

# RAJAR DATA RELEASE



Quarter 2, 2018 – August 1<sup>st</sup> 2018

## 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 2, 2018 – August 1<sup>st</sup> 2018

## NATIONAL STATIONS

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
<b>ALL RADIO</b>	Q	49206	49153	48826	-0.8%	-0.7%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34945	35007	34468	-1.4%	-1.5%	52.3	51.9	51.7
15-44	Q	14249	14067	13800	-3.2%	-1.9%	38.0	36.4	37.8
45+	Q	20696	20940	20668	-0.1%	-1.3%	60.6	60.8	59.4
<b>ALL BBC NETWORK RADIO</b>	Q	32136	32148	31613	-1.6%	-1.7%	45.0	44.6	45.0
BBC RADIO 1	Q	9586	9467	9236	-3.7%	-2.4%	6.2	5.6	5.9
BBC RADIO 2	Q	14884	15413	14935	0.3%	-3.1%	16.8	17.6	17.9
BBC RADIO 3	Q	2062	1933	1908	-7.5%	-1.3%	1.2	1.2	1.1
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11923	11378	10998	-7.8%	-3.3%	13.5	13.1	12.9
BBC RADIO 4	Q	11551	10915	10598	-8.3%	-2.9%	12.3	12.0	11.7
BBC RADIO 4 EXTRA	Q	2093	2081	1965	-6.1%	-5.6%	1.2	1.1	1.1
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5631	5349	5086	-9.7%	-4.9%	3.7	3.3	3.4
BBC RADIO 5 LIVE	Q	5317	5142	4733	-11.0%	-8.0%	3.4	3.1	3.1
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1246	969	1173	-5.9%	21.1%	0.3	0.2	0.3
BBC 6 MUSIC	Q	2235	2531	2444	9.4%	-3.4%	1.9	2.4	2.4
1XTRA FROM THE BBC	H	1031	1017	1033	0.2%	1.6%	0.5	0.4	0.4
BBC ASIAN NETWORK UK	H	646	628	672	4.0%	7.0%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1593	1433	1514	-5.0%	5.7%	0.9	0.7	0.7
<b>BBC LOCAL/REGIONAL</b>	Q	8632	8573	7874	-8.8%	-8.2%	7.3	7.3	6.7

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## NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
<b>ALL COMMERCIAL</b>	Q	35881	35968	35507	-1.0%	-1.3%	45.0	44.9	45.7
15-44	Q	18510	18310	17940	-3.1%	-2.0%	58.3	59.4	59.1
45+	Q	17371	17658	17567	1.1%	-0.5%	37.2	36.7	38.3
<b>ALL NATIONAL COMMERCIAL</b>	Q	19905	20656	20574	3.4%	-0.4%	16.7	17.5	18.1
ABSOLUTE RADIO	Q	2104	2418	2544	20.9%	5.2%	1.7	1.8	1.7
ABSOLUTE RADIO 70S	H	286	251	260	-9.1%	3.6%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1512	1560	1536	1.6%	-1.5%	0.7	0.7	0.8
ABSOLUTE RADIO 90S	H	651	684	822	26.3%	20.2%	0.3	0.3	0.4
ABSOLUTE RADIO CLASSIC ROCK	H	644	681	691	7.3%	1.5%	0.3	0.3	0.3
THE ARROW	Q	78	62	77	-1.3%	24.2%	*	*	*
CAPITAL BRAND	H	8620	8237	8344	-3.2%	1.3%	4.7	4.2	4.1
CAPITAL NETWORK (UK)	H	8055	7402	7416	-7.9%	0.2%	4.3	3.7	3.6
CAPITAL XTRA (UK)	H	1194	1651	1759	47.3%	6.5%	0.4	0.6	0.6
CLASSIC FM	Q	5781	5579	5153	-10.9%	-7.6%	3.9	3.7	3.5
GOLD NETWORK (UK)	H	1168	1145	1204	3.1%	5.2%	0.9	0.9	0.9
HEART BRAND (UK) <sup>1</sup>	H		9507	9760		2.7%		6.4	6.7
HEART 80S	Q	852	1399	1171	37.4%	-16.3%	0.4	0.6	0.6
HEART EXTRA	Q	427	479	579	35.6%	20.9%	0.2	0.2	0.2
HEART NETWORK (UK)	H	8712	8428	8661	-0.6%	2.8%	6.1	5.7	5.9
HEAT	H	591	560	579	-2.0%	3.4%	0.2	0.2	0.2
HITS RADIO (WAS THE HITS)	H	586	507	804	37.2%	58.6%	0.2	0.2	0.4
JAZZ FM	Q	556	591	672	20.9%	13.7%	0.2	0.2	0.3
KERRANG!	H	526	617	692	31.6%	12.2%	0.2	0.3	0.3
KISS NETWORK	H	5393	5523	5629	4.4%	1.9%	2.7	2.8	2.8
KISS FRESH	H	526	595	515	-2.1%	-13.4%	0.1	0.2	0.1
KISSTORY	Q	1734	1851	2024	16.7%	9.3%	0.7	0.6	0.8
LBC NETWORK (UK)	H	2038	2161	2100	3.0%	-2.8%	2.1	2.0	2.0

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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	%	%	%
		Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
MAGIC NETWORK	H	3630	3764	3876	6.8%	3.0%	1.9	1.9	2.0
MAGIC CHILLED	H	203	259	304	49.8%	17.4%	0.1	0.1	0.1
MAGIC SOUL	H	244	299	319	30.7%	6.7%	0.1	0.1	0.1
MELLOW MAGIC	H	518	432	488	-5.8%	13.0%	0.2	0.2	0.2
PANJAB RADIO	Q			213					0.1
PLANET ROCK	Q	1075	1061	1046	-2.7%	-1.4%	0.9	0.9	0.8
SMOOTH BRAND (UK)	H	5556	5490	5616	1.1%	2.3%	4.1	3.7	3.9
SMOOTH EXTRA	Q	777	910	1104	42.1%	21.3%	0.5	0.6	0.6
SMOOTH RADIO NETWORK (UK)	H	5091	4943	4949	-2.8%	0.1%	3.6	3.2	3.3
SUNRISE RADIO NATIONAL <sup>1</sup>	H		360	330		-8.3%		0.2	0.2
TALKRADIO <sup>1</sup>	H			294					0.1
TALKSPORT	Q	2622	3118	2895	10.4%	-7.2%	1.5	2.0	2.0
TALKSPORT2	Q	336	314	273	-18.8%	-13.1%	0.1	0.1	0.1
UNION JACK	Q	80	114	116	45.0%	1.8%	*	*	*
VIRGIN RADIO <sup>1</sup>	H		427	413		-3.3%		0.2	0.2
RADIO X NETWORK (UK)	H	1391	1580	1679	20.7%	6.3%	1.0	1.2	1.3
ALL LOCAL COMMERCIAL	Q	27277	26871	26591	-2.5%	-1.0%	28.3	27.4	27.6
OTHER LISTENING	Q	3903	4132	3880	-0.6%	-6.1%	2.8	3.2	2.5

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## Quarter 2, 2018 – August 1<sup>st</sup> 2018 SCOTTISH STATIONS

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
BBC RADIO SCOTLAND	H	4580	888	910	950	7.0%	4.4%	7.4	7.4	8.2
Radio Borders (Bauer Borders)	Y	110	53	52	52	-1.9%	0.0%	32.1	27.2	28.5
Capital Scotland*	H	2863	563	488	495	-12.1%	1.4%	7.3	6.0	5.7
Central FM	Y	217	47	38	42	-10.6%	10.5%	8.2	5.7	6.2
Clyde 1	H	1925	571	486	535	-6.3%	10.1%	12.2	12.8	15.3
Clyde 2	H	1925	132	111	128	-3.0%	15.3%	2.9	3.9	3.4
Forth 1	H	1162	334	326	311	-6.9%	-4.6%	15.4	13.5	14.1
Forth 2	H	1162	63	79	67	6.3%	-15.2%	2.9	3.9	3.7
Heart Scotland	H	2863	381	420	432	13.4%	2.9%	6.1	5.6	5.9
Kingdom FM	Y	293	61	53	52	-14.8%	-1.9%	10.2	7.4	6.0
Moray Firth Radio (Bauer Inverness)	Y	253	127	116	121	-4.7%	4.3%	28.1	23.5	26.9
Northsound 1	Y	350	124	138	134	8.1%	-2.9%	19.0	18.3	18.3
Northsound 2	Y	350	23	21	26	13.0%	23.8%	2.0	3.0	3.4
Original 106 (Aberdeen)	Y	350	65	71	81	24.6%	14.1%	9.9	6.7	8.2
Scottish Sun 80s	H	2863			11					0.1
Scottish Sun Greatest Hits	H	2863			2					*
Scottish Sun Hits	H	2863			6					0.1
Smooth Radio Scotland	H	1846	402	399	397	-1.2%	-0.5%	13.3	10.3	8.0
Tay FM	Y	394	132	128	136	3.0%	6.3%	16.6	14.4	16.2
Tay 2	Y	394	44	41	39	-11.4%	-4.9%	6.2	5.1	5.7
Wave FM	Y	234	25	26	27	8.0%	3.8%	7.3	7.6	3.9
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	181	175	180	-0.6%	2.9%	24.3	27.6	26.9

\*PLEASE NOTE: CAPITAL SCOTLAND INCLUDES LISTENING TO CAPITAL UK AND CANNOT BE USED FOR COMPARISONS

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## LONDON STATIONS – PAGE 1

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
BBC Radio London	Q	621	454	452	-27.2%	-0.4%	1.6	1.0	1.4
Absolute Radio (London)	Q	637	952	868	36.3%	-8.8%	1.9	3.1	3.0
Capital London	Q	2313	2138	2063	-10.8%	-3.5%	5.1	4.4	3.6
Capital XTRA (London)	Q	664	709	925	39.3%	30.5%	1.1	1.0	1.7
Gold London	Q	243	245	276	13.6%	12.7%	1.2	0.9	1.0
Heart London	Q	1700	1493	1404	-17.4%	-6.0%	4.3	4.9	3.7
Kiss (London)	Q	2048	1949	2087	1.9%	7.1%	4.1	4.6	4.3
LBC 97.3	Q	1411	1255	1280	-9.3%	2.0%	7.6	5.4	6.4
LBC London News	Q	497	477	450	-9.5%	-5.7%	1.4	1.3	0.9
Magic (London)	Q	1547	1371	1667	7.8%	21.6%	3.2	3.7	4.2
Premier Christian Radio	Q	75	158	109	45.3%	-31.0%	0.2	1.4	0.4
Smooth Radio London	Q	881	851	703	-20.2%	-17.4%	2.0	2.1	2.2
Radio X London	Q	476	531	474	-0.4%	-10.7%	1.2	1.8	1.2

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## 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	%	%	%
		Q2 17	Q1 18	Q2 18	Q2 18 vs. Q2 17	Q2 18 vs. Q1 18	Q2 17	Q1 18	Q2 18
BBC Radio 1	Q	1516	1552	1491	-1.6%	-3.9%	4.1	3.7	3.7
BBC Radio 2	Q	2214	2143	2420	9.3%	12.9%	11.6	10.7	13.4
BBC Radio 3	Q	579	486	513	-11.4%	5.6%	1.6	1.6	1.4
BBC Radio 4	Q	2871	2736	2460	-14.3%	-10.1%	14.8	14.4	12.6
BBC Radio 5 live	Q	1154	1123	1079	-6.5%	-3.9%	3.6	3.1	3.9
Classic FM	Q	1482	1380	1116	-24.7%	-19.1%	4.4	4.7	3.3
talkSPORT	Q	695	773	814	17.1%	5.3%	1.8	2.6	2.8

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## BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

### NATIONAL STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<b>NATIONAL STATIONS - MON-FRI</b>		Q2 2017	Q1 2018	Q2 2018
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5499	5096	5291
BBC Radio 2 - 06.30 - 09.30am	Q	9007	9121	9038
BBC Radio 3 - 06.30 - 09.00am	Q	651	634	636
BBC Radio 4 - 06.00 - 09.00am	Q	7655	7068	6816
BBC Radio 5 live - 06.00 - 10.00am	Q	2274	2108	1937
Absolute Radio Network - 06.00 - 10.00am	H	1845	2028	2151
Classic FM - 06.00 - 09.00am	Q	1915	1658	1660
Kiss - 06.00 - 10.00am	Q	2037	2093	2079
Magic - 06.00 - 10.00am	Q	1088	1103	1240
talkSPORT - 06.00 - 10.00am	Q	1201	1422	1287
Radio X Network (UK) - 06.30 - 10.00am	H	750	871	859



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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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
<b>LONDON STATIONS - MON-FRI</b>		Q2 2017	Q1 2018	Q2 2018
<i>Time period varies per station</i>				
BBC Radio London - 07.00 - 10.00am	Q	307	175	188
Absolute Radio (London) - 06.00 - 10.00am	Q	221	508	416
Capital London - 06.00 - 10.00am	Q	1086	1024	1033
Capital XTRA (London) - 06.00 - 10.00am	Q	308	241	351
Gold London - 06.00 - 10.00am	Q	129	129	143
Heart London - 06.00 - 09.00am	Q	655	629	537
Kiss (London) - 06.00 - 10.00am	Q	914	968	986
LBC 97.3 - 07.00 - 10.00am	Q	906	659	715
LBC London News - 07.00 - 10.00am	Q	227	204	227
Magic (London) - 06.00 - 10.00am	Q	618	545	665
Premier Christian Radio - 07.00 - 09.00am	Q	20	87	22
Smooth Radio London - 06.00 - 10.00am	Q	381	380	295
Radio X London - 06.30 - 10.00am	Q	196	219	174