

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2006

NATIONAL STATIONS



Radio Joint
Audience
Research
Limited

RELEASED AT 07.00HRS THURSDAY FEBRUARY 1, 2007

KEY	
Quarter 4, 2005 in green	
Quarter 3, 2006 in blue	
Quarter 4, 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 Q4 2006: Survey Period - Code Q (Quarter): 33,086 Adults 15+ / Code H (Half year): 65,175 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q4 05:	583,979	Q3 06:	576,848	Q4 06:	575,587
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 05:	453,692	Q3 06:	463,531	Q4 06:	457,102

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 05	Q3 06	Q4 06	Q4 06 / Q4 05	Q4 06 / Q3 06	Q4 05	Q3 06	Q4 06
ALL RADIO	Q	44439	44460	45045	1.4%	1.3%	100.0	100.0	100.0
ALL BBC	Q	32973	32657	32810	-0.5%	0.5%	55.1	54.3	54.4
15-44	Q	15331	14808	15113	-1.4%	2.1%	43.3	40.9	43.8
45+	Q	17642	17849	17697	0.3%	-0.9%	64.8	65.2	63.6
ALL BBC NETWORK RADIO	Q	28802	28748	28711	-0.3%	-0.1%	44.0	44.5	44.0
BBC RADIO 1	Q	10294	10577	10262	-0.3%	-3.0%	9.2	9.8	9.7
BBC RADIO 2	Q	13252	12739	13269	0.1%	4.2%	16.0	15.5	15.8
BBC RADIO 3	Q	1973	2026	2028	2.8%	0.1%	1.2	1.3	1.4
BBC RADIO 4	Q	9318	9466	9342	0.3%	-1.3%	11.8	11.8	11.1
BBC RADIO FIVE LIVE	Q	5721	5747	5846	2.2%	1.7%	4.2	4.2	4.4
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5777	5874	5919	2.5%	0.8%	4.3	4.4	4.5
FIVE LIVE SPORTS EXTRA	Q	460	649	650	41.3%	0.2%	0.1	0.2	0.1
BBC 6 MUSIC	Q	354	400	383	8.2%	-4.3%	0.2	0.2	0.2
1XTRA FROM THE BBC	Q	352	394	368	4.5%	-6.6%	0.1	0.2	0.2
BBC 7	Q	600	697	672	12.0%	-3.6%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1353	1352	1264	-6.6%	-6.5%	0.7	0.8	0.6
BBC ASIAN NETWORK UK	Q	420	481	493	17.4%	2.5%	0.3	0.3	0.3
BBC LOCAL REGIONAL	Q	10435	9730	10262	-1.7%	5.5%	11.1	9.8	10.4

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 05	Q3 06	Q4 06	Q4 06 / Q4 05	Q4 06 / Q3 06	Q4 05	Q3 06	Q4 06
ALL COMMERCIAL	Q	30888	30901	31346	1.5%	1.4%	42.8	43.6	43.2
15-44	Q	17527	17757	17985	2.6%	1.3%	54.3	56.4	53.8
45+	Q	13361	13144	13361	0.0%	1.7%	33.3	33.1	34.1
ALL NAT. COMMERCIAL	Q	12828	13789	13318	3.8%	-3.4%	10.1	10.9	10.5
THE ARROW (UK)	H	66	85	99	50.0%	16.5%	*	0.1	0.1
3C	Q		81	66		-18.5%		*	*
CAPITAL DISNEY	Q	34	69	52	52.9%	-24.6%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1285	1173	1180	-8.2%	0.6%	0.9	0.7	0.7
CAPITAL LIFE	Q	85	79	77	-9.4%	-2.5%	0.1	*	*
TOTAL CENTURY FM	H			1385					1.0
CHILL	Q		124	134		8.1%		0.1	0.1
TOTAL CHOICE (UK)	Q	612	592	685	11.9%	15.7%	0.4	0.5	0.6
CLASSIC FM	Q	5910	5898	5757	-2.6%	-2.4%	4.3	4.2	4.2
TOTAL CLASSIC GOLD NETWORK UK	H	791	690	701	-11.4%	1.6%	0.7	0.6	0.7
CORE	Q	104	128	98	-5.8%	-23.4%	*	*	*
FUN RADIO	Q		45	37		-17.8%		*	*
GALAXY NETWORK (UK)**	H	2550	2580	2664	4.5%	3.3%	1.8	1.8	1.9
TOTAL HEART (UK)**	H	3205	3099	3136	-2.2%	1.2%	2.4	2.4	2.4
HEAT	Q	234	296	246	5.1%	-16.9%	0.1	0.1	0.1
THE HITS	Q	875	1182	1115	27.4%	-5.7%	0.3	0.4	0.4
TOTAL KERRANG!	Q	1149	1349	1366	18.9%	1.3%	0.5	0.6	0.7
TOTAL KISS NETWORK	Q	2303	2888	2922	26.9%	1.2%	1.1	1.5	1.6
TOTAL LBC (UK)**	H	722	675	753	4.3%	11.6%	0.8	0.8	0.9
TOTAL MAGIC	Q	2888	3035	3069	6.3%	1.1%	1.9	2.1	2.0
MOJO RADIO	Q	195	219	247	26.7%	12.8%	0.1	0.1	0.1
ONEWORD RADIO	H	122	104	138	13.1%	32.7%	*	*	*
PLANET ROCK	Q	325	422	424	30.5%	0.5%	0.1	0.3	0.2
Q	Q	303	392	289	-4.6%	-26.3%	0.1	0.1	0.1
TOTAL REAL RADIO	H		1639	1633		-0.4%		1.7	1.7
SMASH HITS RADIO	Q	722	926	708	-1.9%	-23.5%	0.2	0.3	0.2
TOTAL SMOOTH FM	Q	1371	1440	1540	12.3%	6.9%	0.9	0.8	1.0
SUNRISE RADIO NATIONAL	Q	412	479	505	22.6%	5.4%	0.4	0.3	0.3
TALKSPORT (TALK RADIO)	Q	2178	2266	2239	2.8%	-1.2%	1.8	1.8	1.8
TOTAL VIRGIN RADIO (AM/FM)	H	2524	2376	2470	-2.1%	4.0%	1.6	1.5	1.5
VIRGIN RADIO CLASSIC ROCK**	H	162	186	188	16.0%	1.1%	0.1	0.1	0.1
VIRGIN RADIO GROOVE**	H	37	45	55	48.6%	22.2%	*	*	*
VIRGIN RADIO XTREME**	H	82	62	53	-35.4%	-14.5%	*	*	*
TOTAL XFM (UK)	Q	625	1133	1130	80.8%	-0.3%	0.4	0.8	0.7
ALL LOCAL COMMERCIAL	Q	25064	25042	25772	2.8%	2.9%	32.7	32.6	32.8
OTHER LISTENING	Q	2801	3071	3036	8.4%	-1.1%	2.1	2.1	2.3

** Station changed survey period in Q1 2006

Source RAJAR / Ipsos MORI

RAJAR / PJPR