

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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	46479	91	19.8	21.8	1013061	100.0
ALL BBC	Q	34877	68	11.2	16.4	572029	56.5
ALL BBC 15-44	Q	16273	64	8.0	12.5	203792	46.1
ALL BBC 45+	Q	18604	72	14.3	19.8	368238	64.5
All BBC Network Radio <sup>1</sup>	Q	31318	61	9.3	15.3	478186	47.2
BBC Local/Regional	Q	9987	19	1.8	9.4	93844	9.3
ALL COMMERCIAL	Q	32162	63	8.2	13.0	418514	41.3
ALL COMMERCIAL 15-44	Q	17999	71	8.9	12.6	226457	51.2
ALL COMMERCIAL 45+	Q	14163	55	7.4	13.6	192058	33.6
All National Commercial <sup>1</sup>	Q	13614	27	2.0	7.6	103905	10.3
All Local Commercial (National TSA)	Q	26089	51	6.1	12.1	314610	31.1
Other Listening	Q	3443	7	0.4	6.5	22517	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.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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 BBC Network Radio	Q	31318	61	9.3	15.3	478186	47.2
BBC Radio 1	Q	11737	23	1.9	8.2	95972	9.5
BBC Radio 2	Q	14569	28	3.4	12.0	174355	17.2
BBC Radio 3	Q	2025	4	0.2	5.9	11908	1.2
BBC Radio 4	Q	10029	20	2.4	12.3	123378	12.2
BBC Radio FIVE LIVE	Q	6481	13	0.9	7.2	46418	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6563	13	0.9	7.3	48109	4.7
FIVE LIVE SPORTS EXTRA	Q	685	1	*	2.5	1691	0.2
BBC 6 Music	Q	1023	2	0.2	7.7	7852	0.8
1Xtra from the BBC	Q	663	1	0.1	4.8	3194	0.3
BBC Radio 7	Q	1049	2	0.1	5.5	5750	0.6
BBC Asian Network UK	Q	357	1	*	4.5	1595	0.2
BBC World Service	Q	1288	3	0.1	4.7	6072	0.6
All National Commercial	Q	13614	27	2.0	7.6	103905	10.3
Total Absolute Radio (was Total Virgin Radio)	Q	1396	3	0.2	7.9	11047	1.1
Absolute 80s	Q	264	1	*	5.4	1421	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	255	*	*	4.7	1202	0.1
Chill	H	160	*	*	3.5	563	0.1
Classic FM	Q	5515	11	0.7	6.7	37049	3.7
Galaxy Network (UK) <sup>2</sup>	H	3972	8	0.5	6.5	25864	2.6
Gold Network (UK) <sup>2</sup>	H	1188	2	0.2	9.3	11102	1.1
Heart Network (UK) <sup>2</sup>	H	7365	14	1.1	7.9	58058	5.8
Heat	Q	447	1	*	3.2	1444	0.1
The Hits	Q	1055	2	0.1	3.4	3579	0.4
Jazz FM	Q	471	1	*	4.0	1894	0.2
Total Kerrang! <sup>2</sup>	H	1203	2	0.1	4.5	5404	0.5
Total Kiss Network <sup>2</sup>	H	3399	7	0.3	5.0	17097	1.7
Total LBC (UK) <sup>2</sup>	H	1044	2	0.3	12.8	13311	1.3
Total Magic <sup>2</sup>	Q	3781	7	0.5	6.5	24658	2.4
NME Radio	Q	226	*	*	2.5	555	0.1
Panjab Radio	Q	172	*	*	5.3	913	0.1
Planet Rock	Q	694	1	0.1	8.5	5905	0.6
Q	Q	231	*	*	3.4	788	0.1
Total Real Radio <sup>2</sup>	H	2281	4	0.4	9.3	21263	2.1
Smash Hits Radio	Q	853	2	0.1	3.5	3009	0.3
Total Smooth Radio <sup>2</sup>	H	2639	5	0.4	7.9	20729	2.1
Sunrise Radio National <sup>2</sup>	Q	444	1	*	5.4	2404	0.2
talkSPORT	Q	2368	5	0.3	6.9	16346	1.6
Total XFM (UK) <sup>2</sup>	H	871	2	0.1	5.0	4374	0.4

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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	51280	11737	23	1.9	8.2	95972	9.5
BBC Radio 2	Q	51280	14569	28	3.4	12.0	174355	17.2
BBC Radio 3	Q	51280	2025	4	0.2	5.9	11908	1.2
BBC Radio 4	Q	51280	10029	20	2.4	12.3	123378	12.2
BBC Radio FIVE LIVE	Q	51280	6481	13	0.9	7.2	46418	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51280	6563	13	0.9	7.3	48109	4.7
FIVE LIVE SPORTS EXTRA	Q	51280	685	1	*	2.5	1691	0.2
BBC 6 Music	Q	51280	1023	2	0.2	7.7	7852	0.8
1Xtra from the BBC	Q	51280	663	1	0.1	4.8	3194	0.3
BBC Radio 7	Q	51280	1049	2	0.1	5.5	5750	0.6
BBC Asian Network UK	Q	51280	357	1	*	4.5	1595	0.2
BBC World Service	Q	51280	1288	3	0.1	4.7	6072	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4334	955	22	1.5	6.8	6513	8.1
BBC Radio Ulster <sup>3</sup>	H	1432	519	36	4.6	12.6	6517	23.0
Total BBC Radio Wales/Cymru	H	2504	522	21	2.5	11.8	6137	12.0
BBC Radio Wales	H	2504	419	17	1.7	10.2	4286	8.4
BBC Radio Cymru	H	2504	148	6	0.7	12.5	1851	3.6
<b>LOCAL</b>								
BBC Local Radio	Q	41362	7691	19	1.7	9.3	71825	8.8
BBC Radio Berkshire	H	786	157	20	1.4	6.8	1067	7.1
BBC Radio Bristol	H	884	163	18	2.0	10.8	1764	9.9
BBC Radio Cambridgeshire	H	703	130	18	1.2	6.5	839	6.1
BBC Radio Cornwall	H	456	142	31	4.3	13.8	1959	18.3
BBC Coventry and Warwickshire	H	660	86	13	0.8	6.4	548	4.0
BBC Radio Cumbria	H	406	154	38	3.4	9.0	1385	17.9
BBC Radio Derby	H	629	174	28	3.0	10.8	1882	15.7

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
BBC Radio Devon	H	978	228	23	2.6	11.2	2562	12.4
BBC Essex	H	1261	245	19	2.1	11.0	2686	9.6
BBC Radio Gloucestershire	H	483	99	20	2.8	13.5	1332	13.6
BBC Hereford & Worcester	H	492	127	26	2.5	9.5	1207	12.3
BBC Radio Humberside	H	762	205	27	2.8	10.3	2101	13.1
BBC Radio Kent	H	1378	241	17	2.1	11.9	2868	8.7
BBC Radio Lancashire	H	1184	228	19	1.6	8.1	1849	8.5
BBC Radio Leeds	H	1619	226	14	0.9	6.8	1532	6.0
BBC Radio Leicester	H	798	161	20	1.8	9.1	1462	9.4
BBC Radio Lincolnshire	H	536	111	21	2.4	11.7	1294	11.4
BBC London 94.9	Q	10894	521	5	0.3	6.1	3166	1.5
BBC Radio Manchester	H	2121	241	11	0.8	7.3	1753	4.8
BBC Radio Merseyside	H	1615	324	20	2.1	10.3	3323	11.4
BBC Radio Newcastle	H	1412	299	21	1.3	6.2	1859	7.7
BBC Radio Norfolk	H	759	214	28	3.6	12.7	2714	16.2
BBC Radio Northampton	H	476	99	21	2.4	11.6	1142	12.2
BBC Radio Nottingham	H	783	182	23	2.2	9.6	1755	11.3
BBC Oxford 95.2FM	H	514	76	15	1.8	12.1	922	9.1
BBC Radio Sheffield	H	1254	255	20	1.7	8.3	2110	9.2
BBC Radio Shropshire	H	377	111	30	3.1	10.3	1152	13.7
BBC Radio Solent**	H	1519	243	16	1.7	10.4	2516	7.1
BBC Solent for Dorset	Y	172	24	14	1.1	8.0	194	5.4
BBC Somerset	H	439	55	13	1.2	9.8	545	5.2
BBC Radio Stoke	H	596	174	29	2.6	8.9	1556	13.2
BBC Radio Suffolk	H	528	128	24	2.4	10.0	1283	11.5
BBC Sussex and BBC Surrey	H	2440	260	11	1.0	9.2	2388	4.5
BBC Tees	H	787	126	16	1.0	6.0	754	4.9
BBC Three Counties Radio	H	1271	147	12	0.9	8.0	1172	4.7
BBC WM (Birmingham & Black Country)	H	2242	243	11	1.3	11.7	2844	6.9
BBC Radio Wiltshire/Swindon	H	537	69	13	1.1	8.3	574	5.0
BBC Radio York	H	530	82	15	1.6	10.1	829	7.4
BBC Radio Guernsey	Y	51	18	36	4.3	12.2	222	24.8
BBC Radio Jersey	Y	77	28	36	4.1	11.2	314	22.0

Source: RAJAR/Ipsos MORI/R SMB

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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	%				
<b>NATIONAL</b>								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51280	1822	4	0.3	7.7	13996	1.4
Total Absolute Radio (was Total Virgin Radio)	Q	51280	1396	3	0.2	7.9	11047	1.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10894	690	6	0.5	8.0	5542	2.6
Absolute Radio London (was Virgin Radio London)	Q	10894	600	6	0.4	7.0	4219	2.0
Absolute Radio National (was Virgin Radio National)	Q	51280	945	2	0.1	7.2	6827	0.7
Absolute 80s	Q	51280	264	1	*	5.4	1421	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51280	255	*	*	4.7	1202	0.1
Chill	H	51280	160	*	*	3.5	563	0.1
Classic FM	Q	51280	5515	11	0.7	6.7	37049	3.7
Galaxy Network (UK)	H	51280	3972	8	0.5	6.5	25864	2.6
Gold Network (UK)	H	51280	1188	2	0.2	9.3	11102	1.1
Heart Network (UK)	H	51280	7365	14	1.1	7.9	58058	5.8
Heat	Q	51280	447	1	*	3.2	1444	0.1
The Hits	Q	51280	1055	2	0.1	3.4	3579	0.4
Jazz FM	Q	51280	471	1	*	4.0	1894	0.2
Total Kerrang!	H	51280	1203	2	0.1	4.5	5404	0.5
Total Kiss Network	H	51280	3399	7	0.3	5.0	17097	1.7
Total LBC (UK)	H	51280	1044	2	0.3	12.8	13311	1.3
Total Magic	Q	51280	3781	7	0.5	6.5	24658	2.4
NME Radio	Q	51280	226	*	*	2.5	555	0.1
Panjab Radio	Q	51280	172	*	*	5.3	913	0.1
Planet Rock	Q	51280	694	1	0.1	8.5	5905	0.6
Q	Q	51280	231	*	*	3.4	788	0.1
Total Real Radio	H	51280	2281	4	0.4	9.3	21263	2.1
Smash Hits Radio	Q	51280	853	2	0.1	3.5	3009	0.3
Total Smooth Radio	H	51280	2639	5	0.4	7.9	20729	2.1
Sunrise Radio National	Q	51280	444	1	*	5.4	2404	0.2
talkSPORT	Q	51280	2368	5	0.3	6.9	16346	1.6
Total XFM (UK)	H	51280	871	2	0.1	5.0	4374	0.4

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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	50456	26026	52	6.2	12.1	314243	31.6
107.8 Arrow FM for Hastings	Y	113	21	19	1.0	5.7	119	4.6
105-107 Atlantic FM	Y	456	61	13	0.8	5.8	358	3.5
107.6 Banbury Sound	Y	83	18	21	2.2	10.5	184	10.2
Total Bauer Radio	H	51280	12304	24	2.0	8.4	103830	10.4
Total Bauer Radio ILR	H	36651	9790	27	2.3	8.5	83505	11.9
Big City Network	H	15962	4535	28	2.6	9.1	41115	14.1
Big City FM and AM	H	16115	5207	32	3.2	10.0	52022	17.6
Big City England	H	10496	2523	24	1.8	7.5	19003	10.0
Total Magic	Q	51280	3781	7	0.5	6.5	24658	2.4
Magic Network - North	H	10370	693	7	0.7	10.7	7447	4.0
Bauer Radio - North East	H	2216	720	32	3.1	9.5	6859	17.3
Big City Network - North East	H	2216	555	25	1.8	7.1	3936	9.9
Metro Radio	H	1467	360	25	1.7	6.9	2492	9.9
TFM Radio	H	813	201	25	1.8	7.2	1444	9.1
Magic Network - North East	H	2216	238	11	1.3	12.3	2923	7.4
Magic 1152 (Newcastle)	H	1467	162	11	1.4	12.7	2049	8.1
Magic 1170 (Teesside)	H	813	76	9	1.1	11.5	874	5.5
Metro Radio/Magic 1152	H	1467	470	32	3.1	9.7	4541	18.0
TFM Radio/Magic 1170	H	813	258	32	2.8	9.0	2318	14.7
Bauer Liverpool	H	1799	478	27	2.5	9.4	4500	13.5
Total City Talk/Magic 1548	H	1799	132	7	0.6	8.0	1054	3.2
Bauer FM Liverpool	H	1799	437	24	2.1	8.6	3772	11.3
City Talk 105.9	H	1560	58	4	0.2	5.6	326	1.1
Bauer Radio - North West	H	5098	1351	27	2.1	8.0	10832	11.7
Big City Network - North West	H	4945	1199	24	1.8	7.3	8756	9.8
Radio City 96.7	H	1799	413	23	1.9	8.3	3446	10.3
Key 103 (Manchester)	H	2393	473	20	1.2	6.2	2951	7.0
97.4 Rock FM	H	1243	329	26	1.9	7.2	2359	9.8
Magic Network - North West	H	5064	217	4	0.4	9.6	2076	2.3
Magic 1548 (Liverpool)	H	1799	80	4	0.4	9.1	729	2.2
Magic 1152 (Manchester)	H	2393	91	4	0.4	10.2	927	2.2
Magic 999 (Preston)	H	1114	46	4	0.4	9.0	420	2.0
Key 103/Magic 1152 (Manchester)	H	2393	545	23	1.6	7.1	3879	9.2
Radio City 96.7/Magic 1548	H	1799	455	25	2.3	9.2	4175	12.5
97.4 Rock FM/Magic 999	H	1397	370	26	2.0	7.5	2779	10.3
Bauer Radio - Yorkshire	H	3090	820	27	2.6	9.6	7907	14.1
Big City Network - Yorkshire	H	3090	666	22	1.8	8.2	5458	9.8

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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	988	112	11	1.0	8.8	981	6.5
Hallam FM	H	1255	336	27	2.3	8.6	2896	12.6
96.9 Viking FM	H	904	220	24	1.7	7.2	1581	8.3
Magic Network - Yorkshire	H	3090	239	8	0.8	10.3	2449	4.4
Magic 828 (Leeds)	H	988	83	8	0.8	9.3	764	5.1
Magic AM (Sheffield)	H	1255	81	6	0.6	9.3	750	3.3
Magic 1161 (Hull)	H	904	77	9	1.1	12.5	965	5.1
96.3 Radio Aire/Magic 828	H	988	173	17	1.8	10.1	1745	11.5
Hallam FM/Magic AM	H	1255	381	30	2.9	9.6	3646	15.9
96.9 Viking FM/Magic 1161	H	904	270	30	2.8	9.4	2546	13.4
Total Kerrang!	H	51280	1203	2	0.1	4.5	5404	0.5
Kerrang! 105.2	H	3513	321	9	0.5	5.7	1844	2.8
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10894	3225	30	1.9	6.5	20947	10.0
Kiss 100 FM	Q	10894	1667	15	0.8	5.1	8563	4.1
Magic 105.4	Q	10894	2005	18	1.1	6.2	12385	5.9
Total Kiss Network	H	51280	3399	7	0.3	5.0	17097	1.7
Kiss East	H	2046	340	17	1.2	7.2	2466	5.7
Kiss West	H	2349	351	15	0.8	5.6	1968	4.1
Bauer Radio Total Scotland	H	4303	1782	41	4.7	11.3	20136	25.4
Big City Scotland	Y	4067	1457	36	3.7	10.3	14981	20.2
Bauer Radio Central Scotland	H	2828	1017	36	3.9	10.8	10975	22.3
Total Radio Clyde	H	1836	664	36	3.6	9.8	6524	20.9
Clyde 1 FM	H	1836	569	31	2.6	8.4	4773	15.3
Clyde 2	H	1836	221	12	1.0	7.9	1750	5.6
Total Radio Forth	H	1089	360	33	4.1	12.3	4451	22.6
ForthOne	H	1089	326	30	3.6	11.9	3896	19.7
Forth2	H	1089	88	8	0.5	6.3	555	2.8
C.F.M.Radio	Y	246	99	40	3.8	9.4	933	20.9
Moray Firth Radio	Y	232	126	54	7.3	13.5	1703	29.6
Total Northsound Radio	Y	311	146	47	5.5	11.7	1718	28.8
Northsound One	Y	311	122	39	4.2	10.7	1306	21.9
Northsound Two	Y	311	53	17	1.3	7.8	412	6.9
Radio Borders	Y	106	55	52	6.3	12.1	668	31.6
Total Radio Tay	Y	372	153	41	5.0	12.1	1847	26.1
Tay-FM	Y	372	99	27	2.8	10.3	1025	14.5
Tay-AM	Y	372	77	21	2.2	10.7	822	11.6
West Sound <sup>3</sup>	Y	387	175	45	5.0	11.0	1922	27.6

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1408	533	38	4.5	11.8	6288	22.5
97.4 Cool FM	H	962	340	35	4.0	11.3	3856	20.5
Downtown Radio (DTR)	H	1408	226	16	1.7	10.7	2433	8.7
Wave 105 FM	H	1732	387	22	2.1	9.5	3674	9.3
107 The Bee	Y	184	25	14	1.6	11.9	296	10.5
Total Broadcast Co	Y	418	54	13	0.8	6.5	354	3.8
Fire 107.6 FM	Y	285	37	13	0.6	4.5	170	2.7
Star Radio in North Somerset	Y	133	17	13	1.4	10.8	184	6.4
Central FM	Y	217	41	19	1.2	6.5	267	6.6
Total Cheshire Radio	Y	366	62	17	1.1	6.3	387	5.7
Cheshire's Silk 106.9	Y	179	25	14	0.5	3.3	82	2.6
Chester's Dee 106.3	Y	187	37	20	1.6	8.3	305	8.5
Total CN Radio	Y	868	230	27	2.3	8.6	1968	11.0
The Bay	Y	324	92	28	2.3	8.1	747	11.2
Citybeat 96.7/102.5FM	H	544	112	21	1.9	9.3	1033	9.6
Lakeland Radio	Y	52	15	29	2.4	8.3	126	11.4
The Coast	H	1661	113	7	0.4	6.4	724	1.9
Connect FM	Y	225	37	16	1.4	8.7	320	7.3
Connect FM Peterborough (was Lite FM)	Y	187	18	10	0.4	4.6	84	2.2
Dream 107.7 FM	Y	231	19	8	0.5	5.9	115	2.4
3FM	Y	68	24	35	3.6	10.2	242	15.4
Total Global Radio (UK)	H	51280	18559	36	3.2	8.9	164509	16.4
Chill	H	51280	160	*	*	3.5	563	0.1
Classic FM	Q	51280	5515	11	0.7	6.7	37049	3.7
Galaxy Network (UK)	H	51280	3972	8	0.5	6.5	25864	2.6
Gold Network (UK)	H	51280	1188	2	0.2	9.3	11102	1.1
Heart Network (UK)	H	51280	7365	14	1.1	7.9	58058	5.8
Total LBC (UK)	H	51280	1044	2	0.3	12.8	13311	1.3
Total XFM (UK)	H	51280	871	2	0.1	5.0	4374	0.4
Global Radio London (ILR)	Q	10894	4602	42	3.8	9.1	41838	19.9
Global Radio (ILR)	H	41742	13215	32	2.9	9.0	119238	14.8
Fun Radio	H	10895	28	*	*	4.3	122	0.1
Galaxy Network (ILR)	H	26303	3452	13	0.9	6.8	23578	4.8
Choice FM London	Q	10894	526	5	0.2	4.6	2398	1.1
Galaxy Birmingham	H	2099	334	16	0.9	5.8	1940	5.1
Galaxy Manchester	H	2811	509	18	1.1	6.3	3227	6.3
Galaxy North East	H	2193	505	23	1.7	7.3	3685	9.4

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Galaxy Scotland (was XFM Scotland)	H	2711	391	14	0.9	6.3	2451	5.2
Galaxy Scotland (East) (was XFM Scotland (East))	H	1186	142	12	0.7	5.9	839	3.9
Galaxy Scotland (West) (was XFM Scotland (West))	H	1702	276	16	1.0	6.2	1725	6.1
Galaxy South Coast (was 103.2 Power FM)	H	1133	184	16	1.4	8.7	1592	6.1
Galaxy Yorkshire	H	4461	1017	23	1.7	7.6	7754	9.6
Gold Network (ILR)	H	29181	988	3	0.3	9.5	9373	1.6
Gold Bedford	H	605	19	3	0.4	11.2	214	1.9
Gold Berkshire/North Hampshire	H	741	29	4	0.3	7.1	208	1.4
Gold Birmingham <sup>4</sup>	H	2055	57	3	0.3	12.1	683	1.8
Gold Bristol/Bath/Wiltshire	H	1350	68	5	0.5	9.2	633	2.3
Gold Coventry <sup>4</sup>	H	653	17	3	0.3	10.6	185	1.4
Gold Crawley	Y	373	8	2	0.2	6.9	59	0.7
Gold Derby	Y	454	16	4	0.4	11.1	181	2.1
Gold Devon	Y	541	9	2	0.1	9.4	80	0.7
Gold Dorset	H	606	21	3	0.6	16.2	335	2.4
Gold Essex	H	1227	55	4	0.6	13.2	720	2.6
Gold Gloucester	Y	407	15	4	0.4	12.4	183	2.1
Gold Hampshire	H	1133	60	5	0.6	12.1	728	2.8
Gold Kent	H	1165	25	2	0.2	6.9	176	0.6
Gold London	Q	10894	269	2	0.2	7.5	2018	1.0
Gold Luton	H	1042	24	2	0.2	7.8	191	0.9
Gold Manchester	H	2394	76	3	0.3	10.4	791	1.9
Gold Norfolk/Suffolk	H	1157	54	5	0.5	10.2	552	2.2
Gold Norfolk	H	647	26	4	0.4	9.4	245	1.8
Gold Suffolk	H	516	28	6	0.6	11.2	319	2.9
Gold North Wales/Cheshire	Y	382	10	3	0.3	9.8	97	1.3
Gold Northampton	H	549	27	5	0.3	7.1	192	1.8
Gold Nottingham	H	1150	47	4	0.3	7.8	364	1.6
Gold Peterborough	H	584	32	5	0.6	11.8	378	3.1
Gold Plymouth	Y	338	18	5	0.5	9.3	169	2.6
Gold Sussex	H	1010	50	5	0.3	6.9	344	1.5
Gold South East Wales	H	979	48	5	0.6	11.5	551	2.8
Gold Wolverhampton <sup>4</sup>	H	1298	37	3	0.3	9.9	362	1.4
Heart Network (ILR)	H	28242	6789	24	2.0	8.1	55268	9.8
Heart 103 FM Anglesey and Gwynedd (was Champion)	Y	122	27	22	2.0	9.2	250	10.1

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Heart 102.3 FM Dorset and New Forest (was 2CR)	H	606	141	23	1.8	7.6	1070	7.8
Heart 96.9 FM Bedford	Y	397	106	27	2.4	9.1	971	13.2
Heart 97.6 FM Beds/Bucks/Herts	H	751	164	22	1.8	8.1	1335	9.2
Heart Berkshire and North Hants (was 2-Ten FM)	H	741	170	23	2.1	9.2	1561	10.4
Heart Bristol/Bath/Wiltshire (was GWR)	H	1350	408	30	2.9	9.5	3892	14.2
Heart 103 FM Cambridgeshire	Y	442	114	26	1.9	7.3	839	9.6
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sound)	Y	382	66	17	1.8	10.4	690	9.0
Heart Colchester/Suffolk	H	668	189	28	2.4	8.3	1573	11.4
Heart 96.1 FM Colchester	Y	190	58	31	3.2	10.5	615	14.9
Heart Suffolk	H	546	133	24	2.0	8.3	1101	9.5
Heart Devon Total (was Gemini)	Y	541	176	33	2.7	8.2	1438	12.3
Heart Exeter & East Devon (was Gemini)	Y	314	113	36	2.7	7.4	834	12.2
Heart Torbay & South Devon (was Gemini)	Y	227	64	28	2.7	9.5	604	12.5
Heart 106 FM East Midlands <sup>4</sup>	H	2154	350	16	1.2	7.3	2571	6.1
Heart Essex (was Essex FM) <sup>3</sup>	H	1227	389	32	3.4	10.7	4164	15.3
Heart Gloucestershire (was Severn Sound)	Y	407	116	29	2.9	10.2	1182	13.7
Heart Hampshire and West Sussex (was Ocean)	H	1022	168	16	1.1	6.7	1128	4.9
Heart Kent (was Invicta FM)	H	1165	339	29	3.0	10.3	3508	12.3
Heart 106.2 FM London	Q	10894	1885	17	0.9	5.3	9951	4.7
Heart 103.3 FM Milton Keynes	Y	232	87	37	3.5	9.4	815	17.7
Heart 102.4 FM Norfolk	H	647	187	29	2.8	9.8	1825	13.1
Heart 96.6 FM Northants	H	549	159	29	2.7	9.1	1458	13.6
Heart North Devon (was Lantern FM)	Y	133	53	40	3.9	9.6	514	16.8
Heart 96.3 FM North Wales Coast (was Coast)	Y	243	53	22	2.1	9.4	500	10.0
Heart Oxfordshire (was Fox FM)	H	666	169	25	2.1	8.1	1372	10.4
Heart 102.7 Peterborough	Y	387	106	27	2.4	8.8	930	11.8
Heart Plymouth (was Plymouth Sound)	Y	338	98	29	2.8	9.7	945	14.7

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Heart Somerset (was Orchard FM)	Y	342	122	36	4.6	12.9	1580	18.7
Heart South Hams	Y	66	13	20	1.6	7.9	102	7.2
Heart Sussex (was Southern FM)	H	1010	311	31	2.8	9.0	2796	12.0
Heart 100.7 FM West Midlands	H	3547	748	21	1.6	7.4	5519	8.1
Heart 97.1 FM Wirral (was The Buzz)	Y	438	44	10	0.6	6.0	265	3.7
The Hit Music Network (ILR)	H	17666	3590	20	1.4	6.8	24254	7.2
95.8 Capital FM	Q	10894	1904	17	1.2	6.7	12669	6.0
Beacon Radio <sup>4</sup>	H	1298	212	16	1.4	8.5	1799	6.8
96.4 BRMB <sup>4</sup>	H	2055	391	19	1.2	6.5	2539	6.8
105.4 Leicester Sound FM	H	616	125	20	1.4	6.9	854	7.6
Mercia <sup>4</sup>	H	653	147	22	1.7	7.4	1086	8.3
Mercury FM (Herts)	Y	330	29	9	0.4	5.0	143	2.2
Mercury FM (Surrey & Sussex)	Y	373	86	23	1.2	5.3	459	5.8
RAM FM	Y	454	93	20	1.8	8.7	812	9.5
Red Dragon	H	979	306	31	2.0	6.5	1992	10.1
96 Trent FM	H	1150	314	27	2.0	7.3	2298	10.0
Wyvern FM <sup>4</sup>	Y	496	97	20	1.5	7.5	734	7.4
LBC (ILR)	Q	10894	1029	9	1.1	11.8	12098	5.8
LBC 97.3	Q	10894	878	8	1.0	12.1	10658	5.1
LBC News 1152	Q	10894	338	3	0.1	4.3	1440	0.7
XFM (ILR)	H	13706	679	5	0.3	5.4	3664	1.4
XFM 104.9	Q	10894	518	5	0.2	5.2	2705	1.3
XFM Manchester	H	2811	157	6	0.3	4.5	709	1.4
Total GMG Radio	H	51280	4734	9	0.8	9.1	42882	4.3
GMG Radio North West Total	H	5251	1073	20	1.9	9.1	9801	10.3
GMG Radio North West Regional	H	5213	1000	19	1.8	9.2	9176	9.7
GMG Radio North East	H	2216	535	24	1.9	7.9	4225	10.7
GMG Radio Scotland	H	2873	845	29	3.1	10.7	9014	18.1
Total Real Radio	H	51280	2281	4	0.4	9.3	21263	2.1
Real Radio (ILR Network)	H	14717	2125	14	1.4	9.4	20053	7.6
Real Radio (North East) - (was Century Radio)	H	2216	299	13	0.9	6.9	2067	5.2
Real Radio (North West) - (was Century Radio)	H	5213	442	8	0.8	8.9	3933	4.2
Real Radio (Scotland)	H	2688	669	25	2.5	10.2	6829	14.7
Real Radio (Wales)	H	1781	406	23	2.4	10.5	4246	11.9
Real Radio (Yorkshire)	H	2818	310	11	1.1	9.6	2977	6.3
96.3 Rock Radio	H	811	50	6	0.3	5.3	264	1.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
106.1 Rock Radio	H	2254	93	4	0.3	6.7	625	1.6
Total Smooth Radio	H	51280	2639	5	0.4	7.9	20729	2.1
Smooth Radio (ILR Network)	H	25858	2280	9	0.7	8.1	18437	3.8
Smooth Radio Midlands	H	5651	655	12	1.1	9.9	6470	5.9
Smooth Radio (East Midlands)	H	2145	291	14	1.2	9.0	2613	6.2
Smooth Radio (West Midlands)	H	3547	364	10	1.1	10.6	3857	5.7
Smooth Radio (Glasgow)	H	1883	220	12	1.0	8.7	1921	6.0
Smooth Radio (London)	Q	10894	479	4	0.3	5.8	2787	1.3
Smooth Radio (North East)	H	2216	307	14	1.0	7.0	2158	5.4
Smooth Radio (North West)	H	5213	667	13	1.0	7.9	5243	5.5
Imagine FM	Y	374	28	7	0.4	6.0	168	2.5
IOW Radio	Y	120	36	30	3.9	12.9	468	14.9
JACKfm Oxfordshire	H	502	47	9	0.6	6.5	303	3.1
106 JACKfm (Oxford)	H	502	42	8	0.5	6.2	258	2.6
Oxford's FM107.9	H	502	6	1	0.1	7.3	45	0.5
106 JACKfm/Star Radio (Bristol)	Y	587	51	9	0.6	7.0	355	3.0
106 JACKfm (Bristol) (was Original 106)	H	588	21	4	0.3	8.6	179	1.5
Star Radio (Bristol)	Y	457	32	7	0.5	6.4	206	2.2
Kingdom FM	Y	285	73	25	2.3	8.9	642	12.6
kmfm Group	Y	988	158	16	1.4	8.7	1365	5.8
kmfm East	Y	472	92	20	1.8	9.4	868	7.6
kmfm West	H	516	60	12	1.0	8.3	503	3.9
Lincs FM Group	H	2668	656	25	2.5	10.3	6780	12.5
Lincs FM 102.2 <sup>3</sup>	H	903	314	35	3.9	11.3	3550	19.2
Oak FM	Y	313	36	12	1.0	8.4	306	5.0
Lincs FM Group Yorkshire	Y	1469	303	21	1.9	9.3	2802	9.5
Dearne FM	Y	227	45	20	1.7	8.6	384	9.7
KCFM 99.8	Y	427	76	18	1.5	8.2	622	6.1
Ridings FM	Y	294	40	13	0.9	6.4	254	5.1
Rother FM	Y	206	33	16	1.7	10.7	357	9.5
Trax FM	Y	364	110	30	3.3	10.8	1186	16.3
The Local Radio Company	Y	1973	488	25	1.9	7.8	3807	9.9
Group Total								
2BR	Y	194	62	32	2.3	7.2	448	14.9
Minster FM	Y	303	70	23	1.5	6.4	451	7.4
Mix 96	Y	123	39	31	2.1	6.6	256	10.3
Spire FM	Y	113	39	34	4.4	12.9	500	18.4
Spirit FM	Y	209	44	21	1.6	7.9	344	8.1

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Star North East	Y	376	52	14	1.1	7.8	409	6.0
Star NE - North (was Durham FM)	Y	207	27	13	1.0	7.9	213	5.9
Star NE - South (was Alpha 103.2)	Y	169	25	15	1.2	7.8	196	6.2
97.2 Stray FM	Y	146	40	27	1.5	5.6	223	7.6
Sun FM	Y	270	62	23	1.8	7.8	481	9.8
Wessex FM	Y	122	37	30	2.1	7.1	261	10.1
Yorkshire Coast Radio	Y	117	44	37	3.7	9.9	434	15.9
Radio Mansfield 103.2	Y	155	38	25	2.3	9.1	348	11.5
Manx Radio	Y	68	37	55	6.6	12.0	447	28.4
Midwest Radio	Y	196	30	15	1.4	9.2	272	5.7
Northern Media Group	Y	566	142	25	2.3	9.2	1303	11.9
Five FM	Y	81	21	26	2.2	8.3	177	11.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	294	91	31	3.1	9.9	901	15.2
Seven FM	Y	145	16	11	0.7	6.2	100	3.7
Six FM	Y	91	14	15	1.4	8.8	124	7.1
Original 106 (Aberdeen)	Y	311	42	14	0.8	5.7	241	4.1
Total Orion	H	5829	1230	21	1.7	7.9	9734	8.6
Heart 106 FM East Midlands	H	2154	350	16	1.2	7.3	2571	6.1
Orion West	H	3766	882	23	1.9	8.1	7163	9.8
Beacon Radio	H	1298	212	16	1.4	8.5	1799	6.8
96.4 BRMB	H	2055	391	19	1.2	6.5	2539	6.8
Gold Wolverhampton	H	1298	37	3	0.3	9.9	362	1.4
Gold Birmingham	H	2055	57	3	0.3	12.1	683	1.8
Gold Coventry	H	653	17	3	0.3	10.6	185	1.4
Mercia	H	653	147	22	1.7	7.4	1086	8.3
Wyvern FM	Y	496	97	20	1.5	7.5	734	7.4
Pennine FM (formerly 107.9 Home FM)	Y	205	18	9	0.6	6.9	126	3.6
Premier Christian Radio	Q	10894	141	1	0.1	10.4	1456	0.7
107.4 The Quay	Y	376	57	15	0.8	5.5	312	3.5
Reading 107 FM	Y	223	22	10	0.7	7.3	163	4.6
96.2 The Revolution	H	507	29	6	0.7	11.2	330	3.8
Southwest Local Radio Group (Palm & Exeter FM)	Y	531	66	12	0.9	7.2	475	4.2
Exeter FM	Y	303	29	10	0.5	4.7	139	2.1
Palm FM	Y	227	36	16	1.5	9.2	336	6.9
107.5 Sovereign Radio	Y	151	27	18	0.9	5.3	142	4.6
The Sunrise Group	H	51280	560	1	0.1	7.3	4064	0.4
Buzz Asia 963 & 972AM	H	10895	134	1	0.1	4.4	584	0.3

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
Kisimat Radio 1035 (Greater London)	Q	10894	131	1	*	3.8	500	0.2
Sunrise Radio (Greater London)	Q	10894	323	3	0.2	5.5	1773	0.8
Sunrise Radio National	Q	51280	444	1	*	5.4	2404	0.2
Time FM 106.6	Y	282	21	7	0.4	5.9	125	2.4
Tindle Radio Group	Y	1351	303	22	2.2	9.9	3012	10.6
Tindle Radio Anglia	Y	994	191	19	1.8	9.3	1776	8.6
THE BEACH	Y	183	49	27	3.1	11.3	561	15.5
Dream 100	Y	141	44	31	3.2	10.4	455	15.5
North Norfolk Radio	Y	91	19	21	2.2	10.6	201	9.5
Radio NORWICH 99.9	Y	324	48	15	1.0	7.1	337	4.7
Town 102 FM	Y	275	31	11	0.8	7.2	222	4.2
Channel 103 FM	Y	77	39	51	5.6	10.9	429	30.0
Delta FM	Y	94	17	18	1.9	10.5	181	9.1
Island FM 104.7	Y	51	25	48	6.1	12.5	311	34.8
Kestrel FM	Y	135	31	23	2.3	10.2	315	9.3
Total Touch Radio Network	Y	889	133	15	1.4	9.6	1280	7.2
Rugby FM	Y	70	20	29	3.1	10.8	219	15.0
Touchradio Staffs	Y	248	32	13	1.6	12.5	398	8.5
96.2FM Touchradio - Coventry	Y	284	31	11	0.7	6.8	211	4.1
102FM Touchradio - Warks Worcs Cotswolds	Y	287	45	16	1.4	9.0	405	6.3
107.3 Touchradio - Warwick	Y	132	8	6	0.4	6.4	48	2.0
Town and Country Broadcasting (South and West Wales)	Y	1574	220	14	1.1	8.0	1760	5.5
102.1 Bay Radio	Y	453	33	7	0.5	6.3	210	2.3
106.3 Bridge FM	Y	121	32	26	2.2	8.2	262	10.5
97.1 Radio Carmarthenshire <sup>3</sup>	Y	127	40	32	2.7	8.4	338	13.0
Nation Radio	H	1400	91	6	0.5	7.5	679	2.4
102.5 Radio Pembrokeshire	Y	93	42	46	4.9	10.7	455	24.3
Total UKRD	H	1433	380	26	2.6	9.9	3751	12.2
Pirate FM	Y	480	154	32	3.2	9.9	1516	14.1
The County Sound Radio Network	H	539	153	28	2.7	9.6	1461	13.3
County Sound 1566	H	539	12	2	0.1	3.0	36	0.3
96.4 Eagle Radio	H	539	141	26	2.6	10.1	1425	13.0
Total UKRD East	H	415	72	17	2.0	11.7	848	9.9
KL.FM 96.7	Y	149	48	32	3.5	10.9	526	15.7
Star Radio in Cambridge	Y	266	24	9	0.5	5.7	136	2.7
UTV Radio (inc. talkSPORT)	H	51280	3598	7	0.6	8.1	29244	2.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 28th March 2010



## 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		
UTV Radio (excl. talkSPORT)	H	6070	1225	20	1.8	8.8	10765	9.4
107.6 Juice FM	H	954	138	14	0.6	4.3	595	3.7
Peak 107 FM	Y	413	83	20	2.1	10.5	868	10.3
The Pulse/Pulse 2	H	848	135	16	1.2	7.3	980	7.1
The Pulse	H	848	126	15	1.0	7.0	877	6.4
Pulse 2	H	848	31	4	0.1	3.4	103	0.7
Signal One & Signal Two	H	770	277	36	4.7	13.1	3618	23.1
Signal One	H	770	257	33	4.0	12.1	3115	19.9
Signal Two	H	770	65	8	0.7	7.7	503	3.2
Total Swansea Sound/ 96.4 FM The Wave	Y	453	185	41	3.8	9.3	1725	18.6
96.4 FM The Wave	Y	453	146	32	2.4	7.6	1111	12.0
Swansea Sound - 1170 MW	Y	453	73	16	1.4	8.4	614	6.6
U105	H	852	143	17	1.5	9.1	1296	7.7
Radio Wave 96.5 FM	Y	241	62	26	2.6	9.9	619	12.2
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1112	190	17	1.1	6.3	1190	5.8
107.4 Tower FM	Y	431	48	11	1.0	8.5	413	5.4
107.2 Wire FM	Y	277	59	21	1.2	5.7	333	6.4
102.4 Wish FM	Y	465	85	18	1.0	5.2	443	5.0
107.7 The Wolf	Y	428	41	10	0.7	7.1	296	3.5
Wave 102 FM	Y	153	26	17	1.4	8.4	214	7.9
Yorkshire Radio	H	4444	67	1	0.1	4.7	312	0.4

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	32162	63	8.2	13.0	418514	41.3
Children 4-14	Q	7801	5486	70	5.8	8.2	44905	66.8
15-24	Q	8294	6096	73	8.4	11.4	69286	57.9
25-44	Q	17154	11903	69	9.2	13.2	157171	48.7
45-64	Q	15689	9771	62	8.7	13.9	135953	39.4
65+	Q	10143	4392	43	5.5	12.8	56105	24.9
Main Shoppers	Q	40140	24645	61	8.1	13.1	323184	40.2
Main Shoppers with children	Q	12258	8622	70	9.0	12.8	110236	49.5
ABC1	Q	28006	17535	63	6.9	11.0	192121	35.4
C2DE	Q	23274	14627	63	9.7	15.5	226394	48.1
ALL BBC 15+	Q	51280	34877	68	11.2	16.4	572029	56.5
Children 4-14	Q	7801	3542	45	2.7	6.0	21146	31.4
15-24	Q	8294	5017	60	5.7	9.4	47404	39.6
25-44	Q	17154	11256	66	9.1	13.9	156387	48.5
45-64	Q	15689	11152	71	12.9	18.1	202195	58.5
65+	Q	10143	7452	73	16.4	22.3	166043	73.7
Main Shoppers	Q	40140	27482	68	11.6	16.9	463795	57.7
Main Shoppers with children	Q	12258	7783	63	8.7	13.7	106801	48.0
ABC1	Q	28006	20939	75	12.1	16.2	340050	62.7
C2DE	Q	23274	13938	60	10.0	16.6	231979	49.3

## 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	4th January 2010 - 28th March 2010	26,437
H	21st September 2009 - 28th March 2010	54,346
Y	30th March 2009 - 28th March 2010	113,783