

# RAJAR DATA RELEASE

## Quarter 1, 2010 - May 13, 2010



### Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
All BBC Radio	33,809	33,264	34,877	All Commercial Radio	31,498	31,374	32,162
All BBC Network Radio	30,261	30,010	31,318	All National Commercial	13,315	13,001	13,614
All BBC Local / Regional Radio	9,589	8,862	9,987	All Local Commercial	25,608	25,306	26,089

### Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '09	Dec '09	Mar '10		Mar '09	Dec '09	Mar '10
All BBC Radio	56.3	55.2	56.5	All Commercial Radio	41.6	42.6	41.3
All BBC Network Radio	47.0	46.7	47.2	All National Commercial	10.2	10.4	10.3
All BBC Local / Regional Radio	9.4	8.5	9.3	All Local Commercial	31.3	32.2	31.1

Source RAJAR / Ipsos MORI / RSMB