

RAJAR DATA RELEASE



Quarter 4, 2011 . February 2, 2012

COMPARATIVE CHARTS

1. National stations
2. Scottish stations
3. London stations
4. Breakfast Shows . National and London stations

RAJAR DATA RELEASE



Quarter 4, 2011 . February 2, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period . Q4 2011
Code Q (Quarter): 25,510 Adults 15+
Code H (Half year): 49,914 Adults 15+

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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
ALL RADIO	Q	46727	47137	46677	-0.1%	-1.0%	100.0	100.0	100.0
ALL BBC	Q	34505	34863	34940	1.3%	0.2%	55.3	54.5	55.5
15-44	Q	15670	15753	15561	-0.7%	-1.2%	43.9	43.4	43.2
45+	Q	18835	19109	19379	2.9%	1.4%	63.7	62.6	64.4
ALL BBC NETWORK RADIO	Q	31128	31723	31635	1.6%	-0.3%	46.4	46.1	46.6
BBC RADIO 1	Q	11421	11850	11665	2.1%	-1.6%	8.8	9.1	8.5
BBC RADIO 2	Q	13943	14309	14267	2.3%	-0.3%	16.2	15.9	16.3
BBC RADIO 3	Q	2216	2052	2097	-5.4%	2.2%	1.2	1.1	1.3
BBC RADIO 4	Q	10319	10555	10834	5.0%	2.6%	12.1	12.0	12.5
BBC RADIO 4 (including 4 EXTRA)	Q		10754	11060		2.8%		12.9	13.4
BBC RADIO 4 EXTRA	Q		1526	1554		1.8%		0.9	0.8
BBC RADIO FIVE LIVE	Q	7093	6237	6227	-12.2%	-0.2%	5.3	4.1	4.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	7212	6431	6342	-12.1%	-1.4%	5.5	4.6	4.4
FIVE LIVE SPORTS EXTRA	Q	751	1150	616	-18.0%	-46.4%	0.2	0.5	0.1
BBC 6 MUSIC	Q	1137	1229	1443	26.9%	17.4%	0.8	0.9	1.2
1XTRA FROM THE BBC	Q	816	904	1017	24.6%	12.5%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	Q	477	507	472	-1.0%	-6.9%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1459	1501	1388	-4.9%	-7.5%	0.6	0.8	0.6
BBC LOCAL/REGIONAL	Q	9836	9499	9604	-2.4%	1.1%	8.9	8.3	8.9

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
ALL COMMERCIAL	Q	33059	33719	32821	-0.7%	-2.7%	42.5	43.3	42.4
15-44	Q	18366	18409	17983	-2.1%	-2.3%	53.3	53.8	54.1
45+	Q	14693	15310	14838	1.0%	-3.1%	34.5	35.7	33.8
ALL NATIONAL COMMERCIAL	Q	15407	15573	15441	0.2%	-0.8%	11.8	11.5	11.8
TOTAL ABSOLUTE RADIO	Q	1375	1604	1599	16.3%	-0.3%	0.9	1.0	1.1
ABSOLUTE 80S	Q	665	1018	828	24.5%	-18.7%	0.3	0.6	0.4
ABSOLUTE RADIO 90S	Q	295	366	348	18.0%	-4.9%	0.2	0.1	0.2
ABSOLUTE RADIO 00S	Q		120	139		15.8%		*	0.1
ABSOLUTE RADIO CLASSIC ROCK ¹	Q		346	391		13.0%		0.2	0.2
CAPITAL NETWORK (UK)	H	6764	7032	7079	4.7%	0.7%	4.1	4.3	4.4
CHILL	H	170	180	172	1.2%	-4.4%	*	0.1	0.1
TOTAL CHOICE (UK)	H	734	765	778	6.0%	1.7%	0.4	0.4	0.4
CLASSIC FM	Q	5720	5388	5364	-6.2%	-0.4%	3.9	3.2	3.6
GOLD NETWORK (UK)	H	1457	1547	1543	5.9%	-0.3%	1.3	1.3	1.4
HEART NETWORK (UK)	H	7746	7649	7465	-3.6%	-2.4%	5.5	5.4	5.0
HEAT	Q	557	631	648	16.3%	2.7%	0.2	0.2	0.2
THE HITS	Q	1123	995	984	-12.4%	-1.1%	0.4	0.4	0.3
JAZZ FM	Q	448	508	512	14.3%	0.8%	0.2	0.2	0.2
KERRANG! UK	H	1408	1390	1311	-6.9%	-5.7%	0.6	0.6	0.6
KISS UK	H	3947	4143	4175	5.8%	0.8%	2.0	2.0	2.1
TOTAL LBC (UK)	H	1148	1115	1149	0.1%	3.0%	1.2	1.2	1.3
MAGIC UK	Q	3943	3833	3865	-2.0%	0.8%	2.5	2.4	2.3
NME RADIO	H	235	219	188	-20.0%	-14.2%	0.1	0.1	*
PLANET ROCK	Q	827	840	811	-1.9%	-3.5%	0.5	0.6	0.6
Q	Q	272	209	283	4.0%	35.4%	0.1	*	0.1
REAL RADIO BRAND UK	H	2352	2607	2516	7.0%	-3.5%	2.0	2.0	2.0
SMASH HITS RADIO	Q	1045	889	1004	-3.9%	12.9%	0.3	0.3	0.3
SMOOTH RADIO UK	H	3084	3328	3315	7.5%	-0.4%	2.3	2.5	2.4
SUNRISE RADIO NATIONAL	Q	481	453	490	1.9%	8.2%	0.3	0.4	0.3
TALKSPORT	Q	3088	3132	3196	3.5%	2.0%	2.3	1.9	2.1
TOTAL XFM (UK)	H	938	990	839	-10.6%	-15.3%	0.4	0.5	0.5
ALL LOCAL COMMERCIAL	Q	26462	27036	26275	-0.7%	-2.8%	30.6	31.8	30.6
OTHER LISTENING	Q	3861	3862	2937	-4.1%	-4.1%	2.2	2.2	2.1

¹ Station changed reporting survey period

* = less than 0.05%

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SCOTTISH STATIONS

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.

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC RADIO SCOTLAND	H	4384	931	953	959	3.0%	0.6%	8.4	7.7	7.8
FM Bauer Place Portfolio Scotland	Y	4110	1448	1525	1530	5.7%	0.3%	19.3	19.4	19.5
Radio Borders (Bauer Borders)	Y	108	62	61	59	-4.8%	-3.3%	39.3	36.7	32.5
Central FM	Y	220	50	53	49	-2.0%	-7.5%	5.3	7.5	7.1
Bauer Glasgow	H	1847	633	674	640	1.1%	-5.0%	20.8	21.5	19.0
Clyde 1 FM	H	1847	558	583	557	-0.2%	-4.5%	17.2	16.9	14.4
Clyde 2	H	1847	187	204	191	2.1%	-6.4%	3.6	4.6	4.6
Bauer Place Portfolio - Scotland	H	4110	1752	1732	1672	-4.6%	-3.5%	23.7	24.3	24.4
Bauer Radio Central Scotland	H	2856	965	1041	1003	3.9%	-3.7%	20.9	21.1	20.3
Bauer Edinburgh	H	1107	336	371	367	9.2%	-1.1%	18.8	18.9	20.8
ForthOne	H	1107	272	342	341	25.4%	-0.3%	13.0	15.8	18.4
Forth2	H	1107	111	100	89	-19.8%	-11.0%	5.8	3.1	2.4
Capital Scotland (was Galaxy)	H	2739	448	500	500	11.6%	0.0%	6.8	6.8	7.6
GMG Radio Scotland	H	2901	820	820	851	3.8%	3.8%	15.8	15.4	16.7
Kingdom FM	Y	286	71	79	83	16.9%	5.1%	10.2	12.1	12.1
Moray Firth Radio (Bauer Inverness)	Y	234	130	128	125	-3.8%	-2.3%	30.2	27.9	27.8
Bauer Aberdeen	Y	319	136	149	148	8.8%	-0.7%	25.9	25.3	23.2
Northsound One	Y	319	126	136	132	4.8%	-2.9%	21.6	18.8	16.8
Northsound Two	Y	319	43	43	43	0.0%	0.0%	4.3	6.5	6.4
Original 106 (Aberdeen)	Y	319	42	51	51	21.4%	0.0%	4.0	4.6	5.2
Real Radio Scotland	H	2715	622	626	652	4.8%	4.2%	11.3	11.0	12.0
96.3 Real XS (was 96.3 Rock Radio)	H	818	61	60	51	-16.4%	-15.0%	3.4	2.1	1.8
Smooth Radio Glasgow	H	1894	245	255	277	13.1%	8.6%	6.4	6.9	7.5
Bauer Dundee	Y	378	167	175	175	4.8%	0.0%	26.0	30.3	32.0
Tay-FM	Y	378	118	133	134	13.6%	0.8%	16.1	20.1	21.5
Tay-AM	Y	378	79	67	66	-16.5%	-1.5%	9.9	10.2	10.5
Wave 102 FM	Y	155	32	28	27	-15.6%	-3.6%	8.0	8.9	8.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	180	181	187	3.9%	3.3%	24.0	23.3	24.2

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LONDON STATIONS – page 1

SAMPLE SIZE

Survey period . Q4 2011
Code Q (Quarter): 3,741 Adults 15+
Code H (Half year): 7,083 Adults 15+

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	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC London 94.9	Q	502	474	485	-3.4%	2.3%	1.4	1.0	1.3
Total Absolute Radio (London)	Q	674	771	816	21.1%	5.8%	2.0	2.2	2.5
Buzz Asia 963 & 972AM	H	113	101	108	-4.4%	6.9%	0.3	0.2	0.2
Capital London	Q	1961	2179	2254	14.9%	3.4%	4.5	5.6	5.9
Choice FM London	Q	521	562	543	4.2%	-3.4%	1.3	1.4	1.5
Gold London	Q	376	377	375	-0.3%	-0.5%	1.3	1.8	1.7
Heart London	Q	1766	2027	1931	9.3%	-4.7%	4.6	5.8	4.6
Kismet Radio 1035 (Greater London)	Q	164	133	69	-57.9%	-48.1%	0.4	0.2	0.2
Kiss 100 FM	Q	1821	1703	1874	2.9%	10.0%	5.0	4.0	5.4
LBC 97.3	Q	968	841	967	-0.1%	15.0%	4.6	4.4	5.1
LBC News 1152	Q	358	382	396	10.6%	3.7%	0.6	0.8	0.9
Magic 105.4	Q	2051	1993	2167	5.7%	8.7%	6.3	5.6	5.7
Premier Christian Radio	Q	164	181	89	-45.7%	-50.8%	0.9	0.6	0.5
Smooth Radio London	Q	467	612	456	-2.4%	-25.5%	1.1	1.7	1.1
Sunrise Radio (Greater London)	Q	371	360	332	-10.5%	-7.8%	1.4	1.4	1.3
XFM London	Q	529	435	406	-23.3%	-6.7%	1.2	1.2	1.0

* = less than 0.05%

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LONDON STATIONS– page 2 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 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC Radio 1	Q	1642	1807	1775	8.1%	-1.8%	4.7	5.1	5.4
BBC Radio 2	Q	2013	2299	2087	3.7%	-9.2%	11.1	12.0	10.9
BBC Radio 3	Q	653	545	552	-15.5%	1.3%	1.6	1.8	2.1
BBC Radio 4	Q	2716	2776	2761	1.7%	-0.5%	15.9	15.3	15.7
BBC Radio 5 Live	Q	1724	1315	1219	-29.3%	-7.3%	6.4	4.0	4.2
Classic FM	Q	1349	1408	1243	-7.9%	-11.7%	5.2	3.7	3.9
talkSPORT	Q	753	717	762	1.2%	6.3%	2.7	2.2	2.5

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Quarter 4, 2011 . February 2, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period . Q4 2011

NATIONAL: Code Q (Quarter): 25,510 Adults 15+ Code H (Half year): 49,914 Adults 15+

NATIONAL: Code Q (Quarter): 3,741 Adults 15+ Code H (Half year): 7,083 Adults 15+

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.

STATIONS	SURVEY	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI		Q4 2010	Q3 2011	Q4 2011
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7454	7162	7242
BBC Radio 2 - 06.30 - 09.30am	Q	8718	8864	8856
BBC Radio 3 - 06.30 - 09.00am	Q	613	554	703
BBC Radio 4 - 06.00 - 09.00am	Q	6631	6759	7145
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	3165	2522	2512
Total Absolute Radio Network - 06.00 - 10.00am	Q	959	1108	1177
Classic FM - 06.00 - 09.00am	Q	1918	1590	1682
Kiss UK - 06.00 - 09.00am	H		1511	1540
talkSPORT - 06.00 - 10.00am	Q	1453	1347	1295

Continued .

RAJAR DATA RELEASE



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BREAKFAST SHOWS (weekdays) – page 2 LONDON STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Please note: the table below does not list national radio stations which are listened to in the London area</i>				
LONDON STATIONS - MON-FRI		Q4 2010	Q3 2011	Q4 2011
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	255	209	213
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	388	486	474
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	35	47	47
Capital London - 06.00 - 10.00am	Q	1084	1134	1319
Choice FM London - 06.00 - 09.00am	Q	230	256	239
Gold London - 06.00 - 10.00am	Q	163	206	190
Heart London - 06.00 - 09.00am	Q	728	843	814
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	78	33	34
Kiss 100 FM - 06.00 - 09.00am	Q	777	700	838
LBC 97.3 - 07.00 - 10.00am	Q	591	527	630
LBC News 1152 - 07.00 - 10.00am	Q	168	201	193
Magic 105.4 - 05.00 - 09.00am	Q	854	717	848
Premier Christian Radio - 07.00 - 09.00am	Q	86	75	44
Smooth Radio London - 06.00 - 10.00am	Q	176	249	174
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	178	143	129
XFM London - 06.30 - 10.00am	Q	217	231	228