

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2006

NATIONAL STATIONS

RELEASED AT 07.00HRS, THURSDAY 11 MAY, 2006

KEY	
Quarter 1, 2005 in green	
Quarter 4, 2005 in blue	
Quarter 1, 2006 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.05%	



Radio Joint
Audience
Research
Limited

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 Q1 2006: Survey Period - Code Q (Quarter): 31,875 Adults 15+ / Code H (Half year) 65,467 Adults 15+

TOTAL HOURS (in thousands): All BBC

TOTAL HOURS (in thousands): ALL COMMERCIAL

Q1 05:	574,061	Q4 05:	583,979	Q1 06:	583,654
Q1 05:	463,420	Q4 05:	453,692	Q1 06:	449,529

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 05	Q4 05	Q1 06	Q1 06 / Q1 05	Q1 06 / Q4 05	Q1 05	Q4 05	Q1 06
ALL RADIO	Q	44046	44439	44297	0.6%	-0.3%	100.0	100.0	100.0
ALL BBC	Q	32543	32973	32568	0.1%	-1.2%	54.2	55.1	55.4
ALL BBC NETWORK RADIO	Q	28614	28802	28391	-0.8%	-1.4%	43.4	44.0	44.3
BBC RADIO 1	Q	9957	10294	9734	-2.2%	-5.4%	8.4	9.2	9.1
BBC RADIO 2	Q	13331	13252	12942	-2.9%	-2.3%	16.5	16.0	16.0
BBC RADIO 3	Q	1988	1973	2099	5.6%	6.4%	1.2	1.2	1.3
BBC RADIO 4	Q	9262	9318	9291	0.3%	-0.3%	11.4	11.8	11.7
BBC RADIO FIVE LIVE	Q	6134	5721	6170	0.6%	7.8%	4.6	4.2	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6178	5777	6269	1.5%	8.5%	4.6	4.3	4.8
FIVE LIVE SPORTS EXTRA	Q	414	460	613	48.1%	33.3%	0.1	0.1	0.1
BBC 6 MUSIC	Q	311	354	359	15.4%	1.4%	0.2	0.2	0.2
1XTRA FROM THE BBC	Q	351	352	371	5.7%	5.4%	0.1	0.1	0.2
BBC 7	Q	556	600	621	11.7%	3.5%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1148	1353	1262	9.9%	-6.7%	0.5	0.7	0.6
BBC ASIAN NETWORK UK	Q	443	420	427	-3.6%	1.7%	0.2	0.3	0.2
BBC LOCAL REGIONAL	Q	10191	10435	10381	1.9%	-0.5%	10.8	11.1	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	%	%	%
		Q1 05	Q4 05	Q1 06	Q1 06 / Q1 05	Q1 06 / Q4 05	Q1 05	Q4 05	Q1 06
ALL COMMERCIAL	Q	30977	30888	30424	-1.8%	-1.5%	43.8	42.8	42.6
ALL NAT. COMMERCIAL	Q	12987	12828	13145	1.2%	2.5%	10.2	10.1	10.5
THE ARROW (UK)	H	87	66	64	-26.4%	-3.0%	0.1	*	*
3C	Q			109					*
CAPITAL DISNEY	Q	22	34	53	140.9%	55.9%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1349	1285	1240	-8.1%	-3.5%	0.9	0.9	0.8
CAPITAL LIFE	Q	39	85	78	100.0%	-8.2%	*	0.1	*
TOTAL CENTURY NETWORK UK	H	2085	1578	1656	-20.6%	4.9%	1.6	1.1	1.2
TOTAL CHOICE (UK)	Q		612	657		7.4%		0.4	0.6
CLASSIC FM	Q	5977	5910	5711	-4.5%	-3.4%	4.1	4.3	4.2
TOTAL CLASSIC GOLD NETWORK UK	H	795	791	731	-8.1%	-7.6%	0.7	0.7	0.7
CORE	Q	97	104	110	13.4%	5.8%	*	*	*
FUN RADIO	Q			34					*
GALAXY NETWORK (UK)**	H	2547	2550	2495		-2.2%	1.7	1.8	1.7
TOTAL HEART (UK)**	H	3023	3205	3156		-1.5%	2.2	2.4	2.4
HEAT	Q	200	234	222	11.0%	-5.1%	0.1	0.1	0.1
THE HITS	Q	833	875	970	16.4%	10.9%	0.3	0.3	0.3
TOTAL KERRANG!	Q	1118	1149	1202	7.5%	4.6%	0.5	0.5	0.6
TOTAL KISS	Q	2189	2303	2251	2.8%	-2.3%	1.2	1.1	1.1
TOTAL LBC (UK)**	H	639	722	759		5.1%	0.6	0.8	0.8
TOTAL MAGIC	Q	2944	2888	3109	5.6%	7.7%	2.1	1.9	2.2
MOJO RADIO	Q	157	195	161	2.5%	-17.4%	*	0.1	0.1
ONEWORD RADIO	H	121	122	132	9.1%	8.2%	*	*	*
PLANET ROCK	Q	286	325	461	61.2%	41.8%	0.1	0.1	0.2
PRIMETIME RADIO	Q	162	182	178	9.9%	-2.2%	0.2	0.1	0.1
Q	Q	328	303	320	-2.4%	5.6%	0.1	0.1	0.1
SMASH HITS RADIO	Q	711	722	660	-7.2%	-8.6%	0.2	0.2	0.2
TOTAL SMOOTH NETWORK (UK)	Q	1411	1371	1269	-10.1%	-7.4%	1.0	0.9	0.9
THE STORM	Q	85	61	54	-36.5%	-11.5%	*	*	*
SUNRISE RADIO NATIONAL	Q	447	412	455	1.8%	10.4%	0.3	0.4	0.2
talkSPORT	Q	2482	2178	2070	-16.6%	-5.0%	1.9	1.8	1.7
TOTAL VIRGIN RADIO (AM/FM)	H	2420	2524	2458	1.6%	-2.6%	1.5	1.6	1.6
VIRGIN RADIO CLASSIC ROCK**	H	160	162	155			0.1	0.1	0.1
VIRGIN RADIO GROOVE**	H	84	37	55			*	*	*
VIRGIN RADIO XTREME**	H		82	96				*	*
TOTAL XFM (UK)	Q	651	625	1068	64.1%	70.9%	0.4	0.4	0.6
ALL LOCAL COMMERCIAL	Q	25424	25064	24654	-3.0%	-1.6%	33.6	32.7	32.2
OTHER LISTENING	Q	2879	2801	2882	0.1%	2.9%	2.0	2.1	2.0

** Station changed survey period

Source RAJAR / Ipsos MORI