

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

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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

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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 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%