



RAJAR DATA RELEASE QUARTER 2, 2009

August 6, 2009

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q2 2009

Code Q (Quarter): 31,741 Adults 15+

Code H (Half year): 64,876 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	Q2 08	564476	Q1 09	577172	Q2 09	561706
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 08	431081	Q1 09	425902	Q2 09	439457

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
ALL RADIO	Q	45117	45762	46327	2.7%	1.2%	100.0	100.0	100.0
ALL BBC	Q	33323	33809	34098	2.3%	0.9%	55.5	56.3	54.6
15-44	Q	15362	15732	15738	2.4%	0.0%	44.6	45.9	43.6
45+	Q	17961	18077	18360	2.2%	1.6%	64.3	64.5	63.4
ALL BBC NETWORK RADIO	Q	29611	30261	30706	3.7%	1.5%	46.0	47.0	45.9
BBC RADIO 1	Q	10684	11072	11342	6.2%	2.4%	10.0	10.3	10.3
BBC RADIO 2	Q	12998	13457	13424	3.3%	-0.2%	16.0	15.9	15.5
BBC RADIO 3	Q	1910	1992	2021	5.8%	1.5%	1.2	1.1	1.2
BBC RADIO 4	Q	9534	9982	9999	4.9%	0.2%	12.0	12.5	12.1
BBC RADIO FIVE LIVE	Q	6001	6211	6415	6.9%	3.3%	4.6	4.7	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6116	6323	6515	6.5%	3.0%	4.8	4.8	4.7
FIVE LIVE SPORTS EXTRA	Q	748	642	676	-9.6%	5.3%	0.2	0.1	0.2
BBC 6 MUSIC	Q	551	681	595	8.0%	-12.6%	0.3	0.4	0.4
1XTRA FROM THE BBC	Q	491	616	634	29.1%	2.9%	0.3	0.3	0.4
BBC7	Q	812	984	834	2.7%	-15.2%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	Q	473	405	421	-11.0%	4.0%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1310	1470	1438	9.8%	-2.2%	0.7	0.8	0.7
BBC LOCAL/REGIONAL	Q	9504	9589	9072	-4.5%	-5.4%	9.6	9.4	8.7

RAJAR DATA RELEASE

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NATIONAL STATIONS- page 2

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
ALL COMMERCIAL	Q	30984	31498	31968	3.2%	1.5%	42.4	41.6	42.7
15-44	Q	17465	17697	18016	3.2%	1.8%	53.1	51.6	52.9
45+	Q	13519	13800	13951	3.2%	1.1%	33.9	33.7	34.6
ALL NATIONAL COMMERCIAL	Q	13760	13315	13868	0.8%	4.2%	11.2	10.2	10.8
TOTAL ABSOLUTE RADIO ¹	Q		1693	1691		-0.1%		1.2	1.1
ABSOLUTE RADIO CLASSIC ROCK	H	267	186	191	-28.5%	2.7%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	120	60	58	-51.7%	-3.3%	*	*	*
CHILL ¹	H		200	220		10.0%		0.1	0.1
CLASSIC FM	Q	5470	5414	5717	4.5%	5.6%	3.9	3.7	3.9
GALAXY NETWORK (UK) ²	H	2664	3653	3714	39.4%	1.7%	1.8	2.6	2.5
GOLD NETWORK (UK)	H	941	1036	1109	17.9%	7.0%	0.8	0.9	1.0
HEART NETWORK (UK) ²	H	3410	7260	7479	119.3%	3.0%	2.3	5.7	5.9
HEAT	Q	432	423	572	32.4%	35.2%	0.1	0.1	0.2
THE HITS	Q	1477	1300	1243	-15.8%	-4.4%	0.6	0.4	0.5
JAZZ FM	Q		408	482		18.1%		0.2	0.2
TOTAL KERRANG!	H	1350	1366	1316	-2.5%	-3.7%	0.6	0.6	0.5
TOTAL KISS NETWORK	H	3149	3326	3582	13.8%	7.7%	1.7	1.7	1.9
TOTAL LBC (UK)	H	845	879	956	13.1%	8.8%	0.9	1.0	1.1
TOTAL MAGIC	Q	3441	3543	3640	5.8%	2.7%	2.5	2.4	2.5
NME RADIO	Q		194	215		10.8%		*	*
PLANET ROCK	Q	585	674	709	21.2%	5.2%	0.4	0.4	0.5
Q	Q	277	300	270	-2.5%	-10.0%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1593	1593	2434	52.8%	52.8%	1.5	1.5	2.1
SMASH HITS RADIO	Q	976	996	1155	18.3%	16.0%	0.3	0.3	0.4
TOTAL SMOOTH RADIO	H	2706	2803	2760	2.0%	-1.5%	2.5	2.3	2.1
SUNRISE RADIO NATIONAL	Q	502	473	494	-1.6%	4.4%	0.3	0.3	0.4
TALKSPORT	Q	2384	2416	2405	0.9%	-0.5%	1.9	1.8	1.8
TOTAL XFM (UK) ²	H	1007	958	1004	-0.3%	4.8%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	24992	25608	25916	3.7%	1.2%	31.2	31.3	31.9
OTHER LISTENING	Q	2978	3406	3686	23.8%	8.2%	2.1	2.1	2.7

¹ Station changed reporting survey period

* = less than 0.05%

² Group composition changed in Q3 08

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 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	%	%	%
			Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC RADIO SCOTLAND	Q	4334	824	928	938	13.8%	1.1%	7.5	7.6	7.7
Big City Scotland	Y	4067	1365	1428	1458	6.8%	2.1%	17.7	19.3	19.6
Radio Borders	Y	106	60	49	48	-2.0%	-2.0%	32.6	29.3	31.2
Central FM	Y	216	40	45	39	-2.5%	-13.3%	9.1	9.2	7.8
Total Radio Clyde	H	1838	643	679	687	6.8%	1.2%	21.7	22.5	23.6
Clyde 1 FM	H	1838	554	586	599	8.1%	2.2%	15.0	17.4	18.8
Clyde 2	H	1838	227	206	180	-20.7%	-12.6%	6.7	5.1	4.8
Bauer Radio Total Scotland	H	4304	1636	1738	1765	7.9%	1.6%	23.5	24.4	24.9
Bauer Radio Central Scotland	H	2829	956	1021	1058	10.7%	3.6%	21.2	22.0	22.8
Total Radio Forth	H	1089	317	347	376	18.6%	8.4%	18.9	19.1	19.7
ForthOne	H	1089	277	302	332	19.9%	9.9%	14.4	15.1	16.0
Forth2	H	1089	95	93	94	-1.1%	1.1%	4.5	3.9	3.7
Galaxy Scotland	H	2712	199	195	209	5.0%	7.2%	2.5	2.1	2.7
Galaxy Scotland (East)	H	1186	82	84	106	29.3%	26.2%	2.6	2.6	3.1
Galaxy Scotland (West)	H	1703	135	130	131	-3.0%	0.8%	2.4	1.9	2.6
GMG Radio Scotland	H	2874	883	912	896	1.5%	-1.8%	20.6	20.6	19.5
Kingdom FM	Y	293	59	65	69	16.9%	6.2%	10.2	8.9	8.8
Moray Firth Radio	Y	232	109	109	116	6.4%	6.4%	21.2	22.5	23.9
Total Northsound Radio	Y	312	138	143	156	13.0%	9.1%	29.6	27.4	28.5
Northsound One	Y	312	118	129	137	16.1%	6.2%	18.4	20.4	20.9
Northsound Two	Y	312	57	47	52	-8.8%	10.6%	11.1	7.0	7.6
Original 106 (Aberdeen)	Y	312		38	37		-2.6%		3.7	3.6
Real Radio (Scotland)	H	2689	727	705	704	-3.2%	-0.1%	16.0	16.1	14.9
96.3 Rock Radio	H	811	39	47	46	17.9%	-2.1%	2.2	2.5	3.6
Smooth Radio (Glasgow)	H	1883	218	236	218	0.0%	-7.6%	7.6	7.3	6.8
Total Radio Tay	H	373	157	164	148	-5.7%	-9.8%	26.7	29.6	25.2
Tay-FM	H	373	104	109	103	-1.0%	-5.5%	15.4	17.2	14.3
Tay-AM	H	373	75	80	75	0.0%	-6.3%	11.3	12.4	10.9
Wave 102 FM	Y	153	32	27	26	-18.8%	-3.7%	9.0	8.4	8.2
West Sound**	H	388	155	164	165	6.5%	0.6%	23.6	25.8	27.2

** audience to opt out services included

* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q2 2009
 Code Q (Quarter): 4,686 Adults 15+
 Code H (Half year): 9,558 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	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC London 94.9	Q	464	463	559	20.5%	20.7%	1.4	1.2	1.3
Total Absolute (London) ¹	Q		919	882		-4.0%		2.6	2.5
95.8 Capital Radio	Q	1607	1868	1952	21.5%	4.5%	4.6	4.7	6.2
Choice FM London	Q	476	460	499	4.8%	8.5%	1.9	1.2	1.4
Club Asia 963+972AM	H	198	188	202	2.0%	7.4%	0.6	0.5	0.5
Fun Radio	H	18	33	40	122.2%	21.2%	0.1	*	0.1
Gold London	Q	253	321	372	47.0%	15.9%	0.8	1.2	1.8
Heart 106.2 FM London	Q	1774	1970	1897	6.9%	-3.7%	5.7	5.9	5.1
Kismet Radio 1035 (Greater London)	Q	70	86	91	30.0%	5.8%	0.1	0.3	0.3
Kiss 100 FM	Q	1414	1707	1784	26.2%	4.5%	4.5	4.6	5.0
LBC 97.3	Q	594	705	787	32.5%	11.6%	2.7	4.4	4.6
LBC News 1152	Q	291	282	308	5.8%	9.2%	0.8	0.6	0.6
Magic 105.4	Q	2005	2051	2054	2.4%	0.1%	7.4	5.7	6.5
Panjab Radio	H		44	61		38.6%		0.1	0.2
Premier Christian Radio	Q	98	158	128	30.6%	-19.0%	0.4	0.7	0.4
Punjabi Radio (was Yarr Radio)	H	18	30	34	88.9%	13.3%	*	0.1	0.1
Smooth Radio (London)	Q	437	536	615	40.7%	14.7%	1.7	1.5	1.4
Sunrise Radio (Greater London)	Q	368	328	330	-10.3%	0.6%	1.1	1.0	1.4
XFM 104.9	Q	558	563	549	-1.6%	-2.5%	1.1	1.3	1.2

¹ Station changed reporting survey period

* = 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	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC Radio 1	Q	1525	1637	1570	3.0%	-4.1%	5.7	5.5	5.4
BBC Radio 2	Q	2105	2189	2061	-2.1%	-5.8%	12.0	11.4	10.4
BBC Radio 3	Q	528	671	620	17.4%	-7.6%	2.0	1.9	2.1
BBC Radio 4	Q	2430	2732	2543	4.7%	-6.9%	15.3	16.7	14.2
BBC Radio 5 Live	Q	1398	1405	1409	0.8%	0.3%	5.5	5.2	4.7
Classic FM	Q	1225	1297	1282	4.7%	-1.2%	3.9	4.4	4.1
talkSPORT	Q	614	684	588	-4.2%	-14.0%	2.4	2.7	2.5

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2009

National: 31,741 Adults 15+

London: 4,686 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		
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q2 2008	Q1 2009	Q2 2009
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7207	7704	7718
BBC Radio 2 - 07.30 - 09.30am	7747	7774	7931
BBC Radio 3 - 07.00 - 10.00am	734	732	810
BBC Radio 4 - 06.00 - 09.00am	6258	6688	6509
BBC Radio FIVE LIVE - 06.00 - 10.00am	2619	2413	2750
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am ¹		815	839
Classic FM - 08.00 - 12.00pm	2791	2653	2890
talkSPORT - 06.00 - 10.00am	1069	1001	1004

¹ Station changed reporting survey period

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 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	Q2 2008	Q1 2009	Q2 2009
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	221	208	249
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹		463	449
95.8 Capital Radio - 06.00 - 10.00am	944	1066	1155
Choice FM London - 06.00 - 10.00am	262	261	223
Club Asia 963+972AM - 06.00 - 10.00am	103	84	90
Gold London - 06.00 - 10.00am	97	141	195
Heart 106.2 FM London - 06.00 - 09.00am	844	833	818
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	22	27	33
Kiss 100 FM - 06.00 - 09.00am	587	776	789
LBC 97.3 - 07.00 - 10.00am	366	448	504
LBC News 1152 - 07.00 - 09.30am	142	132	127
Magic 105.4 - 05.30 - 09.00am	869	789	858
Premier Christian Radio - 07.00 - 10.30am	59	79	69
Smooth Radio (London) - 06.00 - 10.00am	206	170	248
Sunrise Radio (Greater London) - 07.00 - 10.00am	132	180	173
XFM 104.9 - 07.00 - 11.00am	248	235	226

¹ Station changed reporting survey period