

RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017

COMPARATIVE CHARTS

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

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017 NATIONAL STATIONS

SAMPLE SIZE: Survey period - Q4 2016
Code Q (Quarter): 25,881 Adults 15+
Code H (Half year): 51,052 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 15	541794	Q3 16	534097	Q4 16	560560
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 15	446584	Q3 16	475608	Q4 16	460175

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
ALL RADIO	Q	48237	48165	48682	0.9%	1.1%	100.0	100.0	100.0
ALL BBC	Q	34947	34823	35197	0.7%	1.1%	53.5	51.5	53.5
15-44	Q	14656	14248	14206	-3.1%	-0.3%	38.7	36.7	37.4
45+	Q	20291	20575	20991	3.4%	2.0%	62.4	60.7	62.8
ALL BBC NETWORK RADIO	Q	32125	32107	32180	0.2%	0.2%	46.1	44.4	45.9
BBC RADIO 1	Q	10330	9873	9562	-7.4%	-3.2%	6.1	6.0	5.8
BBC RADIO 2	Q	15465	15144	15051	-2.7%	-0.6%	17.7	16.7	17.3
BBC RADIO 3	Q	2051	1977	2120	3.4%	7.2%	1.2	1.2	1.4
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11318	11632	11694	3.3%	0.5%	13.7	12.9	13.8
BBC RADIO 4	Q	10926	11227	11332	3.7%	0.9%	12.4	11.8	12.7
BBC RADIO 4 EXTRA	Q	2112	2043	2184	3.4%	6.9%	1.2	1.1	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5827	5975	5958	2.2%	-0.3%	3.9	4.1	3.9
BBC RADIO 5 LIVE	Q	5586	5502	5713	2.3%	3.8%	3.6	3.5	3.6
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1235	1601	1167	-5.5%	-27.1%	0.3	0.6	0.3
BBC 6 MUSIC	Q	2202	2342	2329	5.8%	-0.6%	2.0	2.1	2.2
1XTRA FROM THE BBC ¹	H		1026	909		-11.4%		0.4	0.4
BBC ASIAN NETWORK UK	H	563	662	632	12.3%	-4.5%	0.3	0.4	0.4
BBC WORLD SERVICE	Q	1506	1537	1526	1.3%	-0.7%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	8558	8429	8891	3.9%	5.5%	7.3	7.1	7.5

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Quarter 4, 2016 – February 9th 2017 NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
ALL COMMERCIAL	Q	35111	34762	34957	-0.4%	0.6%	44.1	45.8	43.9
15-44	Q	18313	18096	18222	-0.5%	0.7%	58.1	59.8	59.1
45+	Q	16798	16666	16735	-0.4%	0.4%	35.5	37.1	35.0
ALL NATIONAL COMMERCIAL	Q	18298	19503	18832	2.9%	-3.4%	14.6	17.1	15.7
ABSOLUTE RADIO	Q	2128	2643	2141	0.6%	-19.0%	1.4	1.7	1.5
ABSOLUTE RADIO 70S	H	303	280	270	-10.9%	-3.6%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1585	1458	1529	-3.5%	4.9%	0.9	0.8	0.9
ABSOLUTE RADIO 90S	H	650	703	727	11.8%	3.4%	0.3	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	592	646	703	18.8%	8.8%	0.3	0.3	0.3
THE ARROW	Q		76	95		25.0%		0.1	0.1
CAPITAL BRAND	H	8112	8740	8473	4.5%	-3.1%	4.5	4.8	4.6
CAPITAL NETWORK (UK)	H	7502	8055	7791	3.9%	-3.3%	4.0	4.2	4.1
CAPITAL XTRA (UK)	H	1168	1324	1299	11.2%	-1.9%	0.5	0.6	0.5
CHILL	Q		237	152		-35.9%		0.1	*
CLASSIC FM	Q	5520	5281	5365	-2.8%	1.6%	3.5	3.5	3.4
GOLD NETWORK (UK)	H	995	1154	1120	12.6%	-2.9%	0.7	0.9	0.8
HEART BRAND (UK) ¹	H			9282					6.4
HEART EXTRA	Q		664	437		-34.2%		0.3	0.2
HEART NETWORK (UK)	H	9152	9101	8949	-2.2%	-1.7%	6.4	6.2	6.2
HEAT	H	950	841	720	-24.2%	-14.4%	0.3	0.3	0.2
THE HITS	H	812	738	605	-25.5%	-18.0%	0.3	0.2	0.2
JAZZ FM (NATIONAL)	H	480	556	541	12.7%	-2.7%	0.2	0.2	0.2
KERRANG!	H	870	769	739	-15.1%	-3.9%	0.4	0.3	0.3
KISS NETWORK	H	5391	5425	5237	-2.9%	-3.5%	2.9	3.0	3.0
KISS FRESH	H	553	611	492	-11.0%	-19.5%	0.2	0.2	0.2
KISSTORY	Q	1403	1611	1402	-0.1%	-13.0%	0.5	0.9	0.6
LBC NETWORK (UK)	H	1439	1801	1686	17.2%	-6.4%	1.4	1.8	1.7
MAGIC NETWORK	H		3684	3648		-1.0%		1.8	1.9
MAGIC CHILLED	H		240	235		-2.1%		0.1	0.1
MELLOW MAGIC	H		424	446		5.2%		0.2	0.2
PLANET ROCK	Q	1147	1060	958	-16.5%	-9.6%	0.8	0.8	0.8

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NATIONAL STATIONS PAGE 3

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
SMOOTH BRAND (UK)	H	5528	5479	5430	-1.8%	-0.9%	4.2	4.0	3.9
SMOOTH EXTRA	Q	904	1070	810	-10.4%	-24.3%	0.6	0.6	0.6
SMOOTH RADIO NETWORK (UK)	H	4870	4749	4751	-2.4%	0.0%	3.7	3.4	3.3
SUNRISE RADIO NATIONAL	Q		326	461		41.4%		0.1	0.2
TALKRADIO	Q		304	252		-17.1%		0.1	0.1
TALKSPORT	Q	3061	2857	3007	-1.8%	5.3%	1.8	2.0	1.7
TALKSPORT2	Q		250	294		17.6%		0.1	0.1
UCB 1 (WAS UCB UK)	Q	236	191	225	-4.7%	17.8%	0.2	0.1	0.1
VIRGIN RADIO	Q		345	324		-6.1%		0.1	0.1
RADIO X NETWORK (UK) (was XFM NETWORK (UK))	H	1225	1265	1254	2.4%	-0.9%	0.7	0.9	0.9
ALL LOCAL COMMERCIAL	Q	27126	26781	27066	-0.2%	1.1%	29.5	28.7	28.2
OTHER LISTENING	Q	3966	3933	4183	5.5%	6.4%	2.5	2.7	2.7

RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017 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	%	%	%
			Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC RADIO SCOTLAND	H	4527	943	901	952	1.0%	5.7%	8.5	7.1	8.6
Radio Borders (Bauer Borders)	Y	109	56	54	51	-8.9%	-5.6%	33.0	34.3	35.1
Capital Scotland	H	2816	570	594	543	-4.7%	-8.6%	5.9	6.7	6.0
Central FM	Y	215	52	53	54	3.8%	1.9%	10.6	8.8	8.3
Clyde 1	H	1900	584	660	624	6.8%	-5.5%	16.1	16.9	18.8
Clyde 2	H	1900	158	162	134	-15.2%	-17.3%	3.1	2.6	2.0
Clyde 3	Y	1900	18	21	27	50.0%	28.6%	0.2	0.3	0.3
Forth 1	H	1141	358	325	320	-10.6%	-1.5%	17.2	13.8	17.4
Forth 2	H	1141	67	53	72	7.5%	35.8%	3.7	2.0	2.9
Forth 3	Y	1141	8	7	5	-37.5%	-28.6%	0.1	0.2	0.2
Heart Scotland	H	2816	427	410	393	-8.0%	-4.1%	6.7	6.7	5.8
Kingdom FM	Y	291	65	50	53	-18.5%	6.0%	11.7	8.5	9.5
Moray Firth Radio (Bauer Inverness)	Y	251	120	124	124	3.3%	0.0%	20.9	24.7	27.4
Northsound 1	Y	348	141	121	124	-12.1%	2.5%	17.4	20.7	22.5
Northsound 2	Y	348	33	26	21	-36.4%	-19.2%	3.3	3.8	2.8
Original 106 (Aberdeen)	Y	348	80	66	75	-6.3%	13.6%	11.3	9.3	10.7
Smooth Radio Scotland	H	1992	405	420	409	1.0%	-2.6%	8.7	8.0	8.9
Tay FM	Y	394	140	133	135	-3.6%	1.5%	18.7	20.2	20.0
Tay 2	Y	394	46	38	39	-15.2%	2.6%	8.5	7.8	6.8
Tay 3	Y	394	2	2	2	0.0%	0.0%	0.1*		*
Wave 102	Y	144	25	20	19	-24.0%	-5.0%	7.1	5.7	5.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	177	192	187	5.6%	-2.6%	20.2	22.4	24.0

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Quarter 4, 2016 – February 9th 2017

LONDON STATIONS – PAGE 1

SAMPLE SIZE:
 Survey period - Q4 2016
 Code Q (Quarter): 3,442 Adults 15+
 Code H (Half year): 6,875 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	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC Radio London (was BBC London 94.9)	Q	525	424	359	-31.6%	-15.3%	1.4	1.1	1.0
Absolute Radio (London)	Q	812	894	750	-7.6%	-16.1%	2.2	2.3	2.0
Capital London	Q	2077	2013	1730	-16.7%	-14.1%	4.0	4.3	3.7
Capital XTRA (London)	Q	569	568	505	-11.2%	-11.1%	1.1	1.5	1.0
Gold London	Q	337	312	255	-24.3%	-18.3%	1.2	1.1	0.8
Heart London	Q	1804	1683	1362	-24.5%	-19.1%	4.3	4.4	4.1
Kiss (London)	Q	2015	1818	1860	-7.7%	2.3%	4.9	4.4	4.5
LBC 97.3	Q	1040	991	1055	1.4%	6.5%	5.2	5.1	5.5
LBC London News (was LBC News 1152)	Q	489	464	367	-24.9%	-20.9%	1.0	1.1	0.8
Magic (London)	Q	1921	1804	1723	-10.3%	-4.5%	4.9	4.1	4.7
Premier Christian Radio	Q	143	174	193	35.0%	10.9%	0.6	0.4	0.5
Smooth Radio London	Q	800	710	748	-6.5%	5.4%	2.6	1.5	1.7
Radio X London (was XFM London)	Q	517	378	430	-16.8%	13.8%	1.4	1.2	1.4

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LONDON STATIONS– PAGE 2

NATIONAL STATIONS ON LONDON TSA

NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC Radio 1	Q	1707	1645	1706	-0.1%	3.7%	3.7	4.5	4.5
BBC Radio 2	Q	2428	2216	2146	-11.6%	-3.2%	12.2	10.9	10.7
BBC Radio 3	Q	615	503	696	13.2%	38.4%	2.1	1.8	2.7
BBC Radio 4	Q	2876	2801	2871	-0.2%	2.5%	16.1	15.5	17.1
BBC Radio 5 live	Q	1182	1187	1216	2.9%	2.4%	3.5	3.2	4.0
Classic FM	Q	1382	1251	1302	-5.8%	4.1%	3.7	3.8	3.7
talkSPORT	Q	772	656	669	-13.3%	2.0%	1.9	2.3	1.7

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Quarter 4, 2016 – February 9th 2017

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2016

NATIONAL: Code Q (Quarter): 25,881 Adults 15+, **Code H (Half year):** 51,052 Adults 15+
LONDON: Code Q (Quarter): 3,442 Adults 15+, **Code H (Half year):** 6,875 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		Q4 2015	Q3 2016	Q4 2016
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5868	5249	5367
BBC Radio 2 - 06.30 - 09.30am	Q	9439	9058	9214
BBC Radio 3 - 06.30 - 09.00am	Q	538	579	647
BBC Radio 4 - 06.00 - 09.00am	Q	7025	7100	7449
BBC Radio 5 live - 06.00 - 10.00am	Q	2292	2297	2226
Absolute Radio Network - 06.00 - 10.00am	H	1797	1949	1959
Classic FM - 06.00 - 09.00am	Q	1783	1765	1738
Kiss - 06.00 - 10.00am	Q	2195	1834	2205
Magic ¹ - 06.00 - 10.00am	Q		1259	1296
talkSPORT - 06.00 - 10.00am	Q	1295	1286	1256
Radio X Network (UK) (was XFM Network (UK)) - 06.30 - 10.00am	H	669	703	717

¹ Station changed reporting survey period

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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		Q4 2015	Q3 2016	Q4 2016
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 07.00 - 10.00am	Q	228	241	166
Absolute Radio (London) - 06.00 - 10.00am	Q	422	451	378
Capital London - 06.00 - 10.00am	Q	1080	1041	881
Capital XTRA (London) - 06.00 - 10.00am	Q	276	231	319
Gold London - 06.00 - 10.00am	Q	148	141	123
Heart London - 06.00 - 09.00am	Q	741	644	524
Kiss (London) - 06.00 - 10.00am	Q	1089	853	983
LBC 97.3 - 07.00 - 10.00am	Q	695	624	725
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	227	234	175
Magic (London) - 06.00 - 10.00am	Q	935	734	771
Premier Christian Radio - 07.00 - 09.00am	Q	93	72	101
Smooth Radio London - 06.00 - 10.00am	Q	399	249	307
Radio X London (was XFM London) - 06.30 - 10.00am	Q	300	182	224