



RAJAR DATA RELEASE

QUARTER 4, 2010

February 3, 2011

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q4 2010

Code Q (Quarter): 24,450 Adults 15+

Code H (Half year): 50,073 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	Q4 09	544880	Q3 10	573459	Q4 10	578163
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 09	421063	Q3 10	458133	Q4 10	444070

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
ALL RADIO	Q	45968	46762	46727	1.7%	-0.1%	100.0	100.0	100.0
ALL BBC	Q	33264	34243	34505	3.7%	0.8%	55.2	54.3	55.3
15-44	Q	15221	15647	15670	2.9%	0.1%	44.3	42.8	43.9
45+	Q	18043	18595	18835	4.4%	1.3%	63.3	63.1	63.7
ALL BBC NETWORK RADIO	Q	30010	31018	31128	3.7%	0.4%	46.7	45.4	46.4
BBC RADIO 1	Q	10763	11647	11421	6.1%	-1.9%	9.8	9.1	8.8
BBC RADIO 2	Q	13473	13682	13943	3.5%	1.9%	16.5	15.6	16.2
BBC RADIO 3	Q	1874	2145	2216	18.2%	3.3%	1.1	1.2	1.2
BBC RADIO 4	Q	9841	10368	10319	4.9%	-0.5%	12.5	11.8	12.1
BBC RADIO FIVE LIVE	Q	6106	6295	7093	16.2%	12.7%	4.5	4.7	5.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6188	6439	7212	16.5%	12.0%	4.6	4.9	5.5
FIVE LIVE SPORTS EXTRA	Q	663	648	751	13.3%	15.9%	0.1	0.2	0.2
BBC 6 MUSIC	Q	695	1196	1137	63.6%	-4.9%	0.4	1.0	0.8
1XTRA FROM THE BBC	Q	531	806	816	53.7%	1.2%	0.3	0.4	0.4
BBC RADIO 7	Q	931	1045	941	1.1%	-10.0%	0.6	0.6	0.5
BBC ASIAN NETWORK UK	Q	360	462	477	32.5%	3.2%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1227	1319	1459	18.9%	10.6%	0.6	0.6	0.6
BBC LOCAL/REGIONAL	Q	8862	9144	9836	11.0%	7.6%	8.5	9.0	8.9

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



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NATIONAL STATIONS - page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
ALL COMMERCIAL	Q	31374	33373	33059	5.4%	-0.9%	42.6	43.4	42.5
15-44	Q	17435	18542	18366	5.3%	-0.9%	53.2	54.5	53.3
45+	Q	13939	14831	14693	5.4%	-0.9%	34.8	35.0	34.5
ALL NATIONAL COMMERCIAL	Q	13001	15101	15407	18.5%	2.0%	10.4	11.2	11.8
TOTAL ABSOLUTE RADIO	Q	1493	1654	1375	-7.9%	-16.9%	1.1	1.2	0.9
ABSOLUTE 80S	Q		564	665		17.9%		0.4	0.3
ABSOLUTE RADIO 90S	Q		203	295		45.3%		0.1	0.2
ABSOLUTE RADIO CLASSIC ROCK	H	217	303	306	41.0%	1.0%	0.1	0.1	0.1
CAPITAL NETWORK (UK)	H			6764					4.1
CHILL	H	198	176	170	-14.1%	-3.4%	0.1	0.1	*
TOTAL CHOICE (UK)	H		684	734		7.3%		0.3	0.4
CLASSIC FM	Q	5134	5676	5720	11.4%	0.8%	3.5	3.5	3.9
GALAXY NETWORK (UK)	H	3831	3779	3901	1.8%	3.2%	2.6	2.4	2.5
GOLD NETWORK (UK)	H	1221	1465	1457	19.3%	-0.5%	1.2	1.3	1.3
HEART NETWORK (UK)	H	7263	7988	7746	6.7%	-3.0%	5.9	5.9	5.5
HEAT	Q	447	578	557	24.6%	-3.6%	0.2	0.1	0.2
THE HITS	Q	1011	1153	1123	11.1%	-2.6%	0.3	0.4	0.4
JAZZ FM	Q	446	452	448	0.4%	-0.9%	0.2	0.2	0.2
TOTAL KERRANG!	H	1215	1416	1408	15.9%	-0.6%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	3385	4041	3947	16.6%	-2.3%	1.8	2.1	2.0
TOTAL LBC (UK)	H	1042	1124	1148	10.2%	2.1%	1.3	1.3	1.2
TOTAL MAGIC	Q	3358	3984	3943	17.4%	-1.0%	2.5	2.8	2.5
NME RADIO ¹	H		257	235		-8.6%		0.1	0.1
PANJAB RADIO ¹	Q		194	128		-34.0%		0.1	0.1
PLANET ROCK	Q	698	783	827	18.5%	5.6%	0.5	0.5	0.5
Q	Q	219	246	272	24.2%	10.6%	0.1	*	0.1
TOTAL REAL RADIO	H	2353	2371	2352	0.0%	-0.8%	2.2	2.0	2.0
SMASH HITS RADIO	Q	858	1109	1045	21.8%	-5.8%	0.3	0.4	0.3
SMOOTH RADIO UK	H	2694	3053	3084	14.5%	1.0%	2.1	2.3	2.3
SUNRISE RADIO NATIONAL	Q	483	506	481	-0.4%	-4.9%	0.3	0.3	0.3
TALKSPORT	Q	2496	2960	3088	23.7%	4.3%	2.1	2.1	2.3
TOTAL XFM (UK)	H	881	962	938	6.5%	-2.5%	0.4	0.4	0.4
ALL LOCAL COMMERCIAL	Q	25306	26999	26462	4.6%	-2.0%	32.2	32.2	30.6
OTHER LISTENING	Q	3004	3127	3061	1.9%	-2.1%	2.2	2.2	2.2

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

SCOTTISH STATIONS

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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
BBC RADIO SCOTLAND ¹	H	4352		895	931		4.0%		7.5	8.4
Big City Scotland	Y	4084	1443	1461	1448	0.3%	-0.9%	20.1	19.5	19.3
Radio Borders	Y	107	52	60	62	19.2%	3.3%	32.4	34.9	39.3
Central FM	Y	218	44	48	50	13.6%	4.2%	8.2	5.2	5.3
Total Radio Clyde	H	1839	645	631	633	-1.9%	0.3%	19.1	21.3	20.8
Clyde 1 FM	H	1839	567	542	558	-1.6%	3.0%	15.6	15.9	17.2
Clyde 2	H	1839	181	209	187	3.3%	-10.5%	3.5	5.4	3.6
Bauer Radio Total Scotland	H	4320	1700	1700	1752	3.1%	3.1%	23.8	23.1	23.7
Bauer Radio Central Scotland	H	2839	981	972	965	-1.6%	-0.7%	20.0	21.2	20.9
Total Radio Forth	H	1096	340	348	336	-1.2%	-3.4%	19.5	18.5	18.8
ForthOne	H	1096	314	297	272	-13.4%	-8.4%	17.0	14.1	13.0
Forth2	H	1096	78	100	111	42.3%	11.0%	2.5	4.4	5.8
Galaxy Scotland	H	2722	312	457	448	43.6%	-2.0%	4.0	6.7	6.8
Galaxy Scotland (East)	H	1195	124	200	185	49.2%	-7.5%	4.0	6.4	6.7
Galaxy Scotland (West)	H	1706	208	295	307	47.6%	4.1%	3.9	6.7	6.9
GMG Radio Scotland	H	2885	840	850	820	-2.4%	-3.5%	19.2	16.7	15.8
Kingdom FM	Y	286	73	72	71	-2.7%	-1.4%	12.8	10.9	10.2
Moray Firth Radio	Y	232	117	127	130	11.1%	2.4%	25.4	29.5	30.2
Total Northsound Radio	Y	312	147	136	136	-7.5%	0.0%	29.6	25.6	25.9
Northsound One	Y	312	120	124	126	5.0%	1.6%	21.2	21.2	21.6
Northsound Two	Y	312	57	41	43	-24.6%	4.9%	8.5	4.4	4.3
Original 106 (Aberdeen)	Y	312	41	39	42	2.4%	7.7%	4	3.9	4.0
Real Radio (Scotland)	H	2698	670	665	622	-7.2%	-6.5%	16.7	13.2	11.3
96.3 Rock Radio	H	813	54	55	61	13.0%	10.9%	1.9	2.2	3.4
Smooth Radio (Glasgow)	H	1886	215	241	245	14.0%	1.7%	4.8	5.6	6.4
Total Radio Tay	Y	375	149	160	167	12.1%	4.4%	27.0	25.5	26.0
Tay-FM	Y	375	98	112	118	20.4%	5.4%	14.7	15.5	16.1
Tay-AM	Y	375	76	78	79	3.9%	1.3%	12.3	10.0	9.9
Wave 102 FM	Y	153	25	30	32	28.0%	6.7%	7.4	7.0	8.0
West Sound**	Y	388	167	185	180	7.8%	-2.7%	27.3	23.9	24.0

¹Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

LONDON STATIONS - page 1

SAMPLE SIZE:

Code Q (Quarter): 3,145 Adults 15+
Code H (Half year): 6,552 Adults 15+

TERMS

WEEKLY

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.

REACH:

SHARE OF

LISTENING:

The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
BBC London 94.9	Q	443	560	502	13.3%	-10.4%	1.6	1.4	1.4
Total Absolute Radio (London)	Q	803	911	674	-16.1%	-26.0%	3.0	3.2	2.0
Buzz Asia 963 & 972AM	H	167	107	113	-32.3%	5.6%	0.4	0.2	0.3
95.8 Capital FM	Q	1827	2125	1961	7.3%	-7.7%	4.9	5.3	4.5
Choice FM London	Q	528	480	521	-1.3%	8.5%	1.7	1.3	1.3
Colourful	H		15	24		60.0%		0.1	0.1
Gold London	Q	258	371	376	45.7%	1.3%	1.3	1.9	1.3
Heart London	Q	1881	2057	1766	-6.1%	-14.1%	5.3	5.3	4.6
Kismet Radio 1035 (Greater London)	Q	85	131	164	92.9%	25.2%	0.4	0.5	0.4
Kiss 100 FM	Q	1605	1771	1821	13.5%	2.8%	4.3	4.9	5.0
LBC 97.3	Q	841	928	968	15.1%	4.3%	5.7	4.9	4.6
LBC News 1152	Q	235	373	358	52.3%	-4.0%	0.5	0.6	0.6
Magic 105.4	Q	1821	2149	2051	12.6%	-4.6%	6.1	6.7	6.3
Premier Christian Radio	Q	136	213	164	20.6%	-23.0%	1.1	1.1	0.9
Smooth Radio (London)	Q	414	544	467	12.8%	-14.2%	1.4	1.7	1.1
Sunrise Radio (Greater London)	Q	364	372	371	1.9%	-0.3%	1.3	1.2	1.4
XFM London	Q	519	540	529	1.9%	-2.0%	1.6	1.0	1.2

* = less than 0.05%

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LONDON STATIONS - page 2

NATIONAL STATIONS ON LONDON TSA

SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE	
	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%	
	Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10	
BBC Radio 1	Q	1503	1687	1642	9.2%	-2.7%	6.7	5.1	4.7
BBC Radio 2	Q	2008	2059	2013	0.2%	-2.2%	11.0	10.7	11.1
BBC Radio 3	Q	471	530	653	38.6%	23.2%	1.6	1.7	1.6
BBC Radio 4	Q	2380	2573	2716	14.1%	5.6%	14.7	13.9	15.9
BBC Radio 5 Live	Q	1201	1371	1724	43.5%	25.7%	3.8	5.2	6.4
Classic FM	Q	1081	1345	1349	24.8%	0.3%	4.2	4.3	5.2
talkSPORT	Q	633	844	753	19.0%	-10.8%	2.7	2.4	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB

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RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2010
 National: 24,450 Adults 15+
 London: 3,145 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.

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
	Q4 2009	Q3 2010	Q4 2010
NATIONAL STATIONS - MON-FRI			
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7240	7101	7454
BBC Radio 2 - 06.30 - 09.30am	8579	8413	8718
BBC Radio 3 - 07.00 - 10.00am	728	819	818
BBC Radio 4 - 06.00 - 09.00am	6414	6508	6631
BBC Radio FIVE LIVE - 06.00 - 10.00am	2512	2722	3165
Total Absolute Radio Network - 06.00 - 10.00am	845	1054	959
Classic FM - 06.00 - 09.00am	1641	1689	1918
talkSPORT - 06.00 - 10.00am	1178	1292	1453

Continued/...

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

BREAKFAST SHOWS (weekdays) - page 2

LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q4 2009	Q3 2010	Q4 2010
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	163	268	255
Total Absolute Radio Network (London) - 06.00 - 10.00am		566	388
Buzz Asia 963 & 972AM - 06.00 - 10.00am	70	48	49
95.8 Capital FM - 06.00 - 10.00am	1231	1150	1084
Choice FM London - 06.00 - 10.00am	297	222	264
Gold London - 06.00 - 10.00am	112	196	163
Heart London - 06.00 - 09.00am	790	834	728
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	47	95	78
Kiss 100 FM - 06.00 - 09.00am	668	669	777
LBC 97.3 - 07.00 - 10.00am	567	627	591
LBC News 1152 - 07.00 - 10.00am	131	212	168
Magic 105.4 - 05.30 - 09.00am	782	787	853
Premier Christian Radio - 07.00 - 09.00am	58	130	86
Smooth Radio (London) - 06.00 - 10.00am	175	222	176
Sunrise Radio (Greater London) - 06.00 - 09.00am	151	157	178
XFM London - 06.30 - 10.00am	223	222	217