

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th September 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	44863	89	20.3	22.7	1020358	100.0
ALL BBC	Q	32893	65	11.0	16.9	555204	54.4
ALL BBC 15-44	Q	15235	60	8.1	13.5	204970	43.8
ALL BBC 45+	Q	17657	70	13.9	19.8	350234	63.4
All BBC Network Radio ¹	Q	29091	58	9.1	15.8	459231	45.0
BBC Local/Regional	Q	9600	19	1.9	10.0	95972	9.4
ALL COMMERCIAL	Q	31230	62	8.8	14.1	441457	43.3
ALL COMMERCIAL 15-44	Q	17872	71	9.9	14.0	250682	53.6
ALL COMMERCIAL 45+	Q	13359	53	7.6	14.3	190775	34.5
All National Commercial ¹	Q	14219	28	2.4	8.3	118431	11.6
All Local Commercial	Q	25086	50	6.4	12.9	323026	31.7
Other Listening	Q	2964	6	0.5	8.0	23697	2.3

Source: RAJAR/Ipsos MORI/R SMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

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**Embargoed until 7.00 am
Thursday 25th October 2007**

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		'000	%	per head	per listener		
All BBC Network Radio	Q	29091	58	9.1	15.8	459231	45.0
BBC Radio 1	Q	10578	21	2.1	10.2	107804	10.6
BBC Radio 2	Q	13013	26	3.2	12.3	160707	15.8
BBC Radio 3	Q	1938	4	0.2	6.3	12124	1.2
BBC Radio 4	Q	9262	18	2.3	12.3	113970	11.2
BBC Radio FIVE LIVE	Q	5489	11	0.9	7.8	42941	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	5652	11	0.9	8.0	45271	4.4
FIVE LIVE SPORTS EXTRA	Q	730	1	*	3.2	2329	0.2
BBC 6 Music	Q	485	1	0.1	5.2	2530	0.2
1Xtra from the BBC	Q	421	1	*	5.5	2320	0.2
BBC7	Q	795	2	0.1	5.3	4242	0.4
BBC Asian Network UK	Q	476	1	0.1	5.5	2633	0.3
BBC World Service	Q	1303	3	0.2	5.9	7632	0.7
All National Commercial	Q	14219	28	2.4	8.3	118431	11.6
The Arrow (UK)	H	146	*	*	6.4	931	0.1
Chill	Q	183	*	*	4.4	809	0.1
Total Choice (UK) ²	Q	784	2	0.1	6.5	5094	0.5
Classic FM	Q	5844	12	0.9	7.5	43819	4.3
Core	Q	122	*	*	3.0	370	*
Fun Radio	Q	40	*	*	5.6	226	*
Galaxy Network (UK) ²	H	2608	5	0.4	7.0	18281	1.8
GCap Gold Network UK ²	H	1499	3	0.3	8.8	13202	1.3
Total Heart (UK) ²	H	3322	7	0.5	7.2	23863	2.3
Heat	Q	413	1	*	2.9	1179	0.1
The Hits	Q	1494	3	0.1	4.0	5936	0.6
Total Kerrang! ²	Q	1387	3	0.1	4.9	6756	0.7
Total Kiss Network ²	H	3095	6	0.3	5.6	17252	1.7
Total LBC (UK) ²	H	780	2	0.2	11.4	8866	0.9
Life	Q	133	*	*	6.3	835	0.1
Total Magic ²	Q	3430	7	0.5	6.8	23287	2.3
Mojo Radio	Q	219	*	*	2.9	638	0.1
Oneword Radio	H	151	*	*	3.4	510	*
Planet Rock	Q	548	1	0.1	7.1	3872	0.4
Q	Q	400	1	*	3.1	1224	0.1
Total Real Radio ²	H	1670	3	0.4	11.0	18368	1.8
Smash Hits Radio	Q	990	2	0.1	3.4	3341	0.3
Total Smooth Radio ²	Q	2173	4	0.4	8.5	18508	1.8
Sunrise Radio National ²	Q	537	1	0.1	8.3	4458	0.4
talkSPORT (Talk Radio)	Q	2312	5	0.4	7.8	18016	1.8
theJazz	Q	388	1	*	4.6	1768	0.2
Total Virgin Radio	H	2472	5	0.3	6.4	15795	1.5
Virgin Radio Classic Rock	H	244	*	*	5.1	1245	0.1
Virgin Radio Groove	H	94	*	*	5.0	472	*
Virgin Radio Xtreme	H	82	*	*	3.2	260	*
Total XFM (UK) ²	H	1181	2	0.1	5.9	6975	0.7

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th September 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	%	Average Hours per head per listener		Total Hours '000	Share in TSA %
BBC NETWORK RADIO								
BBC Radio 1	Q	50334	10578	21	2.1	10.2	107804	10.6
BBC Radio 2	Q	50334	13013	26	3.2	12.3	160707	15.8
BBC Radio 3	Q	50334	1938	4	0.2	6.3	12124	1.2
BBC Radio 4	Q	50334	9262	18	2.3	12.3	113970	11.2
BBC Radio FIVE LIVE	Q	50334	5489	11	0.9	7.8	42941	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50334	5652	11	0.9	8.0	45271	4.4
FIVE LIVE SPORTS EXTRA	Q	50334	730	1	*	3.2	2329	0.2
BBC 6 Music	Q	50334	485	1	0.1	5.2	2530	0.2
1Xtra from the BBC	Q	50334	421	1	*	5.5	2320	0.2
BBC7	Q	50334	795	2	0.1	5.3	4242	0.4
BBC Asian Network UK	Q	50334	476	1	0.1	5.5	2633	0.3
BBC World Service	Q	50334	1303	3	0.2	5.9	7632	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4267	819	19	1.3	6.8	5605	7.2
BBC Radio Ulster ³	Q	1391	480	35	3.9	11.3	5425	20.5
Total BBC Radio Wales/Cymru	Q	2467	536	22	2.6	11.9	6404	12.8
BBC Radio Wales	Q	2467	427	17	1.9	11.0	4689	9.4
BBC Radio Cymru	Q	2467	151	6	0.7	11.4	1715	3.4
LOCAL								
BBC Local Radio	Q	40468	7427	18	1.9	10.1	75269	9.1
BBC Radio Berkshire	H	769	123	16	1.1	7.1	872	5.7
BBC Radio Bristol ³	H	1293	236	18	2.5	13.8	3268	11.0
BBC Radio Cambridgeshire	H	689	136	20	2.0	10.1	1371	9.3
BBC Radio Cleveland	H	773	136	18	1.5	8.4	1143	7.2
BBC Radio Cornwall	H	442	158	36	5.3	14.9	2353	21.2
BBC Coventry and Warwickshire	H	666	82	12	0.9	7.5	619	4.8
BBC Radio Cumbria	H	408	133	33	3.3	10.2	1362	16.3

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover

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			'000	%	per head	per listener		
BBC Radio Derby	H	614	155	25	3.0	11.9	1841	13.8
BBC Radio Devon	H	950	237	25	3.3	13.1	3091	15.8
BBC Essex	H	1217	253	21	2.5	12.2	3076	11.5
BBC Radio Gloucestershire	H	473	95	20	2.3	11.6	1105	11.1
BBC Hereford & Worcester	H	489	140	29	2.8	9.6	1346	12.9
BBC Radio Humberside	H	740	219	30	2.6	8.8	1934	12.2
BBC Radio Kent	H	1348	266	20	2.6	13.4	3557	10.7
BBC Radio Lancashire	H	1163	230	20	1.8	9.0	2070	8.7
BBC Radio Leeds	H	1549	257	17	1.4	8.2	2098	6.5
BBC Radio Leicester	H	774	157	20	2.1	10.4	1631	10.5
BBC Radio Lincolnshire	H	519	96	19	2.0	10.9	1050	9.2
BBC London 94.9	Q	10781	518	5	0.3	5.9	3057	1.4
BBC Radio Manchester	Q	2093	194	9	0.6	6.3	1232	3.3
BBC Radio Merseyside	H	1622	305	19	2.6	13.6	4165	13.4
BBC Radio Newcastle	H	1408	248	18	1.5	8.4	2085	8.3
BBC Radio Norfolk	H	740	189	25	3.6	14.0	2641	16.1
BBC Radio Northampton	H	451	99	22	3.1	13.9	1376	13.3
BBC Radio Nottingham	H	755	184	24	2.6	10.7	1980	13.0
BBC Radio Oxford 95.2FM	H	504	85	17	1.6	9.6	815	7.9
BBC Radio Sheffield	H	1231	231	19	1.6	8.6	1983	8.1
BBC Radio Shropshire	H	374	94	25	3.2	12.9	1210	14.3
BBC Radio Solent**	H	1484	285	19	2.2	11.7	3336	10.2
BBC Solent for Dorset	Y	168	27	16	1.9	11.4	311	7.4
BBC Southern Counties Radio	Q	2391	256	11	0.9	8.2	2095	4.0
BBC Radio Stoke	H	587	189	32	3.4	10.5	1990	14.1
BBC Radio Suffolk	H	506	138	27	2.8	10.3	1413	12.8
BBC Three Counties Radio	H	1230	155	13	1.1	8.5	1313	5.0
BBC WM (Birmingham & Black Country)	Q	2221	313	14	1.4	9.7	3049	6.9
BBC Radio Wiltshire/Swindon	H	524	74	14	1.6	11.1	815	7.3
BBC Radio York	H	510	85	17	1.8	10.5	893	8.1
BBC Radio Guernsey	Y	49	17	35	4.8	13.6	233	24.7
BBC Radio Jersey	Y	73	33	45	4.8	10.6	349	22.1

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

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NATIONAL							
The Arrow (UK)	H	50334	146	*	6.4	931	0.1
Chill	Q	50334	183	*	4.4	809	0.1
Total Choice (UK)	Q	50334	784	2	6.5	5094	0.5
Classic FM	Q	50334	5844	12	7.5	43819	4.3
Core	Q	50334	122	*	3.0	370	*
Fun Radio	Q	50334	40	*	5.6	226	*
Galaxy Network (UK)	H	50334	2608	5	7.0	18281	1.8
GCap Gold Network UK	H	50334	1499	3	8.8	13202	1.3
Total Heart (UK)	H	50334	3322	7	7.2	23863	2.3
Heat	Q	50334	413	1	2.9	1179	0.1
The Hits	Q	50334	1494	3	4.0	5936	0.6
Total Kerrang!	Q	50334	1387	3	4.9	6756	0.7
Total Kiss Network	H	50334	3095	6	5.6	17252	1.7
Total LBC (UK)	H	50334	780	2	11.4	8866	0.9
Life	Q	50334	133	*	6.3	835	0.1
Total Magic	Q	50334	3430	7	6.8	23287	2.3
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Q	Q	50334	400	1	3.1	1224	0.1
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Sunrise Radio National	Q	50334	537	1	8.3	4458	0.4
talkSPORT (Talk Radio)	Q	50334	2312	5	7.8	18016	1.8
theJazz	Q	50334	388	1	4.6	1768	0.2
Total Virgin Radio Network	H	50334	2774	6	6.4	17773	1.7
Total Virgin Radio	H	50334	2472	5	6.4	15795	1.5
Total Virgin (London)	H	10780	1127	10	6.3	7065	3.2
Virgin Radio London	H	10780	1057	10	6.0	6298	2.9
Virgin Radio National	H	50334	1541	3	6.2	9494	0.9
Virgin Radio Classic Rock	H	50334	244	*	5.1	1245	0.1
Virgin Radio Groove	H	50334	94	*	5.0	472	*
Virgin Radio Xtreme	H	50334	82	*	3.2	260	*
Total XFM (UK)	H	50334	1181	2	5.9	6975	0.7

Source: RAJAR/Ipsos MORI/RSMB

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	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in TSA %
LOCAL								
All Local Commercial Radio	Q	49464	24954	50	6.5	12.9	321878	32.1
105-107 Atlantic FM	H	442	65	15	1.0	6.7	432	3.9
107 The Bee	Y	181	19	10	1.5	14.4	271	7.4
Club Asia 963+972AM	H	10780	216	2	0.1	7.2	1556	0.7
Total CN Radio	H	1927	409	21	1.8	8.6	3506	8.8
The Bay	H	308	91	30	2.6	8.7	797	13.0
Citybeat 96.7FM	H	540	140	26	2.5	9.7	1366	11.3
CN Radio Midlands	H	1078	177	16	1.2	7.6	1343	6.2
Oak 107 FM	Y	111	25	23	1.9	8.4	213	9.8
Rugby FM	Y	71	26	37	3.4	9.3	243	17.0
Touch FM Staffs (was Centre FM)	Y	239	29	12	1.3	10.5	311	5.7
Touch FM - South Midlands	H	656	93	14	0.9	6.4	602	4.7
Connect FM (was KCBC 107.4)	Y	215	47	22	2.0	9.1	425	8.8
Chester's Dee 106.3	Y	185	38	21	1.6	7.6	291	7.7
Total EMAP	H	50334	12207	24	2.2	9.0	109363	10.5
Total EMAP ILR	H	36250	9607	27	2.3	8.9	85179	11.6
Big City Network	H	15919	4610	29	2.6	8.8	40794	13.1
Total Magic	Q	50334	3430	7	0.5	6.8	23287	2.3
Magic Network (ILR)	H	21170	2741	13	1.0	7.7	21029	5.0
Magic Network - North	H	10390	744	7	0.7	9.7	7242	3.6
EMAP Radio - North East	H	2198	783	36	3.2	8.9	6962	16.8
Big City Network - North East	H	2198	641	29	2.1	7.2	4620	11.1
Metro Radio	H	1462	429	29	2.2	7.6	3274	12.3
TFM Radio	H	798	214	27	1.7	6.3	1346	8.2
Magic Network - North East	H	2198	241	11	1.1	9.7	2342	5.6
Magic 1152 (Newcastle)	H	1462	161	11	0.9	8.3	1329	5.0
Magic 1170 (Teesside)	H	798	81	10	1.3	12.6	1014	6.2
Metro Radio/Magic 1152	H	1462	517	35	3.1	8.9	4603	17.3
TFM Radio/Magic 1170	H	798	271	34	3.0	8.7	2359	14.4
EMAP Radio - North West	H	5057	1329	26	2.3	8.8	11667	12.1
Big City Network - North West	H	4937	1170	24	2.0	8.3	9719	10.3
Radio City 96.7	H	1805	415	23	2.2	9.4	3913	11.3
Key 103 (Manchester)	H	2362	509	22	1.6	7.3	3705	8.5
97.4 Rock FM	H	1314	275	21	1.6	7.6	2101	7.9
Magic Network - North West	H	5023	241	5	0.4	8.1	1948	2.0
Magic 1548 (Liverpool)	H	1805	99	6	0.4	8.0	795	2.3
Magic 1152 (Manchester)	H	2362	96	4	0.3	8.1	781	1.8
Magic 999 (Preston)	H	1098	46	4	0.3	8.2	373	1.7
Key 103/Magic 1152 (Manchester)	H	2362	567	24	1.9	7.9	4486	10.3

Source: RAJAR/Ipsos MORI/RSMB

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Radio City 96.7/Magic 1548	H	1805	480	27	2.6	9.8	4708	13.6
97.4 Rock FM/Magic 999	H	1434	315	22	1.7	7.8	2474	8.6
EMAP Radio - Yorkshire	H	3170	935	29	2.9	9.7	9085	13.7
Big City Network - Yorkshire	H	3170	762	24	1.9	8.0	6134	9.2
96.3 Radio Aire	H	940	150	16	1.4	8.6	1295	6.1
Hallam FM	H	1310	371	28	2.2	7.8	2900	11.1
96.9 Viking FM	H	1111	248	22	1.7	7.8	1938	8.5
Magic Network - Yorkshire	H	3170	262	8	0.9	11.3	2951	4.4
Magic 828 (Leeds)	H	940	89	9	1.2	12.4	1102	5.2
Magic AM (Sheffield)	H	1310	67	5	0.5	10.2	684	2.6
Magic 1161 (Hull)	H	1111	106	10	1.0	11.0	1165	5.1
96.3 Radio Aire/Magic 828	H	940	219	23	2.6	11.0	2397	11.3
Hallam FM/Magic AM	H	1310	408	31	2.7	8.8	3584	13.7
96.9 Viking FM/Magic 1161	H	1111	315	28	2.8	9.8	3104	13.5
Total Kerrang!	Q	50334	1387	3	0.1	4.9	6756	0.7
Kerrang! 105.2	H	3486	376	11	0.8	7.1	2678	3.7
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10781	3128	29	2.1	7.2	22477	10.5
Kiss 100 FM	Q	10781	1592	15	0.8	5.7	9151	4.3
Magic 105.4	Q	10781	2027	19	1.2	6.6	13326	6.2
Total Kiss Network	H	50334	3095	6	0.3	5.6	17252	1.7
Kiss East	H	1977	281	14	1.1	7.6	2140	4.9
Kiss West	H	2273	251	11	0.7	6.2	1569	3.1
EMAP Total Scotland	H	4248	1722	41	4.4	10.9	18736	23.7
EMAP Central Scotland	H	2791	968	35	3.5	10.1	9793	19.2
Total Radio Clyde	H	1824	650	36	3.5	10.0	6466	19.3
Clyde 1 FM	H	1824	564	31	2.5	8.1	4583	13.7
Clyde 2	H	1824	202	11	1.0	9.3	1883	5.6
Total Radio Forth	H	1065	320	30	3.1	10.4	3327	17.1
ForthOne	H	1065	280	26	2.4	9.0	2532	13.0
Forth2	H	1065	103	10	0.7	7.7	795	4.1
C.F.M.Radio	Y	251	103	41	4.3	10.6	1092	20.5
Moray Firth Radio	Y	229	107	47	5.6	11.9	1282	24.0
Total Northsound Radio	Y	299	153	51	5.6	11.0	1684	28.6
Northsound One	Y	299	124	41	3.8	9.3	1152	19.6
Northsound Two	Y	299	56	19	1.8	9.4	532	9.0
Radio Borders	Y	105	57	54	7.0	12.9	728	31.5
Total Radio Tay	H	365	178	49	6.5	13.4	2383	33.7
Tay-FM	H	365	129	35	4.0	11.2	1447	20.5
Radio Tay-AM	H	365	83	23	2.6	11.2	936	13.2

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			'000	%	per head	per listener		
West Sound ³	H	386	173	45	4.3	9.6	1662	27.2
Downtown Radio (DTR)/Cool FM	H	1367	514	38	4.3	11.4	5845	19.2
Cool FM	H	935	316	34	3.2	9.6	3017	14.3
Downtown Radio (DTR)	H	1367	254	19	2.1	11.2	2828	9.3
Wave 105 FM	H	1694	351	21	2.0	9.4	3317	8.7
3FM	Y	66	19	29	3.4	11.8	224	14.7
Total GCap Media UK	H	50334	15265	30	2.7	8.9	135916	13.1
GCap Media - National Brands	H	50334	9260	18	1.5	8.0	74314	7.2
Total								
Chill	Q	50334	183	*	*	4.4	809	0.1
Classic FM	Q	50334	5844	12	0.9	7.5	43819	4.3
Core	Q	50334	122	*	*	3.0	370	*
Fun Radio	Q	50334	40	*	*	5.6	226	*
Life	Q	50334	133	*	*	6.3	835	0.1
Planet Rock	Q	50334	548	1	0.1	7.1	3872	0.4
theJazz	Q	50334	388	1	*	4.6	1768	0.2
Total Choice (UK)	Q	50334	784	2	0.1	6.5	5094	0.5
GCap Gold Network UK	H	50334	1499	3	0.3	8.8	13202	1.3
GCap Media - Local Brands Total	H	34791	9214	26	2.3	8.8	81148	11.4
The One Network	H	29127	7172	25	2.0	8.3	59196	9.7
Beacon FM	H	1292	251	19	1.7	8.7	2179	7.9
96.4 BRMB	H	2030	387	19	1.1	5.9	2291	5.6
The Buzz 97.1 FM	H	439	48	11	0.6	5.5	266	3.2
95.8 Capital Radio	Q	10781	1707	16	0.9	5.9	10144	4.7
Champion 103 FM	Y	122	33	27	3.0	10.9	363	14.0
96.9 Chiltern FM (Bedford)	H	386	110	28	2.2	7.9	863	10.2
97.6 Chiltern FM (Dunstable/Luton)	H	731	194	27	2.2	8.2	1593	10.6
Coast 96.3	Y	241	47	20	1.6	8.2	388	7.9
2CR FM	H	600	134	22	1.7	7.5	999	6.9
Essex FM ³	H	1186	360	30	3.2	10.7	3843	14.7
FOX FM	H	648	187	29	2.6	8.8	1656	12.2
102.7 Hereward FM	H	372	106	28	2.1	7.4	786	9.8
Horizon Radio	Y	219	75	34	3.2	9.4	704	15.1
Gemini FM Total	Y	525	181	34	3.1	8.9	1616	14.3
Gemini FM East (Exeter Area)	Y	301	109	36	3.3	9.1	1000	15.5
Gemini FM West (Torbay Area)	Y	224	72	32	2.8	8.6	616	12.6
GWR	H	1284	369	29	3.4	11.9	4385	15.3
Invicta FM	H	1147	359	31	2.9	9.4	3371	12.1
Lantern FM 96.2 and 97.3	Y	128	50	39	5.0	12.8	639	20.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th September 2007



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		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%				
105.4 Leicester Sound FM	H	652	121	18	1.3	7.2	873	6.8
Marcher Sound (formerly MFM 103.4)	H	375	61	16	1.8	11.0	668	8.9
Mercia	H	725	132	18	1.4	7.6	1000	7.1
Mercury FM (Herts)	H	331	39	12	0.8	6.7	264	3.6
Mercury FM (Surrey & Sussex)	H	359	70	19	1.9	9.9	692	9.0
Northants 96	H	519	141	27	2.7	10.0	1406	11.8
Orchard FM	H	336	131	39	4.0	10.4	1358	16.6
97 FM Plymouth Sound	H	330	96	29	1.9	6.4	615	10.3
103.2 Power FM	H	1099	211	19	1.5	7.9	1662	7.0
Q103	H	449	87	19	1.7	8.5	744	8.1
Radio Broadland	H	628	167	27	2.5	9.3	1554	11.6
RAM FM	H	623	101	16	1.0	6.2	626	4.8
Red Dragon	H	966	271	28	2.0	7.2	1964	9.5
102.4 Severn Sound FM	H	399	114	28	2.7	9.5	1076	13.1
SGR FM Total	H	654	196	30	2.5	8.2	1615	10.8
SGR FM	H	542	139	26	1.9	7.4	1029	8.4
SGR Colchester	Y	174	55	32	2.9	9.1	501	12.3
Southern FM	H	995	310	31	2.8	9.1	2822	13.3
South Hams Radio	Y	64	14	22	1.7	8.0	111	8.0
2-TEN FM	H	785	208	26	2.4	9.0	1868	11.3
96 Trent FM	H	1111	301	27	2.2	8.2	2479	11.0
Wyvern FM	H	495	103	21	1.7	8.1	838	7.9
Choice FM London	Q	10781	611	6	0.4	7.0	4284	2.0
Ocean	H	988	174	18	1.3	7.2	1252	6.0
GCap Gold Network	H	28820	1102	4	0.4	9.6	10618	1.8
Gold Bedford (was Classic Gold Bedford)	H	590	17	3	0.3	9.9	172	1.3
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	H	785	19	2	0.3	12.8	243	1.5
Gold Birmingham (was Capital Gold Birmingham)	H	2030	61	3	0.1	4.5	276	0.7
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/Wiltshire)	H	1284	59	5	0.6	13.3	784	2.7
Gold Coventry (was Classic Gold Coventry)	H	725	22	3	0.2	5.8	128	0.9
Gold Crawley (was Classic Gold Crawley)	H	359	4	1	0.1	11.2	43	0.6
Gold Derby (was Classic Gold Derby)	H	623	24	4	0.4	10.0	238	1.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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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	%				
Gold Devon (was Classic Gold Devon)	H	525	24	5	0.4	7.8	190	1.7
Gold Dorset (was Classic Gold Dorset)	H	600	20	3	0.4	13.1	257	1.8
Gold Essex (was Classic Gold Essex)	H	1186	34	3	0.3	9.7	326	1.2
Gold Gloucester (was Classic Gold Gloucester)	H	399	22	6	0.8	13.8	307	3.7
Gold Hampshire (was Capital Gold Hampshire)	H	1099	30	3	0.4	13.3	406	1.7
Gold Kent (was Capital Gold Kent)	H	1147	40	3	0.4	12.5	502	1.8
Gold London (was Capital Gold London)	Q	10781	426	4	0.3	6.9	2921	1.4
Gold Luton (was Classic Gold Luton)	H	1009	32	3	0.3	9.4	297	1.4
Gold Manchester (was Capital Gold Manchester)	H	2362	64	3	0.3	10.1	649	1.5
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	H	1166	46	4	0.6	15.2	704	2.8
Gold Norfolk (was Classic Gold Amber Norfolk)	H	628	24	4	0.7	17.2	410	3.1
Gold Suffolk (was Classic Gold Amber Suffolk)	H	542	23	4	0.5	13.0	294	2.4
Gold North Wales/Cheshire (was Classic Gold Marcher)	H	375	9	2	0.4	15.3	143	1.9
Gold Northampton (was Classic Gold Northampton)	H	519	26	5	0.5	9.8	253	2.1
Gold Nottingham (was Classic Gold Nottingham)	H	1111	35	3	0.2	7.7	272	1.2
Gold Peterborough (was Classic Gold Peterborough)	H	561	28	5	0.4	8.9	251	2.1
Gold Plymouth (was Classic Gold Plymouth)	H	330	9	3	0.2	6.7	58	1.0
Gold Sussex (was Capital Gold Sussex)	H	995	41	4	0.3	7.3	299	1.4
Gold South East Wales (was Capital Gold South East Wales)	H	966	45	5	0.9	18.9	857	4.1
Gold Wolverhampton (was Classic Gold Wolverhampton)	H	1292	20	2	0.1	8.7	171	0.6
Total XFM (UK)	H	50334	1181	2	0.1	5.9	6975	0.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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			'000	%	per head	per listener		
XFM 104.9	Q	10781	557	5	0.2	4.7	2630	1.2
XFM Manchester	H	2778	172	6	0.3	5.1	886	1.7
XFM Scotland	H	2676	240	9	0.6	6.3	1520	3.1
XFM Scotland (East)	H	1161	134	12	0.8	6.6	877	4.1
XFM Scotland (West)	H	1689	131	8	0.5	6.1	805	2.6
Total Global Radio (UK)	H	50334	6431	13	1.0	8.1	51941	5.0
Global Radio (ILR)	H	25470	5631	22	1.9	8.4	47197	9.2
The Arrow (UK)	H	50334	146	*	*	6.4	931	0.1
Galaxy Network (UK)	H	50334	2608	5	0.4	7.0	18281	1.8
Galaxy Network (ILR)	H	11350	2236	20	1.5	7.4	16620	7.4
Galaxy Birmingham	H	2077	354	17	1.2	7.2	2560	6.1
Galaxy Manchester	H	2778	455	16	1.2	7.4	3376	6.5
Galaxy North East	H	2175	494	23	1.5	6.6	3270	8.0
Galaxy Yorkshire	H	4320	933	22	1.7	7.9	7414	8.3
Total Heart (UK)	H	50334	3322	7	0.5	7.2	23863	2.3
Heart FM (ILR)	H	16198	2961	18	1.4	7.5	22093	6.7
100.7 Heart FM	H	3521	783	22	1.8	7.9	6180	8.5
Heart 106.2 FM	Q	10781	1948	18	1.2	6.8	13255	6.2
Heart 106 (formerly 106 Century FM)	H	2086	320	15	1.3	8.4	2687	6.4
Heart Midlands (ILR)	H	5418	1091	20	1.6	8.1	8867	8.0
Global Radio Midlands (ILR)	H	5418	1279	24	2.1	8.9	11427	10.3
Global Radio West Midlands (ILR)	H	3521	971	28	2.5	9.0	8739	12.1
Total LBC (UK)	H	50334	780	2	0.2	11.4	8866	0.9
Total LBC (ILR)	Q	10781	697	6	0.7	11.4	7931	3.7
LBC 97.3	Q	10781	586	5	0.6	11.4	6687	3.1
LBC News 1152	Q	10781	280	3	0.1	4.4	1244	0.6
Global Radio London (ILR)	Q	10781	2486	23	2.0	8.5	21186	9.9
Total GMG Radio	Q	50334	4818	10	1.0	9.9	47927	4.7
Total Real Radio/Century FM	H	50334	2918	6	0.6	9.7	28381	2.7
GMG Radio North West (Century FM (North West)/Smooth Radio (North West))	Q	5520	1162	21	2.0	9.3	10864	10.2
Century FM (North East/ North West)	H	7434	1252	17	1.3	8.0	10013	7.1
Century FM (North East)	H	2198	516	23	1.7	7.4	3806	9.2
Century FM (North East) - North	H	1445	307	21	1.5	7.2	2206	8.4
Century FM (North East) - South	H	811	218	27	2.0	7.5	1644	9.9
Century FM (North West)	Q	5235	765	15	1.3	8.9	6800	6.8
Total Real Radio	H	50334	1670	3	0.4	11.0	18368	1.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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

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			'000	%				
Real Radio (Scotland/Wales/ Yorkshire)	H	7100	1517	21	2.4	11.3	17180	12.2
Real Radio (Scotland)	H	2617	809	31	3.7	12.1	9790	20.4
Real Radio (Wales)	H	1754	384	22	2.2	10.1	3879	10.4
Real Radio (Yorkshire)	H	2729	325	12	1.3	10.8	3511	6.3
GMG Radio Scotland (Real Radio /96.3 Rock Radio/Smooth Radio (Glasgow))	H	2800	962	34	4.4	12.8	12309	24.1
Real Radio (Scotland)/96.3 Rock Radio	H	2617	846	32	3.9	12.1	10230	21.3
96.3 Rock Radio	H	804	56	7	0.5	7.8	440	3.0
Total Smooth Radio	Q	50334	2173	4	0.4	8.5	18508	1.8
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow)	H	23562	1952	8	0.8	9.3	18194	3.9
Smooth Radio (East & West Midlands)	H	5558	689	12	1.4	11.5	7929	7.0
Smooth Radio (East Midlands)	H	2078	257	12	1.2	9.8	2531	6.0
Smooth Radio (West Midlands)	H	3521	432	12	1.5	12.5	5398	7.4
Smooth Radio (Glasgow)	H	1869	189	10	1.1	11.0	2079	6.1
Smooth Radio (London)	Q	10781	477	4	0.3	6.0	2856	1.3
Smooth Radio (North West)	Q	5357	555	10	0.8	7.3	4064	3.9
Hertbeat FM	Y	198	30	15	1.6	10.8	321	7.5
Kingdom FM	Y	289	63	22	2.0	9.2	574	11.4
kmfm Group	H	974	154	16	1.6	10.4	1599	6.7
kmfm East	H	463	96	21	2.2	10.7	1035	9.2
kmfm West ³	H	511	57	11	1.1	9.9	565	4.4
Lincs FM Group	H	2041	641	31	3.6	11.4	7323	17.1
Lincs FM 102.2 ³	H	880	348	40	5.0	12.6	4376	23.2
South & West Yorkshire (Lincs FM Group)	H	1030	265	26	2.5	9.8	2607	12.2
Dearne FM	Y	224	66	30	2.7	9.0	596	14.4
Ridings FM	Y	292	35	12	1.1	9.7	336	5.8
Rother FM	H	205	34	17	1.6	9.4	319	8.4
Trax FM	H	359	116	32	2.9	9.1	1054	14.2
Fosseway Radio	Y	146	24	17	1.8	10.6	258	8.7
Lite FM	Y	180	23	13	0.9	7.1	164	4.5
The Local Radio Company Group	H	4290	920	21	1.7	8.1	7457	8.3
Total								
Alpha 103.2	Y	142	26	19	1.5	8.1	214	8.0

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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RAJAR

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

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%				
107.8 Arrow FM for Hastings	Y	111	24	22	2.0	9.1	223	7.4
Bath FM	Y	99	18	18	1.0	5.8	104	4.4
2BR	Y	193	51	26	2.5	9.5	486	13.0
Central FM	Y	213	37	18	1.1	6.1	228	5.5
107.9 Dune FM	Y	208	26	13	0.8	6.2	163	3.7
Durham FM	Y	248	27	11	0.9	8.1	224	4.8
Fire 107.6 FM	Y	285	42	15	0.9	6.0	254	3.9
Huddersfield's Home 107.9	Y	198	20	10	0.4	4.2	82	2.4
IOW Radio	Y	121	43	36	3.2	8.9	387	14.5
Ivel FM	Y	130	32	25	2.3	9.4	302	9.5
Minster FM	H	321	80	25	2.2	8.8	706	10.0
Total Mix	Y	250	54	22	1.5	6.8	368	7.0
Mix 96	Y	117	37	31	2.1	6.6	242	9.0
Mix 107	Y	133	17	13	0.9	7.3	125	5.0
107.4 The Quay	Y	360	51	14	1.0	7.0	358	4.5
106.9 Silk FM	Y	176	29	16	0.7	4.5	129	3.8
107.5 Sovereign Radio	Y	146	30	21	1.3	6.2	187	5.4
Spire FM	Y	112	49	44	4.4	10.0	492	19.3
Spirit FM	Y	205	42	20	1.5	7.2	300	6.9
97.2 Stray FM	Y	141	48	34	3.4	9.9	474	14.7
Sun FM	Y	272	75	28	2.6	9.4	706	13.6
3TR	Y	66	14	21	2.4	11.3	158	11.2
Vale FM	Y	56	13	23	2.2	9.8	124	9.3
Wessex FM	Y	119	39	33	3.1	9.5	376	13.3
Yorkshire Coast Radio	Y	113	47	42	3.5	8.5	400	17.5
Radio Mansfield 103.2	Y	149	48	32	2.8	8.7	416	12.4
Manx Radio	Y	66	34	52	7.8	15.2	515	33.7
106.7 Merseyside's KCR FM (formerly The Rocket)	Y	290	11	4	0.5	14.1	158	2.6
Original 106fm (Solent)	H	1625	34	2	0.1	4.0	134	0.4
Oxford's FM107.9 (formerly Passion 107.9)	Y	213	16	8	0.4	5.5	90	2.2
Premier Christian Radio	Q	10781	171	2	0.1	8.6	1476	0.7
Q102.9FM/Q97.2FM/Q101.2FM	Y	289	85	29	2.5	8.4	709	12.9
Reading 107 FM	Y	270	43	16	0.9	5.7	244	4.6
Six FM	Y	86	23	27	2.1	7.7	178	10.9
The Sunrise Group	Q	50334	570	1	0.1	8.9	5092	0.5
Kisat Radio 1035 (Greater London)	Q	10781	104	1	0.1	5.8	600	0.3
Sunrise Radio (Greater London)	Q	10781	399	4	0.4	9.6	3821	1.8

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			'000	%				
Sunrise Radio National	Q	50334	537	1	0.1	8.3	4458	0.4
Yarr Radio	H	10780	9	*	*	3.1	28	*
The London Media Company	H	10780	86	1	*	5.7	493	0.2
Easy Radio	H	10780	10	*	*	6.3	65	*
Time 106.6 FM (formerly Star 106.6 Slough)	Y	276	32	12	0.7	5.9	189	3.2
Time FM 106.8	H	524	12	2	0.1	4.1	48	0.4
Time FM 107.3	Y	304	7	2	0.1	5.8	39	0.6
Time FM 107.5	Y	396	27	7	0.7	10.9	294	4.0
Tindle Radio Group	Y	1540	295	19	1.9	9.9	2933	8.5
103.4 The Beach	Y	175	53	30	3.4	11.2	595	16.3
Channel 103 FM	Y	73	38	52	5.4	10.4	391	24.8
Delta FM	Y	94	18	19	1.8	9.7	172	8.1
Dream 100 (Colchester)/ Dream 107.7 FM (Chelmsford)	Y	402	55	14	1.4	9.9	549	5.9
Dream 100	Y	178	37	21	2.5	11.8	440	10.4
Dream 107.7 FM	Y	223	18	8	0.5	6.0	109	2.1
Island FM 104.7	Y	49	24	49	7.2	14.7	353	37.4
Kick and Kestrel	Y	214	48	22	2.0	9.0	429	8.2
Kestrel FM	Y	131	30	23	2.4	10.2	308	9.4
Kick FM	Y	84	17	21	1.4	6.9	120	6.1
North Norfolk Radio	Y	91	18	20	2.2	11.0	201	9.1
99.9 Radio Norwich	H	490	32	7	0.4	6.3	204	2.0
Win 107.2	Y	128	11	8	0.3	4.0	43	1.6
Town 102 FM	H	290	31	11	0.8	7.7	242	4.0
Total Town and Country Broadcasting	Y	727	155	21	2.0	9.5	1471	9.4
Radio Hampshire (formerly The Saint)	Y	393	38	10	0.7	7.2	271	3.2
Town and Country Broadcasting (South and West Wales)	Y	335	117	35	3.6	10.2	1200	16.9
106.3 Bridge FM	Y	118	35	30	3.2	10.8	380	14.5
97.1 Radio Carmarthenshire ³	Y	125	34	27	2.2	8.2	277	10.6
102.5 Radio Pembrokeshire	Y	92	48	53	5.9	11.2	542	28.9
Total UKRD	H	2749	460	17	1.7	9.9	4573	7.8
Pirate FM	H	466	143	31	3.5	11.3	1618	14.0
Star Radio West	H	731	54	7	0.9	12.6	679	4.2
Star Radio in Bristol	H	446	30	7	1.0	14.7	439	4.4
Star Radio in Cheltenham	Y	158	9	6	0.6	9.6	89	2.7
Star Radio in North Somerset	Y	126	22	18	1.9	10.7	241	8.3

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	Adult (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
The County Sound Radio Network	H	570	152	27	2.5	9.2	1398	11.3
County Sound 1566	H	570	17	3	0.3	9.3	156	1.3
96.4 The Eagle	H	570	140	25	2.2	8.9	1242	10.0
Total UKRD East	H	484	92	19	1.6	8.6	792	7.2
Fen Radio 107.5	Y	78	16	20	1.9	9.4	146	6.5
KL.FM 96.7	Y	146	49	33	3.2	9.5	461	13.5
Star Radio in Cambridge	Y	287	30	10	0.6	5.9	176	3.0
96.2 The Revolution	H	498	19	4	0.2	4.4	86	1.1
UTV Radio (inc talkSPORT)	H	50334	3643	7	0.6	8.5	30907	3.0
UTV Radio (excl. talkSPORT)	H	7862	1416	18	1.6	8.7	12348	7.8
Imagine FM	H	372	34	9	0.6	7.0	241	3.4
107.6 Juice FM	H	969	150	15	0.7	4.7	698	3.8
Peak 107 FM	H	407	106	26	2.7	10.5	1111	13.4
The Pulse/Pulse Classic Gold	H	823	146	18	1.3	7.6	1106	7.1
The Pulse	H	823	126	15	1.1	6.9	873	5.6
Pulse Classic Gold	H	823	44	5	0.3	5.3	233	1.5
Signal One & Signal Two	H	760	258	34	3.9	11.5	2959	16.4
Signal One	H	760	247	32	3.3	10.1	2503	13.9
Signal Two	H	760	54	7	0.6	8.4	456	2.5
Talk 107	H	1000	29	3	0.2	5.8	167	0.9
107.4 Tower FM	H	435	68	16	1.1	7.0	478	5.9
UTV Radio - South Wales	H	794	213	27	2.7	9.9	2105	12.3
Total Swansea Sound/ 96.4 FM The Wave	H	447	160	36	3.6	10.0	1604	17.6
96.4 FM The Wave	H	447	113	25	2.0	7.9	894	9.8
Swansea Sound - 1170 MW	H	447	72	16	1.6	9.9	711	7.8
Valleys Radio	H	347	53	15	1.4	9.4	501	6.3
U105	H	784	99	13	1.3	10.2	1016	5.7
Radio Wave 96.5 FM	Y	241	60	25	2.6	10.2	615	11.9
Wave 102 FM	Y	171	25	15	1.4	9.9	248	7.8
102.4 Wish/107.2 Wire	Y	700	177	25	1.8	7.3	1289	9.3
107.2 Wire FM	Y	273	62	23	1.7	7.4	462	8.5
102.4 Wish FM	H	463	107	23	1.7	7.2	769	8.4
107.7 The Wolf	H	429	41	10	0.8	8.2	337	3.8
Yorkshire Radio	H	4902	32	1	*	7.0	225	0.2

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	31230	62	8.8	14.1	441457	43.3
Children 4-14	Q	7872	5301	67	6.5	9.7	51327	66.7
15-24	Q	8104	6043	75	9.8	13.1	79304	59.4
25-44	Q	17108	11829	69	10.0	14.5	171378	51.3
45-64	Q	15303	9327	61	9.1	14.9	138736	40.4
65+	Q	9819	4032	41	5.3	12.9	52039	24.9
Main Shoppers	Q	38060	22990	60	8.6	14.3	327988	42.0
Main Shoppers with children	Q	11783	8214	70	10.1	14.5	119497	52.9
ABC1	Q	26979	16741	62	7.5	12.0	201490	37.9
C2DE	Q	23354	14489	62	10.3	16.6	239968	49.1
ALL BBC 15+	Q	50334	32893	65	11.0	16.9	555204	54.4
Children 4-14	Q	7872	3841	49	2.9	6.0	23089	30.0
15-24	Q	8104	4559	56	6.2	11.1	50539	37.8
25-44	Q	17108	10676	62	9.0	14.5	154431	46.2
45-64	Q	15303	10496	69	12.9	18.8	196946	57.3
65+	Q	9819	7162	73	15.6	21.4	153287	73.5
Main Shoppers	Q	38060	25028	66	11.5	17.4	436061	55.8
Main Shoppers with children	Q	11783	7092	60	8.6	14.2	100959	44.7
ABC1	Q	26979	19469	72	11.9	16.4	320220	60.2
C2DE	Q	23354	13424	57	10.1	17.5	234984	48.1

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	25th June 2007 - 16th September 2007	30,724
H	26th March 2007 - 16th September 2007	62,848
Y	18th September 2006 - 16th September 2007	128,594