

Comparative Data Charts

1. National stations
2. Scottish stations
3. London stations
4. Breakfast Shows - National and London stations

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

NATIONAL STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q1 2011
 Code Q (Quarter): 25,308 Adults 15+
 Code H (Half year): 49,758 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 10	572029	Q4 10	578163	Q1 11	581870
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 10	418514	Q4 10	444070	Q1 11	451178

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
ALL RADIO	Q	46479	46727	47266	1.7%	1.2%	100.0	100.0	100.0
ALL BBC	Q	34877	34505	35074	0.6%	1.6%	56.5	55.3	55.0
15-44	Q	16273	15670	15955	-2.0%	1.8%	46.1	43.9	43.1
45+	Q	18604	18835	19120	2.8%	1.5%	64.5	63.7	63.7
ALL BBC NETWORK RADIO	Q	31318	31128	31889	1.8%	2.4%	47.2	46.4	46.2
BBC RADIO 1	Q	11737	11421	11825	0.7%	3.5%	9.5	8.8	8.7
BBC RADIO 2	Q	14569	13943	14537	-0.2%	4.3%	17.2	16.2	16.0
BBC RADIO 3	Q	2025	2216	2258	11.5%	1.9%	1.2	1.2	1.3
BBC RADIO 4	Q	10029	10319	10829	8.0%	4.9%	12.2	12.1	12.3
BBC RADIO FIVE LIVE	Q	6481	7093	6653	2.7%	-6.2%	4.6	5.3	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6563	7212	6750	2.8%	-6.4%	4.7	5.5	4.7
FIVE LIVE SPORTS EXTRA	Q	685	751	799	16.6%	6.4%	0.2	0.2	0.2
BBC 6 MUSIC	Q	1023	1137	1297	26.8%	14.1%	0.8	0.8	1.0
1XTRA FROM THE BBC	Q	663	816	892	34.5%	9.3%	0.3	0.4	0.4
BBC RADIO 7	Q	1049	941	1159	10.5%	23.2%	0.6	0.5	0.6
BBC ASIAN NETWORK UK	Q	357	477	500	40.1%	4.8%	0.2	0.2	0.3
BBC WORLD SERVICE	Q	1288	1459	1790	39.0%	22.7%	0.6	0.6	0.9
BBC LOCAL/REGIONAL	Q	9987	9836	10197	2.1%	3.7%	9.3	8.9	8.8

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RAJAR DATA RELEASE

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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	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
ALL COMMERCIAL	Q	32162	33059	34046	5.9%	3.0%	41.3	42.5	42.6
15-44	Q	17999	18366	18556	3.1%	1.0%	51.2	53.3	53.8
45+	Q	14163	14693	15490	9.4%	5.4%	33.6	34.5	34.4
ALL NATIONAL COMMERCIAL	Q	13614	15407	15943	17.1%	3.5%	10.3	11.8	11.7
TOTAL ABSOLUTE RADIO	Q	1396	1375	1394	-0.1%	1.4%	1.1	0.9	1.0
ABSOLUTE 80S	Q	264	665	624	136.4%	-6.2%	0.1	0.3	0.3
ABSOLUTE RADIO 90S	Q		295	317		7.5%		0.2	0.1
ABSOLUTE RADIO 00S	Q			170					0.1
ABSOLUTE RADIO CLASSIC ROCK ¹	Q			342					0.2
CAPITAL NETWORK (UK)	H		6764	6712		-0.8%		4.1	4.2
CHILL	H	160	170	172	7.5%	1.2%	0.1	*	0.1
TOTAL CHOICE (UK)	H		734	662		-9.8%		0.4	0.3
CLASSIC FM	Q	5515	5720	6086	10.4%	6.4%	3.7	3.9	3.9
GOLD NETWORK (UK)	H	1188	1457	1480	24.6%	1.6%	1.1	1.3	1.2
HEART NETWORK (UK)	H	7365	7746	7435	1.0%	-4.0%	5.8	5.5	4.9
HEAT	Q	447	557	626	40.0%	12.4%	0.1	0.2	0.2
THE HITS	Q	1055	1123	1141	8.2%	1.6%	0.4	0.4	0.4
JAZZ FM	Q	471	448	495	5.1%	10.5%	0.2	0.2	0.2
KERRANG! UK	H	1203	1408	1389	15.5%	-1.3%	0.5	0.6	0.6
KISS UK	H	3399	3947	4070	19.7%	3.1%	1.7	2.0	2.0
TOTAL LBC (UK)	H	1044	1148	1181	13.1%	2.9%	1.3	1.2	1.2
MAGIC UK	Q	3781	3943	3819	1.0%	-3.1%	2.4	2.5	2.2
NME RADIO ¹	H		235	190		-19.1%		0.1	*
PLANET ROCK	Q	694	827	797	14.8%	-3.6%	0.6	0.5	0.5
Q	Q	231	272	290	25.5%	6.6%	0.1	0.1	0.1
TOTAL REAL RADIO	H	2281	2352	2479	8.7%	5.4%	2.1	2.0	2.1
SMASH HITS RADIO	Q	853	1045	1094	28.3%	4.7%	0.3	0.3	0.3
SMOOTH RADIO UK	H	2639	3084	3084	16.9%	0.0%	2.1	2.3	2.2
SUNRISE RADIO NATIONAL	Q	444	481	469	5.6%	-2.5%	0.2	0.3	0.3
TALKSPORT	Q	2368	3088	3248	37.2%	5.2%	1.6	2.3	2.1
TOTAL XFM (UK)	H	871	938	936	7.5%	-0.2%	0.4	0.4	0.4
ALL LOCAL COMMERCIAL	Q	26089	26462	27305	4.7%	3.2%	31.1	30.6	31.0
OTHER LISTENING	Q	3443	3061	3255	-5.5%	6.3%	2.2	2.2	2.4

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



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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	%	%	%
			Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC RADIO SCOTLAND	H	4353	955	931	1045	9.4%	12.2%	8.1	8.4	9.2
FM Bauer Place Portfolio Scotland	Y	4084	1457	1448	1464	0.5%	1.1%	20.2	19.3	18.9
Radio Borders (Bauer Borders)	Y	107	55	62	61	10.9%	-1.6%	31.6	39.3	39.1
Central FM	Y	218	41	50	54	31.7%	8.0%	6.6	5.3	6.1
Bauer Glasgow	H	1840	664	633	701	5.6%	10.7%	20.9	20.8	19.9
Clyde 1 FM	H	1840	569	558	579	1.8%	3.8%	15.3	17.2	14.4
Clyde 2	H	1840	221	187	256	15.8%	36.9%	5.6	3.6	5.5
Bauer Place Portfolio - Scotland	H	4083	1782	1752	1722	-3.4%	-1.7%	25.4	23.7	23.8
Bauer Radio Central Scotland	H	2839	1017	965	1042	2.5%	8.0%	22.3	20.9	20.2
Bauer Edinburgh	H	1096	360	336	344	-4.4%	2.4%	22.6	18.8	18.7
ForthOne	H	1096	326	272	299	-8.3%	9.9%	19.7	13.0	14.8
Forth2	H	1096	88	111	95	8.0%	-14.4%	2.8	5.8	3.9
Capital Scotland (was Galaxy)	H	2721	391	448	460	17.6%	2.7%	5.2	6.8	6.2
GMG Radio Scotland	H	2885	845	820	860	1.8%	4.9%	18.1	15.8	15.9
Kingdom FM	Y	286	73	71	76	4.1%	7.0%	12.6	10.2	10.6
Moray Firth Radio (Bauer Inverness)	Y	232	126	130	119	-5.6%	-8.5%	29.6	30.2	26.3
Bauer Aberdeen	Y	312	146	136	141	-3.4%	3.7%	28.8	25.9	25.1
Northsound One	Y	312	122	126	131	7.4%	4.0%	21.9	21.6	20.0
Northsound Two	Y	312	53	43	42	-20.8%	-2.3%	6.9	4.3	5.1
Original 106 (Aberdeen)	Y	312	42	42	45	7.1%	7.1%	4.1	4.0	4.6
Real Radio (Scotland)	H	2697	669	622	654	-2.2%	5.1%	14.7	11.3	12.2
96.3 Rock Radio	H	814	50	61	69	38.0%	13.1%	1.9	3.4	3.5
Smooth Radio (Glasgow)	H	1886	220	245	261	18.6%	6.5%	6.0	6.4	5.4
Bauer Dundee	Y	375	153	167	170	11.1%	1.8%	26.1	26.0	27.1
Tay-FM	Y	375	99	118	130	31.3%	10.2%	14.5	16.1	17.9
Tay-AM	Y	375	77	79	70	-9.1%	-11.4%	11.6	9.9	9.2
Wave 102 FM	Y	153	26	32	32	23.1%	0.0%	7.9	8.0	7.8
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	175	180	182	4.0%	1.1%	27.6	24.0	24.5

** audience to opt out services included

* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q1 2011
 Code Q (Quarter): 3,109 Adults 15+
 Code H (Half year): 6,254 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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC London 94.9	Q	521	502	557	6.9%	11.0%	1.5	1.4	1.7
Total Absolute Radio (London)	Q	690	674	724	4.9%	7.4%	2.6	2.0	2.5
Buzz Asia 963 & 972AM	H	134	113	111	-17.2%	-1.8%	0.3	0.3	0.2
Capital London	Q	1904	1961	2179	14.4%	11.1%	6.0	4.5	6.1
Choice FM London	Q	526	521	423	-19.6%	-18.8%	1.1	1.3	1.0
Colourful	H		24	27		12.5%		0.1	0.1
Gold London	Q	269	376	317	17.8%	-15.7%	1.0	1.3	1.3
Heart London	Q	1885	1766	2107	11.8%	19.3%	4.7	4.6	4.9
Kismet Radio 1035 (Greater London)	Q	131	164	108	-17.6%	-34.1%	0.2	0.4	0.3
Kiss 100 FM	Q	1667	1821	1821	9.2%	0.0%	4.1	5.0	4.7
LBC 97.3	Q	878	968	935	6.5%	-3.4%	5.1	4.6	5.1
LBC News 1152	Q	338	358	447	32.2%	24.9%	0.7	0.6	1.1
Magic 105.4	Q	2005	2051	1998	-0.3%	-2.6%	5.9	6.3	5.3
Premier Christian Radio	Q	141	164	135	-4.3%	-17.7%	0.7	0.9	0.4
Smooth Radio (London)	Q	479	467	643	34.2%	37.7%	1.3	1.1	1.8
Sunrise Radio (Greater London)	Q	323	371	336	4.0%	-9.4%	0.8	1.4	1.1
XFM London	Q	518	529	604	16.6%	14.2%	1.3	1.2	1.3

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



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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	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC Radio 1	Q	1689	1642	1917	13.5%	16.7%	5.0	4.7	5.6
BBC Radio 2	Q	2313	2013	2259	-2.3%	12.2%	13.7	11.1	10.7
BBC Radio 3	Q	511	653	648	26.8%	-0.8%	1.9	1.6	2.0
BBC Radio 4	Q	2517	2716	2840	12.8%	4.6%	13.7	15.9	15.5
BBC Radio 5 Live	Q	1283	1724	1368	6.6%	-20.6%	4.8	6.4	4.4
Classic FM	Q	1378	1349	1438	4.4%	6.6%	4.7	5.2	5.0
talkSPORT	Q	613	753	765	24.8%	1.6%	2.1	2.7	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB

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Quarter 1, 2011 - MAY 12, 2011



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BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:
Survey period - Q1 2011

NATIONAL: Code Q (Quarter): 25,308 Adults 15+, Code H (Half year): 49,758 Adults 15+
LONDON: Code Q (Quarter): 3,109 Adults 15+, Code H (Half year): 6,254 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	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
		Q1 10	Q4 10	Q1 11
NATIONAL STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7881	7454	7519
BBC Radio 2 - 06.30 - 09.30am	Q	9740	8718	9182
BBC Radio 3 - 07.00 - 10.00am	Q	777	818	903
BBC Radio 4 - 06.00 - 09.00am	Q	6435	6631	7026
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2571	3165	2743
Total Absolute Radio Network - 06.00 - 10.00am				
Classic FM - 06.00 - 09.00am	Q	810	959	1025
talkSPORT - 06.00 - 10.00am	Q	1701	1918	1807
	Q	968	1453	1306

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RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 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	SURVEY PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
		Q1 10	Q4 10	Q1 11
LONDON STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	231	255	277
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q		388	499
Buzz Asia 963 & 972AM - 06.00 - 10.00am	H	55	49	46
Capital London - 06.00 - 10.00am	Q	1162	1084	1227
Choice FM London - 06.00 - 10.00am	Q	252	264	216
Gold London - 06.00 - 10.00am	Q	131	163	139
Heart London - 06.00 - 09.00am	Q	798	728	860
Kisat Radio 1035 (Greater London) - 06.30 - 09.00am	Q	40	78	57
Kiss 100 FM - 06.00 - 09.00am	Q	656	777	761
LBC 97.3 - 07.00 - 10.00am	Q	597	591	589
LBC News 1152 - 07.00 - 10.00am	Q	167	168	190
Magic 105.4 - 05.00 - 09.00am	Q	789	854	839
Premier Christian Radio - 07.00 - 09.00am	Q	57	86	30
Smooth Radio (London) - 06.00 - 10.00am	Q	215	176	244
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	148	178	164
XFM London - 06.30 - 10.00am	Q	240	217	274

Source: RAJAR / Ipsos MORI / RSMB