

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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	45117	89	20.0	22.5	1016681	100.0
ALL BBC	Q	33323	66	11.1	16.9	564476	55.5
ALL BBC 15-44	Q	15362	61	8.0	13.1	201224	44.6
ALL BBC 45+	Q	17961	71	14.3	20.2	363252	64.3
All BBC Network Radio <sup>1</sup>	Q	29611	58	9.2	15.8	467328	46.0
BBC Local/Regional	Q	9504	19	1.9	10.2	97148	9.6
ALL COMMERCIAL	Q	30984	61	8.5	13.9	431081	42.4
ALL COMMERCIAL 15-44	Q	17465	69	9.5	13.7	239533	53.1
ALL COMMERCIAL 45+	Q	13519	53	7.5	14.2	191547	33.9
All National Commercial <sup>1</sup>	Q	13760	27	2.2	8.3	114002	11.2
All Local Commercial	Q	24992	49	6.2	12.7	317079	31.2
Other Listening	Q	2978	6	0.4	7.1	21124	2.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>1</sup> 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 50,735,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	29611	58	9.2	15.8	467328	46.0
BBC Radio 1	Q	10684	21	2.0	9.5	101625	10.0
BBC Radio 2	Q	12998	26	3.2	12.5	162446	16.0
BBC Radio 3	Q	1910	4	0.2	6.3	12116	1.2
BBC Radio 4	Q	9534	19	2.4	12.8	121626	12.0
BBC Radio FIVE LIVE	Q	6001	12	0.9	7.9	47150	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6116	12	1.0	8.0	48927	4.8
FIVE LIVE SPORTS EXTRA	Q	748	1	*	2.4	1777	0.2
BBC 6 Music	Q	551	1	0.1	6.4	3517	0.3
1Xtra from the BBC	Q	491	1	0.1	5.8	2847	0.3
BBC7	Q	812	2	0.1	5.4	4363	0.4
BBC Asian Network UK	Q	473	1	0.1	6.8	3195	0.3
BBC World Service	Q	1310	3	0.1	5.1	6667	0.7
All National Commercial	Q	13760	27	2.2	8.3	114002	11.2
The Arrow (UK)	H	153	*	*	7.2	1109	0.1
Chill	Q	166	*	*	6.2	1026	0.1
Total Choice (UK) <sup>2</sup>	Q	636	1	0.1	7.5	4763	0.5
Classic FM	Q	5470	11	0.8	7.2	39295	3.9
Galaxy Network (UK) <sup>2</sup>	H	2664	5	0.4	6.8	18057	1.8
GCap Gold Network UK <sup>2</sup>	H	941	2	0.2	8.3	7778	0.8
Total Heart (UK) <sup>2</sup>	H	3410	7	0.5	6.8	23110	2.3
Heat	Q	432	1	*	2.8	1205	0.1
The Hits	Q	1477	3	0.1	3.9	5741	0.6
Total Kerrang! <sup>2</sup>	H	1350	3	0.1	4.6	6220	0.6
Total Kiss Network <sup>2</sup>	H	3149	6	0.3	5.5	17388	1.7
Total LBC (UK) <sup>2</sup>	H	845	2	0.2	11.2	9475	0.9
Total Magic <sup>2</sup>	Q	3441	7	0.5	7.4	25539	2.5
Mojo Radio	Q	329	1	*	3.5	1151	0.1
Planet Rock	Q	585	1	0.1	6.9	4043	0.4
Q	Q	277	1	*	2.2	616	0.1
Total Real Radio <sup>2</sup>	H	1593	3	0.3	9.5	15159	1.5
Smash Hits Radio	Q	976	2	0.1	3.4	3301	0.3
Total Smooth Radio <sup>2</sup>	H	2706	5	0.5	9.4	25432	2.5
Sunrise Radio National <sup>2</sup>	Q	502	1	0.1	6.3	3144	0.3
talkSPORT	Q	2384	5	0.4	8.0	18989	1.9
Total Virgin Radio	H	2400	5	0.3	6.0	14377	1.4
Virgin Radio Classic Rock	H	267	1	*	4.1	1086	0.1
Virgin Radio Xtreme	H	120	*	*	3.5	420	*
Total XFM (UK) <sup>2</sup>	H	1007	2	0.1	4.8	4882	0.5

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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	%				
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	50735	10684	21	2.0	9.5	101625	10.0
BBC Radio 2	Q	50735	12998	26	3.2	12.5	162446	16.0
BBC Radio 3	Q	50735	1910	4	0.2	6.3	12116	1.2
BBC Radio 4	Q	50735	9534	19	2.4	12.8	121626	12.0
BBC Radio FIVE LIVE	Q	50735	6001	12	0.9	7.9	47150	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50735	6116	12	1.0	8.0	48927	4.8
FIVE LIVE SPORTS EXTRA	Q	50735	748	1	*	2.4	1777	0.2
BBC 6 Music	Q	50735	551	1	0.1	6.4	3517	0.3
1Xtra from the BBC	Q	50735	491	1	0.1	5.8	2847	0.3
BBC7	Q	50735	812	2	0.1	5.4	4363	0.4
BBC Asian Network UK	Q	50735	473	1	0.1	6.8	3195	0.3
BBC World Service	Q	50735	1310	3	0.1	5.1	6667	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4310	824	19	1.4	7.1	5864	7.5
BBC Radio Ulster <sup>3</sup>	Q	1407	516	37	4.0	10.8	5566	21.0
Total BBC Radio Wales/Cymru	Q	2477	542	22	2.7	12.5	6781	13.3
BBC Radio Wales	Q	2477	426	17	1.9	11.0	4667	9.1
BBC Radio Cymru	Q	2477	156	6	0.9	13.6	2114	4.1
<b>LOCAL</b>								
BBC Local Radio	Q	40855	7252	18	1.8	10.4	75286	9.1
BBC Radio Berkshire	H	772	125	16	1.1	7.1	885	5.9
BBC Radio Bristol	H	920	165	18	2.6	14.3	2360	13.0
BBC Radio Cambridgeshire	H	691	130	19	2.1	11.1	1436	9.5
BBC Radio Cornwall	H	449	138	31	4.5	14.6	2014	21.0
BBC Coventry and Warwickshire	H	653	93	14	1.1	7.6	709	5.2
BBC Radio Cumbria	H	403	119	29	3.3	11.1	1323	16.7
BBC Radio Derby	H	622	152	24	2.5	10.1	1531	12.2

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	962	249	26	3.1	12.0	2981	14.8
BBC Essex	H	1244	270	22	2.8	13.0	3506	12.3
BBC Radio Gloucestershire	H	477	104	22	1.9	8.7	914	9.7
BBC Hereford & Worcester	H	484	103	21	2.5	11.8	1217	12.7
BBC Radio Humberside	H	755	210	28	3.1	11.0	2313	13.6
BBC Radio Kent	H	1364	236	17	2.3	13.4	3161	9.6
BBC Radio Lancashire	H	1178	252	21	1.8	8.4	2115	9.1
BBC Radio Leeds	H	1589	240	15	1.3	8.8	2109	7.4
BBC Radio Leicester	H	782	159	20	1.9	9.2	1461	9.3
BBC Radio Lincolnshire	H	528	131	25	2.9	11.6	1520	14.0
BBC London 94.9	Q	10785	464	4	0.3	6.3	2912	1.5
BBC Radio Manchester	Q	2106	209	10	0.9	9.3	1946	4.6
BBC Radio Merseyside	H	1613	361	22	3.3	14.8	5351	16.4
BBC Radio Newcastle	H	1397	271	19	1.4	7.1	1937	7.3
BBC Radio Norfolk	H	749	189	25	3.1	12.4	2352	14.5
BBC Radio Northampton	H	464	105	23	1.7	7.7	804	8.8
BBC Radio Nottingham	H	771	169	22	2.3	10.6	1794	10.0
BBC Radio Oxford 95.2FM	H	508	91	18	1.5	8.1	742	7.3
BBC Radio Sheffield	H	1241	255	21	1.9	9.3	2369	9.9
BBC Radio Shropshire	H	377	110	29	3.4	11.5	1264	13.9
BBC Radio Solent**	H	1500	243	16	1.6	9.8	2380	7.7
BBC Solent for Dorset	Y	170	22	13	1.2	9.0	202	5.1
BBC Somerset	H	407	38	9	1.0	10.2	390	3.9
BBC Southern Counties Radio	Q	2407	282	12	1.1	9.6	2703	5.1
BBC Radio Stoke	H	592	155	26	2.6	10.0	1547	11.4
BBC Radio Suffolk	H	518	159	31	3.4	11.1	1757	16.5
BBC Tees	H	780	139	18	1.2	6.5	912	6.3
BBC Three Counties Radio	H	1255	139	11	1.0	8.9	1247	5.3
BBC WM (Birmingham & Black Country)	Q	2234	272	12	1.9	15.5	4211	8.2
BBC Radio Wiltshire/Swindon	H	528	85	16	1.8	11.3	967	8.1
BBC Radio York	H	521	86	16	1.3	7.8	671	6.2
BBC Radio Guernsey	Y	51	18	35	5.1	14.5	258	29.2
BBC Radio Jersey	Y	75	34	45	5.5	12.1	411	25.0

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>NATIONAL</b>								
The Arrow (UK)	H	50735	153	*	*	7.2	1109	0.1
Chill	Q	50735	166	*	*	6.2	1026	0.1
Total Choice (UK)	Q	50735	636	1	0.1	7.5	4763	0.5
Classic FM	Q	50735	5470	11	0.8	7.2	39295	3.9
Galaxy Network (UK)	H	50735	2664	5	0.4	6.8	18057	1.8
GCap Gold Network UK	H	50735	941	2	0.2	8.3	7778	0.8
Total Heart (UK)	H	50735	3410	7	0.5	6.8	23110	2.3
Heat	Q	50735	432	1	*	2.8	1205	0.1
The Hits	Q	50735	1477	3	0.1	3.9	5741	0.6
Total Kerrang!	H	50735	1350	3	0.1	4.6	6220	0.6
Total Kiss Network	H	50735	3149	6	0.3	5.5	17388	1.7
Total LBC (UK)	H	50735	845	2	0.2	11.2	9475	0.9
Total Magic	Q	50735	3441	7	0.5	7.4	25539	2.5
Mojo Radio	Q	50735	329	1	*	3.5	1151	0.1
Planet Rock	Q	50735	585	1	0.1	6.9	4043	0.4
Q	Q	50735	277	1	*	2.2	616	0.1
Total Real Radio	H	50735	1593	3	0.3	9.5	15159	1.5
Smash Hits Radio	Q	50735	976	2	0.1	3.4	3301	0.3
Total Smooth Radio	H	50735	2706	5	0.5	9.4	25432	2.5
Sunrise Radio National	Q	50735	502	1	0.1	6.3	3144	0.3
talkSPORT	Q	50735	2384	5	0.4	8.0	18989	1.9
Total Virgin Radio Network	H	50735	2648	5	0.3	6.0	15882	1.6
Total Virgin Radio	H	50735	2400	5	0.3	6.0	14377	1.4
Total Virgin (London)	H	10784	1068	10	0.6	6.3	6755	3.2
Virgin Radio London	H	10784	1009	9	0.6	5.9	5937	2.8
Virgin Radio National	H	50735	1524	3	0.2	5.5	8403	0.8
Virgin Radio Classic Rock	H	50735	267	1	*	4.1	1086	0.1
Virgin Radio Xtreme	H	50735	120	*	*	3.5	420	*
Total XFM (UK)	H	50735	1007	2	0.1	4.8	4882	0.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>LOCAL</b>								
All Local Commercial Radio	Q	50083	24900	50	6.3	12.7	315687	31.5
Abbey FM	Y	85	13	15	1.1	7.1	90	5.1
105-107 Atlantic FM	H	449	50	11	0.6	5.1	254	2.6
Total Bauer Radio	H	50735	12231	24	2.2	8.9	109159	10.7
Total Bauer Radio ILR	H	36470	9557	26	2.3	8.9	85434	11.8
Big City Network	H	16036	4642	29	2.6	9.0	41667	13.6
Big City FM and AM	H	16162	5274	33	3.2	9.9	52377	16.9
Total Magic	Q	50735	3441	7	0.5	7.4	25539	2.5
Magic Network (ILR)	H	21247	2640	12	0.9	7.5	19882	4.8
Magic Network - North	H	10463	680	6	0.6	9.4	6410	3.1
Bauer Radio - North East	H	2196	746	34	3.2	9.3	6937	16.7
Big City Network - North East	H	2196	607	28	2.1	7.7	4661	11.2
Metro Radio	H	1453	431	30	2.3	7.6	3270	11.7
TFM Radio	H	806	177	22	1.7	7.9	1391	9.3
Magic Network - North East	H	2196	231	11	1.0	9.8	2276	5.5
Magic 1152 (Newcastle)	H	1453	159	11	1.1	10.0	1586	5.7
Magic 1170 (Teesside)	H	806	75	9	0.9	9.2	690	4.6
Metro Radio/Magic 1152	H	1453	522	36	3.3	9.3	4856	17.4
TFM Radio/Magic 1170	H	806	231	29	2.6	9.0	2081	13.9
Bauer Radio - North West	H	5074	1393	27	2.4	8.8	12244	12.0
Big City Network - North West	H	4947	1263	26	2.1	8.2	10413	10.5
Radio City 96.7	H	1795	480	27	2.4	9.0	4335	11.9
Key 103 (Manchester)	H	2376	525	22	1.7	7.8	4068	8.5
97.4 Rock FM	H	1320	282	21	1.5	7.1	2009	7.7
Magic Network - North West	H	5038	210	4	0.4	8.7	1831	1.8
Magic 1548 (Liverpool)	H	1795	82	5	0.4	8.2	680	1.9
Magic 1152 (Manchester)	H	2376	77	3	0.3	10.3	794	1.7
Magic 999 (Preston)	H	1110	50	5	0.3	7.1	358	1.6
Key 103/Magic 1152 (Manchester)	H	2376	578	24	2.0	8.4	4862	10.2
Radio City 96.7/Magic 1548	H	1795	521	29	2.8	9.6	5015	13.8
97.4 Rock FM/Magic 999	H	1447	320	22	1.6	7.4	2367	8.3
Bauer Radio - Yorkshire	H	3229	963	30	2.9	9.9	9522	15.0
Big City Network - Yorkshire	H	3229	796	25	2.2	9.1	7219	11.4
96.3 Radio Aire	H	969	168	17	1.4	8.2	1378	8.0
Hallam FM	H	1319	395	30	3.0	10.0	3949	15.3
96.9 Viking FM	H	1133	238	21	1.7	7.9	1892	7.8
Magic Network - Yorkshire	H	3229	239	7	0.7	9.6	2303	3.6
Magic 828 (Leeds)	H	969	89	9	0.7	8.2	726	4.2
Magic AM (Sheffield)	H	1319	61	5	0.5	10.5	640	2.5
Magic 1161 (Hull)	H	1133	99	9	0.9	10.4	1031	4.2
96.3 Radio Aire/Magic 828	H	969	240	25	2.2	8.8	2104	12.2

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Hallam FM/Magic AM	H	1319	428	32	3.5	10.7	4589	17.8
96.9 Viking FM/Magic 1161	H	1133	311	27	2.6	9.4	2924	12.0
Total Kerrang!	H	50735	1350	3	0.1	4.6	6220	0.6
Kerrang! 105.2	H	3493	384	11	0.7	6.2	2370	3.2
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10785	2996	28	2.2	7.9	23791	11.9
Kiss 100 FM	Q	10785	1414	13	0.8	6.4	9019	4.5
Magic 105.4	Q	10785	2005	19	1.4	7.4	14773	7.4
Total Kiss Network	H	50735	3149	6	0.3	5.5	17388	1.7
Kiss East	H	2008	298	15	1.0	6.9	2039	4.8
Kiss West	H	2313	263	11	0.9	7.9	2082	4.2
Bauer Radio Total Scotland	H	4280	1636	38	4.2	11.1	18144	23.5
Big City Scotland	Y	4045	1365	34	3.3	9.7	13208	17.7
Bauer Radio Central Scotland	H	2817	956	34	3.7	11.0	10498	21.2
Total Radio Clyde	H	1832	643	35	3.8	10.9	7004	21.7
Clyde 1 FM	H	1832	554	30	2.6	8.7	4846	15.0
Clyde 2	H	1832	227	12	1.2	9.5	2158	6.7
Total Radio Forth	H	1079	317	29	3.2	11.0	3494	18.9
ForthOne	H	1079	277	26	2.5	9.6	2660	14.4
Forth2	H	1079	95	9	0.8	8.8	834	4.5
C.F.M.Radio	Y	244	94	39	3.9	10.1	948	20.0
Moray Firth Radio	Y	230	109	47	4.5	9.6	1039	21.2
Total Northsound Radio	Y	309	138	45	5.6	12.5	1730	29.6
Northsound One	Y	309	118	38	3.5	9.1	1080	18.4
Northsound Two	Y	309	57	18	2.1	11.5	650	11.1
Radio Borders	Y	105	60	57	7.2	12.5	753	32.6
Total Radio Tay	H	370	157	42	5.1	12.1	1892	26.7
Tay-FM	H	370	104	28	3.0	10.5	1094	15.4
Tay-AM	H	370	75	20	2.2	10.6	798	11.3
West Sound <sup>3</sup>	H	386	155	40	3.9	9.8	1517	23.6
Downtown Radio (DTR)/ 97.4 Cool FM	H	1383	536	39	4.0	10.3	5530	21.5
97.4 Cool FM	H	945	336	36	3.2	8.9	2990	17.4
Downtown Radio (DTR)	H	1383	255	18	1.8	10.0	2540	9.9
Wave 105 FM	H	1711	354	21	2.3	11.0	3899	11.0
107 The Bee	Y	183	24	13	2.2	16.1	395	10.2
Big L Radio	H	2373	5	*	*	10.8	54	0.1
Club Asia 963+972AM	H	10784	198	2	0.1	5.9	1175	0.6
Total CN Radio	Y	1825	379	21	1.7	8.3	3142	8.3
The Bay	H	320	89	28	2.3	8.2	736	11.3
Citybeat 96.7/102.5FM	H	542	134	25	1.9	7.7	1026	9.7
CN Radio Midlands	Y	962	150	16	1.4	8.8	1322	6.4

Source: RAJAR/Ipsos MORI/RSMB

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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		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Rugby FM	Y	69	21	31	2.9	9.5	201	14.4
Touchradio Staffs (was Centre FM)	Y	245	27	11	1.3	11.7	312	5.6
Touchradio - South Midlands	Y	648	102	16	1.2	7.9	809	6.0
107.6FM Touchradio - Banbury	Y	83	16	19	1.3	6.6	107	5.7
96.2FM Touchradio - Coventry	Y	282	34	12	0.5	4.1	141	2.7
102FM Touchradio - Warks, Worcs, Cotswolds	Y	283	52	18	2.0	10.9	561	8.7
Connect FM (was KCBC 107.4)	Y	221	45	20	1.9	9.1	410	8.5
Chester's Dee 106.3	Y	185	29	16	1.7	10.6	311	7.9
3FM	Y	67	15	23	3.0	12.9	198	13.0
Five FM	H	78	19	25	2.6	10.3	201	13.2
Fresh Radio	H	193	18	9	1.0	10.8	191	5.2
Total GCap Media UK	H	50735	14269	28	2.3	8.3	117951	11.5
GCap Media - National Brands Total	H	50735	8187	16	1.2	7.4	60635	5.9
Chill	Q	50735	166	*	*	6.2	1026	0.1
Classic FM	Q	50735	5470	11	0.8	7.2	39295	3.9
Planet Rock	Q	50735	585	1	0.1	6.9	4043	0.4
Total Choice (UK)	Q	50735	636	1	0.1	7.5	4763	0.5
GCap Gold Network UK	H	50735	941	2	0.2	8.3	7778	0.8
GCap Media - Local Brands Total	H	34923	8725	25	2.0	8.2	71483	10.1
The One Network	H	29217	7016	24	1.9	7.8	54723	9.1
Beacon Radio	H	1296	244	19	1.5	7.7	1889	6.3
96.4 BRMB	H	2043	424	21	1.4	6.7	2837	6.4
The Buzz 97.1 FM	H	438	39	9	0.6	6.8	263	3.3
95.8 Capital Radio	Q	10785	1607	15	0.9	5.8	9319	4.6
Champion 103 FM	Y	122	32	26	2.4	9.1	294	13.1
96.9 Chiltern FM (Bedford)	H	391	98	25	1.8	7.3	716	9.7
97.6 Chiltern FM (Dunstable/Luton)	H	742	174	23	1.5	6.5	1137	8.6
Coast 96.3	Y	240	46	19	1.8	9.4	437	9.2
2CR FM	H	599	147	24	1.2	4.8	703	5.4
Essex FM <sup>3</sup>	H	1208	359	30	3.0	10.1	3615	13.2
FOX FM	H	657	165	25	1.9	7.6	1248	9.1
102.7 Hereward FM	H	384	109	28	2.1	7.3	800	9.8
Horizon Radio	Y	226	78	34	3.1	8.9	694	14.2
Gemini FM Total	Y	531	148	28	2.3	8.2	1206	10.3
Gemini FM East (Exeter Area)	Y	306	87	29	2.6	9.1	795	11.4
Gemini FM West (Torbay Area)	Y	226	60	27	1.8	6.8	411	8.6
GWR	H	1323	345	26	2.5	9.7	3356	12.5
Invicta FM	H	1155	354	31	2.6	8.5	3020	10.8
Lantern FM 96.2 and 97.3	Y	132	47	36	3.1	8.8	413	13.6
105.4 Leicester Sound FM	H	603	134	22	1.7	7.5	1013	8.5

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 2008

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Marcher Sound (formerly MFM 103.4)	H	378	68	18	1.5	8.5	580	7.3
Mercia	H	646	131	20	1.8	8.8	1148	8.7
Mercury FM (Herts)	H	330	27	8	0.5	5.8	157	2.4
Mercury FM (Surrey & Sussex)	H	366	91	25	2.1	8.7	786	9.6
Northants 96	H	536	122	23	1.9	8.3	1014	9.5
Orchard FM	H	339	113	33	4.4	13.3	1509	18.5
97 FM Plymouth Sound	H	333	94	28	1.9	6.6	625	10.7
103.2 Power FM	H	1117	193	17	1.0	6.0	1154	5.2
Q103	H	431	99	23	1.6	7.1	701	7.5
Radio Broadland	H	639	184	29	2.5	8.6	1585	12.3
RAM FM	H	451	105	23	1.5	6.4	670	7.6
Red Dragon	H	972	253	26	2.2	8.3	2094	9.8
102.4 Severn Sound FM	H	402	110	27	2.3	8.3	913	11.8
SGR FM Total	H	674	173	26	1.9	7.6	1312	9.0
SGR FM	H	558	124	22	1.5	6.6	822	6.7
SGR Colchester	Y	182	57	31	2.5	8.1	459	12.3
Southern FM	H	1002	318	32	2.9	9.1	2879	11.9
South Hams Radio	Y	66	13	20	2.4	11.7	156	10.7
2-TEN FM	H	728	205	28	1.8	6.3	1291	9.1
96 Trent FM	H	1133	314	28	2.4	8.6	2698	10.6
Wyvern FM	H	491	83	17	1.2	6.9	579	5.9
Choice FM London	Q	10785	476	4	0.3	7.8	3712	1.8
Fun Radio	H	10784	18	*	*	14.6	266	0.1
Ocean	H	1007	150	15	1.3	8.6	1299	6.4
GCap Gold Network	H	28905	825	3	0.2	8.4	6935	1.2
Gold Bedford (was Classic Gold Bedford)	H	594	20	3	0.2	5.8	114	1.0
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	H	728	24	3	0.2	5.2	124	0.9
Gold Birmingham (was Capital Gold Birmingham)	H	2043	62	3	0.2	7.7	480	1.1
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/ Bath/Wiltshire)	H	1323	50	4	0.5	12.1	599	2.2
Gold Coventry (was Classic Gold Coventry)	H	646	13	2	0.2	9.4	126	1.0
Gold Crawley (was Classic Gold Crawley)	H	366	9	2	0.2	9.1	83	1.0
Gold Derby (was Classic Gold Derby)	H	451	12	3	0.2	8.0	92	1.0

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	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Gold Devon (was Classic Gold Devon)	H	532	37	7	0.7	10.0	366	3.0
Gold Dorset (was Classic Gold Dorset)	H	599	22	4	0.3	7.5	165	1.3
Gold Essex (was Classic Gold Essex)	H	1208	36	3	0.2	6.3	224	0.8
Gold Gloucester (was Classic Gold Gloucester)	H	402	16	4	0.5	11.7	188	2.4
Gold Hampshire (was Capital Gold Hampshire)	H	1117	35	3	0.4	12.8	449	2.0
Gold Kent (was Capital Gold Kent)	H	1155	35	3	0.2	6.9	239	0.9
Gold London (was Capital Gold London)	Q	10785	253	2	0.2	6.6	1679	0.8
Gold Luton (was Classic Gold Luton)	H	1029	36	3	0.3	8.0	288	1.5
Gold Manchester (was Capital Gold Manchester)	H	2375	50	2	0.1	6.8	337	0.7
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	H	1191	36	3	0.3	11.3	402	1.6
Gold Norfolk (was Classic Gold Amber Norfolk)	H	639	19	3	0.3	9.9	187	1.5
Gold Suffolk (was Classic Gold Amber Suffolk)	H	558	17	3	0.4	12.8	215	1.8
Gold North Wales/Cheshire (was Classic Gold Marcher)	H	378	4	1	0.1	9.4	41	0.5
Gold Northampton (was Classic Gold Northampton)	H	536	21	4	0.3	7.1	148	1.4
Gold Nottingham (was Classic Gold Nottingham)	H	1133	37	3	0.3	9.6	353	1.4
Gold Peterborough (was Classic Gold Peterborough)	H	576	19	3	0.3	8.2	154	1.2
Gold Plymouth (was Classic Gold Plymouth)	H	333	10	3	0.4	12.6	121	2.1
Gold Sussex (was Capital Gold Sussex)	H	1002	40	4	0.3	8.6	344	1.4
Gold South East Wales (was Capital Gold South East Wales)	H	972	33	3	0.3	8.8	288	1.3
Gold Wolverhampton (was Classic Gold Wolverhampton)	H	1296	27	2	0.1	5.4	146	0.5
Total XFM (UK)	H	50735	1007	2	0.1	4.8	4882	0.5
XFM 104.9	Q	10785	558	5	0.2	3.8	2130	1.1

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# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 2008

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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XFM Manchester	H	2792	189	7	0.4	6.1	1143	2.0
XFM Scotland	H	2699	199	7	0.4	5.9	1183	2.5
XFM Scotland (East)	H	1176	82	7	0.4	6.4	522	2.6
XFM Scotland (West)	H	1700	135	8	0.4	5.4	729	2.4
Total Global Radio (UK)	H	50735	6595	13	1.0	7.8	51751	5.1
Global Radio (ILR)	H	25602	5712	22	1.8	8.1	46542	9.1
The Arrow (UK)	H	50735	153	*	*	7.2	1109	0.1
Galaxy Network (UK)	H	50735	2664	5	0.4	6.8	18057	1.8
Galaxy Network (ILR)	H	11453	2307	20	1.4	7.2	16535	7.2
Galaxy Birmingham	H	2090	414	20	1.4	7.0	2918	6.4
Galaxy Manchester	H	2792	475	17	1.2	6.8	3245	5.8
Galaxy North East	H	2173	458	21	1.6	7.7	3534	8.6
Galaxy Yorkshire	H	4398	960	22	1.6	7.1	6839	7.9
Total Heart (UK)	H	50735	3410	7	0.5	6.8	23110	2.3
Heart FM (ILR)	H	16239	2976	18	1.3	7.2	21301	6.5
100.7 Heart FM	H	3526	800	23	1.9	8.4	6694	8.8
Heart 106.2 FM	Q	10785	1774	16	1.1	6.5	11523	5.7
Heart 106 (formerly 106 Century FM)	H	2121	351	17	1.1	6.7	2349	5.2
Heart Midlands (ILR)	H	5454	1145	21	1.7	7.9	9043	7.7
Global Radio Midlands (ILR)	H	5454	1372	25	2.2	8.7	11962	10.2
Global Radio West Midlands (ILR)	H	3526	1027	29	2.7	9.4	9613	12.7
Total LBC (UK)	H	50735	845	2	0.2	11.2	9475	0.9
Total LBC (ILR)	Q	10785	721	7	0.7	9.8	7079	3.5
LBC 97.3	Q	10785	594	6	0.5	9.2	5457	2.7
LBC News 1152	Q	10785	291	3	0.2	5.6	1623	0.8
Global Radio London (ILR)	Q	10785	2349	22	1.7	7.9	18602	9.3
Total GMG Radio	H	50735	5074	10	1.0	9.7	49205	4.8
Total Real Radio/Century Radio	H	50735	2738	5	0.5	8.6	23460	2.3
GMG Radio North West (Century Radio (North West)/Smooth Radio (North West))	Q	5190	1219	23	2.2	9.2	11184	10.8
GMG Radio North East (Century Radio (North East)/Smooth Radio (North East))	H	2196	631	29	2.5	8.6	5442	13.1
Century Radio (North East/ North West)	H	7386	1153	16	1.1	7.2	8302	5.7
Century Radio (North East)	H	2196	449	20	1.4	6.6	2975	7.2
Century Radio (North West)	Q	5190	678	13	1.0	7.6	5145	4.9
Total Real Radio	H	50735	1593	3	0.3	9.5	15159	1.5
Real Radio (Scotland/Wales/ Yorkshire)	H	7214	1429	20	2.0	9.9	14212	10.5

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# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 22nd June 2008

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Real Radio (Scotland)	H	2675	727	27	2.8	10.4	7543	16.0
Real Radio (Wales)	H	1764	374	21	2.2	10.6	3967	10.9
Real Radio (Yorkshire)	H	2775	328	12	1.0	8.2	2701	5.3
GMG Radio Scotland (Real Radio/96.3 Rock Radio/Smooth Radio (Glasgow))	H	2860	883	31	3.6	11.7	10369	20.6
Real Radio (Scotland)/96.3 Rock Radio	H	2675	751	28	2.9	10.5	7855	16.6
96.3 Rock Radio	H	811	39	5	0.4	8.0	312	2.2
Total Smooth Radio	H	50735	2706	5	0.5	9.4	25432	2.5
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow/North East)	H	25642	2390	9	0.9	9.7	23279	4.6
Smooth Radio (East & West Midlands)	H	5594	711	13	1.6	12.9	9166	7.7
Smooth Radio (East Midlands)	H	2110	277	13	1.5	11.7	3251	7.3
Smooth Radio (West Midlands)	H	3526	438	12	1.7	13.6	5974	7.9
Smooth Radio (Glasgow)	H	1878	218	12	1.3	11.5	2514	7.6
Smooth Radio (London)	Q	10785	437	4	0.3	7.9	3442	1.7
Smooth Radio (North East)	H	2196	275	13	1.1	9.0	2467	5.9
Smooth Radio (North West)	Q	5190	721	14	1.2	8.4	6038	5.8
JACKfm Oxfordshire	H	412	62	15	1.0	6.5	404	5.0
106 JACKfm	H	412	47	11	0.8	7.1	335	4.1
Oxford's FM107.9	H	412	19	5	0.2	3.6	69	0.9
KCFM 99.8	H	473	56	12	0.8	6.7	374	3.5
Kingdom FM	Y	292	59	20	1.8	8.8	516	10.2
kmfm Group	H	980	154	16	1.4	9.2	1418	6.0
kmfm East	H	469	96	21	1.9	9.4	905	8.1
kmfm West	H	512	58	11	1.0	8.9	513	4.1
Lincs FM Group	Y	2174	631	29	3.0	10.5	6622	14.9
Lincs FM 102.2 <sup>3</sup>	H	894	334	37	4.3	11.6	3863	20.5
Oak FM	Y	262	44	17	1.8	10.8	479	9.3
Oak FM (Hinckley) (formerly Fosseyway Radio)	Y	149	24	16	2.4	14.6	350	11.2
Oak FM (Loughborough)	Y	113	20	18	1.1	6.3	129	6.3
White Rose Radio Network (Lincs FM Group)	Y	1036	252	24	2.3	9.3	2338	11.3
Dearne FM	Y	225	77	34	3.2	9.4	727	16.2
Ridings FM	Y	293	41	14	1.4	9.9	409	7.4
Rother FM	Y	205	32	16	1.2	7.6	247	5.9
Trax FM	H	363	100	28	2.7	9.9	983	13.2
Lite FM	Y	185	30	16	1.7	10.4	311	7.5

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The Litt Radio Group (London)	Y	10784	480	4	0.4	8.2	3931	1.8
Easy Radio	H	10784	18	*	*	3.3	59	*
South London Radio 107.3 FM (South FM)	H	1472	19	1	*	3.4	65	0.2
Time FM 106.6	Y	278	25	9	0.5	5.2	133	2.3
Time FM 106.8	H	554	17	3	0.1	3.9	69	0.6
Time FM 107.5	Y	398	20	5	0.4	8.8	178	2.5
The Sunrise Group	H	50735	538	1	0.1	7.7	4162	0.4
Kisamat Radio 1035 (Greater London)	Q	10785	70	1	*	3.2	227	0.1
Punjabi Radio (was Yarr Radio)	H	10784	18	*	*	3.7	68	*
Sunrise Radio (Greater London)	Q	10785	368	3	0.2	6.2	2279	1.1
Sunrise Radio National	Q	50735	502	1	0.1	6.3	3144	0.3
Palm FM	Y	226	27	12	0.8	7.1	189	4.0
The Local Radio Company	Y	4510	917	20	1.7	8.4	7727	8.2
Group Total								
Alpha 103.2	Y	142	29	21	1.2	5.6	164	6.5
107.8 Arrow FM for Hastings	Y	114	27	23	1.8	7.6	202	6.9
Bath FM	Y	100	16	15	0.6	4.1	63	3.0
2BR	Y	195	60	31	3.1	10.0	603	14.7
Brunel FM	Y	179	18	10	0.9	8.7	159	3.9
Central FM	Y	214	40	19	1.7	8.8	354	9.1
107.9 Dune FM	Y	207	17	8	0.4	4.3	73	1.9
Durham FM	Y	247	31	13	0.8	6.4	199	4.5
Fire 107.6 FM	Y	282	34	12	0.9	7.4	253	3.9
IOW Radio	Y	119	38	32	3.5	10.9	417	17.6
Ivel FM	Y	131	27	21	1.9	9.2	253	7.9
Minster FM	H	330	76	23	2.0	8.6	659	9.6
Total Mix	Y	255	49	19	1.5	7.7	376	7.1
Mix 96	Y	121	33	27	2.1	7.5	250	8.9
Mix 107	Y	134	16	12	0.9	8.1	126	5.0
Pennine FM (formerly 107.9 Home FM)	Y	201	21	10	0.5	4.7	98	2.6
107.4 The Quay	Y	371	44	12	0.7	6.0	265	3.5
106.9 Silk FM	Y	177	28	16	1.4	8.6	244	6.8
107.5 Sovereign Radio	Y	150	34	22	1.8	8.2	276	7.7
Spire FM	Y	111	45	41	3.8	9.2	418	15.3
Spirit FM	Y	208	45	22	1.7	7.9	355	7.5
97.2 Stray FM	Y	145	48	33	2.9	8.7	414	12.9
Sun FM	Y	269	74	27	2.7	9.7	717	14.1
3TR	Y	66	14	21	3.1	14.5	201	13.8
Vale FM	Y	57	16	28	1.9	6.7	109	8.6

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Wessex FM	Y	120	36	30	2.7	8.8	321	12.2
Yorkshire Coast Radio	Y	116	47	40	3.5	8.6	403	16.8
Radio Mansfield 103.2	Y	152	43	28	2.4	8.6	370	10.8
Manx Radio	Y	67	34	50	6.2	12.2	412	27.0
106.7 Merseyside's KCR FM (formerly The Rocket)	Y	291	4	1	0.2	11.9	46	0.7
Original 106fm (Solent)	H	1641	45	3	0.1	2.5	113	0.3
Original 106.5fm (Bristol)	H	574	14	3	0.2	6.7	97	0.9
Premier Christian Radio	Q	10785	98	1	0.1	7.3	719	0.4
Q102.9FM/Q97.2FM/Q101.2FM	Y	292	75	26	1.7	6.4	485	9.2
QuayWest FM	H	108	21	20	2.3	11.7	246	9.7
Reading 107 FM	Y	268	31	12	0.5	4.3	132	2.7
Seven FM	Y	141	24	17	1.0	6.0	145	5.2
Six FM	Y	86	14	17	1.4	8.2	119	7.6
Sunshine Radio	H	670	16	2	0.3	14.4	232	1.7
Tindle Radio Group	Y	1686	286	17	1.6	9.5	2729	7.7
Tindle Radio Anglia	Y	1246	164	13	1.1	8.6	1414	5.5
103.4 The Beach	Y	179	53	29	2.5	8.4	441	13.0
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	414	44	11	1.0	9.8	431	4.8
Dream 100	Y	187	24	13	1.2	9.8	232	5.6
Dream 107.7 FM	Y	228	20	9	0.9	9.8	199	4.1
North Norfolk Radio	Y	92	16	18	1.9	10.8	175	8.0
99.9 Radio Norwich	H	317	38	12	0.9	7.2	270	4.3
Town 102 FM	Y	299	21	7	0.6	8.1	172	2.9
Channel 103 FM	Y	75	39	51	6.0	11.6	450	27.3
Delta FM	Y	94	16	17	1.5	8.7	138	6.7
Island FM 104.7	Y	51	24	47	6.9	14.7	353	40.0
Kick and Kestrel	Y	220	43	20	1.7	8.7	374	7.3
Kestrel FM	Y	134	31	23	2.0	8.8	273	7.9
Kick FM	Y	86	12	14	1.2	8.4	101	6.0
Total Town and Country Broadcasting	H	1964	199	10	0.8	7.8	1561	3.9
107.8 Radio Hampshire	Y	403	25	6	0.3	4.6	116	1.4
Town and Country Broadcasting (South and West Wales)	H	1559	179	11	1.0	8.3	1491	4.7
106.3 Bridge FM	Y	120	37	31	2.3	7.4	278	11.3
Nation Radio (was XFM South Wales)	H	1387	31	2	0.1	4.5	139	0.5
97.1 Radio Carmarthenshire <sup>3</sup>	Y	124	31	25	1.8	7.1	224	10.3
102.5 Radio Pembrokeshire	Y	92	46	50	5.5	10.9	500	29.2
102.1 Swansea Bay Radio	H	449	36	8	0.7	9.1	324	3.7

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# QUARTERLY SUMMARY OF RADIO LISTENING

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Total UKRD	H	2719	460	17	1.5	8.8	4031	7.3
Pirate FM	H	473	145	31	3.1	10.2	1482	14.7
Star Radio West	H	734	50	7	0.6	8.7	431	3.0
Star Radio in Bristol	H	445	19	4	0.3	5.9	115	1.3
Star Radio in Cheltenham	Y	157	11	7	0.4	6.3	67	2.2
Star Radio in North Somerset	Y	130	19	15	1.6	10.8	206	7.5
The County Sound Radio Network	H	529	147	28	2.0	7.3	1075	10.0
County Sound 1566	H	529	5	1	*	2.2	12	0.1
96.4 Eagle Radio	H	529	143	27	2.0	7.4	1062	9.9
Total UKRD East	H	480	101	21	1.9	9.1	918	8.6
Fen Radio 107.5	Y	81	13	16	1.0	6.2	82	4.3
KL.FM 96.7	Y	149	49	33	2.9	8.8	430	11.9
Star Radio in Cambridge	Y	278	44	16	1.4	8.6	376	6.3
96.2 The Revolution	H	503	17	3	0.2	7.5	124	1.4
UTV Radio (inc. talkSPORT)	H	50735	3668	7	0.6	8.4	30992	3.0
UTV Radio (excl. talkSPORT)	H	7727	1305	17	1.5	8.9	11634	7.7
Imagine FM	H	374	39	10	0.6	5.4	212	3.1
107.6 Juice FM	H	956	117	12	0.7	5.6	653	3.3
Peak 107 FM	H	410	72	18	1.5	8.7	632	7.6
The Pulse/Pulse Classic Gold	H	836	147	18	1.1	6.1	895	6.0
The Pulse	H	836	130	16	0.9	5.6	723	4.9
Pulse Classic Gold	H	836	36	4	0.2	4.7	171	1.2
Signal One & Signal Two	H	767	265	35	4.5	12.9	3435	19.6
Signal One	H	767	247	32	3.8	11.8	2928	16.7
Signal Two	H	767	61	8	0.7	8.3	507	2.9
Talk 107	H	1014	41	4	0.3	7.4	300	1.7
107.4 Tower FM	H	431	56	13	1.0	7.9	441	5.1
UTV Radio - South Wales	H	800	199	25	2.3	9.2	1841	11.3
Total Swansea Sound/ 96.4 FM The Wave	H	449	152	34	3.0	9.0	1365	15.6
96.4 FM The Wave	H	449	100	22	1.8	8.2	812	9.3
Swansea Sound - 1170 MW	H	449	69	15	1.2	8.1	553	6.3
Valleys Radio	H	351	47	13	1.4	10.1	476	6.3
U105	H	791	98	12	1.1	9.0	877	6.0
Radio Wave 96.5 FM	Y	240	75	31	3.5	11.0	829	17.0
102.4 Wish/107.2 Wire	Y	702	151	21	1.6	7.2	1089	7.9
107.2 Wire FM	Y	274	66	24	1.4	5.9	392	7.3
102.4 Wish FM	H	463	80	17	1.6	9.2	741	7.6
107.7 The Wolf	H	426	45	11	0.8	7.6	342	3.7
Wave 102 FM	Y	173	32	18	1.7	9.1	292	9.0
Yorkshire Radio	H	4988	37	1	*	4.3	162	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	30984	61	8.5	13.9	431081	42.4
Children 4-14	Q	7795	5487	70	6.3	9.0	49463	66.4
15-24	Q	8206	5989	73	9.5	13.0	77598	60.9
25-44	Q	17068	11476	67	9.5	14.1	161935	50.0
45-64	Q	15508	9405	61	8.8	14.5	136444	39.2
65+	Q	9954	4114	41	5.5	13.4	55103	25.3
Main Shoppers	Q	38740	23177	60	8.3	13.9	323296	41.1
Main Shoppers with children	Q	12058	8305	69	9.8	14.2	118335	52.2
ABC1	Q	27536	16625	60	6.9	11.5	190492	36.3
C2DE	Q	23199	14359	62	10.4	16.8	240589	48.9
ALL BBC 15+	Q	50735	33323	66	11.1	16.9	564476	55.5
Children 4-14	Q	7795	3829	49	3.0	6.1	23389	31.4
15-24	Q	8206	4657	57	5.7	10.1	47059	36.9
25-44	Q	17068	10705	63	9.0	14.4	154166	47.6
45-64	Q	15508	10855	70	13.1	18.7	203291	58.5
65+	Q	9954	7106	71	16.1	22.5	159961	73.5
Main Shoppers	Q	38740	25540	66	11.6	17.6	448552	57.0
Main Shoppers with children	Q	12058	7206	60	8.5	14.3	102799	45.4
ABC1	Q	27536	19906	72	11.8	16.3	324537	61.9
C2DE	Q	23199	13417	58	10.3	17.9	239940	48.7

## 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	24th March 2008 - 22nd June 2008	33,512
H	31st December 2007 - 22nd June 2008	65,313
Y	25th June 2007 - 22nd June 2008	127,858