

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 29th March 2009



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

Adults aged 15 and over: population 50,735,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45762	90	20.2	22.4	1024910	100.0
ALL BBC	Q	33809	67	11.4	17.1	577172	56.3
ALL BBC 15-44	Q	15732	62	8.2	13.1	206443	45.9
ALL BBC 45+	Q	18077	71	14.6	20.5	370729	64.5
All BBC Network Radio <sup>1</sup>	Q	30261	60	9.5	15.9	481292	47.0
BBC Local/Regional	Q	9589	19	1.9	10.0	95880	9.4
ALL COMMERCIAL	Q	31498	62	8.4	13.5	425902	41.6
ALL COMMERCIAL 15-44	Q	17697	70	9.2	13.1	232289	51.6
ALL COMMERCIAL 45+	Q	13800	54	7.6	14.0	193613	33.7
All National Commercial <sup>1</sup>	Q	13315	26	2.1	7.9	104827	10.2
All Local Commercial	Q	25608	50	6.3	12.5	321075	31.3
Other Listening	Q	3406	7	0.4	6.4	21836	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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		'000	%	per head	per listener		
All BBC Network Radio	Q	30261	60	9.5	15.9	481292	47.0
BBC Radio 1	Q	11072	22	2.1	9.6	106034	10.3
BBC Radio 2	Q	13457	27	3.2	12.1	163260	15.9
BBC Radio 3	Q	1992	4	0.2	5.8	11512	1.1
BBC Radio 4	Q	9982	20	2.5	12.8	128065	12.5
BBC Radio FIVE LIVE	Q	6211	12	0.9	7.8	48194	4.7
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6323	12	1.0	7.8	49629	4.8
FIVE LIVE SPORTS EXTRA	Q	642	1	*	2.2	1435	0.1
BBC 6 Music	Q	681	1	0.1	6.6	4492	0.4
1Xtra from the BBC	Q	616	1	0.1	5.1	3165	0.3
BBC7	Q	984	2	0.1	5.2	5070	0.5
BBC Asian Network UK	Q	405	1	*	5.8	2334	0.2
BBC World Service	Q	1470	3	0.2	5.3	7730	0.8
All National Commercial	Q	13315	26	2.1	7.9	104827	10.2
Total Absolute Radio (was Total Virgin Radio)	Q	1693	3	0.2	7.1	12037	1.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	186	*	*	4.3	790	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	60	*	*	5.1	308	*
Chill	H	200	*	*	5.0	993	0.1
Classic FM	Q	5414	11	0.7	7.0	37890	3.7
Galaxy Network (UK) <sup>2</sup>	H	3653	7	0.5	7.2	26173	2.6
Gold Network (UK) <sup>2</sup>	H	1036	2	0.2	8.9	9205	0.9
Heart Network (UK) <sup>2</sup>	H	7260	14	1.1	7.9	57581	5.7
Heat	Q	423	1	*	2.9	1220	0.1
The Hits	Q	1300	3	0.1	3.3	4276	0.4
Jazz FM	Q	408	1	*	4.0	1622	0.2
Total Kerrang! <sup>2</sup>	H	1366	3	0.1	4.3	5868	0.6
Total Kiss Network <sup>2</sup>	H	3326	7	0.3	5.3	17659	1.7
Total LBC (UK) <sup>2</sup>	H	879	2	0.2	11.6	10172	1.0
Total Magic <sup>2</sup>	Q	3543	7	0.5	7.1	25021	2.4
NME Radio	Q	194	*	*	2.4	465	*
Planet Rock	Q	674	1	0.1	6.0	4063	0.4
Q	Q	300	1	*	3.5	1049	0.1
Total Real Radio <sup>2</sup>	H	1593	3	0.3	9.7	15485	1.5
Smash Hits Radio	Q	996	2	0.1	3.5	3448	0.3
Total Smooth Radio <sup>2</sup>	H	2803	6	0.5	8.4	23484	2.3
Sunrise Radio National <sup>2</sup>	Q	473	1	0.1	6.4	3029	0.3
talkSPORT	Q	2416	5	0.4	7.5	18039	1.8
Total XFM (UK) <sup>2</sup>	H	958	2	0.1	4.7	4505	0.4

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 29th March 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	50735	11072	22	2.1	9.6	106034	10.3
BBC Radio 2	Q	50735	13457	27	3.2	12.1	163260	15.9
BBC Radio 3	Q	50735	1992	4	0.2	5.8	11512	1.1
BBC Radio 4	Q	50735	9982	20	2.5	12.8	128065	12.5
BBC Radio FIVE LIVE	Q	50735	6211	12	0.9	7.8	48194	4.7
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50735	6323	12	1.0	7.8	49629	4.8
FIVE LIVE SPORTS EXTRA	Q	50735	642	1	*	2.2	1435	0.1
BBC 6 Music	Q	50735	681	1	0.1	6.6	4492	0.4
1Xtra from the BBC	Q	50735	616	1	0.1	5.1	3165	0.3
BBC7	Q	50735	984	2	0.1	5.2	5070	0.5
BBC Asian Network UK	Q	50735	405	1	*	5.8	2334	0.2
BBC World Service	Q	50735	1470	3	0.2	5.3	7730	0.8
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4311	928	22	1.5	7.1	6612	7.6
BBC Radio Ulster <sup>3</sup>	Q	1408	531	38	4.6	12.3	6512	23.4
Total BBC Radio Wales/Cymru	Q	2477	575	23	2.8	12.2	7038	13.2
BBC Radio Wales	Q	2477	458	18	2.0	11.0	5044	9.4
BBC Radio Cymru	Q	2477	159	6	0.8	12.5	1994	3.7
<b>LOCAL</b>								
BBC Local Radio	Q	40940	7261	18	1.8	10.0	72925	8.9
BBC Radio Berkshire	H	772	120	15	1.3	8.3	997	6.6
BBC Radio Bristol	H	893	154	17	2.0	11.6	1779	9.4
BBC Radio Cambridgeshire	H	691	136	20	1.7	8.9	1206	7.9
BBC Radio Cornwall	H	451	145	32	3.4	10.7	1554	17.4
BBC Coventry and Warwickshire	H	652	93	14	1.1	8.0	736	5.4
BBC Radio Cumbria	H	404	129	32	3.2	10.1	1300	15.6
BBC Radio Derby	H	623	156	25	2.3	9.3	1458	12.0

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	961	242	25	3.1	12.3	2987	14.9
BBC Essex	H	1243	252	20	2.2	10.6	2684	10.1
BBC Radio Gloucestershire	H	477	97	20	2.1	10.2	983	9.9
BBC Hereford & Worcester	H	485	104	22	2.2	10.4	1087	11.8
BBC Radio Humberside	H	755	216	29	3.2	11.0	2381	14.6
BBC Radio Kent	H	1364	235	17	1.9	11.3	2658	8.2
BBC Radio Lancashire	H	1178	235	20	1.8	9.0	2122	9.8
BBC Radio Leeds	H	1588	214	14	1.1	7.9	1686	6.0
BBC Radio Leicester	H	783	172	22	2.1	9.7	1674	11.4
BBC Radio Lincolnshire	H	529	114	22	3.2	15.0	1703	14.8
BBC London 94.9	Q	10784	463	4	0.2	5.4	2479	1.2
BBC Radio Manchester	Q	2104	211	10	1.0	9.8	2075	5.5
BBC Radio Merseyside	H	1613	332	21	2.6	12.8	4246	13.4
BBC Radio Newcastle	H	1397	266	19	1.5	7.7	2048	7.7
BBC Radio Norfolk	H	749	198	26	3.5	13.2	2613	15.9
BBC Radio Northampton	H	464	93	20	2.0	10.2	946	10.2
BBC Radio Nottingham	H	772	196	25	2.1	8.3	1620	9.8
BBC Radio Oxford 95.2FM	H	509	71	14	0.8	5.8	413	4.1
BBC Radio Sheffield	H	1240	231	19	1.6	8.5	1966	8.4
BBC Radio Shropshire	H	376	97	26	3.0	11.6	1132	12.9
BBC Radio Solent**	H	1501	252	17	1.8	10.5	2651	8.4
BBC Solent for Dorset	Y	170	24	14	1.4	10.0	235	6.7
BBC Somerset	H	433	45	10	0.9	8.2	371	3.5
BBC Southern Counties Radio	Q	2407	238	10	0.9	9.3	2207	4.2
BBC Radio Stoke	H	593	156	26	2.8	10.9	1689	14.2
BBC Radio Suffolk	H	519	132	26	2.7	10.4	1383	13.5
BBC Tees	H	780	128	16	1.4	8.5	1087	7.2
BBC Three Counties Radio	H	1255	171	14	1.2	8.5	1448	5.9
BBC WM (Birmingham & Black Country)	Q	2235	291	13	1.6	12.5	3635	7.8
BBC Radio Wiltshire/Swindon	H	528	68	13	1.6	12.3	836	7.3
BBC Radio York	H	522	89	17	1.5	9.1	808	7.8
BBC Radio Guernsey	Y	51	18	35	4.4	12.7	225	25.4
BBC Radio Jersey	Y	75	35	46	5.5	11.8	409	24.3

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 29th March 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	50735	1878	4	0.3	7.1	13248	1.3
Total Absolute Radio (was Total Virgin Radio)	Q	50735	1693	3	0.2	7.1	12037	1.2
Total Absolute Radio (London) (was Total Virgin (London))	Q	10784	919	9	0.5	5.9	5461	2.6
Absolute Radio London (was Virgin Radio London)	Q	10784	790	7	0.3	4.7	3748	1.8
Absolute Radio National (was Virgin Radio National)	Q	50735	1080	2	0.2	7.7	8289	0.8
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	50735	186	*	*	4.3	790	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	50735	60	*	*	5.1	308	*
Chill	H	50735	200	*	*	5.0	993	0.1
Classic FM	Q	50735	5414	11	0.7	7.0	37890	3.7
Galaxy Network (UK)	H	50735	3653	7	0.5	7.2	26173	2.6
Gold Network (UK)	H	50735	1036	2	0.2	8.9	9205	0.9
Heart Network (UK)	H	50735	7260	14	1.1	7.9	57581	5.7
Heat	Q	50735	423	1	*	2.9	1220	0.1
The Hits	Q	50735	1300	3	0.1	3.3	4276	0.4
Jazz FM	Q	50735	408	1	*	4.0	1622	0.2
Total Kerrang!	H	50735	1366	3	0.1	4.3	5868	0.6
Total Kiss Network	H	50735	3326	7	0.3	5.3	17659	1.7
Total LBC (UK)	H	50735	879	2	0.2	11.6	10172	1.0
Total Magic	Q	50735	3543	7	0.5	7.1	25021	2.4
NME Radio	Q	50735	194	*	*	2.4	465	*
Planet Rock	Q	50735	674	1	0.1	6.0	4063	0.4
Q	Q	50735	300	1	*	3.5	1049	0.1
Total Real Radio	H	50735	1593	3	0.3	9.7	15485	1.5
Smash Hits Radio	Q	50735	996	2	0.1	3.5	3448	0.3
Total Smooth Radio	H	50735	2803	6	0.5	8.4	23484	2.3
Sunrise Radio National	Q	50735	473	1	0.1	6.4	3029	0.3
talkSPORT	Q	50735	2416	5	0.4	7.5	18039	1.8
Total XFM (UK)	H	50735	958	2	0.1	4.7	4505	0.4

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	Q	50056	25538	51	6.4	12.5	320110	31.7
105-107 Atlantic FM	H	451	41	9	0.5	5.1	207	2.3
Bath FM	Y	102	13	13	0.8	6.0	81	3.7
Total Bauer Radio	H	50735	12397	24	2.1	8.7	108048	10.6
Total Bauer Radio ILR	H	36470	9789	27	2.4	8.8	86089	11.9
Big City Network	H	16034	4554	28	2.6	9.1	41509	13.5
Big City FM and AM	H	16161	5239	32	3.3	10.2	53580	17.3
Big City England	H	10615	2618	25	2.0	8.0	21073	10.4
Total Magic	Q	50735	3543	7	0.5	7.1	25021	2.4
Magic Network - North	H	10462	716	7	0.8	11.4	8138	4.1
Bauer Radio - North East	H	2195	745	34	3.4	10.0	7422	17.8
Big City Network - North East	H	2195	561	26	1.8	7.0	3951	9.5
Metro Radio	H	1453	390	27	1.7	6.5	2530	9.3
TFM Radio	H	806	175	22	1.8	8.1	1421	9.4
Magic Network - North East	H	2195	268	12	1.6	12.9	3471	8.3
Magic 1152 (Newcastle)	H	1453	177	12	1.6	13.1	2329	8.5
Magic 1170 (Teesside)	H	806	91	11	1.4	12.6	1142	7.5
Metro Radio/Magic 1152	H	1453	511	35	3.3	9.5	4859	17.8
TFM Radio/Magic 1170	H	806	239	30	3.2	10.7	2563	16.9
Bauer Liverpool	H	1795	553	31	3.1	10.2	5652	16.1
Bauer FM Liverpool	H	1795	508	28	2.7	9.4	4783	13.7
City Talk 105.9	H	1558	59	4	0.2	4.6	274	0.9
Bauer Radio - North West	H	5073	1352	27	2.3	8.8	11913	12.5
Big City Network - North West	H	4947	1212	25	2.0	8.2	9881	10.6
Radio City 96.7	H	1795	486	27	2.5	9.3	4509	12.9
Key 103 (Manchester)	H	2376	488	21	1.5	7.1	3487	7.8
97.4 Rock FM	H	1320	258	20	1.4	7.3	1885	7.8
Magic Network - North West	H	5038	221	4	0.4	9.2	2032	2.1
Magic 1548 (Liverpool)	H	1795	81	4	0.5	10.8	869	2.5
Magic 1152 (Manchester)	H	2376	113	5	0.4	7.6	854	1.9
Magic 999 (Preston)	H	1109	29	3	0.3	10.7	310	1.5
Key 103/Magic 1152 (Manchester)	H	2376	561	24	1.8	7.7	4340	9.7
Radio City 96.7/Magic 1548	H	1795	532	30	3.0	10.1	5378	15.4
97.4 Rock FM/Magic 999	H	1447	282	20	1.5	7.8	2195	8.3
Bauer Radio - Yorkshire	H	3229	908	28	2.8	10.1	9176	14.8
Big City Network - Yorkshire	H	3229	756	23	2.0	8.6	6541	10.5
96.3 Radio Aire	H	968	135	14	1.1	7.6	1023	6.1

Source: RAJAR/Ipsos MORI/RSMB

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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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Hallam FM	H	1320	367	28	2.4	8.6	3141	12.6
96.9 Viking FM	H	1133	260	23	2.1	9.2	2376	9.8
Magic Network - Yorkshire	H	3229	226	7	0.8	11.6	2635	4.2
Magic 828 (Leeds)	H	968	90	9	1.1	11.8	1060	6.3
Magic AM (Sheffield)	H	1320	71	5	0.7	12.3	879	3.5
Magic 1161 (Hull)	H	1133	77	7	0.7	11.0	844	3.5
96.3 Radio Aire/Magic 828	H	968	207	21	2.2	10.1	2083	12.4
Hallam FM/Magic AM	H	1320	409	31	3.0	9.8	4021	16.1
96.9 Viking FM/Magic 1161	H	1133	308	27	2.8	10.4	3221	13.3
Total Kerrang!	H	50735	1366	3	0.1	4.3	5868	0.6
Kerrang! 105.2	H	3492	374	11	0.6	5.7	2137	3.0
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10784	3228	30	2.0	6.7	21633	10.2
Kiss 100 FM	Q	10784	1707	16	0.9	5.7	9670	4.6
Magic 105.4	Q	10784	2051	19	1.1	5.8	11963	5.7
Total Kiss Network	H	50735	3326	7	0.3	5.3	17659	1.7
Kiss East	H	2008	332	17	1.2	7.5	2476	5.7
Kiss West	H	2313	290	13	0.8	6.8	1957	3.9
Bauer Radio Total Scotland	H	4281	1738	41	4.7	11.6	20111	24.4
Big City Scotland	Y	4046	1428	35	3.6	10.2	14589	19.3
Bauer Radio Central Scotland	H	2815	1021	36	4.1	11.4	11617	22.0
Total Radio Clyde	H	1834	679	37	4.1	11.2	7585	22.5
Clyde 1 FM	H	1834	586	32	3.2	10.0	5855	17.4
Clyde 2	H	1834	206	11	0.9	8.4	1730	5.1
Total Radio Forth	H	1083	347	32	3.7	11.6	4032	19.1
ForthOne	H	1083	302	28	3.0	10.6	3204	15.1
Forth2	H	1083	93	9	0.8	9.0	828	3.9
C.F.M.Radio	Y	245	87	35	3.6	10.1	881	19.1
Moray Firth Radio	Y	230	109	47	4.9	10.4	1132	22.5
Total Northsound Radio	Y	309	143	46	5.5	11.9	1701	27.4
Northsound One	Y	309	129	42	4.1	9.8	1265	20.4
Northsound Two	Y	309	47	15	1.4	9.4	436	7.0
Radio Borders	Y	104	49	47	6.2	13.2	649	29.3
Total Radio Tay	H	370	164	44	5.5	12.5	2045	29.6
Tay-FM	H	370	109	30	3.2	10.9	1188	17.2
Tay-AM	H	370	80	22	2.3	10.7	856	12.4
West Sound <sup>3</sup>	H	386	164	42	4.5	10.6	1737	25.8

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1384	495	36	3.6	10.0	4958	18.1
97.4 Cool FM	H	945	288	30	2.6	8.6	2470	13.1
Downtown Radio (DTR)	H	1384	229	17	1.8	10.8	2488	9.1
Wave 105 FM	H	1712	369	22	2.3	10.8	3989	10.9
107 The Bee	Y	184	22	12	2.0	17.2	371	11.0
Brunel FM	Y	180	20	11	1.0	8.6	175	4.5
Central FM	Y	214	45	21	1.8	8.7	390	9.2
Chester's Dee 106.3	Y	186	34	18	1.4	7.5	253	6.6
Club Asia 963+972AM	H	10785	188	2	0.1	5.2	976	0.5
Total CN Radio	Y	1743	358	21	1.6	7.6	2716	7.7
The Bay	H	320	104	33	3.0	9.1	955	14.9
Citybeat 96.7/102.5FM	H	542	119	22	1.5	6.9	821	7.8
Lakeland Radio	Y	52	15	29	2.3	7.7	118	10.9
CN Radio Midlands	Y	880	114	13	1.0	7.7	886	4.8
Rugby FM	Y	69	23	33	2.9	8.8	199	14.6
Touchradio Staffs	Y	245	26	10	1.0	9.7	249	4.7
Touchradio - South Midlands	Y	566	66	12	0.8	6.6	438	3.7
96.2FM Touchradio - Coventry	Y	282	31	11	0.5	4.3	132	2.4
102FM Touchradio - Warks, Worcs, Cotswolds	Y	284	35	12	1.1	8.6	306	4.8
The Coast (was Original 106fm (Solent))	H	1642	83	5	0.3	5.2	428	1.2
Connect FM	Y	221	41	19	1.6	8.6	355	8.5
Dream 107.7 FM	Y	227	20	9	0.8	9.3	182	3.8
107.9 Dune FM	Y	205	18	9	0.7	7.9	143	3.2
3FM	Y	68	18	27	3.3	12.5	228	15.4
Total Global Radio (UK)	H	50735	18529	37	3.4	9.3	171569	16.9
Chill	H	50735	200	*	*	5.0	993	0.1
Classic FM	Q	50735	5414	11	0.7	7.0	37890	3.7
Galaxy Network (UK)	H	50735	3653	7	0.5	7.2	26173	2.6
Gold Network (UK)	H	50735	1036	2	0.2	8.9	9205	0.9
Heart Network (UK)	H	50735	7260	14	1.1	7.9	57581	5.7
Total LBC (UK)	H	50735	879	2	0.2	11.6	10172	1.0
Total XFM (UK)	H	50735	958	2	0.1	4.7	4505	0.4
Global Radio London (ILR)	Q	10784	4446	41	3.8	9.1	40563	19.2
Global Radio (ILR)	H	41751	13266	32	3.0	9.3	123246	14.8
Fun Radio	H	10785	33	*	*	2.7	88	*

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

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Galaxy Network (ILR)	H	26054	3152	12	0.9	7.4	23430	4.6
Choice FM London	Q	10784	460	4	0.2	5.3	2449	1.2
Galaxy Birmingham	H	2089	392	19	1.6	8.7	3396	8.0
Galaxy Manchester	H	2793	452	16	1.3	8.0	3611	6.8
Galaxy North East	H	2172	476	22	1.8	8.0	3807	9.2
Galaxy Scotland (was XFM Scotland)	H	2698	195	7	0.4	5.6	1093	2.1
Galaxy Scotland (East) (was XFM Scotland (East))	H	1177	84	7	0.5	7.1	592	2.6
Galaxy Scotland (West) (was XFM Scotland (West))	H	1696	130	8	0.4	4.7	607	1.9
Galaxy South Coast (was 103.2 Power FM)	H	1117	164	15	0.8	5.6	918	3.9
Galaxy Yorkshire	H	4399	958	22	1.7	7.6	7286	8.7
Gold Network (ILR)	H	28853	908	3	0.3	9.1	8297	1.4
Gold Bedford	H	593	24	4	0.3	8.2	198	1.6
Gold Berkshire/North Hampshire	H	729	21	3	0.2	8.5	177	1.2
Gold Birmingham	H	2042	59	3	0.2	8.6	505	1.2
Gold Bristol/Bath/Wiltshire	H	1321	69	5	0.6	11.6	800	2.9
Gold Coventry	H	646	18	3	0.3	11.3	207	1.6
Gold Crawley	H	365	6	2	0.3	18.6	115	1.5
Gold Derby	H	451	17	4	0.4	9.3	161	1.8
Gold Devon	Y	531	6	1	0.1	10.3	63	0.5
Gold Dorset	H	599	26	4	0.3	6.2	158	1.2
Gold Essex	H	1207	37	3	0.4	11.3	423	1.6
Gold Gloucester	H	402	21	5	0.8	14.3	303	3.7
Gold Hampshire	H	1117	36	3	0.2	7.7	278	1.2
Gold Kent	H	1155	38	3	0.2	5.9	226	0.8
Gold London	Q	10784	321	3	0.2	7.9	2549	1.2
Gold Luton	H	1029	31	3	0.3	11.6	356	1.7
Gold Manchester	H	2375	53	2	0.3	12.1	640	1.4
Gold Norfolk/Suffolk	H	1138	29	3	0.2	9.3	271	1.2
Gold Norfolk	H	638	14	2	0.3	11.5	165	1.2
Gold Suffolk	H	506	15	3	0.2	7.1	107	1.0
Gold North Wales/Cheshire	H	379	6	2	0.2	12.0	68	0.9
Gold Northampton	H	535	14	3	0.3	11.7	168	1.6
Gold Nottingham	H	1133	46	4	0.3	8.4	384	1.6
Gold Peterborough	H	577	24	4	0.4	9.5	231	1.9

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# QUARTERLY SUMMARY OF RADIO LISTENING

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Gold Plymouth	H	333	15	5	0.3	7.3	113	1.7
Gold Sussex	H	1002	34	3	0.2	7.0	237	1.1
Gold South East Wales	H	971	29	3	0.4	13.0	374	1.8
Gold Wolverhampton	H	1295	32	2	0.2	9.0	289	1.1
Heart Network (ILR)	H	27909	6848	25	2.0	8.0	55000	9.7
The Buzz 97.1 FM	H	439	55	13	0.7	5.4	296	3.8
Champion 103 FM	Y	121	34	28	2.4	8.7	294	12.7
Coast 96.3	Y	241	46	19	1.9	9.6	448	8.8
2CR FM	H	599	128	21	1.4	6.7	853	6.6
Essex FM <sup>3</sup>	H	1207	338	28	2.7	9.5	3223	12.5
FOX FM	H	657	179	27	2.1	7.8	1385	10.4
Gemini FM Total	Y	531	153	29	2.7	9.3	1417	12.3
Gemini FM East (Exeter Area)	Y	306	87	28	2.9	10.3	890	13.2
Gemini FM West (Torbay Area)	Y	226	66	29	2.3	8.0	527	11.0
GWR	H	1321	415	31	3.5	11.0	4567	16.3
Heart 96.9 FM Bedford (was 96.9 Chiltern FM)	H	392	90	23	1.9	8.4	755	9.6
Heart 97.6 FM Beds/Bucks (was 97.6 Chiltern FM)	H	742	169	23	1.8	7.9	1341	9.3
Heart 103 FM Cambridgeshire (was Q103)	H	431	121	28	2.3	8.1	970	10.4
Heart Colchester/Suffolk	H	650	165	25	1.8	7.2	1195	8.8
Heart Colchester (was SGR Colchester)	Y	182	55	30	2.2	7.3	404	9.9
Heart Suffolk (was SGR FM)	H	506	107	21	1.8	8.4	903	8.8
Heart 106 FM East Midlands	H	2121	365	17	1.1	6.7	2430	5.7
Heart 106.2 FM London	Q	10784	1970	18	1.2	6.3	12461	5.9
Heart 103.3 FM Milton Keynes (was Horizon Radio)	Y	226	84	37	3.8	10.2	865	17.4
Heart 102.4 FM Norfolk (was Radio Broadland)	H	638	200	31	3.1	10.0	2009	15.2
Heart 96.6 FM Northants (was Northants)	H	535	110	21	1.8	8.9	981	9.1
Heart 102.7 Peterborough (was Hereward)	H	383	115	30	3.2	10.8	1239	14.6
Heart 100.7 FM West Midlands	H	3525	869	25	1.9	7.9	6845	9.4

Source: RAJAR/Ipsos MORI/RSMB

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Invicta FM	H	1155	378	33	2.9	9.0	3402	12.5
Lantern FM 96.2 and 97.3	Y	131	44	33	3.4	10.1	440	15.1
Marcher Sound	H	379	72	19	1.5	7.7	552	7.5
Ocean	H	1007	163	16	1.2	7.1	1167	5.5
Orchard FM	H	338	122	36	3.7	10.3	1252	15.5
97 FM Plymouth Sound	H	333	109	33	2.7	8.3	904	13.5
102.4 Severn Sound FM	H	402	113	28	2.2	7.8	881	10.6
Southern FM	H	1002	296	30	2.8	9.3	2765	12.7
South Hams Radio	Y	65	13	20	2.2	11.3	146	10.8
2-TEN FM	H	729	198	27	2.0	7.4	1469	10.2
The Hit Music Network (ILR)	H	17491	3516	20	1.3	6.7	23425	6.7
95.8 Capital Radio	Q	10784	1868	17	0.9	5.3	9883	4.7
Beacon Radio	H	1295	241	19	1.4	7.5	1809	6.9
96.4 BRMB	H	2042	430	21	1.2	5.6	2400	5.6
105.4 Leicester Sound FM	H	602	113	19	1.3	6.8	765	7.0
Mercia	H	646	146	23	1.8	8.1	1183	8.9
Mercury FM (Herts)	H	329	37	11	0.7	6.7	245	3.4
Mercury FM (Surrey & Sussex)	H	365	78	21	1.8	8.3	645	8.4
RAM FM	H	451	100	22	1.6	7.2	717	8.2
Red Dragon	H	971	269	28	1.9	7.0	1871	8.8
96 Trent FM	H	1133	335	30	2.7	9.0	3023	12.7
Wyvern FM	H	491	95	19	1.6	8.2	783	8.4
LBC (ILR)	Q	10784	835	8	1.0	12.6	10547	5.0
- was Total LBC (ILR)								
LBC 97.3	Q	10784	705	7	0.9	13.1	9203	4.4
LBC News 1152	Q	10784	282	3	0.1	4.8	1344	0.6
XFM (ILR)	H	13578	704	5	0.2	4.7	3343	1.3
XFM 104.9	Q	10784	563	5	0.2	4.7	2674	1.3
XFM Manchester	H	2793	168	6	0.2	4.1	687	1.3
Total GMG Radio	H	50735	5149	10	0.9	9.2	47568	4.7
Total Real Radio/Century Radio	H	50735	2534	5	0.4	8.9	22544	2.2
GMG Radio North West Total	H	5228	1152	22	2.0	9.0	10360	10.4
GMG Radio North West Regional	H	5190	1048	20	1.8	8.8	9193	9.3
GMG Radio North East	H	2195	642	29	2.7	9.1	5849	14.0
GMG Radio Scotland	H	2858	912	32	3.9	12.2	11090	20.6
Century Radio (ILR Network)	H	7385	949	13	1.0	7.4	7059	5.0
Century Radio (North East)	H	2195	444	20	1.5	7.3	3241	7.8
Century Radio (North West)	H	5190	505	10	0.7	7.6	3818	3.9

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Total Real Radio	H	50735	1593	3	0.3	9.7	15485	1.5
Real Radio (ILR Network)	H	7214	1403	19	2.0	10.3	14475	10.4
Real Radio (Scotland)	H	2676	705	26	3.1	11.6	8175	16.1
Real Radio (Wales)	H	1763	404	23	2.4	10.3	4178	11.0
Real Radio (Yorkshire)	H	2775	294	11	0.8	7.2	2121	4.2
96.3 Rock Radio	H	810	47	6	0.5	7.8	372	2.5
106.1 Rock Radio	H	2238	136	6	0.5	8.6	1168	2.8
Total Smooth Radio	H	50735	2803	6	0.5	8.4	23484	2.3
Smooth Radio (ILR Network)	H	25643	2480	10	0.8	8.7	21484	4.3
Smooth Radio Midlands	H	5594	711	13	1.4	10.8	7705	6.7
Smooth Radio (East Midlands)	H	2110	305	14	1.4	9.6	2941	7.0
Smooth Radio (West Midlands)	H	3525	406	12	1.4	11.7	4764	6.5
Smooth Radio (Glasgow)	H	1878	236	13	1.4	10.8	2543	7.3
Smooth Radio (London)	Q	10784	536	5	0.3	5.8	3130	1.5
Smooth Radio (North East)	H	2195	292	13	1.2	8.9	2608	6.3
Smooth Radio (North West)	H	5190	670	13	1.0	8.0	5375	5.4
107.8 Radio Hampshire	Y	404	26	6	0.3	4.4	115	1.3
JACKfm Oxfordshire	H	412	57	14	1.3	9.1	518	6.5
106 JACKfm	H	412	46	11	0.8	7.4	341	4.3
Oxford's FM107.9	H	412	17	4	0.4	10.3	177	2.2
KCFM 99.8	H	473	62	13	1.2	9.2	571	5.3
Kingdom FM	Y	291	65	22	1.7	7.8	504	8.9
kmfm Group	H	980	160	16	1.6	9.6	1540	6.7
kmfm East	H	468	93	20	2.3	11.7	1086	9.9
kmfm West	H	512	67	13	0.9	6.7	453	3.8
Lincs FM Group	H	2222	630	28	3.1	10.9	6887	15.4
Lincs FM 102.2 <sup>3</sup>	H	894	349	39	4.6	11.7	4086	21.7
Oak FM	H	309	38	12	1.0	8.4	317	4.9
White Rose Radio Network (Lincs FM Group)	Y	1035	241	23	2.3	9.7	2333	11.7
Dearne FM	Y	226	67	30	3.0	9.9	667	13.9
Ridings FM	Y	294	41	14	1.2	8.8	367	7.2
Rother FM	Y	205	34	17	1.8	10.6	363	9.1
Trax FM	H	363	103	28	2.6	9.4	962	13.2
Lite FM	Y	186	29	16	0.9	5.8	168	4.2
The Local Radio Company Group Total	Y	3307	680	21	1.6	7.6	5197	7.7
Alpha 103.2	Y	142	24	17	0.9	5.4	127	5.0

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107.8 Arrow FM for Hastings	Y	114	21	18	1.7	9.4	198	7.4
2BR	Y	194	45	23	1.7	7.5	338	9.1
Durham FM	Y	201	31	16	0.7	4.5	140	4.0
Fire 107.6 FM	Y	282	28	10	0.8	8.5	236	3.9
IOW Radio	Y	120	33	27	2.4	8.9	289	12.1
Minster FM	H	330	74	22	1.4	6.5	477	7.3
Total Mix	Y	255	51	20	1.2	5.9	305	6.0
Mix 96	Y	121	36	30	1.9	6.5	235	8.9
Mix 107	Y	134	15	11	0.5	4.7	71	2.9
107.4 The Quay	H	371	42	11	0.6	5.4	227	2.9
106.9 Silk FM	Y	179	20	11	0.4	3.6	70	2.0
107.5 Sovereign Radio	Y	150	26	17	1.2	7.1	186	5.9
Spire FM	Y	112	43	38	4.0	10.4	448	17.4
Spirit FM	Y	207	43	21	1.9	9.2	398	8.3
97.2 Stray FM	Y	145	49	34	2.7	7.9	387	12.5
Sun FM	Y	269	63	23	2.3	9.7	612	12.3
Wessex FM	Y	120	39	32	2.5	7.9	304	12.0
Yorkshire Coast Radio	Y	116	40	35	3.1	8.9	359	14.6
Radio Mansfield 103.2	Y	152	44	29	2.8	9.5	421	12.9
Manx Radio	Y	68	33	49	6.1	12.5	414	28.0
Midwest Radio	Y	193	40	21	1.8	8.6	347	7.8
Northern Media Group	Y	553	124	22	1.8	7.9	980	9.3
Five FM	Y	78	20	25	2.7	10.6	209	13.4
Q102.9FM/Q97.2FM/Q101.2FM	Y	292	75	26	1.8	7.2	538	9.9
Seven FM	Y	141	18	13	0.9	6.7	123	4.2
Six FM	Y	86	12	14	1.3	9.2	111	7.2
Original 106 (Aberdeen)	Y	309	38	12	0.7	6.0	228	3.7
Original 106 (Bristol)	H	573	13	2	0.1	4.9	66	0.6
Panjab Radio	H	10785	44	*	*	6.7	298	0.1
Pennine FM (formerly 107.9 Home FM)	Y	201	19	10	0.6	6.2	120	3.2
Premier Christian Radio	Q	10784	158	1	0.1	9.0	1423	0.7
QuayWest FM	Y	108	18	17	1.8	10.8	200	7.7
Reading 107 FM	Y	268	33	12	0.6	5.1	170	3.8
96.2 The Revolution	H	503	27	5	0.4	8.1	217	2.4
South London Radio 107.3 FM (South FM)	H	1472	15	1	0.1	7.8	118	0.4
Star Radio in Bristol	H	445	42	9	0.7	7.3	308	3.4

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The Sunrise Group	H	50735	511	1	0.1	7.1	3640	0.4
Kisat Radio 1035 (Greater London)	Q	10784	86	1	0.1	7.1	614	0.3
Punjabi Radio (was Yarr Radio)	H	10785	30	*	*	6.9	210	0.1
Sunrise Radio (Greater London)	Q	10784	328	3	0.2	6.2	2018	1.0
Sunrise Radio National	Q	50735	473	1	0.1	6.4	3029	0.3
Palm FM	Y	226	29	13	1.2	8.9	262	5.5
Time FM 106.6	Y	278	23	8	0.6	7.6	173	3.2
Time FM 107.5	H	397	29	7	0.7	9.1	261	4.1
Time FM 106.8	H	554	14	2	0.3	13.3	185	1.6
Tindle Radio Group	Y	1463	304	21	2.0	9.7	2962	10.0
Tindle Radio Anglia	Y	1025	173	17	1.4	8.4	1457	7.2
103.4 The Beach	Y	181	56	31	2.8	9.0	500	15.6
Dream 100	Y	186	35	19	1.7	9.2	323	8.5
North Norfolk Radio	Y	91	14	16	1.6	9.9	143	7.0
99.9 Radio Norwich	H	317	45	14	0.8	5.4	245	3.6
Town 102 FM	Y	269	31	11	0.9	7.8	242	4.6
Channel 103 FM	Y	75	37	50	6.2	12.4	464	27.5
Delta FM	Y	93	15	17	1.6	9.8	151	7.3
Island FM 104.7	Y	51	25	49	7.2	14.6	365	41.1
Kick and Kestrel	Y	219	54	24	2.4	9.8	525	11.1
Kestrel FM	Y	133	37	28	2.9	10.3	381	12.5
Kick FM	Y	86	16	19	1.7	8.7	144	8.5
107.6FM Touchradio - Banbury	Y	83	20	25	2.4	9.7	197	10.8
Town and Country Broadcasting (South and West Wales)	Y	1560	196	13	1.0	8.1	1595	4.9
106.3 Bridge FM	Y	120	40	33	2.9	8.6	342	13.5
Nation Radio	H	1386	46	3	0.2	4.7	215	0.7
97.1 Radio Carmarthenshire <sup>3</sup>	Y	125	36	29	2.1	7.3	261	10.8
102.5 Radio Pembrokeshire	Y	91	44	49	5.1	10.5	466	25.4
102.1 Swansea Bay Radio	H	449	35	8	0.9	11.9	414	4.6
3TR	Y	67	18	27	2.9	10.7	193	13.6
Total UKRD	H	1542	369	24	2.5	10.4	3837	12.0
Pirate FM	H	474	132	28	3.1	11.2	1484	15.8
The County Sound Radio Network	H	529	141	27	2.2	8.3	1175	11.5
County Sound 1566	H	529	11	2	0.3	12.9	146	1.4
96.4 Eagle Radio	H	529	132	25	1.9	7.8	1029	10.1
Star Radio in North Somerset	Y	131	23	17	1.7	9.9	226	7.9

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Total UKRD East	H	407	68	17	2.0	12.1	827	9.0
KL.FM 96.7	Y	149	50	34	4.4	12.9	650	19.2
Star Radio in Cambridge	Y	258	32	12	0.8	6.5	206	4.0
UTV Radio (inc. talkSPORT)	H	50735	3660	7	0.6	8.0	29273	2.9
UTV Radio (excl. talkSPORT)	H	6760	1272	19	1.7	9.0	11437	8.7
Imagine FM	H	374	27	7	0.2	3.4	93	1.3
107.6 Juice FM	H	955	154	16	0.9	5.9	907	5.0
Peak 107 FM	H	410	72	18	1.6	9.2	662	8.9
The Pulse/Pulse Classic Gold	H	836	139	17	1.1	6.7	924	6.0
The Pulse	H	836	123	15	1.0	6.5	798	5.2
Pulse Classic Gold	H	836	39	5	0.2	3.2	126	0.8
Signal One & Signal Two	H	768	247	32	3.5	11.0	2720	17.2
Signal One	H	768	225	29	2.8	9.6	2158	13.6
Signal Two	H	768	69	9	0.7	8.2	562	3.5
107.4 Tower FM	H	431	44	10	0.7	7.1	313	3.9
UTV Radio - South Wales	H	801	230	29	3.2	11.1	2560	15.4
Total Swansea Sound/ 96.4 FM The Wave	H	449	177	39	4.5	11.3	2000	22.2
96.4 FM The Wave	H	449	128	29	2.6	9.0	1150	12.8
Swansea Sound - 1170 MW	H	449	72	16	1.9	11.7	850	9.5
Valleys Radio	H	351	54	15	1.6	10.4	560	7.3
U105	H	838	114	14	1.5	10.9	1249	7.5
Radio Wave 96.5 FM	Y	242	72	30	3.0	10.1	724	14.8
102.4 Wish/107.2 Wire	Y	701	138	20	1.7	8.6	1189	8.5
107.2 Wire FM	Y	275	59	21	1.8	8.5	498	8.6
102.4 Wish FM	H	464	77	17	1.1	6.6	510	6.3
107.7 The Wolf	H	426	37	9	0.5	5.5	204	2.4
Wave 102 FM	Y	153	27	18	1.5	8.4	228	8.4
Yorkshire Radio	H	4988	62	1	0.1	5.4	333	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	50735	31498	62	8.4	13.5	425902	41.6
Children 4-14	Q	7795	5442	70	5.7	8.2	44522	65.7
15-24	Q	8208	6016	73	9.1	12.4	74678	58.5
25-44	Q	17066	11682	68	9.2	13.5	157611	48.9
45-64	Q	15507	9570	62	9.0	14.6	139557	39.5
65+	Q	9953	4231	43	5.4	12.8	54055	24.4
Main Shoppers	Q	38843	23560	61	8.2	13.6	320366	40.3
Main Shoppers with children	Q	11750	8204	70	9.4	13.5	111003	50.7
ABC1	Q	27535	16926	61	7.0	11.3	191801	35.4
C2DE	Q	23199	14571	63	10.1	16.1	234101	48.5
ALL BBC 15+	Q	50735	33809	67	11.4	17.1	577172	56.3
Children 4-14	Q	7795	3751	48	2.6	5.4	20338	30.0
15-24	Q	8208	4829	59	6.0	10.2	49409	38.7
25-44	Q	17066	10903	64	9.2	14.4	157034	48.7
45-64	Q	15507	10794	70	13.3	19.1	206188	58.4
65+	Q	9953	7283	73	16.5	22.6	164542	74.3
Main Shoppers	Q	38843	25974	67	11.8	17.6	458013	57.6
Main Shoppers with children	Q	11750	7253	62	8.7	14.2	102810	47.0
ABC1	Q	27535	20249	74	12.4	16.8	341144	62.9
C2DE	Q	23199	13559	58	10.2	17.4	236028	48.9

## 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	5th January 2009 - 29th March 2009	33,135
H	15th September 2008 - 29th March 2009	66,461
Y	24th March 2008 - 29th March 2009	132,822