

# RAJAR DATA RELEASE



Quarter 4, 2019 – February 6<sup>th</sup> 2020

## 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, 2019 – February 6<sup>th</sup> 2020

## NATIONAL STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
<b>ALL RADIO</b>	Q	48401	48537	48136	-0.5%	-0.8%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	33966	33451	33584	-1.1%	0.4%	50.9	49.4	51.0
15-44	Q	13260	12966	13048	-1.6%	0.6%	34.9	33.9	35.5
45+	Q	20705	20485	20535	-0.8%	0.2%	59.7	57.5	59.4
<b>ALL BBC NETWORK RADIO</b>	Q	31146	30828	31081	-0.2%	0.8%	44.6	43.0	45.0
BBC RADIO 1	Q	9375	9352	8790	-6.2%	-6.0%	5.7	5.8	5.6
BBC RADIO 2	Q	14889	14181	14438	-3.0%	1.8%	18.1	15.9	17.0
BBC RADIO 3	Q	1826	1932	2126	16.4%	10.0%	1.2	1.3	1.4
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	10855	10793	11416	5.2%	5.8%	12.7	12.2	13.4
BBC RADIO 4	Q	10484	10342	10977	4.7%	6.1%	11.2	11.0	12.0
BBC RADIO 4 EXTRA	Q	2130	1987	2271	6.6%	14.3%	1.5	1.2	1.4
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5111	5869	5522	8.0%	-5.9%	3.4	4.5	3.7
BBC RADIO 5 LIVE	Q	4965	4983	5412	9.0%	8.6%	3.3	3.2	3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q	667	2195	914	37.0%	-58.4%	0.1	1.3	0.2
BBC 6 MUSIC	Q	2295	2414	2487	8.4%	3.0%	2.1	2.1	2.4
1XTRA FROM THE BBC	H	1056	1066	987	-6.5%	-7.4%	0.5	0.4	0.4
BBC ASIAN NETWORK UK	H	527	602	519	-1.5%	-13.8%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1556	1205	1377	-11.5%	14.3%	0.8	0.6	0.8
<b>BBC LOCAL/REGIONAL</b>	Q	7799	7430	7500	-3.8%	0.9%	6.3	6.3	6.0

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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	%	%	%
		Q4 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
<b>ALL COMMERCIAL</b>	Q	35577	35930	35157	-1.2%	-2.2%	46.5	48.1	46.6
15-44	Q	17897	17884	17454	-2.5%	-2.4%	62.0	62.7	61.6
45+	Q	17680	18046	17703	0.1%	-1.9%	38.0	40.3	38.4
<b>ALL NATIONAL COMMERCIAL</b>	Q	20800	22361	22416	7.8%	0.2%	18.6	21.4	22.0
ABSOLUTE RADIO NETWORK	H	4751	4921	4908	3.3%	-0.3%	3.3	3.6	3.6
ABSOLUTE RADIO	Q	2387	2447	2309	-3.3%	-5.6%	1.7	1.8	1.7
ABSOLUTE RADIO 60S <sup>1</sup>	H			136					*
ABSOLUTE RADIO 70S	H	229	208	212	-7.4%	1.9%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1479	1824	1420	-4.0%	-22.1%	0.8	1.0	0.7
ABSOLUTE RADIO 90S	H	969	856	851	-12.2%	-0.6%	0.4	0.4	0.4
ABSOLUTE RADIO 00S <sup>1</sup>	H			217					0.1
ABSOLUTE CLASSIC ROCK	H	773	721	740	-4.3%	2.6%	0.4	0.4	0.4
CAPITAL BRAND (UK)	H	8251	8103	7595	-8.0%	-6.3%	4.3	4.4	4.0
CAPITAL NETWORK (UK)	H	7266	7071	6546	-9.9%	-7.4%	3.6	3.6	3.3
CAPITAL XTRA BRAND UK	H			1782					0.7
CAPITAL XTRA (UK)	H	1792	1879	1677	-6.4%	-10.8%	0.7	0.8	0.6
CAPITAL XTRA RELOADED	Q			330					0.1
CLASSIC FM	Q	5309	5137	5461	2.9%	6.3%	3.6	4.0	4.1
COUNTRY HITS RADIO	H		234	247		5.6%		0.1	0.1
GOLD NETWORK (UK)	H	1253	1288	1282	2.3%	-0.5%	0.9	1.0	0.9
GREATEST HITS NETWORK	H		1209	1264		4.5%		0.8	1.0
GREATEST HITS RADIO	H		818	845		3.3%		0.6	0.7
HEART BRAND (UK)	H	9743	9810	9523	-2.3%	-2.9%	6.5	6.4	6.2
HEART 70S	Q			248					0.1
HEART 80S	Q	1312	1672	1097	-16.4%	-34.4%	0.5	0.7	0.5
HEART 90S	Q			627					0.3
HEART DANCE	Q			380					0.2
HEART EXTRA	Q	583	466	483	-17.2%	3.6%	0.3	0.1	0.2
HEART NETWORK (UK)	H	8537	8564	8079	-5.4%	-5.7%	5.7	5.5	5.2
HEAT	H	652	538	507	-22.2%	-5.8%	0.3	0.2	0.2
HITS RADIO BRAND	H	6162	6684	6657	8.0%	-0.4%	5.3	5.5	5.4
HITS RADIO NETWORK	H	5599	5914	5878	5.0%	-0.6%	4.3	4.6	4.4
HITS RADIO	H	804	810	823	2.4%	1.6%	0.3	0.3	0.4

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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 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
JACK RADIO <sup>1</sup>	H		145	144		-0.7%		*	*
JAZZ FM	H	589	548	583	-1.0%	6.4%	0.2	0.2	0.2
KERRANG!	H	582	504	476	-18.2%	-5.6%	0.2	0.2	0.2
KISS NETWORK	H	5573	5558	5276	-5.3%	-5.1%	3.0	2.9	2.9
KISS FRESH	H	620	562	540	-12.9%	-3.9%	0.2	0.1	0.2
KISSTORY	Q	1805	2554	2204	22.1%	-13.7%	0.7	1.3	0.9
LBC NETWORK (UK)	H	2206	2574	2719	23.3%	5.6%	2.1	2.5	2.6
MAGIC NETWORK	H	4219	4203	4173	-1.1%	-0.7%	2.4	2.3	2.5
MAGIC CHILLED	H	337	377	311	-7.7%	-17.5%	0.1	0.1	0.1
MAGIC SOUL	H	307	311	343	11.7%	10.3%	0.2	0.2	0.2
MELLOW MAGIC	H	603	664	626	3.8%	-5.7%	0.3	0.2	0.3
PLANET ROCK	Q	1092	1067	1210	10.8%	13.4%	0.7	0.8	0.9
SCALA RADIO	H		231	249		7.8%		0.1	0.2
SMOOTH BRAND (UK)	H	5832	5753	5611	-3.8%	-2.5%	4.2	4.2	3.9
SMOOTH RADIO CHILL	Q			301					0.1
SMOOTH RADIO COUNTRY	Q			204					0.1
SMOOTH EXTRA	Q	908	936	697	-23.2%	-25.5%	0.5	0.4	0.3
SMOOTH RADIO NETWORK (UK)	H	5103	5133	4881	-4.4%	-4.9%	3.7	3.7	3.4
SUNRISE RADIO NATIONAL	H	303	383	318	5.0%	-17.0%	0.1	0.2	0.1
TALKRADIO	H	302	409	433	43.4%	5.9%	0.1	0.2	0.3
TALKSPORT	H	2959	2948	2912	-1.6%	-1.2%	1.9	1.8	1.8
TALKSPORT2	H	326	326	324	-0.6%	-0.6%	0.1	0.1	0.1
UNION JACK <sup>1</sup>	H		184	179		-2.7%		0.1	0.1
VIRGIN ANTHEMS	Q		208	211		1.4%		0.1	0.1
VIRGIN CHILLED	Q		148	126		-14.9%		*	*
VIRGIN RADIO <sup>1</sup>	Q		1417	1530		8.0%		0.8	1.0
RADIO X NETWORK (UK)	H	1648	1737	1660	0.7%	-4.4%	1.4	1.4	1.4
ALL LOCAL COMMERCIAL	Q	26281	25988	24348	-7.4%	-6.3%	27.9	26.7	24.6
OTHER LISTENING	Q	3535	4035	3769	6.6%	-6.6%	2.5	2.6	2.4

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## 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 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
<b>BBC RADIO SCOTLAND</b>	H	4593	749	776	767	2.4%	-1.2%	6.7	5.9	5.8
Radio Borders	Y	110	48	49	47	-2.1%	-4.1%	32.1	31.8	31.1
Capital Scotland	H	2879	567	513	409	-27.9%	-20.3%	7.9	5.7	3.9
Central FM	Y	218	45	46	50	11.1%	8.7%	11.6	11.5	10.2
Clyde 1	H	1935	535	601	628	17.4%	4.5%	14.4	15.3	16.7
Clyde 2	H	1935	140	154	188	34.3%	22.1%	3.8	2.9	4.5
Forth 1	H	1172	315	327	300	-4.8%	-8.3%	16.5	16.1	16.1
Forth 2	H	1172	70	52	67	-4.3%	28.8%	4.2	1.8	3.8
Heart Scotland East	H	1200			150					5.0
Heart Scotland West	H	1646			224					5.2
Kingdom FM	Y	293	49	55	55	12.2%	0.0%	6.3	5.9	5.9
MFR	Y	253	121	121	123	1.7%	1.7%	25.4	27.2	26.2
Northsound 1	Y	346	138	126	122	-11.6%	-3.2%	15.0	18.1	16.9
Northsound 2	Y	346	28	24	23	-17.9%	-4.2%	3.7	4.4	3.1
Original 106 (Aberdeen)	Y	346	85	82	80	-5.9%	-2.4%	10.5	12.4	13.9
Scottish Sun 80s <sup>1</sup>	H	4593		23	34		47.8%		0.1	0.1
Scottish Sun Greatest Hits <sup>1</sup>	H	4593		10	6		-40.0%		0.1	*
Scottish Sun Hits <sup>1</sup>	H	4593		16	15		-6.3%		*	*
Smooth Radio Scotland	H	1856	337	422	352	4.5%	-16.6%	8.9	9.6	7.1
Tay FM	Y	394	147	137	131	-10.9%	-4.4%	17.2	15.5	16.6
Tay 2	Y	394	45	43	41	-8.9%	-4.7%	5.2	6.7	5.9
Wave FM (Dundee)	Y	144		16	12		-25.0%		4.3	2.5
Wave FM (Perth)	Y	90		4	4		0.0%		0.8	0.9
West Sound (inc. West FM)**	Y	394	179	170	181	1.1%	6.5%	25.9	23.5	24.6

<sup>1</sup> Station changed reporting survey period

\*\* audience to opt out services included

# RAJAR DATA RELEASE



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## LONDON STATIONS – PAGE 1

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q4 2019  
 Code Q (Quarter): 3,298 Adults 15+  
 Code H (Half year): 6,966 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 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
BBC Radio London	Q	565	469	425	-24.8%	-9.4%	1.2	1.4	0.9
Absolute Radio (London)	Q	726	821	715	-1.5%	-12.9%	2.4	2.2	2.7
Capital London	Q	1866	1571	1780	-4.6%	13.3%	3.7	3.1	3.7
Capital XTRA (London)	Q	816	708	729	-10.7%	3.0%	1.6	1.6	1.2
Gold London	Q	296	273	331	11.8%	21.2%	1.2	0.8	0.9
Heart London	Q	1523	1423	1384	-9.1%	-2.7%	4.6	4.0	3.6
Kiss (London)	Q	1631	1272	1472	-9.7%	15.7%	3.7	2.5	3.9
LBC London	Q	1147	1341	1377	20.1%	2.7%	5.5	6.7	6.2
LBC News (London)	Q	462	612	598	29.4%	-2.3%	1.4	1.7	1.3
Magic (London)	Q	1606	1567	1462	-9.0%	-6.7%	4.0	4.1	4.4
Premier Christian Radio	Q	227	136	102	-55.1%	-25.0%	1.0	1.2	0.1
Smooth Radio London	Q	818	713	864	5.6%	21.2%	3.0	2.5	2.3
Radio X London	Q	480	446	361	-24.8%	-19.1%	1.7	1.3	1.5

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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 18	Q3 19	Q4 19	Q4 19 vs. Q4 18	Q4 19 vs. Q3 19	Q4 18	Q3 19	Q4 19
BBC Radio 1	Q	1461	1492	1402	-4.0%	-6.0%	3.8	3.9	3.2
BBC Radio 2	Q	2259	2186	2076	-8.1%	-5.0%	12.3	10.1	11.5
BBC Radio 3	Q	473	427	596	26.0%	39.6%	1.8	2.0	2.1
BBC Radio 4	Q	2483	2592	2714	9.3%	4.7%	13.7	14.4	14.9
BBC Radio 5 live	Q	1055	1076	1056	0.1%	-1.9%	3.2	3.4	3.1
Classic FM	Q	1249	1214	1354	8.4%	11.5%	3.8	4.5	4.4

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## 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 2018	Q3 2019	Q4 2019
<b>NATIONAL STATIONS - MON-THU</b>				
BBC Radio 1 - 06.30 - 10.00am	Q	5111	5049	4812
<b>NATIONAL STATIONS - MON-FRI</b>				
BBC Radio 2 - 06.30 - 09.30am	Q	9065	7902	8237
BBC Radio 3 - 06.30 - 09.00am	Q	612	599	689
BBC Radio 4 - 06.00 - 09.00am	Q	6798	6601	7169
BBC Radio 5 live - 06.00 - 10.00am	Q	1929	1961	2225
Absolute Radio Network - 06.00 - 10.00am	H	2165	2239	2267
Capital Network (UK) - 06.00 - 10.00am	H	3650	3653	3362
Classic FM - 06.00 - 09.00am	Q	1711	1681	1802
Greatest Hits Radio - 06.00 - 10.00am	H		397	411
Heart Network (UK) - 06.30 - 10.00am	H		4559	4287
Hits Radio - 06.00 - 10.00am	H	347	345	359
Kiss - 06.00 - 10.00am	Q	1846	1564	1665
Magic - 06.00 - 10.00am	Q	1532	1501	1360
Planet Rock - 06.00 - 10.00am	Q	463	504	501
talkSPORT - 06.00 - 10.00am	H	1352	1352	1362
Virgin Network - 06.30 - 10.00am	Q		1114	1193
Radio X Network (UK) - 06.30 - 10.00am	H	991	975	935



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## BREAKFAST SHOWS (WEEKDAYS) – PAGE 2

### LONDON STATIONS

STATIONS	SURVEY	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
<i>Time period varies per station</i>		Q4 2018	Q3 2019	Q4 2019
<b>LONDON STATIONS - MON-FRI</b>				
BBC Radio London - 07.00 - 10.00am	Q	244	210	221
Absolute Radio (London) - 06.00 - 10.00am	Q	417	403	449
Capital London - 06.00 - 10.00am	Q	915	708	950
Capital XTRA (London) - 06.30 - 10.00am	Q	326	302	358
Gold London - 06.00 - 10.00am	Q	140	148	129
Heart London - 06.30 - 10.00am	Q	832	647	700
Kiss (London) - 06.00 - 10.00am	Q	806	527	795
LBC London - 07.00 - 10.00am	Q	708	813	765
LBC News (London) - 07.00 - 10.00am	Q	263	339	288
Magic (London) - 06.00 - 10.00am	Q	696	695	616
Premier Christian Radio - 07.00 - 09.00am	Q	135	74	23
Smooth Radio London - 06.00 - 10.00am	Q	376	273	395
Radio X London - 06.30 - 10.00am	Q	281	195	216