

# RAJAR DATA RELEASE



Quarter 1, 2015 – May 21<sup>st</sup> 2015

## COMPARATIVE CHARTS

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



# RAJAR DATA RELEASE

Quarter 1, 2015 – May 21<sup>st</sup> 2015

## NATIONAL STATIONS

<b>SAMPLE SIZE:</b> Survey period - Q1 2015
Code Q (Quarter): 23,876 Adults 15+
Code H (Half year): 49,000 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.

TOTAL HOURS (in thousands): ALL BBC	Q1 14	568166	Q4 14	536759	Q1 15	553852
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 14	434769	Q4 14	450398	Q1 15	435496

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
<b>ALL RADIO</b>	Q	48063	47851	47799	-0.5%	-0.1%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	35314	34798	34872	-1.3%	0.2%	54.9	52.8	54.4
15-44	Q	15408	14840	14583	-5.4%	-1.7%	40.8	38.6	40.5
45+	Q	19906	19958	20290	1.9%	1.7%	64.5	61.7	63.2
<b>ALL BBC NETWORK RADIO</b>	Q	32262	31798	31671	-1.8%	-0.4%	46.6	45.3	46.9
BBC RADIO 1	Q	10532	10433	9699	-7.9%	-7.0%	6.7	6.6	6.4
BBC RADIO 2	Q	15568	15283	15087	-3.1%	-1.3%	17.9	17.8	18.1
BBC RADIO 3	Q	2087	2030	2084	-0.1%	2.7%	1.3	1.1	1.2
BBC RADIO 4	Q	10954	10760	10886	-0.6%	1.2%	12.2	11.9	12.8
BBC RADIO 4 EXTRA	Q	1664	1721	2172	30.5%	26.2%	1.0	1.1	1.2
BBC RADIO 5 LIVE	Q	6174	5610	5757	-6.8%	2.6%	4.1	3.5	3.7
BBC RADIO 5 LIVE SPORTS EXTRA	Q	817	657	1339	63.9%	103.8%	0.2	0.1	0.4
BBC 6 MUSIC	Q	1927	2084	2064	7.1%	-1.0%	1.7	1.6	1.7
1XTRA FROM THE BBC	Q	1102	1110	839	-23.9%	-24.4%	0.5	0.6	0.4
BBC ASIAN NETWORK UK <sup>1</sup>	H		619	562		-9.2%		0.4	0.4
BBC WORLD SERVICE	Q	1303	1363	1353	3.8%	-0.7%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9263	8981	8816	-4.8%	-1.8%	8.3	7.5	7.6

# RAJAR DATA RELEASE



Quarter 1, 2015 – May 21<sup>st</sup> 2015

## NATIONAL STATIONS PAGE 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
<b>ALL COMMERCIAL</b>	Q	34078	34357	33916	-0.5%	-1.3%	42.0	44.3	42.8
15-44	Q	18546	18165	17802	-4.0%	-2.0%	54.9	57.1	55.8
45+	Q	15532	16192	16115	3.8%	-0.5%	33.2	36.2	34.6
<b>ALL NATIONAL COMMERCIAL</b>	Q	16586	17140	17137	3.3%	0.0%	12.3	13.1	14.2
ABSOLUTE RADIO	Q	1854	1708	1989	7.3%	16.5%	1.3	1.1	1.4
ABSOLUTE RADIO 70S	H	192	189	224	16.7%	18.5%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1063	1419	1448	36.2%	2.0%	0.5	0.8	0.9
ABSOLUTE RADIO 90S	H	553	669	584	5.6%	-12.7%	0.2	0.3	0.3
ABSOLUTE RADIO CLASSIC ROCK	H	375	484	516	37.6%	6.6%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	7319	7160	7000	-4.4%	-2.2%	4.0	3.8	3.6
CAPITAL XTRA (UK)	H	898	809	841	-6.3%	4.0%	0.4	0.4	0.4
CAPITAL*	H	7844	7623	7492	-4.5%	-1.7%	4.4	4.1	3.9
CLASSIC FM	Q	5307	5570	5525	4.1%	-0.8%	3.3	3.5	3.6
GOLD NETWORK (UK)	H	772	1083	1026	32.9%	-5.3%	0.6	0.8	0.7
HEART NETWORK (UK)	H	9126	9038	8987	-1.5%	-0.6%	6.2	6.8	6.7
HEAT	Q	780	941	902	15.6%	-4.1%	0.3	0.3	0.3
THE HITS	Q	950	814	681	-28.3%	-16.3%	0.3	0.3	0.3
JAZZ FM	Q	500	511	457	-8.6%	-10.6%	0.2	0.2	0.2
KERRANG!	H	977	904	920	-5.8%	1.8%	0.4	0.4	0.4
KISS*	H	4612	4904	4908	6.4%	0.1%	2.5	2.7	2.8
KISS FRESH	Q	418	457	422	1.0%	-7.7%	0.2	0.1	0.1
KISSTORY	Q	933	1051	1131	21.2%	7.6%	0.4	0.4	0.4
LBC NETWORK (UK)	H	1229	1327	1357	10.4%	2.3%	1.3	1.4	1.3
MAGIC NETWORK	Q		2747	3605		31.2%		1.3	1.8
PLANET ROCK	Q	1085	1115	1247	14.9%	11.8%	0.7	0.8	0.9
SMOOTH RADIO NETWORK (UK)	H	4311	4794	4772	10.7%	-0.5%	3.2	3.8	3.9
TALKSPORT	Q	3196	3005	3246	1.6%	8.0%	2.0	2.0	2.1
XFM NETWORK (UK)	H	883	941	885	0.2%	-6.0%	0.4	0.5	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	27246	27284	26763	-1.8%	-1.9%	29.7	31.2	28.6
<b>OTHER LISTENING</b>	Q	3891	4161	3688	-5.2%	-11.4%	3.1	3.0	2.8

www.rajar.co.uk \*includes Capital Network (UK) & Capital XTRA (UK)  
\*includes Kiss Fresh and Kisstory

Source RAJAR / Ipsos MORI / RSMB

# RAJAR DATA RELEASE



## Quarter 1, 2015 – May 21<sup>st</sup> 2015 SCOTTISH STATIONS

<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

**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	%	%	%
			Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC RADIO SCOTLAND	H	4505	923	888	931	0.9%	4.8%	8.1	8.0	7.9
Radio Borders (Bauer Borders)	Y	110	57	57	57	0.0%	0.0%	32.4	34.1	32.3
Capital Scotland	H	2798	534	498	514	-3.7%	3.2%	7.7	5.3	5.8
Central FM	Y	214	49	46	45	-8.2%	-2.2%	7.4	7.4	8.5
Clyde 1	H	1892	563	479	556	-1.2%	16.1%	14.4	11.5	12.1
Clyde 2	H	1892	144	129	155	7.6%	20.2%	2.4	3.0	3.0
Forth 1	H	1129	336	337	354	5.4%	5.0%	13.6	15.3	14.7
Forth 2	H	1129	68	59	76	11.8%	28.8%	1.8	1.8	2.7
Heart Scotland	H	2798	499	496	430	-13.8%	-13.3%	7.7	7.4	5.9
Kingdom FM	Y	290	62	55	61	-1.6%	10.9%	8.6	5.2	6.5
Moray Firth Radio (Bauer Inverness)	Y	251	109	116	113	3.7%	-2.6%	24.3	23.6	20.6
Northsound 1	Y	343	129	129	127	-1.6%	-1.6%	18.8	16.7	14.9
Northsound 2	Y	343	34	41	37	8.8%	-9.8%	4.3	4.7	4.3
Original 106 (Aberdeen)	Y	343	66	85	83	25.8%	-2.4%	10.6	9.8	9.1
Smooth Radio Scotland	H	1985	272	347	401	47.4%	15.6%	6.0	11.5	12.8
Tay FM	Y	391	148	151	153	3.4%	1.3%	19.0	19.3	19.4
Tay 2	Y	391	82	68	63	-23.2%	-7.4%	12.9	9.4	8.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	176	185	180	2.3%	-2.7%	26.7	26.4	26.0
XFM Scotland	H	830	69	38	35	-49.3%	-7.9%	3.4	1.9	2.0

# RAJAR DATA RELEASE



## Quarter 1, 2015 – May 21<sup>st</sup> 2015 LONDON STATIONS – PAGE 1

**SAMPLE SIZE:**  
Survey period - Q1 2015  
Code Q (Quarter): 3,231 Adults 15+  
Code H (Half year): 6,907 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	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC London 94.9	Q	443	483	404	-8.8%	-16.4%	1.3	1.7	1.4
Absolute Radio (London)	Q	887	694	924	4.2%	33.1%	2.7	1.9	3.2
Capital London	Q	1908	1869	1793	-6.0%	-4.1%	4.4	4.1	3.8
Capital XTRA (London)	Q	411	411	311	-24.3%	-24.3%	0.8	1.0	0.5
Gold London	Q	304	279	263	-13.5%	-5.7%	1.0	1.1	0.8
Heart London	Q	1807	1783	1533	-15.2%	-14.0%	5.3	6.3	4.7
Kiss (London)	Q	1841	1912	1883	2.3%	-1.5%	4.8	4.8	4.6
LBC 97.3	Q	1012	1091	887	-12.4%	-18.7%	5.2	5.4	4.7
LBC London News (was LBC News 1152)	Q	286	254	375	31.1%	47.6%	0.5	0.5	1.0
Lyca Dil Se 1035 AM	Q		70	72		2.9%		0.2	0.1
Lyca Radio 1458 AM	Q		125	115		-8.0%		0.4	0.4
Magic (London)	Q	1943	1763	1911	-1.6%	8.4%	5.3	4.3	4.9
Premier Christian Radio	Q	97	189	124	27.8%	-34.4%	0.4	0.9	0.6
Smooth Radio London	Q	565	760	627	11.0%	-17.5%	1.7	2.5	1.9
Sunrise Radio <sup>1</sup>	Q		269	250		-7.1%		0.9	0.6
XFM London	Q	427	440	363	-15.0%	-17.5%	1.3	1.4	0.6

# RAJAR DATA RELEASE

Quarter 1, 2015 – May 21<sup>st</sup> 2015

## 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	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC Radio 1	Q	1709	1663	1563	-8.5%	-6.0%	4.5	4.3	4.1
BBC Radio 2	Q	2313	2228	2308	-0.2%	3.6%	11.8	12.1	12.4
BBC Radio 3	Q	606	554	595	-1.8%	7.4%	2.1	1.4	1.9
BBC Radio 4	Q	2736	2827	2897	5.9%	2.5%	15.4	15.9	17.0
BBC Radio 5 live	Q	1281	1287	1367	6.7%	6.2%	4.0	3.5	4.3
Classic FM	Q	1313	1391	1484	13.0%	6.7%	3.8	3.6	4.3
talkSPORT	Q	649	677	838	29.1%	23.8%	2.2	2.7	2.7

# RAJAR DATA RELEASE

Quarter 1, 2015 – May 21<sup>st</sup> 2015

## BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

### NATIONAL STATIONS

**SAMPLE SIZE:**

Survey period - Q1 2015

NATIONAL: Code Q (Quarter): 23,876 Adults 15+, Code H (Half year): 49,000 Adults 15+  
LONDON: Code Q (Quarter): 3,231 Adults 15+, Code H (Half year): 6,907 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 '000s		
		Q1 14	Q4 14	Q1 15
<b>NATIONAL STATIONS - MON-FRI</b>				
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5853	5904	5495
BBC Radio 2 - 06.30 - 09.30am	Q	9834	9597	9458
BBC Radio 3 - 06.30 - 09.00am	Q	673	573	644
BBC Radio 4 - 06.00 - 09.00am	Q	7059	6768	7059
BBC Radio 5 live - 06.00 - 10.00am	Q	2391	2223	2391
Absolute Radio - 06.00 - 10.00am	Q	914	815	909
Classic FM - 06.00 - 09.00am	Q	1686	1558	1732
Magic Network - 06.00 - 10.00am	Q		1213	1358
talkSPORT - 06.00 - 10.00am	Q	1469	1373	1486

# RAJAR DATA RELEASE

Quarter 1, 2015 – May 21<sup>st</sup> 2015

## 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
<b>LONDON STATIONS - MON-FRI</b>		Q1 14	Q4 14	Q1 15
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	167	215	165
Absolute Radio (London) - 06.00 - 10.00am	Q	452	327	411
Capital London - 06.00 - 10.00am	Q	923	941	872
Capital XTRA (London) - 06.00 - 09.00am	Q	151	151	72
Gold London - 06.00 - 10.00am	Q	159	157	117
Heart London - 06.00 - 09.00am	Q	779	681	627
Kiss (London) - 06.00 - 09.00am	Q	799	871	879
LBC 97.3 - 07.00 - 10.00am	Q	647	710	547
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	111	110	207
Magic (London) - 06.00 - 10.00am	Q	895	884	747
Premier Christian Radio - 07.00 - 10.00am	Q	47	84	65
Smooth Radio London - 06.00 - 10.00am	Q	227	373	283
Sunrise Radio <sup>1</sup> - 06.00 - 09.00am	Q		132	116
XFM London - 06.00 - 10.00am	Q	224	247	118



# RAJAR DATA RELEASE

Quarter 1, 2015 – May 21<sup>st</sup> 2015

## MANCHESTER 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	%	%	%
			Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC Radio Manchester	H	2213	201	228	229	13.9%	0.4%	3.6	4.0	3.9
Capital Manchester	H	2926	627	533	511	-18.5%	-4.1%	7.0	4.4	5.5
Gold Manchester	H	2926	90	65	56	-37.8%	-13.8%	0.8	0.8	0.9
Heart North West	H	5609	505	576	550	8.9%	-4.5%	3.3	5.2	4.5
Key 103	H	2926	660	458	444	-32.7%	-3.1%	10.2	5.5	5.6
Key 2 (was Magic 1152 (Manchester))	H	2926	83	89	51	-38.6%	-42.7%	2.0	1.3	0.5
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2926	186	121	118	-36.6%	-2.5%	1.6	1.2	1.3
96.2 The Revolution	H	524	33	31	28	-15.2%	-9.7%	3.8	2.1	2.5
Smooth Radio North West	H	5609	1035	1127	1172	13.2%	4.0%	7.3	7.9	8.8
XFM Manchester	H	2926	166	222	194	16.9%	-12.6%	1.1	2.1	2.0