

# RAJAR DATA RELEASE

Quarter 1, 2011 - May 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

## Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '10	Dec '10	Mar '11		Mar '10	Dec '10	Mar '11
All BBC Radio	34,877	34,505	35,074	All Commercial Radio	32,162	33,059	34,046
All BBC Network Radio	31,318	31,128	31,889	All National Commercial	13,614	15,407	15,943
All BBC Local / Regional Radio	9,987	9,836	10,197	All Local Commercial	26,089	26,462	27,305

## Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '10	Dec '10	Mar '11		Mar '10	Dec '10	Mar '11
All BBC Radio	56.5	55.3	55.0	All Commercial Radio	41.3	42.5	42.6
All BBC Network Radio	47.2	46.4	46.2	All National Commercial	10.3	11.8	11.7
All BBC Local / Regional Radio	9.3	8.9	8.8	All Local Commercial	31.1	30.6	31.0

Source RAJAR / Ipsos MORI / RSMB