

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2007

NATIONAL STATIONS

RELEASED AT 07.00HRS THURSDAY AUGUST 16, 2007

KEY	
Quarter 2, 2006 in green	
Quarter 1, 2007 in blue	
Quarter 2, 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 Q2 2007: Survey Period - Code Q (Quarter): 32,124 Adults 15+ / Code H (Half year): 64,784 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q2 06	572,682	Q1 07	584,837	Q2 07	573,516
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 06	449,241	Q1 07	439,709	Q2 07	459,322

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 06	Q1 07	Q2 07	Q2 07 vs Q2 06	Q2 07 vs Q1 07	Q2 06	Q1 07	Q2 07
ALL RADIO	Q	44615	45031	45621	2.3%	1.3%	100.0	100.0	100.0
ALL BBC	Q	32850	33464	33245	1.2%	-0.7%	54.7	56.0	54.3
15-44	Q	15162	15421	15494	2.2%	0.5%	43.4	44.6	43.8
45+	Q	17688	18043	17751	0.4%	-1.6%	64.3	65.2	63.2
ALL BBC NETWORK RADIO	Q	28711	29447	29356	2.2%	-0.3%	44.0	45.4	44.5
BBC RADIO 1	Q	10423	10549	10873	4.3%	3.1%	10.3	10.1	10.3
BBC RADIO 2	Q	13288	13252	13117	-1.3%	-1.0%	15.7	15.8	15.6
BBC RADIO 3	Q	1834	1902	1783	-2.8%	-6.3%	1.1	1.2	1.1
BBC RADIO 4	Q	9187	9637	9482	3.2%	-1.6%	10.7	12.2	11.2
BBC RADIO FIVE LIVE	Q	6033	5873	5890	-2.4%	0.3%	4.5	4.2	4.2
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6140	5973	6104	-0.6%	2.2%	4.7	4.3	4.5
FIVE LIVE SPORTS EXTRA	Q	658	682	866	31.6%	27.0%	0.2	0.2	0.3
BBC 6 MUSIC	Q	354	477	471	33.1%	-1.3%	0.2	0.3	0.3
1XTRA FROM THE BBC	Q	284	465	473	66.5%	1.7%	0.1	0.2	0.2
BBC 7	Q	668	808	738	10.5%	-8.7%	0.4	0.4	0.4
BBC ASIAN NETWORK UK	Q	444	452	455	2.5%	0.7%	0.4	0.2	0.2
BBC WORLD SERVICE	Q	1257	1389	1305	3.8%	-6.0%	0.7	0.7	0.7
BBC LOCAL REGIONAL	Q	9965	10301	9889	-0.8%	-4.0%	10.7	10.6	9.8

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 YY	REACH Q/Q	%	%	%
		Q2 06	Q1 07	Q2 07	Q2 07 vs Q2 06	Q2 07 vs Q1 07	Q2 06	Q1 07	Q2 07
ALL COMMERCIAL	Q	30742	31186	32005	4.1%	2.6%	42.9	42.1	43.5
15-44	Q	17511	17656	18224	4.1%	3.2%	53.8	53.3	53.7
45+	Q	13231	13530	13781	4.2%	1.9%	33.6	33.2	34.8
ALL NAT. COMMERCIAL	Q	13272	13693	14144	6.6%	3.3%	10.7	10.7	11.2
THE ARROW (UK)	H	62	93	124	100.0%	33.3%	*	0.1	0.1
TOTAL CAPITAL GOLD NETWORK UK	H	1166	1070	926	-20.6%	-13.5%	0.7	0.6	0.6
CHILL	Q	115	187	189	64.3%	1.1%	*	0.1	0.1
TOTAL CHOICE (UK)	Q	567	600	585	3.2%	-2.5%	0.4	0.4	0.4
CLASSIC FM	Q	5832	6031	5704	-2.2%	-5.4%	4.2	4.2	4.0
TOTAL CLASSIC GOLD NETWORK UK	H	686	681	653	-4.8%	-4.1%	0.6	0.6	0.5
CORE	Q	134	118	126	-6.0%	6.8%	0.1	*	*
FUN RADIO	Q	47	37	35	-25.5%	-5.4%	*	*	*
GALAXY NETWORK (UK)	H	2496	2550	2584	3.5%	1.3%	1.7	1.9	1.8
TOTAL HEART (UK)	H	3140	3094	3254	3.6%	5.2%	2.4	2.2	2.3
HEAT	Q	300	224	425	41.7%	89.7%	0.1	0.1	0.1
THE HITS	Q	1102	1168	1345	22.1%	15.2%	0.4	0.4	0.5
TOTAL KERRANG!	Q	1240	1324	1478	19.2%	11.6%	0.6	0.6	0.7
TOTAL KISS NETWORK	Q	2363	2804	2928	23.9%	4.4%	1.2	1.5	1.6
TOTAL LBC (UK)	H	692	792	793	14.6%	0.1%	0.8	0.9	0.8
LIFE	Q	46	67	112	143.5%	67.2%	*	*	0.1
TOTAL MAGIC	Q	3111	3166	3378	8.6%	6.7%	2.3	2.2	2.4
MOJO RADIO	Q	202	220	227	12.4%	3.2%	0.1	0.1	0.1
ONEWORD RADIO	H	128	140	138	7.8%	-1.4%	*	0.1	0.1
PLANET ROCK	Q	417	498	530	27.1%	6.4%	0.2	0.2	0.3
Q	Q	360	317	379	5.3%	19.6%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1639	1557	1637	-0.1%	5.1%	1.6	1.7	1.7
SMASH HITS RADIO	Q	776	759	906	16.8%	19.4%	0.2	0.3	0.3
TOTAL SMOOTH RADIO	Q	1488	1495				1.2	1.1	
TOTAL SMOOTH RADIO - From Q2 07, Total	Q			2292					2.0
SUNRISE RADIO NATIONAL	Q	450	466	571	26.9%	22.5%	0.4	0.3	0.4
TALKSPORT (TALK RADIO)	Q	2219	2341	2372	6.9%	1.3%	1.7	2.0	1.8
THEJAZZ	Q			334					0.2
TOTAL VIRGIN RADIO	H	2338	2449	2534	8.4%	3.5%	1.5	1.4	1.5
VIRGIN RADIO CLASSIC ROCK	H	155	163	234	51.0%	43.6%	0.1	0.1	0.1
VIRGIN RADIO GROOVE	H	53	68	99	86.8%	45.6%	*	*	0.1
VIRGIN RADIO XTREME	H	83	82	95	14.5%	15.9%	*	*	*
TOTAL XFM (UK)	Q	1075	1157	1187	10.4%	2.6%	0.8	0.6	0.7
ALL LOCAL COMMERCIAL	Q	24821	25193	25791	3.9%	2.4%	32.2	31.4	32.3
OTHER LISTENING	Q	3079	2974	2979	-3.2%	0.2%	2.4	1.8	2.2

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Source RAJAR / Ipsos MORI / RSMB