

# RAJAR DATA RELEASE

## Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

### NATIONAL STATIONS - page 1

**SAMPLE SIZE:**  
Survey period - Q3 2011

**Code Q (Quarter):** 24,404 Adults 15+

**Code H (Half year):** 48,561 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.

<b>TOTAL HOURS (in thousands): ALL BBC</b>	<b>Q3 10</b>	<b>573459</b>	<b>Q2 11</b>	<b>581436</b>	<b>Q3 11</b>	<b>586015</b>
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	<b>Q3 10</b>	<b>458133</b>	<b>Q2 11</b>	<b>469706</b>	<b>Q3 11</b>	<b>466078</b>

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
<b>ALL RADIO</b>	<b>Q</b>	<b>46762</b>	<b>47616</b>	<b>47137</b>	<b>0.8%</b>	<b>-1.0%</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>ALL BBC</b>	<b>Q</b>	<b>34243</b>	<b>35530</b>	<b>34863</b>	<b>1.8%</b>	<b>-1.9%</b>	<b>54.3</b>	<b>54.0</b>	<b>54.5</b>
15-44	Q	15647	15865	15753	0.7%	-0.7%	42.8	41.3	43.4
45+	Q	18595	19665	19109	2.8%	-2.8%	63.1	63.3	62.6
<b>ALL BBC NETWORK RADIO</b>	<b>Q</b>	<b>31018</b>	<b>32108</b>	<b>31723</b>	<b>2.3%</b>	<b>-1.2%</b>	<b>45.4</b>	<b>45.4</b>	<b>46.1</b>
BBC RADIO 1	Q	11647	11692	11850	1.7%	1.4%	9.1	8.5	9.1
BBC RADIO 2	Q	13682	13966	14309	4.6%	2.5%	15.6	14.9	15.9
BBC RADIO 3	Q	2145	2174	2052	-4.3%	-5.6%	1.2	1.2	1.1
BBC RADIO 4	Q	10368	10854	10555	1.8%	-2.8%	11.8	12.4	12.0
BBC RADIO 4 (including 4 EXTRA)	Q		11064	10754		-2.8%		13.2	12.9
BBC RADIO 4 EXTRA	Q		1605	1526		-4.9%		0.8	0.9
BBC RADIO FIVE LIVE	Q	6295	6542	6237	-0.9%	-4.7%	4.7	4.6	4.1
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6439	6676	6431	-0.1%	-3.7%	4.9	4.9	4.6
FIVE LIVE SPORTS EXTRA	Q	648	797	1150	77.5%	44.3%	0.2	0.2	0.5
BBC 6 MUSIC	Q	1196	1270	1229	2.8%	-3.2%	1.0	0.9	0.9
1XTRA FROM THE BBC	Q	806	992	904	12.2%	-8.9%	0.4	0.6	0.5
BBC ASIAN NETWORK UK	Q	462	471	507	9.7%	7.6%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1319	1720	1501	13.8%	-12.7%	0.6	0.9	0.8
BBC LOCAL/REGIONAL	Q	9144	9645	9499	3.9%	-1.5%	9.0	8.6	8.3

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
<b>ALL COMMERCIAL</b>	Q	33373	34021	33719	1.0%	-0.9%	43.4	43.7	43.3
15-44	Q	18542	18757	18409	-0.7%	-1.9%	54.5	55.8	53.8
45+	Q	14831	15264	15310	3.2%	0.3%	35.0	34.8	35.7
<b>ALL NATIONAL COMMERCIAL</b>	Q	15101	16166	15573	3.1%	-3.7%	11.2	12.2	11.5
TOTAL ABSOLUTE RADIO	Q	1654	1648	1604	-3.0%	-2.7%	1.2	1.3	1.0
ABSOLUTE 80S	Q	564	894	1018	80.5%	13.9%	0.4	0.5	0.6
ABSOLUTE RADIO 90S	Q	203	432	366	80.3%	-15.3%	0.1	0.2	0.1
ABSOLUTE RADIO 00S	Q		200	120		-40.0%		0.1	*
ABSOLUTE RADIO CLASSIC ROCK <sup>1</sup>	Q		400	346		-13.5%		0.1	0.2
CAPITAL NETWORK (UK)	H		6875	7032		2.3%		4.3	4.3
CHILL	H	176	190	180	2.3%	-5.3%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H	684	654	765	11.8%	17.0%	0.3	0.3	0.4
CLASSIC FM	Q	5676	5735	5388	-5.1%	-6.1%	3.5	3.6	3.2
GOLD NETWORK (UK)	H	1465	1522	1547	5.6%	1.6%	1.3	1.2	1.3
HEART NETWORK (UK)	H	7988	7686	7649	-4.2%	-0.5%	5.9	5.0	5.4
HEAT	Q	578	670	631	9.2%	-5.8%	0.1	0.2	0.2
THE HITS	Q	1153	1215	995	-13.7%	-18.1%	0.4	0.4	0.4
JAZZ FM	Q	452	592	508	12.4%	-14.2%	0.2	0.2	0.2
KERRANG! UK	H	1416	1402	1390	-1.8%	-0.9%	0.6	0.6	0.6
KISS UK	H	4041	4295	4143	2.5%	-3.5%	2.1	2.1	2.0
TOTAL LBC (UK)	H	1124	1147	1115	-0.8%	-2.8%	1.3	1.2	1.2
MAGIC UK	Q	3984	4061	3833	-3.8%	-5.6%	2.8	2.5	2.4
NME RADIO	H	257	225	219	-14.8%	-2.7%	0.1	0.1	0.1
PLANET ROCK	Q	783	857	840	7.3%	-2.0%	0.5	0.5	0.6
Q	Q	246	274	209	-15.0%	-23.7%	*	0.1	*
TOTAL REAL RADIO	H	2371	2563	2607	10.0%	1.7%	2.0	2.0	2.0
SMASH HITS RADIO	Q	1109	1122	889	-19.8%	-20.8%	0.4	0.3	0.3
SMOOTH RADIO UK	H	3053	3210	3328	9.0%	3.7%	2.3	2.3	2.5
SUNRISE RADIO NATIONAL	Q	506	586	453	-10.5%	-22.7%	0.3	0.4	0.4
TALKSPORT	Q	2960	3212	3132	5.8%	-2.5%	2.1	1.9	1.9
TOTAL XFM (UK)	H	962	1016	990	2.9%	-2.6%	0.4	0.4	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	26999	27289	27036	0.1%	-0.9%	32.2	31.5	31.8
<b>OTHER LISTENING</b>	Q	3127	3238	3062	-2.1%	-5.4%	2.2	2.3	2.2

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

\* = less than 0.05%