

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

Continued/...

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

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%