

# RAJAR DATA RELEASE

## Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

### NATIONAL STATIONS - page 1

**SAMPLE SIZE: Q1, 2009**  
(Survey Period)  
Code Q (Quarter): 33,135 Adults 15+  
Code H (Half year): 66,461 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.

<b>TOTAL HOURS (in thousands): ALL BBC</b>	Q1 08	587057	Q4 08	564437	Q1 09	577172
<b>TOTAL HOURS (in thousands): ALL COMMERCIAL</b>	Q1 08	424396	Q4 08	427050	Q1 09	425902

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
<b>ALL RADIO</b>	Q	45397	45511	45762	0.8%	0.6%	100.0	100.0	100.0
<b>ALL BBC</b>	Q	34219	33520	33809	-1.2%	0.9%	56.8	55.7	56.3
15-44	Q	16087	15548	15732	-2.2%	1.2%	46.9	44.8	45.9
45+	Q	18132	17972	18077	-0.3%	0.6%	65.0	64.5	64.5
<b>ALL BBC NETWORK RADIO</b>	Q	30282	29923	30261	-0.1%	1.1%	47.0	46.4	47.0
BBC RADIO 1	Q	11067	10576	11072	0.0%	4.7%	10.6	10.1	10.3
BBC RADIO 2	Q	13632	13465	13457	-1.3%	-0.1%	16.5	15.8	15.9
BBC RADIO 3	Q	1795	1981	1992	11.0%	0.6%	0.9	1.3	1.1
BBC RADIO 4	Q	9561	9812	9982	4.4%	1.7%	12.2	12.4	12.5
BBC RADIO FIVE LIVE	Q	6022	5993	6211	3.1%	3.6%	4.6	4.8	4.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6088	6107	6323	3.9%	3.5%	4.7	5.0	4.8
FIVE LIVE SPORTS EXTRA	Q	648	663	642	-0.9%	-3.2%	0.1	0.1	0.1
BBC 6 MUSIC	Q	520	619	681	31.0%	10.0%	0.3	0.3	0.4
1XTRA FROM THE BBC	Q	595	533	616	3.5%	15.6%	0.3	0.2	0.3
BBC7	Q	813	850	984	21.0%	15.8%	0.5	0.5	0.5
BBC ASIAN NETWORK UK	Q	535	379	405	-24.3%	6.9%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1345	1431	1470	9.3%	2.7%	0.6	0.7	0.8
BBC LOCAL/REGIONAL	Q	10293	9471	9589	-6.8%	1.2%	9.9	9.3	9.4

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STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
<b>ALL COMMERCIAL</b>	Q	31019	31210	31498	1.5%	0.9%	41.1	42.2	41.6
15-44	Q	17538	17641	17697	0.9%	0.3%	50.7	52.8	51.6
45+	Q	13480	13569	13800	2.4%	1.7%	33.2	33.6	33.7
<b>ALL NATIONAL COMMERCIAL</b>	Q	14126	13640	13315	-5.7%	-2.4%	10.7	10.6	10.2
TOTAL ABSOLUTE RADIO <sup>1</sup>	Q			1693					1.2
ABSOLUTE RADIO CLASSIC ROCK	H	239	245	186	-22.2%	-24.1%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	95	87	60	-36.8%	-31.0%	*	*	*
CHILL <sup>1</sup>	H		201	200		-0.5%		0.1	0.1
CLASSIC FM	Q	5622	5702	5414	-3.7%	-5.1%	3.7	4.0	3.7
GALAXY NETWORK (UK) <sup>2</sup>	H	2631	3661	3653	38.8%	-0.2%	1.6	2.6	2.6
GOLD NETWORK (UK)	H	913	1000	1036	13.5%	3.6%	0.8	1.0	0.9
HEART NETWORK (UK) <sup>2</sup>	H	3400	6944	7260	113.5%	4.6%	2.3	5.5	5.7
HEAT	Q	446	465	423	-5.2%	-9.0%	0.1	0.1	0.1
THE HITS	Q	1571	1329	1300	-17.3%	-2.2%	0.6	0.4	0.4
JAZZ FM	Q			408					0.2
TOTAL KERRANG!	H	1297	1384	1366	5.3%	-1.3%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	2989	3221	3326	11.3%	3.3%	1.6	1.8	1.7
TOTAL LBC (UK)	H	824	852	879	6.7%	3.2%	1.0	1.0	1.0
TOTAL MAGIC	Q	3212	3484	3543	10.3%	1.7%	2.1	2.4	2.4
NME RADIO	Q		152	194		27.6%		*	*
PLANET ROCK	Q	563	680	674	19.7%	-0.9%	0.4	0.5	0.4
Q	Q	282	245	300	6.4%	22.4%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1546	1601	1593	3.0%	-0.5%	1.6	1.5	1.5
SMASH HITS RADIO	Q	973	922	996	2.4%	8.0%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2376	2885	2803	18.0%	-2.8%	2.1	2.4	2.3
SUNRISE RADIO NATIONAL	Q	514	469	473	-8.0%	0.9%	0.4	0.3	0.3
TALKSPORT	Q	2470	2515	2416	-2.2%	-3.9%	1.9	1.8	1.8
TOTAL XFM (UK) <sup>2</sup>	H	1034	863	958	-7.4%	11.0%	0.5	0.4	0.4
<b>ALL LOCAL COMMERCIAL</b>	Q	24847	25110	25608	3.1%	2.0%	30.3	31.6	31.3
<b>OTHER LISTENING</b>	Q	3035	3147	3406	12.2%	8.2%	2.1	2.1	2.1

<sup>1</sup> Station changed reporting survey period

\* = less than 0.05%

<sup>2</sup> Group composition changed in Q3 08