

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2006

NATIONAL STATIONS



RELEASED AT 07.00HRS THURSDAY 3 AUGUST, 2006

KEY	
Quarter 2, 2005 in green	
Quarter 1, 2006 in blue	
Quarter 2, 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 Q2 2006: Survey Period - Code Q (Quarter): 32,665 Adults 15+ / Code H (Half year): 64,540 Adults 15+

TOTAL HOURS (in thousands): All BBC	Q2 05:	576,627	Q1 06:	583,654	Q2 06:	572,682
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 05:	469,980	Q1 06:	449,529	Q2 06:	449,241

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 05	Q1 06	Q2 06	Q2 06 / Q2 05	Q2 06 / Q1 06	Q2 05	Q1 06	Q2 06
ALL RADIO	Q	44608	44297	44615	0.0%	0.7%	100.0	100.0	100.0
ALL BBC	Q	32885	32568	32850	-0.1%	0.9%	54.0	55.4	54.7
15-44	Q	14823	14730	15162	2.3%	2.9%	41.6	42.9	43.4
45+	Q	18062	17838	17688	-2.1%	-0.8%	64.5	65.5	64.3
ALL BBC NETWORK RADIO	Q	28783	28391	28711	-0.3%	1.1%	43.1	44.3	44.0
BBC RADIO 1	Q	10242	9734	10423	1.8%	7.1%	9.2	9.1	10.3
BBC RADIO 2	Q	13271	12942	13288	0.1%	2.7%	16.0	16.0	15.7
BBC RADIO 3	Q	1913	2099	1834	-4.1%	-12.6%	1.1	1.3	1.1
BBC RADIO 4	Q	9592	9291	9187	-4.2%	-1.1%	11.2	11.7	10.7
BBC RADIO FIVE LIVE	Q	5677	6170	6033	6.3%	-2.2%	4.4	4.6	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5748	6269	6140	6.8%	-2.1%	4.4	4.8	4.7
FIVE LIVE SPORTS EXTRA	Q	394	613	658	67.0%	7.3%	0.1	0.1	0.2
BBC 6 MUSIC	Q	286	359	354	23.8%	-1.4%	0.1	0.2	0.2
1XTRA FROM THE BBC	Q	292	371	284	-2.7%	-23.5%	0.1	0.2	0.1
BBC 7	Q	472	621	668	41.5%	7.6%	0.2	0.3	0.4
BBC WORLD SERVICE	Q	1144	1262	1257	9.9%	-0.4%	0.5	0.6	0.7
BBC ASIAN NETWORK UK	Q	440	427	444	0.9%	4.0%	0.2	0.2	0.4
BBC LOCAL REGIONAL	Q	10077	10381	9965	-1.1%	-4.0%	10.9	11.1	10.7

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 05	Q1 06	Q2 06	Q2 06 / Q2 05	Q2 06 / Q1 06	Q2 05	Q1 06	Q2 06
ALL COMMERCIAL	Q	31199	30424	30742	-1.5%	1.0%	44.0	42.6	42.9
15-44	Q	17811	17385	17511	-1.7%	0.7%	55.9	54.8	53.8
45+	Q	13388	13038	13231	-1.2%	1.5%	34.0	32.8	33.6
ALL NAT. COMMERCIAL	Q	12950	13145	13272	2.5%	1.0%	10.2	10.5	10.7
THE ARROW (UK)	H	79	64	62	-21.5%	-3.1%	0.1	*	*
3C	Q		109	104		-4.6%		*	0.1
CAPITAL DISNEY	Q	73	53	62	-15.1%	17.0%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1391	1240	1166	-16.2%	-6.0%	0.9	0.8	0.7
CAPITAL LIFE	Q	61	78	46	-24.6%	-41.0%	*	*	*
TOTAL CENTURY NETWORK UK	H	1730	1656	1668	-3.6%	0.7%	1.3	1.2	1.1
CHILL	Q			115					*
TOTAL CHOICE (UK)	Q		657	567		-13.7%		0.6	0.4
CLASSIC FM	Q	6310	5711	5832	-7.6%	2.1%	4.3	4.2	4.2
TOTAL CLASSIC GOLD NETWORK UK	H	762	731	686	-10.0%	-6.2%	0.6	0.7	0.6
CORE	Q	89	110	134	50.6%	21.8%	*	*	0.1
FUN RADIO	Q		34	47		38.2%		*	*
GALAXY NETWORK (UK)**	H	2539	2495	2496		0.0%	1.6	1.7	1.7
TOTAL HEART (UK)**	H	3079	3156	3140		-0.5%	2.2	2.4	2.4
HEAT	Q	230	222	300	30.4%	35.1%	0.1	0.1	0.1
THE HITS	Q	784	970	1102	40.6%	13.6%	0.3	0.3	0.4
TOTAL KERRANG!	Q	995	1202	1240	24.6%	3.2%	0.4	0.6	0.6
TOTAL KISS	Q	2361	2251	2363	0.1%	5.0%	1.2	1.1	1.2
TOTAL LBC (UK)**	H	877	759	692		-8.8%	1.0	0.8	0.8
TOTAL MAGIC	Q	2946	3109	3111	5.6%	0.1%	2.0	2.2	2.3
MOJO RADIO	Q	118	161	202	71.2%	25.5%	*	0.1	0.1
ONEWORD RADIO	H	140	132	128	-8.6%	-3.0%	0.1	*	*
PLANET ROCK	Q	382	461	417	9.2%	-9.5%	0.2	0.2	0.2
PRIMETIME RADIO	Q	164	178	156	-4.9%	-12.4%	0.2	0.1	0.1
Q	Q	361	320	360	-0.3%	12.5%	0.1	0.1	0.1
TOTAL REAL RADIO NETWORK (UK)	H			1639					1.6
SMASH HITS RADIO	Q	640	660	776	21.3%	17.6%	0.2	0.2	0.2
TOTAL SMOOTH NETWORK (UK)	Q	1421	1269	1488	4.7%	17.3%	1.0	0.9	1.2
SUNRISE RADIO NATIONAL	Q	467	455	450	-3.6%	-1.1%	0.3	0.2	0.4
TALKSPORT (TALK RADIO)	Q	2211	2070	2219	0.4%	7.2%	1.8	1.7	1.7
TOTAL VIRGIN RADIO (AM/FM)	H	2410	2458	2338	-3.0%	-4.9%	1.5	1.6	1.5
VIRGIN RADIO CLASSIC ROCK**	H	127	155	155		0.0%	0.1	0.1	0.1
VIRGIN RADIO GROOVE**	H	74	55	53		-3.6%	0.1	*	*
VIRGIN RADIO XTREME**	H		96	83		-13.5%		*	*
TOTAL XFM (UK)	Q	633	1068	1075	69.8%	0.7%	0.4	0.6	0.8
ALL LOCAL COMMERCIAL	Q	25522	24654	24821	-2.7%	0.7%	33.8	32.2	32.2
OTHER LISTENING	Q	2690	2882	3079	14.5%	6.8%	2.0	2.0	2.4

** Station changed survey period in Q1 2006

Source RAJAR / Ipsos MORI

RAJAR / PJPR