QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th March 2011

RAJAR

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

Adults aged 15 and over: population 51,618,000

	Survey Period	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
ALL RADIO	Q	47266	92	20.5	22.4	1058098	100.0
ALL BBC	Q	35074	68	11.3	16.6	581870	55.0
ALL BBC 15-44	Q	15955	63	7.6	12.1	193775	43.1
ALL BBC 45+	Q	19120	73	14.8	20.3	388095	63.7
All BBC Network Radio[1]	Q	31889	62	9.5	15.3	488535	46.2
BBC Local/Regional	Q	10197	20	1.8	9.2	93335	8.8
ALL COMMERCIAL	Q	34046	66	8.7	13.3	451178	42.6
ALL COMMERCIAL 15-44	Q	18556	73	9.5	13.0	241582	53.8
ALL COMMERCIAL 45+	Q	15490	59	8.0	13.5	209596	34.4
All National Commercial[1]	Q	15943	31	2.4	7.7	123363	11.7
All Local Commercial (National TSA)	Q	27305	53	6.4	12.0	327815	31.0
Other Listening	Q	3255	6	0.5	7.7	25051	2.4

Source: RAJAR/Ipsos MORI/RSMB

[1] See note on back cover.
For survey periods and other definitions please see back cover.

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

Adults aged 15 and over: population 51,618,000

	Survey Period	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
All BBC Network Radio	Q	31889	62	9.5	15.3	488535	46.2
BBC Radio 1	Q	11825	23	1.8	7.8	92499	8.7
BBC Radio 2	Q	14537	28	3.3	11.6	169282	16.0
BBC Radio 3	Q	2258	4	0.3	6.1	13791	1.3
BBC Radio 4	Q	10829	21	2.5	12.0	130036	12.3
BBC Radio FIVE LIVE	Q	6653	13	0.9	7.1	47148	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6750	13	1.0	7.3	49410	4.7
FIVE LIVE SPORTS EXTRA	Q	799	2	*	2.8	2262	0.2
BBC 6 Music	Q	1297	3	0.2	8.1	10448	1.0
1Xtra from the BBC	Q	892	2	0.1	4.7	4202	0.4
BBC Radio 7	Q	1159	2	0.1	5.7	6662	0.6
BBC Asian Network UK	Q	500	1	0.1	6.1	3051	0.3
BBC World Service	Q	1790	3	0.2	5.1	9154	0.9
All National Commercial	Q	15943	31	2.4	7.7	123363	11.7
Total Absolute Radio (was Total Virgin Radio)	Q	1394	3	0.2	7.5	10457	1.0
Absolute 80s	Q	624	1	0.1	5.6	3488	0.3
Absolute Radio 90s	Q	317	1	*	3.6	1136	0.1
Absolute Radio 00s	Q	170	*	*	5.3	899	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	Q	342	1	*	4.8	1645	0.2
Capital Network (UK)[2]	H	6712	13	0.9	6.6	44043	4.2
Chill	H	172	*	*	3.1	526	0.1
Total Choice (UK)[2]	H	662	1	0.1	4.6	3075	0.3
Classic FM	Q	6086	12	0.8	6.7	40940	3.9
Gold Network (UK)[2]	H	1480	3	0.2	8.5	12638	1.2
Heart Network (UK)[2]	H	7435	14	1.0	6.9	51478	4.9
Heat	Q	626	1	*	3.5	2210	0.2
The Hits	Q	1141	2	0.1	3.7	4198	0.4
Jazz FM	Q	495	1	*	4.3	2112	0.2
Kerrang! UK[2]	H	1389	3	0.1	4.6	6430	0.6
Kiss UK[2]	H	4070	8	0.4	5.3	21418	2.0
Total LBC (UK)[2]	H	1181	2	0.2	10.7	12613	1.2
Magic UK[2]	Q	3819	7	0.5	6.2	23770	2.2
NME Radio	H	190	*	*	2.5	471	*
Planet Rock	Q	797	2	0.1	6.3	4984	0.5
Q	Q	290	1	*	2.6	765	0.1
Total Real Radio[2]	H	2479	5	0.4	8.8	21778	2.1
Smash Hits Radio	Q	1094	2	0.1	3.1	3361	0.3
Smooth Radio UK[2]	H	3084	6	0.4	7.5	23035	2.2
Sunrise Radio National[2]	Q	469	1	0.1	7.4	3490	0.3
talkSPORT	Q	3248	6	0.4	6.8	22244	2.1
Total XFM (UK)[2]	H	936	2	0.1	4.3	4006	0.4

Source: RAJAR/Ipsos MORI/RSMB

[2] See note on back cover.

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th March 2011

RAJAR

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 '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
BBC NETWORK RADIO								
BBC Radio 1	Q	51618	11825	23	1.8	7.8	92499	8.7
BBC Radio 2	Q	51618	14537	28	3.3	11.6	169282	16.0
BBC Radio 3	Q	51618	2258	4	0.3	6.1	13791	1.3
BBC Radio 4	Q	51618	10829	21	2.5	12.0	130036	12.3
BBC Radio FIVE LIVE	Q	51618	6653	13	0.9	7.1	47148	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51618	6750	13	1.0	7.3	49410	4.7
FIVE LIVE SPORTS EXTRA	Q	51618	799	2	*	2.8	2262	0.2
BBC 6 Music	Q	51618	1297	3	0.2	8.1	10448	1.0
1Xtra from the BBC	Q	51618	892	2	0.1	4.7	4202	0.4
BBC Radio 7	Q	51618	1159	2	0.1	5.7	6662	0.6
BBC Asian Network UK	Q	51618	500	1	0.1	6.1	3051	0.3
BBC World Service	Q	51618	1790	3	0.2	5.1	9154	0.9
NATIONAL REGIONAL								
BBC Radio Scotland	H	4353	1045	24	1.8	7.3	7633	9.2
BBC Radio Ulster[3]	H	1445	564	39	4.9	12.5	7033	24.0
Total BBC Radio Wales/Cymru	H	2518	559	22	2.5	11.1	6217	11.1
BBC Radio Wales	H	2518	459	18	1.9	10.2	4679	8.3
BBC Radio Cymru	H	2518	144	6	0.6	10.7	1539	2.7
LOCAL								
BBC Local Radio	Q	41663	7726	19	1.7	9.1	70440	8.2
BBC Radio Berkshire	H	796	109	14	1.0	7.4	811	5.0
BBC Radio Bristol	H	893	192	21	1.9	8.8	1690	8.1
BBC Radio Cambridgeshire	H	710	141	20	2.1	10.4	1466	9.3
BBC Radio Cornwall	H	459	141	31	4.2	13.7	1933	18.7
BBC Coventry and Warwickshire	H	666	81	12	0.8	6.9	553	4.2
BBC Radio Cumbria	H	407	156	38	3.9	10.0	1566	16.4
BBC Radio Derby	H	633	188	30	2.6	8.6	1617	12.8

Source: RAJAR/Ipsos MORI/RSMB

[3] See note on back cover.

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th March 2011

RAJAR

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 '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
BBC Radio Devon	H	983	245	25	2.7	10.8	2646	11.8
BBC Essex	H	1282	279	22	2.5	11.3	3147	10.5
BBC Radio Gloucestershire	H	482	89	18	1.8	9.7	865	8.4
BBC Hereford & Worcester	H	494	120	24	1.9	7.6	918	9.4
BBC Radio Humberside	H	768	214	28	3.0	10.7	2288	13.5
BBC Radio Kent	H	1390	268	19	2.0	10.3	2750	8.5
BBC Radio Lancashire	H	1184	250	21	1.6	7.6	1904	9.0
BBC Radio Leeds	H	1634	270	16	1.1	6.8	1827	5.8
BBC Radio Leicester	H	805	166	21	1.9	9.2	1523	9.2
BBC Radio Lincolnshire	H	541	116	21	2.7	12.7	1477	12.6
BBC London 94.9	Q	10983	557	5	0.3	6.8	3790	1.7
BBC Radio Manchester	H	2129	203	10	0.7	7.2	1456	3.6
BBC Radio Merseyside	H	1616	323	20	3.1	15.6	5046	15.6
BBC Radio Newcastle	H	1419	302	21	1.7	7.8	2368	9.7
BBC Radio Norfolk	H	769	226	29	2.9	9.8	2202	13.4
BBC Radio Northampton	H	481	109	23	2.2	9.9	1077	11.5
BBC Radio Nottingham	H	789	222	28	2.2	8.0	1772	10.8
BBC Oxford 95.2FM	H	518	60	12	1.0	8.2	496	5.3
BBC Radio Sheffield	H	1261	260	21	1.6	7.8	2031	8.4
BBC Radio Shropshire	H	379	110	29	2.8	9.7	1069	12.8
BBC Radio Solent**	H	1545	271	18	2.0	11.4	3080	9.4
BBC Solent for Dorset	Y	172	20	12	0.9	8.0	163	4.6
BBC Somerset	H	441	82	18	1.5	8.1	659	6.5
BBC Radio Stoke	H	598	183	31	2.6	8.4	1530	11.7
BBC Radio Suffolk	H	534	143	27	3.3	12.3	1756	15.2
BBC Sussex and BBC Surrey	H	2459	300	12	1.1	9.2	2754	5.0
BBC Tees	H	789	153	19	1.5	7.7	1177	7.9
BBC Three Counties Radio	H	1285	183	14	0.9	6.3	1152	4.6
BBC WM (Birmingham & Black Country)	H	2254	210	9	0.8	8.3	1733	4.1
BBC Radio Wiltshire/Swindon	H	542	90	17	1.1	6.5	590	4.7
BBC Radio York	H	535	92	17	1.6	9.2	845	7.6
BBC Radio Guernsey	Y	52	19	37	4.6	12.5	238	24.3
BBC Radio Jersey	Y	76	30	40	4.9	12.2	370	23.3

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th March 2011

RAJAR

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

NATIONAL	Survey Period	Adults (15+) Pop'n '000	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51618	2379	5	0.3	7.4	17625	1.7
Total Absolute Radio (was Total Virgin Radio)	Q	51618	1394	3	0.2	7.5	10457	1.0
Total Absolute Radio Network (London)	Q	10983	1008	9	0.7	7.3	7313	3.3
Total Absolute Radio (London) (was Total Virgin (London))	Q	10983	724	7	0.5	7.6	5487	2.5
Absolute Radio London (was Virgin Radio London)	Q	10983	604	5	0.4	6.8	4091	1.8
Absolute Radio National (was Virgin Radio National)	Q	51618	911	2	0.1	7.0	6366	0.6
Absolute 80s	Q	51618	624	1	0.1	5.6	3488	0.3
Absolute Radio 90s	Q	51618	317	1	*	3.6	1136	0.1
Absolute Radio 00s	Q	51618	170	*	*	5.3	899	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	Q	51618	342	1	*	4.8	1645	0.2
Capital Network (UK)	H	51618	6712	13	0.9	6.6	44043	4.2
Chill	H	51618	172	*	*	3.1	526	0.1
Total Choice (UK)	H	51618	662	1	0.1	4.6	3075	0.3
Classic FM	Q	51618	6086	12	0.8	6.7	40940	3.9
Gold Network (UK)	H	51618	1480	3	0.2	8.5	12638	1.2
Heart Network (UK)	H	51618	7435	14	1.0	6.9	51478	4.9
Heat	Q	51618	626	1	*	3.5	2210	0.2
The Hits	Q	51618	1141	2	0.1	3.7	4198	0.4
Jazz FM	Q	51618	495	1	*	4.3	2112	0.2
Kerrang! UK	H	51618	1389	3	0.1	4.6	6430	0.6
Kiss UK	H	51618	4070	8	0.4	5.3	21418	2.0
Total LBC (UK)	H	51618	1181	2	0.2	10.7	12613	1.2
Magic UK	Q	51618	3819	7	0.5	6.2	23770	2.2
NME Radio	H	51618	190	*	*	2.5	471	*
Planet Rock	Q	51618	797	2	0.1	6.3	4984	0.5
Q	Q	51618	290	1	*	2.6	765	0.1
Total Real Radio	H	51618	2479	5	0.4	8.8	21778	2.1
Smash Hits Radio	Q	51618	1094	2	0.1	3.1	3361	0.3
Smooth Radio UK	H	51618	3084	6	0.4	7.5	23035	2.2
Sunrise Radio National	Q	51618	469	1	0.1	7.4	3490	0.3
talkSPORT	Q	51618	3248	6	0.4	6.8	22244	2.1
Total XFM (UK)	H	51618	936	2	0.1	4.3	4006	0.4

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Survey Period Ending 27th March 2011

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
LOCAL								
All Local Commercial Radio (ILR)	Q	51024	27276	53	6.4	12.0	327556	31.3
107.8 Arrow FM for Hastings	Y	114	22	19	1.3	6.7	147	5.4
105-107 Atlantic FM	Y	458	71	15	1.1	7.1	498	4.6
Bauer Radio Total Portfolio	H	51618	13443	26	2.2	8.3	112107	10.7
Bauer Passion Portfolio	Q	51618	6631	13	0.7	5.8	38136	3.6
Bauer Passion Portfolio Digital Stations	Q	51618	2359	5	0.2	4.5	10534	1.0
Heat	Q	51618	626	1	*	3.5	2210	0.2
The Hits	Q	51618	1141	2	0.1	3.7	4198	0.4
Q	Q	51618	290	1	*	2.6	765	0.1
Smash Hits Radio	Q	51618	1094	2	0.1	3.1	3361	0.3
Total Bauer Radio ILR	H	36896	10398	28	2.4	8.4	87269	11.9
Bauer Place Portfolio Total	H	51618	8796	17	1.4	8.4	74008	7.0
Bauer Place Portfolio	H	28923	7885	27	2.4	8.7	68646	12.1
FM Bauer Place Portfolio	H	28770	7133	25	2.0	8.1	57633	10.2
Bauer Place Portfolio England	H	23430	5558	24	1.9	8.0	44507	9.7
FM Bauer Place Portfolio England	H	23277	5028	22	1.6	7.4	37269	8.2
Bauer Place Portfolio - North East	H	2227	749	34	3.1	9.1	6825	17.2
Bauer Middlesbrough	H	816	264	32	3.3	10.1	2658	17.2
Bauer Newcastle	H	1474	487	33	2.8	8.5	4167	16.5
Bauer Place Portfolio - North West	H	5109	1296	25	2.2	8.6	11093	11.3
Bauer Liverpool (inc. City Talk)	H	1802	530	29	2.6	8.9	4720	13.0
Bauer Liverpool	H	1802	509	28	2.5	8.7	4438	12.2
Bauer Manchester	H	2401	510	21	1.9	8.9	4537	9.7
Bauer Preston	H	1399	312	22	1.5	6.8	2117	8.2
Bauer Place Portfolio - Yorkshire	H	3115	929	30	2.7	9.0	8396	13.3
Bauer Hull	H	910	264	29	2.9	10.0	2628	13.2
Bauer Leeds	H	999	252	25	1.8	7.3	1836	9.2
Bauer Sheffield	H	1264	416	33	3.2	9.6	3983	16.3
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10983	3224	29	2.0	6.9	22214	10.0
Kiss 100 FM	Q	10983	1821	17	1.0	5.7	10465	4.7
Magic 105.4	Q	10983	1998	18	1.1	5.9	11749	5.3
FM Bauer Place Portfolio North East	H	2227	557	25	1.8	7.3	4074	10.3
Metro Radio	H	1474	366	25	1.7	6.8	2492	9.9
TFM Radio	H	816	191	23	1.9	8.3	1582	10.3
C.F.M (Bauer Carlisle)	Y	248	114	46	4.6	10.0	1133	20.0

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
Bauer FM Liverpool	H	1802	473	26	2.2	8.5	4005	11.0
Total City Talk/Magic 1548	H	1802	136	8	0.6	7.3	997	2.7
City Talk 105.9	H	1560	62	4	0.2	4.5	282	0.9
FM Bauer Place Portfolio North West	H	4956	1146	23	1.9	8.1	9308	9.8
Radio City 96.7	H	1802	451	25	2.1	8.2	3723	10.3
Key 103 (Manchester)	H	2401	440	18	1.6	8.6	3799	8.1
97.4 Rock FM	H	1246	286	23	1.4	6.3	1785	8.0
FM Bauer Place Portfolio Yorkshire	H	3115	741	24	1.8	7.7	5694	9.0
96.3 Radio Aire	H	999	158	16	0.9	5.8	911	4.5
Hallam FM	H	1264	373	29	2.4	8.2	3062	12.5
96.9 Viking FM	H	910	211	23	1.9	8.2	1722	8.7
Bauer Northern Ireland	H	1420	605	43	4.0	9.3	5646	19.6
97.4 Cool FM	H	971	376	39	3.4	8.9	3345	16.4
Downtown Radio (DTR)	H	1420	282	20	1.6	8.2	2301	8.0
Bauer Place Portfolio - Scotland	H	4083	1722	42	4.5	10.7	18492	23.8
FM Bauer Place Portfolio Scotland	Y	4084	1464	36	3.6	10.0	14708	18.9
Bauer Radio Central Scotland	H	2839	1042	37	3.7	10.0	10466	20.2
Scottish AMs	H	3516	469	13	1.1	8.1	3775	5.8
Bauer Glasgow	H	1840	701	38	3.6	9.6	6711	19.9
Clyde 1 FM	H	1840	579	31	2.6	8.4	4850	14.4
Clyde 2	H	1840	256	14	1.0	7.3	1861	5.5
Bauer Edinburgh	H	1096	344	31	3.4	10.9	3755	18.7
ForthOne	H	1096	299	27	2.7	9.9	2963	14.8
Forth2	H	1096	95	9	0.7	8.4	792	3.9
Moray Firth Radio (Bauer Inverness)	Y	232	119	51	5.8	11.2	1339	26.3
Bauer Aberdeen	Y	312	141	45	4.9	10.8	1523	25.1
Northsound One	Y	312	131	42	3.9	9.3	1215	20.0
Northsound Two	Y	312	42	14	1.0	7.3	308	5.1
Radio Borders (Bauer Borders)	Y	107	61	58	7.9	13.8	845	39.1
Bauer Dundee	Y	375	170	45	5.4	11.8	2013	27.1
Tay-FM	Y	375	130	35	3.5	10.2	1327	17.9
Tay-AM	Y	375	70	19	1.8	9.8	686	9.2
West Sound[3]	Y	388	182	47	4.8	10.3	1881	24.5
Kerrang! UK	H	51618	1389	3	0.1	4.6	6430	0.6
Kerrang! 105.2	H	3534	381	11	0.7	6.5	2472	3.6

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th March 2011

RAJAR

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 '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
Kiss UK	H	51618	4070	8	0.4	5.3	21418	2.0
Kiss East	H	2070	396	19	1.4	7.1	2799	6.2
Kiss West	H	2368	483	20	1.3	6.2	2975	5.6
Magic UK	Q	51618	3819	7	0.5	6.2	23770	2.2
Magic Network - North	H	10416	770	7	0.7	9.4	7238	3.6
Magic Network - North East	H	2227	267	12	1.2	10.3	2752	6.9
Magic 1152 (Newcastle)	H	1474	171	12	1.1	9.8	1675	6.6
Magic 1170 (Teesside)	H	816	96	12	1.3	11.2	1076	7.0
Magic Network - North West	H	5074	217	4	0.4	8.2	1785	1.8
Magic 1548 (Liverpool)	H	1802	79	4	0.4	9.1	715	2.0
Magic 1152 (Manchester)	H	2401	96	4	0.3	7.7	738	1.6
Magic 999 (Preston)	H	1114	44	4	0.3	7.6	332	1.7
Magic Network - Yorkshire	H	3115	285	9	0.9	9.5	2702	4.3
Magic 828 (Leeds)	H	999	117	12	0.9	7.9	925	4.6
Magic AM (Sheffield)	H	1264	80	6	0.7	11.6	921	3.8
Magic 1161 (Hull)	H	910	92	10	1.0	9.9	906	4.6
Wave 105 FM (Bauer South Coast)	H	1747	406	23	2.3	10.0	4063	10.8
The Breeze (Total)	Q	1252	47	4	0.2	5.4	253	0.9
The Breeze (East) (formerly The Quay)	Q	633	31	5	0.2	4.9	153	1.0
The Breeze (West)	Q	619	16	3	0.2	6.2	100	0.8
Total Broadcast Co	Y	419	56	13	1.0	7.5	425	4.5
Fire Radio	Y	286	37	13	1.0	7.4	277	4.4
Nova Radio - Weston (was Star Radio in North Somerset)	Y	133	19	14	1.1	7.8	148	4.5
Central FM	Y	218	54	25	1.2	4.9	262	6.1
Total Cheshire Radio	Y	367	52	14	0.7	5.1	266	3.5
Cheshire's Silk 106.9	Y	179	19	11	0.6	5.5	105	3.0
Chester's Dee 106.3	Y	188	33	17	0.9	4.9	161	3.9
Total CN Radio	Y	838	256	31	2.7	8.7	2224	11.9
The Bay	Y	292	104	36	3.2	9.1	941	14.4
Citybeat 96.7/102.5FM	H	546	151	28	2.5	9.1	1365	11.5
Lakeland Radio	Y	52	14	27	2.5	9.1	127	10.5
The Coast	H	1676	119	7	0.4	5.9	697	1.9
Colourful	H	10984	27	*	*	5.7	155	0.1
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	43	10	0.8	7.2	311	3.9
3FM	Y	68	22	33	3.8	11.6	257	16.5
Total Global Radio (UK)	H	51618	19663	38	3.2	8.5	166759	15.9

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Total Choice (UK)	H	51618	662	1	0.1	4.6	3075	0.3
Choice FM London	Q	10983	423	4	0.2	5.1	2167	1.0
Classic FM	Q	51618	6086	12	0.8	6.7	40940	3.9
Capital Network (UK)	H	51618	6712	13	0.9	6.6	44043	4.2
Gold Network (UK)	H	51618	1480	3	0.2	8.5	12638	1.2
Heart Network (UK)	H	51618	7435	14	1.0	6.9	51478	4.9
Total LBC (UK)	H	51618	1181	2	0.2	10.7	12613	1.2
Total XFM (UK)	H	51618	936	2	0.1	4.3	4006	0.4
Global Radio London (ILR)	Q	10983	4830	44	4.2	9.6	46230	20.8
Global Radio (ILR)	H	41860	13889	33	2.8	8.4	117257	13.9
Capital Network (ILR)	H	29914	6196	21	1.4	6.7	41717	7.1
Capital Birmingham (was Galaxy)	H	2110	459	22	1.5	6.8	3138	8.0
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1942	554	29	2.2	7.8	4340	10.9
Capital London	Q	10983	2179	20	1.2	6.3	13681	6.1
Capital Manchester (was Galaxy)	H	2821	505	18	1.3	7.5	3768	6.8
Capital North East (was Galaxy)	H	2203	565	26	1.9	7.3	4115	10.5
Capital Scotland (was Galaxy)	H	2721	460	17	1.1	6.8	3110	6.2
Capital South Coast (was Galaxy)	H	1651	208	13	0.8	6.5	1363	4.0
Capital South Wales (was Red Dragon)	H	987	310	31	2.4	7.7	2400	10.9
Capital Yorkshire (Was Galaxy)	H	4496	1072	24	1.8	7.4	7961	8.9
Gold Network (ILR)	H	32096	1234	4	0.3	8.9	10998	1.7
Gold Birmingham[4]	H	2066	53	3	0.3	12.1	637	1.6
Gold Cambridgeshire	H	836	35	4	0.4	9.4	332	1.7
Gold Coventry[4]	H	658	23	3	0.3	9.4	215	1.6
Gold Devon	H	1037	40	4	0.2	5.2	207	0.9
Gold East Anglia	H	1202	68	6	0.5	9.2	626	2.4
Gold East Midlands	H	1942	84	4	0.4	8.9	749	1.9
Gold Essex	H	1333	56	4	0.4	9.7	540	1.8
Gold Four Counties	H	1985	70	4	0.4	10.7	751	2.0
Gold Kent	H	1175	52	4	0.6	12.4	651	2.4
Gold London	Q	10983	317	3	0.3	8.9	2830	1.3
Gold Manchester	H	2821	100	4	0.3	8.5	853	1.5
Gold North West & Wales	Y	1008	21	2	0.2	8.3	176	0.8
Gold Solent	H	1651	77	5	0.4	8.1	624	1.8
Gold South Wales	H	987	55	6	0.5	8.9	492	2.2

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Gold Sussex	H	1345	55	4	0.4	9.4	518	1.7
Gold Thames Valley	H	1419	50	4	0.2	6.2	313	1.1
Gold West Country	H	2147	98	5	0.5	11.7	1141	2.3
Gold Wolverhampton[4]	H	1303	44	3	0.4	11.0	479	1.9
Heart Network (ILR)	H	28558	6735	24	1.7	7.1	47958	8.2
Heart Cambridgeshire	H	836	259	31	2.6	8.3	2156	11.4
Heart Devon	H	1037	319	31	2.4	7.8	2477	10.4
Heart East Anglia	H	1202	324	27	2.0	7.6	2449	9.5
Heart East Midlands	Y	2172	30	1	0.1	4.5	134	0.3
Heart Essex	H	1333	404	30	2.7	9.0	3647	12.0
Heart Four Counties	H	1985	508	26	1.8	7.1	3605	9.6
Heart Kent	H	1175	389	33	2.5	7.7	2995	10.9
Heart London	Q	10983	2107	19	1.0	5.2	10989	4.9
Heart North West and Wales	H	1006	208	21	1.4	6.9	1430	6.7
Heart Solent	H	1651	289	18	1.1	6.0	1748	5.1
Heart Sussex	H	1345	394	29	2.2	7.6	2993	9.8
Heart Thames Valley	H	1419	383	27	2.1	7.9	3024	10.9
Heart West Country	H	2147	670	31	2.7	8.6	5772	11.9
Heart West Midlands	H	3568	822	23	1.5	6.7	5501	8.0
LBC (ILR)	Q	10983	1107	10	1.3	12.4	13739	6.2
LBC 97.3	Q	10983	935	9	1.0	12.1	11326	5.1
LBC News 1152	Q	10983	447	4	0.2	5.4	2413	1.1
XFM (ILR)	H	13805	690	5	0.2	4.6	3161	1.2
XFM London	Q	10983	604	6	0.3	4.7	2824	1.3
XFM Manchester	H	2821	135	5	0.2	4.0	540	1.0
Total GMG Radio	H	51618	5349	10	0.9	8.7	46500	4.4
GMG Radio North West Total	H	5263	1284	24	2.3	9.4	12041	11.9
GMG Radio North West Regional	H	5224	1171	22	2.1	9.3	10869	10.8
GMG Radio North East	H	2227	630	28	2.4	8.6	5404	13.6
GMG Radio Scotland	H	2885	860	30	2.9	9.8	8389	15.9
Total Real Radio	H	51618	2479	5	0.4	8.8	21778	2.1
Real Radio (ILR Network)	H	14783	2267	15	1.4	9.1	20635	7.3
Real Radio (North East) - (was Century Radio)	H	2227	347	16	1.2	7.6	2637	6.6
Real Radio (North West) - (was Century Radio)	H	5224	472	9	0.8	8.8	4164	4.1
Real Radio (Scotland)	H	2697	654	24	2.2	9.2	5998	12.2
Real Radio (Wales)	H	1793	461	26	2.5	9.7	4456	11.0
Real Radio (Yorkshire)	H	2842	334	12	1.2	10.1	3380	6.2

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[4] See note on back cover.

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96.3 Rock Radio	H	814	69	8	0.6	7.5	515	3.5
106.1 Rock Radio	H	2262	143	6	0.5	8.2	1172	2.7
Smooth Radio UK	H	51618	3084	6	0.4	7.5	23035	2.2
Smooth Radio (ILR Network)	H	26010	2682	10	0.8	7.7	20580	4.1
Smooth Radio Midlands	H	5689	669	12	1.0	8.9	5940	5.3
Smooth Radio (East Midlands)	H	2162	324	15	1.1	7.6	2469	5.7
Smooth Radio (West Midlands)	H	3568	349	10	1.0	10.1	3529	5.1
Smooth Radio (Glasgow)	H	1886	261	14	1.0	7.2	1876	5.4
Smooth Radio (London)	Q	10983	643	6	0.4	6.4	4114	1.8
Smooth Radio (North East)	H	2227	374	17	1.2	7.4	2768	7.0
Smooth Radio (North West)	H	5224	825	16	1.3	8.1	6705	6.7
IOW Radio	Y	121	37	31	4.5	14.6	546	15.6
JACKfm Oxfordshire	H	505	75	15	0.8	5.3	398	4.4
Glide FM 1079 (was Oxford's FM 107.9)	H	493	20	4	0.1	3.5	72	0.8
106 JACKfm (Oxford)	H	505	61	12	0.6	5.4	326	3.6
106 JACKfm/Star Radio (Bristol)	Y	596	105	18	1.1	6.3	657	4.9
106 JACKfm (Bristol) (was Original 106)	H	596	102	17	1.0	5.6	569	4.2
Star Radio (Bristol)	Y	462	33	7	0.4	5.5	180	1.7
Kingdom FM	Y	286	76	27	1.9	7.2	550	10.6
kmfm Group	H	1029	184	18	1.4	8.0	1471	6.0
kmfm East	H	506	106	21	1.8	8.5	892	7.3
kmfm West	H	523	79	15	1.1	7.4	579	4.7
Lincs FM Group	H	2700	656	24	2.4	10.0	6552	11.4
Lincs FM 102.2[3]	H	910	342	38	4.5	12.1	4127	20.6
Oak FM	Y	315	36	11	0.8	6.6	237	3.8
Lincs FM Group Yorkshire	Y	1492	285	19	1.6	8.5	2432	8.0
Dearne FM	Y	229	53	23	2.2	9.4	501	11.4
KCFM 99.8	Y	446	63	14	1.3	8.9	564	5.8
Ridings FM	Y	294	39	13	1.0	7.3	286	4.9
Rother FM	Y	206	34	17	1.3	7.6	258	6.3
Trax FM	Y	365	95	26	2.3	8.7	822	10.8
The Local Radio Company Group Total	Y	1985	532	27	2.3	8.5	4501	11.2
2BR	Y	195	59	30	2.7	8.8	518	14.2
Minster FM	Y	305	86	28	1.8	6.4	549	8.8
Mix 96	Y	123	42	34	2.4	7.1	299	11.6
Spire FM	Y	113	44	39	3.8	9.7	430	15.8
Spirit FM	Y	211	57	27	2.6	9.6	550	11.8

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Star North East	Y	380	42	11	1.0	8.8	367	5.1
Star NE - North (was Durham FM)	Y	211	19	9	0.7	7.6	147	4.0
Star NE - South (was Alpha 103.2)	Y	169	22	13	1.3	9.9	220	6.2
97.2 Stray FM	Y	148	51	34	2.4	7.1	361	12.8
Sun FM	Y	271	70	26	2.4	9.3	650	13.7
Wessex FM	Y	122	43	35	3.4	9.7	412	15.4
Yorkshire Coast Radio	Y	117	40	34	3.1	9.1	365	13.9
Radio Mansfield 103.2	Y	156	37	24	2.3	9.7	361	11.6
Manx Radio	Y	68	37	55	6.8	12.3	457	29.3
Midwest Radio	Y	197	40	20	2.5	12.6	500	10.9
Northern Media Group	Y	573	139	24	1.7	6.9	967	8.6
Five FM	Y	83	23	28	2.5	8.8	205	12.3
Q102.9FM/Q97.2FM/Q101.2FM	Y	297	86	29	2.0	7.0	604	10.3
Seven FM	Y	146	17	12	0.5	4.5	79	2.8
Six FM	Y	93	13	14	0.9	6.0	80	4.5
Original 106 (Aberdeen)	Y	312	45	14	0.9	6.2	279	4.6
Total Orion Midlands	H	5867	1398	24	1.8	7.4	10365	8.9
Orion Midlands FM	H	5867	1326	23	1.6	7.0	9219	7.9
Gem 106 (was Heart 106 FM East Midlands)	H	2171	470	22	1.7	7.7	3642	8.2
Orion West Midlands	H	3788	935	25	1.8	7.2	6723	9.1
Orion West Midlands FM	H	3788	862	23	1.5	6.5	5577	7.6
Beacon Radio	H	1303	240	18	1.3	7.0	1683	6.7
96.4 BRMB	H	2066	404	20	1.0	4.9	1968	5.1
Mercia	H	658	139	21	1.9	9.1	1273	9.6
Wyvern FM	Y	498	113	23	1.5	6.8	769	7.8
Gold Birmingham	H	2066	53	3	0.3	12.1	637	1.6
Gold Coventry	H	658	23	3	0.3	9.4	215	1.6
Gold Wolverhampton	H	1303	44	3	0.4	11.0	479	1.9
Premier Christian Radio	Q	10983	135	1	0.1	6.0	808	0.4
Reading 107 FM	Y	227	26	11	0.8	6.7	174	4.7
96.2 The Revolution	H	510	35	7	0.7	10.8	380	3.9
Southend & Chelmsford Radio	Y	483	51	11	0.7	6.4	329	2.9
Southwest Local Radio Group (Palm & Exeter FM)	Y	533	65	12	0.9	7.4	480	4.0
Exeter FM	Y	305	27	9	0.5	5.9	158	2.2
Palm FM	Y	228	38	17	1.4	8.4	322	6.7
107.5 Sovereign Radio	Y	151	26	17	1.2	6.8	177	4.9
The Sunrise Group	H	51618	562	1	0.1	8.6	4836	0.5

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Buzz Asia 963 & 972AM	H	10984	111	1	*	4.2	468	0.2
Kismat Radio 1035 (Greater London)	Q	10983	108	1	0.1	6.8	734	0.3
Sunrise Radio (Greater London)	Q	10983	336	3	0.2	7.2	2431	1.1
Sunrise Radio National	Q	51618	469	1	0.1	7.4	3490	0.3
Time FM 106.6	Y	284	21	7	0.7	9.9	206	3.7
Tindle Radio Group	Y	1364	342	25	2.6	10.2	3482	11.6
Kestrel FM (North and South)	Y	231	50	22	1.8	8.4	422	8.0
KESTREL FM - was Delta Radio	Y	94	18	19	1.3	7.0	123	6.8
Kestrel FM	Y	137	32	24	2.2	9.2	299	8.6
Tindle Radio Anglia	Y	1005	223	22	2.3	10.2	2270	10.3
THE BEACH	Y	185	57	31	2.9	9.3	529	14.3
Dream 100	Y	144	49	34	5.3	15.5	756	20.8
North Norfolk Radio	Y	92	22	24	2.7	11.2	248	11.3
Radio NORWICH 99.9	Y	329	51	16	1.0	6.3	322	4.5
Town 102 FM	Y	279	44	16	1.5	9.3	415	6.9
Channel 103 FM	Y	76	42	55	6.0	10.8	453	28.6
Island FM 104.7	Y	52	27	52	6.5	12.6	337	34.3
Total Touch Radio Network	Y	981	138	14	1.1	7.6	1055	5.4
107.6 Banbury Sound	Y	83	15	18	1.7	9.3	144	8.3
Rugby FM	Y	71	20	28	2.9	10.3	206	13.8
Touchradio Staffs	Y	250	28	11	0.9	8.3	232	4.6
96.2FM Touchradio - Coventry	Y	287	31	11	0.6	5.8	179	3.3
102FM Touchradio - Warks Worcs Cotswolds	Y	289	38	13	0.9	6.7	254	4.2
107.3 Touchradio - Warwick	Y	133	8	6	0.3	5.0	41	1.6
Total Town and Country Broadcasting	Y	51618	488	1	0.1	5.6	2728	0.3
NME Radio	H	51618	190	*	*	2.5	471	*
Town and Country Broadcasting (South and West Wales)	Y	1585	270	17	1.3	7.4	1996	5.9
102.1 Bay Radio	Y	457	42	9	0.5	5.4	229	2.4
106.3 Bridge FM	Y	124	40	32	2.4	7.3	292	10.7
97.1 Radio Carmarthenshire[3]	Y	127	39	30	2.4	7.9	308	11.6
Nation Radio	H	1410	99	7	0.3	4.2	417	1.3
102.5 Radio Pembrokeshire	Y	94	41	44	5.2	11.7	483	22.3
Total UKRD	H	1630	417	26	2.3	8.9	3696	10.4
107 The Bee	Y	184	23	13	1.4	11.1	259	8.6
Pirate FM	Y	482	151	31	3.4	10.8	1629	14.4

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The County Sound Radio Network	H	542	147	27	2.1	7.6	1122	9.5
County Sound 1566	H	542	9	2	0.1	5.5	49	0.4
96.4 Eagle Radio	H	542	143	26	2.0	7.5	1073	9.0
Total UKRD East	H	421	87	21	1.6	7.9	686	6.9
KL.FM 96.7	Y	151	46	31	2.6	8.3	386	11.6
Star Radio in Cambridge	Y	269	32	12	0.9	7.8	245	3.9
UTV Radio (inc. talkSPORT)	H	51618	4406	9	0.7	8.0	35141	3.3
UTV Radio (excl. talkSPORT)	H	6097	1431	23	2.0	8.6	12330	10.0
107.6 Juice FM	H	955	175	18	1.2	6.8	1191	6.3
Peak 107 FM	Y	414	91	22	2.2	9.8	895	11.2
The Pulse/Pulse 2	H	854	189	22	1.8	8.2	1557	9.7
The Pulse	H	854	176	21	1.4	6.9	1215	7.6
Pulse 2	H	854	53	6	0.4	6.4	342	2.1
Signal One & Signal Two	H	774	294	38	3.9	10.4	3054	17.8
Signal One	H	774	272	35	3.2	9.2	2501	14.6
Signal Two	H	774	69	9	0.7	8.1	553	3.2
Total Swansea Sound/ 96.4 FM The Wave	Y	457	170	37	3.3	8.9	1514	15.7
96.4 FM The Wave	Y	457	128	28	1.9	6.6	847	8.8
Swansea Sound - 1170 MW	Y	457	68	15	1.5	9.8	667	6.9
U105	H	859	193	22	1.8	8.2	1577	8.6
Radio Wave 96.5 FM	Y	241	80	33	3.6	10.6	857	17.3
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1114	183	16	1.2	7.3	1340	6.1
107.4 Tower FM	Y	430	53	12	0.9	7.4	392	4.8
107.2 Wire FM	Y	278	56	20	1.4	6.8	382	6.4
102.4 Wish FM	Y	467	77	16	1.2	7.4	566	6.3
107.7 The Wolf	Y	431	40	9	0.6	6.4	257	3.2
Wave 102 FM	Y	153	32	21	1.4	6.8	217	7.8
Yorkshire Radio	H	4478	74	2	0.1	3.6	270	0.3

Source: RAJAR/Ipsos MORI/RSMB

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PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach '000	Weekly Reach %	Average Hours per head	Average Hours per listener	Total Hours '000	Share in TSA %
ALL COMMERCIAL 15+	Q	51618	34046	66	8.7	13.3	451178	42.6
Children 10-14	Q	3577	2795	78	6.9	8.8	24665	69.6
15-24	Q	8248	6256	76	8.9	11.7	73212	61.1
25-44	Q	17131	12300	72	9.8	13.7	168370	51.1
45-64	Q	15910	10629	67	9.4	14.1	149595	40.0
65+	Q	10329	4862	47	5.8	12.3	60002	25.5
Main Shoppers	Q	41200	26435	64	8.7	13.5	356666	41.2
Main Shoppers with children	Q	12055	8766	73	10.1	13.8	121412	52.2
ABC1	Q	28331	18445	65	7.3	11.2	206220	36.4
C2DE	Q	23287	15601	67	10.5	15.7	244958	49.9
ALL BBC 15+	Q	51618	35074	68	11.3	16.6	581870	55.0
Children 10-14	Q	3577	1867	52	2.8	5.4	10061	28.4
15-24	Q	8248	4907	59	5.2	8.7	42765	35.7
25-44	Q	17131	11047	64	8.8	13.7	151010	45.8
45-64	Q	15910	11346	71	13.6	19.1	216692	58.0
65+	Q	10329	7773	75	16.6	22.0	171403	72.9
Main Shoppers	Q	41200	28060	68	11.9	17.4	488758	56.5
Main Shoppers with children	Q	12055	7445	62	8.7	14.1	104998	45.1
ABC1	Q	28331	21244	75	12.3	16.4	348850	61.5
C2DE	Q	23287	13830	59	10.0	16.8	233020	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.
(4) Station owned by Orion Media.

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	3rd January 2011 - 27th March 2011	25,308
H	20th September 2010 - 27th March 2011	49,758
Y	29th March 2010 - 27th March 2011	101,951