

RAJAR DATA RELEASE

Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

NATIONAL STATIONS - page 1

SAMPLE SIZE: Survey period - Q2 2011
Code Q (Quarter): 24,157 Adults 15+
Code H (Half year): 49,465 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 10	562112	Q1 11	581870	Q2 11	581436
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 10	445307	Q1 11	451178	Q2 11	469706

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 10	Q1 11	Q2 11	Q2 11 vs Q2 10	Q2 11 vs Q1 11	Q2 10	Q1 11	Q2 11
ALL RADIO	Q	46771	47266	47616	1.8%	0.7%	100.0	100.0	100.0
ALL BBC	Q	34585	35074	35530	2.7%	1.3%	54.6	55.0	54.0
15-44	Q	15882	15955	15865	-0.1%	-0.6%	43.7	43.1	41.3
45+	Q	18704	19120	19665	5.1%	2.9%	62.9	63.7	63.3
ALL BBC NETWORK RADIO	Q	31263	31889	32108	2.7%	0.7%	46.2	46.2	45.4
BBC RADIO 1	Q	11810	11825	11692	-1.0%	-1.1%	9.3	8.7	8.5
BBC RADIO 2	Q	13729	14537	13966	1.7%	-3.9%	15.9	16.0	14.9
BBC RADIO 3	Q	1858	2258	2174	17.0%	-3.7%	1.0	1.3	1.2
BBC RADIO 4	Q	10403	10829	10854	4.3%	0.2%	12.5	12.3	12.4
BBC RADIO 4 (including 4 EXTRA)	Q			11064					13.2
BBC RADIO 4 EXTRA (WAS BBC RADIO 7)	Q			1605					0.8
BBC RADIO FIVE LIVE	Q	6763	6653	6542	-3.3%	-1.7%	4.8	4.5	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6804	6750	6676	-1.9%	-1.1%	5.0	4.7	4.9
FIVE LIVE SPORTS EXTRA	Q	547	799	797	45.7%	-0.3%	0.1	0.2	0.2
BBC 6 MUSIC	Q	1194	1297	1270	6.4%	-2.1%	1.0	1.0	0.9
1XTRA FROM THE BBC	Q	600	892	992	65.3%	11.2%	0.3	0.4	0.6
BBC ASIAN NETWORK UK	Q	437	500	471	7.8%	-5.8%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1285	1790	1720	33.9%	-3.9%	0.6	0.9	0.9
BBC LOCAL/REGIONAL	Q	9135	10197	9645	5.6%	-5.4%	8.3	8.8	8.6

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 10	Q1 11	Q2 11	Q2 11 vs Q2 10	Q2 11 vs Q1 11	Q2 10	Q1 11	Q2 11
ALL COMMERCIAL	Q	32873	34046	34021	3.5%	-0.1%	43.2	42.6	43.7
15-44	Q	18199	18556	18757	3.1%	1.1%	53.6	53.8	55.8
45+	Q	14674	15490	15264	4.0%	-1.5%	35.3	34.4	34.8
ALL NATIONAL COMMERCIAL	Q	14608	15943	16166	10.7%	1.4%	11.0	11.7	12.2
TOTAL ABSOLUTE RADIO	Q	1587	1394	1648	3.8%	18.2%	1.1	1.0	1.3
ABSOLUTE 80S'	Q		624	894		43.3%		0.3	0.5
ABSOLUTE RADIO 90S	Q		317	432		36.3%		0.1	0.2
ABSOLUTE RADIO 00S	Q		170	200		17.6%		0.1	0.1
ABSOLUTE RADIO CLASSIC ROCK'	Q		342	400		17.0%		0.2	0.1
CAPITAL NETWORK (UK)	H		6712	6875		2.4%		4.2	4.3
CHILL	H	160	172	190	18.8%	10.5%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H		662	654		-1.2%		0.3	0.3
CLASSIC FM	Q	5684	6086	5735	0.9%	-5.8%	3.8	3.9	3.6
GOLD NETWORK (UK)	H	1288	1480	1522	18.2%	2.8%	1.1	1.2	1.2
HEART NETWORK (UK)	H	7776	7435	7686	-1.2%	3.4%	5.8	4.9	5.0
HEAT	Q	672	626	670	-0.3%	7.0%	0.3	0.2	0.2
THE HITS	Q	1138	1141	1215	6.8%	6.5%	0.4	0.4	0.4
JAZZ FM	Q	463	495	592	27.9%	19.6%	0.2	0.2	0.2
KERRANG! UK	H	1324	1389	1402	5.9%	0.9%	0.5	0.6	0.6
KISS UK	H	3746	4070	4295	14.7%	5.5%	1.9	2.0	2.1
TOTAL LBC (UK)	H	1113	1181	1147	3.1%	-2.9%	1.3	1.2	1.2
MAGIC UK	Q	3733	3819	4061	8.8%	6.3%	2.4	2.2	2.5
NME RADIO'	H		190	225		18.4%		*	0.1
PLANET ROCK	Q	718	797	857	19.4%	7.5%	0.5	0.5	0.5
Q	Q	233	290	274	17.6%	-5.5%	*	0.1	0.1
TOTAL REAL RADIO	H	2383	2479	2563	7.6%	3.4%	2.1	2.1	2.0
SMASH HITS RADIO	Q	990	1094	1122	13.3%	2.6%	0.3	0.3	0.3
SMOOTH RADIO UK	H	2801	3084	3210	14.6%	4.1%	2.1	2.2	2.3
SUNRISE RADIO NATIONAL	Q	498	469	586	17.7%	24.9%	0.3	0.3	0.4
TALKSPORT	Q	2507	3248	3212	28.1%	-1.1%	1.7	2.1	1.9
TOTAL XFM (UK)	H	927	936	1016	9.6%	8.5%	0.5	0.4	0.4
ALL LOCAL COMMERCIAL	Q	26700	27305	27289	2.2%	-0.1%	32.2	31.0	31.5
OTHER LISTENING	Q	3274	3255	3238	-1.1%	-0.5%	2.2	2.4	2.3

¹ Station changed reporting survey period

* = less than 0.05%