

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2006

NATIONAL STATIONS



RELEASED AT 7.00AM THURSDAY OCTOBER 26, 2006

KEY	
Quarter 3, 2005 in green	
Quarter 2, 2006 in blue	
Quarter 3, 2006 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.05%	

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 UK/area 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

SAMPLE SIZE Q3 2006: Survey Period - Code Q (Quarter): 32,089 Adults 15+ / Code H (Half year): 64,754 Adults 15+

TOTAL HOURS (in thousands): All BBC

Q3 05:	584,914	Q2 06:	572,682	Q3 06:	576,848
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TOTAL HOURS (in thousands): ALL COMMERCIAL

Q3 05:	466,172	Q2 06:	449,241	Q3 06:	463,531
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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 05	Q2 06	Q3 06	Q3 06 / Q3 05	Q3 06 / Q2 06	Q3 05	Q2 06	Q3 06
ALL RADIO	Q	44385	44615	44460	0.2%	-0.3%	100.0	100.0	100.0
ALL BBC	Q	32873	32850	32657	-0.7%	-0.6%	54.6	54.7	54.3
15-44	Q	15145	15162	14808	-2.2%	-2.3%	42.5	43.4	40.9
45+	Q	17728	17688	17849	0.7%	0.9%	64.9	64.3	65.2
ALL BBC NETWORK RADIO	Q	28898	28711	28748	-0.5%	0.1%	43.9	44.0	44.5
BBC RADIO 1	Q	10329	10423	10577	2.4%	1.5%	9.4%	10.3	9.8
BBC RADIO 2	Q	12859	13288	12739	-0.9%	-4.1%	15.6%	15.7	15.5
BBC RADIO 3	Q	2067	1834	2026	-2.0%	10.5%	1.2%	1.1	1.3
BBC RADIO 4	Q	9621	9187	9466	-1.6%	3.0%	11.5%	10.7	11.8
BBC RADIO FIVE LIVE	Q	6052	6033	5747	-5.0%	-4.7%	4.6%	4.5	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6170	6140	5874	-4.8%	-4.3%	4.7%	4.7	4.4
FIVE LIVE SPORTS EXTRA	Q	482	658	649	34.6%	-1.4%	0.1%	0.2	0.2
BBC 6 MUSIC	Q	285	354	400	40.4%	13.0%	0.1%	0.2	0.2
1XTRA FROM THE BBC	Q	405	284	394	-2.7%	38.7%	0.3%	0.1	0.2
BBC 7	Q	631	668	697	10.5%	4.3%	0.3%	0.4	0.3
BBC WORLD SERVICE	Q	1421	1257	1352	-4.9%	7.6%	0.7%	0.7	0.8
BBC ASIAN NETWORK UK	Q	524	444	481	-8.2%	8.3%	0.3%	0.4	0.3
BBC LOCAL REGIONAL	Q	9856	9965	9730	-1.3%	-2.4%	10.7	10.7	9.8

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 05	Q2 06	Q3 06	Q3 06 / Q3 05	Q3 06 / Q2 06	Q3 05	Q2 06	Q3 06
ALL COMMERCIAL	Q	30722	30742	30901	0.6%	0.5%	43.5	42.9	43.6
15-44	Q	17733	17511	17757	0.1%	1.4%	55.4	53.8	56.4
45+	Q	12989	13231	13144	1.2%	-0.7%	33.3	33.6	33.1
ALL NAT. COMMERCIAL	Q	13035	13272	13789	5.8%	3.9%	10.5	10.7	10.9
THE ARROW (UK)	H	79	62	85	7.6%	37.1%	*	*	0.1
3C	Q		104	81		-22.1%		0.1	*
CAPITAL DISNEY	Q	52	62	69	32.7%	11.3%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1304	1166	1173	-10.0%	0.6%	0.9	0.7	0.7
CAPITAL LIFE	Q	60	46	79	31.7%	71.7%	*	*	*
TOTAL CENTURY NETWORK UK	H	1574	1668	1618	2.8%	-3.0%	1.2	1.1	1.1
CHILL	Q		115	124		7.8%		*	0.1
TOTAL CHOICE (UK)	Q	605	567	592	-2.1%	4.4%	0.3	0.4	0.5
CLASSIC FM	Q	5842	5832	5898	1.0%	1.1%	4.1	4.2	4.2
TOTAL CLASSIC GOLD NETWORK UK	H	782	686	690	-11.8%	0.6%	0.7	0.6	0.6
CORE	Q	113	134	128	13.3%	-4.5%	*	0.1	*
FUN RADIO	Q		47	45		-4.3%		*	*
GALAXY NETWORK (UK)**	H	2560	2496	2580		3.4%	1.9	1.7	1.8
TOTAL HEART (UK)**	H	3255	3140	3099		-1.3%	2.4	2.4	2.4
HEAT	Q	238	300	296	24.4%	-1.3%	*	0.1	0.1
THE HITS	Q	971	1102	1182	21.7%	7.3%	0.3	0.4	0.4
TOTAL KERRANG!	Q	1214	1240	1349	11.1%	8.8%	0.5	0.6	0.6
TOTAL KISS	Q	2369	2363	2888	21.9%	22.2%	1.1	1.2	1.5
TOTAL LBC (UK)**	H	749	692	675		-2.5%	0.8	0.8	0.8
TOTAL MAGIC	Q	2946	3111	3035	3.0%	-2.4%	2.0	2.3	2.1
MOJO RADIO	Q	205	202	219	6.8%	8.4%	0.1	0.1	0.1
ONEWORD RADIO	H	129	128	104	-19.4%	-18.8%	*	*	*
PLANET ROCK	Q	341	417	422	23.8%	1.2%	0.2	0.2	0.3
PRIMETIME RADIO	Q	202	156	32	-84.2%	-79.5%	0.2	0.1	*
Q	Q	448	360	392	-12.5%	8.9%	0.2	0.1	0.1
TOTAL REAL RADIO NETWORK (UK)	H		1639	1639		0.0%		1.6	1.7
SMASH HITS RADIO	Q	788	776	926	17.5%	19.3%	0.2	0.2	0.3
TOTAL SMOOTH NETWORK (UK)	Q	1258	1488	1440	14.5%	-3.2%	0.8	1.2	0.8
SUNRISE RADIO NATIONAL	Q	485	450	479	-1.2%	6.4%	0.4	0.4	0.3
TALKSPORT (TALK RADIO)	Q	2090	2219	2266	8.4%	2.1%	1.8	1.7	1.8
TOTAL VIRGIN RADIO (AM/FM)	H	2511	2338	2376	-5.4%	1.6%	1.5	1.5	1.5
VIRGIN RADIO CLASSIC ROCK**	H	206	155	186		20.0%	0.1	0.1	0.1
VIRGIN RADIO GROOVE**	H	74	53	45		-15.1%	*	*	*
VIRGIN RADIO XTREME**	H		83	62		-25.3%	*	*	*
TOTAL XFM (UK)	Q	760	1075	1133	49.1%	5.4%	0.5	0.8	0.8
ALL LOCAL COMMERCIAL	Q	24996	24821	25042	0.2%	0.9%	33.0	32.2	32.6
OTHER LISTENING	Q	2771	3079	3071	10.8%	-0.3%	1.9	2.4	2.1

** Station changed survey period in Q1 2006

Source RAJAR / Ipsos MORI

RAJAR / PJPR