

# RAJAR DATA RELEASE

## Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

### NATIONAL STATIONS - page 1

**SAMPLE SIZE:**  
Survey period - Q4 2010

**Code Q (Quarter):** 24,450 Adults 15+

**Code H (Half year):** 50,073 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.

<b>TOTAL HOURS (in thousands): ALL BBC</b>	<b>Q4 09</b>	<b>544880</b>	<b>Q3 10</b>	<b>573459</b>	<b>Q4 10</b>	<b>578163</b>
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	<b>Q4 09</b>	<b>421063</b>	<b>Q3 10</b>	<b>458133</b>	<b>Q4 10</b>	<b>444070</b>

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
<b>ALL RADIO</b>	<b>Q</b>	<b>45968</b>	<b>46762</b>	<b>46727</b>	<b>1.7%</b>	<b>-0.1%</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>ALL BBC</b>	<b>Q</b>	<b>33264</b>	<b>34243</b>	<b>34505</b>	<b>3.7%</b>	<b>0.8%</b>	<b>55.2</b>	<b>54.3</b>	<b>55.3</b>
15-44	Q	15221	15647	15670	2.9%	0.1%	44.3	42.8	43.9
45+	Q	18043	18595	18835	4.4%	1.3%	63.3	63.1	63.7
<b>ALL BBC NETWORK RADIO</b>	<b>Q</b>	<b>30010</b>	<b>31018</b>	<b>31128</b>	<b>3.7%</b>	<b>0.4%</b>	<b>46.7</b>	<b>45.4</b>	<b>46.4</b>
BBC RADIO 1	Q	10763	11647	11421	6.1%	-1.9%	9.8	9.1	8.8
BBC RADIO 2	Q	13473	13682	13943	3.5%	1.9%	16.5	15.6	16.2
BBC RADIO 3	Q	1874	2145	2216	18.2%	3.3%	1.1	1.2	1.2
BBC RADIO 4	Q	9841	10368	10319	4.9%	-0.5%	12.5	11.8	12.1
BBC RADIO FIVE LIVE	Q	6106	6295	7093	16.2%	12.7%	4.5	4.7	5.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6188	6439	7212	16.5%	12.0%	4.6	4.9	5.5
FIVE LIVE SPORTS EXTRA	Q	663	648	751	13.3%	15.9%	0.1	0.2	0.2
BBC 6 MUSIC	Q	695	1196	1137	63.6%	-4.9%	0.4	1.0	0.8
1XTRA FROM THE BBC	Q	531	806	816	53.7%	1.2%	0.3	0.4	0.4
BBC RADIO 7	Q	931	1045	941	1.1%	-10.0%	0.6	0.6	0.5
BBC ASIAN NETWORK UK	Q	360	462	477	32.5%	3.2%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1227	1319	1459	18.9%	10.6%	0.6	0.6	0.6
BBC LOCAL/REGIONAL	Q	8862	9144	9836	11.0%	7.6%	8.5	9.0	8.9

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
<b>ALL COMMERCIAL</b>	Q	31374	33373	33059	5.4%	-0.9%	42.6	43.4	42.5
15-44	Q	17435	18542	18366	5.3%	-0.9%	53.2	54.5	53.3
45+	Q	13939	14831	14693	5.4%	-0.9%	34.8	35.0	34.5
<b>ALL NATIONAL COMMERCIAL</b>	Q	13001	15101	15407	18.5%	2.0%	10.4	11.2	11.8
TOTAL ABSOLUTE RADIO	Q	1493	1654	1375	-7.9%	-16.9%	1.1	1.2	0.9
ABSOLUTE 80S	Q		564	665		17.9%		0.4	0.3
ABSOLUTE RADIO 90S	Q		203	295		45.3%		0.1	0.2
ABSOLUTE RADIO CLASSIC ROCK	H	217	303	306	41.0%	1.0%	0.1	0.1	0.1
CAPITAL NETWORK (UK)	H			6764					4.1
CHILL	H	198	176	170	-14.1%	-3.4%	0.1	0.1	*
TOTAL CHOICE (UK)	H		684	734		7.3%		0.3	0.4
CLASSIC FM	Q	5134	5676	5720	11.4%	0.8%	3.5	3.5	3.9
GALAXY NETWORK (UK)	H	3831	3779	3901	1.8%	3.2%	2.6	2.4	2.5
GOLD NETWORK (UK)	H	1221	1465	1457	19.3%	-0.5%	1.2	1.3	1.3
HEART NETWORK (UK)	H	7263	7988	7746	6.7%	-3.0%	5.9	5.9	5.5
HEAT	Q	447	578	557	24.6%	-3.6%	0.2	0.1	0.2
THE HITS	Q	1011	1153	1123	11.1%	-2.6%	0.3	0.4	0.4
JAZZ FM	Q	446	452	448	0.4%	-0.9%	0.2	0.2	0.2
TOTAL KERRANG!	H	1215	1416	1408	15.9%	-0.6%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	3385	4041	3947	16.6%	-2.3%	1.8	2.1	2.0
TOTAL LBC (UK)	H	1042	1124	1148	10.2%	2.1%	1.3	1.3	1.2
TOTAL MAGIC	Q	3358	3984	3943	17.4%	-1.0%	2.5	2.8	2.5
NME RADIO <sup>1</sup>	H		257	235		-8.6%		0.1	0.1
PANJAB RADIO <sup>1</sup>	Q		194	128		-34.0%		0.1	0.1
PLANET ROCK	Q	698	783	827	18.5%	5.6%	0.5	0.5	0.5
Q	Q	219	246	272	24.2%	10.6%	0.1	*	0.1
TOTAL REAL RADIO	H	2353	2371	2352	0.0%	-0.8%	2.2	2.0	2.0
SMASH HITS RADIO	Q	858	1109	1045	21.8%	-5.8%	0.3	0.4	0.3
SMOOTH RADIO UK	H	2694	3053	3084	14.5%	1.0%	2.1	2.3	2.3
SUNRISE RADIO NATIONAL	Q	483	506	481	-0.4%	-4.9%	0.3	0.3	0.3
TALKSPORT	Q	2496	2960	3088	23.7%	4.3%	2.1	2.1	2.3
TOTAL XFM (UK)	H	881	962	938	6.5%	-2.5%	0.4	0.4	0.4
<b>ALL LOCAL COMMERCIAL</b>	Q	25306	26999	26462	4.6%	-2.0%	32.2	32.2	30.6
<b>OTHER LISTENING</b>	Q	3004	3127	3061	1.9%	-2.1%	2.2	2.2	2.2

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

\* = less than 0.05%