

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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

Adults aged 15 and over: population 51,280,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	46327	90	20.1	22.2	1028764	100.0
ALL BBC	Q	34098	66	11.0	16.5	561706	54.6
ALL BBC 15-44	Q	15738	62	7.8	12.6	198648	43.6
ALL BBC 45+	Q	18360	71	14.1	19.8	363058	63.4
All BBC Network Radio <sup>1</sup>	Q	30706	60	9.2	15.4	472503	45.9
BBC Local/Regional	Q	9072	18	1.7	9.8	89203	8.7
ALL COMMERCIAL	Q	31968	62	8.6	13.7	439457	42.7
ALL COMMERCIAL 15-44	Q	18016	71	9.5	13.4	241273	52.9
ALL COMMERCIAL 45+	Q	13951	54	7.7	14.2	198184	34.6
All National Commercial <sup>1</sup>	Q	13868	27	2.2	8.0	110831	10.8
All Local Commercial (National TSA)	Q	25916	51	6.4	12.7	328626	31.9
Other Listening	Q	3686	7	0.5	7.5	27601	2.7

Source: RAJAR/Ipsos MORI/RSMB

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

For survey periods and other definitions please see back cover.

**Embargoed until 7.00 am  
6th August 2009**

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		'000	%	per head	per listener		
All BBC Network Radio	Q	30706	60	9.2	15.4	472503	45.9
BBC Radio 1	Q	11342	22	2.1	9.3	106000	10.3
BBC Radio 2	Q	13424	26	3.1	11.9	159270	15.5
BBC Radio 3	Q	2021	4	0.2	6.1	12383	1.2
BBC Radio 4	Q	9999	19	2.4	12.4	124067	12.1
BBC Radio FIVE LIVE	Q	6415	13	0.9	7.3	46617	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6515	13	0.9	7.4	48225	4.7
FIVE LIVE SPORTS EXTRA	Q	676	1	*	2.4	1607	0.2
BBC 6 Music	Q	595	1	0.1	6.9	4119	0.4
1Xtra from the BBC	Q	634	1	0.1	5.7	3605	0.4
BBC7	Q	834	2	0.1	6.4	5320	0.5
BBC Asian Network UK	Q	421	1	*	6.0	2516	0.2
BBC World Service	Q	1438	3	0.1	4.9	6999	0.7
All National Commercial	Q	13868	27	2.2	8.0	110831	10.8
Total Absolute Radio (was Total Virgin Radio)	Q	1691	3	0.2	6.7	11309	1.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	191	*	*	5.1	967	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	58	*	*	6.4	372	*
Chill	H	220	*	*	4.6	1019	0.1
Classic FM	Q	5717	11	0.8	7.0	40260	3.9
Galaxy Network (UK) <sup>2</sup>	H	3714	7	0.5	6.8	25261	2.5
Gold Network (UK) <sup>2</sup>	H	1109	2	0.2	9.1	10078	1.0
Heart Network (UK) <sup>2</sup>	H	7479	15	1.2	8.1	60288	5.9
Heat	Q	572	1	*	3.6	2073	0.2
The Hits	Q	1243	2	0.1	3.9	4833	0.5
Jazz FM	Q	482	1	*	3.5	1695	0.2
Total Kerrang! <sup>2</sup>	H	1316	3	0.1	3.9	5156	0.5
Total Kiss Network <sup>2</sup>	H	3582	7	0.4	5.3	19071	1.9
Total LBC (UK) <sup>2</sup>	H	956	2	0.2	12.0	11468	1.1
Total Magic <sup>2</sup>	Q	3640	7	0.5	7.1	25927	2.5
NME Radio	Q	215	*	*	2.3	493	*
Planet Rock	Q	709	1	0.1	7.1	5009	0.5
Q	Q	270	1	*	2.4	640	0.1
Total Real Radio <sup>2</sup>	H	2434	5	0.4	8.8	21399	2.1
Smash Hits Radio	Q	1155	2	0.1	3.7	4288	0.4
Total Smooth Radio <sup>2</sup>	H	2760	5	0.4	8.0	21955	2.1
Sunrise Radio National <sup>2</sup>	Q	494	1	0.1	8.6	4264	0.4
talkSPORT	Q	2405	5	0.4	7.5	18004	1.8
Total XFM (UK) <sup>2</sup>	H	1004	2	0.1	4.7	4686	0.5

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	51280	11342	22	2.1	9.3	106000	10.3
BBC Radio 2	Q	51280	13424	26	3.1	11.9	159270	15.5
BBC Radio 3	Q	51280	2021	4	0.2	6.1	12383	1.2
BBC Radio 4	Q	51280	9999	19	2.4	12.4	124067	12.1
BBC Radio FIVE LIVE	Q	51280	6415	13	0.9	7.3	46617	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51280	6515	13	0.9	7.4	48225	4.7
FIVE LIVE SPORTS EXTRA	Q	51280	676	1	*	2.4	1607	0.2
BBC 6 Music	Q	51280	595	1	0.1	6.9	4119	0.4
1Xtra from the BBC	Q	51280	634	1	0.1	5.7	3605	0.4
BBC7	Q	51280	834	2	0.1	6.4	5320	0.5
BBC Asian Network UK	Q	51280	421	1	*	6.0	2516	0.2
BBC World Service	Q	51280	1438	3	0.1	4.9	6999	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4334	938	22	1.5	6.8	6336	7.7
BBC Radio Ulster <sup>3</sup>	Q	1433	451	32	3.9	12.2	5530	19.2
Total BBC Radio Wales/Cymru	Q	2504	552	22	2.7	12.2	6743	12.8
BBC Radio Wales	Q	2504	429	17	1.8	10.3	4427	8.4
BBC Radio Cymru	Q	2504	171	7	0.9	13.6	2317	4.4
<b>LOCAL</b>								
BBC Local Radio	Q	41367	6872	17	1.6	9.9	68209	8.2
BBC Radio Berkshire	H	786	130	17	1.2	7.3	950	6.2
BBC Radio Bristol	H	885	158	18	2.2	12.3	1949	10.6
BBC Radio Cambridgeshire	H	703	134	19	1.5	7.8	1038	6.9
BBC Radio Cornwall	H	455	142	31	3.5	11.1	1586	16.2
BBC Coventry and Warwickshire	H	660	83	13	1.0	7.9	654	5.0
BBC Radio Cumbria	H	406	131	32	3.2	10.0	1307	16.4
BBC Radio Derby	H	630	160	25	2.9	11.6	1853	15.6

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	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	977	251	26	2.9	11.2	2804	13.5
BBC Essex	H	1264	246	19	2.1	10.9	2679	9.6
BBC Radio Gloucestershire	H	483	97	20	2.1	10.6	1022	9.6
BBC Hereford & Worcester	H	492	117	24	2.5	10.5	1231	12.2
BBC Radio Humberside	H	763	228	30	3.0	10.0	2270	13.5
BBC Radio Kent	H	1378	249	18	2.1	11.4	2832	8.8
BBC Radio Lancashire	H	1185	235	20	1.8	9.1	2147	10.0
BBC Radio Leeds	H	1619	230	14	1.2	8.8	2017	7.2
BBC Radio Leicester	H	798	168	21	2.2	10.3	1726	11.5
BBC Radio Lincolnshire	H	535	112	21	2.4	11.3	1269	11.3
BBC London 94.9	Q	10895	559	5	0.3	5.2	2882	1.3
BBC Radio Manchester	Q	2120	180	8	0.8	9.1	1634	4.1
BBC Radio Merseyside	H	1617	303	19	2.9	15.7	4760	15.5
BBC Radio Newcastle	H	1413	302	21	1.7	7.7	2339	8.8
BBC Radio Norfolk	H	759	212	28	4.0	14.4	3054	17.8
BBC Radio Northampton	H	475	83	17	1.7	9.7	807	8.3
BBC Radio Nottingham	H	784	199	25	2.1	8.3	1651	9.5
BBC Radio Oxford 95.2FM	H	515	83	16	1.6	10.0	832	7.8
BBC Radio Sheffield	H	1254	236	19	1.6	8.7	2043	8.5
BBC Radio Shropshire	H	377	115	30	3.4	11.2	1286	15.2
BBC Radio Solent**	H	1519	266	18	1.7	9.7	2574	7.6
BBC Solent for Dorset	Y	172	22	13	1.1	8.8	197	5.6
BBC Somerset	H	439	49	11	1.2	10.4	512	4.9
BBC Southern Counties Radio	Q	2439	229	9	1.0	10.9	2498	4.8
BBC Radio Stoke	H	595	185	31	3.1	10.1	1868	14.3
BBC Radio Suffolk	H	529	127	24	2.0	8.4	1073	9.9
BBC Tees	H	787	106	14	1.0	7.1	752	5.5
BBC Three Counties Radio	H	1271	155	12	1.0	7.9	1229	5.1
BBC WM (Birmingham & Black Country)	Q	2247	245	11	1.0	9.0	2212	4.9
BBC Radio Wiltshire/Swindon	H	536	64	12	1.6	13.1	839	6.9
BBC Radio York	H	530	90	17	1.4	8.0	721	7.2
BBC Radio Guernsey	Y	51	18	36	3.9	11.0	200	24.4
BBC Radio Jersey	Y	76	31	41	4.9	11.9	369	23.2

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>NATIONAL</b>								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51280	1879	4	0.3	6.8	12837	1.2
Total Absolute Radio (was Total Virgin Radio)	Q	51280	1691	3	0.2	6.7	11309	1.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10895	882	8	0.5	6.0	5292	2.5
Absolute Radio London (was Virgin Radio London)	Q	10895	756	7	0.4	5.4	4054	1.9
Absolute Radio National (was Virgin Radio National)	Q	51280	1062	2	0.1	6.8	7255	0.7
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51280	191	*	*	5.1	967	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	51280	58	*	*	6.4	372	*
Chill	H	51280	220	*	*	4.6	1019	0.1
Classic FM	Q	51280	5717	11	0.8	7.0	40260	3.9
Galaxy Network (UK)	H	51280	3714	7	0.5	6.8	25261	2.5
Gold Network (UK)	H	51280	1109	2	0.2	9.1	10078	1.0
Heart Network (UK)	H	51280	7479	15	1.2	8.1	60288	5.9
Heat	Q	51280	572	1	*	3.6	2073	0.2
The Hits	Q	51280	1243	2	0.1	3.9	4833	0.5
Jazz FM	Q	51280	482	1	*	3.5	1695	0.2
Total Kerrang!	H	51280	1316	3	0.1	3.9	5156	0.5
Total Kiss Network	H	51280	3582	7	0.4	5.3	19071	1.9
Total LBC (UK)	H	51280	956	2	0.2	12.0	11468	1.1
Total Magic	Q	51280	3640	7	0.5	7.1	25927	2.5
NME Radio	Q	51280	215	*	*	2.3	493	*
Planet Rock	Q	51280	709	1	0.1	7.1	5009	0.5
Q	Q	51280	270	1	*	2.4	640	0.1
Total Real Radio	H	51280	2434	5	0.4	8.8	21399	2.1
Smash Hits Radio	Q	51280	1155	2	0.1	3.7	4288	0.4
Total Smooth Radio	H	51280	2760	5	0.4	8.0	21955	2.1
Sunrise Radio National	Q	51280	494	1	0.1	8.6	4264	0.4
talkSPORT	Q	51280	2405	5	0.4	7.5	18004	1.8
Total XFM (UK)	H	51280	1004	2	0.1	4.7	4686	0.5

Source: RAJAR/Ipsos MORI/RSMB

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	50550	25869	51	6.5	12.7	328324	32.4
105-107 Atlantic FM	H	455	51	11	0.6	5.1	260	2.7
107.6 Banbury Sound	Y	83	18	21	2.2	10.4	183	10.4
Bath FM	Y	104	13	12	0.7	5.3	69	3.2
Total Bauer Radio	H	51280	12650	25	2.2	8.7	110653	10.7
Total Bauer Radio ILR	H	36655	10019	27	2.4	8.7	87168	12.0
Big City Network	H	15962	4582	29	2.6	9.2	42016	13.9
Big City FM and AM	H	16115	5255	33	3.3	10.1	53172	17.4
Big City England	H	10497	2561	24	1.9	7.9	20164	10.3
Total Magic	Q	51280	3640	7	0.5	7.1	25927	2.5
Magic Network - North	H	10370	727	7	0.7	10.2	7403	3.8
Bauer Radio - North East	H	2216	715	32	3.1	9.6	6869	17.0
Big City Network - North East	H	2216	550	25	1.9	7.5	4140	10.2
Metro Radio	H	1467	414	28	2.0	7.2	2980	10.9
TFM Radio	H	814	139	17	1.4	8.3	1160	8.2
Magic Network - North East	H	2216	240	11	1.2	11.4	2729	6.7
Magic 1152 (Newcastle)	H	1467	153	10	1.3	12.7	1936	7.1
Magic 1170 (Teesside)	H	814	88	11	1.0	9.1	794	5.6
Metro Radio/Magic 1152	H	1467	518	35	3.3	9.5	4915	18.0
TFM Radio/Magic 1170	H	814	200	25	2.4	9.8	1954	13.8
Bauer Liverpool	H	1800	512	28	2.9	10.3	5290	15.4
Bauer FM Liverpool	H	1800	471	26	2.5	9.6	4528	13.2
City Talk 105.9	H	1559	55	4	0.2	4.2	235	0.8
Bauer Radio - North West	H	5099	1340	26	2.3	8.6	11526	12.1
Big City Network - North West	H	4946	1190	24	1.9	7.8	9304	10.1
Radio City 96.7	H	1800	447	25	2.4	9.6	4293	12.5
Key 103 (Manchester)	H	2393	473	20	1.3	6.5	3072	6.9
97.4 Rock FM	H	1244	286	23	1.6	6.8	1939	8.5
Magic Network - North West	H	5065	233	5	0.4	9.5	2222	2.3
Magic 1548 (Liverpool)	H	1800	83	5	0.4	9.2	763	2.2
Magic 1152 (Manchester)	H	2393	106	4	0.5	10.2	1085	2.4
Magic 999 (Preston)	H	1114	45	4	0.3	8.4	375	1.8
Key 103/Magic 1152 (Manchester)	H	2393	548	23	1.7	7.6	4156	9.3
Radio City 96.7/Magic 1548	H	1800	491	27	2.8	10.3	5056	14.7
97.4 Rock FM/Magic 999	H	1397	320	23	1.7	7.2	2314	9.0
Bauer Radio - Yorkshire	H	3090	905	29	2.7	9.4	8480	14.4

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Big City Network - Yorkshire	H	3090	737	24	2.0	8.2	6028	10.2
96.3 Radio Aire	H	989	134	14	1.2	8.5	1141	7.0
Hallam FM	H	1256	356	28	2.3	8.0	2850	12.0
96.9 Viking FM	H	905	249	28	2.3	8.2	2036	10.2
Magic Network - Yorkshire	H	3090	254	8	0.8	9.6	2452	4.2
Magic 828 (Leeds)	H	989	110	11	0.9	8.5	937	5.7
Magic AM (Sheffield)	H	1256	75	6	0.7	10.8	817	3.4
Magic 1161 (Hull)	H	905	73	8	0.8	10.3	757	3.8
96.3 Radio Aire/Magic 828	H	989	219	22	2.1	9.5	2078	12.7
Hallam FM/Magic AM	H	1256	404	32	2.9	9.1	3667	15.4
96.9 Viking FM/Magic 1161	H	905	287	32	3.1	9.7	2793	14.0
Total Kerrang!	H	51280	1316	3	0.1	3.9	5156	0.5
Kerrang! 105.2	H	3513	373	11	0.5	5.1	1898	2.7
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10895	3337	31	2.3	7.4	24859	11.5
Kiss 100 FM	Q	10895	1784	16	1.0	6.1	10844	5.0
Magic 105.4	Q	10895	2054	19	1.3	6.8	14015	6.5
Total Kiss Network	H	51280	3582	7	0.4	5.3	19071	1.9
Kiss East	H	2046	351	17	1.3	7.8	2746	6.1
Kiss West	H	2353	333	14	0.9	6.4	2123	4.1
Bauer Radio Total Scotland	H	4304	1765	41	4.8	11.8	20820	24.9
Big City Scotland	Y	4067	1458	36	3.7	10.4	15111	19.6
Bauer Radio Central Scotland	H	2829	1058	37	4.4	11.7	12409	22.8
Total Radio Clyde	H	1838	687	37	4.5	12.0	8223	23.6
Clyde 1 FM	H	1838	599	33	3.6	10.9	6556	18.8
Clyde 2	H	1838	180	10	0.9	9.3	1667	4.8
Total Radio Forth	H	1089	376	35	3.8	11.1	4187	19.7
ForthOne	H	1089	332	31	3.1	10.3	3408	16.0
Forth2	H	1089	94	9	0.7	8.2	779	3.7
C.F.M.Radio	Y	247	82	33	3.2	9.6	786	16.9
Moray Firth Radio	Y	232	116	50	5.6	11.2	1303	23.9
Total Northsound Radio	Y	312	156	50	5.9	11.8	1839	28.5
Northsound One	Y	312	137	44	4.3	9.8	1346	20.9
Northsound Two	Y	312	52	17	1.6	9.6	493	7.6
Radio Borders	Y	106	48	46	6.3	13.7	663	31.2
Total Radio Tay	H	373	148	40	4.6	11.7	1734	25.2
Tay-FM	H	373	103	28	2.6	9.5	986	14.3
Tay-AM	H	373	75	20	2.0	10.0	748	10.9

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			'000	%	per head	per listener		
West Sound <sup>3</sup>	H	388	165	43	4.6	10.7	1767	27.2
Downtown Radio (DTR)/ 97.4 Cool FM	H	1407	530	38	3.9	10.3	5477	19.5
97.4 Cool FM	H	962	323	34	3.3	9.9	3190	16.5
Downtown Radio (DTR)	H	1407	247	18	1.6	9.3	2288	8.1
Wave 105 FM	H	1732	378	22	2.1	9.8	3694	9.7
107 The Bee	Y	185	21	11	1.7	15.0	316	10.0
Brunel FM	Y	183	18	10	0.8	8.4	153	3.9
Central FM	Y	216	39	18	1.6	8.8	341	7.8
Total Cheshire Radio	Y	367	51	14	0.8	5.8	293	4.1
Cheshire's Silk 106.9	Y	179	18	10	0.4	3.6	64	1.8
Chester's Dee 106.3	Y	188	33	17	1.2	7.0	229	6.3
Club Asia 963+972AM	H	10895	202	2	0.1	4.9	982	0.5
Total CN Radio	Y	869	240	28	2.0	7.4	1768	10.2
The Bay	H	324	93	29	2.5	8.6	801	11.8
Citybeat 96.7/102.5FM	H	543	128	24	1.7	7.1	914	8.0
Lakeland Radio	Y	52	15	28	2.2	7.6	113	10.6
The Coast (was Original 106fm (Solent))	H	1661	98	6	0.4	6.0	584	1.6
Dream 107.7 FM	Y	231	20	9	0.8	9.2	184	3.8
107.9 Dune FM	Y	205	20	10	0.7	7.2	141	3.4
Fire 107.6 FM	Y	285	29	10	0.6	6.4	184	3.0
3FM	Y	68	21	31	3.4	10.9	232	14.7
Total Global Radio (UK)	H	51280	19063	37	3.4	9.3	176776	17.2
Chill	H	51280	220	*	*	4.6	1019	0.1
Classic FM	Q	51280	5717	11	0.8	7.0	40260	3.9
Galaxy Network (UK)	H	51280	3714	7	0.5	6.8	25261	2.5
Gold Network (UK)	H	51280	1109	2	0.2	9.1	10078	1.0
Heart Network (UK)	H	51280	7479	15	1.2	8.1	60288	5.9
Total LBC (UK)	H	51280	956	2	0.2	12.0	11468	1.1
Total XFM (UK)	H	51280	1004	2	0.1	4.7	4686	0.5
Global Radio London (ILR)	Q	10895	4655	43	4.1	9.6	44914	20.8
Global Radio (ILR)	H	42213	13751	33	3.0	9.3	128349	15.2
Fun Radio	H	10895	40	*	*	4.4	178	0.1
Galaxy Network (ILR)	H	26303	3209	12	0.9	7.1	22704	4.4
Choice FM London	Q	10895	499	5	0.3	5.9	2953	1.4
Galaxy Birmingham	H	2098	385	18	1.4	7.5	2893	6.9
Galaxy Manchester	H	2811	465	17	1.3	7.9	3675	6.9

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Galaxy North East	H	2191	503	23	1.7	7.4	3725	9.3
Galaxy Scotland (was XFM Scotland)	H	2712	209	8	0.5	6.7	1401	2.7
Galaxy Scotland (East) (was XFM Scotland (East))	H	1186	106	9	0.6	6.9	727	3.1
Galaxy Scotland (West) (was XFM Scotland (West))	H	1703	131	8	0.5	6.5	859	2.6
Galaxy South Coast (was 103.2 Power FM)	H	1133	160	14	0.9	6.5	1037	4.1
Galaxy Yorkshire	H	4462	993	22	1.6	7.2	7174	8.5
Gold Network (ILR)	H	29182	974	3	0.3	9.3	9048	1.5
Gold Bedford	H	605	22	4	0.3	8.5	191	1.7
Gold Berkshire/North Hampshire	H	740	26	3	0.3	8.6	222	1.5
Gold Birmingham	H	2055	55	3	0.2	7.2	396	0.9
Gold Bristol/Bath/Wiltshire	H	1349	60	4	0.5	11.3	676	2.3
Gold Coventry	H	653	26	4	0.4	9.7	257	2.0
Gold Crawley	H	374	4	1	0.2	21.7	83	1.1
Gold Derby	H	454	18	4	0.5	11.5	208	2.4
Gold Devon	Y	540	5	1	0.1	11.5	56	0.5
Gold Dorset	H	606	26	4	0.2	5.5	142	1.1
Gold Essex	H	1228	42	3	0.5	14.3	595	2.2
Gold Gloucester	H	407	10	2	0.3	10.9	106	1.2
Gold Hampshire	H	1133	50	4	0.3	7.8	392	1.6
Gold Kent	H	1166	32	3	0.2	6.6	212	0.8
Gold London	Q	10895	372	3	0.3	10.2	3798	1.8
Gold Luton	H	1043	36	3	0.4	11.7	425	2.1
Gold Manchester	H	2394	46	2	0.2	9.7	443	1.0
Gold Norfolk/Suffolk	H	1158	45	4	0.5	12.4	552	2.2
Gold Norfolk	H	647	27	4	0.4	10.1	276	2.0
Gold Suffolk	H	517	17	3	0.5	16.1	276	2.5
Gold North Wales/Cheshire	H	384	12	3	0.3	9.4	111	1.5
Gold Northampton	H	548	14	3	0.3	11.3	163	1.5
Gold Nottingham	H	1150	40	3	0.3	9.2	367	1.5
Gold Peterborough	H	584	34	6	0.8	13.4	452	3.7
Gold Plymouth	H	339	15	4	0.3	6.2	94	1.3
Gold Sussex	H	1010	37	4	0.3	6.9	255	1.1
Gold South East Wales	H	980	26	3	0.4	15.4	395	1.8
Gold Wolverhampton	H	1298	39	3	0.2	8.0	316	1.2

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# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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Heart Network (ILR)	H	28242	7019	25	2.0	8.2	57343	9.9
The Buzz 97.1 FM	H	438	51	12	0.6	5.3	270	3.7
Champion 103 FM	Y	121	32	27	2.1	7.8	251	10.5
Coast 96.3	Y	243	47	19	1.8	9.4	437	8.4
2CR FM	H	606	124	21	1.5	7.2	890	6.8
Essex FM <sup>3</sup>	H	1228	367	30	2.8	9.2	3377	12.5
Heart 96.9 FM Bedford (was 96.9 Chiltern FM)	H	397	95	24	1.9	8.0	753	10.3
Heart 97.6 FM Beds/Bucks (was 97.6 Chiltern FM)	H	751	190	25	2.1	8.4	1591	11.1
Heart Berkshire and North Hants (was 2-Ten FM)	H	740	212	29	2.3	8.0	1703	11.7
Heart Bristol/Bath/Wiltshire (was GWR)	H	1349	426	32	3.4	10.7	4571	15.8
Heart 103 FM Cambridgeshire (was Q103)	H	441	111	25	2.3	9.0	1002	10.4
Heart Colchester/Suffolk	H	668	189	28	2.4	8.4	1591	10.8
Heart Colchester (was SGR Colchester)	Y	191	69	36	2.8	7.8	536	12.5
Heart Suffolk (was SGR FM)	H	517	116	23	2.0	8.9	1035	9.4
Heart Devon Total (was Gemini)	Y	540	156	29	2.8	9.6	1495	13.1
Heart Exeter & East Devon (was Gemini)	Y	312	93	30	3.1	10.5	980	14.3
Heart Torbay & South Devon (was Gemini)	Y	228	62	27	2.3	8.3	515	11.3
Heart 106 FM East Midlands	H	2154	383	18	1.2	6.6	2530	5.8
Heart Gloucestershire (was Severn Sound)	H	407	119	29	2.6	9.0	1073	12.0
Heart 106.2 FM London	Q	10895	1897	17	1.0	5.8	11070	5.1
Heart 103.3 FM Milton Keynes (was Horizon Radio)	Y	231	78	34	2.8	8.2	639	13.2
Heart 102.4 FM Norfolk (was Radio Broadland)	H	647	203	31	3.2	10.0	2042	14.7
Heart 96.6 FM Northants (was Northants)	H	548	155	28	2.5	9.0	1386	12.5
Heart North Devon (was Lantern FM)	Y	134	46	35	3.5	10.0	464	15.9
Heart Oxfordshire (was Fox FM)	H	665	164	25	2.0	8.1	1324	9.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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

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Heart 102.7 Peterborough (was Hereward)	H	386	108	28	2.6	9.2	1003	12.3
Heart Plymouth (was Plymouth Sound)	H	339	99	29	2.9	10.0	994	13.8
Heart Somerset (was Orchard FM)	H	342	125	37	3.2	8.8	1107	13.7
Heart South Hams	Y	66	13	20	2.1	10.7	140	10.5
Heart 100.7 FM West Midlands	H	3547	838	24	1.9	8.1	6822	9.5
Invicta FM	H	1166	408	35	3.2	9.2	3758	13.9
Marcher Sound	H	384	71	18	1.6	8.6	610	8.4
Ocean	H	1022	177	17	1.3	7.2	1284	5.7
Southern FM	H	1010	285	28	2.9	10.2	2900	12.8
The Hit Music Network (ILR)	H	17666	3711	21	1.4	6.7	24984	7.1
95.8 Capital Radio	Q	10895	1952	18	1.2	6.9	13408	6.2
Beacon Radio	H	1298	245	19	1.5	8.0	1960	7.2
96.4 BRMB	H	2055	409	20	1.0	4.9	1999	4.8
105.4 Leicester Sound FM	H	616	111	18	1.2	6.8	757	6.7
Mercia	H	653	159	24	1.9	7.9	1251	9.7
Mercury FM (Herts)	H	330	34	10	0.7	6.4	215	3.1
Mercury FM (Surrey & Sussex)	H	374	84	22	1.5	6.7	562	7.2
RAM FM	H	454	92	20	1.5	7.2	670	7.8
Red Dragon	H	980	285	29	2.4	8.1	2316	10.8
96 Trent FM	H	1150	352	31	2.5	8.1	2836	11.6
Wyvern FM	H	496	101	20	1.5	7.5	757	7.5
LBC (ILR) - was Total LBC (ILR)	Q	10895	947	9	1.0	11.8	11200	5.2
LBC 97.3	Q	10895	787	7	0.9	12.5	9873	4.6
LBC News 1152	Q	10895	308	3	0.1	4.3	1327	0.6
XFM (ILR)	H	13706	727	5	0.2	4.4	3224	1.2
XFM 104.9	Q	10895	549	5	0.2	4.5	2485	1.2
XFM Manchester	H	2811	174	6	0.3	4.2	733	1.4
Total GMG Radio	H	51280	5023	10	0.9	9.0	45132	4.4
GMG Radio North West Total	H	5251	1109	21	1.9	9.0	10012	10.2
GMG Radio North West Regional	H	5212	1015	19	1.7	8.6	8775	9.0
GMG Radio North East	H	2216	580	26	2.5	9.5	5490	13.5
GMG Radio Scotland	H	2874	896	31	3.8	12.0	10786	19.5
Total Real Radio	H	51280	2434	5	0.4	8.8	21399	2.1
Real Radio (ILR Network)	H	14716	2229	15	1.4	9.2	20427	7.3

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# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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Real Radio (North East) - (was Century Radio)	H	2216	359	16	1.2	7.6	2719	6.7
Real Radio (North West) - (was Century Radio)	H	5212	455	9	0.7	8.0	3633	3.7
Real Radio (Scotland)	H	2689	704	26	2.9	11.1	7781	14.9
Real Radio (Wales)	H	1781	399	22	2.3	10.2	4064	10.6
Real Radio (Yorkshire)	H	2819	312	11	0.8	7.1	2230	4.4
96.3 Rock Radio	H	811	46	6	0.7	11.8	542	3.6
106.1 Rock Radio	H	2254	117	5	0.5	10.6	1236	2.9
Total Smooth Radio	H	51280	2760	5	0.4	8.0	21955	2.1
Smooth Radio (ILR Network)	H	25858	2409	9	0.8	8.3	19954	4.0
Smooth Radio Midlands	H	5652	640	11	1.1	10.1	6429	5.6
Smooth Radio (East Midlands)	H	2145	272	13	1.2	9.6	2621	6.0
Smooth Radio (West Midlands)	H	3547	368	10	1.1	10.4	3808	5.3
Smooth Radio (Glasgow)	H	1883	218	12	1.3	11.3	2463	6.8
Smooth Radio (London)	Q	10895	615	6	0.3	4.7	2920	1.4
Smooth Radio (North East)	H	2216	298	13	1.3	9.3	2771	6.8
Smooth Radio (North West)	H	5212	668	13	1.0	7.7	5142	5.3
JACKfm Oxfordshire	H	417	53	13	1.0	7.8	409	4.8
106 JACKfm	H	417	44	11	0.7	6.2	273	3.2
Oxford's FM107.9	H	417	14	3	0.3	9.9	137	1.6
Kingdom FM	Y	293	69	24	1.7	7.2	499	8.8
kmfm Group	H	988	162	16	1.4	8.8	1420	6.3
kmfm East	H	472	99	21	2.1	10.2	1005	9.3
kmfm West	H	517	63	12	0.8	6.6	415	3.5
Lincs FM Group	H	2669	689	26	2.7	10.5	7247	13.6
Lincs FM 102.2 <sup>3</sup>	H	905	379	42	4.7	11.3	4270	23.7
Oak FM	H	313	32	10	1.0	9.9	320	5.1
White Rose Radio Network (Lincs FM Group)	Y	1468	287	20	1.9	9.5	2729	9.3
Dearne FM	Y	228	59	26	2.9	11.2	666	14.8
KCFM 99.8	H	428	71	17	1.5	8.8	629	6.2
Ridings FM	Y	295	39	13	1.1	8.0	315	6.5
Rother FM	Y	207	34	17	1.7	10.4	359	9.1
Trax FM	H	365	93	25	2.5	9.9	923	12.3
The Local Radio Company Group Total	Y	2742	610	22	1.7	7.7	4665	8.4
Alpha 103.2	Y	143	20	14	0.8	5.6	111	4.3

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# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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107.8 Arrow FM for Hastings	Y	114	20	17	1.5	8.9	175	6.9
2BR	Y	194	48	25	2.0	8.0	385	11.5
Durham FM	Y	208	30	14	0.8	5.9	176	5.0
IOW Radio	Y	120	33	28	2.4	8.7	290	12.1
Minster FM <sup>3</sup>	H	336	73	22	1.6	7.2	528	8.6
Mix 96	Y	122	37	30	1.9	6.3	232	9.1
107.4 The Quay	H	376	48	13	0.5	4.3	205	2.3
107.5 Sovereign Radio	Y	150	23	16	1.0	6.6	155	5.3
Spire FM	Y	113	43	38	4.4	11.6	494	19.3
Spirit FM	Y	209	43	21	1.8	8.6	372	7.8
97.2 Stray FM	Y	147	49	33	2.3	6.8	331	10.7
Sun FM	Y	271	62	23	2.0	8.5	530	10.2
Wessex FM	Y	122	41	33	2.4	7.3	297	11.9
Yorkshire Coast Radio	Y	118	37	32	2.7	8.5	318	12.6
Radio Mansfield 103.2	Y	155	39	25	2.3	9.3	357	10.9
Manx Radio	Y	68	35	52	6.7	12.9	452	28.7
Midwest Radio	Y	196	39	20	2.0	10.3	401	8.9
Northern Media Group	Y	566	136	24	2.2	9.0	1226	11.4
Five FM	Y	81	23	29	3.2	11.1	258	15.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	294	84	29	2.5	8.6	725	13.2
Seven FM	Y	144	16	11	0.8	6.9	110	3.9
Six FM	Y	91	13	14	1.5	10.2	133	7.7
Original 106 (Aberdeen)	Y	312	37	12	0.7	6.2	229	3.6
Original 106 (Bristol)	H	588	19	3	0.2	5.0	94	0.8
Panjab Radio	H	10895	61	1	*	8.0	487	0.2
Pennine FM (formerly 107.9 Home FM)	Y	206	17	8	0.5	6.7	111	3.0
Premier Christian Radio	Q	10895	128	1	0.1	6.5	835	0.4
QuayWest FM	Y	108	19	17	1.9	10.8	204	8.0
Reading 107 FM	Y	274	32	12	0.6	4.8	154	3.5
96.2 The Revolution	H	507	28	5	0.5	9.0	249	2.8
Southwest Local Radio Group (Palm & Exeter FM)	Y	530	50	9	0.7	7.5	371	3.3
Exeter FM	Y	302	19	6	0.4	6.7	125	1.9
Palm FM	Y	228	31	14	1.1	7.9	247	5.4
Star Radio in Bristol	H	457	40	9	0.8	8.9	355	3.8
The Sunrise Group	H	51280	535	1	0.1	8.5	4569	0.4

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# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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Kismet Radio 1035 (Greater London)	Q	10895	91	1	0.1	6.2	561	0.3
Punjabi Radio (was Yarr Radio)	H	10895	34	*	*	5.0	171	0.1
Sunrise Radio (Greater London)	Q	10895	330	3	0.3	9.2	3032	1.4
Sunrise Radio National	Q	51280	494	1	0.1	8.6	4264	0.4
Time FM 106.6	Y	282	24	8	0.6	7.2	171	3.1
Time FM 107.5	H	398	29	7	0.7	8.8	259	3.9
Tindle Radio Group	Y	1438	306	21	2.1	9.7	2979	10.2
Tindle Radio Anglia	Y	994	174	18	1.5	8.6	1494	7.5
103.4 The Beach	Y	183	54	30	2.9	9.7	524	15.4
Dream 100	Y	142	32	23	2.1	9.3	301	11.0
North Norfolk Radio	Y	91	14	15	1.3	8.8	122	6.0
99.9 Radio Norwich	H	324	47	15	0.9	6.2	292	4.1
Town 102 FM	Y	274	33	12	1.0	8.4	272	5.1
Channel 103 FM	Y	76	41	53	6.0	11.2	455	28.6
Delta FM	Y	94	16	17	1.9	10.9	177	8.4
Island FM 104.7	Y	51	24	47	5.8	12.3	293	35.7
Kick and Kestrel	Y	223	51	23	2.5	11.0	560	11.7
Kestrel FM	Y	136	37	27	3.0	11.1	404	13.3
Kick FM	Y	88	15	17	1.8	10.7	156	8.8
Total Touch Radio Network	Y	890	116	13	1.0	7.9	910	5.1
Rugby FM	Y	71	22	31	2.8	9.1	201	14.6
Touchradio Staffs	Y	247	22	9	0.7	7.9	175	3.6
96.2FM Touchradio - Coventry	Y	285	29	10	0.7	7.0	202	3.8
102FM Touchradio - Warks, Wores, Cotswolds	Y	287	36	12	1.0	7.8	278	4.5
107.3 Touchradio - Warwick	Y	134	7	5	0.4	7.6	53	2.2
Town and Country Broadcasting (South and West Wales)	Y	1579	200	13	1.0	8.1	1621	4.8
106.3 Bridge FM	Y	122	36	30	2.8	9.5	342	13.3
Nation Radio	H	1405	51	4	0.2	5.0	255	0.8
97.1 Radio Carmarthenshire <sup>3</sup>	Y	127	38	30	2.3	7.6	290	11.1
102.5 Radio Pembrokeshire	Y	92	45	49	5.0	10.2	459	23.4
102.1 Swansea Bay Radio	H	454	37	8	0.7	9.1	338	3.7
3TR	Y	66	18	27	2.9	10.8	195	14.2
Total UKRD	H	1566	404	26	2.7	10.4	4191	12.5
Pirate FM	H	479	156	33	4.0	12.3	1916	18.6
The County Sound Radio Network	H	538	157	29	2.7	9.2	1435	13.1

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# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th June 2009



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County Sound 1566	H	538	13	2	0.3	14.3	182	1.7
96.4 Eagle Radio	H	538	146	27	2.3	8.6	1253	11.4
Star Radio in North Somerset	Y	133	23	18	1.6	9.4	218	7.6
Total UKRD East	H	415	72	17	1.7	9.5	688	7.4
KL.FM 96.7	Y	150	51	34	4.3	12.4	636	18.1
Star Radio in Cambridge	Y	266	29	11	0.7	6.5	186	3.5
UTV Radio (inc. talkSPORT)	H	51280	3613	7	0.6	8.4	30290	2.9
UTV Radio (excl. talkSPORT)	H	6444	1282	20	1.9	9.6	12284	9.6
Imagine FM	H	375	35	9	0.5	5.7	196	2.7
107.6 Juice FM	H	953	133	14	1.1	8.1	1082	6.2
Peak 107 FM	H	414	84	20	2.2	10.7	901	10.2
The Pulse/Pulse Classic Gold	H	847	142	17	1.2	6.9	982	6.4
The Pulse	H	847	134	16	1.1	6.7	896	5.8
Pulse Classic Gold	H	847	35	4	0.1	2.5	86	0.6
Signal One & Signal Two	H	770	256	33	4.1	12.3	3161	18.6
Signal One	H	770	234	30	3.4	11.2	2615	15.4
Signal Two	H	770	67	9	0.7	8.2	546	3.2
107.4 Tower FM	H	430	60	14	1.0	7.1	427	5.3
Total Swansea Sound/	H	454	184	41	4.5	11.0	2033	22.3
96.4 FM The Wave								
96.4 FM The Wave	H	454	134	29	2.5	8.4	1128	12.4
Swansea Sound - 1170 MW	H	454	81	18	2.0	11.2	905	9.9
U105	H	851	128	15	1.8	12.0	1532	8.8
Radio Wave 96.5 FM	Y	241	68	28	2.6	9.2	621	12.7
102.4 Wish/107.2 Wire	Y	704	141	20	1.5	7.3	1030	7.6
107.2 Wire FM	Y	277	64	23	1.7	7.3	469	8.1
102.4 Wish FM	H	465	88	19	1.2	6.6	576	6.9
107.7 The Wolf	H	429	36	8	0.4	5.3	191	2.2
Wave 102 FM	Y	153	26	17	1.4	8.1	211	8.2
Yorkshire Radio	H	5058	74	1	0.1	6.3	465	0.5

Source: RAJAR/Ipsos MORI/RSMB

# PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	51280	31968	62	8.6	13.7	439457	42.7
Children 4-14	Q	7801	5570	71	7.3	10.3	57329	73.4
15-24	Q	8293	6043	73	9.0	12.3	74463	58.0
25-44	Q	17154	11974	70	9.7	13.9	166810	50.9
45-64	Q	15689	9733	62	9.1	14.7	142906	40.2
65+	Q	10144	4218	42	5.4	13.1	55278	25.5
Main Shoppers	Q	39454	24071	61	8.5	13.9	333915	41.6
Main Shoppers with children	Q	12010	8462	70	9.9	14.1	119470	52.4
ABC1	Q	28006	17308	62	7.1	11.4	197870	36.6
C2DE	Q	23274	14660	63	10.4	16.5	241587	49.5
ALL BBC 15+	Q	51280	34098	66	11.0	16.5	561706	54.6
Children 4-14	Q	7801	3558	46	2.4	5.3	18699	23.9
15-24	Q	8293	4938	60	5.9	10.0	49300	38.4
25-44	Q	17154	10800	63	8.7	13.8	149349	45.6
45-64	Q	15689	10962	70	13.0	18.7	204727	57.5
65+	Q	10144	7398	73	15.6	21.4	158331	73.0
Main Shoppers	Q	39454	26254	67	11.3	17.1	447640	55.7
Main Shoppers with children	Q	12010	7247	60	8.4	14.0	101126	44.4
ABC1	Q	28006	20539	73	11.8	16.1	329972	61.0
C2DE	Q	23274	13559	58	10.0	17.1	231734	47.5

## 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	30th March 2009 - 28th June 2009	31,741
H	5th January 2009 - 28th June 2009	64,876
Y	23rd June 2008 - 28th June 2009	131,051