

# RAJAR DATA RELEASE



Quarter 3, 2013 – October 24<sup>th</sup> 2013

## COMPARATIVE CHARTS

1. National Stations
2. Scottish Stations
3. London Stations
4. Breakfast Shows – National and London Stations



# RAJAR DATA RELEASE

## Quarter 3, 2013 – October 24<sup>th</sup> 2013 NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q3 2013
<b>Code Q (Quarter):</b> 26,132 Adults 15+
<b>Code H (Half year):</b> 51,825 Adults 15+

<b>TERMS</b>	<b>WEEKLY REACH:</b> 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.
	<b>SHARE OF LISTENING:</b> The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
	<b>TOTAL HOURS:</b> 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>	Q3 12	554357	Q2 13	554730	Q3 13	548212
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	Q3 12	443305	Q2 13	449411	Q3 13	450740

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
<b>ALL RADIO</b>	Q	46623	48319	47661	2.2%	-1.4%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34655	35880	35109	1.3%	-2.1%	54.2	53.9	53.4
15-44	Q	15362	15776	15272	-0.6%	-3.2%	42.8	39.7	39.2
45+	Q	19294	20104	19836	2.8%	-1.3%	62.1	63.8	63.1
<b>ALL BBC NETWORK RADIO</b>	Q	31590	32635	31968	1.2%	-2.0%	46.1	45.7	45.3
BBC RADIO 1	Q	11198	11018	10825	-3.3%	-1.8%	8.2	6.8	6.6
BBC RADIO 2	Q	13903	15443	14937	7.4%	-3.3%	15.6	17.2	16.9
BBC RADIO 3	Q	2150	1995	2025	-5.8%	1.5%	1.3	1.2	1.2
BBC RADIO 4	Q	10845	10978	10867	0.2%	-1.0%	12.5	12.1	11.8
BBC RADIO 4 (including 4 EXTRA)	Q	11089	11266	11133	0.4%	-1.2%	13.4	13.0	12.9
BBC RADIO 4 EXTRA	Q	1694	1565	1593	-6.0%	1.8%	0.9	0.9	1.0
BBC RADIO FIVE LIVE	Q	6098	6040	6127	0.5%	1.4%	4.4	4.1	3.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6324	6324	6529	3.2%	3.2%	4.8	4.5	4.5
FIVE LIVE SPORTS EXTRA	Q	1005	947	1522	51.4%	60.7%	0.4	0.3	0.8
BBC 6 MUSIC	Q	1620	1792	1731	6.9%	-3.4%	1.3	1.5	1.5
1XTRA FROM THE BBC	Q	1114	1114	1189	6.7%	6.7%	0.4	0.5	0.6
BBC ASIAN NETWORK UK	Q	584	587	555	-5.0%	-5.5%	0.4	0.3	0.4
BBC WORLD SERVICE	Q	1387	1355	1460	5.3%	7.7%	0.7	0.6	0.7
BBC LOCAL/REGIONAL	Q	8958	9536	9263	3.4%	-2.9%	8.1	8.3	8.1



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Quarter 3, 2013 – October 24<sup>th</sup> 2013

NATIONAL STATIONS Page 2

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

\* = less than 0.05%

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
<b>ALL COMMERCIAL</b>	<b>Q</b>	<b>33148</b>	<b>35064</b>	<b>34406</b>	<b>3.8%</b>	<b>-1.9%</b>	<b>43.3</b>	<b>43.7</b>	<b>43.9</b>
15-44	Q	17737	19031	18626	5.0%	-2.1%	54.1	57.3	57.0
45+	Q	15411	16033	15779	2.4%	-1.6%	35.9	34.3	35.0
<b>ALL NATIONAL COMMERCIAL</b>	<b>Q</b>	<b>16038</b>	<b>17702</b>	<b>17375</b>	<b>8.3%</b>	<b>-1.8%</b>	<b>12.8</b>	<b>13.3</b>	<b>13.5</b>
TOTAL ABSOLUTE RADIO	Q	1544	1983	1637	6.0%	-17.4%	0.9	1.3	1.2
ABSOLUTE RADIO 60S	H	189	168	203	7.4%	20.8%	0.1	0.1	0.1
ABSOLUTE RADIO 70S	H	172	194	175	1.7%	-9.8%	0.1	0.1	0.1
ABSOLUTE 80S	Q	895	1171	1209	35.1%	3.2%	0.5	0.7	0.6
ABSOLUTE RADIO 90S	H	435	509	522	20.0%	2.6%	0.2	0.2	0.2
ABSOLUTE RADIO 00S	H	143	138	138	-3.5%	0.0%	*	0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK	H	356	492	457	28.4%	-7.1%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	6855	7376	7720	12.6%	4.7%	3.9	4.0	4.3
TOTAL CHOICE (UK)	H	701	808	839	19.7%	3.8%	0.3	0.4	0.4
CLASSIC FM	Q	5450	5614	5321	-2.4%	-5.2%	3.5	3.5	3.4
GOLD NETWORK (UK)	H	1461	1433	1420	-2.8%	-0.9%	1.3	1.2	1.2
HEART NETWORK (UK)	H	7338	7531	7563	3.1%	0.4%	5.1	5.1	4.9
HEAT	Q	681	790	758	11.3%	-4.1%	0.3	0.3	0.2
THE HITS	Q	893	984	875	-2.0%	-11.1%	0.3	0.3	0.3
JAZZ FM	Q	624	758	666	6.7%	-12.1%	0.3	0.3	0.3
KERRANG!	H	1327	998	1062	-20.0%	6.4%	0.6	0.5	0.4
KISS UK	H	4355	4354	5074	16.5%	16.5%	2.3	2.1	2.5
KISSTORY	Q			854					0.3
TOTAL LBC (UK)	H	1189	1247	1333	12.1%	6.9%	1.1	1.2	1.3
MAGIC UK	Q	3797	3618	3683	-3.0%	1.8%	2.6	2.1	2.4
PLANET ROCK UK	Q	864	1296	1191	37.8%	-8.1%	0.7	1.0	0.8
REAL RADIO BRAND UK	H	2340	2317	2466	5.4%	6.4%	1.9	1.7	1.7
SMASH HITS (NOW KISS FRESH)	Q	970	932	887	-8.6%	-4.8%	0.3	0.3	0.2
SMOOTH RADIO BRAND UK	H	3190	3153	3260	2.2%	3.4%	2.4	2.2	2.3
SUNRISE RADIO NATIONAL	Q	403	425	556	38.0%	30.8%	0.3	0.3	0.3
TALKSPORT	Q	3018	3249	2990	-0.9%	-8.0%	1.9	1.9	2.0
TOTAL XFM (UK)	H	894	975	963	7.7%	-1.2%	0.4	0.5	0.5
<b>ALL LOCAL COMMERCIAL</b>	<b>Q</b>	<b>26424</b>	<b>27866</b>	<b>27406</b>	<b>3.7%</b>	<b>-1.7%</b>	<b>30.6</b>	<b>30.4</b>	<b>30.5</b>
<b>OTHER LISTENING</b>	<b>Q</b>	<b>3241</b>	<b>3244</b>	<b>3291</b>	<b>1.5%</b>	<b>1.4%</b>	<b>2.5</b>	<b>2.4</b>	<b>2.6</b>



# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013

## SCOTTISH STATIONS

**WEEKLY REACH:**  
**SHARE OF LISTENING:**

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.  
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	%	%	%
			Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC RADIO SCOTLAND	H	4455	928	948	888	-4.3%	-6.3%	7.6	9.3	7.9
Bauer Aberdeen	Y	329	152	166	164	7.9%	-1.2%	23.3	27.8	26.3
Radio Borders (Bauer Borders)	Y	108	51	51	54	5.9%	5.9%	31.5	32.0	34.2
Bauer Dundee	Y	385	176	179	191	8.5%	6.7%	29.8	25.5	26.7
Bauer Edinburgh	H	1137	375	363	380	1.3%	4.7%	19.9	22.3	18.2
Bauer Glasgow	H	1868	685	659	654	-4.5%	-0.8%	19.3	20.8	20.4
Bauer Place Portfolio - Scotland	H	4181	1735	1687	1706	-1.7%	1.1%	24.0	24.5	23.1
Bauer Radio Central Scotland	H	2905	1055	1021	1033	-2.1%	1.2%	20.2	22.0	20.2
FM Bauer Place Portfolio Scotland	Y	4181	1483	1538	1531	3.2%	-0.5%	18.1	19.4	19.5
Capital Scotland	H	2787	476	523	579	21.6%	10.7%	6.5	6.5	7.6
Central FM	Y	210	53	55	56	5.7%	1.8%	8.1	6.9	7.8
Clyde 1 FM	H	1868	574	584	572	-0.3%	-2.1%	13.8	17.0	16.4
Clyde 2	H	1868	230	168	200	-13.0%	19.0%	5.4	3.8	4.0
Forth2	H	1137	73	72	82	12.3%	13.9%	3.9	2.6	3.1
ForthOne	H	1137	342	331	340	-0.6%	2.7%	16.0	19.7	15.1
Kingdom FM	Y	290	83	70	69	-16.9%	-1.4%	13.1	9.3	8.8
Moray Firth Radio (Bauer Inverness)	Y	237	115	111	108	-6.1%	-2.7%	26.4	24.1	21.3
Northsound One	Y	329	126	137	140	11.1%	2.2%	17.0	19.7	20.1
Northsound Two	Y	329	52	60	47	-9.6%	-21.7%	6.3	8.1	6.3
Original 106 (Aberdeen)	Y	329	44	53	60	36.4%	13.2%	5.9	5.7	7.0
Real and Smooth Ltd. Scotland	H	2950	750	699	761	1.5%	8.9%	15.3	12.6	14.6
Real Radio Scotland	H	2764	545	488	573	5.1%	17.4%	11.0	8.6	10.8
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	831	63	56	57	-9.5%	1.8%	1.9	1.5	2.0
Smooth Radio Glasgow	H	1915	265	268	236	-10.9%	-11.9%	6.7	6.5	5.9
Tay-AM	Y	385	81	76	76	-6.2%	0.0%	13.9	10.5	10.4
Tay-FM	Y	385	124	142	150	21.0%	5.6%	15.9	15.0	16.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	190	180	172	-9.5%	-4.4%	24.6	24.3	26.0

# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013

## LONDON STATIONS – page 1

**SAMPLE SIZE:**  
 Survey period - Q3 2013  
 Code Q (Quarter): 4,015 Adults 15+  
 Code H (Half year): 7,657 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	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC London 94.9	Q	374	492	471	25.9%	-4.3%	1.1	1.2	1.0
Total Absolute Radio (London)	Q	832	999	691	-16.9%	-30.8%	2.0	3.2	3.0
Buzz Asia 963 & 972AM	H	88	62	77	-12.5%	24.2%	0.2	0.1	0.3
Capital London	Q	1999	2188	2170	8.6%	-0.8%	5.3	4.6	4.9
Choice FM London	Q	508	680	553	8.9%	-18.7%	1.2	1.8	1.6
Gold London	Q	353	273	255	-27.8%	-6.6%	1.2	1.1	1.2
Heart London	Q	1826	1925	1742	-4.6%	-9.5%	4.4	5.2	4.3
Kismet Radio 1035 (Greater London)	Q	81	100	84	3.7%	-16.0%	0.2	0.3	0.2
Kiss 100 FM	Q	1952	2013	1974	1.1%	-1.9%	5.8	5.2	4.9
LBC 97.3	Q	927	1047	1073	15.7%	2.5%	4.5	4.9	5.3
LBC News 1152	Q	439	368	370	-15.7%	0.5%	1.2	0.8	0.9
Magic 105.4	Q	2174	1875	1967	-9.5%	4.9%	7.3	5.0	6.0
Premier Christian Radio	Q	164	156	147	-10.4%	-5.8%	0.7	0.7	0.7
Smooth Radio London	Q	431	412	442	2.6%	7.3%	1.4	1.1	0.9
Sunrise Radio (Greater London)	Q	282	295	415	47.2%	40.7%	1.1	0.9	1.4
XFM London	Q	372	436	513	37.9%	17.7%	0.8	0.9	0.9

\* = less than 0.05%

# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013

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	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC Radio 1	Q	1714	1821	1646	-4.0%	-9.6%	5.8	4.8	4.4
BBC Radio 2	Q	2033	2445	2264	11.4%	-7.4%	9.2	12.2	11.7
BBC Radio 3	Q	556	502	512	-7.9%	2.0%	1.7	1.6	1.5
BBC Radio 4	Q	2766	2725	2499	-9.7%	-8.3%	15.8	15.1	13.9
BBC Radio FIVE LIVE	Q	1217	1340	1248	2.5%	-6.9%	4.3	4.5	3.7
Classic FM	Q	1287	1257	1226	-4.7%	-2.5%	3.7	3.6	3.5
talkSPORT	Q	767	774	632	-17.6%	-18.3%	2.7	2.2	2.6

# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013  
**BREAKFAST SHOWS – page 1**

## NATIONAL STATIONS

### NATIONAL STATIONS

**SAMPLE SIZE:**

Survey period - Q3 2013

**NATIONAL: Code Q (Quarter):** 26,132 Adults 15+, **Code H (Half year):** 51,825 Adults 15+

**LONDON: Code Q (Quarter):** 4,015 Adults 15+, **Code H (Half year):** 7,657 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.

STATIONS	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
<b>NATIONAL STATIONS - MON-FRI</b>		Q3 2012	Q2 2013	Q3 2013
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	6734	5889	5584
BBC Radio 2 - 06.30 - 09.30am	Q	8546	9751	9346
BBC Radio 3 - 06.30 - 09.00am	Q	665	615	533
BBC Radio 4 - 06.00 - 09.00am	Q	6936	6970	6810
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2767	2591	2433
Total Absolute Radio Network - 06.00 - 10.00am	Q	1153	1527	1327
Classic FM - 06.00 - 09.00am	Q	1645	1734	1557
Kiss UK - 06.00 - 09.00am	H	1554	1602	1710
talkSPORT - 06.00 - 10.00am	Q	1312	1436	1433

# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013

## BREAKFAST SHOWS (weekdays) – page 2 LONDON STATIONS

### 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
<b>LONDON STATIONS - MON-FRI</b>		Q3 2012	Q2 2013	Q3 2013
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	152	232	207
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	461	691	477
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	44	21	27
Capital London - 06.00 - 10.00am	Q	1165	1103	1078
Choice FM London - 06.00 - 09.00am	Q	176	290	212
Gold London - 06.00 - 10.00am	Q	169	155	126
Heart London - 06.00 - 09.00am	Q	611	883	647
Kismet Radio 1035 (Greater London) - 06.00 - 10.00am	Q	35	36	27
Kiss 100 FM - 06.00 - 09.00am	Q	717	864	677
LBC 97.3 - 07.00 - 10.00am	Q	566	659	654
LBC News 1152 - 07.00 - 10.00am	Q	240	213	194
Magic 105.4 - 05.00 - 09.00am	Q	822	683	644
Premier Christian Radio - 07.00 - 09.00am	Q	63	82	42
Smooth Radio London - 06.00 - 10.00am	Q	188	169	129
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	105	138	148
XFM London - 06.00 - 10.00am	Q	184	182	222