

# RAJAR DATA RELEASE

## Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

### NATIONAL STATIONS - page 1

**SAMPLE SIZE:**  
Survey period - Q4 2009

Code Q (Quarter): 27,909 Adults 15+

Code H (Half year): 55,605 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	Q4 08	564437	Q3 09	555143	Q4 09	544880
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 08	427050	Q3 09	427905	Q4 09	421063

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
ALL RADIO	Q	45511	45721	45968	1.0%	0.5%	100.0	100.0	100.0
ALL BBC	Q	33520	33577	33264	-0.8%	-0.9%	55.7	55.0	55.2
15-44	Q	15548	15325	15221	-2.1%	-0.7%	44.8	44.7	44.3
45+	Q	17972	18251	18043	0.4%	-1.1%	64.5	63.1	63.3
ALL BBC NETWORK RADIO	Q	29923	30264	30010	0.3%	-0.8%	46.4	46.8	46.7
BBC RADIO 1	Q	10576	11112	10763	1.8%	-3.1%	10.1	9.9	9.8
BBC RADIO 2	Q	13465	13622	13473	0.1%	-1.1%	15.8	15.9	16.5
BBC RADIO 3	Q	1981	2192	1874	-5.4%	-14.5%	1.3	1.4	1.1
BBC RADIO 4	Q	9812	10218	9841	0.3%	-3.7%	12.4	12.4	12.5
BBC RADIO FIVE LIVE	Q	5993	6390	6106	1.9%	-4.4%	4.8	4.9	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6107	6535	6188	1.3%	-5.3%	5.0	5.3	4.6
FIVE LIVE SPORTS EXTRA	Q	663	963	663	0.0%	-31.2%	0.1	0.4	0.1
BBC 6 MUSIC	Q	619	624	695	12.3%	11.4%	0.3	0.3	0.4
1XTRA FROM THE BBC	Q	533	547	531	-0.4%	-2.9%	0.2	0.4	0.3
BBC RADIO 7	Q	850	884	931	9.5%	5.3%	0.5	0.5	0.6
BBC ASIAN NETWORK UK	Q	379	357	360	-5.0%	0.8%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1431	1257	1227	-14.3%	-2.4%	0.7	0.6	0.6
BBC LOCAL/REGIONAL	Q	9471	8532	8862	-6.4%	3.9%	9.3	8.2	8.5

# RAJAR DATA RELEASE

## Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

### NATIONAL STATIONS- page 2

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
<b>ALL COMMERCIAL</b>	Q	31210	31225	31374	0.5%	0.5%	42.2	42.4	42.6
15-44	Q	17641	17426	17435	-1.2%	0.1%	52.8	52.1	53.2
45+	Q	13569	13799	13939	2.7%	1.0%	33.6	34.9	34.8
<b>ALL NATIONAL COMMERCIAL</b>	Q	13640	13516	13001	-4.7%	-3.8%	10.6	10.9	10.4
TOTAL ABSOLUTE RADIO <sup>1</sup>	Q		1587	1493		-5.9%		1.1	1.1
ABSOLUTE RADIO CLASSIC ROCK	H	245	179	217	-11.4%	21.2%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	87	71	81	-6.9%	14.1%	*	*	*
CHILL	H	201	229	198	-1.5%	-13.5%	0.1	0.1	0.1
CLASSIC FM	Q	5702	5445	5134	-10.0%	-5.7%	4.0	3.7	3.5
GALAXY NETWORK (UK)	H	3661	3813	3831	4.6%	0.5%	2.6	2.6	2.6
GOLD NETWORK (UK)	H	1000	1211	1221	22.1%	0.8%	1.0	1.2	1.2
HEART NETWORK (UK)	H	6944	7364	7263	4.6%	-1.4%	5.5	5.9	5.9
HEAT	Q	465	623	447	-3.9%	-28.3%	0.1	0.2	0.2
THE HITS	Q	1329	1151	1011	-23.9%	-12.2%	0.4	0.4	0.3
JAZZ FM	Q		416	446		7.2%		0.2	0.2
TOTAL KERRANG!	H	1384	1277	1215	-12.2%	-4.9%	0.6	0.5	0.6
TOTAL KISS NETWORK	H	3221	3537	3385	5.1%	-4.3%	1.8	1.9	1.8
TOTAL LBC (UK)	H	852	1073	1042	22.3%	-2.9%	1.0	1.2	1.3
TOTAL MAGIC	Q	3484	3620	3358	-3.6%	-7.2%	2.4	2.4	2.5
NME RADIO	Q	152	218	177	16.4%	-18.8%	*	*	0.1
PLANET ROCK	Q	680	708	698	2.6%	-1.4%	0.5	0.5	0.5
Q	Q	245	270	219	-10.6%	-18.9%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1601	2396	2353	47.0%	-1.8%	1.5	2.1	2.2
SMASH HITS RADIO	Q	922	961	858	-6.9%	-10.7%	0.3	0.4	0.3
TOTAL SMOOTH RADIO	H	2885	2804	2694	-6.6%	-3.9%	2.4	2.1	2.1
SUNRISE RADIO NATIONAL	Q	469	469	483	3.0%	3.0%	0.3	0.4	0.3
TALKSPORT	Q	2515	2474	2496	-0.8%	0.9%	1.8	1.9	2.1
TOTAL XFM (UK)	H	863	934	881	2.1%	-5.7%	0.4	0.4	0.4
<b>ALL LOCAL COMMERCIAL</b>	Q	25110	25069	25306	0.8%	0.9%	31.6	31.6	32.2
<b>OTHER LISTENING</b>	Q	3147	3762	3004	-4.5%	-20.1%	2.1	2.5	2.2

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

\* = less than 0.05%