

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2005 - NATIONAL STATIONS

RELEASED AT 7.00AM THURSDAY FEBRUARY 2, 2006



KEY	
Quarter 4, 2004 in green	
Quarter 3, 2005 in blue	
Quarter 4, 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 Q4 2005: Survey Period - Code Q (Quarter): 33,592 Adults 15+ / Code H (Half year) 65,569 Adults 15+

TOTAL HOURS (in thousands): All BBC

Q4 04:	567,674	Q3 05:	584,914	Q4 05:	583,979
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TOTAL HOURS (in thousands): ALL COMMERCIAL

Q4 04:	464,351	Q3 05:	466,172	Q4 05:	453,692
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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 04	Q3 05	Q4 05	Q4 05 / Q4 04	Q4 05 / Q3 05	Q4 04	Q3 05	Q4 05
ALL RADIO	Q	43816	44385	44439	1.4	0.1	100.0	100.0	100.0
ALL BBC	Q	32490	32873	32973	1.5	0.3	54.0	54.6	55.1
ALL BBC NETWORK RADIO	Q	28429	28898	28802	1.3	-0.3	43.0	43.9	44.0
BBC RADIO 1	Q	9926	10329	10294	3.7	-0.3	8.2	9.4	9.2
BBC RADIO 2	Q	13305	12859	13252	-0.4	3.1	16.4	15.6	16.0
BBC RADIO 3	Q	2100	2067	1973	-6.0	-4.5	1.3	1.2	1.2
BBC RADIO 4	Q	9406	9621	9318	-0.9	-3.1	11.5	11.5	11.8
BBC RADIO FIVE LIVE	Q	5981	6052	5721	-4.3	-5.5	4.3	4.6	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6052	6170	5777	-4.5	-6.4	4.4	4.7	4.3
FIVE LIVE SPORTS EXTRA	Q	343	482	460	34.1	-4.6	0.1	0.1	0.1
BBC 6 MUSIC	Q	238	285	354	48.7	24.2	0.1	0.1	0.2
1XTRA FROM THE BBC	Q	288	405	352	22.2	-13.1	0.1	0.3	0.1
BBC 7	Q	391	631	600	53.5	-4.9	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1273	1421	1353	6.3	-4.8	0.6	0.7	0.7
BBC ASIAN NETWORK UK	Q	535	524	420	-21.5	-19.8	0.3	0.3	0.3
BBC LOCAL REGIONAL	Q	10243	9856	10435	1.9	5.9	11.0	10.7	11.1

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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 04	Q3 05	Q4 05	Q4 05 / Q4 04	Q4 05 / Q3 05	Q4 04	Q3 05	Q4 05	
ALL COMMERCIAL	Q	31176	30722	30888	-0.9	0.5	44.2	43.5	42.8
ALL NATIONAL COMMERCIAL	Q	13007	13035	12828	-1.4	-1.6	10.0	10.5	10.1
THE ARROW (UK)	H	37	79	66	78.4	-16.5	*	*	*
CAPITAL DISNEY	Q	58	52	34	-41.4	-34.6	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1380	1304	1285	-6.9	-1.5	0.9	0.9	0.9
CAPITAL LIFE	Q	19	60	85	347.4	41.7	*	*	0.1
TOTAL CENTURY NETWORK UK	H	2052	1574	1578	-23.1	0.3	1.6	1.2	1.1
TOTAL CHOICE (UK)	Q	N/A	605	612	N/A	1.2	N/A	0.3	0.4
CLASSIC FM	Q	6204	5842	5910	-4.7	1.2	4.4	4.1	4.3
TOTAL CLASSIC GOLD NETWORK UK	H	862	782	791	-8.2	1.2	0.8	0.7	0.7
CORE	Q	122	113	104	-14.8	-8.0	*	*	*
GALAXY NETWORK (UK)	H	2638	2560	2550	-3.3	-0.4	1.9	1.9	1.8
TOTAL HEART (UK)	H	2784	3255	3205	15.1	-1.5	1.8	2.4	2.4
HEAT	Q	130	238	234	80.0	-1.7	*	*	0.1
THE HITS	Q	826	971	875	5.9	-9.9	0.3	0.3	0.3
TOTAL KERRANG!	Q	1129	1214	1149	1.8	-5.4	0.5	0.5	0.5
TOTAL KISS	Q	2377	2369	2303	-3.1	-2.8	1.1	1.1	1.1
TOTAL LBC (UK)	H	657	749	722	9.9	-3.6	0.6	0.8	0.8
TOTAL MAGIC	Q	2761	2946	2888	4.6	-2.0	2.1	2.0	1.9
MOJO RADIO	Q	155	205	195	25.8	-4.9	0.1	0.1	0.1
ONEWORD RADIO	H	112	129	122	8.9	-5.4	*	*	*
PLANET ROCK	Q	261	341	325	24.5	-4.7	0.1	0.2	0.1
PRIMETIME RADIO	Q	174	202	182	4.6	-9.9	0.1	0.2	0.1
Q	Q	375	448	303	-19.2	-32.4	0.1	0.2	0.1
SMASH HITS RADIO	Q	714	788	722	1.1	-8.4	0.2	0.2	0.2
TOTAL SMOOTH NETWORK (UK)	Q	1412	1258	1371	-2.9	9.0	0.8	0.8	0.9
THE STORM	Q	67	76	61	-9.0	-19.7	0.1	*	*
SUNRISE RADIO NATIONAL	Q	536	485	412	-23.1	-15.1	0.3	0.4	0.4
TALKSPORT (TALK RADIO)	Q	1994	2090	2178	9.2	4.2	1.6	1.8	1.8
TOTAL VIRGIN RADIO (AM/FM)	H	2461	2511	2524	2.6	0.5	1.4	1.5	1.6
VIRGIN RADIO CLASSIC ROCK	Q	165	206	162	-1.8	-21.4	0.1	0.1	0.1
VIRGIN RADIO GROOVE	Q	74	74	37	-50.0	-50.0	*	*	*
VIRGIN RADIO XTREME	Q	N/A	N/A	82	N/A	N/A	N/A	N/A	*
TOTAL XFM (UK)	Q	693	760	625	-9.8	-17.8	0.5	0.5	0.4
YARR RADIO	Q	16	29	37	131.3	27.6	*	*	*
ALL LOCAL COMMERCIAL	Q	25395	24996	25064	-1.3	0.3	34.2	33.0	32.7
OTHER LISTENING	Q	2565	2771	2801	9.2	1.1	1.8	1.9	2.1

Source RAJAR / Ipsos MORI

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