

# RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

## NATIONAL STATIONS

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008

KEY
Quarter 2, 2007 in green
Quarter 1, 2008 in blue
Quarter 2, 2008 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 Q2 2008: Survey Period - Code Q (Quarter): 33,512 Adults 15+ / Code H (Half year): 65,313 Adults 15+**

TOTAL HOURS (in thousands): ALL BBC	Q2 07	573516	Q1 08	587057	Q2 08	564476
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 07	459322	Q1 08	424396	Q2 08	431081

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
ALL RADIO	Q	45621	45397	45117	-1.1%	-0.6%	100.0	100.0	100.0
ALL BBC	Q	33245	34219	33323	0.2%	-2.6%	54.3	56.8	55.5
15-44	Q	15494	16087	15362	-0.9%	-4.5%	43.8	46.9	44.6
45+	Q	17751	18132	17961	1.2%	-0.9%	63.2	65.0	64.3
ALL BBC NETWORK RADIO	Q	29356	30282	29611	0.9%	-2.2%	44.5	47.0	46.0
BBC RADIO 1	Q	10873	11067	10684	-1.7%	-3.5%	10.3	10.6	10.0
BBC RADIO 2	Q	13117	13632	12998	-0.9%	-4.7%	15.6	16.5	16.0
BBC RADIO 3	Q	1783	1795	1910	7.1%	6.4%	1.1	0.9	1.2
BBC RADIO 4	Q	9482	9561	9534	0.5%	-0.3%	11.2	12.2	12.0
BBC RADIO FIVE LIVE	Q	5890	6022	6001	1.9%	-0.3%	4.2	4.6	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6104	6088	6116	0.2%	0.5%	4.5	4.7	4.8
FIVE LIVE SPORTS EXTRA	Q	866	648	748	-13.6%	15.4%	0.3	0.1	0.2
BBC 6 MUSIC	Q	471	520	551	17.0%	6.0%	0.3	0.3	0.3
1XTRA FROM THE BBC	Q	473	595	491	3.8%	-17.5%	0.2	0.3	0.3
BBC7	Q	738	813	812	10.0%	-0.1%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	Q	455	535	473	4.0%	-11.6%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1305	1345	1310	0.4%	-2.6%	0.7	0.6	0.7
BBC LOCAL/REGIONAL	Q	9889	10293	9504	-3.9%	-7.7%	9.8	9.9	9.6

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Radio Joint  
Audience  
Research  
Limited

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
<b>ALL COMMERCIAL</b>	Q	32005	31019	30984	-3.2%	-0.1%	43.5	41.1	42.4
15-44	Q	18224	17538	17465	-4.2%	-0.4%	53.7	50.7	53.1
45+	Q	13781	13480	13519	-1.9%	0.3%	34.8	33.2	33.9
<b>ALL NATIONAL COMMERCIAL</b>	Q	14144	14126	13760	-2.7%	-2.6%	11.2	10.7	11.2
THE ARROW (UK)	H	124	121	153	23.4%	26.4%	0.1	0.1	0.1
CHILL	Q	189	156	166	-12.2%	6.4%	0.1	0.1	0.1
TOTAL CHOICE (UK)	Q	585	695	636	8.7%	-8.5%	0.4	0.5	0.5
CLASSIC FM	Q	5704	5622	5470	-4.1%	-2.7%	4.0	3.7	3.9
GALAXY NETWORK (UK)	H	2584	2631	2664	3.1%	1.3%	1.8	1.6	1.8
GCAP GOLD NETWORK UK	H	1512	913	941	-37.8%	3.1%	1.1	0.8	0.8
TOTAL HEART (UK)	H	3254	3400	3410	4.8%	0.3%	2.3	2.3	2.3
HEAT	Q	425	446	432	1.6%	-3.1%	0.1	0.1	0.1
THE HITS	Q	1345	1571	1477	9.8%	-6.0%	0.5	0.6	0.6
TOTAL KERRANG!	H	1470	1297	1350	-8.2%	4.1%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	2928	2989	3149	7.5%	5.4%	1.6	1.6	1.7
TOTAL LBC (UK)	H	793	824	845	6.6%	2.5%	0.8	1.0	0.9
TOTAL MAGIC	Q	3378	3212	3441	1.9%	7.1%	2.4	2.1	2.5
MOJO RADIO	Q	227	256	329	44.9%	28.5%	0.1	0.1	0.1
PLANET ROCK	Q	530	563	585	10.4%	3.9%	0.3	0.4	0.4
Q	Q	379	282	277	-26.9%	-1.8%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1637	1546	1593	-2.7%	3.0%	1.7	1.6	1.5
SMASH HITS RADIO	Q	906	973	976	7.7%	0.3%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2302	2376	2706	17.5%	13.9%	2.0	2.1	2.5
SUNRISE RADIO NATIONAL	Q	571	514	502	-12.1%	-2.3%	0.4	0.4	0.3
TALKSPORT	Q	2372	2470	2384	0.5%	-3.5%	1.8	1.9	1.9
TOTAL VIRGIN RADIO	H	2534	2466	2400	-5.3%	-2.7%	1.5	1.4	1.4
VIRGIN RADIO CLASSIC ROCK	H	234	239	267	14.1%	11.7%	0.1	0.1	0.1
VIRGIN RADIO XTREME	H	95	95	120	26.3%	26.3%	*	*	*
TOTAL XFM (UK)	H	1187	1034	1007	-15.2%	-2.6%	0.7	0.5	0.5
<b>ALL LOCAL COMMERCIAL</b>	Q	25791	24847	24992	-3.1%	0.6%	32.3	30.3	31.2
<b>OTHER LISTENING</b>	Q	2979	3035	2978	0.0%	-1.9%	2.2	2.1	2.1

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR