

# RAJAR DATA RELEASE

## Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 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	%	%	%
			Q1 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
BBC Radio Manchester <sup>1</sup>	H	2121		212	241		13.7%		4.2	4.8
Galaxy Manchester	H	2811	452	500	509	12.6%	1.8%	6.8	6.5	6.3
Gold Manchester	H	2394	53	57	76	43.4%	33.3%	1.4	1.5	1.9
Key 103 (Manchester)	H	2393	488	463	473	-3.1%	2.2%	7.8	7.1	7.0
Magic 1152 (Manchester)	H	2393	113	76	91	-19.5%	19.7%	1.9	1.7	2.2
Real Radio (North West)	H	5213	505	474	442	-12.5%	-6.8%	3.9	4.9	4.2
96.2 The Revolution	H	507	27	24	29	7.4%	20.8%	2.4	4.0	3.8
106.1 Rock Radio	H	2254	136	122	93	-31.6%	-23.8%	2.8	2.4	1.6
Smooth Radio (North West)	H	5213	670	664	667	-0.4%	0.5%	5.4	5.2	5.5
XFM (Manchester)	H	2811	168	143	157	-6.5%	9.8%	1.3	1.3	1.4

<sup>1</sup> Station changed reporting survey period

\* = less than 0.05%