

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th December 2006



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

Adults aged 15 and over: population 49,806,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45045	90	21.2	23.5	1057127	100.0
ALL BBC	Q	32810	66	11.6	17.5	575587	54.4
15-44	Q	15113	61	8.6	14.2	214138	43.8
45+	Q	17697	71	14.5	20.4	361448	63.6
All BBC Network Radio <sup>1</sup>	Q	28711	58	9.3	16.2	465629	44.0
BBC Local/Regional	Q	10262	21	2.2	10.7	109958	10.4
ALL COMMERCIAL	Q	31346	63	9.2	14.6	457102	43.2
15-44	Q	17985	72	10.6	14.6	263233	53.8
45+	Q	13361	54	7.8	14.5	193868	34.1
All National Commercial <sup>1</sup>	Q	13318	27	2.2	8.3	110627	10.5
All Local Commercial	Q	25772	52	7.0	13.4	346475	32.8
Other Listening	Q	3036	6	0.5	8.0	24438	2.3

Source: RAJAR/Ipsos MORI

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

For survey periods and other definitions please see back cover.

Enquiries to: RAJAR, Paramount House, 162-170 Wardour Street, London W1F 8ZX  
Telephone: 020 7292 9040 Facsimile: 020 7292 9041 e mail: info@rajar.co.uk Internet: www.rajar.co.uk  
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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	28711	58	9.3	16.2	465629	44.0
BBC Radio 1	Q	10262	21	2.1	10.0	102948	9.7
BBC Radio 2	Q	13269	27	3.4	12.6	166918	15.8
BBC Radio 3	Q	2028	4	0.3	7.1	14339	1.4
BBC Radio 4	Q	9342	19	2.4	12.5	117247	11.1
BBC Radio FIVE LIVE	Q	5846	12	0.9	8.0	46483	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	5919	12	1.0	8.1	47755	4.5
FIVE LIVE SPORTS EXTRA	Q	650	1	*	2.0	1272	0.1
BBC 6 Music	Q	383	1	0.1	6.6	2514	0.2
1Xtra from the BBC	Q	368	1	*	4.9	1804	0.2
BBC7	Q	672	1	0.1	5.2	3496	0.3
BBC World Service	Q	1264	3	0.1	5.0	6275	0.6
BBC Asian Network UK <sup>2</sup>	Q	493	1	0.1	7.5	3698	0.3
All National Commercial	Q	13318	27	2.2	8.3	110627	10.5
The Arrow (UK)	H	99	*	*	7.6	744	0.1
3C	Q	66	*	*	4.9	320	*
Capital Disney	Q	52	*	*	5.1	261	*
Total Capital Gold Network UK <sup>2</sup>	H	1180	2	0.2	6.4	7493	0.7
Capital Life	Q	77	*	*	4.7	359	*
Total Century FM <sup>2</sup>	H	1385	3	0.2	7.7	10625	1.0
Chill	Q	134	*	*	5.4	720	0.1
Total Choice (UK) <sup>2</sup>	Q	685	1	0.1	9.8	6682	0.6
Classic FM	Q	5757	12	0.9	7.7	44503	4.2
Total Classic Gold Network UK <sup>2</sup>	H	701	1	0.1	10.1	7080	0.7
Core	Q	98	*	*	2.8	271	*
Fun Radio	Q	37	*	*	4.0	149	*
Galaxy Network (UK) <sup>2</sup>	H	2664	5	0.4	7.4	19776	1.9
Total Heart (UK) <sup>2</sup>	H	3136	6	0.5	7.9	24921	2.4
Heat	Q	246	*	*	3.0	747	0.1
The Hits	Q	1115	2	0.1	3.4	3810	0.4
Total Kerrang! <sup>2</sup>	Q	1366	3	0.2	5.6	7583	0.7
Total Kiss Network <sup>2</sup>	H	2922	6	0.3	5.7	16722	1.6
Total LBC (UK) <sup>2</sup>	H	753	2	0.2	13.0	9812	0.9
Total Magic <sup>2</sup>	Q	3069	6	0.4	6.9	21301	2.0
Mojo Radio	Q	247	*	*	3.8	939	0.1
oneworld radio	H	138	*	*	3.3	458	*
Planet Rock	Q	424	1	*	5.6	2363	0.2
Q	Q	289	1	*	1.9	554	0.1
Total Real Radio <sup>2</sup>	H	1633	3	0.4	11.2	18273	1.7
Smash Hits Radio	Q	708	1	*	3.5	2453	0.2
Total Smooth FM <sup>2</sup>	Q	1540	3	0.2	6.7	10251	1.0
Sunrise Radio National <sup>2</sup>	Q	505	1	0.1	6.8	3426	0.3
talkSPORT (Talk Radio)	Q	2239	4	0.4	8.3	18592	1.8
Total Virgin Radio (AM/FM)	H	2470	5	0.3	6.5	16151	1.5
Virgin Radio Classic Rock	H	188	*	*	5.0	937	0.1
Virgin Radio Groove	H	55	*	*	3.1	170	*
Virgin Radio Xtreme	H	53	*	*	4.3	227	*
Total XFM (UK) <sup>2</sup>	H	1130	2	0.1	6.5	7296	0.7

Source: RAJAR/Ipsos MORI

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th December 2006



## 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	49806	10262	21	2.1	10.0	102948	9.7
BBC Radio 2	Q	49806	13269	27	3.4	12.6	166918	15.8
BBC Radio 3	Q	49806	2028	4	0.3	7.1	14339	1.4
BBC Radio 4	Q	49806	9342	19	2.4	12.5	117247	11.1
BBC Radio FIVE LIVE	Q	49806	5846	12	0.9	8.0	46483	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	49806	5919	12	1.0	8.1	47755	4.5
FIVE LIVE SPORTS EXTRA	Q	49806	650	1	*	2.0	1272	0.1
BBC 6 Music	Q	49806	383	1	0.1	6.6	2514	0.2
1Xtra from the BBC	Q	49806	368	1	*	4.9	1804	0.2
BBC7	Q	49806	672	1	0.1	5.2	3496	0.3
BBC World Service	Q	49806	1264	3	0.1	5.0	6275	0.6
BBC Asian Network UK	Q	49806	493	1	0.1	7.5	3698	0.3
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4252	1096	26	1.9	7.5	8250	9.4
BBC Radio Ulster <sup>3</sup>	Q	1375	542	39	5.5	13.8	7497	26.1
Total BBC Radio Wales/Cymru	Q	2452	532	22	2.9	13.5	7163	13.4
BBC Radio Wales	Q	2452	424	17	2.0	11.3	4792	8.9
BBC Radio Cymru	Q	2452	153	6	1.0	15.5	2372	4.4
<b>LOCAL</b>								
BBC Local Radio	Q	40134	7732	19	2.1	10.7	82711	9.7
BBC Asian Network UK	Q	49806	493	1	0.1	7.5	3698	0.3
BBC Asian Network	Q	4995	186	4	0.3	7.4	1365	1.3
BBC Radio Berkshire	H	771	113	15	1.1	7.5	851	5.3
BBC Radio Bristol <sup>3</sup>	H	1263	222	18	2.3	13.0	2877	9.8
BBC Radio Cambridgeshire	H	613	132	22	2.1	9.8	1293	9.6
BBC Radio Cleveland	H	787	122	15	1.5	10.0	1217	8.2
BBC Radio Cornwall	H	438	163	37	5.2	13.9	2265	21.4
BBC Coventry and Warwickshire	H	650	88	14	1.4	10.2	894	6.5

Source: RAJAR/Ipsos MORI

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

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	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC Radio Cumbria	H	391	118	30	3.3	10.9	1290	15.1
BBC Radio Derby	H	603	172	28	3.1	11.0	1895	13.8
BBC Radio Devon	H	936	265	28	3.3	11.7	3092	14.4
BBC Essex	H	1192	234	20	2.6	13.2	3095	10.8
BBC Radio Gloucestershire	H	474	92	19	2.5	12.9	1187	11.0
BBC Hereford & Worcester	H	510	122	24	3.0	12.3	1506	14.3
BBC Radio Humberside	H	728	222	30	3.7	12.3	2724	16.5
BBC Radio Kent	H	1334	251	19	2.3	12.3	3101	9.4
BBC Radio Lancashire	H	1135	247	22	2.1	9.6	2363	10.4
BBC Radio Leeds	H	1504	253	17	1.1	6.4	1613	5.6
BBC Radio Leicester	H	759	155	20	2.0	10.1	1556	10.1
BBC Radio Lincolnshire	H	522	135	26	3.2	12.4	1673	13.9
BBC London 94.9	Q	10585	559	5	0.4	7.8	4341	2.0
BBC Radio Manchester	Q	2066	225	11	0.9	8.1	1817	4.9
BBC Radio Merseyside	H	1613	371	23	2.9	12.8	4746	13.4
BBC Radio Newcastle	H	1346	305	23	2.0	8.8	2678	10.8
BBC Radio Norfolk	H	708	214	30	4.3	14.3	3068	18.0
BBC Radio Northampton	H	450	114	25	2.1	8.3	945	9.6
BBC Radio Nottingham	H	737	166	23	2.9	12.7	2107	13.0
BBC Radio Oxford 95.2FM	H	509	79	15	1.8	11.7	920	8.3
BBC Radio Sheffield	H	1198	239	20	1.7	8.5	2025	8.5
BBC Radio Shropshire	H	373	113	30	4.0	13.3	1495	17.6
BBC Radio Solent**	H	1463	280	19	2.2	11.4	3204	9.7
BBC Solent for Dorset	Y	184	22	12	1.6	13.5	296	6.4
BBC Southern Counties Radio	Q	2376	266	11	1.1	10.0	2653	4.9
BBC Radio Stoke	H	592	173	29	3.6	12.4	2157	15.1
BBC Radio Suffolk	H	488	135	28	3.6	13.1	1771	14.7
BBC Three Counties Radio	H	1203	148	12	1.2	9.8	1459	5.9
BBC WM (Birmingham & Black Country)	Q	2174	318	15	1.9	13.3	4222	8.5
BBC Radio Wiltshire/Swindon	H	520	69	13	1.7	12.6	861	6.9
BBC Radio York	H	498	94	19	2.0	10.8	1012	9.6
BBC Radio Guernsey	Y	50	19	39	4.9	12.5	240	28.6
BBC Radio Jersey	Y	73	31	43	4.6	10.7	334	21.4

Source: RAJAR/Ipsos MORI

\*\* Excludes Dorset

# 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	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	49806	99	*	7.6	744	0.1
3C	Q	49806	66	*	4.9	320	*
Capital Disney	Q	49806	52	*	5.1	261	*
Total Capital Gold Network UK	H	49806	1180	2	6.4	7493	0.7
Capital Life	Q	49806	77	*	4.7	359	*
Total Century FM	H	49806	1385	3	7.7	10625	1.0
Chill	Q	49806	134	*	5.4	720	0.1
Total Choice (UK)	Q	49806	685	1	9.8	6682	0.6
Classic FM	Q	49806	5757	12	7.7	44503	4.2
Total Classic Gold Network UK	H	49806	701	1	10.1	7080	0.7
Core	Q	49806	98	*	2.8	271	*
Fun Radio	Q	49806	37	*	4.0	149	*
Galaxy Network (UK)	H	49806	2664	5	7.4	19776	1.9
Total Heart (UK)	H	49806	3136	6	7.9	24921	2.4
Heat	Q	49806	246	*	3.0	747	0.1
The Hits	Q	49806	1115	2	3.4	3810	0.4
Total Kerrang!	Q	49806	1366	3	5.6	7583	0.7
Total Kiss Network	H	49806	2922	6	5.7	16722	1.6
Total LBC (UK)	H	49806	753	2	13.0	9812	0.9
Total Magic	Q	49806	3069	6	6.9	21301	2.0
Mojo Radio	Q	49806	247	*	3.8	939	0.1
oneword radio	H	49806	138	*	3.3	458	*
Planet Rock	Q	49806	424	1	5.6	2363	0.2
Q	Q	49806	289	1	1.9	554	0.1
Total Real Radio	H	49806	1633	3	11.2	18273	1.7
Smash Hits Radio	Q	49806	708	1	3.5	2453	0.2
Total Smooth FM	Q	49806	1540	3	6.7	10251	1.0
Sunrise Radio National	Q	49806	505	1	6.8	3426	0.3
talkSPORT (Talk Radio)	Q	49806	2239	4	8.3	18592	1.8
Total Virgin Radio Network	H	49806	2660	5	6.6	17486	1.7
Total Virgin Radio (AM/FM)	H	49806	2470	5	6.5	16151	1.5
Virgin FM London	Q	10585	949	9	6.4	6052	2.8
Virgin Radio (AM)	H	49806	1816	4	5.7	10271	1.0
Virgin Radio Classic Rock	H	49806	188	*	5.0	937	0.1
Virgin Radio Groove	H	49806	55	*	3.1	170	*
Virgin Radio Xtreme	H	49806	53	*	4.3	227	*
Total Virgin Radio (AM/FM) (London)	H	10585	1161	11	6.8	7867	3.6
Total XFM (UK)	H	49806	1130	2	6.5	7296	0.7

Source: RAJAR/Ipsos MORI

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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	48856	25492	52	7.0	13.5	343449	33.1
105-107 Atlantic FM	H	438	54	12	0.6	5.2	281	2.6
107 The Bee	H	210	11	5	1.0	19.5	215	4.7
Big L Radio	Q	4249	2	*	*	4.0	8	*
Brighton's Juice 107.2	Y	288	35	12	0.4	3.4	120	1.9
Total Chrysalis Radio (UK)	H	49806	6264	13	1.1	8.8	55253	5.2
Chrysalis Radio (ILR)	H	25072	5560	22	2.0	9.1	50434	9.8
The Arrow (UK)	H	49806	99	*	*	7.6	744	0.1
Galaxy Network (UK)	H	49806	2664	5	0.4	7.4	19776	1.9
Galaxy Network (ILR)	H	11172	2250	20	1.5	7.7	17222	7.7
Galaxy Birmingham	H	2024	317	16	1.1	7.1	2254	4.9
Galaxy Manchester	H	2742	478	17	1.2	6.7	3191	6.3
Galaxy North East	H	2135	479	22	1.6	7.3	3517	8.9
Galaxy Yorkshire	H	4270	976	23	1.9	8.5	8260	9.4
Total Heart (UK)	H	49806	3136	6	0.5	7.9	24921	2.4
Heart FM (ILR)	H	15924	2851	18	1.5	8.3	23713	7.1
100.7 Heart FM	H	3484	777	22	2.1	9.5	7392	9.5
Heart 106.2 FM	Q	10585	1853	18	1.5	8.3	15375	7.1
Heart 106 (formerly 106 Century FM)	H	2039	320	16	1.3	8.1	2594	6.0
Heart Midlands (ILR)	H	5340	1090	20	1.9	9.2	9987	8.5
Chrysalis Radio Midlands (ILR)	H	5340	1274	24	2.3	9.6	12241	10.4
Chrysalis Radio West Midlands (ILR)	H	3484	961	28	2.8	10.0	9647	12.4
Total LBC (UK)	H	49806	753	2	0.2	13.0	9812	0.9
Total LBC (ILR)	Q	10585	731	7	0.8	12.0	8769	4.1
LBC 97.3	Q	10585	624	6	0.7	11.3	7071	3.3
LBC News 1152	Q	10585	254	2	0.2	6.7	1698	0.8
Chrysalis Radio London (ILR)	Q	10585	2471	23	2.3	9.8	24144	11.2
Club Asia 963+972AM	H	10585	206	2	0.1	7.2	1488	0.7
Total CN Radio	H	1861	373	20	1.8	8.9	3308	8.3
The Bay	H	323	111	34	3.0	8.6	957	14.1
Citybeat 96.7FM	H	480	117	24	2.3	9.5	1110	10.7
CN Radio Midlands	H	1058	145	14	1.2	8.6	1242	5.5
Oak 107 FM	Y	108	21	20	1.5	7.8	166	7.7

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			'000	%				
Rugby FM	Y	69	26	37	3.5	9.3	238	16.8
Touch FM Staffs (was Centre FM)	Y	236	24	10	1.0	9.7	231	4.4
Touch FM - South Midlands	H	645	82	13	1.1	8.5	693	5.0
Connect FM (was KCBC 107.4)	Y	206	47	23	2.4	10.3	490	10.5
Chester's Dee 106.3	Y	179	35	20	1.6	8.3	293	7.6
Total EMAP	H	49806	11875	24	2.2	9.1	108380	10.2
3C	Q	49806	66	*	*	4.9	320	*
Total EMAP ILR	H	35845	9572	27	2.5	9.2	87903	11.8
Big City Network	H	15785	4874	31	2.9	9.2	45036	14.2
Total Magic	Q	49806	3069	6	0.4	6.9	21301	2.0
Magic Network (ILR)	H	20890	2443	12	0.9	7.7	18846	4.5
Magic Network - North	H	10305	735	7	0.7	9.9	7258	3.6
EMAP Radio - North East	H	2146	775	36	3.3	9.2	7155	18.0
Big City Network - North East	H	2146	653	30	2.4	7.9	5181	13.0
Metro Radio	H	1398	453	32	2.4	7.4	3347	13.0
TFM	H	805	207	26	2.3	8.9	1834	12.0
Magic Network - North East	H	2146	209	10	0.9	9.4	1973	5.0
Magic 1152 (Newcastle)	H	1398	148	11	0.9	8.8	1307	5.1
Magic 1170 (Teesside)	H	805	62	8	0.8	10.7	666	4.4
Metro Radio/Magic 1152	H	1398	533	38	3.3	8.7	4655	18.1
TFM/Magic 1170	H	805	250	31	3.1	10.0	2500	16.4
EMAP Radio - North West	H	4972	1492	30	2.9	9.7	14511	14.8
Big City Network - North West	H	4857	1338	28	2.4	8.9	11897	12.4
Radio City 96.7	H	1772	507	29	3.0	10.7	5402	14.0
Key 103 (Manchester)	H	2327	558	24	1.5	6.4	3560	8.4
97.4 Rock FM	H	1345	303	23	2.2	9.7	2935	10.7
Magic Network - North West	H	4963	258	5	0.5	10.1	2614	2.7
Magic 1548 (Liverpool)	H	1772	108	6	0.6	10.0	1083	2.8
Magic 1152 (Manchester)	H	2327	98	4	0.4	10.2	999	2.4
Magic 999 (Preston)	H	1117	52	5	0.5	10.3	533	2.4
Key 103/Magic 1152 (Manchester)	H	2327	627	27	2.0	7.3	4558	10.8
Radio City 96.7/Magic 1548	H	1772	553	31	3.7	11.7	6485	16.8
97.4 Rock FM/Magic 999	H	1460	344	24	2.4	10.1	3468	11.7
EMAP Radio - Yorkshire	H	3196	1003	31	3.0	9.5	9509	14.4
Big City Network - Yorkshire	H	3196	838	26	2.1	8.2	6839	10.4
96.3 Radio Aire	H	952	171	18	1.5	8.1	1395	7.6
Hallam FM	H	1291	380	29	2.3	7.9	3014	11.5

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			'000	%				
96.9 Viking FM	H	1123	290	26	2.2	8.4	2430	9.9
Magic Network - Yorkshire	H	3196	268	8	0.8	10.0	2670	4.0
Magic 828 (Leeds)	H	952	132	14	1.5	10.5	1384	7.5
Magic AM (Sheffield)	H	1291	67	5	0.4	8.4	559	2.1
Magic 1161 (Hull)	H	1123	69	6	0.6	10.5	727	3.0
96.3 Radio Aire/Magic 828	H	952	270	28	2.9	10.3	2779	15.2
Hallam FM/Magic AM	H	1291	415	32	2.8	8.6	3573	13.6
96.9 Viking FM/Magic 1161	H	1123	322	29	2.8	9.8	3157	12.9
Total Kerrang!	Q	49806	1366	3	0.2	5.6	7583	0.7
Kerrang! 105.2	Q	3491	405	12	0.9	8.1	3301	4.4
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10585	2843	27	1.9	7.2	20361	9.4
Kiss 100 FM	Q	10585	1445	14	0.8	5.8	8417	3.9
Magic 105.4	Q	10585	1792	17	1.1	6.7	11944	5.5
Total Kiss Network	H	49806	2922	6	0.3	5.7	16722	1.6
Kiss East	H	1879	289	15	1.3	8.2	2369	5.4
Kiss West	H	2187	254	12	0.9	7.6	1921	3.9
EMAP Total Scotland	H	4235	1741	41	4.8	11.8	20471	23.5
EMAP Central Scotland	H	2786	1031	37	4.4	12.0	12399	21.5
Total Radio Clyde	H	1826	705	39	4.8	12.4	8755	23.6
Clyde 1 FM	H	1826	595	33	3.4	10.4	6202	16.7
Clyde 2	H	1826	282	15	1.4	9.0	2552	6.9
Total Radio Forth	H	1062	328	31	3.4	11.1	3644	16.0
ForthOne	H	1062	289	27	2.7	10.0	2903	12.8
Forth2	H	1062	101	10	0.7	7.3	741	3.3
C.F.M.Radio	Y	239	96	40	4.0	9.8	946	18.3
Moray Firth Radio	Y	245	105	43	4.7	10.9	1152	23.5
Total Northsound Radio	Y	298	150	50	5.4	10.7	1600	25.8
Northsound One	Y	298	123	41	3.8	9.3	1142	18.4
Northsound Two	Y	298	54	18	1.5	8.5	458	7.4
Radio Borders	Y	104	60	58	8.4	14.5	873	38.2
Total Radio Tay	H	361	155	43	5.7	13.2	2043	28.6
Tay-FM	H	361	105	29	3.3	11.2	1181	16.5
Radio Tay-AM	H	361	76	21	2.4	11.4	862	12.1
West Sound <sup>3</sup>	H	382	159	42	4.2	10.0	1588	26.2
Downtown Radio (DTR)/Cool FM	H	1351	522	39	3.9	10.0	5213	19.0
Cool FM	H	924	320	35	3.2	9.2	2957	15.3

Source: RAJAR/Ipsos MORI



# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th December 2006



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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Downtown Radio (DTR)	H	1351	263	20	1.7	8.6	2256	8.2
Wave 105 FM	H	1810	386	21	2.1	9.6	3715	9.1
3FM	Y	65	17	26	3.4	13.2	223	14.1
Total GCap Media UK	H	49806	15006	30	2.9	9.5	142663	13.5
GCap Media - National Brands	H	49806	9132	18	1.5	8.1	73662	7.0
Total								
Classic FM	Q	49806	5757	12	0.9	7.7	44503	4.2
Capital Disney	Q	49806	52	*	*	5.1	261	*
Capital Life	Q	49806	77	*	*	4.7	359	*
Chill	Q	49806	134	*	*	5.4	720	0.1
Core	Q	49806	98	*	*	2.8	271	*
Fun Radio	Q	49806	37	*	*	4.0	149	*
Planet Rock	Q	49806	424	1	*	5.6	2363	0.2
Total Choice (UK)	Q	49806	685	1	0.1	9.8	6682	0.6
GCap Media Gold Networks UK	H	49806	1830	4	0.3	8.0	14573	1.4
Total Capital Gold Network UK	H	49806	1180	2	0.2	6.4	7493	0.7
Total Classic Gold Network UK	H	49806	701	1	0.1	10.1	7080	0.7
GCap Media - Local Brands Total	H	34267	9268	27	2.6	9.7	90283	12.3
The One Network	H	28669	7244	25	2.3	9.1	65675	10.5
Beacon FM	H	1287	268	21	1.8	8.5	2277	8.1
96.4 BRMB	H	2029	453	22	1.7	7.4	3354	7.1
The Buzz 97.1 FM	H	411	35	8	0.4	4.3	150	1.7
95.8 Capital Radio	Q	10585	1463	14	1.0	6.9	10120	4.7
Champion 103 FM	Y	119	40	33	4.6	13.8	545	19.1
96.9 Chiltern FM (Bedford)	H	335	97	29	3.0	10.3	992	13.7
97.6 Chiltern FM (Dunstable/Luton)	H	682	171	25	2.1	8.5	1449	10.3
Coast 96.3	Y	235	47	20	1.5	7.4	351	7.0
2CR FM	H	577	143	25	1.9	7.8	1119	8.7
Essex FM <sup>3</sup>	H	1159	308	27	3.0	11.1	3433	12.4
FOX FM	H	575	174	30	2.9	9.7	1692	13.2
102.7 Hereward FM	H	376	109	29	2.1	7.2	789	9.2
FM 103 Horizon	Y	227	68	30	2.9	9.7	654	14.0
Gemini FM Total	Y	508	168	33	3.7	11.2	1882	16.6
Gemini East	Y	286	88	31	3.3	10.7	938	14.7
Gemini West	Y	222	80	36	4.2	11.8	943	19.1
GWR FM	H	1319	368	28	3.0	10.9	3999	13.0

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Survey Period Ending 17th December 2006



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Invicta FM	H	1140	411	36	3.8	10.6	4359	15.1
Lantern FM 96.2 and 97.3	Y	130	57	44	5.6	12.8	730	21.3
105.4 Leicester Sound FM	H	615	151	25	1.9	7.8	1183	9.6
Marcher Sound (formerly MFM 103.4)	H	364	69	19	1.8	9.4	647	8.6
Mercia FM	H	664	149	22	1.7	7.7	1147	8.5
Mercury FM (Herts)	H	317	34	11	0.7	6.6	225	3.1
Mercury FM (Surrey & Sussex)	H	418	66	16	1.4	8.7	571	6.4
Northants 96	H	494	125	25	2.3	8.9	1120	10.7
Orchard FM	H	335	123	37	3.9	10.7	1321	15.7
97 FM Plymouth Sound	H	328	100	30	2.8	9.2	917	13.1
103.2 Power FM	H	1088	253	23	1.8	7.9	1994	8.1
Q103	H	379	103	27	1.9	7.2	739	9.5
Radio Broadland	H	623	194	31	3.2	10.4	2019	13.7
RAM FM	H	585	126	22	2.2	10.1	1274	9.3
Red Dragon	H	929	302	32	3.1	9.7	2917	14.2
102.4 Severn Sound FM	H	378	108	29	2.3	8.2	885	10.6
SGR FM Total	H	625	176	28	2.5	8.7	1540	9.6
SGR FM	H	513	122	24	1.7	7.1	870	6.7
SGR Colchester	Y	162	52	32	3.1	9.6	499	13.4
Southern FM	H	954	328	34	3.5	10.3	3384	15.2
South Hams Radio	Y	68	14	21	1.9	9.2	132	8.5
2-TEN FM	H	689	236	34	2.2	6.4	1498	10.5
96 Trent FM	H	1084	271	25	2.9	11.7	3173	13.3
Wyvern FM	H	480	94	20	1.6	8.1	763	7.7
Choice FM London	Q	10585	595	6	0.6	10.0	5974	2.8
Ocean	H	970	198	20	1.1	5.5	1078	5.0
GCap Media Gold Networks Combined	H	28398	1456	5	0.4	8.2	11958	2.0
Capital Gold Network	H	18503	971	5	0.3	6.5	6324	1.6
Capital Gold Birmingham	H	2029	57	3	0.3	12.1	694	1.5
Capital Gold Hampshire	H	1088	39	4	0.4	11.8	455	1.8
Capital Gold Kent	H	1140	49	4	0.4	8.8	428	1.5
Capital Gold London	Q	10585	712	7	0.3	4.3	3030	1.4
Capital Gold Manchester	H	2299	65	3	0.3	8.9	579	1.4
Capital Gold Sussex	H	954	35	4	0.3	8.4	292	1.3
Capital Gold South East Wales	H	929	30	3	0.6	18.2	549	2.7

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Classic Gold Network	H	12802	494	4	0.4	11.4	5634	2.0
Classic Gold Amber Total	H	1116	52	5	0.4	8.4	441	1.6
Classic Gold Amber (Norfolk)	H	623	32	5	0.4	8.6	277	1.9
Classic Gold Amber (Suffolk)	H	513	22	4	0.3	8.0	175	1.3
Classic Gold Bedford (792)	H	605	17	3	0.3	10.6	185	1.5
Classic Gold Berkshire (1431/1485)	H	689	20	3	0.3	9.8	192	1.4
Classic Gold Bristol/Bath/Wiltshire (1260/936/1161)	H	1319	77	6	1.1	18.8	1439	4.7
Classic Gold Coventry (1359)	H	664	27	4	0.5	12.6	341	2.5
Classic Gold Derby (GEM)	H	585	33	6	0.6	10.8	352	2.6
Classic Gold Devon (666/954)	H	508	32	6	0.5	7.8	254	2.2
Classic Gold Dorset (828)	H	577	20	4	0.3	9.6	195	1.5
Classic Gold Essex (1359/1431)	H	1159	26	2	0.3	11.3	293	1.1
Classic Gold Gloucester (774)	H	378	18	5	0.4	8.5	155	1.9
Classic Gold Luton (828)	H	997	27	3	0.2	8.8	236	1.1
Classic Gold Marcher (1260)	H	364	22	6	0.7	11.0	244	3.3
Classic Gold Northampton (1557)	H	494	23	5	0.3	5.5	128	1.2
Classic Gold Nottingham (GEM)	H	1084	42	4	0.5	12.3	516	2.2
Classic Gold Peterborough (1332)	H	548	36	7	0.7	10.3	370	2.9
Classic Gold Plymouth (1152)	H	328	6	2	0.2	12.0	77	1.1
Classic Gold Wolverhampton (990/1017)	H	1287	35	3	0.3	11.1	383	1.4
Total XFM (UK)	H	49806	1130	2	0.1	6.5	7296	0.7
XFM 104.9	Q	10585	479	5	0.3	5.7	2736	1.3
XFM Manchester	H	2742	133	5	0.3	6.4	858	1.7
XFM Scotland	H	2657	294	11	0.9	8.4	2468	4.4
XFM Scotland (East)	H	1146	119	10	0.9	8.2	977	4.0
XFM Scotland (West)	H	1667	192	12	1.0	8.9	1699	4.9
Total GMG Radio	Q	49806	4275	9	0.8	9.2	39324	3.7
Total Real Radio/Century FM	H	49806	2995	6	0.6	9.6	28898	2.7
Total Century FM	H	49806	1385	3	0.2	7.7	10625	1.0
Century FM (North East/North West)	H	7279	1205	17	1.3	7.9	9478	6.7
Century FM (North East)	H	2135	466	22	2.0	9.3	4313	10.9
Century FM (North East) - North	H	1394	267	19	2.0	10.2	2724	10.6
Century FM (North East) - South	H	799	213	27	2.2	8.4	1786	11.8

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Survey Period Ending 17th December 2006



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Century FM (North West)	Q	5144	772	15	1.1	7.3	5649	5.4
Total Real Radio	H	49806	1633	3	0.4	11.2	18273	1.7
Real Radio (Scotland/Wales/ Yorkshire)	H	7022	1427	20	2.4	11.9	16961	11.7
Real Radio (Scotland)	H	2657	762	29	3.6	12.5	9513	16.9
Real Radio (Wales)	H	1661	327	20	2.3	11.7	3823	10.5
Real Radio (Yorkshire)	H	2704	337	12	1.3	10.8	3625	6.9
GMG Radio Scotland (Real Radio/ Q96)	H	2660	794	30	3.7	12.4	9838	17.5
Q96	H	695	55	8	0.5	5.9	325	2.4
Total Smooth FM	Q	49806	1540	3	0.2	6.7	10251	1.0
Smooth FM (London/North West)	Q	16008	1256	8	0.5	6.9	8722	2.7
Smooth FM (London)	Q	10585	496	5	0.3	6.6	3262	1.5
Smooth FM (North West)	Q	5424	760	14	1.0	7.2	5460	5.0
Hertbeat FM	Y	246	25	10	0.6	5.9	147	2.9
Kingdom FM	Y	287	77	27	3.1	11.4	877	13.4
kmfm Group	H	980	174	18	1.6	9.2	1603	6.4
kmfm East	H	459	94	21	2.0	10.0	941	8.4
kmfm West <sup>3</sup>	H	521	79	15	1.3	8.3	662	4.8
Lincs FM Group	H	1772	514	29	3.3	11.4	5843	15.3
Lincs FM 102.2 <sup>3</sup>	H	821	321	39	4.9	12.5	4021	21.2
South & West Yorkshire (Lincs FM Group)	H	806	172	21	2.1	9.7	1660	10.2
Dearne FM	Y	198	62	31	3.0	9.6	589	15.8
Ridings FM	Y	267	40	15	1.6	10.5	424	8.0
Trax FM	H	341	88	26	2.5	9.9	870	12.5
Fosseway Radio	Y	146	25	17	1.7	9.5	241	8.0
Lite FM	Y	181	30	17	1.3	7.7	234	6.4
The Local Radio Company Group Total	H	4052	924	23	1.7	7.5	6944	8.1
Alpha 103.2	Y	128	26	20	1.4	6.8	177	7.9
107.8 Arrow FM for Hastings	Y	111	22	20	1.5	7.6	169	5.7
Bath FM	Y	86	16	18	0.8	4.5	71	3.9
2BR	Y	202	54	27	2.8	10.5	568	12.4
Central FM	Y	189	44	23	1.5	6.4	277	6.9
107.9 Dune FM	Y	216	26	12	0.8	6.5	172	3.8

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Survey Period Ending 17th December 2006



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Durham FM	Y	247	26	10	0.8	7.5	194	4.2
Fire 107.6 FM	Y	280	35	13	0.9	6.9	246	3.8
Huddersfield's Home 107.9	Y	183	20	11	0.7	6.3	125	3.7
IOW Radio	Y	119	50	42	3.6	8.7	432	15.3
Ivel FM	Y	133	27	21	1.6	7.8	215	6.4
Minster FM <sup>2</sup>	H	428	122	28	2.2	7.9	957	10.5
Total Mix	Y	247	54	22	2.0	9.3	503	10.5
Mix 96	Y	130	37	28	2.7	9.8	357	13.0
Mix 107	Y	117	18	15	1.3	8.3	147	7.1
107.4 The Quay	Y	282	40	14	0.7	5.2	208	3.3
106.9 Silk FM	Y	167	33	20	1.2	5.9	196	5.9
107.5 Sovereign Radio	Y	154	34	22	1.4	6.5	219	5.8
Spire FM	Y	100	42	42	4.1	9.9	415	17.7
Spirit FM	Y	177	42	24	2.3	9.6	398	10.8
97.2 Stray FM	Y	145	49	34	2.5	7.4	365	11.4
Sun FM	Y	237	66	28	1.8	6.7	436	10.4
3TR	Y	92	15	16	2.0	12.5	187	8.9
Vale FM	Y	51	13	25	2.3	9.0	116	8.8
Wessex FM	Y	120	42	35	3.0	8.4	355	12.3
Radio Mansfield 103.2	Y	139	40	29	3.0	10.4	414	11.8
Manx Radio	Y	65	39	61	8.6	14.1	557	35.3
Merseyside's 106.7 The Rocket	Y	216	12	6	0.5	9.6	114	2.7
Oxford's FM107.9	Y	238	23	10	0.4	4.2	97	1.9
Premier Christian Radio	Q	10585	130	1	0.2	13.5	1761	0.8
Q102.9FM/Q97.2FM	Y	279	70	25	2.4	9.5	665	13.8
Reading 107 FM	Y	260	43	17	1.1	6.8	296	5.9
River FM	Y	135	20	15	1.1	7.5	148	5.3
SAGA Radio Group	H	7314	841	12	1.3	11.2	9390	6.0
SAGA 105.2fm	H	1854	214	12	1.2	10.5	2242	6.0
SAGA Radio Midlands	H	5460	627	11	1.3	11.4	7148	6.0
SAGA 105.7fm	H	3484	421	12	1.5	12.1	5102	6.6
SAGA 106.6fm	H	2032	207	10	1.0	9.9	2045	4.7
The Saint 107.8 FM	Y	263	29	11	0.7	6.4	188	3.5
Six FM (formerly Mid FM)	Y	106	24	22	2.3	10.3	243	12.2
107.7 Splash FM	Y	200	30	15	1.6	10.8	328	7.2
The Sunrise Group	Q	49806	536	1	0.1	7.5	4027	0.4

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Kismet Radio 1035 (Greater London)	Q	10585	105	1	0.1	5.7	601	0.3
Sunrise Radio (Greater London)	Q	10585	412	4	0.3	7.4	3047	1.4
Sunrise Radio National	Q	49806	505	1	0.1	6.8	3426	0.3
The London Media Company	H	1216	65	5	0.4	7.0	449	1.7
Time 106.6 FM (formerly Star 106.6 Slough)	Y	218	29	13	1.1	8.2	242	5.5
Time FM 106.8	H	492	15	3	0.1	4.8	74	0.7
Time FM 107.3	Y	301	4	1	0.1	10.2	42	0.6
Time FM 107.5	Y	295	19	6	0.4	7.0	131	2.2
Town and Country Broadcasting (South and West Wales)	Y	375	118	31	3.4	10.8	1268	15.8
106.3 Bridge FM	Y	160	34	21	1.6	7.5	253	7.5
97.1 Radio Carmarthenshire <sup>3</sup>	Y	124	34	28	2.4	8.8	300	11.1
102.5 Radio Pembrokeshire	Y	90	50	55	7.9	14.3	714	37.1
Tindle Radio Group	Y	1021	257	25	2.6	10.5	2692	11.6
103.4 The Beach	Y	148	48	32	3.8	11.7	559	17.5
Channel 103 FM	Y	73	37	51	5.4	10.5	394	25.2
Delta FM	Y	92	18	20	1.6	8.1	146	7.3
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	368	69	19	2.1	11.1	760	8.8
Dream 100	Y	163	53	32	4.0	12.5	656	15.4
Dream 107.7 FM	Y	206	16	8	0.5	6.5	104	2.4
Island FM 104.7	Y	50	25	50	5.5	11.0	271	32.2
Kick and Kestrel	Y	221	53	24	2.4	9.8	519	9.4
Kestrel FM	Y	133	36	27	2.6	9.7	354	10.6
Kick FM	Y	90	17	19	1.8	9.7	165	7.2
Win 107.2	Y	69	8	11	0.6	5.6	43	3.1
99.9 Radio Norwich	H	483	35	7	0.5	7.1	249	2.2
Total UKRD	H	2692	491	18	1.9	10.2	4991	8.5
Pirate FM	H	461	146	32	3.8	11.9	1744	15.7
Star Radio West	H	719	73	10	1.1	11.1	808	4.9
Star Radio in Bristol	H	451	32	7	0.7	10.5	338	3.3
Star Radio in Cheltenham	Y	143	16	11	1.0	8.5	136	4.1
Star Radio in North Somerset	Y	125	21	17	1.9	11.3	233	7.5
The County Sound Radio Network	H	547	126	23	1.9	8.3	1044	8.6
County Sound 1566	H	547	9	2	0.1	8.7	82	0.7

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96.4 The Eagle	H	547	120	22	1.8	8.0	962	8.0
Total UKRD East	H	468	99	21	2.1	9.9	985	9.5
Fen Radio 107.5	Y	70	18	26	2.3	9.1	163	8.5
KL.FM 96.7	Y	137	52	38	4.4	11.6	599	17.9
Star Radio in Cambridge	Y	268	34	13	0.6	5.0	168	3.2
96.2 The Revolution	H	497	47	9	0.8	8.8	411	4.8
UTV Radio (inc talkSPORT)	H	49806	3554	7	0.6	8.9	31544	3.0
UTV Radio (excl. talkSPORT)	H	7914	1371	17	1.6	9.3	12794	7.7
Imagine FM	H	372	37	10	0.5	5.1	188	2.6
107.6 Juice FM	H	959	117	12	0.9	7.3	852	3.9
Peak 107 FM	H	392	86	22	2.0	9.2	791	9.3
The Pulse/Pulse Classic Gold	H	770	151	20	1.6	8.4	1262	9.0
The Pulse	H	770	132	17	1.3	7.5	989	7.1
Pulse Classic Gold	H	770	48	6	0.4	5.7	273	2.0
Signal One & Signal Two	H	773	265	34	4.8	13.9	3700	20.7
Signal One	H	773	248	32	4.0	12.4	3082	17.2
Signal Two	H	773	59	8	0.8	10.4	618	3.5
Talk 107	H	1020	34	3	0.1	4.3	148	0.7
107.4 Tower FM	H	414	90	22	1.4	6.3	567	7.9
UTV Radio - South Wales	H	930	221	24	2.7	11.5	2535	12.4
Total Swansea Sound/ 96.4 FM The Wave	H	512	170	33	3.7	11.0	1871	17.7
96.4 FM The Wave	H	512	118	23	2.2	9.7	1144	10.8
Swansea Sound - 1170 MW	H	512	64	13	1.4	11.3	728	6.9
Valleys Radio	H	418	51	12	1.6	13.1	664	6.7
U105	H	817	72	9	0.6	6.6	476	2.8
Radio Wave 96.5 FM	Y	232	62	27	2.2	8.2	511	11.3
Wave 102 FM	Y	156	33	21	2.0	9.4	314	11.1
102.4 Wish/107.2 Wire	Y	718	162	23	1.6	7.1	1147	8.1
107.2 Wire FM	Y	242	56	23	1.7	7.4	420	8.1
102.4 Wish FM	H	496	110	22	1.6	7.2	796	8.0
107.7 The Wolf	H	425	44	10	0.9	9.0	396	4.1

Source: RAJAR/Ipsos MORI

## 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		
<b>ALL COMMERCIAL 15+</b>	Q	49806	31346	63	9.2	14.6	457102	43.2
Children 4-14	Q	7977	6155	77	7.5	9.7	59730	70.8
15-24	Q	7931	6024	76	10.5	13.8	83359	60.5
25-44	Q	16946	11961	71	10.6	15.0	179874	51.2
45-64	Q	15150	9273	61	9.2	15.0	139013	39.4
65+	Q	9780	4088	42	5.6	13.4	54855	25.5
Main Shoppers	Q	38141	23297	61	8.9	14.5	337649	41.5
Main Shoppers with children	Q	11850	8414	71	10.5	14.8	124450	53.1
ABC1	Q	26703	16904	63	7.7	12.1	205241	37.6
C2DE	Q	23103	14441	63	10.9	17.4	251861	49.2
<b>ALL BBC 15+</b>	Q	49806	32810	66	11.6	17.5	575587	54.4
Children 4-14	Q	7977	3543	44	2.5	5.5	19560	23.2
15-24	Q	7931	4536	57	6.4	11.1	50522	36.7
25-44	Q	16946	10578	62	9.7	15.5	163617	46.6
45-64	Q	15150	10642	70	13.6	19.4	206191	58.4
65+	Q	9780	7055	72	15.9	22.0	155257	72.2
Main Shoppers	Q	38141	25229	66	12.0	18.1	457872	56.3
Main Shoppers with children	Q	11850	7060	60	8.9	14.9	105058	44.8
ABC1	Q	26703	19511	73	12.4	16.9	330097	60.5
C2DE	Q	23103	13299	58	10.6	18.5	245489	48.0

## 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	18th September 2006 - 17th December 2006	33,086
H	26th June 2006 - 17th December 2006	65,175
Y	2nd January 2006 - 17th December 2006	129,715