

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

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SAMPLE SIZE:
Survey period - Q3 2010

Code Q (Quarter): 25,623 Adults 15+

Code H (Half year): 52,193 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	Q3 09	555143	Q2 10	562112	Q3 10	573459
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 09	427905	Q2 10	445307	Q3 10	458133

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
ALL RADIO	Q	45721	46771	46762	2.3%	0.0%	100.0	100.0	100.0
ALL BBC	Q	33577	34585	34243	2.0%	-1.0%	55.0	54.6	54.3
15-44	Q	15325	15882	15647	2.1%	-1.5%	44.7	43.7	42.8
45+	Q	18251	18704	18595	1.9%	-0.6%	63.1	62.9	63.1
ALL BBC NETWORK RADIO	Q	30264	31263	31018	2.5%	-0.8%	46.8	46.2	45.4
BBC RADIO 1	Q	11112	11810	11647	4.8%	-1.4%	9.9	9.3	9.1
BBC RADIO 2	Q	13622	13729	13682	0.4%	-0.3%	15.9	15.9	15.6
BBC RADIO 3	Q	2192	1858	2145	-2.1%	15.4%	1.4	1.0	1.2
BBC RADIO 4	Q	10218	10403	10368	1.5%	-0.3%	12.4	12.5	11.8
BBC RADIO FIVE LIVE	Q	6390	6763	6295	-1.5%	-6.9%	4.9	4.8	4.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6535	6804	6439	-1.5%	-5.4%	5.3	5.0	4.9
FIVE LIVE SPORTS EXTRA	Q	963	547	648	-32.7%	18.5%	0.4	0.1	0.2
BBC 6 MUSIC	Q	624	1194	1196	91.7%	0.2%	0.3	1.0	1.0
1XTRA FROM THE BBC	Q	547	600	806	47.3%	34.3%	0.4	0.3	0.4
BBC RADIO 7	Q	884	949	1045	18.2%	10.1%	0.5	0.5	0.6
BBC ASIAN NETWORK UK	Q	357	437	462	29.4%	5.7%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1257	1285	1319	4.9%	2.6%	0.6	0.6	0.6
BBC LOCAL/REGIONAL	Q	8532	9135	9144	7.2%	0.1%	8.2	8.3	9.0

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
ALL COMMERCIAL	Q	31225	32873	33373	6.9%	1.5%	42.4	43.2	43.4
15-44	Q	17426	18199	18542	6.4%	1.9%	52.1	53.6	54.5
45+	Q	13799	14674	14831	7.5%	1.1%	34.9	35.3	35.0
ALL NATIONAL COMMERCIAL	Q	13516	14608	15101	11.7%	3.4%	10.9	11.0	11.2
TOTAL ABSOLUTE RADIO	Q	1587	1587	1654	4.2%	4.2%	1.1	1.1	1.2
ABSOLUTE 80S ¹	Q			564					0.4
ABSOLUTE RADIO 90S	Q			203					0.1
ABSOLUTE RADIO CLASSIC ROCK	H	179	278	303	69.3%	9.0%	0.1	0.1	0.1
CHILL	H	229	160	176	-23.1%	10.0%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H			684					0.3
CLASSIC FM	Q	5445	5684	5676	4.2%	-0.1%	3.7	3.8	3.5
GALAXY NETWORK (UK)	H	3813	4239	3779	-0.9%	-10.9%	2.6	2.7	2.4
GOLD NETWORK (UK)	H	1211	1288	1465	21.0%	13.7%	1.2	1.1	1.3
HEART NETWORK (UK)	H	7364	7776	7988	8.5%	2.7%	5.9	5.8	5.9
HEAT	Q	623	672	578	-7.2%	-14.0%	0.2	0.3	0.1
THE HITS	Q	1151	1138	1153	0.2%	1.3%	0.4	0.4	0.4
JAZZ FM	Q	416	463	452	8.7%	-2.4%	0.2	0.2	0.2
TOTAL KERRANG!	H	1277	1324	1416	10.9%	6.9%	0.5	0.5	0.6
TOTAL KISS NETWORK	H	3537	3746	4041	14.2%	7.9%	1.9	1.9	2.1
TOTAL LBC (UK)	H	1073	1113	1124	4.8%	1.0%	1.2	1.3	1.3
TOTAL MAGIC	Q	3620	3733	3984	10.1%	6.7%	2.4	2.4	2.8
NME RADIO ¹	H			257					0.1
PANJAB RADIO ¹	Q		155	194		25.2%		0.1	0.1
PLANET ROCK	Q	708	718	783	10.6%	9.1%	0.5	0.5	0.5
Q	Q	270	233	246	-8.9%	5.6%	0.1	*	*
TOTAL REAL RADIO	H	2396	2383	2371	-1.0%	-0.5%	2.1	2.1	2.0
SMASH HITS RADIO	Q	961	990	1109	15.4%	12.0%	0.4	0.3	0.4
SMOOTH RADIO UK	H	2804	2801	3053	8.9%	9.0%	2.1	2.1	2.3
SUNRISE RADIO NATIONAL	Q	469	498	506	7.9%	1.6%	0.4	0.3	0.3
TALKSPORT	Q	2474	2507	2960	19.6%	18.1%	1.9	1.7	2.1
TOTAL XFM (UK)	H	934	927	962	3.0%	3.8%	0.4	0.5	0.4
ALL LOCAL COMMERCIAL	Q	25069	26700	26999	7.7%	1.1%	31.6	32.2	32.2
OTHER LISTENING	Q	3762	3274	3127	-16.9%	-4.5%	2.5	2.2	2.2

¹ Station changed reporting survey period

* = less than 0.05%