

RAJAR DATA RELEASE

Quarter 4, 2010 - February 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
All BBC Radio	33,264	34,243	34,505	All Commercial Radio	31,374	33,373	33,059
All BBC Network Radio	30,010	31,018	31,128	All National Commercial	13,001	15,101	15,407
All BBC Local / Regional Radio	8,862	9,144	9,836	All Local Commercial	25,306	26,999	26,462

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '09	Sept '10	Dec '10		Dec '09	Sept '10	Dec '10
All BBC Radio	55.2	54.3	55.3	All Commercial Radio	42.6	43.4	42.5
All BBC Network Radio	46.7	45.4	46.4	All National Commercial	10.4	11.2	11.8
All BBC Local / Regional Radio	8.5	9.0	8.9	All Local Commercial	32.2	32.2	30.6