

# RAJAR DATA RELEASE

## Quarter 4, 2008 - January 29, 2009



### Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All BBC Radio	33,139	32,981	33,520	All Commercial Radio	30,716	31,180	31,210
All BBC Network Radio	29,234	29,331	29,923	All National Commercial	13,655	13,936	13,640
All BBC Local / Regional Radio	9,818	9,296	9,471	All Local Commercial	24,606	25,125	25,110

### Audience Share (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All BBC Radio	55.4	54.9	55.7	All Commercial Radio	42.4	43.1	42.2
All BBC Network Radio	45.4	45.5	46.4	All National Commercial	11.3	11.0	10.6
All BBC Local / Regional Radio	10.0	9.3	9.3	All Local Commercial	31.1	32.0	31.6