



RAJAR DATA RELEASE QUARTER 1, 2010

May 13, 2010

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q1 2010
Code Q (Quarter): 26,437 Adults 15+
Code H (Half year): 54,346 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	Q1 09	577172	Q4 09	544880	Q1 10	572029
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 09	425902	Q4 09	421063	Q1 10	418514

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
ALL RADIO	Q	45762	45968	46479	1.6%	1.1%	100.0	100.0	100.0
ALL BBC	Q	33809	33264	34877	3.2%	4.8%	56.3	55.2	56.5
15-44	Q	15732	15221	16273	3.4%	6.9%	45.9	44.3	46.1
45+	Q	18077	18043	18604	2.9%	3.1%	64.5	63.3	64.5
ALL BBC NETWORK RADIO	Q	30261	30010	31318	3.5%	4.4%	47.0	46.7	47.2
BBC RADIO 1	Q	11072	10763	11737	6.0%	9.0%	10.3	9.8	9.5
BBC RADIO 2	Q	13457	13473	14569	8.3%	8.1%	15.9	16.5	17.2
BBC RADIO 3	Q	1992	1874	2025	1.7%	8.1%	1.1	1.1	1.2
BBC RADIO 4	Q	9982	9841	10029	0.5%	1.9%	12.5	12.5	12.2
BBC RADIO FIVE LIVE	Q	6211	6106	6481	4.3%	6.1%	4.7	4.5	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6323	6188	6563	3.8%	6.1%	4.8	4.6	4.7
FIVE LIVE SPORTS EXTRA	Q	642	663	685	6.7%	3.3%	0.1	0.1	0.2
BBC 6 MUSIC	Q	681	695	1023	50.2%	47.2%	0.4	0.4	0.8
1XTRA FROM THE BBC	Q	616	531	663	7.6%	24.9%	0.3	0.3	0.3
BBC RADIO 7	Q	984	931	1049	6.6%	12.7%	0.5	0.6	0.6
BBC ASIAN NETWORK UK	Q	405	360	357	-11.9%	-0.8%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1470	1227	1288	-12.4%	5.0%	0.8	0.6	0.6
BBC LOCAL/REGIONAL	Q	9589	8862	9987	4.2%	12.7%	9.4	8.5	9.3

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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 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
ALL COMMERCIAL	Q	31498	31374	32162	2.1%	2.5%	41.6	42.6	41.3
15-44	Q	17697	17435	17999	1.7%	3.2%	51.6	53.2	51.2
45+	Q	13800	13939	14163	2.6%	1.6%	33.7	34.8	33.6
ALL NATIONAL COMMERCIAL	Q	13315	13001	13614	2.2%	4.7%	10.2	10.4	10.3
TOTAL ABSOLUTE RADIO	Q	1693	1493	1396	-17.5%	-6.5%	1.2	1.1	1.1
ABSOLUTE 80S	Q			264					0.1
ABSOLUTE RADIO CLASSIC ROCK	H	186	217	255	37.1%	17.5%	0.1	0.1	0.1
CHILL	H	200	198	160	-20.0%	-19.2%	0.1	0.1	0.1
CLASSIC FM	Q	5414	5134	5515	1.9%	7.4%	3.7	3.5	3.7
GALAXY NETWORK (UK)	H	3653	3831	3972	8.7%	3.7%	2.6	2.6	2.6
GOLD NETWORK (UK)	H	1036	1221	1188	14.7%	-2.7%	0.9	1.2	1.1
HEART NETWORK (UK)	H	7260	7263	7365	1.4%	1.4%	5.7	5.9	5.8
HEAT	Q	423	447	447	5.7%	0.0%	0.1	0.2	0.1
THE HITS	Q	1300	1011	1055	-18.8%	4.4%	0.4	0.3	0.4
JAZZ FM	Q	408	446	471	15.4%	5.6%	0.2	0.2	0.2
TOTAL KERRANG!	H	1366	1215	1203	-11.9%	-1.0%	0.6	0.6	0.5
TOTAL KISS NETWORK	H	3326	3385	3399	2.2%	0.4%	1.7	1.8	1.7
TOTAL LBC (UK)	H	879	1042	1044	18.8%	0.2%	1.0	1.3	1.3
TOTAL MAGIC	Q	3543	3358	3781	6.7%	12.6%	2.4	2.5	2.4
NME RADIO	Q	194	177	226	16.5%	27.7%	*	0.1	0.1
PANJAB RADIO	Q			172					0.1
PLANET ROCK	Q	674	698	694	3.0%	-0.6%	0.4	0.5	0.6
Q	Q	300	219	231	-23.0%	5.5%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1593	2353	2281	43.2%	-3.1%	1.5	2.2	2.1
SMASH HITS RADIO	Q	996	858	853	-14.4%	-0.6%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2803	2694	2639	-5.9%	-2.0%	2.3	2.1	2.1
SUNRISE RADIO NATIONAL	Q	473	483	444	-6.1%	-8.1%	0.3	0.3	0.2
TALKSPORT	Q	2416	2496	2368	-2.0%	-5.1%	1.8	2.1	1.6
TOTAL XFM (UK)	H	958	881	871	-9.1%	-1.1%	0.4	0.4	0.4
ALL LOCAL COMMERCIAL	Q	25608	25306	26089	1.9%	3.1%	31.3	32.2	31.1
OTHER LISTENING	Q	3406	3004	3443	1.1%	14.6%	2.1	2.2	2.2

¹Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



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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	%	%	%
			Q1 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
BBC RADIO SCOTLAND ¹	H	4334			955					8.1
Big City Scotland	Y	4067	1428	1443	1457	2.0%	1.0%	19.3	20.1	20.2
Radio Borders	Y	106	49	52	55	12.2%	5.8%	29.3	32.4	31.6
Central FM	Y	217	45	44	41	-8.9%	-6.8%	9.2	8.2	6.6
Total Radio Clyde	H	1836	679	645	664	-2.2%	2.9%	22.5	19.1	20.9
Clyde 1 FM	H	1836	586	567	569	-2.9%	0.4%	17.4	15.6	15.3
Clyde 2	H	1836	206	181	221	7.3%	22.1%	5.1	3.5	5.6
Bauer Radio Total Scotland	H	4303	1738	1700	1782	2.5%	4.8%	24.4	23.8	25.4
Bauer Radio Central Scotland	H	2828	1021	981	1017	-0.4%	3.7%	22.0	20.0	22.3
Total Radio Forth	H	1089	347	340	360	3.7%	5.9%	19.1	19.5	22.6
ForthOne	H	1089	302	314	326	7.9%	3.8%	15.1	17.0	19.7
Forth2	H	1089	93	78	88	-5.4%	12.8%	3.9	2.5	2.8
Galaxy Scotland	H	2711	195	312	391	100.5%	25.3%	2.1	4.0	5.2
Galaxy Scotland (East)	H	1186	84	124	142	69.0%	14.5%	2.6	4.0	3.9
Galaxy Scotland (West)	H	1702	130	208	276	112.3%	32.7%	1.9	3.9	6.1
GMG Radio Scotland	H	2873	912	840	845	-7.3%	0.6%	20.6	19.2	18.1
Kingdom FM	Y	285	65	73	73	12.3%	0.0%	8.9	12.8	12.6
Moray Firth Radio	Y	232	109	117	126	15.6%	7.7%	22.5	25.4	29.6
Total Northsound Radio	Y	311	143	147	146	2.1%	-0.7%	27.4	29.6	28.8
Northsound One	Y	311	129	120	122	-5.4%	1.7%	20.4	21.2	21.9
Northsound Two	Y	311	47	57	53	12.8%	-7.0%	7.0	8.5	6.9
Original 106 (Aberdeen)	Y	311	38	41	42	10.5%	2.4%	3.7	4.0	4.1
Real Radio (Scotland)	H	2688	705	670	669	-5.1%	-0.1%	16.1	16.7	14.7
96.3 Rock Radio	H	811	47	54	50	6.4%	-7.4%	2.5	1.9	1.9
Smooth Radio (Glasgow)	H	1883	236	215	220	-6.8%	2.3%	7.3	4.8	6.0
Total Radio Tay ¹	Y	372		149	153		2.7%		27.0	26.1
Tay-FM ¹	Y	372		98	99		1.0%		14.7	14.5
Tay-AM ¹	Y	372		76	77		1.3%		12.3	11.6
Wave 102 FM	Y	153	27	25	26	-3.7%	4.0%	8.4	7.4	7.9
West Sound**	Y	387	164	167	175	6.7%	4.8%	25.8	27.3	27.6

¹ Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q1 2010
 Code Q (Quarter): 3,595 Adults 15+
 Code H (Half year): 7,200 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 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
BBC London 94.9	Q	463	443	521	12.5%	17.6%	1.2	1.6	1.5
Total Absolute Radio (London)	Q	919	803	690	-24.9%	-14.1%	2.6	3.0	2.6
Buzz Asia 963 & 972AM	H	188	167	134	-28.7%	-19.8%	0.5	0.4	0.3
95.8 Capital FM	Q	1868	1827	1904	1.9%	4.2%	4.7	4.9	6.0
Choice FM London	Q	460	528	526	14.3%	-0.4%	1.2	1.7	1.1
Fun Radio	H	33	28	28	-15.2%	0.0%	*	*	0.1
Gold London	Q	321	258	269	-16.2%	4.3%	1.2	1.3	1.0
Heart 106.2 FM London	Q	1970	1881	1885	-4.3%	0.2%	5.9	5.3	4.7
Kismet Radio 1035 (Greater London)	Q	86	85	131	52.3%	54.1%	0.3	0.4	0.2
Kiss 100 FM	Q	1707	1605	1667	-2.3%	3.9%	4.6	4.3	4.1
LBC 97.3	Q	705	841	878	24.5%	4.4%	4.4	5.7	5.1
LBC News 1152	Q	282	235	338	19.9%	43.8%	0.6	0.5	0.7
Magic 105.4	Q	2051	1821	2005	-2.2%	10.1%	5.7	6.1	5.9
Premier Christian Radio	Q	158	136	141	-10.8%	3.7%	0.7	1.1	0.7
Smooth Radio (London)	Q	536	414	479	-10.6%	15.7%	1.5	1.4	1.3
Sunrise Radio (Greater London)	Q	328	364	323	-1.5%	-11.3%	1.0	1.3	0.8
XFM 104.9	Q	563	519	518	-8.0%	-0.2%	1.3	1.6	1.3

* = less than 0.05%

RAJAR DATA RELEASE

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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	%	%	%
		Q1 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
BBC Radio 1	Q	1637	1503	1689	3.2%	12.4%	5.5	6.7	5.0
BBC Radio 2	Q	2189	2008	2313	5.7%	15.2%	11.4	11.0	13.7
BBC Radio 3	Q	671	471	511	-23.8%	8.5%	1.9	1.6	1.9
BBC Radio 4	Q	2732	2380	2517	-7.9%	5.8%	16.7	14.7	13.7
BBC Radio 5 Live	Q	1405	1201	1283	-8.7%	6.8%	5.2	3.8	4.8
Classic FM	Q	1297	1081	1378	6.2%	27.5%	4.4	4.2	4.7
talkSPORT	Q	684	633	613	-10.4%	-3.2%	2.7	2.7	2.1

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q1 2010
 National: 26,437 Adults 15+
 3,595 Adults 15+

London:

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	Q1 09	Q4 09	Q1 10
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7704	7240	7881
BBC Radio 2 - 07.00 - 09.30am	8100	8428	9529
BBC Radio 3 - 07.00 - 10.00am	732	728	777
BBC Radio 4 - 06.00 - 09.00am	6688	6414	6435
BBC Radio FIVE LIVE - 06.00 - 10.00am	2413	2512	2571
Total Absolute Radio Network (was Total Virgin Radio Network) - 06.00 - 10.00am	864	845	810
Classic FM - 08.00 - 12.00pm	2653	2578	2757
talkSPORT - 06.00 - 10.00am	1001	1178	968

Continued/...

RAJAR DATA RELEASE

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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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
	Q1 09	Q4 09	Q1 10
<i>LONDON STATIONS - MON-FRI</i>			
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	208	163	231
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am	463	433	350
Buzz Asia 963 & 972AM - 06.00 - 10.00am	84	70	55
95.8 Capital FM - 06.00 - 10.00am	1066	1231	1162
Choice FM London - 06.00 - 10.00am	261	297	252
Gold London - 06.00 - 10.00am	141	112	131
Heart 106.2 FM London - 06.00 - 09.00am	833	790	798
Kismat Radio 1035 (Greater London) - 07.00 - 09.00am	27	47	37
Kiss 100 FM - 06.00 - 09.00am	776	668	656
LBC 97.3 - 07.00 - 10.00am	448	567	597
LBC News 1152 - 07.00 - 10.00am	134	131	167
Magic 105.4 - 05.30 - 09.00am	789	782	785
Premier Christian Radio - 07.00 - 09.00am	59	58	57
Smooth Radio (London) - 06.00 - 10.00am	170	175	215
Sunrise Radio (Greater London) - 06.00 - 09.00am	156	151	148
XFM 104.9 - 06.30 - 10.00am	194	223	240