

RAJAR DATA RELEASE



Quarter 1, 2012 – May 17th 2012

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Mar '11	Dec '11	Mar '12		Mar '11	Dec '11	Mar '12
All BBC Radio	35,074	34,940	34,954	All Commercial Radio	34,046	32,821	33,201
All BBC Network Radio	31,189	31,635	31,196	All National Commercial	15,943	15,441	15,896
All BBC Local / Regional Radio	10,197	9,604	9,895	All Local Commercial	27,305	26,275	26,533

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Mar '11	Dec '11	Mar '12		Mar '11	Dec '11	Mar '12
All BBC Radio	55.0	55.5	55.4	All Commercial Radio	42.6	42.4	42.3
All BBC Network Radio	46.2	46.6	45.9	All National Commercial	11.7	11.8	12.0
All BBC Local / Regional Radio	8.8	8.9	9.4	All Local Commercial	31.0	30.6	30.3