

RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

Weekly Reach (000s)

BBC Radio Listening

	Dec '10	Sept '11	Dec '11
All BBC Radio	34,505	34,863	34,940
All BBC Network Radio	31,128	31,723	31,635
All BBC Local / Regional Radio	9,836	9,499	9,604

Commercial Radio Listening

	Dec '10	Sept '11	Dec '11
All Commercial Radio	33,059	33,719	32,821
All National Commercial	15,407	15,573	15,441
All Local Commercial	26,462	27,036	26,275

Share of Hours (%)

BBC Radio Listening

	Dec '10	Sept '11	Dec '11
All BBC Radio	55.3	54.5	55.5
All BBC Network Radio	46.4	46.1	46.6
All BBC Local / Regional Radio	8.9	8.3	8.9

Commercial Radio Listening

	Dec '10	Sept '11	Dec '11
All Commercial Radio	42.5	43.3	42.4
All National Commercial	11.8	11.5	11.8
All Local Commercial	30.6	31.8	30.6