

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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, 2018 – February 6th 2019

NATIONAL STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
ALL RADIO	Q	48860	48617	48401	-0.9%	-0.4%	100.0	100.0	100.0
ALL BBC	Q	35019	34285	33966	-3.0%	-0.9%	52.8	51.7	50.9
15-44	Q	13938	13681	13260	-4.9%	-3.1%	36.5	35.2	34.9
45+	Q	21081	20603	20705	-1.8%	0.5%	62.3	60.8	59.7
ALL BBC NETWORK RADIO	Q	32242	31464	31146	-3.4%	-1.0%	45.5	45.0	44.6
BBC RADIO 1	Q	9839	9600	9375	-4.7%	-2.3%	5.9	6.0	5.7
BBC RADIO 2	Q	15487	14637	14889	-3.9%	1.7%	18.3	17.1	18.1
BBC RADIO 3	Q	1951	1934	1826	-6.4%	-5.6%	1.1	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11667	11015	10855	-7.0%	-1.5%	13.0	12.9	12.7
BBC RADIO 4	Q	11253	10642	10484	-6.8%	-1.5%	11.8	11.6	11.2
BBC RADIO 4 EXTRA	Q	2264	2010	2130	-5.9%	6.0%	1.3	1.3	1.5
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5678	5585	5111	-10.0%	-8.5%	3.7	4.1	3.4
BBC RADIO 5 LIVE	Q	5453	5031	4965	-8.9%	-1.3%	3.4	3.4	3.3
BBC RADIO 5 LIVE SPORTS EXTRA	Q	1065	1672	667	-37.4%	-60.1%	0.3	0.7	0.1
BBC 6 MUSIC	Q	2343	2518	2295	-2.0%	-8.9%	2.1	2.2	2.1
1XTRA FROM THE BBC	H	1065	1036	1056	-0.8%	1.9%	0.5	0.4	0.5
BBC ASIAN NETWORK UK	H	661	631	527	-20.3%	-16.5%	0.3	0.4	0.3
BBC WORLD SERVICE	Q	1510	1477	1556	3.0%	5.3%	0.7	0.7	0.8
BBC LOCAL/REGIONAL	Q	8297	7840	7799	-6.0%	-0.5%	7.3	6.7	6.3

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
ALL COMMERCIAL	Q	35466	35813	35577	0.3%	-0.7%	44.2	45.7	46.5
15-44	Q	17977	18241	17897	-0.4%	-1.9%	59.5	61.2	62.0
45+	Q	17489	17572	17680	1.1%	0.6%	35.4	37.0	38.0
ALL NATIONAL COMMERCIAL	Q	20254	21087	20800	2.7%	-1.4%	17.1	18.5	18.6
ABSOLUTE RADIO	Q	2608	2426	2387	-8.5%	-1.6%	1.8	1.9	1.7
ABSOLUTE RADIO 70S	H	259	250	229	-11.6%	-8.4%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1474	1762	1479	0.3%	-16.1%	0.6	0.8	0.8
ABSOLUTE RADIO 90S	H	745	913	969	30.1%	6.1%	0.3	0.4	0.4
ABSOLUTE CLASSIC ROCK	H	679	716	773	13.8%	8.0%	0.3	0.3	0.4
THE ARROW	Q	75	47	45	-40.0%	-4.3%	*	*	*
CAPITAL BRAND	H	8292	8412	8251	-0.5%	-1.9%	4.5	4.3	4.3
CAPITAL NETWORK (UK)	H	7438	7434	7266	-2.3%	-2.3%	3.9	3.6	3.6
CAPITAL XTRA (UK)	H	1559	1840	1792	14.9%	-2.6%	0.6	0.7	0.7
CLASSIC FM	Q	5673	5183	5309	-6.4%	2.4%	3.8	3.5	3.6
GOLD NETWORK (UK)	H	1117	1332	1253	12.2%	-5.9%	0.9	1.0	0.9
HEART BRAND (UK)	H	9178	9662	9743	6.2%	0.8%	6.3	6.4	6.5
HEART 80S	Q	1166	1357	1312	12.5%	-3.3%	0.6	0.5	0.5
HEART EXTRA	Q	487	681	583	19.7%	-14.4%	0.2	0.3	0.3
HEART NETWORK (UK)	H	8202	8479	8537	4.1%	0.7%	5.6	5.6	5.7
HEAT	H	599	638	652	8.8%	2.2%	0.2	0.2	0.3
HITS RADIO	H	562	801	804	43.1%	0.4%	0.2	0.3	0.3
JAZZ FM ¹	H		657	589		-10.4%		0.3	0.2
KERRANG!	H	607	650	582	-4.1%	-10.5%	0.2	0.3	0.2
KISS NETWORK	H	5566	5759	5573	0.1%	-3.2%	3.2	3.1	3.0
KISS FRESH	H	578	568	620	7.3%	9.2%	0.2	0.2	0.2
KISSTORY	Q	1714	2158	1805	5.3%	-16.4%	0.6	1.0	0.7
LBC NETWORK (UK)	H	2018	2090	2206	9.3%	5.6%	2.0	2.0	2.1

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
MAGIC NETWORK	H	3896	4055	4219	8.3%	4.0%	2.0	2.3	2.4
MAGIC CHILLED	H	268	336	337	25.7%	0.3%	0.1	0.1	0.1
MAGIC SOUL	H	254	355	307	20.9%	-13.5%	0.1	0.2	0.2
MELLOW MAGIC	H	473	537	603	27.5%	12.3%	0.2	0.3	0.3
PANJAB RADIO ¹	H			187					0.1
PLANET ROCK	Q	1040	1057	1092	5.0%	3.3%	0.8	0.7	0.7
SMOOTH BRAND (UK)	H	5450	5814	5832	7.0%	0.3%	3.6	4.1	4.2
SMOOTH EXTRA	Q	780	1162	908	16.4%	-21.9%	0.4	0.6	0.5
SMOOTH RADIO NETWORK (UK)	H	4891	5004	5103	4.3%	2.0%	3.2	3.5	3.7
SUNRISE RADIO NATIONAL ¹	H		315	303		-3.8%		0.2	0.1
TALKRADIO ¹	H		261	302		15.7%		0.1	0.1
TALKSPORT ¹	H		2959	2959		0.0%		1.9	1.9
TALKSPORT2 ¹	H		279	326		16.8%		0.1	0.1
UNION JACK	Q	88	111	153	73.9%	37.8%	*	*	0.1
VIRGIN RADIO	H	483	414	447	-7.5%	8.0%	0.1	0.1	0.2
RADIO X NETWORK (UK)	H	1580	1717	1648	4.3%	-4.0%	1.1	1.4	1.4
ALL LOCAL COMMERCIAL	Q	26532	26468	26281	-0.9%	-0.7%	27.1	27.2	27.9
OTHER LISTENING	Q	3815	3692	3535	-7.3%	-4.3%	2.9	2.7	2.5

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

SCOTTISH STATIONS

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
BBC RADIO SCOTLAND	H	4580	839	854	749	-10.7%	-12.3%	6.5	8.0	6.7
Radio Borders	Y	110	57	50	48	-15.8%	-4.0%	29.6	32.1	32.1
Capital Scotland	H	2862	495	573	567	14.5%	-1.0%	6.7	7.3	7.9
Central FM	Y	217	39	43	45	15.4%	4.7%	5.8	7.0	11.6
Clyde 1	H	1925	514	553	535	4.1%	-3.3%	12.3	17.4	14.4
Clyde 2	H	1925	118	135	140	18.6%	3.7%	3.3	4.3	3.8
Forth 1	H	1163	351	331	315	-10.3%	-4.8%	13.6	16.2	16.5
Forth 2	H	1163	81	62	70	-13.6%	12.9%	3.4	4.0	4.2
Heart Scotland	H	2862	379	397	400	5.5%	0.8%	6.3	5.0	4.5
Kingdom FM	Y	293	60	48	49	-18.3%	2.1%	8.9	5.5	6.3
MFR	Y	254	114	117	121	6.1%	3.4%	24.4	25.4	25.4
Northsound 1	Y	351	125	138	138	10.4%	0.0%	17.9	16.5	15.0
Northsound 2	Y	351	22	28	28	27.3%	0.0%	2.1	2.8	3.7
Original 106 (Aberdeen)	Y	351	69	79	85	23.2%	7.6%	8.9	10.0	10.5
Scottish Sun 80s ¹	Y	2862			11					0.1
Scottish Sun Greatest Hits ¹	Y	2862			7					0.1
Scottish Sun Hits ¹	Y	2862			5					*
Smooth Radio Scotland	H	1846	374	350	337	-9.9%	-3.7%	12.2	7.9	8.9
Tay FM	Y	396	139	134	147	5.8%	9.7%	15.0	16.6	17.2
Tay 2	Y	396	41	42	45	9.8%	7.1%	5.2	5.5	5.2
Wave FM	Y	234	29	27	28	-3.4%	3.7%	8.1	4.1	4.7
West Sound (inc. West FM)**	Y	396	166	179	179	7.8%	0.0%	25.9	26.4	25.9

¹ Station changed reporting survey period

** audience to opt out services included

* = less than 0.05%

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

LONDON STATIONS – PAGE 1

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
BBC Radio London	Q	574	443	565	-1.6%	27.5%	2.0	1.5	1.2
Absolute Radio (London)	Q	918	859	726	-20.9%	-15.5%	2.3	3.1	2.4
Capital London	Q	2108	2073	1866	-11.5%	-10.0%	4.6	3.8	3.7
Capital XTRA (London)	Q	777	809	816	5.0%	0.9%	1.4	1.6	1.6
Gold London	Q	280	312	296	5.7%	-5.1%	1.2	1.1	1.2
Heart London	Q	1559	1419	1523	-2.3%	7.3%	4.2	3.7	4.6
Kiss (London)	Q	2023	1958	1631	-19.4%	-16.7%	5.0	4.2	3.7
LBC 97.3	Q	1215	1301	1147	-5.6%	-11.8%	5.2	6.6	5.5
LBC London News	Q	502	495	462	-8.0%	-6.7%	1.4	0.9	1.4
Magic (London)	Q	1564	1561	1606	2.7%	2.9%	4.0	4.4	4.0
Premier Christian Radio	Q	142	156	227	59.9%	45.5%	0.5	0.4	1.0
Smooth Radio London	Q	751	936	818	8.9%	-12.6%	1.9	2.4	3.0
Radio X London	Q	509	358	480	-5.7%	34.1%	1.5	1.2	1.7

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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	%	%	%
		Q4 17	Q3 18	Q4 18	Q4 18 vs. Q4 17	Q4 18 vs. Q3 18	Q4 17	Q3 18	Q4 18
BBC Radio 1	Q	1602	1598	1461	-8.8%	-8.6%	4.2	3.4	3.8
BBC Radio 2	Q	2460	2334	2259	-8.2%	-3.2%	12.2	12.4	12.3
BBC Radio 3	Q	543	474	473	-12.9%	-0.2%	1.3	1.8	1.8
BBC Radio 4	Q	2772	2421	2483	-10.4%	2.6%	13.8	13.6	13.7
BBC Radio 5 live	Q	1208	1113	1055	-12.7%	-5.2%	3.3	3.1	3.2
Classic FM	Q	1400	1209	1249	-10.8%	3.3%	4.6	3.4	3.8

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Time period varies per station</i>		Q4 2017	Q3 2018	Q4 2018
NATIONAL STATIONS - MON-THU				
BBC Radio 1 - 06.30 - 10.00am	Q		4880	5111
NATIONAL STATIONS - MON-FRI				
BBC Radio 2 - 06.30 - 09.30am	Q	9431	8824	9065
BBC Radio 3 - 06.30 - 09.00am	Q	607	579	612
BBC Radio 4 - 06.00 - 09.00am	Q	7146	6789	6798
BBC Radio 5 live - 06.00 - 10.00am	Q	2245	2191	1929
Absolute Radio Network - 06.00 - 10.00am	H	2100	2212	2165
Classic FM - 06.00 - 09.00am	Q	1916	1694	1711
Hits Radio - 06.00 - 10.00am	H		349	347
Kiss - 06.00 - 10.00am	Q	2235	1987	1846
Magic - 06.00 - 10.00am	Q	1416	1276	1532
talkSPORT ¹ - 06.00 - 10.00am	H		1349	1352
Radio X Network (UK) - 06.30 - 10.00am	H	910	921	991

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

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
		Q4 2017	Q3 2018	Q4 2018
<i>Time period varies per station</i>				
LONDON STATIONS - MON-FRI				
BBC Radio London - 07.00 - 10.00am	Q	272	238	244
Absolute Radio (London) - 06.00 - 10.00am	Q	466	473	417
Capital London - 06.00 - 10.00am	Q	1011	928	915
Capital XTRA (London) - 06.00 - 10.00am	Q	287	390	326
Gold London - 06.00 - 10.00am	Q	134	120	140
Heart London - 06.00 - 09.00am	Q	680	652	741
Kiss (London) - 06.00 - 10.00am	Q	1027	900	806
LBC 97.3 - 07.00 - 10.00am	Q	755	856	708
LBC London News - 07.00 - 10.00am	Q	298	192	263
Magic (London) - 06.00 - 10.00am	Q	780	692	696
Premier Christian Radio - 07.00 - 09.00am	Q	88	64	135
Smooth Radio London - 06.00 - 10.00am	Q	304	378	376
Radio X London - 06.30 - 10.00am	Q	270	174	281