

# RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2005 - NATIONAL STATIONS

RELEASED AT 7.00AM THURSDAY OCTOBER 27, 2005



KEY	
Quarter 3, 2004 in green	
Quarter 2, 2005 in blue	
Quarter 3, 2005 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 2005: Survey Period - Code Q (Quarter): 31,977 Adults 15+ / Code H (Half year) 63,280 Adults 15+**

<b>TOTAL HOURS</b> (in thousands): <b>All BBC</b>	<b>Q3 04:</b>	<b>580,393</b>	<b>Q2 05:</b>	<b>576,627</b>	<b>Q3 05:</b>	<b>584,914</b>
<b>TOTAL HOURS</b> (in thousands): <b>All Commercial</b>	<b>Q3 04:</b>	<b>466,008</b>	<b>Q2 05:</b>	<b>469,980</b>	<b>Q3 05:</b>	<b>466,172</b>

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 04	Q2 05	Q3 05	Q3 05 / Q3 04	Q3 05 / Q2 05	Q3 04	Q2 05	Q3 05
<b>ALL RADIO</b>	<b>Q</b>	<b>43775</b>	<b>44608</b>	<b>44385</b>	<b>1.4%</b>	<b>-0.5%</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>ALL BBC</b>	<b>Q</b>	<b>32514</b>	<b>32885</b>	<b>32873</b>	<b>1.1%</b>	<b>0.0%</b>	<b>54.4</b>	<b>54.0</b>	<b>54.6</b>
<b>ALL BBC NETWORK RADIO</b>	<b>Q</b>	<b>28643</b>	<b>28783</b>	<b>28898</b>	<b>0.9%</b>	<b>0.4%</b>	<b>43.5</b>	<b>43.1</b>	<b>43.9</b>
BBC RADIO 1	Q	10042	10242	10329	2.9%	0.8%	8.6	9.2	9.4%
BBC RADIO 2	Q	13060	13271	12859	-1.5%	-3.1%	16.1	16.0	15.6%
BBC RADIO 3	Q	2072	1913	2067	-0.2%	8.1%	5.8	1.1	1.2%
BBC RADIO 4	Q	9422	9592	9621	2.1%	0.3%	11.3	11.2	11.5%
BBC RADIO FIVE LIVE	Q	6398	5677	6052	-5.4%	6.6%	4.9	4.4	4.6%
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6472	5748	6170	-4.7%	7.3%	5.0	4.4	4.7%
FIVE LIVE SPORTS EXTRA	Q	424	394	482	13.7%	22.3%	0.1	0.1	0.1%
BBC 6 MUSIC	Q	228	286	285	25.0%	-0.3%	0.2	0.1	0.1%
1XTRA FROM THE BBC	Q	312	292	405	29.8%	38.7%	0.2	0.1	0.3%
BBC 7	Q	404	472	631	56.2%	33.7%	0.2	0.2	0.3%
BBC WORLD SERVICE	Q	1365	1144	1421	4.1%	24.2%	0.6	0.5	0.7%
BBC ASIAN NETWORK UK	Q	473	440	524	10.8%	19.1%	0.4	0.2	0.3%
<b>BBC LOCAL REGIONAL</b>	<b>Q</b>	<b>9928</b>	<b>10077</b>	<b>9856</b>	<b>-0.7%</b>	<b>-2.2%</b>	<b>10.9</b>	<b>10.9</b>	<b>10.7</b>

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STATION

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 04	Q2 05	Q3 05	Q3 05 / Q3 04	Q3 05 / Q2 05	Q3 04	Q2 05	Q3 05
<b>ALL COMMERCIAL</b>	Q	31038	31199	30722	-1.0%	-1.5%	43.7	44.0	43.5
<b>ALL NAT. COMMERCIAL</b>	Q	12752	12950	13035	2.2%	0.7%	9.6	10.2	10.5
THE ARROW (UK)	Q	34	79	79	132.4%	0.0%	*	0.1	*
CAPITAL DISNEY	Q	48	73	52	8.3%	-28.8%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1437	1391	1304	-9.3%	-6.3%	1.0	0.9	0.9
CAPITAL LIFE	Q		61	60	N/A	-1.6%		*	*
TOTAL CENTURY NETWORK UK	H		1730	1574	N/A	-9.0%		1.3	1.2
TOTAL CHOICE (UK)	Q			605	N/A	N/A			0.3
CLASSIC FM	Q	6145	6310	5842	-4.9%	-7.4%	4.2	4.3	4.1
TOTAL CLASSIC GOLD NETWORK UK	H	892	762	782	-12.3%	2.6%	0.8	0.6	0.7
CORE	Q	142	89	113	-20.4%	27.0%	*	*	*
GALAXY NETWORK (UK)	Q	2495	2539	2560	2.6%	0.8%	1.7	1.6	1.9
TOTAL HEART (UK)	Q	2910	3079	3255	11.9%	5.7%	2.0	2.2	2.4
HEAT	Q	190	230	238	25.3%	3.5%	0.1	0.1	*
THE HITS	Q	880	784	971	10.3%	23.9%	0.2	0.3	0.3
TOTAL SMOOTH NETWORK (UK)	Q	1578	1421	1258	-20.3%	-11.5%	0.8	1.0	0.8
Total Kerrang!	Q	1017	995	1214	19.4%	22.0%	0.5	0.4	0.5
TOTAL KISS	Q	2555	2361	2369	-7.3%	0.3%	1.3	1.2	1.1
TOTAL LBC (UK)	Q	701	877	749	6.8%	-14.6%	0.6	1.0	0.8
TOTAL MAGIC	Q	2815	2946	2946	4.7%	0.0%	1.9	2.0	2.0
MOJO RADIO	Q	115	118	205	78.3%	73.7%	0.1	*	0.1
ONEWORD RADIO	H	115	140	129	12.2%	-7.9%	*	0.1	*
PLANET ROCK	Q	231	382	341	47.6%	-10.7%	0.1	0.2	0.2
PRIMETIME RADIO	Q	163	164	202	23.9%	23.2%	0.1	0.2	0.2
Q	Q	321	361	448	39.6%	24.1%	0.1	0.1	0.2
SMASH HITS RADIO	Q	724	640	788	8.8%	23.1%	0.2	0.2	0.2
THE STORM	Q	80	66	76	-5.0%	15.2%	*	*	*
SUNRISE RADIO NATIONAL	Q	512	467	485	-5.3%	3.9%	0.4	0.3	0.4
TALKSPORT (TALK RADIO)	Q	2182	2211	2090	-4.2%	-5.5%	1.7	1.8	1.8
TOTAL VIRGIN RADIO (AM/FM)	H	2598	2410	2511	-3.3%	4.2%	1.5	1.5	1.5
VIRGIN RADIO CLASSIC ROCK	Q		127	206	N/A	62.2%		0.1	0.1
THE VIRGIN RADIO GROOVE	Q		74	74	N/A	0.0%		0.1	*
TOTAL XFM (UK)	Q	679	633	760	11.9%	20.1%	0.4	0.4	0.5
YARR RADIO	Q	33	19	29	-12.1%	52.6%	*	*	*
<b>ALL LOCAL COMMERCIAL</b>	Q	25719	25522	24996	-2.8%	-2.1%	34.1	33.8	33.0
<b>OTHER LISTENING</b>	Q	2704	2690	2771	2.5%	3.0%	2.0	2.0	1.9

Source RAJAR / Ipsos Media