

# RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2007

## NATIONAL STATIONS (r)



RELEASED AT 07.00HRS THURSDAY 31 JANUARY, 2008

KEY	
Quarter 4, 2006 in green	
Quarter 3, 2007 in blue	
Quarter 4, 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 Q4 2007:** Survey Period - Code Q (Quarter): 31,821 Adults 15+ / Code H (Half year): 62,545 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q4 06	575587	Q3 07	555204	Q4 07	564034
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 06	457102	Q3 07	441457	Q4 07	431319

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 06	Q3 07	Q4 07	Q4 07 vs Q4 06	Q4 07 vs Q3 07	Q4 06	Q3 07	Q4 07
ALL RADIO	Q	45045	44863	44952	-0.2%	0.2%	100.0	100.0	100.0
ALL BBC	Q	32810	32893	33139	1.0%	0.7%	54.4	54.4	55.4
15-44	Q	15113	15235	15331	1.4%	0.6%	43.8	43.8	44.2
45+	Q	17697	17657	17808	0.6%	0.9%	63.6	63.4	64.7
ALL BBC NETWORK RADIO	Q	28711	29091	29234	1.8%	0.5%	44.0	45.0	45.4
BBC RADIO 1	Q	10262	10578	10693	4.2%	1.1%	9.7	10.6	10.3
BBC RADIO 2	Q	13269	13013	12824	-3.4%	-1.5%	15.8	15.8	15.7
BBC RADIO 3	Q	2028	1938	1950	-3.8%	0.6%	1.4	1.2	1.2
BBC RADIO 4	Q	9342	9262	9289	-0.6%	0.3%	11.1	11.2	11.8
BBC RADIO FIVE LIVE	Q	5846	5489	6080	4.0%	10.8%	4.4	4.2	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5919	5652	6174	4.3%	9.2%	4.5	4.4	4.7
FIVE LIVE SPORTS EXTRA	Q	650	730	630	-3.1%	-13.7%	0.1	0.2	0.1
BBC 6 MUSIC	Q	383	485	493	28.7%	1.6%	0.2	0.2	0.3
1XTRA FROM THE BBC	Q	368	421	453	23.1%	7.6%	0.2	0.2	0.3
BBC7	Q	672	795	853	26.9%	7.3%	0.3	0.4	0.4
BBC ASIAN NETWORK UK	Q	493	476	441	-10.5%	-7.4%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1264	1303	1183	-6.4%	-9.2%	0.6	0.7	0.6
BBC LOCAL/REGIONAL	Q	10262	9600	9818	-4.3%	2.3%	10.4	9.4	10.0

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

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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 06	Q3 07	Q4 07	Q4 07 vs Q4 06	Q4 07 vs Q3 07	Q4 06	Q3 07	Q4 07
<b>ALL COMMERCIAL</b>	Q	31346	31230	30716	-2.0%	-1.6%	43.2	43.3	42.4
15-44	Q	17985	17872	17518	-2.6%	-2.0%	53.8	53.6	53.1
45+	Q	13361	13359	13198	-1.2%	-1.2%	34.1	34.5	33.5
<b>ALL NATIONAL COMMERCIAL</b>	Q	13318	14219	13655	2.5%	-4.0%	10.5	11.6	11.3
THE ARROW (UK)	H	99	146	143	44.4%	-2.1%	0.1	0.1	0.1
CHILL	Q	134	183	197	47.0%	7.7%	0.1	0.1	0.1
TOTAL CHOICE (UK)	Q	685	784	622	-9.2%	-20.7%	0.6	0.5	0.4
CLASSIC FM	Q	5757	5844	5591	-2.9%	-4.3%	4.2	4.3	4.2
CORE	Q	98	122	94	-4.1%	-23.0%	*	*	*
FUN RADIO	Q	37	40	57	54.1%	42.5%	*	*	*
GALAXY NETWORK (UK)	H	2664	2608	2547	-4.4%	-2.3%	1.9	1.8	1.6
GCAP GOLD NETWORK UK	H	1830	1499	1243	-32.1%	-17.1%	1.4	1.3	1.1
TOTAL HEART (UK)	H	3136	3322	3350	6.8%	0.8%	2.4	2.3	2.4
HEAT	Q	246	413	386	56.9%	-6.5%	0.1	0.1	0.1
THE HITS	Q	1115	1494	1364	22.3%	-8.7%	0.4	0.6	0.6
TOTAL KERRANG!	H	1366	1387	1321	-3.3%	-4.8%	0.7	0.7	0.6
TOTAL KISS NETWORK	H	2922	3095	2985	2.2%	-3.6%	1.6	1.7	1.6
TOTAL LBC (UK)	H	753	780	759	0.8%	-2.7%	0.9	0.9	0.9
LIFE	Q	77	133	89	15.6%	-33.1%	*	0.1	0.1
TOTAL MAGIC	Q	3069	3430	3357	9.4%	-2.1%	2.0	2.3	2.3
MOJO RADIO	Q	247	219	221	-10.5%	0.9%	0.1	0.1	0.1
ONEWORD RADIO	H	138	151	159	15.2%	5.3%	*	*	0.1
PLANET ROCK	Q	424	548	563	32.8%	2.7%	0.2	0.4	0.3
Q	Q	289	400	298	3.1%	-25.5%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1633	1670	1599	-2.1%	-4.3%	1.7	1.8	1.8
SMASH HITS RADIO	Q	708	990	966	36.4%	-2.4%	0.2	0.3	0.3
TOTAL SMOOTH RADIO	Q	1540					1.0		
TOTAL SMOOTH RADIO - From Q2 07, Total Smooth Radio includes the Saga stations			2173	2229		2.6%		1.8	2.0
SUNRISE RADIO NATIONAL	Q	505	537	510	1.0%	-5.0%	0.3	0.4	0.4
TALKSPORT	Q	2239	2312	2452	9.5%	6.1%	1.8	1.8	2.0
THEJAZZ	Q*		388	364		-6.2%	*	0.2	0.2
TOTAL VIRGIN RADIO	H	2470	2472	2471	0.0%	0.0%	1.5	1.5	1.5
VIRGIN RADIO CLASSIC ROCK	H	188	244	239	27.1%	-2.0%	0.1	0.1	0.1
VIRGIN RADIO GROOVE	H	55	94	98	78.2%	4.3%	*	*	*
VIRGIN RADIO XTREME	H	53	82	73	37.7%	-11.0%	*	*	*
TOTAL XFM (UK)	H	1130	1181	1116	-1.2%	-5.5%	0.7	0.7	0.6
<b>ALL LOCAL COMMERCIAL</b>	Q	25772	25086	24606	-4.5%	-1.9%	32.8	31.7	31.1
<b>OTHER LISTENING</b>	Q	3036	2964	3022	-0.5%	2.0%	2.3	2.3	2.2

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Source RAJAR / Ipsos MORI / RSMB

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