

RAJAR DATA RELEASE



Quarter 3, 2018 – October 24th 2018

NATIONAL STATIONS

| STATIONS | SURVEY | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|--------------------------------------|--------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | PERIOD | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q3 17 | Q2 18 | Q3 18 | Q3 18 vs. Q3 17 | Q3 18 vs. Q2 18 | Q3 17 | Q2 18 | Q3 18 |
| ALL RADIO | Q | 49076 | 48826 | 48617 | -0.9% | -0.4% | 100.0 | 100.0 | 100.0 |
| ALL BBC | Q | 34853 | 34468 | 34285 | -1.6% | -0.5% | 52.1 | 51.7 | 51.7 |
| 15-44 | Q | 14102 | 13800 | 13681 | -3.0% | -0.9% | 35.9 | 37.8 | 35.2 |
| 45+ | Q | 20751 | 20668 | 20603 | -0.7% | -0.3% | 61.5 | 59.4 | 60.8 |
| ALL BBC NETWORK RADIO | Q | 32110 | 31613 | 31464 | -2.0% | -0.5% | 45.2 | 45.0 | 45.0 |
| BBC RADIO 1 | Q | 9697 | 9236 | 9600 | -1.0% | 3.9% | 5.9 | 5.9 | 6.0 |
| BBC RADIO 2 | Q | 15357 | 14935 | 14637 | -4.7% | -2.0% | 17.5 | 17.9 | 17.1 |
| BBC RADIO 3 | Q | 1963 | 1908 | 1934 | -1.5% | 1.4% | 1.1 | 1.1 | 1.2 |
| BBC RADIO 4 (INCLUDING 4 EXTRA) | Q | 11656 | 10998 | 11015 | -5.5% | 0.2% | 13.0 | 12.9 | 12.9 |
| BBC RADIO 4 | Q | 11217 | 10598 | 10642 | -5.1% | 0.4% | 11.8 | 11.7 | 11.6 |
| BBC RADIO 4 EXTRA | Q | 2153 | 1965 | 2010 | -6.6% | 2.3% | 1.2 | 1.1 | 1.3 |
| BBC RADIO 5 LIVE (INC. SPORTS EXTRA) | Q | 5578 | 5086 | 5585 | 0.1% | 9.8% | 4.1 | 3.4 | 4.1 |
| BBC RADIO 5 LIVE | Q | 5067 | 4733 | 5031 | -0.7% | 6.3% | 3.4 | 3.1 | 3.4 |
| BBC RADIO 5 LIVE SPORTS EXTRA | Q | 1643 | 1173 | 1672 | 1.8% | 42.5% | 0.8 | 0.3 | 0.7 |
| BBC 6 MUSIC | Q | 2430 | 2444 | 2518 | 3.6% | 3.0% | 2.0 | 2.4 | 2.2 |
| 1XTRA FROM THE BBC | H | 1082 | 1033 | 1036 | -4.3% | 0.3% | 0.5 | 0.4 | 0.4 |
| BBC ASIAN NETWORK UK | H | 662 | 672 | 631 | -4.7% | -6.1% | 0.3 | 0.3 | 0.4 |
| BBC WORLD SERVICE | Q | 1492 | 1514 | 1477 | -1.0% | -2.4% | 0.7 | 0.7 | 0.7 |
| BBC LOCAL/REGIONAL | Q | 8249 | 7874 | 7840 | -5.0% | -0.4% | 6.8 | 6.7 | 6.7 |

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|--------------------------------|---------------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q3 17 | Q2 18 | Q3 18 | Q3 18 vs. Q3 17 | Q3 18 vs. Q2 18 | Q3 17 | Q2 18 | Q3 18 |
| ALL COMMERCIAL | Q | 35559 | 35507 | 35813 | 0.7% | 0.9% | 45.3 | 45.7 | 45.7 |
| 15-44 | Q | 18367 | 17940 | 18241 | -0.7% | 1.7% | 60.5 | 59.1 | 61.2 |
| 45+ | Q | 17193 | 17567 | 17572 | 2.2% | 0.0% | 36.5 | 38.3 | 37.0 |
| ALL NATIONAL COMMERCIAL | Q | 20231 | 20574 | 21087 | 4.2% | 2.5% | 17.2 | 18.1 | 18.5 |
| ABSOLUTE RADIO | Q | 2460 | 2544 | 2426 | -1.4% | -4.6% | 1.9 | 1.7 | 1.9 |
| ABSOLUTE RADIO 70S | H | 259 | 260 | 250 | -3.5% | -3.8% | 0.1 | 0.1 | 0.1 |
| ABSOLUTE 80S | Q | 1532 | 1536 | 1762 | 15.0% | 14.7% | 0.7 | 0.8 | 0.8 |
| ABSOLUTE RADIO 90S | H | 756 | 822 | 913 | 20.8% | 11.1% | 0.3 | 0.4 | 0.4 |
| ABSOLUTE RADIO CLASSIC ROCK | H | 637 | 691 | 716 | 12.4% | 3.6% | 0.3 | 0.3 | 0.3 |
| THE ARROW | Q | 68 | 77 | 47 | -30.9% | -39.0% | * | * | * |
| CAPITAL BRAND | H | 8572 | 8344 | 8412 | -1.9% | 0.8% | 4.7 | 4.1 | 4.3 |
| CAPITAL NETWORK (UK) | H | 7760 | 7416 | 7434 | -4.2% | 0.2% | 4.2 | 3.6 | 3.6 |
| CAPITAL XTRA (UK) | H | 1464 | 1759 | 1840 | 25.7% | 4.6% | 0.5 | 0.6 | 0.7 |
| CLASSIC FM | Q | 5433 | 5153 | 5183 | -4.6% | 0.6% | 3.5 | 3.5 | 3.5 |
| GOLD NETWORK (UK) | H | 1108 | 1204 | 1332 | 20.2% | 10.6% | 0.8 | 0.9 | 1.0 |
| HEART BRAND (UK) | H | 9487 | 9760 | 9662 | 1.8% | -1.0% | 6.3 | 6.7 | 6.4 |
| HEART 80S | Q | 1086 | 1171 | 1357 | 25.0% | 15.9% | 0.5 | 0.6 | 0.5 |
| HEART EXTRA | Q | 456 | 579 | 681 | 49.3% | 17.6% | 0.2 | 0.2 | 0.3 |
| HEART NETWORK (UK) | H | 8644 | 8661 | 8479 | -1.9% | -2.1% | 5.7 | 5.9 | 5.6 |
| HEAT | H | 616 | 579 | 638 | 3.6% | 10.2% | 0.2 | 0.2 | 0.2 |
| HITS RADIO (WAS THE HITS) | H | 600 | 804 | 801 | 33.5% | -0.4% | 0.2 | 0.4 | 0.3 |
| JAZZ FM ¹ | H | | | 657 | | | | | 0.3 |
| KERRANG! | H | 615 | 692 | 650 | 5.7% | -6.1% | 0.2 | 0.3 | 0.3 |
| KISS NETWORK | H | 5686 | 5629 | 5759 | 1.3% | 2.3% | 3.2 | 2.8 | 3.1 |
| KISS FRESH | H | 519 | 515 | 568 | 9.4% | 10.3% | 0.2 | 0.1 | 0.2 |
| KISSTORY | Q | 1823 | 2024 | 2158 | 18.4% | 6.6% | 0.8 | 0.8 | 1.0 |
| LBC NETWORK (UK) | H | 2084 | 2100 | 2090 | 0.3% | -0.5% | 2.2 | 2.0 | 2.0 |

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| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q3 17 | Q2 18 | Q3 18 | Q3 18 vs. Q3 17 | Q3 18 vs. Q2 18 | Q3 17 | Q2 18 | Q3 18 |
| MAGIC NETWORK | H | 3747 | 3876 | 4055 | 8.2% | 4.6% | 1.9 | 2.0 | 2.3 |
| MAGIC CHILLED | H | 270 | 304 | 336 | 24.4% | 10.5% | 0.1 | 0.1 | 0.1 |
| MAGIC SOUL | H | 237 | 319 | 355 | 49.8% | 11.3% | 0.1 | 0.1 | 0.2 |
| MELLOW MAGIC | H | 519 | 488 | 537 | 3.5% | 10.0% | 0.3 | 0.2 | 0.3 |
| PANJAB RADIO | Q | | 213 | 191 | | -10.3% | | 0.1 | 0.1 |
| PLANET ROCK | Q | 1050 | 1046 | 1057 | 0.7% | 1.1% | 0.8 | 0.8 | 0.7 |
| SMOOTH BRAND (UK) | H | 5674 | 5616 | 5814 | 2.5% | 3.5% | 4.0 | 3.9 | 4.1 |
| SMOOTH EXTRA | Q | 894 | 1104 | 1162 | 30.0% | 5.3% | 0.5 | 0.6 | 0.6 |
| SMOOTH RADIO NETWORK (UK) | H | 5104 | 4949 | 5004 | -2.0% | 1.1% | 3.5 | 3.3 | 3.5 |
| SUNRISE RADIO NATIONAL ¹ | H | | 330 | 315 | | -4.5% | | 0.2 | 0.2 |
| TALKRADIO ¹ | H | | 294 | 261 | | -11.2% | | 0.1 | 0.1 |
| TALKSPORT ¹ | H | | | 2959 | | | | | 1.9 |
| TALKSPORT ² | H | | | 279 | | | | | 0.1 |
| UNION JACK | Q | 101 | 116 | 111 | 9.9% | -4.3% | * | * | * |
| VIRGIN RADIO ¹ | H | | 413 | 414 | | 0.2% | | 0.2 | 0.1 |
| RADIO X NETWORK (UK) | H | 1523 | 1679 | 1717 | 12.7% | 2.3% | 1.0 | 1.3 | 1.4 |
| ALL LOCAL COMMERCIAL | Q | 26952 | 26591 | 26468 | -1.8% | -0.5% | 28.1 | 27.6 | 27.2 |
| OTHER LISTENING | Q | 3922 | 3880 | 3692 | -5.9% | -4.8% | 2.6 | 2.5 | 2.7 |