

# RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007

## NATIONAL STATIONS



RELEASED AT 07.00HRS THURSDAY OCTOBER 25, 2007

KEY	
Quarter 3, 2006 in green	
Quarter 2, 2007 in blue	
Quarter 3, 2007 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 2007:** Survey Period - Code Q (Quarter): 30,724 Adults 15+ / Code H (Half year): 62,848 Adults 15+

TOTAL HOURS (in thousands): ALL BBC

Q3 06	584,914	Q2 07	573,516	Q3 07	555,204
Q3 06	466,172	Q2 07	459,322	Q3 07	441,457

TOTAL HOURS (in thousands): ALL COMMERCIAL

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 06	Q2 07	Q3 07	Q3 07 / Q3 06	Q3 07 / Q2 07	Q3 06	Q2 07	Q3 07
ALL RADIO	Q	44460	45621	44863	0.9%	-1.7%	100.0	100.0	100.0
ALL BBC	Q	32657	33245	32893	0.7%	-1.1%	54.3	54.3	54.4
15-44	Q	14808	15494	15235	2.9%	-1.7%	40.9	43.8	43.8
45+	Q	17849	17751	17657	-1.1%	-0.5%	65.2	63.2	63.4
ALL BBC NETWORK RADIO	Q	28748	29356	29091	1.2%	-0.9%	44.5	44.5	45.0
BBC RADIO 1	Q	10577	10873	10578	0.0%	-2.7%	9.8	10.3	10.6
BBC RADIO 2	Q	12739	13117	13013	2.2%	-0.8%	15.5	15.6	15.8
BBC RADIO 3	Q	2026	1783	1938	-4.3%	8.7%	1.3	1.1	1.2
BBC RADIO 4	Q	9466	9482	9262	-2.2%	-2.3%	11.8	11.2	11.2
BBC RADIO FIVE LIVE	Q	5747	5890	5489	-4.5%	-6.8%	4.2	4.2	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5874	6104	5652	-3.8%	-7.4%	4.4	4.5	4.4
FIVE LIVE SPORTS EXTRA	Q	649	866	730	12.5%	-15.7%	0.2	0.3	0.2
BBC 6 MUSIC	Q	400	471	485	21.3%	3.0%	0.2	0.3	0.2
1XTRA FROM THE BBC	Q	394	473	421	6.9%	-11.0%	0.2	0.2	0.2
BBC 7	Q	697	738	795	14.1%	7.7%	0.3	0.4	0.4
BBC ASIAN NETWORK UK	Q	481	455	476	-1.0%	4.6%	0.3	0.2	0.3
BBC WORLD SERVICE	Q	1352	1305	1303	-3.6%	-0.2%	0.8	0.7	0.7
BBC LOCAL REGIONAL	Q	9730	9889	9600	-1.3%	-2.9%	9.8	9.8	9.4

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

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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 06	Q2 07	Q3 07	Q3 07 / Q3 06	Q3 07 / Q2 07	Q3 06	Q2 07	Q3 07
<b>ALL COMMERCIAL</b>	Q	30901	32005	31230	1.1%	-2.4%	43.6	43.5	43.3
15-44	Q	17757	18224	17872	0.6%	-1.9%	56.4	53.7	53.6
45+	Q	13144	13781	13359	1.6%	-3.1%	33.1	34.8	34.5
<b>ALL NAT. COMMERCIAL</b>	Q	13789	14144	14219	3.1%	0.5%	10.9	11.2	11.6
THE ARROW (UK)	H	85	124	146	71.8%	17.7%	0.1	0.1	0.1
CHILL	Q	124	189	183	47.6%	-3.2%	0.1	0.1	0.1
TOTAL CHOICE (UK)	Q	592	585	784	32.4%	34.0%	0.5	0.4	0.5
CLASSIC FM	Q	5898	5704	5844	-0.9%	2.5%	4.2	4.0	4.3
CORE	Q	128	126	122	-4.7%	-3.2%	*	*	*
FUN RADIO	Q	45	35	40	-11.1%	14.3%	*	*	*
GALAXY NETWORK (UK)	H	2580	2584	2608	1.1%	0.9%	1.8	1.8	1.8
GCAP GOLD	H	N/A	N/A	1499			N/A	N/A	1.3
TOTAL HEART (UK)	H	3099	3254	3322	7.2%	2.1%	2.4	2.3	2.3
HEAT	Q	296	425	413	39.5%	-2.8%	0.1	0.1	0.1
THE HITS	Q	1182	1345	1494	26.4%	11.1%	0.4	0.5	0.6
TOTAL KERRANG!	Q	1349	1478	1387	2.8%	-6.2%	0.6	0.7	0.7
TOTAL KISS NETWORK	H	2888	2928	3095	7.2%	5.7%	1.5	1.6	1.7
TOTAL LBC (UK)	H	675	793	780	15.6%	-1.6%	0.8	0.8	0.9
LIFE	Q	79	112	133	68.4%	18.8%	*	0.1	0.1
TOTAL MAGIC	Q	3035	3378	3430	13.0%	1.5%	2.1	2.4	2.3
MOJO RADIO	Q	219	227	219	0.0%	-3.5%	0.1	0.1	0.1
ONEWORD RADIO	H	104	138	151	45.2%	9.4%	*	0.1	*
PLANET ROCK	Q	422	530	548	29.9%	3.4%	0.3	0.3	0.4
Q	Q	392	379	400	2.0%	5.5%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1639	1637	1670	1.9%	2.0%	1.7	1.7	1.8
SMASH HITS RADIO	Q	926	906	990	6.9%	9.3%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	Q	1440					0.8		
TOTAL SMOOTH RADIO - From Q2 07, Total Smooth Radio includes the Saga stations	Q		2292	2173		-5.2%		2.0	1.8
SUNRISE RADIO NATIONAL	Q	479	571	537	12.1%	-6.0%	0.3	0.4	0.4
TALKSPORT	Q	2266	2372	2312	2.0%	-2.5%	1.8	1.8	1.8
THEJAZZ	Q		334	388		16.2%		0.2	0.2
TOTAL VIRGIN RADIO	H	2376	2534	2472	4.0%	-2.4%	1.5	1.5	1.5
VIRGIN RADIO CLASSIC ROCK	H	186	234	244	31.2%	4.3%	0.1	0.1	0.1
VIRGIN RADIO GROOVE	H	45	99	94	108.9%	-5.1%	*	0.1	*
VIRGIN RADIO XTREME	H	62	95	82	32.3%	-13.7%	*	*	*
TOTAL XFM (UK)	H	1133	1187	1181	4.2%	-0.5%	0.8	0.7	0.7
<b>ALL LOCAL COMMERCIAL</b>	Q	25042	25791	25086	0.2%	-2.7%	32.6	32.3	31.7
<b>OTHER LISTENING</b>	Q	3071	2979	2964	-3.5%	-0.5%	2.1	2.2	2.3

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Source RAJAR / Ipsos MORI / RSMB

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