

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

NATIONAL STATIONS



RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008

KEY	
Quarter 3, 2007 in green	
Quarter 2, 2008 in blue	
Quarter 3, 2008 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 2008: Survey Period - Code Q (Quarter): 32,849 Adults 15+ / Code H (Half year): 66,361 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q3 07	555204	Q2 08	564476	Q3 08	550398
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 07	441457	Q2 08	431081	Q3 08	432016

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
ALL RADIO	Q	44863	45117	45084	0.5%	-0.1%	100.0	100.0	100.0
ALL BBC	Q	32893	33323	32981	0.3%	-1.0%	54.4	55.5	54.9
15-44	Q	15235	15362	15248	0.1%	-0.7%	43.8	44.6	44.0
45+	Q	17657	17961	17734	0.4%	-1.3%	63.4	64.3	63.7
ALL BBC NETWORK RADIO	Q	29091	29611	29331	0.8%	-0.9%	45.0	46.0	45.5
BBC RADIO 1	Q	10578	10684	10871	2.8%	1.8%	10.6	10.0	9.8
BBC RADIO 2	Q	13013	12998	13061	0.4%	0.5%	15.8	16.0	16.0
BBC RADIO 3	Q	1938	1910	1947	0.5%	1.9%	1.2	1.2	1.2
BBC RADIO 4	Q	9262	9534	9448	2.0%	-0.9%	11.2	12.0	11.5
BBC RADIO FIVE LIVE	Q	5489	6001	5830	6.2%	-2.8%	4.2	4.6	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5652	6116	5939	5.1%	-2.9%	4.4	4.8	4.8
FIVE LIVE SPORTS EXTRA	Q	730	748	776	6.3%	3.7%	0.2	0.2	0.3
BBC 6 MUSIC	Q	485	551	552	13.8%	0.2%	0.2	0.3	0.4
1XTRA FROM THE BBC	Q	421	491	600	42.5%	22.2%	0.2	0.3	0.3
BBC7	Q	795	812	887	11.6%	9.2%	0.4	0.4	0.5
BBC ASIAN NETWORK UK	Q	476	473	419	-12.0%	-11.4%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1303	1310	1362	4.5%	4.0%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9600	9504	9296	-3.2%	-2.2%	9.4	9.6	9.3

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Radio Joint
Audience
Research
Limited

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
ALL COMMERCIAL	Q	31230	30984	31180	-0.2%	0.6%	43.3	42.4	43.1
15-44	Q	17872	17465	17661	-1.2%	1.1%	53.6	53.1	53.5
45+	Q	13359	13519	13519	1.2%	0.0%	34.5	33.9	34.6
ALL NATIONAL COMMERCIAL	Q	14219	13760	13936	-2.0%	1.3%	11.6	11.2	11.0
THE ARROW (UK)	H	146	153	190	30.1%	24.2%	0.1	0.1	0.1
CHILL	H	183	166	179	-2.2%	7.8%	0.1	0.1	0.1
CLASSIC FM	Q	5844	5470	5542	-5.2%	1.3%	4.3	3.9	3.8
GALAXY NETWORK (UK)*	H	2608	2664	3680	41.1%	38.1%	1.8	1.8	2.5
GOLD NETWORK (UK)	H	1499	941	971	-35.2%	3.2%	1.3	0.8	0.9
HEART NETWORK (UK)*	H	3322	3410	6857	106.4%	101.1%	2.3	2.3	5.4
HEAT	Q	413	432	458	10.9%	6.0%	0.1	0.1	0.1
THE HITS	Q	1494	1477	1597	6.9%	8.1%	0.6	0.6	0.6
TOTAL KERRANG!	H	1427	1350	1398	-2.0%	3.6%	0.7	0.6	0.6
TOTAL KISS NETWORK	H	3095	3149	3198	3.3%	1.6%	1.7	1.7	1.8
TOTAL LBC (UK)	H	780	845	838	7.4%	-0.8%	0.9	0.9	0.9
TOTAL MAGIC	Q	3430	3441	3355	-2.2%	-2.5%	2.3	2.5	2.3
MOJO RADIO	Q	219	329	259	18.3%	-21.3%	0.1	0.1	0.1
NME RADIO	Q *	*		215			*	*	0.1
PLANET ROCK	Q	548	585	633	15.5%	8.2%	0.4	0.4	0.5
Q	Q	400	277	330	-17.5%	19.1%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1670	1593	1621	-2.9%	1.8%	1.8	1.5	1.5
SMASH HITS RADIO	Q	990	976	1003	1.3%	2.8%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2210	2706	2773	25.5%	2.5%	1.9	2.5	2.4
SUNRISE RADIO NATIONAL	Q	537	502	489	-8.9%	-2.6%	0.4	0.3	0.3
TALKSPORT	Q	2312	2384	2313	0.0%	-3.0%	1.8	1.9	1.9
TOTAL VIRGIN RADIO	H	2472	2400	2348	-5.0%	-2.2%	1.5	1.4	1.4
VIRGIN RADIO CLASSIC ROCK	H	244	267	310	27.0%	16.1%	0.1	0.1	0.1
VIRGIN RADIO XTREME	H	82	120	108	31.7%	-10.0%	*	*	*
TOTAL XFM (UK)*	H	1181	1007	861	-27.1%	-14.5%	0.7	0.5	0.4
ALL LOCAL COMMERCIAL	Q	25086	24992	25125	0.2%	0.5%	31.7	31.2	32.0
OTHER LISTENING	Q	2964	2978	3073	3.7%	3.2%	2.3	2.1	2.1

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

* Group composition changed in Q3 08