

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th December 2009



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

Adults aged 15 and over: population 51,280,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45968	90	19.3	21.5	987584	100.0
ALL BBC	Q	33264	65	10.6	16.4	544880	55.2
ALL BBC 15-44	Q	15221	60	7.3	12.3	186613	44.3
ALL BBC 45+	Q	18043	70	13.9	19.9	358267	63.3
All BBC Network Radio <sup>1</sup>	Q	30010	59	9.0	15.4	460979	46.7
BBC Local/Regional	Q	8862	17	1.6	9.5	83901	8.5
ALL COMMERCIAL	Q	31374	61	8.2	13.4	421063	42.6
ALL COMMERCIAL 15-44	Q	17435	69	8.8	12.9	224306	53.2
ALL COMMERCIAL 45+	Q	13939	54	7.6	14.1	196757	34.8
All National Commercial <sup>1</sup>	Q	13001	25	2.0	7.9	103134	10.4
All Local Commercial (National TSA)	Q	25306	49	6.2	12.6	317929	32.2
Other Listening	Q	3004	6	0.4	7.2	21641	2.2

Source: RAJAR/Ipsos MORI/R SMB

<sup>1</sup> See note on back cover.

For survey periods and other definitions please see back cover.

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All BBC Network Radio	Q	30010	59	9.0	15.4	460979	46.7
BBC Radio 1	Q	10763	21	1.9	9.0	97215	9.8
BBC Radio 2	Q	13473	26	3.2	12.1	163009	16.5
BBC Radio 3	Q	1874	4	0.2	5.8	10902	1.1
BBC Radio 4	Q	9841	19	2.4	12.6	123719	12.5
BBC Radio FIVE LIVE	Q	6106	12	0.9	7.3	44711	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6188	12	0.9	7.4	45845	4.6
FIVE LIVE SPORTS EXTRA	Q	663	1	*	1.7	1134	0.1
BBC 6 Music	Q	695	1	0.1	5.5	3798	0.4
1Xtra from the BBC	Q	531	1	0.1	5.6	2980	0.3
BBC Radio 7	Q	931	2	0.1	6.1	5660	0.6
BBC Asian Network UK	Q	360	1	*	5.2	1879	0.2
BBC World Service	Q	1227	2	0.1	4.9	5972	0.6
All National Commercial	Q	13001	25	2.0	7.9	103134	10.4
Total Absolute Radio (was Total Virgin Radio)	Q	1493	3	0.2	7.6	11272	1.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	217	*	*	4.3	924	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	81	*	*	3.5	284	*
Chill	H	198	*	*	4.4	863	0.1
Classic FM	Q	5134	10	0.7	6.8	34995	3.5
Galaxy Network (UK) <sup>2</sup>	H	3831	7	0.5	6.9	26246	2.6
Gold Network (UK) <sup>2</sup>	H	1221	2	0.2	10.0	12228	1.2
Heart Network (UK) <sup>2</sup>	H	7263	14	1.1	8.1	58720	5.9
Heat	Q	447	1	*	4.4	1966	0.2
The Hits	Q	1011	2	0.1	3.2	3246	0.3
Jazz FM	Q	446	1	*	3.5	1542	0.2
Total Kerrang! <sup>2</sup>	H	1215	2	0.1	4.8	5804	0.6
Total Kiss Network <sup>2</sup>	H	3385	7	0.4	5.5	18449	1.8
Total LBC (UK) <sup>2</sup>	H	1042	2	0.3	12.4	12882	1.3
Total Magic <sup>2</sup>	Q	3358	7	0.5	7.3	24490	2.5
NME Radio	Q	177	*	*	3.4	597	0.1
Planet Rock	Q	698	1	0.1	7.1	4956	0.5
Q	Q	219	*	*	3.3	718	0.1
Total Real Radio <sup>2</sup>	H	2353	5	0.4	9.5	22413	2.2
Smash Hits Radio	Q	858	2	0.1	3.0	2577	0.3
Total Smooth Radio <sup>2</sup>	H	2694	5	0.4	7.9	21344	2.1
Sunrise Radio National <sup>2</sup>	Q	483	1	0.1	6.6	3192	0.3
talkSPORT	Q	2496	5	0.4	8.2	20438	2.1
Total XFM (UK) <sup>2</sup>	H	881	2	0.1	4.9	4297	0.4

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th December 2009



## 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	%	per head	per listener		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	51280	10763	21	1.9	9.0	97215	9.8
BBC Radio 2	Q	51280	13473	26	3.2	12.1	163009	16.5
BBC Radio 3	Q	51280	1874	4	0.2	5.8	10902	1.1
BBC Radio 4	Q	51280	9841	19	2.4	12.6	123719	12.5
BBC Radio FIVE LIVE	Q	51280	6106	12	0.9	7.3	44711	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51280	6188	12	0.9	7.4	45845	4.6
FIVE LIVE SPORTS EXTRA	Q	51280	663	1	*	1.7	1134	0.1
BBC 6 Music	Q	51280	695	1	0.1	5.5	3798	0.4
1Xtra from the BBC	Q	51280	531	1	0.1	5.6	2980	0.3
BBC Radio 7	Q	51280	931	2	0.1	6.1	5660	0.6
BBC Asian Network UK	Q	51280	360	1	*	5.2	1879	0.2
BBC World Service	Q	51280	1227	2	0.1	4.9	5972	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4334	864	20	1.4	6.8	5886	7.4
BBC Radio Ulster <sup>3</sup>	Q	1431	498	35	4.4	12.6	6273	23.0
Total BBC Radio Wales/Cymru	Q	2504	509	20	2.2	11.1	5620	11.3
BBC Radio Wales	Q	2504	411	16	1.6	9.8	4047	8.1
BBC Radio Cymru	Q	2504	145	6	0.6	10.8	1573	3.2
<b>LOCAL</b>								
BBC Local Radio	Q	41367	6706	16	1.5	9.5	63451	8.0
BBC Radio Berkshire	H	786	132	17	1.4	8.4	1106	7.5
BBC Radio Bristol	H	885	153	17	1.8	10.5	1604	9.3
BBC Radio Cambridgeshire	H	703	109	16	1.1	6.8	739	5.8
BBC Radio Cornwall	H	456	143	31	3.9	12.3	1765	17.8
BBC Coventry and Warwickshire	H	660	78	12	0.9	7.6	596	4.5
BBC Radio Cumbria	H	406	122	30	3.1	10.2	1243	15.9
BBC Radio Derby	H	629	155	25	2.6	10.6	1643	13.8

Source: RAJAR/Ipsos MORI/R SMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th December 2009



## 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	978	202	21	2.5	12.1	2440	12.5
BBC Essex	H	1262	224	18	2.2	12.5	2809	9.9
BBC Radio Gloucestershire	H	483	97	20	2.4	11.9	1155	11.5
BBC Hereford & Worcester	H	494	96	19	2.2	11.5	1097	11.6
BBC Radio Humberside	H	763	184	24	2.7	11.0	2024	11.5
BBC Radio Kent	H	1379	204	15	1.6	11.1	2260	6.8
BBC Radio Lancashire	H	1184	222	19	1.9	10.2	2264	10.7
BBC Radio Leeds	H	1620	233	14	1.1	7.5	1750	6.4
BBC Radio Leicester	H	799	180	23	2.2	9.7	1747	11.1
BBC Radio Lincolnshire	H	535	94	18	2.1	12.0	1126	10.3
BBC London 94.9	Q	10895	443	4	0.3	7.4	3272	1.6
BBC Radio Manchester	H	2120	212	10	0.7	7.2	1524	4.2
BBC Radio Merseyside	H	1616	302	19	2.1	11.3	3409	12.1
BBC Radio Newcastle	H	1411	282	20	1.5	7.6	2147	8.5
BBC Radio Norfolk	H	759	192	25	3.2	12.5	2398	14.7
BBC Radio Northampton	H	476	84	18	2.3	12.7	1076	12.3
BBC Radio Nottingham	H	783	178	23	2.1	9.4	1680	10.7
BBC Oxford 95.2FM	H	515	63	12	1.1	8.9	558	5.6
BBC Radio Sheffield	H	1255	225	18	1.5	8.5	1925	8.5
BBC Radio Shropshire	H	378	94	25	3.3	13.2	1242	15.5
BBC Radio Solent**	H	1519	236	16	1.7	11.1	2633	7.6
BBC Solent for Dorset	Y	172	22	13	1.2	9.4	206	5.7
BBC Somerset	H	439	54	12	1.6	13.0	706	6.4
BBC Radio Stoke	H	595	161	27	3.0	11.3	1811	14.9
BBC Radio Suffolk	H	528	113	21	2.2	10.5	1183	11.1
BBC Sussex and BBC Surrey	H	2439	220	9	0.9	9.5	2094	4.0
BBC Tees	H	786	136	17	0.9	5.1	690	4.7
BBC Three Counties Radio	H	1271	133	10	0.8	7.3	964	3.9
BBC WM (Birmingham & Black Country)	H	2246	231	10	1.0	10.1	2337	5.5
BBC Radio Wiltshire/Swindon	H	536	73	14	1.0	7.2	530	4.9
BBC Radio York	H	530	84	16	1.2	7.6	632	5.8
BBC Radio Guernsey	Y	51	18	35	4.1	11.5	209	25.1
BBC Radio Jersey	Y	76	31	41	4.2	10.3	324	22.2

Source: RAJAR/Ipsos MORI/RSMB

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th December 2009



## 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		
<b>NATIONAL</b>								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51280	1673	3	0.2	7.5	12484	1.3
Total Absolute Radio (was Total Virgin Radio)	Q	51280	1493	3	0.2	7.6	11272	1.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10895	803	7	0.5	7.4	5946	3.0
Absolute Radio London (was Virgin Radio London)	Q	10895	689	6	0.4	6.8	4684	2.3
Absolute Radio National (was Virgin Radio National)	Q	51280	903	2	0.1	7.3	6588	0.7
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51280	217	*	*	4.3	924	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	51280	81	*	*	3.5	284	*
Chill	H	51280	198	*	*	4.4	863	0.1
Classic FM	Q	51280	5134	10	0.7	6.8	34995	3.5
Galaxy Network (UK)	H	51280	3831	7	0.5	6.9	26246	2.6
Gold Network (UK)	H	51280	1221	2	0.2	10.0	12228	1.2
Heart Network (UK)	H	51280	7263	14	1.1	8.1	58720	5.9
Heat	Q	51280	447	1	*	4.4	1966	0.2
The Hits	Q	51280	1011	2	0.1	3.2	3246	0.3
Jazz FM	Q	51280	446	1	*	3.5	1542	0.2
Total Kerrang!	H	51280	1215	2	0.1	4.8	5804	0.6
Total Kiss Network	H	51280	3385	7	0.4	5.5	18449	1.8
Total LBC (UK)	H	51280	1042	2	0.3	12.4	12882	1.3
Total Magic	Q	51280	3358	7	0.5	7.3	24490	2.5
NME Radio	Q	51280	177	*	*	3.4	597	0.1
Planet Rock	Q	51280	698	1	0.1	7.1	4956	0.5
Q	Q	51280	219	*	*	3.3	718	0.1
Total Real Radio	H	51280	2353	5	0.4	9.5	22413	2.2
Smash Hits Radio	Q	51280	858	2	0.1	3.0	2577	0.3
Total Smooth Radio	H	51280	2694	5	0.4	7.9	21344	2.1
Sunrise Radio National	Q	51280	483	1	0.1	6.6	3192	0.3
talkSPORT	Q	51280	2496	5	0.4	8.2	20438	2.1
Total XFM (UK)	H	51280	881	2	0.1	4.9	4297	0.4

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		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	50515	25239	50	6.3	12.6	316820	32.6
107.8 Arrow FM for Hastings	Y	113	20	18	1.0	5.8	116	4.6
105-107 Atlantic FM	Y	456	58	13	0.7	5.8	334	3.4
107.6 Banbury Sound	Y	82	19	23	2.1	9.1	172	9.6
Total Bauer Radio	H	51280	12185	24	2.1	8.6	105363	10.6
Total Bauer Radio ILR	H	36655	9614	26	2.3	8.6	82641	11.8
Big City Network	H	15960	4447	28	2.5	9.0	39988	13.7
Big City FM and AM	H	16115	5101	32	3.1	9.9	50537	17.2
Big City England	H	10496	2498	24	1.9	7.8	19548	10.2
Total Magic	Q	51280	3358	7	0.5	7.3	24490	2.5
Magic Network - North	H	10370	682	7	0.7	11.1	7587	4.0
Bauer Radio - North East	H	2215	745	34	3.1	9.2	6850	17.1
Big City Network - North East	H	2215	572	26	1.8	6.8	3893	9.7
Metro Radio	H	1467	393	27	1.8	6.7	2621	10.0
TFM Radio	H	813	182	22	1.6	7.0	1272	8.4
Magic Network - North East	H	2215	251	11	1.3	11.8	2957	7.4
Magic 1152 (Newcastle)	H	1467	151	10	1.2	11.9	1797	6.9
Magic 1170 (Teesside)	H	813	101	12	1.4	11.5	1160	7.7
Metro Radio/Magic 1152	H	1467	492	34	3.0	9.0	4418	16.9
TFM Radio/Magic 1170	H	813	256	32	3.0	9.5	2432	16.1
Bauer Liverpool	H	1799	454	25	2.4	9.5	4331	13.4
Total City Talk/Magic 1548	H	1799	140	8	0.6	8.0	1129	3.5
Bauer FM Liverpool	H	1799	407	23	2.0	9.0	3644	11.3
City Talk 105.9	H	1560	57	4	0.3	7.8	442	1.6
Bauer Radio - North West	H	5099	1271	25	2.0	8.1	10286	11.4
Big City Network - North West	H	4944	1145	23	1.7	7.5	8595	9.9
Radio City 96.7	H	1799	381	21	1.8	8.4	3202	9.9
Key 103 (Manchester)	H	2392	463	19	1.2	6.3	2900	7.1
97.4 Rock FM	H	1243	321	26	2.0	7.8	2492	10.9
Magic Network - North West	H	5064	202	4	0.3	8.4	1692	1.9
Magic 1548 (Liverpool)	H	1799	87	5	0.4	7.9	686	2.1
Magic 1152 (Manchester)	H	2392	76	3	0.3	9.3	707	1.7
Magic 999 (Preston)	H	1114	40	4	0.3	7.5	298	1.5
Key 103/Magic 1152 (Manchester)	H	2392	512	21	1.5	7.0	3607	8.8
Radio City 96.7/Magic 1548	H	1799	428	24	2.2	9.1	3889	12.1
97.4 Rock FM/Magic 999	H	1398	350	25	2.0	8.0	2791	10.7
Bauer Radio - Yorkshire	H	3091	847	27	2.9	10.5	8923	15.0
Big City Network - Yorkshire	H	3091	683	22	1.9	8.8	5985	10.1

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		
96.3 Radio Aire	H	989	106	11	0.9	8.3	881	5.1
Hallam FM	H	1256	332	26	2.2	8.3	2775	12.1
96.9 Viking FM	H	905	246	27	2.6	9.5	2329	11.4
Magic Network - Yorkshire	H	3091	229	7	1.0	12.9	2938	4.9
Magic 828 (Leeds)	H	989	85	9	0.9	10.1	857	5.0
Magic AM (Sheffield)	H	1256	79	6	0.9	13.9	1095	4.8
Magic 1161 (Hull)	H	905	67	7	1.1	15.2	1025	5.0
96.3 Radio Aire/Magic 828	H	989	176	18	1.8	9.9	1738	10.2
Hallam FM/Magic AM	H	1256	387	31	3.1	10.0	3870	16.8
96.9 Viking FM/Magic 1161	H	905	288	32	3.7	11.6	3354	16.4
Total Kerrang!	H	51280	1215	2	0.1	4.8	5804	0.6
Kerrang! 105.2	H	3514	319	9	0.5	5.8	1838	2.7
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10895	3076	28	1.9	6.8	21060	10.5
Kiss 100 FM	Q	10895	1605	15	0.8	5.4	8669	4.3
Magic 105.4	Q	10895	1821	17	1.1	6.8	12391	6.1
Total Kiss Network	H	51280	3385	7	0.4	5.5	18449	1.8
Kiss East	H	2046	336	16	1.3	7.7	2582	6.2
Kiss West	H	2353	321	14	0.8	5.7	1822	3.8
Bauer Radio Total Scotland	H	4303	1700	40	4.2	10.7	18275	23.8
Big City Scotland	Y	4068	1443	35	3.7	10.6	15239	20.1
Bauer Radio Central Scotland	H	2829	981	35	3.4	9.7	9549	20.0
Total Radio Clyde	H	1837	645	35	3.1	9.0	5770	19.1
Clyde 1 FM	H	1837	567	31	2.6	8.3	4707	15.6
Clyde 2	H	1837	181	10	0.6	5.9	1063	3.5
Total Radio Forth	H	1090	340	31	3.5	11.1	3778	19.5
ForthOne	H	1090	314	29	3.0	10.5	3287	17.0
Forth2	H	1090	78	7	0.5	6.3	491	2.5
C.F.M.Radio	Y	246	91	37	3.6	9.7	883	19.2
Moray Firth Radio	Y	231	117	50	6.0	12.0	1400	25.4
Total Northsound Radio	Y	311	147	47	5.8	12.4	1819	29.6
Northsound One	Y	311	120	39	4.2	10.8	1299	21.2
Northsound Two	Y	311	57	18	1.7	9.0	520	8.5
Radio Borders	Y	106	52	49	6.8	13.7	714	32.4
Total Radio Tay	Y	372	149	40	5.1	12.6	1889	27.0
Tay-FM	Y	372	98	26	2.8	10.5	1028	14.7
Tay-AM	Y	372	76	20	2.3	11.3	860	12.3
West Sound <sup>3</sup>	Y	387	167	43	4.7	10.8	1814	27.3

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1407	537	38	4.4	11.5	6203	22.3
97.4 Cool FM	H	962	344	36	3.6	10.0	3456	18.8
Downtown Radio (DTR)	H	1407	235	17	2.0	11.7	2747	9.9
Wave 105 FM	H	1732	388	22	2.1	9.2	3582	9.1
107 The Bee	Y	183	20	11	1.7	15.4	313	11.7
Central FM	Y	216	44	20	1.6	8.0	350	8.2
Total Cheshire Radio	Y	366	56	15	1.0	6.6	372	5.5
Cheshire's Silk 106.9	Y	179	20	11	0.3	2.9	60	1.8
Chester's Dee 106.3	Y	187	36	19	1.7	8.8	312	9.1
Total CN Radio	Y	867	233	27	2.2	8.1	1880	10.7
The Bay	Y	323	95	29	2.3	7.8	734	11.1
Citybeat 96.7/102.5FM	H	544	128	24	2.2	9.2	1184	11.2
Lakeland Radio	Y	52	15	30	2.2	7.3	114	10.4
The Coast	H	1662	117	7	0.5	6.6	772	2.0
Connect FM	Y	224	40	18	1.7	9.5	382	8.9
Dream 107.7 FM	Y	231	21	9	0.6	6.7	139	3.0
Fire 107.6 FM	Y	285	31	11	0.5	4.5	139	2.2
3FM	Y	68	22	32	3.1	9.8	212	13.7
Total Global Radio (UK)	H	51280	18132	35	3.2	9.1	165558	16.6
Chill	H	51280	198	*	*	4.4	863	0.1
Classic FM	Q	51280	5134	10	0.7	6.8	34995	3.5
Galaxy Network (UK)	H	51280	3831	7	0.5	6.9	26246	2.6
Gold Network (UK)	H	51280	1221	2	0.2	10.0	12228	1.2
Heart Network (UK)	H	51280	7263	14	1.1	8.1	58720	5.9
Total LBC (UK)	H	51280	1042	2	0.3	12.4	12882	1.3
Total XFM (UK)	H	51280	881	2	0.1	4.9	4297	0.4
Global Radio London (ILR)	Q	10895	4385	40	3.9	9.7	42396	21.0
Global Radio (ILR)	H	41743	12903	31	2.9	9.3	119831	14.9
Fun Radio	H	10895	28	*	*	2.5	69	*
Galaxy Network (ILR)	H	26303	3382	13	0.9	7.0	23562	4.8
Choice FM London	Q	10895	528	5	0.3	6.6	3498	1.7
Galaxy Birmingham	H	2099	330	16	1.0	6.2	2054	5.2
Galaxy Manchester	H	2811	500	18	1.2	6.5	3240	6.5
Galaxy North East	H	2191	516	24	1.8	7.6	3936	9.9
Galaxy Scotland (was XFM Scotland)	H	2711	312	11	0.7	5.8	1813	4.0
Galaxy Scotland (East) (was XFM Scotland (East))	H	1186	124	10	0.7	6.8	844	4.0

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		Total Hours '000	Share in TSA %
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Galaxy Scotland (West) (was XFM Scotland (West))	H	1703	208	12	0.6	5.1	1065	3.9
Galaxy South Coast (was 103.2 Power FM)	H	1133	186	16	1.1	6.7	1246	4.8
Galaxy Yorkshire	H	4462	978	22	1.7	7.8	7637	9.1
Gold Network (ILR)	H	29182	1023	4	0.4	10.4	10630	1.8
Gold Bedford	H	605	28	5	0.3	7.3	207	1.8
Gold Berkshire/North Hampshire	H	742	29	4	0.3	8.4	246	1.6
Gold Birmingham <sup>4</sup>	H	2054	79	4	0.4	9.8	776	2.0
Gold Bristol/Bath/Wiltshire	H	1351	64	5	0.6	12.3	785	3.0
Gold Coventry <sup>4</sup>	H	653	19	3	0.3	9.6	181	1.4
Gold Crawley	Y	373	6	1	0.3	20.1	111	1.4
Gold Derby	Y	455	17	4	0.5	12.7	213	2.5
Gold Devon	Y	540	8	1	0.1	9.3	75	0.7
Gold Dorset	H	604	26	4	0.4	10.1	268	1.9
Gold Essex	H	1227	54	4	0.6	14.4	770	2.8
Gold Gloucester	Y	406	14	4	0.5	13.7	198	2.3
Gold Hampshire	H	1133	54	5	0.6	12.5	678	2.6
Gold Kent	H	1166	33	3	0.2	8.3	275	1.0
Gold London	Q	10895	258	2	0.2	9.9	2548	1.3
Gold Luton	H	1043	21	2	0.2	9.2	197	1.0
Gold Manchester	H	2393	57	2	0.3	10.8	618	1.5
Gold Norfolk/Suffolk	H	1158	50	4	0.4	10.0	502	2.1
Gold Norfolk	H	648	28	4	0.6	12.7	359	2.6
Gold Suffolk	H	517	22	4	0.3	7.3	163	1.6
Gold North Wales/Cheshire	Y	383	10	3	0.3	10.1	101	1.4
Gold Northampton	H	549	20	4	0.4	10.9	220	2.1
Gold Nottingham	H	1150	49	4	0.5	10.7	528	2.3
Gold Peterborough	H	583	41	7	0.7	10.1	412	3.6
Gold Plymouth	Y	338	17	5	0.4	7.3	121	1.9
Gold Sussex	H	1011	47	5	0.4	9.1	427	2.0
Gold South East Wales	H	979	31	3	0.4	13.5	420	2.1
Gold Wolverhampton <sup>4</sup>	H	1298	45	3	0.3	9.5	432	1.6
Heart Network (ILR)	H	28242	6690	24	2.0	8.3	55591	9.9
Heart 103 FM Anglesey and Gwynedd (was Champion)	Y	123	31	25	2.0	8.0	246	10.2
Heart 102.3 FM Dorset and New Forest (was 2CR)	H	604	115	19	1.1	5.9	684	4.9
Heart 96.9 FM Bedford (was 96.9 Chiltern FM)	Y	397	100	25	2.2	8.7	870	11.9

Source: RAJAR/Ipsos MORI/RSMB

<sup>4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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Heart 97.6 FM Beds/Bucks (was 97.6 Chiltern FM)	H	751	163	22	2.0	9.3	1526	10.4
Heart Berkshire and North Hants (was 2-Ten FM)	H	742	180	24	2.2	9.2	1652	11.0
Heart Bristol/Bath/Wiltshire (was GWR)	H	1351	390	29	2.6	9.0	3504	13.3
Heart 103 FM Cambridgeshire (was Q103)	Y	441	107	24	2.0	8.2	884	10.0
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sound)	Y	383	67	18	1.6	9.1	607	8.1
Heart Colchester/Suffolk	H	668	195	29	2.5	8.6	1671	12.5
Heart Colchester (was SGR Colchester)	Y	190	61	32	2.7	8.4	511	12.0
Heart Suffolk (was SGR FM)	H	546	137	25	2.2	8.9	1213	11.2
Heart Devon Total (was Gemini)	Y	540	162	30	2.6	8.6	1405	12.2
Heart 106 FM East Midlands <sup>4</sup>	H	2154	345	16	1.3	8.1	2777	6.6
Heart Exeter & East Devon (was Gemini)	Y	313	105	34	2.8	8.2	866	12.7
Heart Torbay & South Devon (was Gemini)	Y	227	57	25	2.4	9.4	539	11.5
Heart Essex (was Essex FM) <sup>3</sup>	H	1227	353	29	2.9	10.2	3609	13.0
Heart Gloucestershire (was Severn Sound)	Y	406	115	28	2.7	9.5	1091	12.6
Heart Hampshire and West Sussex (was Ocean)	H	1022	189	18	1.5	8.2	1544	6.8
Heart Kent (was Invicta FM)	H	1166	355	30	3.3	11.0	3895	14.0
Heart 106.2 FM London	Q	10895	1881	17	1.0	5.7	10649	5.3
Heart 103.3 FM Milton Keynes (was Horizon Radio)	Y	232	84	36	3.3	9.2	766	16.1
Heart 102.4 FM Norfolk (was Radio Broadland)	H	648	192	30	2.9	9.7	1858	13.3
Heart 96.6 FM Northants (was Northants)	H	549	152	28	2.6	9.5	1438	13.9
Heart North Devon (was Lantern FM)	Y	134	55	41	4.1	9.9	545	18.0
Heart 96.3 FM North Wales Coast (was Coast)	Y	243	51	21	1.9	9.2	469	9.4
Heart Oxfordshire (was Fox FM)	H	665	178	27	2.3	8.5	1514	11.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Heart 102.7 Peterborough (was Hereward)	Y	387	103	27	2.3	8.4	872	11.0
Heart Plymouth (was Plymouth Sound)	Y	338	95	28	2.7	9.5	900	13.8
Heart Somerset (was Orchard FM)	Y	343	126	37	4.4	12.0	1518	18.1
Heart South Hams	Y	66	14	21	1.8	8.5	118	8.5
Heart Sussex (was Southern FM)	H	1011	286	28	2.7	9.5	2715	12.9
Heart 100.7 FM West Midlands	H	3547	801	23	1.7	7.7	6180	9.1
Heart 97.1 FM Wirral (was The Buzz)	Y	438	43	10	0.5	5.4	231	3.3
The Hit Music Network (ILR)	H	17666	3477	20	1.3	6.7	23415	6.8
95.8 Capital FM	Q	10895	1827	17	0.9	5.5	9967	4.9
Beacon Radio <sup>4</sup>	H	1298	199	15	1.2	7.6	1510	5.7
96.4 BRMB <sup>4</sup>	H	2054	365	18	1.1	6.2	2280	5.9
105.4 Leicester Sound FM	H	617	116	19	1.2	6.4	744	6.4
Mercia <sup>4</sup>	H	653	125	19	1.5	8.0	996	7.9
Mercury FM (Herts)	Y	331	29	9	0.5	5.8	168	2.6
Mercury FM (Surrey & Sussex)	Y	373	90	24	1.6	6.5	585	7.4
RAM FM	Y	455	88	19	1.5	7.8	687	8.1
Red Dragon	H	979	305	31	2.0	6.5	1978	9.9
96 Trent FM	H	1150	315	27	2.2	8.0	2509	10.9
Wyvern FM <sup>4</sup>	Y	496	93	19	1.5	7.8	724	7.4
LBC (ILR) - was Total LBC (ILR)	Q	10895	913	8	1.1	13.7	12521	6.2
LBC 97.3	Q	10895	841	8	1.0	13.6	11436	5.7
LBC News 1152	Q	10895	235	2	0.1	4.6	1086	0.5
XFM (ILR)	H	13706	678	5	0.3	5.3	3576	1.4
XFM 104.9	Q	10895	519	5	0.3	6.2	3213	1.6
XFM Manchester	H	2811	143	5	0.2	4.5	646	1.3
Total GMG Radio	H	51280	4861	9	0.9	9.2	44946	4.5
GMG Radio North West Total	H	5251	1115	21	2.0	9.2	10306	11.1
GMG Radio North West Regional	H	5213	1025	20	1.8	9.1	9372	10.1
GMG Radio North East	H	2215	530	24	1.9	8.1	4304	10.7
GMG Radio Scotland	H	2873	840	29	3.2	11.1	9331	19.2
Total Real Radio	H	51280	2353	5	0.4	9.5	22413	2.2
Real Radio (ILR Network)	H	14716	2164	15	1.4	9.6	20875	7.9
Real Radio (North East) - (was Century Radio)	H	2215	308	14	0.9	6.5	1986	5.0

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			'000	%	per head	per listener		
Real Radio (North West) - (was Century Radio)	H	5213	474	9	0.9	9.6	4538	4.9
Real Radio (Scotland)	H	2688	670	25	2.8	11.3	7589	16.7
Real Radio (Wales)	H	1781	419	24	2.1	9.0	3753	10.4
Real Radio (Yorkshire)	H	2819	293	10	1.1	10.3	3007	6.1
96.3 Rock Radio	H	811	54	7	0.3	4.8	256	1.9
106.1 Rock Radio	H	2254	122	5	0.4	7.6	934	2.4
Total Smooth Radio	H	51280	2694	5	0.4	7.9	21344	2.1
Smooth Radio (ILR Network)	H	25858	2332	9	0.7	8.2	19168	4.0
Smooth Radio Midlands	H	5652	668	12	1.3	10.7	7139	6.5
Smooth Radio (East Midlands)	H	2145	292	14	1.4	10.2	2976	7.1
Smooth Radio (West Midlands)	H	3547	376	11	1.2	11.1	4163	6.1
Smooth Radio (Glasgow)	H	1883	215	11	0.8	6.9	1486	4.8
Smooth Radio (London)	Q	10895	414	4	0.3	6.7	2790	1.4
Smooth Radio (North East)	H	2215	298	13	1.0	7.8	2318	5.8
Smooth Radio (North West)	H	5213	664	13	0.9	7.3	4834	5.2
Imagine FM	Y	375	30	8	0.5	6.0	180	2.7
IOW Radio	Y	119	36	30	3.0	9.9	355	12.4
JACKfm Oxfordshire	Y	418	52	12	0.9	6.9	357	4.4
106 JACKfm	Y	418	44	11	0.6	5.9	261	3.2
Oxford's FM107.9	Y	418	12	3	0.2	8.2	96	1.2
Kingdom FM	Y	285	73	25	2.3	9.0	654	12.8
kmfm Group	Y	988	164	17	1.5	9.0	1476	6.4
kmfm East	Y	472	99	21	2.2	10.5	1042	9.2
kmfm West	H	517	67	13	0.9	7.2	483	4.0
Lincs FM Group	H	2669	611	23	2.4	10.6	6485	11.8
Lincs FM 102.2 <sup>3</sup>	H	905	294	32	4.0	12.2	3574	19.3
Oak FM	Y	313	34	11	0.9	8.4	283	4.5
Lincs FM Group Yorkshire	Y	1468	280	19	1.9	10.0	2811	9.3
Dearne FM	Y	227	42	19	2.0	10.7	455	11.3
KCFM 99.8	Y	428	71	17	1.4	8.2	580	5.6
Ridings FM	Y	294	36	12	0.9	7.6	276	5.3
Rother FM	Y	207	32	15	1.9	12.1	385	10.2
Trax FM	Y	365	99	27	3.1	11.3	1116	14.9
Lite FM	Y	186	23	12	0.7	5.3	122	3.2
The Local Radio Company	Y	1981	475	24	2.0	8.2	3868	10.0
Group Total								
Alpha 103.2	Y	143	22	15	1.2	7.5	165	6.3
2BR	Y	195	55	28	2.5	8.7	481	15.3

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Durham FM	Y	207	29	14	0.9	6.6	193	5.5
Minster FM <sup>3</sup>	Y	335	71	21	1.5	7.1	508	7.9
Mix 96	Y	122	39	32	2.1	6.5	253	9.9
Spire FM	Y	113	41	36	4.6	12.8	521	19.4
Spirit FM	Y	209	41	20	1.7	8.4	346	7.7
97.2 Stray FM	Y	146	43	29	1.8	6.1	261	8.5
Sun FM	Y	271	59	22	1.9	8.5	506	10.2
Wessex FM	Y	122	37	30	2.0	6.7	247	9.5
Yorkshire Coast Radio	Y	118	37	31	3.3	10.4	386	15.3
Radio Mansfield 103.2	Y	155	40	26	2.4	9.2	365	11.6
Manx Radio	Y	68	37	55	6.6	12.0	448	28.9
Midwest Radio	Y	195	34	17	1.7	9.6	329	7.1
Northern Media Group	Y	566	140	25	2.1	8.6	1207	11.1
Five FM	Y	81	22	27	2.5	9.3	201	13.7
Q102.9FM/Q97.2FM/Q101.2FM	Y	294	92	31	2.8	9.1	837	14.4
Seven FM	Y	145	16	11	0.6	5.6	89	3.2
Six FM	Y	92	11	12	0.9	7.1	80	4.5
Original 106 (Aberdeen)	Y	311	41	13	0.8	5.9	244	4.0
Total Orion	H	5829	1165	20	1.6	8.0	9340	8.2
Heart 106 FM East Midlands	H	2154	345	16	1.3	8.1	2777	6.6
Orion West	H	3765	822	22	1.7	8.0	6563	9.0
Beacon Radio	H	1298	199	15	1.2	7.6	1510	5.7
96.4 BRMB	H	2054	365	18	1.1	6.2	2280	5.9
Gold Wolverhampton	H	1298	45	3	0.3	9.5	432	1.6
Gold Birmingham	H	2054	79	4	0.4	9.8	776	2.0
Gold Coventry	H	653	19	3	0.3	9.6	181	1.4
Mercia	H	653	125	19	1.5	8.0	996	7.9
Wyvern FM	Y	496	93	19	1.5	7.8	724	7.4
Panjab Radio	H	10895	44	*	*	5.3	235	0.1
Pennine FM (formerly 107.9 Home FM)	Y	205	18	9	0.6	6.4	113	3.1
Premier Christian Radio	Q	10895	136	1	0.2	16.6	2254	1.1
107.4 The Quay	Y	376	55	14	0.6	4.4	241	2.8
Reading 107 FM	Y	224	23	10	0.7	6.4	146	3.9
96.2 The Revolution	H	507	24	5	0.7	14.0	335	4.0
Southwest Local Radio Group (Palm & Exeter FM)	Y	530	59	11	0.8	7.0	415	3.7
Exeter FM	Y	303	24	8	0.4	5.0	121	1.8
Palm FM	Y	227	35	15	1.3	8.4	294	6.3

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107.5 Sovereign Radio	Y	150	24	16	1.1	6.8	163	5.5
Total Star Radio (Bristol)	Y	587	51	9	0.6	6.8	351	3.0
Original 106 (Bristol)	H	588	20	3	0.2	5.6	110	0.9
Star Radio (Bristol)	Y	457	35	8	0.5	7.0	247	2.7
Star Radio in North Somerset	Y	133	19	14	1.3	9.2	176	6.0
The Sunrise Group	H	51280	578	1	0.1	9.0	5205	0.5
Buzz Asia 963 & 972AM	H	10895	167	2	0.1	5.6	935	0.4
Kismet Radio 1035 (Greater London)	Q	10895	85	1	0.1	10.0	849	0.4
Sunrise Radio (Greater London)	Q	10895	364	3	0.2	7.0	2562	1.3
Sunrise Radio National	Q	51280	483	1	0.1	6.6	3192	0.3
SWR Group	Y	464	62	13	1.4	10.4	647	6.4
Bath FM	Y	104	11	10	0.5	4.7	50	2.4
Brunel FM	Y	184	16	9	0.7	8.0	126	3.1
QuayWest FM	Y	109	20	18	2.5	13.7	269	10.0
3TR	Y	66	16	24	3.1	12.7	202	15.6
Time FM 106.6	Y	282	23	8	0.5	6.5	149	2.9
Tindle Radio Group	Y	1350	294	22	2.2	9.9	2912	10.4
Tindle Radio Anglia	Y	993	185	19	1.7	9.3	1715	8.4
103.4 The Beach	Y	184	51	27	3.0	10.9	552	15.0
Dream 100	Y	141	39	27	2.6	9.6	371	14.0
North Norfolk Radio	Y	91	17	19	2.0	10.3	180	8.3
99.9 Radio Norwich	Y	324	46	14	1.1	7.4	343	4.8
Town 102 FM	Y	275	32	12	1.0	8.4	269	5.2
Channel 103 FM	Y	76	39	51	5.3	10.4	409	28.0
Delta FM	Y	93	15	16	1.7	10.7	158	7.9
Island FM 104.7	Y	51	24	48	5.8	12.0	294	35.3
Kestrel FM	Y	136	31	23	2.5	10.8	337	9.7
Total Touch Radio Network	Y	889	132	15	1.4	9.2	1214	6.9
Rugby FM	Y	70	20	28	3.0	10.5	209	14.8
Touchradio Staffs	Y	248	29	12	1.2	10.5	307	6.6
96.2FM Touchradio - Coventry	Y	285	33	12	0.8	7.0	231	4.3
102FM Touchradio - Warks Worcs Cotswolds	Y	287	44	15	1.5	9.5	419	6.8
107.3 Touchradio - Warwick	Y	133	7	5	0.4	7.2	48	2.1
Town and Country Broadcasting (South and West Wales)	Y	1578	215	14	1.1	8.3	1792	5.5
Total Bridge FM	Y	1405	103	7	0.5	7.1	736	2.5
106.3 Bridge FM	Y	122	36	30	2.6	8.9	321	12.5

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			'000	%	per head	per listener		
Nation Radio	H	1405	89	6	0.4	6.2	552	1.9
97.1 Radio Carmarthenshire <sup>3</sup>	Y	127	38	30	2.6	8.4	324	12.4
102.5 Radio Pembrokeshire	Y	92	42	45	5.0	11.2	466	24.4
102.1 Bay Radio (was 102.1 Swansea Bay Radio)	Y	454	38	8	0.6	7.1	266	2.9
Total UKRD	H	1434	382	27	2.2	8.3	3162	10.9
Pirate FM	Y	480	153	32	3.4	10.8	1650	16.0
The County Sound Radio Network	H	539	154	29	2.2	7.6	1167	10.8
County Sound 1566	H	539	14	3	0.1	3.6	51	0.5
96.4 Eagle Radio	H	539	140	26	2.1	8.0	1117	10.3
Total UKRD East	H	415	77	19	1.4	7.7	594	7.6
KL.FM 96.7	Y	149	48	32	3.3	10.3	494	14.5
Star Radio in Cambridge	Y	266	25	9	0.4	4.5	112	2.2
UTV Radio (inc. talkSPORT)	H	51280	3616	7	0.6	8.5	30897	3.1
UTV Radio (excl. talkSPORT)	H	6069	1201	20	1.8	8.9	10667	9.5
107.6 Juice FM	H	954	122	13	0.6	4.9	595	3.7
Peak 107 FM	Y	413	85	21	2.0	9.9	838	10.1
The Pulse/Pulse 2	H	848	135	16	1.1	6.9	936	6.4
The Pulse	H	848	124	15	1.0	6.8	843	5.7
Pulse 2	H	848	35	4	0.1	2.6	92	0.6
Signal One & Signal Two	H	771	254	33	4.4	13.5	3420	21.9
Signal One	H	771	243	32	3.9	12.5	3026	19.4
Signal Two	H	771	44	6	0.5	9.0	394	2.5
107.4 Tower FM	Y	431	49	11	0.8	7.1	350	4.7
Total Swansea Sound/ 96.4 FM The Wave	Y	454	184	41	4.2	10.3	1888	20.6
96.4 FM The Wave	Y	454	138	30	2.6	8.4	1160	12.7
Swansea Sound - 1170 MW	Y	454	78	17	1.6	9.4	728	7.9
U105	H	851	136	16	1.3	8.2	1117	6.8
Radio Wave 96.5 FM	Y	240	63	26	2.4	9.3	586	11.7
102.4 Wish/107.2 Wire	Y	705	147	21	1.4	6.8	1008	7.5
107.2 Wire FM	Y	276	63	23	1.7	7.4	468	8.6
102.4 Wish FM	Y	464	86	19	1.2	6.3	540	6.3
107.7 The Wolf	Y	429	41	10	0.6	6.7	272	3.2
Wave 102 FM	Y	153	25	17	1.3	8.1	204	7.4
Yorkshire Radio	H	4461	52	1	*	3.5	182	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	51280	31374	61	8.2	13.4	421063	42.6
Children 4-14	Q	7801	5276	68	5.9	8.7	46019	68.0
15-24	Q	8295	5823	70	8.3	11.8	68434	59.2
25-44	Q	17154	11612	68	9.1	13.4	155872	51.0
45-64	Q	15688	9720	62	8.9	14.3	138940	39.9
65+	Q	10143	4220	42	5.7	13.7	57817	26.5
Main Shoppers	Q	40063	24091	60	8.2	13.6	327392	41.6
Main Shoppers with children	Q	11997	8267	69	9.3	13.5	111609	52.3
ABC1	Q	28005	17006	61	6.7	11.1	188976	36.2
C2DE	Q	23275	14369	62	10.0	16.2	232087	49.9
ALL BBC 15+	Q	51280	33264	65	10.6	16.4	544880	55.2
Children 4-14	Q	7801	3683	47	2.6	5.5	20359	30.1
15-24	Q	8295	4686	56	5.4	9.6	44800	38.7
25-44	Q	17154	10535	61	8.3	13.5	141813	46.4
45-64	Q	15688	10751	69	12.9	18.8	202316	58.1
65+	Q	10143	7292	72	15.4	21.4	155951	71.6
Main Shoppers	Q	40063	26050	65	11.0	17.0	442347	56.2
Main Shoppers with children	Q	11997	7105	59	8.1	13.6	96794	45.3
ABC1	Q	28005	20073	72	11.5	16.1	322733	61.8
C2DE	Q	23275	13191	57	9.5	16.8	222147	47.7

## 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.

(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	21st September 2009 - 20th December 2009	27,909
H	29th June 2009 - 20th December 2009	55,605
Y	5th January 2009 - 20th December 2009	120,481