

RAJAR DATA RELEASE



Quarter 3 2021- October 28th 2021.

COMPARATIVE CHARTS

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

SAMPLE SIZE:

Survey period - Q3 2021

NATIONAL: Code Q (Quarter): 76,823 diaries 15+, **Code H (Half year):** 101,680 diaries 15+

LONDON: Code Q (Quarter): 11,503 diaries 15+, **Code H (Half year):** 15,084 diaries 15+

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

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NATIONAL STATIONS

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
				Q3 21					Q3 21
ALL RADIO	Q			49495					100.0
ALL BBC	Q			34629					50.9
15-44	Q			12867					34.9
45+	Q			21762					58.3
ALL BBC NETWORK RADIO	Q			31580					44.7
BBC RADIO 1	Q			8251					5.3
BBC RADIO 2	Q			14596					16.2
BBC RADIO 3	Q			2165					1.6
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q			11228					13.6
BBC RADIO 4	Q			10762					12.1
BBC RADIO 4 EXTRA	Q			2036					1.5
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q			6579					4.0
BBC RADIO 5 LIVE	Q			5909					3.5
BBC RADIO 5 LIVE SPORTS EXTRA	Q			1697					0.6
BBC 6 MUSIC	Q			2687					2.7
1XTRA FROM THE BBC	H			880					0.3
BBC ASIAN NETWORK UK	H			533					0.2
BBC WORLD SERVICE	Q			1394					0.7
BBC LOCAL/REGIONAL	Q			9164					6.1

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STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
				Q3 21					Q3 21
ALL COMMERCIAL	Q			36806					47.1
15-44	Q			17629					62.4
45+	Q			19177					39.9
ALL NATIONAL COMMERCIAL	Q			24502					23.2
ABSOLUTE RADIO NETWORK	H			5189					3.5
ABSOLUTE RADIO	Q			2583					1.6
ABSOLUTE RADIO 60S	H			98					*
ABSOLUTE RADIO 70S	H			309					0.1
ABSOLUTE 80S	Q			1690					0.8
ABSOLUTE RADIO 90S	H			950					0.4
ABSOLUTE RADIO 00S	H			165					0.1
ABSOLUTE RADIO 10S	Q			15					*
ABSOLUTE CLASSIC ROCK	H			895					0.4
ABSOLUTE RADIO COUNTRY (WAS COUNTRY HITS RADIO)	H			220					0.1
BOOM RADIO	Q			233					0.2
CAPITAL BRAND (UK)	H			7627					3.6
CAPITAL DANCE	Q			287					0.1
CAPITAL NETWORK (UK)	H			6528					2.9
CAPITAL XTRA BRAND UK	H			1669					0.6
CAPITAL XTRA (UK)	H			1538					0.5
CAPITAL XTRA RELOADED	Q			214					0.1
CLASSIC FM	Q			5077					4.3
GOLD NETWORK (UK)	H			1290					1.0
GREATEST HITS NETWORK	H			3213					2.5
GREATEST HITS RADIO	H			2894					2.1
HEART BRAND (UK)	H			10027					6.2
HEART 70S	Q			301					0.1
HEART 80S	Q			1493					0.6
HEART 90S	Q			555					0.2
HEART DANCE	Q			464					0.2
HEART NETWORK (UK)	H			8496					5.2
HEAT	H			402					0.2

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STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
				Q3 21					Q3 21
HITS RADIO BRAND	H			8711					7.3
HITS RADIO NETWORK	H			6155					4.8
HITS RADIO	H			851					0.4
JAZZ FM	H			469					0.2
KERRANG!	H			473					0.2
KISS NETWORK	H			4741					2.3
KISS FRESH	H			416					0.1
KISSTORY	Q			2255					1.0
LBC BRAND (UK)	H			3051					3.0
MAGIC NETWORK	H			4127					2.5
MAGIC AT THE MUSICALS	Q			184					0.1
MAGIC CHILLED	H			237					0.1
MAGIC SOUL	H			355					0.2
MELLOW MAGIC	H			481					0.2
PLANET ROCK	Q			1332					1.1
SCALA RADIO	H			399					0.2
SMOOTH BRAND (UK)	H			5925					3.9
SMOOTH RADIO CHILL	Q			377					0.2
SMOOTH RADIO COUNTRY	Q			216					0.1
SMOOTH RADIO NETWORK (UK)	H			5474					3.6
SUNRISE RADIO NATIONAL	Y			387					0.2
TALKRADIO	H			450					0.3
TALKSPORT	H			2740					1.8
TALKSPORT2	H			499					0.1
TIMES RADIO	Q			637					0.3
UNION JACK	H			143					0.1
UNION JACK DANCE (WAS JACK RADIO)	H			88					*
UNION JACK ROCK	Q			52					*
VIRGIN ANTHEMS	Q			388					0.1
VIRGIN CHILLED	Q			447					0.1
VIRGIN RADIO	Q			1631					0.9
VIRGIN RADIO GROOVE	Q			45					*
RADIO X NETWORK (UK)	H			1940					1.6
ALL LOCAL COMMERCIAL	Q			24427					23.9
OTHER LISTENING	Q			2913					2.1

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SCOTTISH STATIONS

STATIONS	SURVEY PERIOD	TSA SIZE	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
					Q3 21					Q3 21
BBC RADIO SCOTLAND	H	4621			933					7.1
Radio Borders	Y	112			44					30.3
Capital Scotland	H	2910			426					4.1
Central FM	Y	219			44					10.0
Clyde 1	H	1948			618					16.2
Clyde 2	H	1948			111					4.2
Forth 1	H	1188			322					17.5
Forth 2	H	1188			39					1.1
Heart Scotland East	H	1218			139					3.9
Heart Scotland West	H	1660			274					5.2
Kingdom FM	Y	293			49					6.4
MFR	Y	255			112					27.8
Northsound 1	Y	343			134					17.8
Northsound 2	Y	343			25					2.7
Original 106 (Aberdeen)	Y	343			79					14.1
Pure Radio (was Wave FM)	Y	214			14					1.8
Scottish Sun 80s	H	4621			13					*
Scottish Sun Greatest Hits	H	4621			8					*
Scottish Sun Hits	H	4621			5					*
Smooth Radio Scotland	H	1871			339					7.9
Tay FM	Y	395			130					15.5
Tay 2	Y	395			36					5.2
West Sound (inc. West FM)**	Y	397			164					20.9

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LONDON STATIONS

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
				Q3 21					Q3 21
BBC Radio London	Q			978					1.3
Capital London	Q			1786					3.4
Capital XTRA (London)	Q			614					1.1
Gold London	Q			272					1.0
Heart London	Q			1916					5.0
Kiss (London)	Q			1069					1.8
LBC London	Q			1564					8.1
LBC News (London)	Q			484					0.7
Magic (London)	Q			1596					4.7
Premier Christian Radio	Q			84					0.2
Smooth Radio London	Q			1040					2.0
Radio X London	Q			559					2.0

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 21					Q3 21
BBC Radio 1	Q			1494					4.3
BBC Radio 2	Q			2255					11.6
BBC Radio 3	Q			595					2.5
BBC Radio 4	Q			2591					13.6
BBC Radio 5 live	Q			1494					3.8
Classic FM	Q			1260					5.1

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BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Time period varies per station</i>				Q3 2021
NATIONAL STATIONS - MON-FRI				
BBC Radio 1 - 07.00 - 10.30am	Q			4284
BBC Radio 2 - 06.30 - 09.30am	Q			7217
BBC Radio 3 - 06.30 - 09.00am	Q			708
BBC Radio 4 - 06.00 - 09.00am	Q			6514
BBC Radio 5 live - 06.00 - 10.00am	Q			2004
Absolute Radio Network - 06.00 - 10.00am	H			2154
Capital Network (UK) - 06.00 - 10.00am	H			2833
Classic FM - 06.00 - 09.00am	Q			1688
Greatest Hits Radio - 06.00 - 10.00am	H			1345
Heart Network (UK) - 06.30 - 10.00am	H			4067
Hits Radio - 06.00 - 10.00am	H			373
Kiss - 06.00 - 10.00am	Q			980
Magic - 06.00 - 10.00am	Q			1228
Planet Rock - 06.00 - 10.00am	Q			500
talkSPORT - 06.00 - 10.00am	H			1190
Times Radio - 06.00 - 10.00am	Q			273
Virgin Network - 06.30 - 10.00am	Q			985
Radio X Network (UK) - 06.30 - 10.00am	H			1080

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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 '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Time period varies per station</i>				Q3 2021
LONDON STATIONS - MON-FRI				
BBC Radio London - 07.00 - 10.00am	Q			221
Capital London - 06.00 - 10.00am	Q			617
Capital XTRA (London) - 06.30 - 10.00am	Q			161
Gold London - 06.00 - 10.00am	Q			108
Heart London - 06.30 - 10.00am	Q			734
Kiss (London) - 06.00 - 10.00am	Q			374
LBC London - 07.00 - 10.00am	Q			837
LBC News (London) - 07.00 - 10.00am	Q			112
Magic (London) - 06.00 - 10.00am	Q			606
Premier Christian Radio - 07.00 - 09.00am	Q			33
Smooth Radio London - 06.00 - 10.00am	Q			290
Radio X London - 06.30 - 10.00am	Q			259