

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

NATIONAL STATIONS - page 1

SAMPLE SIZE: Survey period - Q2 2010
Code Q (Quarter): 26,570 Adults 15+
Code H (Half year): 53,007 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	Q2 09	561706	Q1 10	572029	Q2 10	562112
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 09	439457	Q1 10	418514	Q2 10	445307

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 09	Q1 10	Q2 10	Q2 10 vs Q2 09	Q2 10 vs Q1 10	Q2 09	Q1 10	Q2 10
ALL RADIO	Q	46327	46479	46771	1.0%	0.6%	100.0	100.0	100.0
ALL BBC	Q	34098	34877	34585	1.4%	-0.8%	54.6	56.5	54.6
15-44	Q	15738	16273	15882	0.9%	-2.4%	43.6	46.1	43.7
45+	Q	18360	18604	18704	1.9%	0.5%	63.4	64.5	62.9
ALL BBC NETWORK RADIO	Q	30706	31318	31263	1.8%	-0.2%	45.9	47.2	46.2
BBC RADIO 1	Q	11342	11737	11810	4.1%	0.6%	10.3	9.5	9.3
BBC RADIO 2	Q	13424	14569	13729	2.3%	-5.8%	15.5	17.2	15.9
BBC RADIO 3	Q	2021	2025	1858	-8.1%	-8.2%	1.2	1.2	1.0
BBC RADIO 4	Q	9999	10029	10403	4.0%	3.7%	12.1	12.2	12.5
BBC RADIO FIVE LIVE	Q	6415	6481	6763	5.4%	4.4%	4.5	4.6	4.8
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6515	6563	6804	4.4%	3.7%	4.7	4.7	5.0
FIVE LIVE SPORTS EXTRA	Q	676	685	547	-19.1%	-20.1%	0.2	0.2	0.1
BBC 6 MUSIC	Q	595	1023	1194	100.7%	16.7%	0.4	0.8	1.0
1XTRA FROM THE BBC	Q	634	663	600	-5.4%	-9.5%	0.4	0.3	0.3
BBC RADIO 7	Q	834	1049	949	13.8%	-9.5%	0.5	0.6	0.5
BBC ASIAN NETWORK UK	Q	421	357	437	3.8%	22.4%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1438	1288	1285	-10.6%	-0.2%	0.7	0.6	0.6
BBC LOCAL/REGIONAL	Q	9072	9987	9135	0.7%	-8.5%	8.7	9.3	8.3

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH YY	REACH Q/Q	%	%	%
		Q2 09	Q1 10	Q2 10	Q2 10 vs Q2 09	Q2 10 vs Q1 10	Q2 09	Q1 10	Q2 10
ALL COMMERCIAL	Q	31968	32162	32873	2.8%	2.2%	42.7	41.3	43.2
15-44	Q	18016	17999	18199	1.0%	1.1%	52.9	51.2	53.6
45+	Q	13951	14163	14674	5.2%	3.6%	34.6	33.6	35.3
ALL NATIONAL COMMERCIAL	Q	13868	13614	14608	5.3%	7.3%	10.8	10.3	11.0
TOTAL ABSOLUTE RADIO	Q	1691	1396	1587	-6.2%	13.7%	1.1	1.1	1.1
ABSOLUTE 80S ¹	H			288					0.2
ABSOLUTE RADIO CLASSIC ROCK	H	191	255	278	45.5%	9.0%	0.1	0.1	0.1
CHILL	H	220	160	160	-27.3%	0.0%	0.1	0.1	0.1
CLASSIC FM	Q	5717	5515	5684	-0.6%	3.1%	3.9	3.7	3.8
GALAXY NETWORK (UK)	H	3714	3972	4239	14.1%	6.7%	2.5	2.6	2.7
GOLD NETWORK (UK)	H	1109	1188	1288	16.1%	8.4%	1.0	1.1	1.1
HEART NETWORK (UK)	H	7479	7365	7776	4.0%	5.6%	5.9	5.8	5.8
HEAT	Q	572	447	672	17.5%	50.3%	0.2	0.1	0.3
THE HITS	Q	1243	1055	1138	-8.4%	7.9%	0.5	0.4	0.4
JAZZ FM	Q	482	471	463	-3.9%	-1.7%	0.2	0.2	0.2
TOTAL KERRANG!	H	1316	1203	1324	0.6%	10.1%	0.5	0.5	0.5
TOTAL KISS NETWORK	H	3582	3399	3746	4.6%	10.2%	1.9	1.7	1.9
TOTAL LBC (UK)	H	956	1044	1113	16.4%	6.6%	1.1	1.3	1.3
TOTAL MAGIC	Q	3640	3781	3733	2.6%	-1.3%	2.5	2.4	2.4
NME RADIO	Q	215	226	253	17.7%	11.9%	*	0.1	0.1
PANJAB RADIO ¹	Q		172	155		-9.9%		0.1	0.1
PLANET ROCK	Q	709	694	718	1.3%	3.5%	0.5	0.6	0.5
Q	Q	270	231	233	-13.7%	0.9%	0.1	0.1	*
TOTAL REAL RADIO	H	2434	2281	2383	-2.1%	4.5%	2.1	2.1	2.1
SMASH HITS RADIO	Q	1155	853	990	-14.3%	16.1%	0.4	0.3	0.3
TOTAL SMOOTH RADIO	H	2760	2639	2801	1.5%	6.1%	2.1	2.1	2.1
SUNRISE RADIO NATIONAL	Q	494	444	498	0.8%	12.2%	0.4	0.2	0.3
TALKSPORT	Q	2405	2368	2507	4.2%	5.9%	1.8	1.6	1.7
TOTAL XFM (UK)	H	1004	871	927	-7.7%	6.4%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	25916	26089	26700	3.0%	2.3%	31.9	31.1	32.2
OTHER LISTENING	Q	3686	3443	3274	-11.2%	-4.9%	2.7	2.2	2.2

¹Station changed reporting survey period

* = less than 0.05%