

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2004 - NATIONAL STATIONS

RELEASED AT 7.00AM THURSDAY OCTOBER 21, 2004

KEY	
Quarter 3, 2003 in green	
Quarter 2, 2004 in blue	
Quarter 3, 2004 in pink	
* = less than 0.5%	

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.

TOTAL HOURS : The overall number of hours of adult listening to a station in the UK/area in 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

SAMPLE SIZE: Survey Period - Code Q (Quarter): 30,870 Adults 15+ / Code H (Half year) 63,239 Adults 15+

STATION	SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE	SHARE	SHARE
		000	000	000				%	%	%
		Q3 03	Q2 04	Q3 04	Q3 03	Q2 04	Q3 04	Q3 03	Q2 04	Q3 04
ALL BBC	Q	31790	32395	32514	551924	569438	580393	51.8	53.1	54.4
ALL BBC NETWORK RADIO	Q	27890	28563	28643	435799	452668	464167	40.9	42.2	43.5
BBC RADIO 1	Q	9851	9725	10042	84735	88529	92132	8.0	8.3	8.6
BBC RADIO 2	Q	12477	13432	13060	159483	173421	171741	15.0	16.2	16.1
BBC RADIO 3	Q	2214	2021	2072	12325	12077	11965	1.2	1.1	1.1
BBC RADIO 4	Q	9525	9508	9422	120764	117686	121139	11.3	11.0	11.3
BBC RADIO FIVE LIVE	Q	5716	6086	6398	45210	47837	52063	4.2	4.5	4.9
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5793	6151	6472	45963	48595	53086	4.3	4.5	5.0
FIVE LIVE SPORTS EXTRA	Q	312	415	424	753	758	1024	0.1	0.1	0.1
6 MUSIC FROM THE BBC	Q	154	200	228	773	642	1607	0.1	0.1	0.2
1XTRA FROM THE BBC	Q	331	293	312	1512	1021	1775	0.1	0.1	0.2
BBC 7	Q	236	388	404	826	2011	2191	0.1	0.2	0.2
BBC WORLD SERVICE	Q	1411	1367	1365	7297	6960	6359	0.7	0.6	0.6
BBC ASIAN NETWORK UK	Q	495	493	473	4120	3393	4023	0.4	0.3	0.4
BBC LOCAL REGIONAL	Q	9955	10197	9928	116125	116770	116226	10.9	10.9	10.9
ALL COMMERCIAL	Q	31573	31359	31038	492822	482457	466008	46.2	45.0	43.7
ALL NAT. COMMERCIAL	Q	12495	13088	12752	101095	108528	101960	9.5	10.1	9.6

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STATION	SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE	SHARE	SHARE
		000	000	000	HOURS	HOURS	HOURS	%	%	%
		Q3 03	Q2 04	Q3 04	Q3 03	Q2 04	Q3 04	Q3 03	Q2 04	Q3 04
THE ARROW (UK)	Q		24	34		158	284		*	*
CAPITAL DISNEY	Q		31	48		191	112		*	*
TOTAL CAPITAL GOLD UK	H	1833	1532	1437	12173	10292	10777	1.1	0.9	1.0
CLASSIC FM	Q	6463	6487	6145	47499	48081	44344	4.5	4.5	4.2
CLASSIC GOLD NETWORK (TOTAL UK)	H		920	892		8269	8464		0.8	0.8
CORE	Q	162	132	142	496	362	385	*	*	*
GALAXY NETWORK (UK)	Q		2708	2495		20396	18436		1.9	1.7
TOTAL HEART (UK)	Q		3259	2910		24999	21037		2.3	2.0
HEAT	Q		150	190		483	620		*	0.1
THE HITS	Q	1036	880	880	3879	2826	2661	0.4	0.3	0.2
TOTAL JAZZ/SMOOTH NETWORK (UK)	Q	1467	1489	1578	7548	9453	8499	0.7	0.9	0.8
KERRANG!	Q	864	723		2555	2402		0.2	0.2	
Total Kerrang!	Q			1017			4846			0.5
TOTAL KISS	Q	2662	2532	2555	13852	13889	13691	1.3	1.3	1.3
TOTAL LBC (UK)	Q		807	701		8322	6334		0.8	0.6
TOTAL MAGIC	Q	2845	2679	2815	22276	19203	20411	2.1	1.8	1.9
MOJO RADIO	Q		136	115		555	579		0.1	0.1
ONEWORD RADIO	H	61	87	115	262	289	325	*	*	*
PLANET ROCK	Q	247	221	231	1072	1005	997	0.1	0.1	0.1
Q	Q	553	348	321	1454	741	925	0.1	0.1	0.1
SAGA'S PRIMETIME RADIO	Q		127	163		622	1235		0.1	0.1
SMASH HITS RADIO	Q	977	725	724	3155	2333	2349	0.3	0.2	0.2
	Q	77	78	80	341	264	252	*	*	*
SUNRISE RADIO NATIONAL	Q		581	512		6430	3945		0.6	0.4
TALKSPORT (TALK RADIO)	Q	1904	2155	2182	16070	19064	18067	1.5	1.8	1.7
TOTAL VIRGIN RADIO	H	2855	2632	2598	18302	17398	16363	1.7	1.6	1.5
TOTAL XFM (UK)	Q	634	701	679	5328	4255	3822	0.5	0.4	0.4
YARR RADIO	Q		17	33		80	130		*	*
ALL LOCAL COMMERCIAL	Q	26415	25923	25719	390292	373929	364048	37.3	34.9	34.1
OTHER LISTENING	Q	2586	2693	2704	20895	20032	21131	2.0	1.9	2.0

Source RAJAR / IPSOS-RSL