

# RAJAR DATA RELEASE

## Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

### NATIONAL STATIONS - page 1

**SAMPLE SIZE:**

Survey period - Q1 2010

Code Q (Quarter): 26,437 Adults 15+

Code H (Half year): 54,346 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	Q1 09	577172	Q4 09	544880	Q1 10	572029
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 09	425902	Q4 09	421063	Q1 10	418514

STATIONS	SURVEY PERIOD	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
ALL RADIO	Q	45762	45968	46479	1.6%	1.1%	100.0	100.0	100.0
ALL BBC	Q	33809	33264	34877	3.2%	4.8%	56.3	55.2	56.5
15-44	Q	15732	15221	16273	3.4%	6.9%	45.9	44.3	46.1
45+	Q	18077	18043	18604	2.9%	3.1%	64.5	63.3	64.5
ALL BBC NETWORK RADIO	Q	30261	30010	31318	3.5%	4.4%	47.0	46.7	47.2
BBC RADIO 1	Q	11072	10763	11737	6.0%	9.0%	10.3	9.8	9.5
BBC RADIO 2	Q	13457	13473	14569	8.3%	8.1%	15.9	16.5	17.2
BBC RADIO 3	Q	1992	1874	2025	1.7%	8.1%	1.1	1.1	1.2
BBC RADIO 4	Q	9982	9841	10029	0.5%	1.9%	12.5	12.5	12.2
BBC RADIO FIVE LIVE	Q	6211	6106	6481	4.3%	6.1%	4.7	4.5	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6323	6188	6563	3.8%	6.1%	4.8	4.6	4.7
FIVE LIVE SPORTS EXTRA	Q	642	663	685	6.7%	3.3%	0.1	0.1	0.2
BBC 6 MUSIC	Q	681	695	1023	50.2%	47.2%	0.4	0.4	0.8
1XTRA FROM THE BBC	Q	616	531	663	7.6%	24.9%	0.3	0.3	0.3
BBC RADIO 7	Q	984	931	1049	6.6%	12.7%	0.5	0.6	0.6
BBC ASIAN NETWORK UK	Q	405	360	357	-11.9%	-0.8%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1470	1227	1288	-12.4%	5.0%	0.8	0.6	0.6
BBC LOCAL/REGIONAL	Q	9589	8862	9987	4.2%	12.7%	9.4	8.5	9.3

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STATIONS	SURVEY PERIOD	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
<b>ALL COMMERCIAL</b>	Q	31498	31374	32162	2.1%	2.5%	41.6	42.6	41.3
15-44	Q	17697	17435	17999	1.7%	3.2%	51.6	53.2	51.2
45+	Q	13800	13939	14163	2.6%	1.6%	33.7	34.8	33.6
<b>ALL NATIONAL COMMERCIAL</b>	Q	13315	13001	13614	2.2%	4.7%	10.2	10.4	10.3
TOTAL ABSOLUTE RADIO	Q	1693	1493	1396	-17.5%	-6.5%	1.2	1.1	1.1
ABSOLUTE 80S	Q			264					0.1
ABSOLUTE RADIO CLASSIC ROCK	H	186	217	255	37.1%	17.5%	0.1	0.1	0.1
CHILL	H	200	198	160	-20.0%	-19.2%	0.1	0.1	0.1
CLASSIC FM	Q	5414	5134	5515	1.9%	7.4%	3.7	3.5	3.7
GALAXY NETWORK (UK)	H	3653	3831	3972	8.7%	3.7%	2.6	2.6	2.6
GOLD NETWORK (UK)	H	1036	1221	1188	14.7%	-2.7%	0.9	1.2	1.1
HEART NETWORK (UK)	H	7260	7263	7365	1.4%	1.4%	5.7	5.9	5.8
HEAT	Q	423	447	447	5.7%	0.0%	0.1	0.2	0.1
THE HITS	Q	1300	1011	1055	-18.8%	4.4%	0.4	0.3	0.4
JAZZ FM	Q	408	446	471	15.4%	5.6%	0.2	0.2	0.2
TOTAL KERRANG!	H	1366	1215	1203	-11.9%	-1.0%	0.6	0.6	0.5
TOTAL KISS NETWORK	H	3326	3385	3399	2.2%	0.4%	1.7	1.8	1.7
TOTAL LBC (UK)	H	879	1042	1044	18.8%	0.2%	1.0	1.3	1.3
TOTAL MAGIC	Q	3543	3358	3781	6.7%	12.6%	2.4	2.5	2.4
NME RADIO	Q	194	177	226	16.5%	27.7%	*	0.1	0.1
PANJAB RADIO	Q			172					0.1
PLANET ROCK	Q	674	698	694	3.0%	-0.6%	0.4	0.5	0.6
Q	Q	300	219	231	-23.0%	5.5%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1593	2353	2281	43.2%	-3.1%	1.5	2.2	2.1
SMASH HITS RADIO	Q	996	858	853	-14.4%	-0.6%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2803	2694	2639	-5.9%	-2.0%	2.3	2.1	2.1
SUNRISE RADIO NATIONAL	Q	473	483	444	-6.1%	-8.1%	0.3	0.3	0.2
TALKSPORT	Q	2416	2496	2368	-2.0%	-5.1%	1.8	2.1	1.6
TOTAL XFM (UK)	H	958	881	871	-9.1%	-1.1%	0.4	0.4	0.4
<b>ALL LOCAL COMMERCIAL</b>	Q	25608	25306	26089	1.9%	3.1%	31.3	32.2	31.1
<b>OTHER LISTENING</b>	Q	3406	3004	3443	1.1%	14.6%	2.1	2.2	2.2

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

\* = less than 0.05%