

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2005 - NATIONAL STATIONS

RELEASED AT 7.00AM THURSDAY MAY 5, 2005

KEY	
Quarter 1, 2004 in green	
Quarter 4, 2004 in blue	
Quarter 1, 2005 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.5%	

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: Survey Period - Code Q (Quarter): 30,857 Adults 15+ / Code H (Half year) 63,633 Adults 15+

TOTAL HOURS (in thousands): All BBC

Q1 04: 571,893

Q4 04: 567,674

Q1 05: 574,061

TOTAL HOURS (in thousands): ALL COMMERCIAL

Q1 04: 494,622

Q4 04: 464,351

Q1 05: 463,420

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		000	000	000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 04	Q4 04	Q1 05	Q1 05 / Q1 04	Q1 05 / Q4 04	Q1 04	Q4 04	Q1 05
ALL RADIO	Q	43914	43816	44046	0.3	0.5	100.0	100.0	100.0
ALL BBC	Q	32381	32490	32543	0.5	0.2	52.6	54.0	54.2
ALL BBC NETWORK RADIO	Q	28239	28429	28614	1.3	0.7	41.5	43.0	43.4
BBC RADIO 1	Q	9848	9926	9957	1.1	0.3	7.6	8.2	8.4
BBC RADIO 2	Q	12902	13305	13331	3.3	0.2	15.3	16.4	16.5
BBC RADIO 3	Q	2290	2100	1988	-13.2	-5.3	1.2	1.3	1.2
BBC RADIO 4	Q	9372	9406	9262	-1.2	-1.5	11.0	11.5	11.4
BBC RADIO FIVE LIVE	Q	6476	5981	6134	-5.3	2.6	5.1	4.3	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6521	6052	6178	-5.3	2.1	5.1	4.4	4.6
FIVE LIVE SPORTS EXTRA	Q	369	343	414	12.2	20.7	0.1	0.1	0.1
6 MUSIC FROM THE BBC	Q	187	238	311	66.3	30.7	0.1	0.1	0.2
1XTRA FROM THE BBC	Q	263	288	351	33.5	21.9	0.1	0.1	0.1
BBC 7	Q	398	391	556	39.7	42.2	0.1	0.2	0.3
BBC WORLD SERVICE	Q	1315	1273	1148	-12.7	-9.8	0.6	0.6	0.5
BBC ASIAN NETWORK UK	Q	383	535	443	15.7	-17.2	0.3	0.3	0.2
BBC LOCAL REGIONAL	Q	10648	10243	10191	-4.3	-0.5	11.1	11.0	10.8

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STATION

SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE	
	000	000	000	REACH Y/Y	REACH Q/Q	%	%	%	
	Q1 04	Q4 04	Q1 05	Q1 05 / Q1 04	Q1 05 / Q4 04	Q1 04	Q4 04	Q1 05	
ALL COMMERCIAL	Q	31638	31176	30977	-2.1	-0.6	45.5	44.2	43.8
ALL NAT. COMMERCIAL	Q	13009	13007	12987	-0.2	-0.2	9.9	10.0	10.2
THE ARROW (UK)	Q	33	37	87	163.6	135.1	*	*	0.1
CAPITAL DISNEY	Q	28	58	22	-21.4	-62.1	*	*	*
CAPITAL LIFE	Q		19	39	N/A	105.3		*	*
TOTAL CAPITAL GOLD NETWORK (UK)	H	1648	1380	1349	-18.1	-2.2	0.9	0.9	0.9
THE CENTURY RADIO NETWORK (UK)	H		2052	2085	N/A	1.6		1.6	1.6
CLASSIC FM	Q	6544	6204	5977	-8.7	-3.7	4.5	4.4	4.1
CLASSIC GOLD NETWORK (TOTAL UK)	H	895	862	795	-11.2	-7.8	0.7	0.8	0.7
CORE	Q	129	122	97	-24.8	-20.5	*	*	*
GALAXY NETWORK (UK)	Q	2582	2638	2547	-1.4	-3.4	1.8	1.9	1.7
TOTAL HEART (UK)	Q	3000	2784	3023	0.8	8.6	2.2	1.8	2.2
HEAT	Q	158	130	200	26.6	53.8	*	*	0.1
THE HITS	Q	827	826	833	0.7	0.8	0.2	0.3	0.3
TOTAL JAZZ/SMOOTH NETWORK (UK)	Q	1446	1412	1411	-2.4	-0.1	0.8	0.8	1.0
KERRANG!	Q	775			N/A	N/A	0.2		
Total Kerrang!	Q		1129	1118	N/A	-1.0		0.5	0.5
TOTAL KISS	Q	2383	2377	2189	-8.1	-7.9	1.2	1.1	1.2
TOTAL LBC (UK)	Q	865	657	639	-26.1	-2.7	0.9	0.6	0.6
TOTAL MAGIC	Q	2831	2761	2944	4.0	6.6	2.0	2.1	2.1
MOJO RADIO	Q	120	155	157	30.8	1.3	*	0.1	*
ONEWORD RADIO	H	76	112	121	59.2	8.0	*	*	*
PLANET ROCK	Q	242	261	286	18.2	9.6	0.1	0.1	0.1
PRIMETIME RADIO	Q	101	174	162	60.4	-6.9	0.1	0.1	0.2
Q	Q	371	375	328	-11.6	-12.5	0.1	0.1	0.1
SMASH HITS RADIO	Q	641	714	711	10.9	-0.4	0.2	0.2	0.2
THE STORM	Q	101	67	85	-15.8	26.9	*	0.1	*
SUNRISE RADIO NATIONAL	Q	569	536	447	-21.4	-16.6	0.7	0.3	0.3
TALKSPORT (TALK RADIO)	Q	2141	1994	2482	15.9	24.5	1.9	1.6	1.9
VIRGIN RADIO CLASSIC ROCK	Q		165	160	N/A	-3.0		0.1	0.1
THE VIRGIN RADIO GROOVE	Q		74	84	N/A	13.5		*	*
TOTAL VIRGIN RADIO (AM/FM)	H	2486	2461	2420	-2.7	-1.7	1.4	1.4	1.5
TOTAL XFM (UK)	Q	678	693	651	-4.0	-6.1	0.4	0.5	0.4
YARR RADIO	Q	10	16	9	-10.0	-43.8	*	*	*
ALL LOCAL COMMERCIAL	Q	26290	25395	25424	-3.3	0.1	35.6	34.2	33.6
OTHER LISTENING	Q	2589	2565	2879	11.2	12.2	1.8	1.8	2.0

Source RAJAR / IPSOS-RSL

RAJAR / PJPR 05.05.2005