

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 24th June 2007



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

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

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45621	91	21.0	23.1	1055987	100.0
ALL BBC	Q	33245	66	11.4	17.3	573516	54.3
15-44	Q	15494	61	8.4	13.7	212345	43.8
45+	Q	17751	71	14.4	20.3	361171	63.2
All BBC Network Radio <sup>1</sup>	Q	29356	58	9.3	16.0	470139	44.5
BBC Local/Regional	Q	9889	20	2.1	10.5	103377	9.8
ALL COMMERCIAL	Q	32005	64	9.1	14.4	459322	43.5
15-44	Q	18224	72	10.3	14.3	260285	53.7
45+	Q	13781	55	7.9	14.4	199038	34.8
All National Commercial <sup>1</sup>	Q	14144	28	2.4	8.4	118515	11.2
All Local Commercial	Q	25791	51	6.8	13.2	340808	32.3
Other Listening	Q	2979	6	0.5	7.8	23149	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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Thursday 16th August 2007**

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		'000	%	per head	per listener		
All BBC Network Radio	Q	29356	58	9.3	16.0	470139	44.5
BBC Radio 1	Q	10873	22	2.2	10.0	108538	10.3
BBC Radio 2	Q	13117	26	3.3	12.5	164470	15.6
BBC Radio 3	Q	1783	4	0.2	6.3	11175	1.1
BBC Radio 4	Q	9482	19	2.4	12.5	118749	11.2
BBC Radio FIVE LIVE	Q	5890	12	0.9	7.6	44767	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6104	12	0.9	7.8	47673	4.5
FIVE LIVE SPORTS EXTRA	Q	866	2	0.1	3.4	2906	0.3
BBC 6 Music	Q	471	1	0.1	6.3	2976	0.3
1Xtra from the BBC	Q	473	1	*	5.3	2491	0.2
BBC7	Q	738	1	0.1	5.5	4059	0.4
BBC Asian Network UK	Q	455	1	0.1	5.7	2578	0.2
BBC World Service	Q	1305	3	0.1	5.7	7429	0.7
All National Commercial	Q	14144	28	2.4	8.4	118515	11.2
The Arrow (UK)	H	124	*	*	6.8	849	0.1
Total Capital Gold Network UK <sup>2</sup>	H	926	2	0.1	6.9	6424	0.6
Chill	Q	189	*	*	5.2	987	0.1
Total Choice (UK) <sup>2</sup>	Q	585	1	0.1	6.8	3963	0.4
Classic FM	Q	5704	11	0.8	7.3	41715	4.0
Total Classic Gold Network UK <sup>2</sup>	H	653	1	0.1	8.5	5543	0.5
Core	Q	126	*	*	3.9	492	*
Fun Radio	Q	35	*	*	3.4	118	*
Galaxy Network (UK) <sup>2</sup>	H	2584	5	0.4	7.4	19209	1.8
Total Heart (UK) <sup>2</sup>	H	3254	6	0.5	7.3	23760	2.3
Heat	Q	425	1	*	2.7	1157	0.1
The Hits	Q	1345	3	0.1	4.0	5445	0.5
Total Kerrang! <sup>2</sup>	Q	1478	3	0.1	4.8	7167	0.7
Total Kiss Network <sup>2</sup>	H	2928	6	0.3	5.7	16582	1.6
Total LBC (UK) <sup>2</sup>	H	793	2	0.2	10.9	8615	0.8
Life	Q	112	*	*	8.2	916	0.1
Total Magic <sup>2</sup>	Q	3378	7	0.5	7.4	25017	2.4
Mojo Radio	Q	227	*	*	3.2	726	0.1
Oneword Radio	H	138	*	*	3.9	544	0.1
Planet Rock	Q	530	1	0.1	6.6	3493	0.3
Q	Q	379	1	*	2.9	1093	0.1
Total Real Radio <sup>2</sup>	H	1637	3	0.4	10.9	17801	1.7
Smash Hits Radio	Q	906	2	0.1	3.0	2745	0.3
Total Smooth Radio <sup>2</sup>	Q	2292	5	0.4	9.3	21249	2.0
Sunrise Radio National <sup>2</sup>	Q	571	1	0.1	7.6	4330	0.4
talkSPORT (Talk Radio)	Q	2372	5	0.4	8.1	19258	1.8
theJazz	Q	334	1	*	7.0	2340	0.2
Total Virgin Radio	H	2534	5	0.3	6.2	15691	1.5
Virgin Radio Classic Rock	H	234	*	*	4.7	1111	0.1
Virgin Radio Groove	H	99	*	*	5.4	529	0.1
Virgin Radio Xtreme	H	95	*	*	3.2	300	*
Total XFM (UK) <sup>2</sup>	H	1187	2	0.1	6.2	7335	0.7

Source: RAJAR/Ipsos MORI/RSMB/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 24th June 2007



## 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	Weekly Reach %	Average Hours per head per listener		Total Hours '000	Share in TSA %
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	50334	10873	22	2.2	10.0	108538	10.3
BBC Radio 2	Q	50334	13117	26	3.3	12.5	164470	15.6
BBC Radio 3	Q	50334	1783	4	0.2	6.3	11175	1.1
BBC Radio 4	Q	50334	9482	19	2.4	12.5	118749	11.2
BBC Radio FIVE LIVE	Q	50334	5890	12	0.9	7.6	44767	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50334	6104	12	0.9	7.8	47673	4.5
FIVE LIVE SPORTS EXTRA	Q	50334	866	2	0.1	3.4	2906	0.3
BBC 6 Music	Q	50334	471	1	0.1	6.3	2976	0.3
1Xtra from the BBC	Q	50334	473	1	*	5.3	2491	0.2
BBC7	Q	50334	738	1	0.1	5.5	4059	0.4
BBC Asian Network UK	Q	50334	455	1	0.1	5.7	2578	0.2
BBC World Service	Q	50334	1305	3	0.1	5.7	7429	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4267	909	21	1.5	7.2	6569	8.0
BBC Radio Ulster <sup>3</sup>	Q	1391	619	44	5.6	12.6	7812	22.0
Total BBC Radio Wales/Cymru	Q	2466	604	24	3.4	13.8	8336	15.4
BBC Radio Wales	Q	2466	480	19	2.5	12.8	6155	11.4
BBC Radio Cymru	Q	2466	176	7	0.9	12.4	2181	4.0
<b>LOCAL</b>								
BBC Local Radio	Q	40466	7389	18	1.9	10.4	76939	9.1
BBC Radio Berkshire	H	768	121	16	1.1	7.2	868	5.6
BBC Radio Bristol <sup>3</sup>	H	1292	247	19	2.7	14.0	3465	11.7
BBC Radio Cambridgeshire	H	689	155	22	2.4	10.5	1633	11.0
BBC Radio Cleveland	H	773	123	16	1.3	8.3	1014	6.6
BBC Radio Cornwall	H	441	170	38	5.7	14.8	2505	24.4
BBC Coventry and Warwickshire	H	665	88	13	1.1	8.0	705	5.3
BBC Radio Cumbria	H	407	139	34	3.5	10.3	1438	16.3

Source: RAJAR/Ipsos MORI/RSMB

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

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## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC Radio Derby	H	615	174	28	3.4	12.1	2111	15.3
BBC Radio Devon	H	949	240	25	3.8	14.9	3573	18.6
BBC Essex	H	1216	267	22	2.8	12.8	3403	12.5
BBC Radio Gloucestershire	H	473	91	19	2.0	10.3	939	9.4
BBC Hereford & Worcester	H	490	128	26	2.6	10.1	1286	12.2
BBC Radio Humberside	H	740	222	30	3.5	11.6	2588	15.9
BBC Radio Kent	H	1349	278	21	2.6	12.7	3516	10.8
BBC Radio Lancashire	H	1163	235	20	1.6	8.0	1890	8.2
BBC Radio Leeds	H	1549	247	16	1.2	7.8	1933	6.5
BBC Radio Leicester	H	775	165	21	1.9	9.1	1497	9.5
BBC Radio Lincolnshire	H	519	130	25	2.7	10.7	1395	11.5
BBC London 94.9	Q	10782	448	4	0.3	7.2	3244	1.5
BBC Radio Manchester	Q	2095	217	10	1.0	10.0	2178	5.5
BBC Radio Merseyside	H	1621	341	21	3.3	15.8	5390	15.9
BBC Radio Newcastle	H	1409	255	18	1.5	8.3	2127	8.4
BBC Radio Norfolk	H	739	208	28	3.7	13.3	2765	16.2
BBC Radio Northampton	H	450	102	23	2.5	11.2	1147	11.9
BBC Radio Nottingham	H	755	199	26	3.0	11.5	2281	14.9
BBC Radio Oxford 95.2FM	H	503	98	19	1.9	9.6	935	8.5
BBC Radio Sheffield	H	1231	229	19	1.5	7.8	1790	7.2
BBC Radio Shropshire	H	375	100	27	3.4	12.5	1256	14.3
BBC Radio Solent**	H	1484	275	19	2.2	11.9	3287	9.9
BBC Solent for Dorset	Y	168	26	15	1.5	10.0	258	6.5
BBC Southern Counties Radio	Q	2392	231	10	1.0	10.2	2350	4.5
BBC Radio Stoke	H	587	163	28	3.5	12.8	2076	15.3
BBC Radio Suffolk	H	505	143	28	3.1	11.1	1589	13.2
BBC Three Counties Radio	H	1230	160	13	1.1	8.7	1398	5.5
BBC WM (Birmingham & Black Country)	Q	2222	274	12	1.2	9.6	2624	5.6
BBC Radio Wiltshire/Swindon	H	523	70	13	1.6	11.7	821	7.1
BBC Radio York	H	511	89	17	1.5	8.9	787	7.2
BBC Radio Guernsey	Y	50	21	42	5.7	13.5	282	29.0
BBC Radio Jersey	Y	73	34	47	5.2	11.1	382	24.2

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener	Total Hours '000	Share in TSA %
<b>NATIONAL</b>							
The Arrow (UK)	H	50334	124	*	*	849	0.1
Total Capital Gold Network UK	H	50334	926	2	0.1	6424	0.6
Chill	Q	50334	189	*	*	987	0.1
Total Choice (UK)	Q	50334	585	1	0.1	3963	0.4
Classic FM	Q	50334	5704	11	0.8	41715	4.0
Total Classic Gold Network UK	H	50334	653	1	0.1	5543	0.5
Core	Q	50334	126	*	*	492	*
Fun Radio	Q	50334	35	*	*	118	*
Galaxy Network (UK)	H	50334	2584	5	0.4	19209	1.8
Total Heart (UK)	H	50334	3254	6	0.5	23760	2.3
Heat	Q	50334	425	1	*	1157	0.1
The Hits	Q	50334	1345	3	0.1	5445	0.5
Total Kerrang!	Q	50334	1478	3	0.1	7167	0.7
Total Kiss Network	H	50334	2928	6	0.3	16582	1.6
Total LBC (UK)	H	50334	793	2	0.2	8615	0.8
Life	Q	50334	112	*	*	916	0.1
Total Magic	Q	50334	3378	7	0.5	25017	2.4
Mojo Radio	Q	50334	227	*	*	726	0.1
Oneword Radio	H	50334	138	*	*	544	0.1
Planet Rock	Q	50334	530	1	0.1	3493	0.3
Q	Q	50334	379	1	*	1093	0.1
Total Real Radio	H	50334	1637	3	0.4	17801	1.7
Smash Hits Radio	Q	50334	906	2	0.1	2745	0.3
Total Smooth Radio	Q	50334	2292	5	0.4	21249	2.0
Sunrise Radio National	Q	50334	571	1	0.1	4330	0.4
talkSPORT (Talk Radio)	Q	50334	2372	5	0.4	19258	1.8
theJazz	Q	50334	334	1	*	2340	0.2
Total Virgin Radio Network	H	50334	2837	6	0.4	17632	1.7
Total Virgin Radio	H	50334	2534	5	0.3	15691	1.5
Total Virgin (London)	H	10781	1161	11	0.7	7177	3.3
Virgin Radio London	H	10781	1092	10	0.6	6500	3.0
Virgin Radio National	H	50334	1551	3	0.2	9172	0.9
Virgin Radio Classic Rock	H	50334	234	*	*	1111	0.1
Virgin Radio Groove	H	50334	99	*	*	529	0.1
Virgin Radio Xtreme	H	50334	95	*	*	300	*
Total XFM (UK)	H	50334	1187	2	0.1	7335	0.7

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 24th June 2007



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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	49523	25672	52	6.8	13.2	339174	32.7
105-107 Atlantic FM	H	441	52	12	0.7	6.0	315	3.1
107 The Bee	Y	181	16	9	1.2	13.5	212	5.5
Big L Radio	Q	4311	6	*	*	4.1	25	*
Total Chrysalis Radio (UK)	H	50334	6322	13	1.0	8.3	52433	5.0
Chrysalis Radio (ILR)	H	25471	5560	22	1.9	8.6	47842	9.3
The Arrow (UK)	H	50334	124	*	*	6.8	849	0.1
Galaxy Network (UK)	H	50334	2584	5	0.4	7.4	19209	1.8
Galaxy Network (ILR)	H	11349	2225	20	1.6	7.9	17611	7.8
Galaxy Birmingham	H	2076	402	19	1.7	8.6	3440	7.7
Galaxy Manchester	H	2778	411	15	1.1	7.2	2973	5.8
Galaxy North East	H	2174	479	22	1.7	7.5	3596	8.8
Galaxy Yorkshire	H	4320	933	22	1.8	8.1	7602	8.7
Total Heart (UK)	H	50334	3254	6	0.5	7.3	23760	2.3
Heart FM (ILR)	H	16198	2901	18	1.4	7.6	21956	6.6
100.7 Heart FM	H	3520	776	22	1.8	8.3	6429	8.6
Heart 106.2 FM	Q	10782	1810	17	1.3	7.6	13687	6.2
Heart 106 (formerly 106 Century FM)	H	2086	324	16	1.2	7.9	2558	5.9
Heart Midlands (ILR)	H	5417	1093	20	1.7	8.2	8987	7.9
Chrysalis Radio Midlands (ILR)	H	5417	1321	24	2.3	9.4	12427	10.9
Chrysalis Radio West Midlands (ILR)	H	3520	1003	28	2.8	9.8	9869	13.1
Total LBC (UK)	H	50334	793	2	0.2	10.9	8615	0.8
Total LBC (ILR)	Q	10782	726	7	0.8	11.7	8513	3.8
LBC 97.3	Q	10782	637	6	0.6	10.8	6860	3.1
LBC News 1152	Q	10782	275	3	0.2	6.0	1653	0.7
Chrysalis Radio London (ILR)	Q	10782	2446	23	2.1	9.1	22200	10.0
Club Asia 963+972AM	H	10781	223	2	0.1	6.8	1516	0.7
Total CN Radio	H	1927	422	22	2.0	9.0	3798	9.0
The Bay	H	310	92	30	2.6	8.6	792	12.6
Citybeat 96.7FM	H	540	146	27	2.5	9.1	1333	10.4
CN Radio Midlands	H	1077	184	17	1.6	9.1	1673	7.3
Oak 107 FM	Y	111	24	21	2.0	9.1	217	9.2
Rugby FM	Y	72	24	34	3.2	9.4	230	16.5
Touch FM Staffs (was Centre FM)	Y	240	30	13	1.3	10.1	309	5.6

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Touch FM - South Midlands	H	656	91	14	1.1	8.2	746	5.5
Connect FM (was KCBC 107.4)	Y	214	48	22	2.0	9.1	437	9.3
Chester's Dee 106.3	Y	184	39	21	1.7	8.3	319	8.2
Total EMAP	H	50334	11946	24	2.1	9.0	107267	10.2
Total EMAP ILR	H	36250	9471	26	2.4	9.0	85482	11.5
Big City Network	H	15920	4673	29	2.6	8.9	41759	13.3
Total Magic	Q	50334	3378	7	0.5	7.4	25017	2.4
Magic Network (ILR)	H	21172	2603	12	1.0	7.9	20686	4.9
Magic Network - North	H	10391	714	7	0.7	10.4	7402	3.6
EMAP Radio - North East	H	2198	769	35	3.4	9.6	7406	17.9
Big City Network - North East	H	2198	636	29	2.3	7.9	5002	12.1
Metro Radio	H	1454	431	30	2.4	8.0	3467	13.4
TFM Radio	H	798	206	26	1.9	7.5	1536	9.5
Magic Network - North East	H	2198	245	11	1.1	9.8	2404	5.8
Magic 1152 (Newcastle)	H	1454	166	11	1.0	8.7	1447	5.6
Magic 1170 (Teesside)	H	798	79	10	1.2	12.2	957	5.9
Metro Radio/Magic 1152	H	1454	518	36	3.4	9.5	4913	19.0
TFM Radio/Magic 1170	H	798	255	32	3.1	9.8	2493	15.4
EMAP Radio - North West	H	5058	1365	27	2.4	8.8	11982	12.2
Big City Network - North West	H	4937	1202	24	2.0	8.1	9709	10.1
Radio City 96.7	H	1805	442	24	2.4	9.7	4299	11.3
Key 103 (Manchester)	H	2362	502	21	1.4	6.6	3307	7.7
97.4 Rock FM	H	1314	283	22	1.6	7.4	2103	8.0
Magic Network - North West	H	5023	237	5	0.5	9.6	2274	2.3
Magic 1548 (Liverpool)	H	1805	100	6	0.5	8.8	874	2.3
Magic 1152 (Manchester)	H	2362	94	4	0.4	10.3	972	2.3
Magic 999 (Preston)	H	1099	43	4	0.4	9.9	428	2.0
Key 103/Magic 1152 (Manchester)	H	2362	568	24	1.8	7.5	4278	10.0
Radio City 96.7/Magic 1548	H	1805	503	28	2.9	10.3	5173	13.7
97.4 Rock FM/Magic 999	H	1435	321	22	1.8	7.9	2531	8.8
EMAP Radio - Yorkshire	H	3169	929	29	2.9	9.9	9224	14.2
Big City Network - Yorkshire	H	3169	785	25	2.1	8.3	6500	10.0
96.3 Radio Aire	H	940	134	14	1.0	6.9	928	5.0
Hallam FM	H	1310	404	31	2.6	8.6	3467	13.1
96.9 Viking FM	H	1111	253	23	1.9	8.3	2106	8.8
Magic Network - Yorkshire	H	3169	232	7	0.9	11.8	2724	4.2
Magic 828 (Leeds)	H	940	91	10	1.3	13.6	1234	6.6
Magic AM (Sheffield)	H	1310	64	5	0.6	11.8	754	2.9

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Magic 1161 (Hull)	H	1111	77	7	0.7	9.5	735	3.1
96.3 Radio Aire/Magic 828	H	940	200	21	2.3	10.8	2162	11.6
Hallam FM/Magic AM	H	1310	439	33	3.2	9.6	4221	16.0
96.9 Viking FM/Magic 1161	H	1111	297	27	2.6	9.6	2841	11.9
Total Kerrang!	Q	50334	1478	3	0.1	4.8	7167	0.7
Kerrang! 105.2	Q	3486	365	10	0.7	6.7	2456	3.3
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10782	3017	28	2.2	7.9	23833	10.8
Kiss 100 FM	Q	10782	1515	14	0.9	6.6	9990	4.5
Magic 105.4	Q	10782	1963	18	1.3	7.1	13842	6.2
Total Kiss Network	H	50334	2928	6	0.3	5.7	16582	1.6
Kiss East	H	1976	273	14	1.1	7.6	2088	4.6
Kiss West	H	2273	236	10	0.7	6.6	1552	3.0
EMAP Total Scotland	H	4250	1723	41	4.5	11.2	19287	23.6
EMAP Central Scotland	H	2791	988	35	3.8	10.8	10620	20.3
Total Radio Clyde	H	1824	684	38	4.0	10.6	7224	21.0
Clyde 1 FM	H	1824	586	32	2.8	8.6	5039	14.7
Clyde 2	H	1824	224	12	1.2	9.7	2185	6.4
Total Radio Forth	H	1064	308	29	3.2	11.0	3396	17.1
ForthOne	H	1064	260	24	2.4	9.8	2558	12.9
Forth2	H	1064	107	10	0.8	7.8	837	4.2
C.F.M.Radio	Y	252	99	39	4.3	11.0	1083	19.3
Moray Firth Radio	Y	228	104	46	5.6	12.3	1280	26.0
Total Northsound Radio	Y	298	160	54	5.7	10.7	1712	27.9
Northsound One	Y	298	134	45	4.2	9.3	1252	20.4
Northsound Two	Y	298	57	19	1.5	8.0	461	7.5
Radio Borders	Y	105	54	51	6.3	12.2	657	28.8
Total Radio Tay	H	365	170	47	6.3	13.6	2302	30.7
Tay-FM	H	365	109	30	3.2	10.7	1164	15.5
Radio Tay-AM	H	365	84	23	3.1	13.5	1138	15.2
West Sound <sup>3</sup>	H	386	167	43	4.1	9.4	1568	25.8
Downtown Radio (DTR)/Cool FM	H	1366	558	41	4.3	10.6	5910	19.2
Cool FM	H	935	328	35	3.2	9.3	3034	13.8
Downtown Radio (DTR)	H	1366	279	20	2.1	10.3	2876	9.3
Wave 105 FM	H	1693	360	21	1.9	9.1	3273	8.7
3FM	Y	65	17	26	2.9	11.1	188	12.0
Total GCap Media UK	H	50334	15185	30	2.7	8.8	134025	12.8

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

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GCap Media - National Brands Total	H	50334	9153	18	1.4	7.8	71067	6.8
Classic FM	Q	50334	5704	11	0.8	7.3	41715	4.0
Chill	Q	50334	189	*	*	5.2	987	0.1
Core	Q	50334	126	*	*	3.9	492	*
Fun Radio	Q	50334	35	*	*	3.4	118	*
Life	Q	50334	112	*	*	8.2	916	0.1
Planet Rock	Q	50334	530	1	0.1	6.6	3493	0.3
theJazz	Q	50334	334	1	*	7.0	2340	0.2
Total Choice (UK)	Q	50334	585	1	0.1	6.8	3963	0.4
GCap Media Gold Networks UK	H	50334	1512	3	0.2	7.9	11967	1.1
Total Capital Gold Network UK	H	50334	926	2	0.1	6.9	6424	0.6
Total Classic Gold Network UK	H	50334	653	1	0.1	8.5	5543	0.5
GCap Media - Local Brands Total	H	34792	9202	26	2.3	8.9	81509	11.2
The One Network	H	29128	7236	25	2.1	8.4	60682	9.8
Beacon FM	H	1292	245	19	1.4	7.6	1864	6.6
96.4 BRMB	H	2030	382	19	1.2	6.3	2401	5.5
The Buzz 97.1 FM	H	437	50	11	0.6	5.1	254	3.0
95.8 Capital Radio	Q	10782	1519	14	0.8	6.0	9085	4.1
Champion 103 FM	Y	122	34	28	3.6	12.8	432	16.5
96.9 Chiltern FM (Bedford)	H	386	101	26	2.3	8.7	885	11.1
97.6 Chiltern FM (Dunstable/Luton)	H	731	195	27	2.4	9.1	1768	12.0
Coast 96.3	Y	241	48	20	1.6	8.1	391	7.6
2CR FM	H	599	142	24	1.7	7.1	1004	7.2
Essex FM <sup>3</sup>	H	1186	324	27	2.7	9.8	3181	11.9
FOX FM	H	647	191	30	2.3	7.6	1458	10.2
102.7 Hereward FM	H	372	114	31	2.4	8.0	911	11.0
Horizon Radio	Y	219	72	33	3.4	10.4	750	16.1
Gemini FM Total	Y	525	182	35	3.2	9.2	1667	14.6
Gemini East	Y	302	102	34	2.9	8.7	887	13.4
Gemini West	Y	224	79	35	3.5	9.8	781	16.3
GWR FM	H	1279	344	27	3.0	11.3	3890	13.6
Invicta FM	H	1147	366	32	3.1	9.6	3528	12.5
Lantern FM 96.2 and 97.3	Y	128	53	41	5.5	13.5	710	21.6
105.4 Leicester Sound FM	H	651	135	21	1.4	6.7	909	7.0
Marcher Sound (formerly MFM 103.4)	H	374	62	17	1.8	10.9	679	8.3

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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RAJAR

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Mercia FM	H	725	138	19	1.4	7.5	1028	7.0
Mercury FM (Herts)	H	331	37	11	1.0	9.0	332	4.7
Mercury FM (Surrey & Sussex)	H	358	70	20	1.7	8.5	600	7.5
Northants 96	H	518	159	31	3.2	10.3	1636	14.2
Orchard FM	H	334	122	36	3.7	10.2	1237	15.2
97 FM Plymouth Sound	H	330	102	31	2.0	6.4	646	11.0
103.2 Power FM	H	1100	248	23	1.8	8.1	2006	8.3
Q103	H	449	90	20	1.6	8.0	713	7.9
Radio Broadland	H	628	186	30	3.1	10.5	1955	13.7
RAM FM	H	623	121	19	1.9	9.6	1160	8.5
Red Dragon	H	967	297	31	2.7	8.8	2602	11.3
102.4 Severn Sound FM	H	398	103	26	2.3	8.7	897	10.6
SGR FM Total	H	654	183	28	2.4	8.4	1540	9.5
SGR FM	H	544	140	26	2.0	7.9	1111	8.3
SGR Colchester	Y	174	53	31	3.3	10.8	576	13.4
Southern FM	H	995	349	35	3.5	10.0	3479	15.3
South Hams Radio	Y	65	15	23	2.0	8.5	128	8.8
2-TEN FM	H	785	216	27	2.2	8.1	1737	10.7
96 Trent FM	H	1110	306	28	2.4	8.6	2638	11.4
Wyvern FM	H	494	93	19	1.9	10.0	930	8.8
Choice FM London	Q	10782	500	5	0.3	7.2	3588	1.6
Ocean	H	988	163	17	1.4	8.7	1418	6.6
GCap Media Gold Networks Combined	H	28818	1124	4	0.3	8.5	9555	1.6
Capital Gold Network	H	18839	707	4	0.3	7.5	5291	1.4
Capital Gold Birmingham	H	2030	48	2	0.2	7.1	338	0.8
Capital Gold Hampshire	H	1100	29	3	0.3	11.3	322	1.3
Capital Gold Kent	H	1147	39	3	0.4	10.8	420	1.5
Capital Gold London	Q	10782	373	3	0.3	8.2	3053	1.4
Capital Gold Manchester	H	2363	58	2	0.3	10.5	607	1.4
Capital Gold Sussex	H	995	39	4	0.3	7.8	299	1.3
Capital Gold South East Wales	H	967	34	4	0.6	17.8	605	2.6
Classic Gold Network	H	12954	426	3	0.3	10.0	4264	1.5
Classic Gold Amber Total	H	1168	49	4	0.5	13.1	639	2.3
Classic Gold Amber (Norfolk)	H	628	24	4	0.6	17.1	403	2.8
Classic Gold Amber (Suffolk)	H	544	25	5	0.4	9.3	236	1.8
Classic Gold Bedford (792)	H	590	14	2	0.2	9.4	132	1.1

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Classic Gold Berkshire (1431/1485)	H	785	17	2	0.2	8.8	147	0.9
Classic Gold Bristol/Bath/Wiltshire (1260/936/1161)	H	1279	54	4	0.5	12.2	655	2.3
Classic Gold Coventry (1359)	H	725	25	3	0.3	10.0	247	1.7
Classic Gold Crawley (1521)	H	358	4	1	0.1	11.5	47	0.6
Classic Gold Derby (GEM)	H	623	19	3	0.2	7.8	150	1.1
Classic Gold Devon (666/954)	H	525	17	3	0.3	8.0	138	1.2
Classic Gold Dorset (828)	H	599	19	3	0.1	4.7	87	0.6
Classic Gold Essex (1359/1431)	H	1186	27	2	0.2	9.3	256	1.0
Classic Gold Gloucester (774)	H	398	16	4	0.4	10.8	171	2.0
Classic Gold Luton (828)	H	1008	30	3	0.2	8.1	242	1.2
Classic Gold Marcher (1260)	H	374	12	3	0.4	13.4	157	1.9
Classic Gold Northampton (1557)	H	518	30	6	0.4	7.4	221	1.9
Classic Gold Nottingham (GEM)	H	1110	35	3	0.3	10.7	375	1.6
Classic Gold Peterborough (1332)	H	561	29	5	0.6	10.7	315	2.6
Classic Gold Plymouth (1152)	H	330	13	4	0.4	10.7	137	2.3
Classic Gold Wolverhampton (990/1017)	H	1292	26	2	0.2	8.8	229	0.8
<b>Total XFM (UK)</b>	H	50334	1187	2	0.1	6.2	7335	0.7
XFM 104.9	Q	10782	617	6	0.4	7.0	4336	2.0
XFM Manchester	H	2778	129	5	0.3	6.1	794	1.5
XFM Scotland	H	2675	266	10	0.6	5.6	1482	2.9
XFM Scotland (East)	H	1161	135	12	0.7	5.6	757	3.5
XFM Scotland (West)	H	1689	148	9	0.5	5.6	833	2.6
<b>Total GMG Radio</b>	Q	50334	5055	10	1.0	9.8	49400	4.7
<b>Total Real Radio/Century FM</b>	H	50334	2746	5	0.5	9.6	26249	2.5
GMG Radio North West (Century FM (North West)/Smooth Radio (North West))	Q	5520	1215	22	2.1	9.6	11659	10.6
Century FM (North East/North West)	H	7434	1113	15	1.1	7.6	8448	5.9
Century FM (North East)	H	2198	474	22	1.6	7.4	3529	8.5
Century FM (North East) - North	H	1444	268	19	1.4	7.5	2017	7.8
Century FM (North East) - South	H	812	214	26	2.0	7.4	1588	9.7
Century FM (North West)	Q	5236	718	14	1.1	7.8	5626	5.5
<b>Total Real Radio</b>	H	50334	1637	3	0.4	10.9	17801	1.7

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			'000	%				
Real Radio (Scotland/Wales/Yorkshire)	H	7098	1478	21	2.3	11.3	16659	11.7
Real Radio (Scotland)	H	2615	771	29	3.5	11.9	9185	18.6
Real Radio (Wales)	H	1753	403	23	2.4	10.7	4294	10.8
Real Radio (Yorkshire)	H	2730	305	11	1.2	10.4	3181	6.0
GMG Radio Scotland (Real Radio /96.3 Rock Radio/Smooth Radio (Glasgow))	H	2800	941	34	4.1	12.2	11436	21.8
Real Radio (Scotland)/96.3 Rock Radio)	H	2615	805	31	3.6	11.8	9503	19.2
96.3 Rock Radio	H	804	51	6	0.4	6.2	318	2.1
Total Smooth Radio	Q	50334	2292	5	0.4	9.3	21249	2.0
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow))	H	23565	2028	9	0.8	9.3	18781	3.9
Smooth Radio (East & West Midlands)	H	5559	716	13	1.5	11.7	8344	7.1
Smooth Radio (East Midlands)	H	2077	253	12	1.1	9.0	2271	5.3
Smooth Radio (West Midlands)	H	3520	463	13	1.7	13.1	6073	8.1
Smooth Radio (Glasgow)	H	1868	192	10	1.0	10.1	1933	5.5
Smooth Radio (London)	Q	10782	502	5	0.3	6.1	3081	1.4
Smooth Radio (North West)	Q	5355	622	12	1.1	9.7	6033	5.7
Hertbeat FM	Y	198	28	14	1.3	9.3	258	6.0
Kingdom FM	Y	289	73	25	2.8	10.9	796	14.2
kmfm Group	H	975	178	18	1.8	10.0	1788	7.4
kmfm East	H	464	109	23	2.7	11.6	1268	11.1
kmfm West <sup>3</sup>	H	511	69	14	1.0	7.5	520	4.1
Lincs FM Group	H	2041	622	30	3.6	11.9	7375	17.1
Lincs FM 102.2 <sup>3</sup>	H	879	348	40	5.4	13.6	4730	24.1
South & West Yorkshire (Lincs FM Group)	H	1030	247	24	2.3	9.7	2407	11.6
Dearne FM	Y	224	61	27	2.3	8.5	512	12.1
Ridings FM	Y	292	34	12	1.2	10.0	343	6.0
Rother FM	H	204	38	19	1.7	9.3	354	8.8
Trax FM	H	360	106	29	2.9	9.9	1046	14.1
Fosseway Radio	Y	147	25	17	1.4	8.0	199	6.8
Lite FM	Y	180	23	13	0.9	6.8	159	4.3

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The Local Radio Company Group Total	H	4288	920	21	1.8	8.3	7681	8.4
Alpha 103.2	Y	142	25	18	1.4	8.1	204	7.6
107.8 Arrow FM for Hastings	Y	111	25	22	2.1	9.7	237	7.8
Bath FM	Y	100	18	18	1.1	5.9	105	4.4
2BR	Y	192	56	29	2.8	9.6	534	13.4
Central FM	Y	212	41	19	1.2	6.4	260	6.3
107.9 Dune FM	Y	207	27	13	0.9	6.9	183	4.1
Durham FM	Y	247	25	10	0.8	7.4	188	4.0
Fire 107.6 FM	Y	285	46	16	0.9	5.4	248	4.0
Huddersfield's Home 107.9	Y	197	20	10	0.6	5.9	116	3.3
IOW Radio	Y	122	49	40	3.1	7.8	382	13.6
Ivel FM	Y	131	32	25	2.2	8.8	283	9.2
Minster FM	H	321	93	29	2.2	7.6	706	10.0
Total Mix	Y	251	58	23	1.9	8.0	465	9.1
Mix 96	Y	118	39	33	2.8	8.4	330	12.9
Mix 107	Y	133	19	14	1.0	7.1	134	5.3
107.4 The Quay	Y	361	46	13	1.0	7.8	360	4.4
106.9 Silk FM	Y	177	31	17	0.9	5.4	166	4.9
107.5 Sovereign Radio	Y	147	29	20	1.3	6.5	190	5.4
Spire FM	Y	112	45	40	4.3	10.8	487	19.5
Spirit FM	Y	206	45	22	1.8	8.1	363	8.8
97.2 Stray FM	Y	142	44	31	3.1	9.9	441	13.5
Sun FM	Y	271	67	25	2.0	8.0	539	11.1
3TR	Y	66	13	20	2.3	11.4	152	11.2
Vale FM	Y	56	12	21	2.1	9.6	116	8.8
Wessex FM	Y	120	41	35	2.9	8.4	350	12.9
Yorkshire Coast Radio	Y	113	47	42	4.0	9.5	450	19.9
Radio Mansfield 103.2	Y	149	44	30	2.5	8.6	380	11.5
Manx Radio	Y	65	38	58	8.7	15.0	566	36.3
106.7 Merseyside's KCR FM (formerly The Rocket)	Y	291	11	4	0.5	14.3	157	2.5
Original 106fm (Solent)	H	1625	32	2	0.1	5.3	172	0.5
Oxford's FM107.9 (formerly Passion 107.9)	Y	213	14	6	0.3	5.3	74	1.8
Premier Christian Radio	Q	10782	163	2	0.2	10.2	1662	0.7
Q102.9FM/Q97.2FM/Q101.2FM	Y	289	81	28	2.4	8.7	708	12.6
Reading 107 FM	Y	271	48	18	1.1	6.4	307	6.0

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The Saint 107.8 FM	Y	393	37	10	0.6	6.4	239	2.7
Six FM	Y	85	22	26	2.3	8.8	191	12.3
The Sunrise Group	Q	50334	584	1	0.1	8.3	4849	0.5
Kismet Radio 1035 (Greater London)	Q	10782	66	1	*	7.8	519	0.2
Sunrise Radio (Greater London)	Q	10782	425	4	0.3	8.3	3549	1.6
Sunrise Radio National	Q	50334	571	1	0.1	7.6	4330	0.4
The London Media Company	H	1409	82	6	0.5	8.9	725	2.4
Time 106.6 FM (formerly Star 106.6 Slough)	Y	275	24	9	0.6	6.9	165	2.6
Time FM 106.8	H	524	16	3	0.1	4.7	74	0.7
Time FM 107.3	Y	303	6	2	0.1	7.2	40	0.6
Time FM 107.5	Y	395	26	6	0.7	10.7	274	3.6
Tindle Radio Group	Y	1540	309	20	2.0	10.1	3107	8.8
103.4 The Beach	Y	175	55	31	3.6	11.4	626	17.4
Channel 103 FM	Y	73	35	49	5.0	10.3	365	23.1
Delta FM	Y	94	18	19	1.8	9.4	167	8.2
Dream 100 (Colchester)/ Dream 107.7 FM (Chelmsford)	Y	401	64	16	1.8	11.3	720	7.6
Dream 100	Y	179	48	27	3.4	12.7	615	14.3
Dream 107.7 FM	Y	222	15	7	0.5	6.9	105	2.0
Island FM 104.7	Y	50	24	48	6.8	14.0	336	34.6
Kick and Kestrel	Y	216	52	24	2.1	8.4	442	8.4
Kestrel FM	Y	131	33	25	2.3	9.0	300	9.5
Kick FM	Y	84	19	23	1.7	7.4	142	6.7
North Norfolk Radio	Y	90	18	20	1.9	9.4	170	7.6
99.9 Radio Norwich	H	490	38	8	0.6	7.2	273	2.5
Win 107.2	Y	127	9	7	0.2	3.5	30	1.1
Town 102 FM	H	290	35	12	1.0	8.2	286	4.3
Town and Country Broadcasting (South and West Wales)	Y	334	117	35	3.8	10.9	1278	18.0
106.3 Bridge FM	Y	118	36	30	3.3	10.9	390	15.4
97.1 Radio Carmarthenshire <sup>3</sup>	Y	125	37	29	2.7	9.2	335	12.2
102.5 Radio Pembrokeshire	Y	91	45	49	6.0	12.3	552	30.7
Total UKRD	H	2749	439	16	1.4	8.9	3899	6.9
Pirate FM	H	465	139	30	3.2	10.9	1508	14.1
Star Radio West	H	731	52	7	0.7	10.1	528	3.2
Star Radio in Bristol	H	447	23	5	0.5	9.6	221	2.2

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Star Radio in Cheltenham	Y	158	10	6	0.6	9.6	97	2.7
Star Radio in North Somerset	Y	127	25	20	2.3	11.6	296	9.5
The County Sound Radio Network	H	571	140	25	1.9	7.6	1064	9.0
County Sound 1566	H	571	15	3	0.3	10.4	152	1.3
96.4 The Eagle	H	571	127	22	1.6	7.2	913	7.7
Total UKRD East	H	484	79	16	1.4	8.7	689	6.6
Fen Radio 107.5	Y	78	16	21	2.2	10.4	171	7.8
KL.FM 96.7	Y	146	46	31	3.2	10.4	474	14.1
Star Radio in Cambridge	Y	287	26	9	0.5	6.0	154	2.6
96.2 The Revolution	H	498	29	6	0.2	3.8	110	1.5
UTV Radio (inc talkSPORT)	H	50334	3658	7	0.6	8.8	32247	3.1
UTV Radio (excl. talkSPORT)	H	7861	1405	18	1.7	9.4	13176	8.1
Imagine FM	H	372	30	8	0.7	8.3	253	3.6
107.6 Juice FM	H	968	121	12	0.7	6.0	720	3.7
Peak 107 FM	H	407	105	26	2.6	10.1	1063	12.7
The Pulse/Pulse Classic Gold	H	824	148	18	1.2	6.9	1015	6.8
The Pulse	H	824	130	16	0.9	6.0	773	5.2
Pulse Classic Gold	H	824	38	5	0.3	6.4	241	1.6
Signal One & Signal Two	H	760	265	35	4.4	12.7	3353	19.3
Signal One	H	760	252	33	3.9	11.7	2943	17.0
Signal Two	H	760	55	7	0.5	7.5	410	2.4
Talk 107	H	1000	26	3	0.2	5.8	155	0.8
107.4 Tower FM	H	435	91	21	1.6	7.8	704	8.4
UTV Radio - South Wales	H	792	216	27	2.8	10.2	2207	12.7
Total Swansea Sound/ 96.4 FM The Wave	H	446	168	38	3.7	10.0	1671	18.9
96.4 FM The Wave	H	446	120	27	2.1	7.8	942	10.6
Swansea Sound - 1170 MW	H	446	71	16	1.6	10.2	729	8.2
Valleys Radio	H	346	48	14	1.5	11.2	536	6.3
U105	H	785	97	12	1.3	10.6	1023	5.4
Radio Wave 96.5 FM	Y	240	67	28	2.8	10.2	682	13.2
Wave 102 FM	Y	171	27	16	1.7	10.5	284	9.1
102.4 Wish/107.2 Wire	Y	701	167	24	1.7	7.3	1223	8.6
107.2 Wire FM	Y	272	54	20	1.5	7.6	412	7.3
102.4 Wish FM	H	463	120	26	1.9	7.4	884	9.5
107.7 The Wolf	H	429	43	10	0.6	5.6	242	2.7
Yorkshire Radio	H	4902	31	1	*	4.9	150	0.1

Source: RAJAR/Ipsos MORI/RSMB

## PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Pop'n '000s	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	50334	32005	64	9.1	14.4	459322	43.5
Children 4-14	Q	7872	5550	71	6.1	8.6	47965	67.7
15-24	Q	8104	6112	75	10.2	13.6	83036	59.3
25-44	Q	17109	12111	71	10.4	14.6	177249	51.5
45-64	Q	15302	9688	63	9.4	14.9	143928	40.5
65+	Q	9819	4093	42	5.6	13.5	55110	25.5
Main Shoppers	Q	38266	23804	62	9.0	14.4	343082	42.2
Main Shoppers with children	Q	11593	8407	73	10.5	14.4	121275	52.9
ABC1	Q	26982	17104	63	7.5	11.8	202618	37.6
C2DE	Q	23352	14901	64	11.0	17.2	256704	49.7
ALL BBC 15+	Q	50334	33245	66	11.4	17.3	573516	54.3
Children 4-14	Q	7872	3787	48	2.7	5.7	21491	30.3
15-24	Q	8104	4736	58	6.5	11.2	52922	37.8
25-44	Q	17109	10758	63	9.3	14.8	159422	46.3
45-64	Q	15302	10592	69	13.3	19.2	203657	57.3
65+	Q	9819	7160	73	16.0	22.0	157514	72.9
Main Shoppers	Q	38266	25388	66	11.8	17.8	453173	55.7
Main Shoppers with children	Q	11593	6945	60	8.9	14.8	102821	44.8
ABC1	Q	26982	19515	72	12.1	16.7	326607	60.6
C2DE	Q	23352	13730	59	10.6	18.0	246909	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.

## 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	26th March 2007 - 24th June 2007	32,124
H	1st January 2007 - 24th June 2007	64,784
Y	26th June 2006 - 24th June 2007	129,959