

RAJAR DATA RELEASE

Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

MANCHESTER 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	%	%	%
			Q4 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
BBC Radio Manchester ¹	H	2120		187	212		13.4%		3.8	4.2
Galaxy Manchester	H	2811	432	463	500	15.7%	8.0%	5.7	6.6	6.5
Gold Manchester	H	2393	50	44	57	14.0%	29.5%	1.2	1.0	1.5
Key 103 (Manchester)	H	2392	540	461	463	-14.3%	0.4%	9.2	7.4	7.1
Magic 1152 (Manchester)	H	2392	101	83	76	-24.8%	-8.4%	1.9	1.8	1.7
Real Radio (North West) ¹	H	5213		450	474		5.3%		4.3	4.9
106.1 Rock Radio	H	2254	139	119	122	-12.2%	2.5%	2.2	2.8	2.4
Smooth Radio (North West) ¹	H	5213		686	664		-3.2%		5.2	5.2
XFM (Manchester)	H	2811	174	166	143	-17.8%	-13.9%	1.6	1.6	1.3

¹ Station changed reporting survey period

* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB