

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th December 2010



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

Adults aged 15 and over: population 51,618,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	46727	91	20.3	22.4	1045482	100.0
ALL BBC	Q	34505	67	11.2	16.8	578163	55.3
ALL BBC 15-44	Q	15670	62	7.7	12.4	194559	43.9
ALL BBC 45+	Q	18835	72	14.6	20.4	383604	63.7
All BBC Network Radio <sup>1</sup>	Q	31128	60	9.4	15.6	484957	46.4
BBC Local/Regional	Q	9836	19	1.8	9.5	93205	8.9
ALL COMMERCIAL	Q	33059	64	8.6	13.4	444070	42.5
ALL COMMERCIAL 15-44	Q	18366	72	9.3	12.9	236378	53.3
ALL COMMERCIAL 45+	Q	14693	56	7.9	14.1	207692	34.5
All National Commercial <sup>1</sup>	Q	15407	30	2.4	8.0	123708	11.8
All Local Commercial (National TSA)	Q	26462	51	6.2	12.1	320362	30.6
Other Listening	Q	3061	6	0.5	7.6	23249	2.2

Source: RAJAR/Ipsos MORI/R SMB

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

For survey periods and other definitions please see back cover.

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All BBC Network Radio	Q	31128	60	9.4	15.6	484957	46.4
BBC Radio 1	Q	11421	22	1.8	8.1	92354	8.8
BBC Radio 2	Q	13943	27	3.3	12.2	169825	16.2
BBC Radio 3	Q	2216	4	0.2	5.5	12206	1.2
BBC Radio 4	Q	10319	20	2.5	12.3	126954	12.1
BBC Radio FIVE LIVE	Q	7093	14	1.1	7.8	55586	5.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	7212	14	1.1	8.0	57411	5.5
FIVE LIVE SPORTS EXTRA	Q	751	1	*	2.4	1825	0.2
BBC 6 Music	Q	1137	2	0.2	6.9	7857	0.8
1Xtra from the BBC	Q	816	2	0.1	4.7	3810	0.4
BBC Radio 7	Q	941	2	0.1	5.7	5361	0.5
BBC Asian Network UK	Q	477	1	0.1	5.4	2592	0.2
BBC World Service	Q	1459	3	0.1	4.5	6588	0.6
All National Commercial	Q	15407	30	2.4	8.0	123708	11.8
Total Absolute Radio (was Total Virgin Radio)	Q	1375	3	0.2	6.9	9467	0.9
Absolute 80s	Q	665	1	0.1	4.7	3092	0.3
Absolute Radio 90s	Q	295	1	*	6.8	2005	0.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	306	1	*	4.2	1277	0.1
Capital Network (UK) <sup>2</sup>	H	6764	13	0.8	6.4	43329	4.1
Chill	H	170	*	*	3.0	516	*
Total Choice (UK) <sup>2</sup>	H	734	1	0.1	5.0	3690	0.4
Classic FM	Q	5720	11	0.8	7.2	40997	3.9
Galaxy Network (UK) <sup>2</sup>	H	3901	8	0.5	6.7	26039	2.5
Gold Network (UK) <sup>2</sup>	H	1457	3	0.3	9.0	13174	1.3
Heart Network (UK) <sup>2</sup>	H	7746	15	1.1	7.5	57798	5.5
Heat	Q	557	1	*	3.5	1971	0.2
The Hits	Q	1123	2	0.1	3.6	3994	0.4
Jazz FM	Q	448	1	*	4.2	1897	0.2
Total Kerrang! <sup>2</sup>	H	1408	3	0.1	4.7	6639	0.6
Total Kiss Network <sup>2</sup>	H	3947	8	0.4	5.4	21188	2.0
Total LBC (UK) <sup>2</sup>	H	1148	2	0.2	10.7	12241	1.2
Total Magic <sup>2</sup>	Q	3943	8	0.5	6.6	26106	2.5
NME Radio	H	235	*	*	2.9	684	0.1
Panjab Radio	Q	128	*	*	4.4	557	0.1
Planet Rock	Q	827	2	0.1	6.8	5647	0.5
Q	Q	272	1	*	2.3	628	0.1
Total Real Radio <sup>2</sup>	H	2352	5	0.4	8.8	20601	2.0
Smash Hits Radio	Q	1045	2	0.1	3.4	3525	0.3
Smooth Radio UK <sup>2</sup>	H	3084	6	0.5	7.7	23871	2.3
Sunrise Radio National <sup>2</sup>	Q	481	1	0.1	7.3	3500	0.3
talkSPORT	Q	3088	6	0.5	7.9	24513	2.3
Total XFM (UK) <sup>2</sup>	H	938	2	0.1	4.1	3805	0.4

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th December 2010



## 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		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	51618	11421	22	1.8	8.1	92354	8.8
BBC Radio 2	Q	51618	13943	27	3.3	12.2	169825	16.2
BBC Radio 3	Q	51618	2216	4	0.2	5.5	12206	1.2
BBC Radio 4	Q	51618	10319	20	2.5	12.3	126954	12.1
BBC Radio FIVE LIVE	Q	51618	7093	14	1.1	7.8	55586	5.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51618	7212	14	1.1	8.0	57411	5.5
FIVE LIVE SPORTS EXTRA	Q	51618	751	1	*	2.4	1825	0.2
BBC 6 Music	Q	51618	1137	2	0.2	6.9	7857	0.8
1Xtra from the BBC	Q	51618	816	2	0.1	4.7	3810	0.4
BBC Radio 7	Q	51618	941	2	0.1	5.7	5361	0.5
BBC Asian Network UK	Q	51618	477	1	0.1	5.4	2592	0.2
BBC World Service	Q	51618	1459	3	0.1	4.5	6588	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4352	931	21	1.6	7.3	6780	8.4
BBC Radio Ulster <sup>3</sup>	H	1446	524	36	4.5	12.4	6485	22.4
Total BBC Radio Wales/Cymru	H	2518	586	23	2.7	11.7	6866	12.0
BBC Radio Wales	H	2518	486	19	1.9	9.9	4791	8.4
BBC Radio Cymru	H	2518	153	6	0.8	13.5	2076	3.6
<b>LOCAL</b>								
BBC Local Radio	Q	41662	7428	18	1.6	9.2	68452	8.2
BBC Radio Berkshire	H	796	140	18	1.4	7.7	1086	7.1
BBC Radio Bristol	H	894	154	17	1.9	11.2	1725	8.2
BBC Radio Cambridgeshire	H	710	126	18	1.7	9.3	1174	7.2
BBC Radio Cornwall	H	458	147	32	5.0	15.4	2277	22.7
BBC Coventry and Warwickshire	H	666	75	11	1.1	9.7	728	5.4
BBC Radio Cumbria	H	407	147	36	3.8	10.5	1537	16.6
BBC Radio Derby	H	634	169	27	2.4	9.0	1514	12.7

Source: RAJAR/Ipsos MORI/RSMB

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

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	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	983	234	24	2.7	11.2	2631	12.9
BBC Essex	H	1282	246	19	2.3	11.8	2912	9.8
BBC Radio Gloucestershire	H	483	93	19	1.8	9.5	884	8.8
BBC Hereford & Worcester	H	494	90	18	1.8	10.1	913	9.3
BBC Radio Humberside	H	768	206	27	3.0	11.1	2279	13.1
BBC Radio Kent	H	1390	255	18	2.3	12.5	3187	9.9
BBC Radio Lancashire	H	1184	245	21	2.0	9.6	2341	10.2
BBC Radio Leeds	H	1633	282	17	1.2	7.0	1978	6.2
BBC Radio Leicester	H	805	172	21	2.1	9.7	1661	10.1
BBC Radio Lincolnshire	H	541	101	19	3.1	16.6	1680	14.0
BBC London 94.9	Q	10984	502	5	0.3	5.9	2971	1.4
BBC Radio Manchester	H	2129	228	11	0.7	6.9	1573	4.0
BBC Radio Merseyside	H	1617	312	19	2.6	13.5	4194	12.7
BBC Radio Newcastle	H	1419	263	19	1.6	8.5	2228	8.8
BBC Radio Norfolk	H	769	216	28	3.1	10.9	2364	14.5
BBC Radio Northampton	H	481	87	18	1.9	10.6	917	9.7
BBC Radio Nottingham	H	791	206	26	2.8	10.7	2215	13.5
BBC Oxford 95.2FM	H	518	62	12	1.0	8.7	541	5.9
BBC Radio Sheffield	H	1261	235	19	1.4	7.5	1753	7.2
BBC Radio Shropshire	H	379	103	27	3.0	11.2	1150	13.6
BBC Radio Solent**	H	1544	267	17	1.9	10.7	2866	8.4
BBC Solent for Dorset	Y	172	22	13	0.9	6.9	150	4.2
BBC Somerset	H	442	72	16	1.8	10.8	774	7.8
BBC Radio Stoke	H	598	156	26	2.4	9.3	1455	10.9
BBC Radio Suffolk	H	533	118	22	2.9	13.3	1572	13.6
BBC Sussex and BBC Surrey	H	2459	298	12	1.1	9.1	2723	5.0
BBC Tees	H	790	126	16	1.1	6.8	851	5.2
BBC Three Counties Radio	H	1286	178	14	1.1	8.1	1439	5.7
BBC WM (Birmingham & Black Country)	H	2254	197	9	0.9	9.8	1931	4.7
BBC Radio Wiltshire/Swindon	H	542	94	17	1.4	7.9	749	6.1
BBC Radio York	H	535	92	17	1.6	9.4	866	7.6
BBC Radio Guernsey	Y	52	20	39	4.9	12.6	252	24.5
BBC Radio Jersey	Y	76	27	36	3.7	10.3	279	18.8

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	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>NATIONAL</b>								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51618	2223	4	0.3	7.1	15867	1.5
Total Absolute Radio (was Total Virgin Radio)	Q	51618	1375	3	0.2	6.9	9467	0.9
Total Absolute Radio Network (London)	Q	10984	850	8	0.5	6.7	5672	2.7
Total Absolute Radio (London) (was Total Virgin (London))	Q	10984	674	6	0.4	6.2	4173	2.0
Absolute Radio London (was Virgin Radio London)	Q	10984	517	5	0.2	4.4	2251	1.1
Absolute Radio National (was Virgin Radio National)	Q	51618	929	2	0.1	7.8	7215	0.7
Absolute 80s	Q	51618	665	1	0.1	4.7	3092	0.3
Absolute Radio 90s	Q	51618	295	1	*	6.8	2005	0.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51618	306	1	*	4.2	1277	0.1
Capital Network (UK)	H	51618	6764	13	0.8	6.4	43329	4.1
Chill	H	51618	170	*	*	3.0	516	*
Total Choice (UK)	H	51618	734	1	0.1	5.0	3690	0.4
Classic FM	Q	51618	5720	11	0.8	7.2	40997	3.9
Galaxy Network (UK)	H	51618	3901	8	0.5	6.7	26039	2.5
Gold Network (UK)	H	51618	1457	3	0.3	9.0	13174	1.3
Heart Network (UK)	H	51618	7746	15	1.1	7.5	57798	5.5
Heat	Q	51618	557	1	*	3.5	1971	0.2
The Hits	Q	51618	1123	2	0.1	3.6	3994	0.4
Jazz FM	Q	51618	448	1	*	4.2	1897	0.2
Total Kerrang!	H	51618	1408	3	0.1	4.7	6639	0.6
Total Kiss Network	H	51618	3947	8	0.4	5.4	21188	2.0
Total LBC (UK)	H	51618	1148	2	0.2	10.7	12241	1.2
Total Magic	Q	51618	3943	8	0.5	6.6	26106	2.5
NME Radio	H	51618	235	*	*	2.9	684	0.1
Panjab Radio	Q	51618	128	*	*	4.4	557	0.1
Planet Rock	Q	51618	827	2	0.1	6.8	5647	0.5
Q	Q	51618	272	1	*	2.3	628	0.1
Total Real Radio	H	51618	2352	5	0.4	8.8	20601	2.0
Smash Hits Radio	Q	51618	1045	2	0.1	3.4	3525	0.3
Smooth Radio UK	H	51618	3084	6	0.5	7.7	23871	2.3
Sunrise Radio National	Q	51618	481	1	0.1	7.3	3500	0.3
talkSPORT	Q	51618	3088	6	0.5	7.9	24513	2.3
Total XFM (UK)	H	51618	938	2	0.1	4.1	3805	0.4

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	50857	26445	52	6.3	12.1	320236	31.1
107.8 Arrow FM for Hastings	Y	114	23	20	1.4	6.9	160	5.9
105-107 Atlantic FM	Y	459	67	15	1.0	6.8	458	4.3
Total Bauer Radio	H	51618	13267	26	2.2	8.7	114840	11.0
Total Bauer Radio ILR	H	36896	10357	28	2.4	8.7	90179	12.3
Big City Network	H	16039	4601	29	2.6	8.9	40912	13.1
Big City FM and AM	H	16192	5387	33	3.2	9.8	52600	16.7
Big City England	H	10546	2598	25	1.9	7.7	20125	9.7
Total Magic	Q	51618	3943	8	0.5	6.6	26106	2.5
Magic Network - North	H	10417	822	8	0.8	9.9	8126	4.0
Bauer Radio - North East	H	2228	772	35	3.3	9.6	7391	17.5
Big City Network - North East	H	2228	549	25	2.0	8.1	4460	10.6
Metro Radio	H	1475	358	24	2.0	8.3	2958	11.0
TFM Radio	H	816	191	23	1.8	7.9	1501	8.9
Magic Network - North East	H	2228	295	13	1.3	9.9	2931	6.9
Magic 1152 (Newcastle)	H	1475	183	12	1.0	8.4	1526	5.7
Magic 1170 (Teesside)	H	816	113	14	1.7	12.5	1406	8.3
Metro Radio/Magic 1152	H	1475	496	34	3.0	9.0	4484	16.7
TFM Radio/Magic 1170	H	816	279	34	3.6	10.4	2907	17.2
Bauer Liverpool	H	1801	496	28	2.7	9.6	4783	12.9
Total City Talk/Magic 1548	H	1801	138	8	0.6	8.0	1104	3.0
Bauer FM Liverpool	H	1801	446	25	2.2	8.9	3968	10.7
City Talk 105.9	H	1560	62	4	0.2	4.7	289	0.9
Bauer Radio - North West	H	5110	1351	26	2.3	8.7	11771	11.9
Big City Network - North West	H	4956	1204	24	2.0	8.0	9670	10.1
Radio City 96.7	H	1801	423	23	2.0	8.7	3679	10.0
Key 103 (Manchester)	H	2401	493	21	1.6	7.8	3851	8.5
97.4 Rock FM	H	1246	311	25	1.7	6.9	2140	9.0
Magic Network - North West	H	5074	223	4	0.4	9.4	2100	2.1
Magic 1548 (Liverpool)	H	1801	82	5	0.5	10.0	815	2.2
Magic 1152 (Manchester)	H	2401	96	4	0.3	8.4	804	1.8
Magic 999 (Preston)	H	1113	48	4	0.4	10.0	481	2.2
Key 103/Magic 1152 (Manchester)	H	2401	558	23	1.9	8.3	4656	10.3
Radio City 96.7/Magic 1548	H	1801	477	26	2.5	9.4	4494	12.2
97.4 Rock FM/Magic 999	H	1399	341	24	1.9	7.7	2621	9.7
Bauer Radio - Yorkshire	H	3115	938	30	2.6	8.6	8043	12.5
Big City Network - Yorkshire	H	3115	732	24	1.6	6.8	4948	7.7
96.3 Radio Aire	H	999	160	16	0.9	5.4	865	4.3

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Hallam FM	H	1263	354	28	1.9	6.9	2426	9.9
96.9 Viking FM	H	910	221	24	1.8	7.5	1657	7.9
Magic Network - Yorkshire	H	3115	303	10	1.0	10.2	3094	4.8
Magic 828 (Leeds)	H	999	121	12	1.2	10.0	1209	6.1
Magic AM (Sheffield)	H	1263	91	7	0.8	10.6	964	3.9
Magic 1161 (Hull)	H	910	98	11	1.1	10.3	1007	4.8
96.3 Radio Aire/Magic 828	H	999	255	25	2.1	8.1	2074	10.4
Hallam FM/Magic AM	H	1263	412	33	2.7	8.2	3391	13.8
96.9 Viking FM/Magic 1161	H	910	281	31	2.9	9.5	2664	12.7
Total Kerrang!	H	51618	1408	3	0.1	4.7	6639	0.6
Kerrang! 105.2	H	3535	361	10	0.7	6.7	2427	3.6
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10984	3339	30	2.1	7.1	23569	11.2
Kiss 100 FM	Q	10984	1821	17	0.9	5.7	10431	5.0
Magic 105.4	Q	10984	2051	19	1.2	6.4	13138	6.3
Total Kiss Network	H	51618	3947	8	0.4	5.4	21188	2.0
Kiss East	H	2070	369	18	1.4	8.1	2995	6.6
Kiss West	H	2369	464	20	1.3	6.6	3070	5.7
Bauer Radio Total Scotland	H	4320	1752	41	4.5	11.1	19378	23.7
Big City Scotland	Y	4084	1448	35	3.7	10.3	14951	19.3
Bauer Radio Central Scotland	H	2839	965	34	3.7	11.0	10598	20.9
Scottish AMs	H	3515	428	12	1.0	8.3	3562	5.6
Total Radio Clyde	H	1839	633	34	3.8	10.9	6915	20.8
Clyde 1 FM	H	1839	558	30	3.1	10.2	5714	17.2
Clyde 2	H	1839	187	10	0.7	6.4	1201	3.6
Total Radio Forth	H	1096	336	31	3.4	11.0	3683	18.8
ForthOne	H	1096	272	25	2.3	9.3	2539	13.0
Forth2	H	1096	111	10	1.0	10.3	1144	5.8
C.F.M.Radio	Y	247	112	46	4.2	9.2	1029	19.6
Moray Firth Radio	Y	232	130	56	7.0	12.5	1628	30.2
Total Northsound Radio	Y	312	136	44	4.9	11.3	1536	25.9
Northsound One	Y	312	126	40	4.1	10.2	1280	21.6
Northsound Two	Y	312	43	14	0.8	5.9	256	4.3
Radio Borders	Y	107	62	58	7.9	13.6	845	39.3
Total Radio Tay	Y	375	167	44	5.3	11.9	1982	26.0
Tay-FM	Y	375	118	31	3.3	10.4	1228	16.1
Tay-AM	Y	375	79	21	2.0	9.5	754	9.9
West Sound <sup>3</sup>	Y	388	180	47	4.6	9.9	1785	24.0

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1421	574	40	4.2	10.5	6018	21.1
97.4 Cool FM	H	971	347	36	3.6	9.9	3450	17.3
Downtown Radio (DTR)	H	1421	276	19	1.8	9.3	2568	9.0
Wave 105 FM	H	1747	387	22	2.5	11.4	4403	11.3
107 The Bee	Y	184	27	15	1.4	9.1	249	8.0
Total Broadcast Co	Y	419	58	14	1.1	7.6	445	4.7
Fire Radio	Y	286	40	14	0.9	6.6	266	4.2
Nova Radio - Weston (was Star Radio in North Somerset)	Y	133	18	14	1.3	9.8	179	5.6
Central FM	Y	218	50	23	1.1	4.6	230	5.3
Chelmsford Radio 107.7 FM	Y	235	20	9	0.6	6.9	141	2.8
Total Cheshire Radio	Y	367	53	15	0.8	5.5	291	3.9
Cheshire's Silk 106.9	Y	179	19	10	0.6	5.7	107	3.2
Chester's Dee 106.3	Y	187	35	18	1.0	5.3	184	4.5
Total CN Radio	Y	838	245	29	2.7	9.3	2278	12.2
The Bay	Y	292	101	35	3.2	9.1	922	14.6
Citybeat 96.7/102.5FM	H	546	145	27	2.8	10.5	1515	12.2
Lakeland Radio	Y	51	15	29	2.8	9.6	144	12.3
The Coast	H	1675	115	7	0.4	6.0	696	1.9
Connect FM	Y	227	32	14	0.9	6.6	209	4.8
Connect FM Peterborough (was Lite FM)	Y	187	11	6	0.2	4.1	44	1.1
Colourful	H	10984	24	*	*	10.4	251	0.1
3FM	Y	68	25	37	4.6	12.4	310	19.9
Total Global Radio (UK)	H	51618	19714	38	3.3	8.5	168183	16.1
Capital Network (UK)	H	51618	6764	13	0.8	6.4	43329	4.1
Galaxy Network (UK)	H	51618	3901	8	0.5	6.7	26039	2.5
Total Choice (UK)	H	51618	734	1	0.1	5.0	3690	0.4
Choice FM London	Q	10984	521	5	0.2	5.1	2678	1.3
Classic FM	Q	51618	5720	11	0.8	7.2	40997	3.9
Gold Network (UK)	H	51618	1457	3	0.3	9.0	13174	1.3
Heart Network (UK)	H	51618	7746	15	1.1	7.5	57798	5.5
Total LBC (UK)	H	51618	1148	2	0.2	10.7	12241	1.2
Total XFM (UK)	H	51618	938	2	0.1	4.1	3805	0.4
Global Radio (ILR)	H	42040	14067	33	2.9	8.5	120117	14.2
Global Radio London (ILR)	Q	10984	4638	42	3.5	8.2	37964	18.1
Capital Network (ILR)	H	29410	6328	22	1.4	6.5	41106	7.2

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th December 2010



## 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		
95.8 Capital FM	Q	10984	1961	18	0.9	4.9	9540	4.5
Galaxy Network (ILR)	H	15498	3370	22	1.5	7.1	23816	8.0
Galaxy Birmingham	H	2109	416	20	1.1	5.4	2239	5.9
Galaxy Manchester	H	2822	575	20	1.3	6.2	3542	6.6
Galaxy North East	H	2205	604	27	2.2	8.1	4901	11.7
Galaxy Scotland	H	2722	448	16	1.2	7.5	3361	6.8
Galaxy Scotland (East)	H	1195	185	16	1.2	7.8	1449	6.7
Galaxy Scotland (West)	H	1706	307	18	1.3	7.0	2137	6.9
Galaxy South Coast	H	1145	203	18	1.3	7.1	1439	5.6
Galaxy Yorkshire	H	4496	1123	25	1.9	7.4	8334	9.2
105.4 Leicester Sound FM	H	622	153	25	1.6	6.6	1014	8.3
RAM FM	Y	457	98	21	1.8	8.5	832	9.9
Red Dragon	H	987	340	34	2.4	7.0	2372	10.7
96 Trent FM	H	1159	321	28	2.0	7.1	2261	10.0
Gold Network (ILR)	H	29404	1231	4	0.4	9.5	11690	2.0
Gold Bedford	H	611	29	5	0.4	8.8	252	1.9
Gold Berkshire/North Hampshire	H	749	49	6	0.4	6.6	323	2.2
Gold Birmingham <sup>4</sup>	H	2066	53	3	0.2	7.3	391	1.0
Gold Bristol/Bath/Wiltshire	H	1364	84	6	0.7	10.6	893	2.8
Gold Coventry <sup>4</sup>	H	658	21	3	0.4	12.1	256	1.9
Gold Crawley	Y	378	12	3	0.2	5.0	60	0.7
Gold Derby	Y	457	19	4	0.2	6.1	113	1.4
Gold Devon	Y	542	7	1	0.1	4.6	34	0.3
Gold Dorset	H	608	42	7	0.5	7.0	291	2.2
Gold Essex	H	1245	64	5	0.5	10.4	663	2.3
Gold Gloucester	Y	408	12	3	0.4	12.9	150	1.8
Gold Hampshire	H	1145	55	5	0.4	8.3	453	1.8
Gold Kent	H	1175	43	4	0.5	13.1	558	2.1
Gold London	Q	10984	376	3	0.2	7.1	2678	1.3
Gold Luton	H	1057	43	4	0.4	8.7	371	1.8
Gold Manchester	H	2402	86	4	0.3	9.0	775	1.7
Gold Norfolk/Suffolk	H	1172	66	6	0.6	11.4	752	3.0
Gold Norfolk	H	653	40	6	0.7	11.3	457	3.4
Gold Suffolk	H	525	26	5	0.6	11.4	295	2.5
Gold North Wales/Cheshire	Y	384	12	3	0.3	9.5	117	1.4
Gold Northampton	H	553	21	4	0.4	10.0	205	1.9
Gold Nottingham	H	1159	55	5	0.4	7.7	425	1.9
Gold Peterborough	H	587	31	5	0.8	16.1	498	3.9
Gold Plymouth	Y	341	22	6	0.8	11.9	260	3.8

Source: RAJAR/Ipsos MORI/RSMB

# 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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Gold Sussex	H	1017	63	6	0.5	7.7	479	2.1
Gold South East Wales	H	987	46	5	0.5	10.7	487	2.2
Gold Wolverhampton <sup>4</sup>	H	1302	45	3	0.3	9.5	428	1.7
Heart Network (ILR)	H	28513	7047	25	1.9	7.7	53970	9.3
Heart Cambridgeshire	H	835	249	30	2.4	8.1	2016	10.7
Heart Devon	H	1037	308	30	2.7	9.1	2797	12.9
Heart East Anglia	H	1202	301	25	2.1	8.3	2501	9.7
Heart 106 FM East Midlands <sup>4</sup>	H	2171	460	21	1.5	6.9	3190	7.3
Heart Essex <sup>3</sup>	H	1332	453	34	3.4	9.8	4465	14.6
Heart Four Counties	H	1986	498	25	1.9	7.7	3843	9.9
Heart Kent	H	1175	393	33	2.6	7.8	3067	11.5
Heart London	Q	10984	1766	16	0.9	5.4	9583	4.6
Heart North West and Wales	H	1001	228	23	2.0	9.0	2045	9.3
Heart Solent	H	1641	304	18	1.0	5.6	1709	4.8
Heart Sussex	H	1345	380	28	2.4	8.3	3167	10.6
Heart Thames Valley	H	1418	345	24	1.9	7.7	2664	9.7
Heart West Country	H	2116	661	31	2.8	8.9	5868	12.3
Heart West Midlands	H	3568	764	21	1.7	8.1	6214	9.2
LBC (ILR)	Q	10984	1106	10	1.0	9.8	10877	5.2
LBC 97.3	Q	10984	968	9	0.9	10.0	9713	4.6
LBC News 1152	Q	10984	358	3	0.1	3.3	1165	0.6
XFM (ILR)	H	13805	692	5	0.2	4.3	2962	1.1
XFM London	Q	10984	529	5	0.2	4.9	2608	1.2
XFM Manchester	H	2822	150	5	0.2	3.5	525	1.0
Total GMG Radio	H	51618	5217	10	0.9	8.8	45756	4.4
GMG Radio North West Total	H	5262	1274	24	2.2	9.2	11770	11.5
GMG Radio North West Regional	H	5224	1176	23	2.1	9.3	10957	10.8
GMG Radio North East	H	2228	591	27	2.5	9.4	5545	13.1
GMG Radio Scotland	H	2885	820	28	2.8	10.0	8165	15.8
Total Real Radio	H	51618	2352	5	0.4	8.8	20601	2.0
Real Radio (ILR Network)	H	14784	2173	15	1.3	9.1	19794	6.9
Real Radio (North East)	H	2228	302	14	1.2	8.9	2673	6.3
- (was Century Radio)								
Real Radio (North West)	H	5224	451	9	0.9	9.9	4453	4.4
- (was Century Radio)								
Real Radio (Scotland)	H	2698	622	23	2.1	8.9	5535	11.3
Real Radio (Wales)	H	1792	481	27	2.2	8.3	3973	9.9
Real Radio (Yorkshire)	H	2842	317	11	1.1	10.0	3160	5.7
96.3 Rock Radio	H	813	61	7	0.6	7.8	471	3.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th December 2010



## 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		
106.1 Rock Radio	H	2262	122	5	0.4	6.7	813	1.9
Smooth Radio UK	H	51618	3084	6	0.5	7.7	23871	2.3
Smooth Radio (ILR Network)	H	26010	2653	10	0.8	8.0	21315	4.2
Smooth Radio Midlands	H	5688	664	12	1.2	10.1	6692	6.1
Smooth Radio (East Midlands)	H	2161	335	15	1.4	8.8	2938	6.9
Smooth Radio (West Midlands)	H	3568	332	9	1.1	11.3	3761	5.6
Smooth Radio (Glasgow)	H	1886	245	13	1.1	8.8	2158	6.4
Smooth Radio (London)	Q	10984	467	4	0.2	5.1	2394	1.1
Smooth Radio (North East)	H	2228	375	17	1.3	7.7	2872	6.8
Smooth Radio (North West)	H	5224	858	16	1.2	7.6	6504	6.4
Imagine FM	Y	375	28	7	0.4	5.0	140	1.9
IOW Radio	Y	121	39	32	4.9	15.4	593	16.8
JACKfm Oxfordshire	H	505	67	13	0.8	5.7	383	4.4
106 JACKfm (Oxford)	H	505	58	12	0.7	6.0	348	4.0
Glide FM 1079 (was Oxford's FM 107.9)	H	505	13	3	0.1	2.6	35	0.4
106 JACKfm/Star Radio (Bristol)	Y	595	84	14	1.0	7.0	591	4.5
106 JACKfm (Bristol) (was Original 106)	H	595	86	14	1.0	6.8	587	4.3
Star Radio (Bristol)	Y	462	31	7	0.4	5.6	174	1.7
Kingdom FM	Y	286	71	25	1.9	7.6	535	10.2
kmfm Group	H	1029	178	17	1.4	8.2	1454	6.1
kmfm East	H	506	104	21	2.0	9.9	1033	8.5
kmfm West	H	523	74	14	0.8	5.7	422	3.6
Lincs FM Group	H	2701	672	25	2.7	10.9	7348	12.7
Lincs FM 102.2 <sup>3</sup>	H	911	317	35	4.6	13.3	4233	21.4
Oak FM	Y	314	36	12	0.6	5.5	200	3.2
Lincs FM Group Yorkshire	Y	1492	307	21	1.8	8.6	2651	8.9
Dearne FM	Y	229	54	23	1.9	8.2	439	10.1
KCFM 99.8	Y	445	70	16	1.5	9.7	678	6.9
Ridings FM	Y	294	40	14	0.9	6.2	252	4.7
Rother FM	Y	207	38	18	1.4	7.7	291	7.2
Trax FM	Y	365	106	29	2.7	9.3	991	13.7
The Local Radio Company	Y	1985	538	27	2.2	8.0	4288	10.9
Group Total								
2BR	Y	194	64	33	2.4	7.2	460	13.3
Minster FM	Y	305	87	29	1.6	5.7	501	7.8
Mix 96	Y	124	45	37	2.7	7.3	329	12.9
Spire FM	Y	114	43	38	3.7	9.9	421	16.4
Spirit FM	Y	211	53	25	2.4	9.5	502	11.4

Source: RAJAR/Ipsos MORI/RSMB

# 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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Star North East	Y	380	40	11	1.0	9.2	372	5.2
Star NE - North (was Durham FM)	Y	210	19	9	1.0	10.5	201	5.3
Star NE - South (was Alpha 103.2)	Y	170	21	12	1.0	8.0	170	5.0
97.2 Stray FM	Y	148	48	33	2.1	6.5	314	11.5
Sun FM	Y	271	71	26	2.4	9.1	641	13.6
Wessex FM	Y	121	42	35	2.8	8.2	342	12.9
Yorkshire Coast Radio	Y	118	45	38	3.5	9.1	406	15.3
Radio Mansfield 103.2	Y	156	38	25	2.2	9.0	344	11.1
Manx Radio	Y	68	36	53	6.8	12.8	460	29.6
Midwest Radio	Y	197	36	18	2.5	13.6	484	11.0
Northern Media Group	Y	573	143	25	1.9	7.7	1097	9.8
Five FM	Y	82	23	28	2.3	8.1	190	11.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	296	87	29	2.3	7.9	679	11.4
Seven FM	Y	147	17	12	0.7	6.1	104	3.7
Six FM	Y	94	16	17	1.3	7.6	124	7.0
Original 106 (Aberdeen)	Y	312	42	14	0.8	5.6	238	4.0
Total Orion Midlands	H	5866	1322	23	1.7	7.4	9801	8.6
Orion Midlands FM	H	5866	1249	21	1.5	7.2	8940	7.8
Heart 106 FM East Midlands	H	2171	460	21	1.5	6.9	3190	7.3
Orion West Midlands	H	3788	866	23	1.7	7.6	6611	9.1
Orion West Midlands FM	H	3788	793	21	1.5	7.2	5749	7.9
Beacon Radio	H	1302	257	20	1.5	7.4	1915	7.5
96.4 BRMB	H	2066	324	16	0.8	5.4	1752	4.7
Mercia	H	658	143	22	1.8	8.5	1217	9.0
Wyvern FM	Y	498	112	23	1.6	7.1	800	8.1
Gold Birmingham	H	2066	53	3	0.2	7.3	391	1.0
Gold Coventry	H	658	21	3	0.4	12.1	256	1.9
Gold Wolverhampton	H	1302	45	3	0.3	9.5	428	1.7
Premier Christian Radio	Q	10984	164	1	0.2	11.2	1833	0.9
107.4 The Quay	Y	380	34	9	0.6	6.5	222	2.5
Reading 107 FM	Y	227	23	10	0.7	7.2	168	4.6
96.2 The Revolution	H	511	22	4	0.4	8.3	186	2.0
Southwest Local Radio Group (Palm & Exeter FM)	Y	532	67	13	1.0	7.9	527	4.6
Exeter FM	Y	304	30	10	0.6	6.6	194	2.8
Palm FM	Y	228	37	16	1.5	8.9	333	7.2
107.5 Sovereign Radio	Y	151	26	17	0.9	5.4	143	4.1
The Sunrise Group	H	51618	586	1	0.1	8.3	4877	0.5
Buzz Asia 963 & 972AM	H	10984	113	1	*	4.9	548	0.3

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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			'000	%	per head	per listener		
Kislat Radio 1035 (Greater London)	Q	10984	164	1	0.1	5.5	907	0.4
Sunrise Radio (Greater London)	Q	10984	371	3	0.3	8.2	3033	1.4
Sunrise Radio National	Q	51618	481	1	0.1	7.3	3500	0.3
Time FM 106.6	Y	284	19	7	0.6	8.6	166	3.1
Tindle Radio Group	Y	1363	338	25	2.5	10.1	3409	11.5
Kestrel FM (North and South)	Y	230	54	24	2.1	8.8	480	9.4
Kestrel FM	Y	136	35	26	2.5	9.8	347	10.7
KESTREL FM - was Delta Radio	Y	94	19	20	1.4	7.0	133	7.1
Tindle Radio Anglia	Y	1005	214	21	2.1	10.0	2132	9.7
THE BEACH	Y	186	55	30	2.9	9.9	546	14.8
Dream 100	Y	142	49	34	5.1	15.0	729	20.0
North Norfolk Radio	Y	93	21	23	2.4	10.4	221	10.9
Radio NORWICH 99.9	Y	329	51	16	1.0	6.4	330	4.5
Town 102 FM	Y	278	38	13	1.1	8.2	308	5.2
Channel 103 FM	Y	76	43	57	6.1	10.7	461	31.0
Island FM 104.7	Y	52	27	52	6.5	12.4	336	32.6
Total Touch Radio Network	Y	981	138	14	1.1	8.1	1119	5.6
107.6 Banbury Sound	Y	84	17	20	2.1	10.6	177	9.9
Rugby FM	Y	71	20	29	3.0	10.3	211	14.1
Touchradio Staffs	Y	249	30	12	1.1	9.5	283	5.6
96.2FM Touchradio - Coventry	Y	288	29	10	0.6	5.9	173	3.4
102FM Touchradio - Warks Worcs Cotswolds	Y	288	34	12	0.8	6.6	224	3.5
107.3 Touchradio - Warwick	Y	133	10	8	0.4	5.1	52	1.9
Total Town and Country Broadcasting	Y	51618	482	1	0.1	5.7	2751	0.3
NME Radio	H	51618	235	*	*	2.9	684	0.1
Town and Country Broadcasting (South and West Wales)	Y	1585	257	16	1.3	7.7	1987	5.9
102.1 Bay Radio	Y	458	36	8	0.5	6.5	234	2.4
106.3 Bridge FM	Y	123	36	29	2.3	7.7	277	10.3
97.1 Radio Carmarthenshire <sup>3</sup>	Y	128	41	32	2.7	8.6	350	13.1
Nation Radio	H	1410	136	10	0.6	5.9	806	2.5
102.5 Radio Pembrokeshire	Y	94	39	42	4.3	10.4	405	21.2
Total UKRD	H	1446	392	27	2.6	9.7	3814	11.9
Pirate FM	Y	483	148	31	3.2	10.5	1558	13.9
The County Sound Radio Network	H	541	163	30	2.8	9.4	1536	13.0
County Sound 1566	H	541	10	2	0.1	4.9	51	0.4

Source: RAJAR/Ipsos MORI/RSMB

# 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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.4 Eagle Radio	H	541	157	29	2.7	9.5	1485	12.6
Total UKRD East	H	421	86	20	1.7	8.2	703	7.3
KL.FM 96.7	Y	152	47	31	3.3	10.6	497	14.8
Star Radio in Cambridge	Y	271	28	10	0.7	7.3	201	3.4
UTV Radio (inc. talkSPORT)	H	51618	4174	8	0.7	8.4	34937	3.3
UTV Radio (excl. talkSPORT)	H	6096	1308	21	2.0	9.4	12249	9.9
107.6 Juice FM	H	954	164	17	1.6	9.1	1495	7.9
Peak 107 FM	Y	414	85	21	2.1	10.3	873	11.3
The Pulse/Pulse 2	H	853	173	20	1.6	8.1	1402	8.3
The Pulse	H	853	163	19	1.4	7.6	1231	7.2
Pulse 2	H	853	41	5	0.2	4.2	171	1.0
Signal One & Signal Two	H	773	281	36	4.1	11.3	3172	18.6
Signal One	H	773	264	34	3.4	10.1	2664	15.7
Signal Two	H	773	63	8	0.7	8.1	508	3.0
Total Swansea Sound/	Y	458	179	39	3.5	8.8	1585	16.0
96.4 FM The Wave								
96.4 FM The Wave	Y	458	139	30	1.9	6.3	880	8.9
Swansea Sound - 1170 MW	Y	458	72	16	1.5	9.8	704	7.1
U105	H	860	140	16	1.2	7.5	1054	5.9
Radio Wave 96.5 FM	Y	240	78	33	3.4	10.4	817	15.9
102.4 Wish/107.2 Wire/	Y	1114	169	15	1.1	6.9	1173	5.3
107.4 Tower FM								
107.4 Tower FM	Y	430	46	11	0.9	8.0	366	4.4
107.2 Wire FM	Y	277	50	18	1.1	6.0	297	5.0
102.4 Wish FM	Y	467	76	16	1.1	6.7	510	5.7
107.7 The Wolf	Y	430	35	8	0.6	7.2	253	3.2
Wave 102 FM	Y	153	32	21	1.5	7.1	224	8.0
Yorkshire Radio	H	4479	70	2	0.1	3.8	262	0.3

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	51618	33059	64	8.6	13.4	444070	42.5
Children 10-14	Q	3577	2779	78	6.6	8.5	23534	68.5
15-24	Q	8248	6124	74	8.3	11.1	68248	59.2
25-44	Q	17131	12243	71	9.8	13.7	168130	51.2
45-64	Q	15911	10149	64	9.4	14.7	148801	40.5
65+	Q	10329	4544	44	5.7	13.0	58890	25.1
Main Shoppers	Q	40037	25098	63	8.6	13.7	344027	41.4
Main Shoppers with children	Q	12173	8577	70	9.8	13.8	118760	52.3
ABC1	Q	28348	17996	63	7.1	11.2	202385	36.3
C2DE	Q	23271	15063	65	10.4	16.0	241685	49.5
ALL BBC 15+	Q	51618	34505	67	11.2	16.8	578163	55.3
Children 10-14	Q	3577	1778	50	2.9	5.8	10324	30.1
15-24	Q	8248	4800	58	5.2	9.0	43194	37.5
25-44	Q	17131	10870	63	8.8	13.9	151365	46.1
45-64	Q	15911	11218	71	13.3	18.8	211452	57.5
65+	Q	10329	7617	74	16.7	22.6	172152	73.5
Main Shoppers	Q	40037	26784	67	11.7	17.5	468142	56.3
Main Shoppers with children	Q	12173	7408	61	8.5	13.9	102990	45.4
ABC1	Q	28348	20880	74	12.2	16.5	345060	61.9
C2DE	Q	23271	13625	59	10.0	17.1	233102	47.8

## 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.

(4) Station owned by Orion Media.

## 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	20th September 2010 - 19th December 2010	24,450
H	28th June 2010 - 19th December 2010	50,073
Y	4th January 2010 - 19th December 2010	103,080