



RAJAR DATA RELEASE

QUARTER 3, 2009

October 29, 2009

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q3 2009

Code Q (Quarter): 27,696 Adults 15+

Code H (Half year): 59,437 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.

TOTAL HOURS: 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	Q3 08	550398	Q2 09	561706	Q3 09	555143
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 08	432016	Q2 09	439457	Q3 09	427905

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
ALL RADIO	Q	45084	46327	45721	1.4%	-1.3%	100.0	100.0	100.0
ALL BBC	Q	32981	34098	33577	1.8%	-1.5%	54.9	54.6	55.0
15-44	Q	15248	15738	15325	0.5%	-2.6%	44.0	43.6	44.7
45+	Q	17734	18360	18251	2.9%	-0.6%	63.7	63.4	63.1
ALL BBC NETWORK RADIO	Q	29331	30706	30264	3.2%	-1.4%	45.5	45.9	46.8
BBC RADIO 1	Q	10871	11342	11112	2.2%	-2.0%	9.8	10.3	9.9
BBC RADIO 2	Q	13061	13424	13622	4.3%	1.5%	16.0	15.5	15.9
BBC RADIO 3	Q	1947	2021	2192	12.6%	8.5%	1.2	1.2	1.4
BBC RADIO 4	Q	9448	9999	10218	8.1%	2.2%	11.5	12.1	12.4
BBC RADIO FIVE LIVE	Q	5830	6415	6390	9.6%	-0.4%	4.6	4.5	4.9
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5939	6515	6535	10.0%	0.3%	4.8	4.7	5.3
FIVE LIVE SPORTS EXTRA	Q	776	676	963	24.1%	42.5%	0.3	0.2	0.4
BBC 6 MUSIC	Q	552	595	624	13.0%	4.9%	0.4	0.4	0.3
1XTRA FROM THE BBC	Q	600	634	547	-8.8%	-13.7%	0.3	0.4	0.4
BBC RADIO 7	Q	887	834	884	-0.3%	6.0%	0.5	0.5	0.5
BBC ASIAN NETWORK UK	Q	419	421	357	-14.8%	-15.2%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1362	1438	1257	-7.7%	-12.6%	0.7	0.7	0.6
BBC LOCAL/REGIONAL	Q	9296	9072	8532	-8.2%	-6.0%	9.3	8.7	8.2

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

NATIONAL STATIONS- page 2

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
ALL COMMERCIAL	Q	31180	31968	31225	0.1%	-2.3%	43.1	42.7	42.4
15-44	Q	17661	18016	17426	-1.3%	-3.3%	53.5	52.9	52.1
45+	Q	13519	13951	13799	2.1%	-1.1%	34.6	34.6	34.9
ALL NATIONAL COMMERCIAL	Q	13936	13868	13516	-3.0%	-2.5%	11.0	10.8	10.9
TOTAL ABSOLUTE RADIO ¹	Q		1691	1587		-6.2%		1.1	1.1
ABSOLUTE RADIO CLASSIC ROCK	H	310	191	179	-42.3%	-6.3%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	108	58	71	-34.3%	22.4%	*	*	*
CHILL	H	179	220	229	27.9%	4.1%	0.1	0.1	0.1
CLASSIC FM	Q	5542	5717	5445	-1.8%	-4.8%	3.8	3.9	3.7
GALAXY NETWORK (UK)	H	3680	3714	3813	3.6%	2.7%	2.5	2.5	2.6
GOLD NETWORK (UK)	H	971	1109	1211	24.7%	9.2%	0.9	1.0	1.2
HEART NETWORK (UK)	H	6857	7479	7364	7.4%	-1.5%	5.4	5.9	5.9
HEAT	Q	458	572	623	36.0%	8.9%	0.1	0.2	0.2
THE HITS	Q	1597	1243	1151	-27.9%	-7.4%	0.6	0.5	0.4
JAZZ FM	Q		482	416		-13.7%		0.2	0.2
TOTAL KERRANG!	H	1398	1316	1277	-8.7%	-3.0%	0.6	0.5	0.5
TOTAL KISS NETWORK	H	3198	3582	3537	10.6%	-1.3%	1.8	1.9	1.9
TOTAL LBC (UK)	H	838	956	1073	28.0%	12.2%	0.9	1.1	1.2
TOTAL MAGIC	Q	3355	3640	3620	7.9%	-0.5%	2.3	2.5	2.4
NME RADIO	Q	215	215	218	1.4%	1.4%	0.1	*	*
PLANET ROCK	Q	633	709	708	11.8%	-0.1%	0.5	0.5	0.5
Q	Q	330	270	270	-18.2%	0.0%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1621	2434	2396	47.8%	-1.6%	1.5	2.1	2.1
SMASH HITS RADIO	Q	1003	1155	961	-4.2%	-16.8%	0.3	0.4	0.4
TOTAL SMOOTH RADIO	H	2773	2760	2804	1.1%	1.6%	2.4	2.1	2.1
SUNRISE RADIO NATIONAL	Q	489	494	469	-4.1%	-5.1%	0.3	0.4	0.4
TALKSPORT	Q	2313	2405	2474	7.0%	2.9%	1.9	1.8	1.9
TOTAL XFM (UK)	H	861	1004	934	8.5%	-7.0%	0.4	0.5	0.4
ALL LOCAL COMMERCIAL	Q	25125	25916	25069	-0.2%	-3.3%	32.0	31.9	31.6
OTHER LISTENING	Q	3073	3686	3762	22.4%	2.1%	2.1	2.7	2.5

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

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	%	%	%
			Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC RADIO SCOTLAND	Q	4334	947	938	822	-13.2%	-12.4%	8.5	7.7	6.7
Big City Scotland	Y	4067	1374	1458	1439	4.7%	-1.3%	18.4	19.6	19.7
Radio Borders	Y	106	56	48	49	-12.5%	2.1%	31.0	31.2	31.1
Central FM	Y	216	41	39	41	0.0%	5.1%	8.9	7.8	8.7
Total Radio Clyde	H	1835	683	687	635	-7.0%	-7.6%	22.8	23.6	20.3
Clyde 1 FM	H	1835	589	599	560	-4.9%	-6.5%	16.2	18.8	16.2
Clyde 2	H	1835	238	180	178	-25.2%	-1.1%	6.5	4.8	4.1
Bauer Radio Total Scotland	H	4304	1694	1765	1705	0.6%	-3.4%	24.5	24.9	24.0
Bauer Radio Central Scotland	H	2830	1020	1058	993	-2.6%	-6.1%	22.1	22.8	20.6
Total Radio Forth	H	1088	340	376	360	5.9%	-4.3%	19.0	19.7	19.4
ForthOne	H	1088	308	332	335	8.8%	0.9%	16.1	16.0	16.0
Forth2	H	1088	94	94	91	-3.2%	-3.2%	2.9	3.7	3.4
Galaxy Scotland	H	2711	211	209	250	18.5%	19.6%	2.9	2.7	3.4
Galaxy Scotland (East)	H	1186	87	106	123	41.4%	16.0%	2.9	3.1	3.9
Galaxy Scotland (West)	H	1704	138	131	151	9.4%	15.3%	3.1	2.6	3.2
GMG Radio Scotland	H	2874	925	896	864	-6.6%	-3.6%	20.0	19.5	18.7
Kingdom FM	Y	293	64	69	69	7.8%	0.0%	10.5	8.8	10.7
Moray Firth Radio	Y	232	112	116	115	2.7%	-0.9%	22.4	23.9	25.2
Total Northsound Radio	Y	312	132	156	160	21.2%	2.6%	27.2	28.5	30.5
Northsound One	Y	312	118	137	133	12.7%	-2.9%	18.5	20.9	21.9
Northsound Two	Y	312	50	52	60	20.0%	15.4%	8.6	7.6	8.6
Original 106 (Aberdeen)	Y	312		37	39		5.4%		3.6	3.5
Real Radio (Scotland)	H	2687	759	704	693	-8.7%	-1.6%	15.9	14.9	15.2
96.3 Rock Radio	H	812	47	46	56	19.1%	21.7%	2.5	3.6	3.3
Smooth Radio (Glasgow)	H	1882	216	218	202	-6.5%	-7.3%	6.9	6.8	5.5
Total Radio Tay 1	Y	372			151					27.3
Tay-FM 1	Y	372			98					15.0
Tay-AM 1	Y	372			77					12.3
Wave 102 FM	Y	153	33	26	24	-27.3%	-7.7%	9.9	8.2	7.4
West Sound**	Y	387	161	165	166	3.1%	0.6%	26.8	27.2	27.5

¹ Station changed reporting survey period

** audience to opt out services included

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q3 2009
 Code Q (Quarter): 3,561 Adults 15+
 Code H (Half year): 8,247 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 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC London 94.9	Q	469	559	405	-13.6%	-27.5%	1.6	1.3	1.4
Total Absolute Radio (London) ¹	Q		882	877		-0.6%		2.5	2.6
95.8 Capital FM	Q	1590	1952	1818	14.3%	-6.9%	5.4	6.2	5.6
Choice FM London	Q	457	499	573	25.4%	14.8%	1.6	1.4	1.6
Club Asia 963+972AM	H	184	202	188	2.2%	-6.9%	0.5	0.5	0.6
Fun Radio	H	19	40	46	142.1%	15.0%	*	0.1	0.1
Gold London	Q	322	372	352	9.3%	-5.4%	1.5	1.8	1.6
Heart 106.2 FM London	Q	1781	1897	1893	6.3%	-0.2%	5.7	5.1	4.7
Kismet Radio 1035 (Greater London)	Q	76	91	114	50.0%	25.3%	0.3	0.3	0.4
Kiss 100 FM	Q	1531	1784	1563	2.1%	-12.4%	4.8	5.0	4.5
LBC 97.3	Q	647	787	907	40.2%	15.2%	3.7	4.6	4.8
LBC News 1152	Q	345	308	378	9.6%	22.7%	0.8	0.6	1.0
Magic 105.4	Q	1885	2054	2009	6.6%	-2.2%	5.8	6.5	5.5
Panjab Radio	H		61	56		-8.2%		0.2	0.2
Premier Christian Radio	Q	147	128	164	11.6%	28.1%	1.1	0.4	0.6
Smooth Radio (London)	Q	538	615	583	8.4%	-5.2%	1.5	1.4	1.8
Sunrise Radio (Greater London)	Q	345	330	355	2.9%	7.6%	1.0	1.4	1.4
XFM 104.9	Q	463	549	546	17.9%	-0.5%	1.2	1.2	1.2

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

LONDON STATIONS - page 2

NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC Radio 1	Q	1657	1570	1706	3.0%	8.7%	6.1	5.4	5.3
BBC Radio 2	Q	2059	2061	2398	16.5%	16.4%	11.3	10.4	11.7
BBC Radio 3	Q	598	620	649	8.5%	4.7%	1.6	2.1	2.1
BBC Radio 4	Q	2418	2543	2770	14.6%	8.9%	14.4	14.2	16.2
BBC Radio 5 Live	Q	1248	1409	1385	11.0%	-1.7%	4.9	4.7	4.5
Classic FM	Q	1387	1282	1304	-6.0%	1.7%	4.6	4.1	3.8
talkSPORT	Q	580	588	652	12.4%	10.9%	2.6	2.5	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2009

National: 27,696 Adults 15+

London: 3,561 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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q3 2008	Q2 2009	Q3 2009
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7017	7718	7039
BBC Radio 2 - 07.30 - 09.30am	7742	7931	7757
BBC Radio 3 - 07.00 - 10.00am	682	810	816
BBC Radio 4 - 06.00 - 09.00am	6110	6509	6604
BBC Radio FIVE LIVE - 06.00 - 10.00am	2733	2750	2666
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am¹		839	727
Classic FM - 08.00 - 12.00pm	2750	2890	2771
talkSPORT - 06.00 - 10.00am	1143	1004	1067

¹ Station changed reporting survey period

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q3 2008	Q2 2009	Q3 2009
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	191	249	177
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹		449	438
95.8 Capital FM - 06.00 - 10.00am	987	1155	1033
Choice FM London - 06.00 - 10.00am	267	223	285
Club Asia 963+972AM - 06.00 - 10.00am	90	90	84
Gold London - 06.00 - 10.00am	141	195	166
Heart 106.2 FM London - 06.00 - 09.00am	768	818	816
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	13	33	25
Kiss 100 FM - 06.00 - 09.00am	582	789	611
LBC 97.3 - 07.00 - 10.00am	388	504	553
LBC News 1152 - 07.00 - 10.00am	137	129	184
Magic 105.4 - 05.30 - 09.00am	738	858	780
Premier Christian Radio - 07.00 - 10.30am	88	69	78
Smooth Radio (London) - 06.00 - 10.00am	232	248	224
Sunrise Radio (Greater London) - 06.00 - 09.00am	113	145	129
XFM 104.9 - 07.00 - 11.00am	212	226	237

¹ Station changed reporting survey period