

RAJAR DATA RELEASE

Quarter 1, 2012 . May 17, 2012

NATIONAL STATIONS

SAMPLE SIZE

Survey period . Q1, 2012
Code Q (Quarter): 26, 446 Adults 15+
Code H (Half year): 51,956 Adults 15+

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.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
ALL RADIO	Q	47266	46677	46676	-1.2%	0.0%	100.0	100.0	100.0
ALL BBC	Q	35074	34940	34594	-1.4%	-1.0%	55.0	55.5	55.4
15-44	Q	15955	15561	15354	-3.8%	-1.3%	43.1	43.2	42.7
45+	Q	19120	19379	19239	0.6%	-0.7%	63.7	64.4	64.2
ALL BBC NETWORK RADIO	Q	31889	31635	31196	-2.2%	-1.4%	46.2	46.6	45.9
BBC RADIO 1	Q	11825	11665	11141	-5.8%	-4.5%	8.7	8.5	8.2
BBC RADIO 2	Q	14537	14267	14560	0.2%	2.1%	16.0	16.3	16.8
BBC RADIO 3	Q	2258	2097	1902	-15.8%	-9.3%	1.3	1.3	1.1
BBC RADIO 4	Q	10829	10834	10307	-4.8%	-4.9%	12.3	12.5	11.9
BBC RADIO 4 (including 4 EXTRA)	Q		11060	10531		-4.8%		13.4	12.7
BBC RADIO 4 EXTRA	Q		1554	1502		-3.3%		0.8	0.8
BBC RADIO FIVE LIVE	Q	6653	6227	6364	-4.3%	2.2%	4.5	4.3	4.4
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6750	6342	6553	-2.9%	3.3%	4.7	4.4	4.7
FIVE LIVE SPORTS EXTRA	Q	799	616	952	19.1%	54.5%	0.2	0.1	0.2
BBC 6 MUSIC	Q	1297	1443	1454	12.1%	0.8%	1.0	1.2	1.1
1XTRA FROM THE BBC	Q	892	1017	916	2.7%	-9.9%	0.4	0.4	0.4
BBC ASIAN NETWORK UK	Q	500	472	540	8.0%	14.4%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1790	1388	1303	-27.2%	-6.1%	0.9	0.6	0.7
BBC LOCAL/REGIONAL	Q	10197	9604	9895	-3.0%	3.0%	8.8	8.9	9.4

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		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
ALL COMMERCIAL	Q	34046	32821	33201	-2.5%	1.2%	42.6	42.4	42.3
15-44	Q	18556	17983	18178	-2.0%	1.1%	53.8	54.1	54.4
45+	Q	15490	14838	15023	-3.0%	1.2%	34.4	33.8	33.8
ALL NATIONAL COMMERCIAL	Q	15943	15441	15896	-0.3%	2.9%	11.7	11.8	12.0
TOTAL ABSOLUTE RADIO	Q	1394	1599	1611	15.6%	0.8%	1.0	1.1	1.0
ABSOLUTE RADIO 60S	Q			151					0.1
ABSOLUTE RADIO 70S	Q			157					*
ABSOLUTE 80S	Q	624	828	857	37.3%	3.5%	0.3	0.4	0.4
ABSOLUTE RADIO 90S	Q	317	348	380	19.9%	9.2%	0.1	0.2	0.2
ABSOLUTE RADIO 00S	Q	170	139	84	-50.6%	-39.6%	0.1	0.1	*
ABSOLUTE RADIO CLASSIC ROCK	Q	342	391	396	15.8%	1.3%	0.2	0.2	0.2
CAPITAL NETWORK (UK)	H	6712	7079	7048	5.0%	-0.4%	4.2	4.4	4.2
CHILL	H	172	172	229	33.1%	33.1%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H	662	778	788	19.0%	1.3%	0.3	0.4	0.4
CLASSIC FM	Q	6086	5364	5444	-10.5%	1.5%	3.9	3.6	3.5
GOLD NETWORK (UK)	H	1480	1543	1454	-1.8%	-5.8%	1.2	1.4	1.3
HEART NETWORK (UK)	H	7435	7465	7484	0.7%	0.3%	4.9	5.0	5.0
HEAT	Q	626	648	716	14.4%	10.5%	0.2	0.2	0.3
THE HITS	Q	1141	984	1081	-5.3%	9.9%	0.4	0.3	0.3
JAZZ FM	Q	495	512	564	13.9%	10.2%	0.2	0.2	0.2
KERRANG! UK	H	1389	1311	1292	-7.0%	-1.4%	0.6	0.6	0.6
KISS UK	H	4070	4175	4364	7.2%	4.5%	2.0	2.1	2.2
TOTAL LBC (UK)	H	1181	1149	1178	-0.3%	2.5%	1.2	1.3	1.3
MAGIC UK	Q	3819	3865	3605	-5.6%	-6.7%	2.2	2.3	2.3
PLANET ROCK	Q	797	811	861	8.0%	6.2%	0.5	0.6	0.7
Q	Q	290	283	214	-26.2%	-24.4%	0.1	0.1	0.1
REAL RADIO BRAND UK	H	2479	2516	2506	1.1%	-0.4%	2.1	2.0	1.9
SMASH HITS RADIO	Q	1094	1004	991	-9.4%	-1.3%	0.3	0.3	0.3
SM OOTH RADIO UK	H	3084	3315	3317	7.6%	0.1%	2.2	2.4	2.4
SUNRISE RADIO NATIONAL	Q	469	490	457	-2.6%	-6.7%	0.3	0.3	0.3
TALKSPORT	Q	3248	3196	3233	-0.5%	1.2%	2.1	2.1	2.0
TOTAL XFM (UK)	H	936	839	809	-13.6%	-3.6%	0.4	0.5	0.4
ALL LOCAL COMMERCIAL	Q	27305	26275	26533	-2.8%	1.0%	31.0	30.6	30.3
OTHER LISTENING	Q	3255	2937	3135	-3.7%	6.7%	2.4	2.1	2.4

* Station changed reporting survey period

* = less than 0.05%