

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th September 2008



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	45084	89	19.8	22.3	1003261	100.0
ALL BBC	Q	32981	65	10.8	16.7	550398	54.9
ALL BBC 15-44	Q	15248	60	7.8	12.9	197313	44.0
ALL BBC 45+	Q	17734	70	13.9	19.9	353085	63.7
All BBC Network Radio ¹	Q	29331	58	9.0	15.6	456877	45.5
BBC Local/Regional	Q	9296	18	1.8	10.1	93521	9.3
ALL COMMERCIAL	Q	31180	61	8.5	13.9	432016	43.1
ALL COMMERCIAL 15-44	Q	17661	70	9.5	13.6	239849	53.5
ALL COMMERCIAL 45+	Q	13519	53	7.5	14.2	192167	34.6
All National Commercial ¹	Q	13936	27	2.2	7.9	110510	11.0
All Local Commercial	Q	25125	50	6.3	12.8	321506	32.0
Other Listening	Q	3073	6	0.4	6.8	20847	2.1

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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		'000	%	per head	per listener		
All BBC Network Radio	Q	29331	58	9.0	15.6	456877	45.5
BBC Radio 1	Q	10871	21	1.9	9.1	98786	9.8
BBC Radio 2	Q	13061	26	3.2	12.3	160586	16.0
BBC Radio 3	Q	1947	4	0.2	6.1	11863	1.2
BBC Radio 4	Q	9448	19	2.3	12.2	115443	11.5
BBC Radio FIVE LIVE	Q	5830	11	0.9	7.8	45718	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	5939	12	1.0	8.1	48365	4.8
FIVE LIVE SPORTS EXTRA	Q	776	2	0.1	3.4	2646	0.3
BBC 6 Music	Q	552	1	0.1	6.9	3814	0.4
1Xtra from the BBC	Q	600	1	0.1	5.1	3066	0.3
BBC7	Q	887	2	0.1	5.7	5063	0.5
BBC Asian Network UK	Q	419	1	0.1	6.7	2805	0.3
BBC World Service	Q	1362	3	0.1	5.2	7086	0.7
All National Commercial	Q	13936	27	2.2	7.9	110510	11.0
The Arrow (UK)	H	190	*	*	6.0	1136	0.1
Chill	H	179	*	*	5.3	949	0.1
Classic FM	Q	5542	11	0.8	6.9	38220	3.8
Galaxy Network (UK) ²	H	3680	7	0.5	7.0	25699	2.5
Gold Network (UK) ²	H	971	2	0.2	9.4	9125	0.9
Heart Network (UK) ²	H	6857	14	1.1	8.0	54547	5.4
Heat	Q	458	1	*	2.5	1161	0.1
The Hits	Q	1597	3	0.1	3.6	5758	0.6
Total Kerrang! ²	H	1398	3	0.1	4.5	6335	0.6
Total Kiss Network ²	H	3198	6	0.4	5.8	18410	1.8
Total LBC (UK) ²	H	838	2	0.2	10.9	9097	0.9
Total Magic ²	Q	3355	7	0.4	6.8	22735	2.3
Mojo Radio	Q	259	1	*	4.7	1216	0.1
NME Radio	Q	215	*	*	2.8	606	0.1
Planet Rock	Q	633	1	0.1	7.9	4983	0.5
Q	Q	330	1	*	3.2	1067	0.1
Total Real Radio ²	H	1621	3	0.3	9.0	14622	1.5
Smash Hits Radio	Q	1003	2	0.1	3.5	3466	0.3
Total Smooth Radio ²	H	2773	5	0.5	8.8	24519	2.4
Sunrise Radio National ²	Q	489	1	0.1	5.8	2847	0.3
talkSPORT	Q	2313	5	0.4	8.1	18763	1.9
Total Virgin Radio	H	2348	5	0.3	6.2	14615	1.4
Virgin Radio Classic Rock	H	310	1	*	3.9	1196	0.1
Virgin Radio Xtreme	H	108	*	*	2.8	303	*
Total XFM (UK) ²	H	861	2	0.1	4.5	3892	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th September 2008



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	%				
BBC NETWORK RADIO								
BBC Radio 1	Q	50735	10871	21	1.9	9.1	98786	9.8
BBC Radio 2	Q	50735	13061	26	3.2	12.3	160586	16.0
BBC Radio 3	Q	50735	1947	4	0.2	6.1	11863	1.2
BBC Radio 4	Q	50735	9448	19	2.3	12.2	115443	11.5
BBC Radio FIVE LIVE	Q	50735	5830	11	0.9	7.8	45718	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50735	5939	12	1.0	8.1	48365	4.8
FIVE LIVE SPORTS EXTRA	Q	50735	776	2	0.1	3.4	2646	0.3
BBC 6 Music	Q	50735	552	1	0.1	6.9	3814	0.4
1Xtra from the BBC	Q	50735	600	1	0.1	5.1	3066	0.3
BBC7	Q	50735	887	2	0.1	5.7	5063	0.5
BBC Asian Network UK	Q	50735	419	1	0.1	6.7	2805	0.3
BBC World Service	Q	50735	1362	3	0.1	5.2	7086	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4310	947	22	1.6	7.1	6713	8.5
BBC Radio Ulster ³	Q	1408	478	34	4.3	12.6	6005	21.9
Total BBC Radio Wales/Cymru	Q	2477	521	21	2.8	13.1	6846	13.2
BBC Radio Wales	Q	2477	412	17	2.0	12.0	4944	9.5
BBC Radio Cymru	Q	2477	160	6	0.8	11.9	1903	3.7
LOCAL								
BBC Local Radio	Q	40940	7016	17	1.7	10.1	70768	8.7
BBC Radio Berkshire	H	772	120	16	0.9	5.7	681	4.8
BBC Radio Bristol	H	920	172	19	2.5	13.3	2288	11.9
BBC Radio Cambridgeshire	H	691	119	17	1.8	10.6	1258	8.8
BBC Radio Cornwall	H	450	121	27	3.7	13.7	1665	19.1
BBC Coventry and Warwickshire	H	653	86	13	0.9	6.5	555	4.2
BBC Radio Cumbria	H	404	109	27	3.2	12.0	1306	17.2
BBC Radio Derby	H	622	148	24	2.4	10.0	1485	12.3

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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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	230	24	3.1	12.9	2958	15.2
BBC Essex	H	1243	249	20	2.2	11.0	2743	9.8
BBC Radio Gloucestershire	H	477	100	21	2.0	9.3	932	9.7
BBC Hereford & Worcester	H	485	108	22	2.6	11.8	1284	14.1
BBC Radio Humberside	H	756	222	29	3.1	10.6	2360	13.6
BBC Radio Kent	H	1364	250	18	2.4	12.9	3223	9.8
BBC Radio Lancashire	H	1179	216	18	1.5	7.9	1709	7.5
BBC Radio Leeds	H	1588	237	15	1.2	7.8	1843	6.5
BBC Radio Leicester	H	783	153	20	1.9	9.8	1496	9.9
BBC Radio Lincolnshire	H	528	118	22	2.8	12.3	1459	12.8
BBC London 94.9	Q	10785	469	4	0.3	7.1	3310	1.6
BBC Radio Manchester	Q	2105	190	9	0.6	6.3	1197	3.1
BBC Radio Merseyside	H	1614	338	21	3.2	15.1	5086	15.1
BBC Radio Newcastle	H	1398	253	18	1.3	7.3	1839	6.8
BBC Radio Norfolk	H	749	186	25	2.6	10.4	1941	12.3
BBC Radio Northampton	H	464	93	20	1.8	8.9	831	9.9
BBC Radio Nottingham	H	772	190	25	2.8	11.2	2131	12.5
BBC Radio Oxford 95.2FM	H	508	82	16	1.2	7.5	618	6.3
BBC Radio Sheffield	H	1241	224	18	1.7	9.4	2107	9.1
BBC Radio Shropshire	H	376	102	27	4.2	15.4	1578	17.2
BBC Radio Solent**	H	1501	226	15	1.6	10.4	2347	7.8
BBC Solent for Dorset	Y	170	21	12	1.0	8.3	173	4.7
BBC Somerset	H	407	41	10	1.0	9.5	389	4.0
BBC Southern Counties Radio	Q	2408	212	9	0.8	8.6	1832	3.6
BBC Radio Stoke	H	592	166	28	2.9	10.2	1698	13.6
BBC Radio Suffolk	H	518	136	26	2.6	10.0	1353	12.8
BBC Tees	H	780	136	17	1.1	6.1	832	5.5
BBC Three Counties Radio	H	1253	142	11	0.9	8.1	1155	4.9
BBC WM (Birmingham & Black Country)	Q	2234	293	13	1.4	10.9	3188	7.1
BBC Radio Wiltshire/Swindon	H	528	84	16	2.0	12.8	1076	9.0
BBC Radio York	H	521	86	16	1.1	6.9	589	5.1
BBC Radio Guernsey	Y	50	18	36	5.0	13.9	252	28.3
BBC Radio Jersey	Y	74	31	42	5.1	12.2	381	23.1

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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	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		
NATIONAL								
The Arrow (UK)	H	50735	190	*	*	6.0	1136	0.1
Chill	H	50735	179	*	*	5.3	949	0.1
Classic FM	Q	50735	5542	11	0.8	6.9	38220	3.8
Galaxy Network (UK)	H	50735	3680	7	0.5	7.0	25699	2.5
Gold Network (UK)	H	50735	971	2	0.2	9.4	9125	0.9
Heart Network (UK)	H	50735	6857	14	1.1	8.0	54547	5.4
Heat	Q	50735	458	1	*	2.5	1161	0.1
The Hits	Q	50735	1597	3	0.1	3.6	5758	0.6
Total Kerrang!	H	50735	1398	3	0.1	4.5	6335	0.6
Total Kiss Network	H	50735	3198	6	0.4	5.8	18410	1.8
Total LBC (UK)	H	50735	838	2	0.2	10.9	9097	0.9
Total Magic	Q	50735	3355	7	0.4	6.8	22735	2.3
Mojo Radio	Q	50735	259	1	*	4.7	1216	0.1
NME Radio	Q	50735	215	*	*	2.8	606	0.1
Planet Rock	Q	50735	633	1	0.1	7.9	4983	0.5
Q	Q	50735	330	1	*	3.2	1067	0.1
Total Real Radio	H	50735	1621	3	0.3	9.0	14622	1.5
Smash Hits Radio	Q	50735	1003	2	0.1	3.5	3466	0.3
Total Smooth Radio	H	50735	2773	5	0.5	8.8	24519	2.4
Sunrise Radio National	Q	50735	489	1	0.1	5.8	2847	0.3
talkSPORT	Q	50735	2313	5	0.4	8.1	18763	1.9
Total Virgin Radio Network	H	50735	2628	5	0.3	6.1	16113	1.6
Total Virgin Radio	H	50735	2348	5	0.3	6.2	14615	1.4
Total Virgin (London)	H	10785	1010	9	0.6	6.5	6593	3.3
Virgin Radio London	H	10785	958	9	0.5	5.9	5670	2.8
Virgin Radio National	H	50735	1536	3	0.2	5.8	8943	0.9
Virgin Radio Classic Rock	H	50735	310	1	*	3.9	1196	0.1
Virgin Radio Xtreme	H	50735	108	*	*	2.8	303	*
Total XFM (UK)	H	50735	861	2	0.1	4.5	3892	0.4

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		
LOCAL								
All Local Commercial Radio	Q	50080	25056	50	6.4	12.8	320988	32.4
Abbey FM	Y	84	14	16	1.2	7.6	104	6.0
105-107 Atlantic FM	H	450	54	12	0.7	6.0	326	3.7
Bath FM	Y	102	15	14	0.6	4.0	59	2.7
Total Bauer Radio	H	50735	12469	25	2.2	9.0	111809	11.1
Total Bauer Radio ILR	H	36468	9725	27	2.4	8.9	87010	12.2
Big City Network	H	16034	4730	30	2.7	9.0	42763	13.9
Big City FM and AM	H	16160	5376	33	3.3	10.0	53788	17.3
Total Magic	Q	50735	3355	7	0.4	6.8	22735	2.3
Magic Network (ILR)	H	21247	2657	13	1.0	7.6	20249	5.0
Magic Network - North	H	10463	710	7	0.7	9.9	7008	3.4
Bauer Radio - North East	H	2195	732	33	3.2	9.5	6919	16.2
Big City Network - North East	H	2195	591	27	2.1	7.8	4615	10.8
Metro Radio	H	1453	398	27	2.1	7.7	3086	11.0
TFM Radio	H	807	198	25	1.9	7.7	1529	9.7
Magic Network - North East	H	2195	233	11	1.0	9.9	2304	5.4
Magic 1152 (Newcastle)	H	1453	160	11	1.1	9.7	1550	5.5
Magic 1170 (Teesside)	H	807	75	9	0.9	10.1	754	4.8
Metro Radio/Magic 1152	H	1453	483	33	3.2	9.6	4636	16.5
TFM Radio/Magic 1170	H	807	257	32	2.8	8.9	2283	14.4
Bauer Radio - North West	H	5073	1475	29	2.6	9.0	13310	13.3
Big City Network - North West	H	4946	1315	27	2.2	8.5	11112	11.3
Radio City 96.7	H	1795	481	27	2.4	9.0	4330	11.5
Key 103 (Manchester)	H	2375	563	24	1.8	7.6	4298	9.4
97.4 Rock FM	H	1320	295	22	1.9	8.4	2483	9.6
Magic Network - North West	H	5039	234	5	0.4	9.4	2198	2.2
Magic 1548 (Liverpool)	H	1795	85	5	0.4	9.5	803	2.1
Magic 1152 (Manchester)	H	2375	95	4	0.4	10.5	998	2.2
Magic 999 (Preston)	H	1109	54	5	0.4	7.3	397	1.9
Key 103/Magic 1152 (Manchester)	H	2375	635	27	2.2	8.3	5296	11.6
Radio City 96.7/Magic 1548	H	1795	531	30	2.9	9.7	5133	13.7
97.4 Rock FM/Magic 999	H	1446	336	23	2.0	8.6	2880	10.3
Bauer Radio - Yorkshire	H	3229	954	30	2.8	9.5	9046	14.2
Big City Network - Yorkshire	H	3229	796	25	2.0	8.2	6541	10.3
96.3 Radio Aire	H	968	157	16	1.2	7.6	1185	7.0
Hallam FM	H	1320	385	29	2.5	8.7	3345	13.2
96.9 Viking FM	H	1133	260	23	1.8	7.7	2011	8.1

Source: RAJAR/Ipsos MORI/RSMB

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

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			'000	%	per head	per listener		
Magic Network - Yorkshire	H	3229	242	8	0.8	10.3	2505	3.9
Magic 828 (Leeds)	H	968	83	9	0.9	10.8	899	5.3
Magic AM (Sheffield)	H	1320	73	5	0.6	11.1	804	3.2
Magic 1161 (Hull)	H	1133	101	9	0.8	9.2	930	3.7
96.3 Radio Aire/Magic 828	H	968	221	23	2.2	9.4	2084	12.3
Hallam FM/Magic AM	H	1320	425	32	3.1	9.8	4149	16.4
96.9 Viking FM/Magic 1161	H	1133	327	29	2.6	9.0	2941	11.9
Total Kerrang!	H	50735	1398	3	0.1	4.5	6335	0.6
Kerrang! 105.2	H	3491	360	10	0.6	5.7	2066	2.8
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10785	2972	28	2.0	7.3	21673	10.6
Kiss 100 FM	Q	10785	1531	14	0.9	6.4	9767	4.8
Magic 105.4	Q	10785	1885	17	1.1	6.3	11907	5.8
Total Kiss Network	H	50735	3198	6	0.4	5.8	18410	1.8
Kiss East	H	2007	311	15	1.2	7.7	2380	5.7
Kiss West	H	2314	295	13	1.0	7.8	2298	4.5
Bauer Radio Total Scotland	H	4280	1694	40	4.4	11.2	18987	24.5
Big City Scotland	Y	4046	1374	34	3.4	9.9	13645	18.4
Bauer Radio Central Scotland	H	2817	1020	36	3.9	10.8	11002	22.1
Total Radio Clyde	H	1831	683	37	3.9	10.6	7206	22.8
Clyde 1 FM	H	1831	589	32	2.8	8.7	5137	16.2
Clyde 2	H	1831	238	13	1.1	8.7	2069	6.5
Total Radio Forth	H	1080	340	31	3.5	11.2	3795	19.0
ForthOne	H	1080	308	28	3.0	10.4	3207	16.1
Forth2	H	1080	94	9	0.5	6.3	588	2.9
C.F.M.Radio	Y	245	87	36	4.2	11.8	1028	21.8
Moray Firth Radio	Y	231	112	49	4.7	9.7	1085	22.4
Total Northsound Radio	Y	309	132	43	5.3	12.4	1631	27.2
Northsound One	Y	309	118	38	3.6	9.5	1113	18.5
Northsound Two	Y	309	50	16	1.7	10.4	518	8.6
Radio Borders	Y	104	56	54	6.6	12.1	683	31.0
Total Radio Tay	H	370	155	42	5.5	13.2	2051	28.9
Tay-FM	H	370	101	27	2.7	10.1	1017	14.4
Tay-AM	H	370	83	22	2.8	12.4	1033	14.6
West Sound ³	H	386	161	42	4.8	11.5	1854	26.8
Downtown Radio (DTR)/ 97.4 Cool FM	H	1383	521	38	4.0	10.6	5527	20.8
97.4 Cool FM	H	947	322	34	3.3	9.6	3093	16.8

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Downtown Radio (DTR)	H	1383	238	17	1.8	10.2	2433	9.1
Wave 105 FM	H	1711	404	24	2.3	9.6	3879	11.3
107 The Bee	Y	184	23	13	2.0	15.5	362	9.3
Big L Radio	H	2373	5	*	*	7.9	38	0.1
Brunel FM	Y	180	19	11	0.8	7.5	146	3.8
Central FM	Y	214	41	19	1.6	8.4	345	8.9
Chester's Dee 106.3	Y	185	33	18	1.7	9.3	307	7.9
Club Asia 963+972AM	H	10785	184	2	0.1	5.4	1002	0.5
Total CN Radio	Y	1826	381	21	1.7	7.9	3024	8.0
The Bay	H	321	95	30	2.5	8.3	788	13.3
Citybeat 96.7/102.5FM	H	543	145	27	1.6	6.0	874	8.2
CN Radio Midlands	Y	962	142	15	1.4	9.2	1310	6.4
Rugby FM	Y	69	20	30	2.8	9.4	192	14.2
Touchradio Staffs	Y	244	30	12	1.4	11.4	344	6.5
Touchradio - South Midlands	Y	649	92	14	1.2	8.5	774	5.6
107.6FM Touchradio - Banbury	Y	83	19	22	1.7	7.8	144	8.0
96.2FM Touchradio - Coventry	Y	283	31	11	0.5	4.5	138	2.5
102FM Touchradio - Warks, Worcs, Cotswolds	Y	283	42	15	1.7	11.6	492	7.5
Connect FM	Y	221	39	18	1.9	10.8	425	9.2
107.9 Dune FM	Y	206	15	7	0.3	4.2	61	1.6
3FM	Y	67	15	22	2.8	12.6	184	12.5
Fresh Radio	H	194	14	7	0.7	9.4	131	3.7
Total Global Radio (UK)	H	50735	18115	36	3.3	9.3	168123	16.7
The Arrow (UK)	H	50735	190	*	*	6.0	1136	0.1
Chill	H	50735	179	*	*	5.3	949	0.1
Classic FM	Q	50735	5542	11	0.8	6.9	38220	3.8
Galaxy Network (UK)	H	50735	3680	7	0.5	7.0	25699	2.5
Gold Network (UK)	H	50735	971	2	0.2	9.4	9125	0.9
Heart Network (UK)	H	50735	6857	14	1.1	8.0	54547	5.4
Total LBC (UK)	H	50735	838	2	0.2	10.9	9097	0.9
Total XFM (UK)	H	50735	861	2	0.1	4.5	3892	0.4
Global Radio London (ILR)	Q	10785	3977	37	3.8	10.2	40759	19.9
Global Radio (ILR)	H	41773	12784	31	2.9	9.4	119710	14.5
Fun Radio	H	10785	19	*	*	2.8	53	*
Galaxy Network (ILR)	H	26053	3217	12	0.9	7.3	23366	4.7
Choice FM London	Q	10785	457	4	0.3	7.3	3355	1.6
Galaxy Birmingham	H	2089	389	19	1.4	7.3	2827	6.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th September 2008



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		
Galaxy Manchester	H	2792	493	18	1.2	6.8	3363	6.2
Galaxy North East	H	2171	465	21	1.7	7.9	3657	8.7
Galaxy Yorkshire	H	4399	977	22	1.6	7.3	7144	8.3
103.2 Power FM	H	1118	206	18	1.2	6.3	1291	5.9
XFM Scotland	H	2699	211	8	0.5	6.7	1409	2.9
XFM Scotland (East)	H	1176	87	7	0.5	7.3	630	2.9
XFM Scotland (West)	H	1700	138	8	0.5	6.5	904	3.1
Gold Network (ILR)	H	28904	833	3	0.3	9.5	7927	1.4
Gold Bedford	H	594	19	3	0.3	10.0	187	1.6
Gold Berkshire/North Hampshire	H	728	22	3	0.2	7.9	179	1.3
Gold Birmingham	H	2043	39	2	0.2	8.6	332	0.8
Gold Bristol/Bath/Wiltshire	H	1322	63	5	0.7	14.3	908	3.2
Gold Coventry	H	647	19	3	0.1	4.9	92	0.7
Gold Crawley	H	366	10	3	0.2	5.6	56	0.7
Gold Derby	H	451	13	3	0.1	5.2	65	0.8
Gold Devon	H	531	29	6	0.5	9.5	278	2.4
Gold Dorset	H	599	22	4	0.4	10.8	235	1.9
Gold Essex	H	1207	37	3	0.2	7.4	273	1.0
Gold Gloucester	H	402	10	3	0.4	14.7	149	1.8
Gold Hampshire	H	1118	29	3	0.4	14.7	422	1.9
Gold Kent	H	1155	28	2	0.3	10.5	296	1.1
Gold London	Q	10785	322	3	0.3	9.3	3000	1.5
Gold Luton	H	1029	44	4	0.4	10.1	445	2.3
Gold Manchester	H	2375	46	2	0.1	5.3	247	0.5
Gold Norfolk/Suffolk	H	1190	38	3	0.4	13.2	498	2.0
Gold Norfolk	H	639	17	3	0.3	11.2	191	1.5
Gold Suffolk	H	558	21	4	0.6	14.8	307	2.5
Gold North Wales/Cheshire	H	378	4	1	*	3.4	13	0.2
Gold Northampton	H	535	18	3	0.3	8.6	157	1.6
Gold Nottingham	H	1134	36	3	0.3	8.0	289	1.2
Gold Peterborough	H	576	19	3	0.2	6.8	131	1.1
Gold Plymouth	H	332	12	4	0.5	13.0	161	2.8
Gold Sussex	H	1001	42	4	0.4	10.3	433	1.9
Gold South East Wales	H	972	35	4	0.5	13.3	469	2.2
Gold Wolverhampton	H	1295	17	1	0.1	11.4	189	0.6
Heart Network (ILR)	H	27933	6502	23	1.9	8.1	52594	9.4
The Buzz 97.1 FM	H	439	38	9	0.4	4.6	173	2.2
Champion 103 FM	Y	122	32	26	2.5	9.7	311	14.5

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96.9 Chiltern FM (Bedford)	H	391	104	27	1.8	6.7	694	9.1
97.6 Chiltern FM (Dunstable/Luton)	H	742	174	23	1.6	7.0	1215	9.4
Coast 96.3	Y	241	43	18	1.7	9.7	414	8.5
2CR FM	H	599	130	22	1.1	5.1	668	5.5
Essex FM ³	H	1207	354	29	3.0	10.2	3600	13.0
FOX FM	H	657	158	24	1.8	7.7	1214	9.2
100.7 Heart FM	H	3525	781	22	1.8	8.1	6349	8.6
Heart 106	H	2120	341	16	1.3	8.0	2744	6.4
Heart 106.2 FM	Q	10785	1781	17	1.1	6.5	11660	5.7
102.7 Hereward FM	H	384	109	28	2.0	7.2	786	9.7
Horizon Radio	Y	226	81	36	3.4	9.5	771	15.6
Gemini FM Total	Y	532	143	27	2.3	8.5	1210	10.4
Gemini FM East (Exeter Area)	Y	306	82	27	2.4	9.1	747	10.7
Gemini FM West (Torbay Area)	Y	226	61	27	2.1	7.6	463	10.0
GWR	H	1322	371	28	2.7	9.6	3545	12.6
Invicta FM	H	1155	347	30	2.9	9.6	3348	12.1
Lantern FM 96.2 and 97.3	Y	132	42	32	2.9	9.1	385	12.7
Marcher Sound	H	378	57	15	1.4	9.4	536	7.0
Northants 96	H	535	112	21	1.3	6.2	689	7.1
Ocean	H	1007	177	18	1.5	8.4	1486	7.4
Orchard FM	H	339	118	35	3.7	10.6	1257	15.5
97 FM Plymouth Sound	H	332	96	29	1.8	6.3	603	10.6
Q103	H	432	106	24	2.1	8.5	898	9.9
Radio Broadland	H	639	170	27	2.2	8.2	1388	11.2
102.4 Severn Sound FM	H	402	108	27	2.2	8.3	899	11.0
SGR FM Total	H	674	174	26	2.1	8.3	1443	9.8
SGR FM	H	558	135	24	1.9	7.8	1054	8.6
SGR Colchester	Y	182	46	25	2.2	8.7	401	11.0
Southern FM	H	1001	292	29	2.8	9.8	2853	12.8
South Hams Radio	Y	66	13	20	2.6	13.1	170	11.8
2-TEN FM	H	728	203	28	1.7	6.2	1263	9.4
The Hit Music Network (ILR)	H	17491	3329	19	1.4	7.3	24314	7.1
95.8 Capital Radio	Q	10785	1590	15	1.0	7.0	11133	5.4
Beacon Radio	H	1295	223	17	1.5	8.5	1882	6.1
96.4 BRMB	H	2043	381	19	1.3	6.8	2586	6.1
105.4 Leicester Sound FM	H	603	123	20	1.2	6.1	746	6.5

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Mercia	H	647	156	24	1.7	7.2	1123	8.6
Mercury FM (Herts)	H	329	25	8	0.4	5.6	140	2.3
Mercury FM (Surrey & Sussex)	H	366	95	26	2.4	9.3	883	11.2
RAM FM	H	451	99	22	1.4	6.5	639	7.5
Red Dragon	H	972	291	30	2.5	8.5	2477	11.4
96 Trent FM	H	1134	324	29	2.4	8.5	2770	11.5
Wyvern FM	H	492	91	19	1.8	9.8	888	9.5
LBC (ILR)	Q	10785	788	7	0.9	11.7	9175	4.5
- was Total LBC (ILR)								
LBC 97.3	Q	10785	647	6	0.7	11.5	7471	3.7
LBC News 1152	Q	10785	345	3	0.2	4.9	1705	0.8
XFM (ILR)	H	13577	692	5	0.2	4.6	3169	1.2
XFM 104.9	Q	10785	463	4	0.2	5.3	2436	1.2
XFM Manchester	H	2792	184	7	0.3	4.7	864	1.6
Total GMG Radio	H	50735	5139	10	0.9	9.3	47702	4.7
Total Real Radio/Century Radio	H	50735	2711	5	0.5	8.4	22843	2.3
GMG Radio North West (Century Radio (North West)/ Smooth Radio (North West))	Q	5190	1174	23	2.0	9.0	10583	10.5
GMG Radio North East (Century Radio (North East)/ Smooth Radio (North East))	H	2195	665	30	2.7	8.9	5934	13.9
Century Radio (North East/ North West)	H	7385	1094	15	1.1	7.5	8221	5.6
Century Radio (North East)	H	2195	449	20	1.5	7.1	3186	7.5
Century Radio (North West)	Q	5190	579	11	0.9	7.9	4591	4.6
Total Real Radio	H	50735	1621	3	0.3	9.0	14622	1.5
Real Radio (Scotland/ Wales/Yorkshire)	H	7214	1475	20	1.9	9.4	13815	10.3
Real Radio (Scotland)	H	2676	759	28	2.8	9.9	7522	15.9
Real Radio (Wales)	H	1763	394	22	2.2	9.7	3830	10.3
Real Radio (Yorkshire)	H	2775	322	12	0.9	7.6	2463	4.9
GMG Radio Scotland (Real Radio/96.3 Rock Radio/ Smooth Radio (Glasgow))	H	2860	925	32	3.5	10.9	10118	20.0
Real Radio (Scotland)/ 96.3 Rock Radio	H	2676	783	29	2.9	10.0	7861	16.6
96.3 Rock Radio	H	810	47	6	0.4	7.2	340	2.5
Total Smooth Radio	H	50735	2773	5	0.5	8.8	24519	2.4

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Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow/North East)	H	25641	2436	9	0.9	9.2	22493	4.5
Smooth Radio (East & West Midlands)	H	5594	680	12	1.5	12.1	8249	7.1
Smooth Radio (East Midlands)	H	2110	287	14	1.4	10.2	2936	6.9
Smooth Radio (West Midlands)	H	3525	395	11	1.5	13.5	5347	7.2
Smooth Radio (Glasgow)	H	1878	216	12	1.2	10.4	2257	6.9
Smooth Radio (London)	Q	10785	538	5	0.3	5.6	2990	1.5
Smooth Radio (North East)	H	2195	315	14	1.3	8.7	2748	6.4
Smooth Radio (North West)	Q	5190	752	14	1.2	8.0	5992	5.9
JACKfm Oxfordshire	H	411	62	15	1.0	6.5	406	5.2
106 JACKfm	H	411	44	11	0.8	7.4	326	4.2
Oxford's FM107.9	H	411	23	6	0.2	3.5	80	1.0
KCFM 99.8	H	473	64	14	0.9	7.0	449	4.0
Kingdom FM	Y	292	64	22	2.0	9.1	584	10.5
kmfm Group	H	980	161	16	1.9	11.7	1883	7.9
kmfm East	H	469	108	23	2.8	12.4	1331	11.9
kmfm West	H	512	54	10	1.1	10.3	552	4.4
Lincs FM Group	Y	2175	630	29	3.2	11.0	6955	15.6
Lincs FM 102.2 ³	H	894	342	38	4.5	11.8	4037	20.8
Oak FM	Y	262	41	16	1.8	11.5	470	9.2
Oak FM (Hinckley) (formerly Fosseway Radio)	Y	149	23	15	2.3	15.4	349	11.4
Oak FM (Loughborough)	Y	113	18	16	1.1	6.6	121	6.0
White Rose Radio Network (Lincs FM Group)	Y	1036	249	24	2.3	9.5	2366	11.6
Dearne FM	Y	225	73	33	3.2	9.8	718	15.9
Ridings FM	Y	294	41	14	1.5	10.4	428	8.3
Rother FM	Y	205	38	19	1.4	7.3	280	6.5
Trax FM	H	362	100	28	2.7	9.7	978	13.4
Lite FM	Y	186	31	17	1.7	9.8	308	7.4
The Litt Radio Group (London)	Y	10786	465	4	0.3	7.5	3487	1.7
Easy Radio	H	10785	18	*	*	2.7	48	*
South London Radio 107.3 FM (South FM)	H	1472	18	1	0.1	6.2	112	0.4
Time FM 106.6	Y	278	22	8	0.6	7.0	157	2.8
Time FM 106.8	H	555	14	3	0.1	4.6	66	0.6
Time FM 107.5	Y	397	21	5	0.5	9.7	199	2.9

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The Sunrise Group	H	50735	528	1	0.1	6.7	3510	0.3
Kismet Radio 1035 (Greater London)	Q	10785	76	1	*	7.0	532	0.3
Punjabi Radio (was Yarr Radio)	H	10785	25	*	*	4.3	109	0.1
Sunrise Radio (Greater London)	Q	10785	345	3	0.2	6.1	2098	1.0
Sunrise Radio National	Q	50735	489	1	0.1	5.8	2847	0.3
Palm FM	Y	226	27	12	0.8	7.2	192	4.1
The Local Radio Company	Y	3352	721	22	1.8	8.4	6063	8.7
Group Total								
Alpha 103.2	Y	141	25	18	1.0	5.6	142	5.5
107.8 Arrow FM for Hastings	Y	114	23	20	1.6	7.7	179	6.3
2BR	Y	195	55	28	2.7	9.6	525	12.6
Durham FM	Y	247	32	13	0.7	5.3	167	3.7
Fire 107.6 FM	Y	283	31	11	0.8	7.3	231	3.8
IOW Radio	Y	119	37	31	3.5	11.1	413	17.9
Minster FM	H	330	90	27	2.2	7.9	715	9.6
Total Mix	Y	255	51	20	1.4	7.0	359	7.2
Mix 96	Y	121	35	29	2.1	7.5	259	10.1
Mix 107	Y	134	16	12	0.7	6.1	100	4.1
107.4 The Quay	Y	371	43	11	0.6	5.5	233	3.1
106.9 Silk FM	Y	179	25	14	1.0	7.3	180	5.0
107.5 Sovereign Radio	Y	150	33	22	2.0	9.3	305	8.7
Spire FM	Y	112	44	39	3.8	9.7	427	15.5
Spirit FM	Y	207	50	24	1.9	8.0	401	8.9
97.2 Stray FM	Y	144	47	33	2.8	8.7	410	13.2
Sun FM	Y	269	64	24	2.5	10.6	680	13.9
Wessex FM	Y	121	38	31	2.8	8.8	334	13.3
Yorkshire Coast Radio	Y	115	43	38	3.3	8.8	380	15.9
Radio Mansfield 103.2	Y	153	45	30	2.6	8.7	394	11.7
Manx Radio	Y	67	33	50	6.1	12.3	409	27.8
106.7 Merseyside's KCR FM	Y	293	2	1	0.2	32.3	56	0.8
Total Midwest Radio	Y	189	42	22	2.1	9.3	391	8.4
Midwest Radio (Ivel FM)	Y	131	28	21	2.4	11.5	317	9.4
Midwest Radio (Vale FM)	Y	58	14	24	1.3	5.2	74	5.8
Northern Media Group	Y	553	123	22	1.6	7.1	867	8.5
Five FM	Y	78	16	21	2.0	9.8	160	10.6
Q102.9FM/Q97.2FM/Q101.2FM	Y	292	72	25	1.6	6.3	454	8.4
Seven FM	Y	141	24	17	1.0	5.9	138	5.2

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Six FM	Y	87	12	14	1.3	9.6	114	7.6
Original 106fm (Solent)	H	1642	39	2	0.1	2.8	110	0.3
Original 106.5fm (Bristol)	H	573	25	4	0.3	7.8	195	1.6
Pennine FM (formerly 107.9 Home FM)	Y	201	22	11	0.6	5.2	116	3.0
Premier Christian Radio	Q	10785	147	1	0.2	14.8	2169	1.1
QuayWest FM	H	108	20	19	1.8	9.5	194	7.9
Reading 107 FM	Y	268	37	14	0.6	4.4	164	3.5
96.2 The Revolution	H	504	19	4	0.2	4.9	91	1.0
Star Radio in Cheltenham	Y	157	9	6	0.4	6.1	56	1.8
Sunshine Radio	H	670	27	4	0.5	13.2	360	2.8
Tindle Radio Group	Y	1687	302	18	1.8	9.9	2979	8.4
Tindle Radio Anglia	Y	1249	177	14	1.3	8.9	1580	6.1
103.4 The Beach	Y	179	54	30	2.7	8.9	483	14.2
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	414	49	12	1.2	10.0	493	5.7
Dream 100	Y	187	31	17	1.8	11.0	340	8.5
Dream 107.7 FM	Y	227	18	8	0.7	8.4	153	3.3
North Norfolk Radio	Y	92	16	17	1.6	9.4	151	7.0
99.9 Radio Norwich	H	317	31	10	0.8	7.8	242	3.9
Town 102 FM	Y	299	27	9	0.7	8.0	217	3.5
Channel 103 FM	Y	74	38	51	6.0	11.9	448	27.2
Delta FM	Y	93	16	17	1.7	10.3	162	8.1
Island FM 104.7	Y	50	23	47	7.3	15.7	369	41.4
Kick and Kestrel	Y	220	48	22	1.9	8.8	420	8.4
Kestrel FM	Y	134	35	26	2.3	8.7	302	9.2
Kick FM	Y	86	13	16	1.4	8.8	118	6.9
Total Town and Country Broadcasting	H	1963	223	11	0.8	7.5	1663	4.1
107.8 Radio Hampshire	Y	404	24	6	0.3	4.9	117	1.4
Town and Country Broadcasting (South and West Wales)	H	1558	198	13	1.0	7.7	1522	4.7
106.3 Bridge FM	Y	120	40	33	2.4	7.3	293	12.3
Nation Radio (was XFM South Wales)	H	1387	45	3	0.1	3.2	143	0.5
97.1 Radio Carmarthenshire ³	Y	125	36	29	2.1	7.0	256	11.3
102.5 Radio Pembrokeshire	Y	90	45	50	5.7	11.3	513	29.5
102.1 Swansea Bay Radio	H	449	36	8	0.6	7.9	281	3.3
3TR	Y	67	15	22	2.7	12.3	180	12.5

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Total UKRD	H	2006	390	19	1.7	9.0	3504	8.7
Pirate FM	H	475	127	27	3.0	11.3	1435	15.4
Star Radio West	H	576	49	9	0.7	8.3	408	3.3
Star Radio in Bristol	H	444	25	6	0.5	9.3	237	2.5
Star Radio in North Somerset	Y	132	22	17	1.5	9.3	204	7.5
The County Sound Radio Network	H	529	123	23	1.5	6.4	781	7.7
County Sound 1566	H	529	8	2	0.1	6.2	51	0.5
96.4 Eagle Radio	H	529	117	22	1.4	6.2	729	7.2
Total UKRD East	H	426	92	21	2.1	9.6	881	10.3
KL.FM 96.7	Y	149	51	34	3.3	9.8	497	14.3
Star Radio in Cambridge	Y	279	38	14	1.1	8.0	306	5.4
UTV Radio (inc. talkSPORT)	H	50735	3617	7	0.6	8.4	30558	3.0
UTV Radio (excl. talkSPORT)	H	7727	1329	17	1.5	8.7	11567	7.5
Imagine FM	H	374	35	9	0.5	5.2	186	2.8
107.6 Juice FM	H	956	147	15	0.7	4.8	703	3.5
Peak 107 FM	H	410	74	18	1.9	10.6	784	9.5
The Pulse/Pulse Classic Gold	H	837	134	16	1.0	6.3	839	5.4
The Pulse	H	837	122	15	0.8	5.6	682	4.4
Pulse Classic Gold	H	837	28	3	0.2	5.5	157	1.0
Signal One & Signal Two	H	768	277	36	4.1	11.4	3152	19.0
Signal One	H	768	264	34	3.5	10.2	2695	16.2
Signal Two	H	768	58	8	0.6	7.9	458	2.8
Talk 107	H	1014	37	4	0.2	6.1	228	1.2
107.4 Tower FM	H	431	65	15	1.2	7.8	509	5.9
UTV Radio - South Wales	H	800	200	25	2.3	9.1	1813	11.3
Total Swansea Sound/ 96.4 FM The Wave	H	449	155	34	3.0	8.7	1351	16.1
96.4 FM The Wave	H	449	109	24	1.9	7.6	833	9.9
Swansea Sound - 1170 MW	H	449	65	14	1.2	8.0	518	6.2
Valleys Radio	H	351	45	13	1.3	10.3	462	6.0
U105	H	792	111	14	1.2	8.8	980	6.3
Radio Wave 96.5 FM	Y	241	74	31	3.4	10.9	808	17.0
102.4 Wish/107.2 Wire	Y	701	142	20	1.6	7.7	1093	7.7
107.2 Wire FM	Y	274	64	23	1.4	5.8	373	6.8
102.4 Wish FM	H	463	82	18	1.9	11.0	896	9.4
107.7 The Wolf	H	426	42	10	0.8	8.0	334	3.5
Wave 102 FM	Y	174	33	19	1.8	9.4	309	9.9
Yorkshire Radio	H	4988	50	1	*	4.1	203	0.2

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	31180	61	8.5	13.9	432016	43.1
Children 4-14	Q	7795	5601	72	6.7	9.3	52087	65.5
15-24	Q	8208	6024	73	9.3	12.7	76671	59.2
25-44	Q	17067	11637	68	9.6	14.0	163178	51.2
45-64	Q	15506	9423	61	9.1	15.0	141424	41.0
65+	Q	9953	4096	41	5.1	12.4	50744	24.2
Main Shoppers	Q	38853	23248	60	8.3	13.8	320687	41.3
Main Shoppers with children	Q	11350	7842	69	9.7	14.0	109866	52.0
ABC1	Q	27536	16847	61	6.9	11.3	190916	36.5
C2DE	Q	23199	14332	62	10.4	16.8	241100	50.2
ALL BBC 15+	Q	50735	32981	65	10.8	16.7	550398	54.9
Children 4-14	Q	7795	3763	48	3.2	6.7	25154	31.6
15-24	Q	8208	4768	58	6.0	10.4	49436	38.1
25-44	Q	17067	10480	61	8.7	14.1	147877	46.4
45-64	Q	15506	10604	68	12.7	18.6	197365	57.2
65+	Q	9953	7130	72	15.6	21.8	155720	74.3
Main Shoppers	Q	38853	25366	65	11.3	17.3	439874	56.7
Main Shoppers with children	Q	11350	6650	59	8.4	14.4	95782	45.4
ABC1	Q	27536	19916	72	11.7	16.2	322558	61.7
C2DE	Q	23199	13065	56	9.8	17.4	227840	47.4

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	23rd June 2008 - 14th September 2008	32,849
H	24th March 2008 - 14th September 2008	66,361
Y	17th September 2007 - 14th September 2008	129,983