

# RAJAR DATA RELEASE



Quarter 1, 2019 – May 16<sup>th</sup> 2019

## NATIONAL STATIONS

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 18	Q4 18	Q1 19	Q1 19 vs. Q1 18	Q1 19 vs. Q4 18	Q1 18	Q4 18	Q1 19
<b>ALL RADIO</b>	Q	49153	48401	48945	-0.4%	1.1%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	35007	33966	34436	-1.6%	1.4%	51.9	50.9	51.4
15-44	Q	14067	13260	13295	-5.5%	0.3%	36.4	34.9	35.2
45+	Q	20940	20705	21142	1.0%	2.1%	60.8	59.7	60.2
<b>ALL BBC NETWORK RADIO</b>	Q	32148	31146	31846	-0.9%	2.2%	44.6	44.6	44.8
BBC RADIO 1	Q	9467	9375	9303	-1.7%	-0.8%	5.6	5.7	5.7
BBC RADIO 2	Q	15413	14889	15356	-0.4%	3.1%	17.6	18.1	17.4
BBC RADIO 3	Q	1933	1826	2040	5.5%	11.7%	1.2	1.2	1.2
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	11378	10855	11459	0.7%	5.6%	13.1	12.7	13.1
BBC RADIO 4	Q	10915	10484	11010	0.9%	5.0%	12.0	11.2	11.9
BBC RADIO 4 EXTRA	Q	2081	2130	2238	7.5%	5.1%	1.1	1.5	1.3
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5349	5111	5550	3.8%	8.6%	3.3	3.4	3.5
BBC RADIO 5 LIVE	Q	5142	4965	5403	5.1%	8.8%	3.1	3.3	3.4
BBC RADIO 5 LIVE SPORTS EXTRA	Q	969	667	708	-26.9%	6.1%	0.2	0.1	0.1
BBC 6 MUSIC	Q	2531	2295	2515	-0.6%	9.6%	2.4	2.1	2.4
1XTRA FROM THE BBC	H	1017	1056	1050	3.2%	-0.6%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	H	628	527	536	-14.6%	1.7%	0.3	0.3	0.2
BBC WORLD SERVICE	Q	1433	1556	1478	3.1%	-5.0%	0.7	0.8	0.7
<b>BBC LOCAL/REGIONAL</b>	Q	8573	7799	7857	-8.4%	0.7%	7.3	6.3	6.6

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 18	Q4 18	Q1 19	Q1 19 vs. Q1 18	Q1 19 vs. Q4 18	Q1 18	Q4 18	Q1 19
<b>ALL COMMERCIAL</b>	<b>Q</b>	<b>35968</b>	<b>35577</b>	<b>36130</b>	<b>0.5%</b>	<b>1.6%</b>	<b>44.9</b>	<b>46.5</b>	<b>45.7</b>
15-44	Q	18310	17897	17981	-1.8%	0.5%	59.4	62.0	61.2
45+	Q	17658	17680	18148	2.8%	2.6%	36.7	38.0	37.4
<b>ALL NATIONAL COMMERCIAL</b>	<b>Q</b>	<b>20656</b>	<b>20800</b>	<b>22032</b>	<b>6.7%</b>	<b>5.9%</b>	<b>17.5</b>	<b>18.6</b>	<b>19.9</b>
ABSOLUTE RADIO	Q	2418	2387	2424	0.2%	1.6%	1.8	1.7	2.0
ABSOLUTE RADIO 70S	H	251	229	193	-23.1%	-15.7%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1560	1479	1737	11.3%	17.4%	0.7	0.8	0.8
ABSOLUTE RADIO 90S	H	684	969	958	40.1%	-1.1%	0.3	0.4	0.5
ABSOLUTE CLASSIC ROCK	H	681	773	786	15.4%	1.7%	0.3	0.4	0.4
THE ARROW	Q	62	45	56	-9.7%	24.4%	*	*	*
CAPITAL BRAND	H	8237	8251	8172	-0.8%	-1.0%	4.2	4.3	4.2
CAPITAL NETWORK (UK)	H	7402	7266	7201	-2.7%	-0.9%	3.7	3.6	3.6
CAPITAL XTRA (UK)	H	1651	1792	1760	6.6%	-1.8%	0.6	0.7	0.6
CLASSIC FM	Q	5579	5309	5288	-5.2%	-0.4%	3.7	3.6	3.8
GOLD NETWORK (UK)	H	1145	1253	1228	7.2%	-2.0%	0.9	0.9	0.9
HEART BRAND (UK)	H	9507	9743	9655	1.6%	-0.9%	6.4	6.5	6.6
HEART 80S	Q	1399	1312	1422	1.6%	8.4%	0.6	0.5	0.6
HEART EXTRA	Q	479	583	470	-1.9%	-19.4%	0.2	0.3	0.2
HEART NETWORK (UK)	H	8428	8537	8524	1.1%	-0.2%	5.7	5.7	5.8
HEAT	H	560	652	567	1.3%	-13.0%	0.2	0.3	0.2
HITS RADIO	H	507	804	787	55.2%	-2.1%	0.2	0.3	0.4
JACK RADIO <sup>1</sup>	H			85					*
JAZZ FM <sup>1</sup>	H		589	571		-3.1%		0.2	0.2
KERRANG!	H	617	582	517	-16.2%	-11.2%	0.3	0.2	0.2
KISS NETWORK	H	5523	5573	5215	-5.6%	-6.4%	2.8	3.0	2.6
KISS FRESH	H	595	620	588	-1.2%	-5.2%	0.2	0.2	0.2
KISSTORY	Q	1851	1805	1845	-0.3%	2.2%	0.6	0.7	0.7
LBC NETWORK (UK)	H	2161	2206	2250	4.1%	2.0%	2.0	2.1	2.1

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		Q1 18	Q4 18	Q1 19	Q1 19 vs. Q1 18	Q1 19 vs. Q4 18	Q1 18	Q4 18	Q1 19
MAGIC NETWORK	H	3764	4219	4108	9.1%	-2.6%	1.9	2.4	2.3
MAGIC CHILLED	H	259	337	336	29.7%	-0.3%	0.1	0.1	0.1
MAGIC SOUL	H	299	307	288	-3.7%	-6.2%	0.1	0.2	0.2
MELLOW MAGIC	H	432	603	603	39.6%	0.0%	0.2	0.3	0.3
PANJAB RADIO <sup>1</sup>	H		187	163		-12.8%		0.1	*
PLANET ROCK	Q	1061	1092	1212	14.2%	11.0%	0.9	0.7	1.0
SMOOTH BRAND (UK)	H	5490	5832	5704	3.9%	-2.2%	3.7	4.2	4.2
SMOOTH EXTRA	Q	910	908	962	5.7%	5.9%	0.6	0.5	0.5
SMOOTH RADIO NETWORK (UK)	H	4943	5103	5070	2.6%	-0.6%	3.2	3.7	3.7
SUNRISE RADIO NATIONAL	H	360	303	338	-6.1%	11.6%	0.2	0.1	0.1
TALKRADIO <sup>1</sup>	H		302	339		12.3%		0.1	0.1
TALKSPORT <sup>1</sup>	H		2959	3055		3.2%		1.9	2.0
TALKSPORT <sup>2</sup>	H		326	424		30.1%		0.1	0.1
UNION JACK <sup>1</sup>	H			150					0.1
VIRGIN ANTHEMS	Q			74					*
VIRGIN CHILLED	Q			92					*
VIRGIN RADIO <sup>1</sup>	Q			1301					0.8
RADIO X NETWORK (UK)	H	1580	1648	1538	-2.7%	-6.7%	1.2	1.4	1.2
ALL LOCAL COMMERCIAL	Q	26871	26281	25790	-4.0%	-1.9%	27.4	27.9	25.9
OTHER LISTENING	Q	4132	3535	3978	-3.7%	12.5%	3.2	2.5	2.8