Q	32274	32347	32107	-0.5%	-0.7%	45.9	45.2	44.4
BBC RADIO 1	Q	10559	9455	9873	-6.5%	4.4%	6.5	5.7	6.0
BBC RADIO 2	Q	15384	15298	15144	-1.6%	-1.0%	17.6	17.2	16.7
BBC RADIO 3	Q	2070	2201	1977	-4.5%	-10.2%	1.2	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11196	11887	11632	3.9%	-2.1%	12.9	13.2	12.9
BBC RADIO 4	Q	10779	11507	11227	4.2%	-2.4%	11.7	11.9	11.8
BBC RADIO 4 EXTRA	Q	2201	1950	2043	-7.2%	4.8%	1.2	1.2	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	6064	6181	5975	-1.5%	-3.3%	4.1	4.3	4.1
BBC RADIO 5 LIVE	Q	5528	5858	5502	-0.5%	-6.1%	3.4	3.9	3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1727	1310	1601	-7.3%	22.2%	0.7	0.3	0.6
BBC 6 MUSIC	Q	2188	2266	2342	7.0%	3.4%	2.0	2.1	2.1
1XTRA FROM THE BBC ¹	H		1079	1026		-4.9%		0.5	0.4
BBC ASIAN NETWORK UK	H	589	676	662	12.4%	-2.1%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1511	1454	1537	1.7%	5.7%	0.8	0.7	0.7
BBC LOCAL/REGIONAL	Q	8732	8382	8429	-3.5%	0.6%	7.4	7.0	7.1

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
ALL COMMERCIAL	Q	34734	35570	34762	0.1%	-2.3%	44.1	45.2	45.8
15-44	Q	18170	18646	18096	-0.4%	-2.9%	57.1	59.0	59.8
45+	Q	16564	16924	16666	0.6%	-1.5%	35.9	36.9	37.1
ALL NATIONAL COMMERCIAL	Q	18167	19388	19503	7.4%	0.6%	14.8	15.8	17.1
ABSOLUTE RADIO	Q	2125	2185	2643	24.4%	21.0%	1.5	1.4	1.7
ABSOLUTE RADIO 70S	H	285	263	280	-1.8%	6.5%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1571	1581	1458	-7.2%	-7.8%	0.8	0.8	0.8
ABSOLUTE RADIO 90S	H	629	679	703	11.8%	3.5%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	583	563	646	10.8%	14.7%	0.3	0.2	0.3
THE ARROW	Q		56	76		35.7%		*	0.1
CAPITAL BRAND ²	H	8008	8527	8740	9.1%	2.5%	4.5	4.7	4.8
CAPITAL NETWORK (UK)	H	7450	7850	8055	8.1%	2.6%	4.0	4.1	4.2
CAPITAL XTRA (UK)	H	1100	1322	1324	20.4%	0.2%	0.5	0.6	0.6
CHILL	Q		135	237		75.6%		0.1	0.1
CLASSIC FM	Q	5487	5511	5281	-3.8%	-4.2%	3.5	3.5	3.5
GOLD NETWORK (UK)	H	992	1076	1154	16.3%	7.2%	0.9	0.8	0.9
HEART BRAND (UK) ³	Q			9602					6.4
HEART EXTRA	Q			664					0.3
HEART NETWORK (UK)	H	9144	8954	9101	-0.5%	1.6%	6.3	6.0	6.2
HEAT	H	912	872	841	-7.8%	-3.6%	0.3	0.3	0.3
THE HITS ¹	H		741	738		-0.4%		0.2	0.2
JAZZ FM (NATIONAL)	H	509	597	556	9.2%	-6.9%	0.3	0.2	0.2
KERRANG!	H	821	734	769	-6.3%	4.8%	0.4	0.3	0.3
KISS NETWORK ⁴	H	5454	5525	5425	-0.5%	-1.8%	3.0	2.9	3.0
KISS FRESH ¹	H		593	611		3.0%		0.1	0.2
KISSTORY	Q	1307	1540	1611	23.3%	4.6%	0.5	0.5	0.9
LBC NETWORK (UK)	H	1481	1729	1801	21.6%	4.2%	1.3	1.7	1.8
MAGIC NETWORK ^{1 5}	H			3684					1.8
MAGIC CHILLED ¹	H			240					0.1
MELLOW MAGIC ¹	H			424					0.2
PLANET ROCK	Q	1215	986	1060	-12.8%	7.5%	0.9	0.8	0.8

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
SMOOTH BRAND (UK) ⁶	H	5535	5592	5479	-1.0%	-2.0%	4.2	4.1	4.0
SMOOTH EXTRA	Q	930	987	1070	15.1%	8.4%	0.5	0.5	0.6
SMOOTH RADIO NETWORK (UK)	H	4845	4955	4749	-2.0%	-4.2%	3.6	3.7	3.4
SUNRISE RADIO NATIONAL	Q		388	326		-16.0%		0.2	0.1
TALKRADIO	Q		224	304		35.7%		0.1	0.1
TALKSPORT	Q	3152	3289	2857	-9.4%	-13.1%	2.0	2.0	2.0
TALKSPORT2	Q		285	250		-12.3%		0.1	0.1
UCB 1 (WAS UCB UK)	Q		202	191		-5.4%		0.1	0.1
VIRGIN RADIO	Q		409	345		-15.6%		0.1	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	1049	1189	1265	20.6%	6.4%	0.5	0.8	0.9
ALL LOCAL COMMERCIAL	Q	27243	27608	26781	-1.7%	-3.0%	29.2	29.4	28.7
OTHER LISTENING	Q	3921	3742	3933	0.3%	5.1%	2.7	2.6	2.7

¹ Station changed reporting survey period

² includes Capital Network (UK) & Capital XTRA (UK)

³ includes Heart Extra & Heart Network (UK)

⁴ includes Kiss Fresh & Kisstory

^{1, 5} includes Magic Chilled & Mellow Magic

⁶ includes Smooth Network & Smooth Extra