

# RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2007

## NATIONAL STATIONS



Radio Joint  
Audience  
Research  
Limited

RELEASED AT 07.00HRS THURSDAY MAY 10, 2007

KEY
Quarter 1, 2006 in green
Quarter 4, 2006 in blue
Quarter 1, 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 Q1 2007: Survey Period - Code Q (Quarter): 32,660 Adults 15+ / Code H (Half year): 65,746 Adults 15+**

TOTAL HOURS (in thousands): ALL BBC	Q1 06	583,654	Q4 06	575,587	Q1 07	584,837
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 06	449,529	Q4 06	457,102	Q1 07	439,709

STATION	SURVEY PERIOD	REACH '000			% CHANGE REACH		SHARE %		
		Q1 06	Q4 06	Q1 07	REACH Y/Y	REACH Q/Q	Q1 06	Q4 06	Q1 07
		Q1 06	Q4 06	Q1 07	Q1 07 / Q1 06	Q1 07 / Q4 06	Q1 06	Q4 06	Q1 07
ALL RADIO	Q	44297	45045	45031	1.7%	0.0%	100.0	100.0	100.0
ALL BBC	Q	32568	32810	33464	2.8%	2.0%	55.4	54.4	56.0
15-44	Q	14730	15113	15421	4.7%	2.0%	42.9	43.8	44.6
45+	Q	17838	17697	18043	1.1%	2.0%	65.5	63.6	65.2
ALL BBC NETWORK RADIO	Q	28391	28711	29447	3.7%	2.6%	44.3	44.0	45.4
BBC RADIO 1	Q	9734	10262	10549	8.4%	2.8%	9.1	9.7	10.1
BBC RADIO 2	Q	12942	13269	13252	2.4%	-0.1%	16.0	15.8	15.8
BBC RADIO 3	Q	2099	2028	1902	-9.4%	-6.2%	1.3	1.4	1.2
BBC RADIO 4	Q	9291	9342	9637	3.7%	3.2%	11.7	11.1	12.2
BBC RADIO FIVE LIVE	Q	6170	5846	5873	-4.8%	0.5%	4.6	4.4	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6269	5919	5973	-4.7%	0.9%	4.8	4.5	4.3
FIVE LIVE SPORTS EXTRA	Q	613	650	682	11.3%	4.9%	0.1	0.1	0.2
BBC 6 MUSIC	Q	359	383	477	32.9%	24.5%	0.2	0.2	0.3
1XTRA FROM THE BBC	Q	371	368	465	25.3%	26.4%	0.2	0.2	0.2
BBC 7	Q	621	672	808	30.1%	20.2%	0.3	0.3	0.4
BBC ASIAN NETWORK UK	Q	427	493	452	5.9%	-8.3%	0.2	0.3	0.2
BBC WORLD SERVICE	Q	1262	1264	1389	10.1%	9.9%	0.6	0.6	0.7
BBC LOCAL REGIONAL	Q	10381	10262	10301	-0.8%	0.4%	11.1	10.4	10.6

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH YY	REACH Q/Q	%	%	%
		Q1 06	Q4 06	Q1 07	Q1 07 / Q1 06	Q1 07 / Q4 06	Q1 06	Q4 06	Q1 07
ALL COMMERCIAL	Q	30424	31346	31186	2.5%	-0.5%	42.6	43.2	42.1
15-44	Q	17385	17985	17656	1.6%	-1.8%	54.8	53.8	53.3
45+	Q	13038	13361	13530	3.8%	1.3%	32.8	34.1	33.2
ALL NAT. COMMERCIAL	Q	13145	13318	13693	4.2%	2.8%	10.5	10.5	10.7
THE ARROW (UK)	H	64	99	93	45.3%	-6.1%	*	0.1	0.1
CAPITAL DISNEY	Q	53	52	70	32.1%	34.6%	*	*	*
TOTAL CAPITAL GOLD NETWORK UK	H	1240	1180	1070	-13.7%	-9.3%	0.8	0.7	0.6
CHILL	Q		134	187		39.6%		0.1	0.1
TOTAL CHOICE (UK)	Q	657	685	600	-8.7%	-12.4%	0.6	0.6	0.4
CLASSIC FM	Q	5711	5757	6031	5.6%	4.8%	4.2	4.2	4.2
TOTAL CLASSIC GOLD NETWORK UK	H	731	701	681	-6.8%	-2.9%	0.7	0.7	0.6
CORE	Q	110	98	118	7.3%	20.4%	*	*	*
FUN RADIO	Q	34	37	37	8.8%	0.0%	*	*	*
GALAXY NETWORK (UK)	H	2495	2664	2550	2.2%	-4.3%	1.7	1.9	1.9
TOTAL HEART (UK)	H	3156	3136	3094	-2.0%	-1.3%	2.4	2.4	2.2
HEAT	Q	222	246	224	0.9%	-8.9%	0.1	0.1	0.1
THE HITS	Q	970	1115	1168	20.4%	4.8%	0.3	0.4	0.4
TOTAL KERRANG!	Q	1202	1366	1324	10.1%	-3.1%	0.6	0.7	0.6
TOTAL KISS NETWORK	Q	2251	2922	2804	24.6%	-4.0%	1.1	1.6	1.5
TOTAL LBC (UK)	H	759	753	792	4.3%	5.2%	0.8	0.9	0.9
LIFE	Q	78	77	67	-14.1%	-13.0%	*	*	*
TOTAL MAGIC	Q	3109	3069	3166	1.8%	3.2%	2.2	2.0	2.2
MOJO RADIO	Q	161	247	220	36.6%	-10.9%	0.1	0.1	0.1
ONEWORD RADIO	H	132	138	140	6.1%	1.4%	*	*	0.1
PLANET ROCK	Q	461	424	498	8.0%	17.5%	0.2	0.2	0.2
Q	Q	320	289	317	-0.9%	9.7%	0.1	0.1	0.1
TOTAL REAL RADIO	H		1633	1557		-4.7%		1.7	1.7
SMASH HITS RADIO	Q	660	708	759	15.0%	7.2%	0.2	0.2	0.3
TOTAL SMOOTH FM	Q	1269	1540	1495	17.8%	-2.9%	0.2	1.0	1.1
SUNRISE RADIO NATIONAL	Q	455	505	466	2.4%	-7.7%	0.2	0.3	0.3
TALKSPORT (TALK RADIO)	Q	2070	2239	2341	13.1%	4.6%	1.7	1.8	2.0
TOTAL VIRGIN RADIO (AM/FM)	H	2458	2470	2449	-0.4%	-0.9%	1.6	1.5	1.4
VIRGIN RADIO CLASSIC ROCK	H	155	188	163	5.2%	-13.3%	0.1	0.1	0.1
VIRGIN RADIO GROOVE	H	55	55	68	23.6%	23.6%	*	*	*
VIRGIN RADIO XTREME	H	96	53	82	-14.6%	54.7%	*	*	*
TOTAL XFM (UK)	Q	1068	1130	1157	8.3%	2.4%	0.6	0.7	0.6
ALL LOCAL COMMERCIAL	Q	24654	25772	25193	2.2%	-2.2%	32.2	32.8	31.4
OTHER LISTENING	Q	2882	3036	2974	3.2%	-2.0%	2.0	2.3	1.8

Source RAJAR / Ipsos MORI

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