



RAJAR DATA RELEASE QUARTER 4, 2009

February 4, 2010

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*

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

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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
ALL COMMERCIAL	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
ALL NATIONAL COMMERCIAL	Q	13640	13516	13001	-4.7%	-3.8%	10.6	10.9	10.4
TOTAL ABSOLUTE RADIO ¹	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
ALL LOCAL COMMERCIAL	Q	25110	25069	25306	0.8%	0.9%	31.6	31.6	32.2
OTHER LISTENING	Q	3147	3762	3004	-4.5%	-20.1%	2.1	2.5	2.2

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q4 2009
 Code Q (Quarter): 3,605 Adults 15+
 Code H (Half year): 7,166 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.

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
BBC London 94.9	Q	568	405	443	-22.0%	9.4%	1.6	1.4	1.6
Total Absolute Radio (London) ¹	Q		877	803		-8.4%		2.6	3.0
Buzz Asia 963 & 972AM	H	172	188	167	-2.9%	-11.2%	0.5	0.6	0.4
95.8 Capital FM	Q	1624	1818	1827	12.5%	0.5%	4.8	5.6	4.9
Choice FM London	Q	550	573	528	-4.0%	-7.9%	2.0	1.6	1.7
Fun Radio	H	37	46	28	-24.3%	-39.1%	*	0.1	*
Gold London	Q	285	352	258	-9.5%	-26.7%	1.2	1.6	1.3
Heart 106.2 FM London	Q	1794	1893	1881	4.8%	-0.6%	5.0	4.7	5.3
Kismet Radio 1035 (Greater London)	Q	67	114	85	26.9%	-25.4%	0.2	0.4	0.4
Kiss 100 FM	Q	1579	1563	1605	1.6%	2.7%	4.2	4.5	4.3
LBC 97.3	Q	630	907	841	33.5%	-7.3%	3.6	4.8	5.7
LBC News 1152	Q	327	378	235	-28.1%	-37.8%	0.8	1.0	0.5
Magic 105.4	Q	1997	2009	1821	-8.8%	-9.4%	6.0	5.5	6.1
Panjab Radio	H	49	56	44	-10.2%	-21.4%	0.1	0.2	0.1
Premier Christian Radio	Q	137	164	136	-0.7%	-17.1%	0.6	0.6	1.1
Smooth Radio (London)	Q	594	583	414	-30.3%	-29.0%	1.6	1.8	1.4
Sunrise Radio (Greater London)	Q	309	355	364	17.8%	2.5%	0.8	1.4	1.3
XFM 104.9	Q	508	546	519	2.2%	-4.9%	1.3	1.2	1.6

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

LONDON STATIONS - page 2

NATIONAL STATIONS ON LONDON TSA

	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
BBC Radio 1	Q	1431	1706	1503	5.0%	-11.9%	5.4	5.3	6.7
BBC Radio 2	Q	2121	2398	2008	-5.3%	-16.3%	10.3	11.7	11.0
BBC Radio 3	Q	643	649	471	-26.7%	-27.4%	2.2	2.1	1.6
BBC Radio 4	Q	2724	2770	2380	-12.6%	-14.1%	17.5	16.2	14.7
BBC Radio 5 Live	Q	1215	1385	1201	-1.2%	-13.3%	4.9	4.5	3.8
Classic FM	Q	1408	1304	1081	-23.2%	-17.1%	4.4	3.8	4.2
talkSPORT	Q	701	652	633	-9.7%	-2.9%	2.5	2.7	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

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RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

SCOTTISH STATIONS

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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	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
BBC RADIO SCOTLAND	Q	4334	986	822	864	-12.4%	5.1%	9.1	6.7	7.4
Big City Scotland	Y	4068	1392	1439	1443	3.7%	0.3%	18.2	19.7	20.1
Radio Borders	Y	106	53	49	52	-1.9%	6.1%	29.1	31.1	32.4
Central FM	Y	216	41	41	44	7.3%	7.3%	8.8	8.7	8.2
Total Radio Clyde	H	1837	689	635	645	-6.4%	1.6%	21.9	20.3	19.1
Clyde 1 FM	H	1837	592	560	567	-4.2%	1.3%	15.2	16.2	15.6
Clyde 2	H	1837	238	178	181	-23.9%	1.7%	6.7	4.1	3.5
Bauer Radio Total Scotland	H	4303	1700	1705	1700	0.0%	-0.3%	24.0	24.0	23.8
Bauer Radio Central Scotland	H	2829	1009	993	981	-2.8%	-1.2%	21.3	20.6	20.0
Total Radio Forth	H	1090	324	360	340	4.9%	-5.6%	18.4	19.4	19.5
ForthOne	H	1090	295	335	314	6.4%	-6.3%	15.2	16.0	17.0
Forth2	H	1090	94	91	78	-17.0%	-14.3%	3.2	3.4	2.5
Galaxy Scotland	H	2711	210	250	312	48.6%	24.8%	2.7	3.4	4.0
Galaxy Scotland (East)	H	1186	88	123	124	40.9%	0.8%	2.9	3.9	4.0
Galaxy Scotland (West)	H	1703	137	151	208	51.8%	37.7%	2.8	3.2	3.9
GMG Radio Scotland	H	2873	919	864	840	-8.6%	-2.8%	20.8	18.7	19.2
Kingdom FM	Y	285	65	69	73	12.3%	5.8%	9.6	10.7	12.8
Moray Firth Radio	Y	231	106	115	117	10.4%	1.7%	20.7	25.2	25.4
Total Northsound Radio	Y	311	140	160	147	5.0%	-8.1%	27.5	30.5	29.6
Northsound One	Y	311	125	133	120	-4.0%	-9.8%	20.2	21.9	21.2
Northsound Two	Y	311	46	60	57	23.9%	-5.0%	7.4	8.6	8.5
Original 106 (Aberdeen)	Y	311	35	39	41	17.1%	5.1%	3.7	3.5	4.0
Real Radio (Scotland)	H	2688	725	693	670	-7.6%	-3.3%	16.6	15.2	16.7
96.3 Rock Radio	H	811	53	56	54	1.9%	-3.6%	2.5	3.3	1.9
Smooth Radio (Glasgow)	H	1883	226	202	215	-4.9%	6.4%	7.3	5.5	4.8
Total Radio Tay 1	Y	372		151	149		-1.3%		27.3	27.0
Tay-FM 1	Y	372		98	98		0.0%		15.0	14.7
Tay-AM 1	Y	372		77	76		-1.3%		12.3	12.3
Wave 102 FM	Y	153	27	24	25	-7.4%	4.2%	9.3	7.4	7.4
West Sound**	Y	387	160	166	167	4.4%	0.6%	25.9	27.5	27.3

¹ Station changed reporting survey period

** audience to opt out services included

* = less than 0.05%

RAJAR DATA RELEASE

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BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2009

National: 27,909 Adults 15+

London: 3,605 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.

STATIONS	WEEKLY REACH		
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q4 2008	Q3 2009	Q4 2009
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7298	7039	7240
BBC Radio 2 - 07.30 - 09.30am	7964	7757	8102
BBC Radio 3 - 07.00 - 10.00am	811	816	728
BBC Radio 4 - 06.00 - 09.00am	6598	6604	6414
BBC Radio FIVE LIVE - 06.00 - 10.00am	2561	2666	2512
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am¹		727	785
Classic FM - 08.00 - 12.00pm	2839	2771	2578
talkSPORT - 06.00 - 10.00am	1073	1067	1178

¹ Station changed reporting survey period

RAJAR DATA RELEASE

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BREAKFAST SHOWS (weekdays) - page 2

LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q4 2008	Q3 2009	Q4 2009
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	247	177	163
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹		438	433
Buzz Asia 963 & 972AM - 06.00 - 10.00am	79	84	70
95.8 Capital FM - 06.00 - 10.00am	981	1033	1231
Choice FM London - 06.00 - 10.00am	324	285	297
Gold London - 06.00 - 10.00am	125	166	112
Heart 106.2 FM London - 06.00 - 09.00am	868	816	790
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	18	25	47
Kiss 100 FM - 06.00 - 09.00am	722	611	668
LBC 97.3 - 07.00 - 10.00am	398	553	567
LBC News 1152 - 07.00 - 10.00am	120	184	131
Magic 105.4 - 05.30 - 09.00am	835	780	782
Premier Christian Radio - 07.00 - 10.30am	76	78	71
Smooth Radio (London) - 06.00 - 10.00am	293	224	175
Sunrise Radio (Greater London) - 06.00 - 09.00am	123	129	151
XFM 104.9 - 07.00 - 11.00am	247	237	231

¹ Station changed reporting survey period