

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 23rd March 2008



## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN)

Adults aged 15 and over: population 50,334,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45397	90	20.5	22.8	1033308	100.0
ALL BBC	Q	34219	68	11.7	17.2	587057	56.8
ALL BBC 15-44	Q	16087	64	8.7	13.6	218818	46.9
ALL BBC 45+	Q	18132	72	14.7	20.3	368239	65.0
All BBC Network Radio <sup>1</sup>	Q	30282	60	9.6	16.0	485271	47.0
BBC Local/Regional	Q	10293	20	2.0	9.9	101786	9.9
ALL COMMERCIAL	Q	31019	62	8.4	13.7	424396	41.1
ALL COMMERCIAL 15-44	Q	17538	70	9.4	13.5	236477	50.7
ALL COMMERCIAL 45+	Q	13480	54	7.5	13.9	187919	33.2
All National Commercial	Q	14126	28	2.2	7.9	110948	10.7
All Local Commercial	Q	24847	49	6.2	12.6	313448	30.3
Other Listening	Q	3035	6	0.4	7.2	21855	2.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>1</sup> See note on back cover.

For survey periods and other definitions please see back cover.

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	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	30282	60	9.6	16.0	485271	47.0
BBC Radio 1	Q	11067	22	2.2	9.9	109824	10.6
BBC Radio 2	Q	13632	27	3.4	12.5	170097	16.5
BBC Radio 3	Q	1795	4	0.2	5.4	9764	0.9
BBC Radio 4	Q	9561	19	2.5	13.2	125863	12.2
BBC Radio FIVE LIVE	Q	6022	12	0.9	7.9	47655	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6088	12	1.0	8.1	49070	4.7
FIVE LIVE SPORTS EXTRA	Q	648	1	*	2.2	1415	0.1
BBC 6 Music	Q	520	1	0.1	5.5	2855	0.3
1Xtra from the BBC	Q	595	1	0.1	5.5	3273	0.3
BBC7	Q	813	2	0.1	5.9	4831	0.5
BBC Asian Network UK	Q	535	1	0.1	6.3	3372	0.3
BBC World Service	Q	1345	3	0.1	4.7	6322	0.6
All National Commercial	Q	14126	28	2.2	7.9	110948	10.7
The Arrow (UK)	H	121	*	*	7.0	855	0.1
Chill	Q	156	*	*	4.2	652	0.1
Total Choice (UK) <sup>2</sup>	Q	695	1	0.1	7.3	5068	0.5
Classic FM	Q	5622	11	0.8	6.9	38744	3.7
Galaxy Network (UK) <sup>2</sup>	H	2631	5	0.3	6.3	16520	1.6
GCap Gold Network UK <sup>2</sup>	H	913	2	0.2	8.9	8163	0.8
Total Heart (UK) <sup>2</sup>	H	3400	7	0.5	7.1	24087	2.3
Heat	Q	446	1	*	3.2	1430	0.1
The Hits	Q	1571	3	0.1	3.9	6084	0.6
Total Kerrang! <sup>2</sup>	H	1297	3	0.1	4.5	5798	0.6
Total Kiss Network <sup>2</sup>	H	2989	6	0.3	5.5	16549	1.6
Total LBC (UK) <sup>2</sup>	H	824	2	0.2	12.4	10194	1.0
Life	Q	141	*	*	9.7	1368	0.1
Total Magic <sup>2</sup>	Q	3212	6	0.4	6.9	22206	2.1
Mojo Radio	Q	256	1	*	3.5	890	0.1
Planet Rock	Q	563	1	0.1	6.5	3637	0.4
Q	Q	282	1	*	3.0	842	0.1
Total Real Radio <sup>2</sup>	H	1546	3	0.3	10.7	16602	1.6
Smash Hits Radio	Q	973	2	0.1	3.4	3264	0.3
Total Smooth Radio <sup>2</sup>	H	2376	5	0.4	9.1	21712	2.1
Sunrise Radio National <sup>2</sup>	Q	514	1	0.1	8.5	4390	0.4
talkSPORT	Q	2470	5	0.4	8.0	19725	1.9
theJazz	Q	407	1	*	5.0	2043	0.2
Total Virgin Radio	H	2466	5	0.3	5.9	14447	1.4
Virgin Radio Classic Rock	H	239	*	*	3.8	908	0.1
Virgin Radio Xtreme	H	95	*	*	4.1	389	*
Total XFM (UK) <sup>2</sup>	H	1034	2	0.1	5.5	5637	0.5

Source: RAJAR/Ipsos MORI/R SMB

<sup>2</sup> See note on back cover

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 23rd March 2008



## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in TSA %
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	50334	11067	22	2.2	9.9	109824	10.6
BBC Radio 2	Q	50334	13632	27	3.4	12.5	170097	16.5
BBC Radio 3	Q	50334	1795	4	0.2	5.4	9764	0.9
BBC Radio 4	Q	50334	9561	19	2.5	13.2	125863	12.2
BBC Radio FIVE LIVE	Q	50334	6022	12	0.9	7.9	47655	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50334	6088	12	1.0	8.1	49070	4.7
FIVE LIVE SPORTS EXTRA	Q	50334	648	1	*	2.2	1415	0.1
BBC 6 Music	Q	50334	520	1	0.1	5.5	2855	0.3
1Xtra from the BBC	Q	50334	595	1	0.1	5.5	3273	0.3
BBC7	Q	50334	813	2	0.1	5.9	4831	0.5
BBC Asian Network UK	Q	50334	535	1	0.1	6.3	3372	0.3
BBC World Service	Q	50334	1345	3	0.1	4.7	6322	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4267	1008	24	1.8	7.6	7611	9.6
BBC Radio Ulster <sup>3</sup>	Q	1390	539	39	4.4	11.4	6160	24.2
Total BBC Radio Wales/Cymru	Q	2466	550	22	2.8	12.5	6904	13.2
BBC Radio Wales	Q	2466	453	18	2.0	11.0	4999	9.6
BBC Radio Cymru	Q	2466	139	6	0.8	13.7	1905	3.6
<b>LOCAL</b>								
BBC Local Radio	Q	40363	7801	19	1.9	9.9	77357	9.2
BBC Radio Berkshire	H	769	126	16	1.4	8.5	1071	6.7
BBC Radio Bristol	H	1292	194	15	1.9	12.6	2436	8.6
BBC Radio Cambridgeshire	H	689	131	19	1.9	9.9	1300	8.4
BBC Radio Cornwall	H	441	131	30	4.0	13.4	1762	18.8
BBC Coventry and Warwickshire	H	665	99	15	1.4	9.5	933	6.6
BBC Radio Cumbria	H	407	115	28	2.8	9.8	1131	13.5
BBC Radio Derby	H	614	157	26	2.7	10.7	1678	13.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover

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## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC Radio Devon	H	949	247	26	3.3	12.8	3160	15.9
BBC Essex	H	1216	241	20	2.9	14.5	3486	12.9
BBC Radio Gloucestershire	H	472	102	22	2.0	9.0	927	9.6
BBC Hereford & Worcester	H	490	111	23	2.7	11.8	1307	13.6
BBC Radio Humberside	H	739	209	28	3.5	12.2	2558	16.2
BBC Radio Kent	H	1349	260	19	2.4	12.4	3213	9.8
BBC Radio Lancashire	H	1162	245	21	2.1	9.9	2416	10.7
BBC Radio Leeds	H	1548	249	16	1.2	7.5	1865	6.5
BBC Radio Leicester	H	774	163	21	2.0	9.4	1537	9.6
BBC Radio Lincolnshire	H	518	125	24	2.9	12.0	1494	12.8
BBC London 94.9	Q	10781	559	5	0.4	7.4	4145	1.9
BBC Radio Manchester	Q	2095	236	11	0.8	7.1	1666	3.9
BBC Radio Merseyside	H	1622	343	21	3.2	15.3	5258	16.4
BBC Radio Newcastle	H	1409	265	19	1.6	8.4	2230	9.2
BBC Radio Norfolk	H	738	204	28	3.5	12.6	2576	15.1
BBC Radio Northampton	H	450	95	21	2.1	10.0	946	9.8
BBC Radio Nottingham	H	755	190	25	2.5	9.9	1890	11.0
BBC Radio Oxford 95.2FM	H	504	85	17	1.8	10.5	893	8.2
BBC Radio Sheffield	H	1231	268	22	2.5	11.4	3045	12.7
BBC Radio Shropshire	H	375	110	29	3.1	10.5	1157	13.0
BBC Radio Solent**	H	1484	282	19	2.0	10.3	2897	9.1
BBC Solent for Dorset	Y	169	24	14	1.2	8.9	211	5.2
BBC Somerset	H	403	26	7	0.8	12.1	318	3.0
BBC Southern Counties Radio	Q	2391	305	13	1.3	10.1	3080	5.5
BBC Radio Stoke	H	586	172	29	2.6	8.8	1521	11.3
BBC Radio Suffolk	H	505	146	29	3.4	11.8	1725	15.1
BBC Tees	H	773	135	17	1.2	6.9	930	6.7
BBC Three Counties Radio	H	1230	152	12	1.1	9.1	1389	5.9
BBC WM (Birmingham & Black Country)	Q	2221	290	13	1.2	8.9	2588	5.6
BBC Radio Wiltshire/Swindon	H	523	75	14	1.3	9.1	683	6.2
BBC Radio York	H	510	87	17	1.6	9.3	812	7.7
BBC Radio Guernsey	Y	50	17	35	4.7	13.4	233	27.6
BBC Radio Jersey	Y	73	36	49	6.5	13.1	477	29.5

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

Results are shown based on each station's Total Survey Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener	Total Hours '000	Share in TSA %	
<b>NATIONAL</b>								
The Arrow (UK)	H	50334	121	*	*	7.0	855	0.1
Chill	Q	50334	156	*	*	4.2	652	0.1
Total Choice (UK)	Q	50334	695	1	0.1	7.3	5068	0.5
Classic FM	Q	50334	5622	11	0.8	6.9	38744	3.7
Galaxy Network (UK)	H	50334	2631	5	0.3	6.3	16520	1.6
GCap Gold Network UK	H	50334	913	2	0.2	8.9	8163	0.8
Total Heart (UK)	H	50334	3400	7	0.5	7.1	24087	2.3
Heat	Q	50334	446	1	*	3.2	1430	0.1
The Hits	Q	50334	1571	3	0.1	3.9	6084	0.6
Total Kerrang!	H	50334	1297	3	0.1	4.5	5798	0.6
Total Kiss Network	H	50334	2989	6	0.3	5.5	16549	1.6
Total LBC (UK)	H	50334	824	2	0.2	12.4	10194	1.0
Life	Q	50334	141	*	*	9.7	1368	0.1
Total Magic	Q	50334	3212	6	0.4	6.9	22206	2.1
Mojo Radio	Q	50334	256	1	*	3.5	890	0.1
Planet Rock	Q	50334	563	1	0.1	6.5	3637	0.4
Q	Q	50334	282	1	*	3.0	842	0.1
Total Real Radio	H	50334	1546	3	0.3	10.7	16602	1.6
Smash Hits Radio	Q	50334	973	2	0.1	3.4	3264	0.3
Total Smooth Radio	H	50334	2376	5	0.4	9.1	21712	2.1
Sunrise Radio National	Q	50334	514	1	0.1	8.5	4390	0.4
talkSPORT	Q	50334	2470	5	0.4	8.0	19725	1.9
theJazz	Q	50334	407	1	*	5.0	2043	0.2
Total Virgin Radio Network	H	50334	2695	5	0.3	5.8	15744	1.5
Total Virgin Radio	H	50334	2466	5	0.3	5.9	14447	1.4
Total Virgin (London)	H	10781	1148	11	0.7	6.3	7245	3.3
Virgin Radio London	H	10781	1080	10	0.6	5.8	6265	2.9
Virgin Radio National	H	50334	1507	3	0.2	5.4	8133	0.8
Virgin Radio Classic Rock	H	50334	239	*	*	3.8	908	0.1
Virgin Radio Xtreme	H	50334	95	*	*	4.1	389	*
Total XFM (UK)	H	50334	1034	2	0.1	5.5	5637	0.5

Source: RAJAR/Ipsos MORI/R SMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 23rd March 2008



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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

Results are shown based on each station's Total Survey Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in TSA %
<b>LOCAL</b>								
All Local Commercial Radio	Q	49599	24777	50	6.3	12.6	312727	30.8
105-107 Atlantic FM	H	441	49	11	0.6	5.5	267	2.9
Total Bauer Radio	H	50334	11904	24	2.1	8.9	105736	10.3
Total Bauer Radio ILR	H	36250	9308	26	2.3	8.9	83085	11.5
Big City Network	H	15919	4508	28	2.6	9.1	40881	13.5
Total Magic	Q	50334	3212	6	0.4	6.9	22206	2.1
Magic Network (ILR)	H	21171	2647	13	0.9	7.2	19141	4.6
Magic Network - North	H	10390	667	6	0.6	9.0	6026	3.0
Bauer Radio - North East	H	2198	724	33	2.9	8.8	6369	16.6
Big City Network - North East	H	2198	598	27	2.0	7.4	4410	11.5
Metro Radio	H	1462	423	29	2.1	7.4	3121	12.4
TFM Radio	H	800	175	22	1.6	7.4	1290	9.0
Magic Network - North East	H	2198	214	10	0.9	9.1	1958	5.1
Magic 1152 (Newcastle)	H	1462	141	10	0.9	8.9	1256	5.0
Magic 1170 (Teesside)	H	800	73	9	0.9	9.6	702	4.9
Metro Radio/Magic 1152	H	1462	507	35	3.0	8.6	4377	17.3
TFM Radio/Magic 1170	H	800	217	27	2.5	9.2	1992	13.9
Bauer Radio - North West	H	5057	1364	27	2.3	8.4	11514	11.6
Big City Network - North West	H	4937	1237	25	2.0	8.0	9879	10.2
Radio City 96.7	H	1804	470	26	2.4	9.1	4295	11.8
Key 103 (Manchester)	H	2362	490	21	1.4	6.9	3383	7.5
97.4 Rock FM	H	1314	291	22	1.7	7.6	2200	8.5
Magic Network - North West	H	5022	225	4	0.3	7.3	1636	1.7
Magic 1548 (Liverpool)	H	1804	76	4	0.4	8.5	644	1.8
Magic 1152 (Manchester)	H	2362	101	4	0.3	7.2	721	1.6
Magic 999 (Preston)	H	1098	49	4	0.2	5.6	271	1.3
Key 103/Magic 1152 (Manchester)	H	2362	557	24	1.7	7.4	4105	9.1
Radio City 96.7/Magic 1548	H	1804	504	28	2.7	9.8	4939	13.6
97.4 Rock FM/Magic 999	H	1435	319	22	1.7	7.7	2470	8.8
Bauer Radio - Yorkshire	H	3170	912	29	2.9	10.2	9339	14.8
Big City Network - Yorkshire	H	3170	756	24	2.2	9.1	6907	11.0
96.3 Radio Aire	H	940	171	18	1.5	8.3	1414	8.1
Hallam FM	H	1310	360	28	2.8	10.0	3602	13.9
96.9 Viking FM	H	1112	229	21	1.7	8.3	1891	8.0
Magic Network - Yorkshire	H	3170	227	7	0.8	10.7	2432	3.9
Magic 828 (Leeds)	H	940	95	10	1.0	10.0	952	5.4
Magic AM (Sheffield)	H	1310	60	5	0.5	9.9	596	2.3
Magic 1161 (Hull)	H	1112	84	8	0.9	12.4	1044	4.4
96.3 Radio Aire/Magic 828	H	940	246	26	2.5	9.6	2366	13.5
Hallam FM/Magic AM	H	1310	396	30	3.2	10.6	4198	16.2

Source: RAJAR/Ipsos MORI/R SMB

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

Results are shown based on each station's Total Survey Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in TSA %
96.9 Viking FM/Magic 1161	H	1112	286	26	2.6	10.3	2935	12.5
Total Kerrang!	H	50334	1297	3	0.1	4.5	5798	0.6
Kerrang! 105.2	H	3486	401	11	0.7	6.2	2469	3.4
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10781	2996	28	2.1	7.4	22197	10.1
Kiss 100 FM	Q	10781	1583	15	0.9	6.0	9454	4.3
Magic 105.4	Q	10781	1918	18	1.2	6.6	12743	5.8
Total Kiss Network	H	50334	2989	6	0.3	5.5	16549	1.6
Kiss East	H	1977	277	14	1.1	7.8	2148	4.8
Kiss West	H	2273	225	10	0.7	7.0	1582	3.3
Bauer Radio Total Scotland	H	4248	1581	37	4.4	11.9	18822	23.7
Big City Scotland	Y	4006	1360	34	3.3	9.7	13254	17.8
Bauer Radio Central Scotland	H	2791	899	32	3.8	11.9	10685	21.2
Total Radio Clyde	H	1824	616	34	3.8	11.2	6899	20.9
Clyde 1 FM	H	1824	526	29	2.6	9.0	4714	14.3
Clyde 2	H	1824	227	12	1.2	9.6	2186	6.6
Total Radio Forth	H	1064	291	27	3.6	13.0	3786	20.1
ForthOne	H	1064	258	24	2.7	11.2	2885	15.3
Forth2	H	1064	90	8	0.8	10.0	900	4.8
C.F.M.Radio	Y	252	98	39	4.2	10.8	1063	21.4
Moray Firth Radio	Y	229	108	47	5.1	10.8	1164	22.6
Total Northsound Radio	Y	298	146	49	6.3	12.9	1882	33.3
Northsound One	Y	298	122	41	4.0	9.8	1195	21.1
Northsound Two	Y	298	60	20	2.3	11.5	687	12.2
Radio Borders	Y	105	58	55	7.1	13.0	753	32.2
Total Radio Tay	H	366	154	42	4.7	11.2	1726	25.2
Tay-FM	H	366	111	30	2.8	9.3	1040	15.2
Tay-AM	H	366	67	18	1.9	10.2	686	10.0
West Sound <sup>3</sup>	H	385	143	37	3.9	10.6	1521	23.5
Downtown Radio (DTR)/97.4	H	1367	516	38	3.9	10.3	5341	21.2
Cool FM								
97.4 Cool FM	H	936	330	35	3.2	9.0	2954	16.9
Downtown Radio (DTR)	H	1367	269	20	1.7	8.9	2387	9.5
Wave 105 FM	H	1693	321	19	1.9	10.2	3268	9.0
107 The Bee	Y	181	22	12	1.7	14.0	313	8.1
Club Asia 963+972AM	H	10781	197	2	0.1	6.7	1327	0.6
Total CN Radio	Y	1818	385	21	1.8	8.5	3259	8.5
The Bay	H	308	89	29	2.3	7.9	703	11.1
Citybeat 96.7FM	H	540	136	25	1.7	6.8	928	8.5
CN Radio Midlands	Y	969	152	16	1.4	8.7	1323	6.5
Rugby FM	Y	71	24	33	3.2	9.4	226	15.5

Source: RAJAR/Ipsos MORI/RSMB



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Touch FM Staffs (was Centre FM)	Y	240	28	12	1.3	11.2	308	5.6
Touch FM - South Midlands	Y	658	101	15	1.2	7.9	790	5.9
107.6 Touch FM Banbury	Y	81	15	19	1.5	7.8	120	6.7
96.2 Touch FM Coventry	Y	282	32	11	0.5	4.7	150	3.0
102 Touch FM Stratford	Y	295	53	18	1.8	9.8	519	7.9
Connect FM (was KCBC 107.4)	Y	215	42	20	1.9	9.5	398	8.4
Chester's Dee 106.3	Y	185	31	17	1.6	9.6	298	7.6
3FM	Y	66	16	25	3.0	12.2	200	13.1
Total GCap Media UK	H	50334	14429	29	2.4	8.5	123242	12.0
GCap Media - National Brands	H	50334	8475	17	1.3	7.7	65372	6.4
Total								
Chill	Q	50334	156	*	*	4.2	652	0.1
Classic FM	Q	50334	5622	11	0.8	6.9	38744	3.7
Life	Q	50334	141	*	*	9.7	1368	0.1
Planet Rock	Q	50334	563	1	0.1	6.5	3637	0.4
theJazz	Q	50334	407	1	*	5.0	2043	0.2
Total Choice (UK)	Q	50334	695	1	0.1	7.3	5068	0.5
GCap Gold Network UK	H	50334	913	2	0.2	8.9	8163	0.8
GCap Media - Local Brands Total	H	34792	8658	25	2.1	8.4	73037	10.2
The One Network	H	29127	6878	24	1.9	8.0	55231	9.1
Beacon FM	H	1293	239	19	1.4	7.5	1805	6.4
96.4 BRMB	H	2031	419	21	1.2	6.0	2523	6.0
The Buzz 97.1 FM	H	438	35	8	0.5	6.0	211	2.8
95.8 Capital Radio	Q	10781	1563	14	0.9	6.4	10053	4.6
Champion 103 FM	Y	122	32	26	2.7	10.2	329	14.2
96.9 Chiltern FM (Bedford)	H	385	94	24	2.0	8.3	781	10.5
97.6 Chiltern FM (Dunstable/Luton)	H	731	160	22	1.4	6.5	1039	7.4
Coast 96.3	Y	242	44	18	1.6	8.9	388	8.1
2CR FM	H	600	123	20	1.4	6.8	831	6.0
Essex FM <sup>3</sup>	H	1187	320	27	3.1	11.5	3671	14.2
FOX FM	H	649	160	25	2.1	8.5	1352	9.7
102.7 Hereward FM	H	373	107	29	2.2	7.6	810	9.3
Horizon Radio	Y	219	75	34	2.7	7.9	588	12.3
Gemini FM Total	Y	525	150	28	2.5	8.7	1303	11.4
Gemini FM East (Exeter Area)	Y	301	89	29	2.8	9.6	851	12.4
Gemini FM West (Torbay Area)	Y	224	61	27	2.0	7.4	452	9.8
GWR	H	1287	350	27	2.8	10.4	3638	14.0
Invicta FM	H	1147	365	32	2.4	7.5	2749	9.9
Lantern FM 96.2 and 97.3	Y	128	45	35	3.3	9.6	427	14.3
105.4 Leicester Sound FM	H	652	129	20	1.7	8.7	1126	8.7

Source: RAJAR/Ipsos MORI/R SMB



# QUARTERLY SUMMARY OF RADIO LISTENING

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

Results are shown based on each station's Total Survey Area

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Marcher Sound (formerly MFM 103.4)	H	374	69	18	1.7	9.0	620	7.6
Mercia	H	726	123	17	1.8	10.5	1287	8.6
Mercury FM (Herts)	H	330	35	11	0.5	4.8	169	2.3
Mercury FM (Surrey & Sussex)	H	360	84	23	1.7	7.2	602	7.4
Northants 96	H	519	124	24	2.4	10.0	1236	11.6
Orchard FM	H	336	127	38	4.4	11.6	1475	17.1
97 FM Plymouth Sound	H	330	98	30	2.3	7.9	773	12.6
103.2 Power FM	H	1099	176	16	1.1	6.9	1204	5.3
Q103	H	450	98	22	1.5	6.7	658	6.8
Radio Broadland	H	628	181	29	2.6	9.0	1627	11.9
RAM FM	H	624	116	19	1.3	7.1	822	6.2
Red Dragon	H	966	260	27	2.1	7.6	1989	9.7
102.4 Severn Sound FM	H	398	103	26	2.4	9.4	968	12.4
SGR FM Total	H	653	162	25	2.2	8.9	1448	9.7
SGR FM	H	544	118	22	2.0	9.1	1075	8.4
SGR Colchester	Y	173	55	32	2.5	8.0	439	12.2
Southern FM	H	994	332	33	2.5	7.5	2495	10.3
South Hams Radio	Y	64	14	21	2.0	9.2	126	8.8
2-TEN FM	H	785	194	25	1.7	6.7	1296	8.0
96 Trent FM	H	1112	326	29	2.4	8.2	2670	11.1
Wyvern FM	H	495	99	20	1.6	8.0	793	8.1
Choice FM London	Q	10781	544	5	0.4	8.0	4375	2.0
Fun Radio	H	10781	22	*	*	9.9	222	0.1
Ocean	H	988	174	18	1.2	6.6	1143	5.6
GCap Gold Network	H	28820	810	3	0.3	9.2	7470	1.2
Gold Bedford (was Classic Gold Bedford)	H	590	23	4	0.2	5.8	136	1.1
Gold Berkshire/North Hampshire (was Gold Berkshire)	H	785	23	3	0.3	11.6	272	1.7
Gold Birmingham (was Capital Gold Birmingham)	H	2031	51	3	0.2	8.1	413	1.0
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/ Wiltshire)	H	1287	44	3	0.4	12.7	564	2.2
Gold Coventry (was Classic Gold Coventry)	H	726	13	2	0.2	12.9	171	1.1
Gold Crawley (was Classic Gold Crawley)	H	360	5	1	0.1	9.6	47	0.6
Gold Derby (was Classic Gold Derby)	H	624	17	3	0.3	11.9	204	1.5

Source: RAJAR/Ipsos MORI/R SMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 23rd March 2008



RAJAR

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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Gold Devon (was Classic Gold Devon)	H	526	30	6	0.5	8.1	246	2.2
Gold Dorset (was Classic Gold Dorset)	H	600	24	4	0.3	7.2	170	1.2
Gold Essex (was Classic Gold Essex)	H	1187	26	2	0.2	10.2	260	1.0
Gold Gloucester (was Classic Gold Gloucester)	H	398	13	3	0.6	18.3	236	3.0
Gold Hampshire (was Capital Gold Hampshire)	H	1099	28	3	0.3	12.9	357	1.6
Gold Kent (was Capital Gold Kent)	H	1147	30	3	0.3	9.9	295	1.1
Gold London (was Capital Gold London)	Q	10781	224	2	0.2	9.0	2018	0.9
Gold Luton (was Classic Gold Luton)	H	1009	37	4	0.3	8.2	298	1.5
Gold Manchester (was Capital Gold Manchester)	H	2362	55	2	0.2	7.1	390	0.9
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	H	1168	50	4	0.5	10.8	534	2.0
Gold Norfolk (was Classic Gold Amber Norfolk)	H	628	26	4	0.3	7.9	208	1.5
Gold Suffolk (was Classic Gold Amber Suffolk)	H	544	23	4	0.6	14.0	327	2.5
Gold North Wales/Cheshire (was Classic Gold Marcher)	H	374	6	2	0.2	14.9	84	1.0
Gold Northampton (was Classic Gold Northampton)	H	519	22	4	0.4	8.3	186	1.7
Gold Nottingham (was Classic Gold Nottingham)	H	1112	33	3	0.4	13.4	441	1.8
Gold Peterborough (was Classic Gold Peterborough)	H	561	25	4	0.6	13.2	328	2.5
Gold Plymouth (was Classic Gold Plymouth)	H	330	7	2	0.4	17.5	130	2.1
Gold Sussex (was Capital Gold Sussex)	H	994	32	3	0.3	9.7	308	1.3
Gold South East Wales (was Capital Gold South East Wales)	H	966	27	3	0.2	8.7	233	1.1
Gold Wolverhampton (was Classic Gold Wolverhampton)	H	1293	30	2	0.2	8.8	263	0.9
Total XFM (UK)	H	50334	1034	2	0.1	5.5	5637	0.5

Source: RAJAR/Ipsos MORI/R SMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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XFM 104.9	Q	10781	379	4	0.2	5.2	1957	0.9
XFM Manchester	H	2777	190	7	0.4	6.5	1231	2.3
XFM Scotland	H	2674	214	8	0.4	5.5	1185	2.4
XFM Scotland (East)	H	1161	94	8	0.4	5.4	506	2.5
XFM Scotland (West)	H	1689	143	8	0.5	5.4	766	2.5
Total Global Radio (UK)	H	50334	6532	13	1.0	7.9	51657	5.0
Global Radio (ILR)	H	25471	5704	22	1.8	8.2	46919	9.2
The Arrow (UK)	H	50334	121	*	*	7.0	855	0.1
Galaxy Network (UK)	H	50334	2631	5	0.3	6.3	16520	1.6
Galaxy Network (ILR)	H	11350	2258	20	1.3	6.6	14826	6.7
Galaxy Birmingham	H	2077	396	19	1.2	6.1	2416	5.7
Galaxy Manchester	H	2777	449	16	0.9	5.8	2619	4.9
Galaxy North East	H	2175	469	22	1.4	6.3	2970	7.8
Galaxy Yorkshire	H	4321	944	22	1.6	7.2	6821	8.0
Total Heart (UK)	H	50334	3400	7	0.5	7.1	24087	2.3
Heart FM (ILR)	H	16199	3008	19	1.4	7.4	22297	6.7
100.7 Heart FM	H	3521	822	23	1.9	8.2	6743	9.2
Heart 106.2 FM	Q	10781	1848	17	1.2	7.0	12855	5.8
Heart 106 (formerly 106 Century FM)	H	2086	339	16	1.2	7.2	2453	5.5
Heart Midlands (ILR)	H	5418	1152	21	1.7	8.0	9197	8.1
Global Radio Midlands (ILR)	H	5418	1358	25	2.1	8.6	11613	10.2
Global Radio West Midlands (ILR)	H	3521	1028	29	2.6	8.9	9160	12.5
Total LBC (UK)	H	50334	824	2	0.2	12.4	10194	1.0
Total LBC (ILR)	Q	10781	787	7	1.0	13.4	10531	4.8
LBC 97.3	Q	10781	701	7	0.9	14.1	9893	4.5
LBC News 1152	Q	10781	202	2	0.1	3.2	639	0.3
Global Radio London (ILR)	Q	10781	2501	23	2.2	9.4	23386	10.6
Total GMG Radio	H	50334	4792	10	0.9	9.9	47586	4.6
Total Real Radio/Century Radio	H	50334	2664	5	0.5	9.6	25456	2.5
GMG Radio North West (Century Radio (North West)/Smooth Radio (North West))	Q	5176	1239	24	2.1	8.7	10812	10.4
Century Radio (North East/ North West)	H	7373	1129	15	1.2	7.8	8853	6.3
Century Radio (North East)	H	2198	455	21	1.5	7.2	3286	8.6
Century Radio (North West)	Q	5176	715	14	1.1	7.6	5463	5.3
Total Real Radio	H	50334	1546	3	0.3	10.7	16602	1.6
Real Radio (Scotland/Wales/ Yorkshire)	H	7133	1393	20	2.2	11.2	15610	11.5
Real Radio (Scotland)	H	2650	712	27	3.3	12.1	8641	17.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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Real Radio (Wales)	H	1754	363	21	2.2	10.8	3900	10.8
Real Radio (Yorkshire)	H	2729	318	12	1.1	9.6	3070	5.9
GMG Radio Scotland (Real Radio/96.3 Rock Radio/Smooth Radio (Glasgow))	H	2835	884	31	4.0	12.9	11427	22.3
Real Radio (Scotland)/96.3 Rock Radio	H	2650	749	28	3.4	12.1	9059	18.7
96.3 Rock Radio	H	804	46	6	0.5	9.0	418	2.8
Total Smooth Radio	H	50334	2376	5	0.4	9.1	21712	2.1
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow)	H	23382	2077	9	0.8	9.5	19652	4.2
Smooth Radio (East & West Midlands)	H	5557	737	13	1.6	12.2	9003	7.7
Smooth Radio (East Midlands)	H	2078	292	14	1.5	10.8	3155	7.1
Smooth Radio (West Midlands)	H	3521	446	13	1.7	13.1	5848	8.0
Smooth Radio (Glasgow)	H	1869	212	11	1.3	11.2	2368	7.0
Smooth Radio (London)	Q	10781	518	5	0.3	6.6	3424	1.6
Smooth Radio (North West)	Q	5176	718	14	1.0	7.5	5350	5.1
Kingdom FM	Y	290	56	19	1.6	8.0	454	9.7
kmfm Group	H	976	157	16	1.5	9.2	1441	6.2
kmfm East	H	463	88	19	1.8	9.5	835	7.6
kmfm West	H	512	69	13	1.2	8.8	605	4.9
Lincs FM Group	Y	2152	656	31	3.5	11.4	7516	16.9
Lincs FM 102.2 <sup>3</sup>	H	880	336	38	4.9	12.9	4347	22.7
Oak 107 FM	Y	111	25	22	1.7	7.6	189	9.2
White Rose Radio Network (Lincs FM Group)	Y	1030	259	25	2.5	10.0	2595	12.4
Dearne FM	Y	223	74	33	3.4	10.4	764	17.9
Ridings FM	Y	291	43	15	1.7	11.6	501	8.5
Rother FM	Y	205	36	18	1.6	9.1	329	8.1
Trax FM	H	359	98	27	2.6	9.6	945	12.5
Fosseway Radio	Y	146	28	19	2.5	12.9	362	11.9
Lite FM	Y	180	26	14	1.5	10.8	277	7.1
The Litt Radio Group (London)	Y	10783	503	5	0.4	8.9	4457	2.0
Easy Radio	H	10781	13	*	*	3.5	47	*
South London Radio 107.3 FM (South FM)	H	1466	24	2	0.1	6.4	152	0.5
Time FM 106.6	Y	275	24	9	0.5	5.2	125	2.2
Time FM 106.8	H	581	18	3	0.1	4.5	80	0.7
Time FM 107.5	Y	396	27	7	0.6	9.5	252	3.3

Source: RAJAR/Ipsos MORI/R SMB

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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The Sunrise Group	H	50334	551	1	0.1	8.2	4538	0.4
Kisat Radio 1035 (Greater London)	Q	10781	68	1	*	6.6	445	0.2
Sunrise Radio (Greater London)	Q	10781	341	3	0.3	8.4	2860	1.3
Sunrise Radio National	Q	50334	514	1	0.1	8.5	4390	0.4
Yarr Radio	H	10781	18	*	*	2.6	48	*
The Local Radio Company Group Total	Y	4465	925	21	1.7	8.2	7611	8.1
Alpha 103.2	Y	141	25	18	1.2	6.9	172	6.7
107.8 Arrow FM for Hastings	Y	111	26	24	2.0	8.3	218	7.3
Bath FM	Y	99	16	16	1.1	6.8	109	4.8
2BR	Y	191	62	32	3.3	10.2	629	15.9
Brunel FM	Y	177	16	9	0.7	8.4	131	3.6
Central FM	Y	212	40	19	1.3	6.6	265	7.2
107.9 Dune FM	Y	208	20	10	0.4	4.3	87	2.2
Durham FM	Y	248	30	12	0.7	5.8	174	3.8
Fire 107.6 FM	Y	285	37	13	0.6	4.9	181	2.8
IOW Radio	Y	121	40	33	3.6	10.7	430	17.4
Ivel FM	Y	131	27	21	2.1	10.1	270	8.1
Minster FM	H	322	72	22	2.4	10.6	768	11.8
Total Mix	Y	251	51	21	1.4	7.0	361	7.1
Mix 96	Y	119	34	28	1.9	6.6	224	8.6
Mix 107	Y	132	18	13	1.0	7.7	137	5.5
Pennine FM (formerly 107.9 Home FM)	Y	198	22	11	0.5	4.7	103	2.8
107.4 The Quay	Y	361	45	12	0.8	6.7	300	3.9
106.9 Silk FM	Y	176	29	17	1.4	8.3	242	6.8
107.5 Sovereign Radio	Y	146	32	22	1.9	8.8	279	8.1
Spire FM	Y	112	48	43	4.0	9.4	452	17.9
Spirit FM	Y	205	41	20	1.3	6.3	261	5.6
97.2 Stray FM	Y	142	48	34	3.2	9.6	459	14.5
Sun FM	Y	271	81	30	2.6	8.8	713	13.4
3TR	Y	66	14	21	3.1	14.5	203	14.5
Vale FM	Y	57	16	27	2.1	7.6	120	9.3
Wessex FM	Y	120	39	32	2.9	9.2	354	13.4
Yorkshire Coast Radio	Y	114	44	38	3.3	8.7	378	16.6
Radio Mansfield 103.2	Y	150	46	31	2.6	8.6	394	12.1
Manx Radio	Y	66	33	49	7.2	14.6	477	31.4
106.7 Merseyside's KCR FM (formerly The Rocket)	Y	290	3	1	0.1	11.9	41	0.7
Original 106fm (Solent)	H	1625	39	2	0.1	2.9	112	0.3

Source: RAJAR/Ipsos MORI/RSMB

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Original 106.5fm (Bristol)	H	551	11	2	0.1	6.5	69	0.7
Oxford's FM107.9 (formerly Passion 107.9)	Y	213	13	6	0.3	4.5	60	1.5
Premier Christian Radio	Q	10781	100	1	0.1	12.5	1249	0.6
Q102.9FM/Q97.2FM/Q101.2FM	Y	289	78	27	2.1	7.6	596	10.5
Reading 107 FM	Y	271	35	13	0.7	5.3	185	3.6
Seven FM	Y	139	23	17	1.3	8.0	187	6.2
Six FM	Y	85	18	21	1.7	8.2	148	8.7
Sunshine Radio	Q	672	16	2	0.3	13.3	208	1.5
Tindle Radio Group	Y	1666	302	18	1.7	9.6	2905	8.1
Tindle Radio Anglia	Y	1233	181	15	1.3	8.9	1615	6.2
103.4 The Beach	Y	174	51	29	3.0	10.1	514	15.0
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	402	51	13	1.0	7.7	392	4.5
Dream 100	Y	179	29	16	1.5	9.1	267	6.7
Dream 107.7 FM	Y	223	22	10	0.6	5.8	125	2.7
North Norfolk Radio	Y	89	16	18	2.2	12.1	199	9.0
99.9 Radio Norwich	H	490	39	8	0.6	7.2	282	2.7
Town 102 FM	Y	290	29	10	0.9	9.0	264	4.3
Channel 103 FM	Y	73	37	50	5.6	11.1	410	25.4
Delta FM	Y	95	15	16	1.6	9.7	147	6.9
Island FM 104.7	Y	50	23	46	6.3	13.7	315	37.2
Kick and Kestrel	Y	215	46	21	1.9	9.1	418	8.2
Kestrel FM	Y	130	33	25	2.4	9.6	315	9.4
Kick FM	Y	84	13	15	1.2	7.9	103	5.9
Total Town and Country Broadcasting	H	1045	172	16	1.4	8.5	1467	6.8
107.8 Radio Hampshire	Y	392	30	8	0.4	4.8	142	1.7
Town and Country Broadcasting (South and West Wales)	H	653	151	23	2.1	9.0	1365	10.5
106.3 Bridge FM	Y	119	39	33	3.2	9.7	378	15.0
97.1 Radio Carmarthenshire <sup>3</sup>	Y	124	33	27	1.8	6.8	227	10.1
102.5 Radio Pembrokeshire	Y	91	50	55	6.1	11.0	551	30.6
102.1 Swansea Bay Radio	H	446	35	8	0.8	10.5	366	4.0
Total UKRD	H	2749	458	17	1.5	9.0	4119	7.3
Pirate FM	H	465	152	33	3.3	10.1	1536	15.6
Star Radio West	H	732	47	6	0.6	9.3	437	3.0
Star Radio in Bristol	H	447	19	4	0.4	8.2	160	2.0
Star Radio in Cheltenham	Y	159	8	5	0.4	7.8	63	2.0
Star Radio in North Somerset	Y	126	15	12	1.3	10.4	161	5.5
The County Sound Radio Network	H	571	142	25	1.9	7.8	1109	9.3
County Sound 1566	H	571	7	1	0.1	5.8	42	0.4

Source: RAJAR/Ipsos MORI/RSMB



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96.4 Eagle Radio	H	571	137	24	1.9	7.8	1067	9.0
Total UKRD East	H	483	97	20	1.8	9.1	885	8.0
Fen Radio 107.5	Y	77	14	18	1.2	7.1	97	4.6
KL.FM 96.7	Y	147	50	34	3.0	8.8	445	12.8
Star Radio in Cambridge	Y	287	34	12	0.9	7.7	262	4.2
96.2 The Revolution	H	498	19	4	0.3	8.0	152	1.7
UTV Radio (inc. talkSPORT)	H	50334	3733	7	0.6	8.7	32427	3.2
UTV Radio (excl. talkSPORT)	H	7862	1362	17	1.6	9.1	12347	7.9
Imagine FM	H	372	38	10	0.4	4.0	152	2.2
107.6 Juice FM	H	968	142	15	0.9	6.1	861	4.4
Peak 107 FM	H	406	86	21	1.9	9.0	775	9.6
The Pulse/Pulse Classic Gold	H	823	150	18	1.3	7.0	1050	6.8
The Pulse	H	823	133	16	1.1	6.5	872	5.7
Pulse Classic Gold	H	823	40	5	0.2	4.5	178	1.2
Signal One & Signal Two	H	759	264	35	4.8	13.8	3643	20.8
Signal One	H	759	237	31	4.1	13.0	3098	17.7
Signal Two	H	759	74	10	0.7	7.3	545	3.1
Talk 107	H	1000	33	3	0.2	6.5	212	1.2
107.4 Tower FM	H	435	47	11	1.0	8.9	419	4.8
UTV Radio - South Wales	H	793	218	27	2.4	8.7	1886	11.3
Total Swansea Sound/96.4 FM	H	446	166	37	3.0	8.1	1346	14.7
The Wave								
96.4 FM The Wave	H	446	115	26	2.1	8.0	918	10.0
Swansea Sound - 1170 MW	H	446	67	15	1.0	6.4	428	4.7
Valleys Radio	H	347	52	15	1.6	10.5	540	7.1
U105	H	785	93	12	1.0	8.7	806	5.4
Radio Wave 96.5 FM	Y	241	73	30	3.2	10.6	776	15.4
Wave 102 FM	Y	172	28	16	1.3	7.8	217	6.8
102.4 Wish/107.2 Wire	Y	699	166	24	1.7	7.0	1165	8.3
107.2 Wire FM	Y	273	73	27	1.8	6.8	495	9.1
102.4 Wish FM	H	463	76	16	1.3	7.8	590	6.3
107.7 The Wolf	H	428	36	8	0.8	9.0	326	3.5
Yorkshire Radio	H	4902	42	1	*	3.8	160	0.2

Source: RAJAR/Ipsos MORI/R SMB



## PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Pop'n '000s	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	50334	31019	62	8.4	13.7	424396	41.1
Children 4-14	Q	7872	5460	69	5.7	8.2	44734	63.8
15-24	Q	8104	5905	73	9.0	12.4	73270	55.6
25-44	Q	17108	11633	68	9.5	14.0	163207	48.7
45-64	Q	15303	9322	61	8.9	14.6	135749	38.4
65+	Q	9820	4158	42	5.3	12.5	52170	24.5
Main Shoppers	Q	38257	23116	60	8.4	13.9	321581	40.2
Main Shoppers with children	Q	11895	8154	69	9.8	14.3	116538	49.7
ABC1	Q	26979	16627	62	7.0	11.3	188660	35.2
C2DE	Q	23355	14391	62	10.1	16.4	235736	47.4
ALL BBC 15+	Q	50334	34219	68	11.7	17.2	587057	56.8
Children 4-14	Q	7872	3961	50	3.0	5.9	23513	33.6
15-24	Q	8104	4942	61	6.8	11.1	54954	41.7
25-44	Q	17108	11145	65	9.6	14.7	163864	48.9
45-64	Q	15303	10901	71	13.7	19.3	210097	59.4
65+	Q	9820	7231	74	16.1	21.9	158142	74.2
Main Shoppers	Q	38257	25993	68	12.0	17.7	460781	57.6
Main Shoppers with children	Q	11895	7482	63	9.5	15.1	112651	48.1
ABC1	Q	26979	20104	75	12.5	16.7	336207	62.8
C2DE	Q	23355	14115	60	10.7	17.8	250850	50.4

## DEFINITIONS

- (1) Audiences in local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals.
- (2) National groups that are a combination of analogue and digital broadcast.
- (3) Audience to 'Opt-out' services included.

### AREAS

UNITED KINGDOM (Parts 1 and 4) (including Channel Islands and Isle of Man)

EDITORIAL AREAS (Part 2)      BBC stations' defined service areas

TOTAL SURVEY AREAS (Part 3)      Commercial stations' defined marketing areas

In Part 1 'BBC Local/Regional' and 'All Local Commercial' include listening to local stations outside their own Editorial/Total Survey Areas.

In Parts 2 and 3 'BBC Local Radio' and 'All Local Commercial Radio' are based on the net Editorial/Total Survey Area of the individual services making up the network.

### TERMS

#### WEEKLY REACH

The number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week

#### AVERAGE HOURS

The total hours of listening to a station during the course of a week, averaged:

PER HEAD      - across the total adult population of the UK/area

PER LISTENER      - across all those listening to the station for at least 5 minutes

#### TOTAL HOURS

The overall number of hours of adult listening to a station in the UK/area in an average week

#### SHARE IN TSA

The percentage of total listening time accounted for by a station in the UK/area in an average week

### SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	31st December 2007 - 23rd March 2008	31,801
H	17th September 2007 - 23rd March 2008	63,622
Y	26th March 2007 - 23rd March 2008	126,470