

RAJAR DATA RELEASE

Quarter 4, 2009 - February 4, 2010



Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
All BBC Radio	33,520	33,577	33,264	All Commercial Radio	31,210	31,225	31,374
All BBC Network Radio	29,923	30,264	30,010	All National Commercial	13,640	13,516	13,001
All BBC Local / Regional Radio	9,471	8,532	8,862	All Local Commercial	25,110	25,069	25,306

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '08	Sept '09	Dec '09		Dec '08	Sept '09	Dec '09
All BBC Radio	55.7	55.0	55.2	All Commercial Radio	42.2	42.4	42.6
All BBC Network Radio	46.4	46.8	46.7	All National Commercial	10.6	10.9	10.4
All BBC Local / Regional Radio	9.3	8.2	8.5	All Local Commercial	31.6	31.6	32.2

Source RAJAR / Ipsos MORI / RSMB