

RAJAR DATA RELEASE



Quarter 4, 2012 – January 31st 2013

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec-11	Sep-12	Dec-12		Dec-11	Sep-12	Dec-12
All BBC Radio	34,940	34,655	35,190	All Commercial Radio	32,821	33,148	33,223
All BBC Network Radio	31,635	31,590	31,994	All National Commercial	15,441	16,038	16,244
All BBC Local / Regional Radio	9,604	8,958	9,138	All Local Commercial	26,275	26,424	26,410

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec-11	Sep-12	Dec-12		Dec-11	Sep-12	Dec-12
All BBC Radio	55.5	54.2	55.3	All Commercial Radio	42.4	43.3	42.3
All BBC Network Radio	46.6	46.1	47.3	All National Commercial	11.8	12.8	12.6
All BBC Local / Regional Radio	8.9	8.1	7.9	All Local Commercial	30.6	30.6	29.7