

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th September 2006



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

Adults aged 15 and over: population 49,806,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	44460	89	21.3	23.9	1063204	100.0
ALL BBC	Q	32657	66	11.6	17.7	576848	54.3
15-44	Q	14808	60	8.0	13.3	196310	40.9
45+	Q	17849	71	15.2	21.3	380538	65.2
All BBC Network Radio	Q	28748	58	9.5	16.4	472759	44.5
BBC Local/Regional	Q	9730	20	2.1	10.7	104089	9.8
ALL COMMERCIAL	Q	30901	62	9.3	15.0	463531	43.6
15-44	Q	17757	72	11.0	15.2	270475	56.4
45+	Q	13144	52	7.7	14.7	193055	33.1
All National Commercial	Q	13789	28	2.3	8.4	116417	10.9
All Local Commercial	Q	25042	50	7.0	13.9	347113	32.6
Other Listening	Q	3071	6	0.5	7.4	22825	2.1

Source: RAJAR/Ipsos MORI

\* Audiences in Local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals.  
For survey periods and other definitions please see back cover.

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**Embargoed until 7.00 am  
Thursday 26th October 2006**

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Adults aged 15 and over: population 49,806,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in % TSA
		'000	%	per head	per listener		
All BBC Network Radio	Q	28748	58	9.5	16.4	472759	44.5
BBC Radio 1	Q	10577	21	2.1	9.9	104718	9.8
BBC Radio 2	Q	12739	26	3.3	12.9	164739	15.5
BBC Radio 3	Q	2026	4	0.3	6.9	13942	1.3
BBC Radio 4	Q	9466	19	2.5	13.2	125026	11.8
BBC Radio FIVE LIVE	Q	5747	12	0.9	7.8	44551	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	5874	12	0.9	7.9	46509	4.4
FIVE LIVE SPORTS EXTRA	Q	649	1	*	3.0	1957	0.2
BBC 6 Music	Q	400	1	*	4.7	1870	0.2
1Xtra from the BBC	Q	394	1	*	6.0	2376	0.2
BBC7	Q	697	1	0.1	5.1	3520	0.3
BBC World Service	Q	1352	3	0.2	6.1	8195	0.8
BBC Asian Network UK*	Q	481	1	0.1	7.0	3372	0.3
All National Commercial	Q	13789	28	2.3	8.4	116417	10.9
The Arrow (UK)	H	85	*	*	8.4	717	0.1
3C	Q	81	*	*	3.7	303	*
Capital Disney	Q	69	*	*	3.1	214	*
Total Capital Gold Network UK*	H	1173	2	0.2	6.5	7658	0.7
Capital Life	Q	79	*	*	4.1	321	*
Total Century Network UK*	H	1618	3	0.2	7.3	11887	1.1
Chill	Q	124	*	*	4.6	573	0.1
Total Choice (UK)*	Q	592	1	0.1	8.9	5268	0.5
Classic FM	Q	5898	12	0.9	7.5	44524	4.2
Total Classic Gold Network UK*	H	690	1	0.1	9.5	6561	0.6
Core	Q	128	*	*	2.7	343	*
Fun Radio	Q	45	*	*	7.6	343	*
Galaxy Network (UK)*	H	2580	5	0.4	7.2	18628	1.8
Total Heart (UK)*	H	3099	6	0.5	8.0	24828	2.4
Heat	Q	296	1	*	3.0	883	0.1
The Hits	Q	1182	2	0.1	3.6	4244	0.4
Total Kerrang!*	Q	1349	3	0.1	4.9	6628	0.6
Total Kiss Network*	H	2888	6	0.3	5.6	16272	1.5
Total LBC (UK)*	H	675	1	0.2	12.9	8735	0.8
Total Magic*	Q	3035	6	0.5	7.4	22460	2.1
Mojo Radio	Q	219	*	*	4.3	940	0.1
oneworld radio	H	104	*	*	3.8	395	*
Planet Rock	Q	422	1	0.1	7.2	3034	0.3
PrimeTime Radio	Q	32	*	*	2.5	80	*
Q	Q	392	1	*	2.7	1071	0.1
Total Real Radio Network (UK)*	H	1639	3	0.4	11.0	18081	1.7
Smash Hits Radio	Q	926	2	0.1	3.1	2904	0.3
Total Smooth Network (UK)*	Q	1440	3	0.2	6.3	9021	0.8
Sunrise Radio National*	Q	479	1	0.1	5.8	2783	0.3
talkSPORT (Talk Radio)	Q	2266	5	0.4	8.3	18710	1.8
Total Virgin Radio (AM/FM)	H	2376	5	0.3	6.6	15586	1.5
Virgin Radio Classic Rock	H	186	*	*	5.1	954	0.1
Virgin Radio Groove	H	45	*	*	5.6	251	*
Virgin Radio Xtreme	H	62	*	*	3.3	205	*
Total XFM (UK)*	H	1133	2	0.2	7.2	8099	0.8

Source: RAJAR/Ipsos MORI

\* See notes on back cover

For survey periods and other definitions please see back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th September 2006



## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in % TSA
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	49806	10577	21	2.1	9.9	104718	9.8
BBC Radio 2	Q	49806	12739	26	3.3	12.9	164739	15.5
BBC Radio 3	Q	49806	2026	4	0.3	6.9	13942	1.3
BBC Radio 4	Q	49806	9466	19	2.5	13.2	125026	11.8
BBC Radio FIVE LIVE	Q	49806	5747	12	0.9	7.8	44551	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	49806	5874	12	0.9	7.9	46509	4.4
FIVE LIVE SPORTS EXTRA	Q	49806	649	1	*	3.0	1957	0.2
BBC 6 Music	Q	49806	400	1	*	4.7	1870	0.2
1Xtra from the BBC	Q	49806	394	1	*	6.0	2376	0.2
BBC7	Q	49806	697	1	0.1	5.1	3520	0.3
BBC World Service	Q	49806	1352	3	0.2	6.1	8195	0.8
BBC Asian Network UK	Q	49806	481	1	0.1	7.0	3372	0.3
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	Q	4252	939	22	1.8	8.0	7510	8.6
BBC Radio Ulster*	Q	1375	518	38	4.6	12.3	6367	23.4
Total BBC Radio Wales/Cymru	Q	2452	515	21	2.7	12.9	6662	12.4
BBC Radio Wales	Q	2452	424	17	2.0	11.5	4892	9.1
BBC Radio Cymru	Q	2452	145	6	0.7	12.2	1770	3.3
<b>LOCAL</b>								
BBC Local Radio	Q	40109	7493	19	2.0	10.7	80424	9.3
BBC Asian Network UK	Q	49806	481	1	0.1	7.0	3372	0.3
BBC Asian Network	Q	4995	195	4	0.3	7.7	1507	1.3
BBC Radio Berkshire	H	771	113	15	1.0	6.6	743	4.8
BBC Radio Bristol*	H	1263	233	18	2.6	13.9	3248	11.2
BBC Radio Cambridgeshire	H	613	129	21	2.1	9.9	1287	9.6
BBC Radio Cleveland	H	772	125	16	1.3	8.2	1019	6.4
BBC Radio Cornwall	H	438	161	37	5.3	14.6	2342	22.1
BBC Coventry and Warwickshire	H	638	75	12	1.3	10.9	810	6.1

Source: RAJAR/Ipsos MORI

\* Audience to 'Opt-out' services included

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## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in % TSA
			'000	%	per head	per listener		
BBC Radio Cumbria	H	395	130	33	3.6	10.9	1410	17.3
BBC Radio Derby	H	603	168	28	3.3	11.7	1965	15.4
BBC Radio Devon	H	936	232	25	3.0	12.3	2848	13.6
BBC Essex	H	1178	243	21	3.1	14.9	3628	13.2
BBC Radio Gloucestershire	H	474	94	20	2.8	14.4	1347	11.9
BBC Hereford & Worcester	H	510	137	27	2.9	10.9	1483	13.6
BBC Radio Humberside	H	728	238	33	4.4	13.6	3233	18.4
BBC Radio Kent	H	1339	243	18	2.4	13.1	3192	9.6
BBC Radio Lancashire	H	1135	246	22	2.3	10.8	2663	11.7
BBC Radio Leeds	H	1504	247	16	1.2	7.5	1855	6.3
BBC Radio Leicester	H	759	150	20	2.4	12.1	1813	11.3
BBC Radio Lincolnshire	H	522	132	25	3.5	13.9	1835	14.6
BBC London 94.9	Q	10585	494	5	0.3	5.9	2940	1.4
BBC Radio Manchester	Q	2076	248	12	1.2	9.7	2406	6.3
BBC Radio Merseyside	H	1609	330	21	2.7	13.2	4351	12.6
BBC Radio Newcastle	H	1347	285	21	1.9	8.8	2516	10.9
BBC Radio Norfolk	H	708	223	32	4.5	14.2	3168	19.6
BBC Radio Northampton	H	450	95	21	2.0	9.6	910	9.4
BBC Radio Nottingham	H	737	155	21	2.8	13.2	2033	12.0
BBC Radio Oxford 95.2FM	H	509	96	19	2.0	10.5	1004	8.6
BBC Radio Sheffield	H	1198	216	18	1.7	9.4	2030	8.5
BBC Radio Shropshire	H	367	109	30	3.9	13.2	1443	17.8
BBC Radio Solent**	H	1460	278	19	2.2	11.4	3170	9.5
BBC Solent for Dorset	Y	184	25	14	1.8	12.8	325	7.0
BBC Southern Counties Radio	Q	2376	277	12	1.0	8.6	2374	4.4
BBC Radio Stoke	H	592	164	28	3.3	12.0	1967	14.7
BBC Radio Suffolk	H	479	124	26	3.7	14.4	1775	14.6
BBC Three Counties Radio	H	1203	166	14	1.3	9.7	1605	6.7
BBC WM (Birmingham & Black Country)	Q	2186	275	13	1.5	11.8	3250	6.3
BBC Radio Wiltshire/Swindon	H	520	76	15	1.4	9.4	715	6.2
BBC Radio York	H	513	95	18	2.0	11.1	1046	9.9
BBC Radio Guernsey	Y	50	19	38	4.8	12.8	239	28.7
BBC Radio Jersey	Y	73	30	41	4.6	11.2	334	22.6

Source: RAJAR/Ipsos MORI

\*\* Excludes Dorset

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th September 2006



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener	Total Hours '000	Share in % TSA
<b>NATIONAL</b>							
The Arrow (UK)	H	49806	85	*	8.4	717	0.1
3C	Q	49806	81	*	3.7	303	*
Capital Disney	Q	49806	69	*	3.1	214	*
Total Capital Gold Network UK	H	49806	1173	2	6.5	7658	0.7
Capital Life	Q	49806	79	*	4.1	321	*
Total Century Network UK	H	49806	1618	3	7.3	11887	1.1
Chill	Q	49806	124	*	4.6	573	0.1
Total Choice (UK)	Q	49806	592	1	8.9	5268	0.5
Classic FM	Q	49806	5898	12	7.5	44524	4.2
Total Classic Gold Network UK	H	49806	690	1	9.5	6561	0.6
Core	Q	49806	128	*	2.7	343	*
Fun Radio	Q	49806	45	*	7.6	343	*
Galaxy Network (UK)	H	49806	2580	5	7.2	18628	1.8
Total Heart (UK)	H	49806	3099	6	8.0	24828	2.4
Heat	Q	49806	296	1	3.0	883	0.1
The Hits	Q	49806	1182	2	3.6	4244	0.4
Total Kerrang!	Q	49806	1349	3	4.9	6628	0.6
Total Kiss Network	H	49806	2888	6	5.6	16272	1.5
Total LBC (UK)	H	49806	675	1	12.9	8735	0.8
Total Magic	Q	49806	3035	6	7.4	22460	2.1
Mojo Radio	Q	49806	219	*	4.3	940	0.1
oneword radio	H	49806	104	*	3.8	395	*
Planet Rock	Q	49806	422	1	7.2	3034	0.3
PrimeTime Radio	Q	49806	32	*	2.5	80	*
Q	Q	49806	392	1	2.7	1071	0.1
Total Real Radio Network (UK)	H	49806	1639	3	11.0	18081	1.7
Smash Hits Radio	Q	49806	926	2	3.1	2904	0.3
Total Smooth Network (UK)	Q	49806	1440	3	6.3	9021	0.8
Sunrise Radio National	Q	49806	479	1	5.8	2783	0.3
talkSPORT (Talk Radio)	Q	49806	2266	5	8.3	18710	1.8
Total Virgin Radio Network	H	49806	2573	5	6.6	16996	1.6
Total Virgin Radio (AM/FM)	H	49806	2376	5	6.6	15586	1.5
Virgin FM London	Q	10585	921	9	6.3	5830	2.7
Virgin Radio (AM)	H	49806	1726	3	5.8	9964	0.9
Virgin Radio Classic Rock	H	49806	186	*	5.1	954	0.1
Virgin Radio Groove	H	49806	45	*	5.6	251	*
Virgin Radio Xtreme	H	49806	62	*	3.3	205	*
Total Virgin Radio (AM/FM) (London)	H	10584	1117	11	6.5	7261	3.4
Total XFM (UK)	H	49806	1133	2	7.2	8099	0.8

Source: RAJAR/Ipsos MORI

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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000	%	Average Hours per head per listener		Total Hours '000	Share in % TSA
<b>LOCAL</b>								
All Local Commercial Radio	Q	48904	24981	51	7.1	13.9	346445	33.1
Big L Radio	Q	4262	5	*	*	2.2	10	*
Brighton's Juice 107.2	Y	288	36	13	0.6	4.5	163	2.6
Total Chrysalis Radio (UK)	H	49806	6049	12	1.1	8.7	52909	5.0
Chrysalis Radio (ILR)	H	25066	5378	21	1.9	9.0	48413	9.5
The Arrow (UK)	H	49806	85	*	*	8.4	717	0.1
Galaxy Network (UK)	H	49806	2580	5	0.4	7.2	18628	1.8
Galaxy Network (ILR)	H	11176	2206	20	1.5	7.5	16584	7.3
Galaxy Birmingham	H	2024	332	16	1.2	7.5	2483	5.2
Galaxy Manchester	H	2742	439	16	1.1	6.9	3037	5.8
Galaxy North East	H	2140	489	23	1.6	7.0	3440	8.8
Galaxy Yorkshire	H	4270	946	22	1.8	8.1	7624	8.6
Total Heart (UK)	H	49806	3099	6	0.5	8.0	24828	2.4
Heart FM (ILR)	H	15914	2793	18	1.5	8.4	23408	7.1
100.7 Heart FM	H	3484	792	23	2.3	10.2	8063	10.1
Heart 106.2 FM	Q	10585	1714	16	1.2	7.6	13087	6.1
Heart 106 (formerly 106 Century FM)	H	2029	328	16	1.3	8.1	2657	6.1
Heart Midlands (ILR)	H	5330	1112	21	2.0	9.6	10720	9.0
Chrysalis Radio Midlands (ILR)	H	5330	1300	24	2.5	10.2	13203	11.1
Chrysalis Radio West Midlands (ILR)	H	3484	980	28	3.0	10.8	10546	13.3
Total LBC (UK)	H	49806	675	1	0.2	12.9	8735	0.8
Total LBC (ILR)	Q	10585	695	7	0.9	13.3	9219	4.3
LBC 97.3	Q	10585	594	6	0.7	12.3	7289	3.4
LBC News 1152	Q	10585	262	2	0.2	7.4	1930	0.9
Chrysalis Radio London (ILR)	Q	10585	2264	21	2.1	9.9	22306	10.3
Total CN Radio	H	1861	377	20	2.0	9.9	3729	9.3
The Bay	H	323	104	32	2.8	8.9	920	14.0
Citybeat 96.7FM	H	480	120	25	2.9	11.6	1393	13.6
CN Radio Midlands	H	1058	153	14	1.3	9.3	1416	6.1
Oak 107 FM	Y	108	23	21	1.4	6.5	146	6.6
Rugby FM	Y	69	25	36	3.3	9.2	225	15.4
Touch FM Staffs (was Centre FM)	Y	236	30	13	1.1	8.5	259	4.8

Source: RAJAR/Ipsos MORI

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

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			'000	%				
Touch FM - South Midlands	H	645	82	13	1.3	10.4	848	6.0
Connect FM (was KCBC 107.4)	Y	206	47	23	2.5	11.0	518	11.7
Chester's Dee 106.3	Y	179	36	20	1.7	8.4	301	7.8
Delta FM	Y	92	17	18	1.3	7.3	120	6.2
Total EMAP	H	49806	11770	24	2.2	9.3	109614	10.4
3C	Q	49806	81	*	*	3.7	303	*
Total EMAP ILR	H	35848	9506	27	2.5	9.4	89153	12.0
Big City Network	H	15794	4865	31	2.9	9.4	45510	14.4
Total Magic	Q	49806	3035	6	0.5	7.4	22460	2.1
Magic Network (ILR)	H	20866	2457	12	1.0	8.1	19912	4.8
Magic Network - North	H	10281	707	7	0.7	10.6	7526	3.7
EMAP Radio - North East	H	2146	766	36	3.4	9.5	7304	18.5
Big City Network - North East	H	2146	661	31	2.4	7.9	5217	13.2
Metro Radio	H	1398	451	32	2.4	7.3	3316	13.8
TFM	H	805	218	27	2.4	8.7	1901	11.5
Magic Network - North East	H	2146	192	9	1.0	10.8	2087	5.3
Magic 1152 (Newcastle)	H	1398	135	10	0.9	9.2	1236	5.1
Magic 1170 (Teesside)	H	805	58	7	1.1	14.7	852	5.2
Metro Radio/Magic 1152	H	1398	516	37	3.3	8.8	4551	19.0
TFM/Magic 1170	H	805	260	32	3.4	10.6	2752	16.7
EMAP Radio - North West	H	4972	1481	30	3.0	10.0	14766	15.1
Big City Network - North West	H	4866	1357	28	2.5	9.1	12291	12.8
Radio City 96.7	H	1781	527	30	2.9	9.8	5180	13.6
Key 103 (Manchester)	H	2327	537	23	1.8	7.7	4111	9.5
97.4 Rock FM	H	1345	331	25	2.2	9.1	3000	11.2
Magic Network - North West	H	4939	237	5	0.5	10.5	2475	2.5
Magic 1548 (Liverpool)	H	1781	101	6	0.6	10.4	1048	2.7
Magic 1152 (Manchester)	H	2327	83	4	0.4	10.6	871	2.0
Magic 999 (Preston)	H	1084	53	5	0.5	10.5	555	2.6
Key 103/Magic 1152 (Manchester)	H	2327	592	25	2.1	8.4	4982	11.5
Radio City 96.7/Magic 1548	H	1781	565	32	3.5	11.0	6229	16.3
97.4 Rock FM/Magic 999	H	1451	364	25	2.5	9.8	3555	12.4
EMAP Radio - Yorkshire	H	3196	979	31	3.0	9.9	9735	14.7
Big City Network - Yorkshire	H	3196	807	25	2.1	8.4	6771	10.2
96.3 Radio Aire	H	952	180	19	1.6	8.4	1508	8.2
Hallam FM	H	1291	383	30	2.4	8.2	3133	12.0

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			'000	%				
96.9 Viking FM	H	1123	248	22	1.9	8.6	2130	8.5
Magic Network - Yorkshire	H	3196	278	9	0.9	10.7	2964	4.5
Magic 828 (Leeds)	H	952	136	14	1.6	10.9	1485	8.1
Magic AM (Sheffield)	H	1291	63	5	0.4	7.9	500	1.9
Magic 1161 (Hull)	H	1123	79	7	0.9	12.4	978	3.9
96.3 Radio Aire/Magic 828	H	952	284	30	3.1	10.5	2994	16.3
Hallam FM/Magic AM	H	1291	413	32	2.8	8.8	3634	13.9
96.9 Viking FM/Magic 1161	H	1123	288	26	2.8	10.8	3108	12.4
Total Kerrang!	Q	49806	1349	3	0.1	4.9	6628	0.6
Kerrang! 105.2	Q	3484	398	11	0.8	7.0	2773	3.4
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10585	2543	24	1.9	7.7	19589	9.1
Kiss 100 FM	Q	10585	1324	13	0.8	6.2	8168	3.8
Magic 105.4	Q	10585	1636	15	1.1	7.0	11422	5.3
Total Kiss Network	H	49806	2888	6	0.3	5.6	16272	1.5
Kiss East	H	1879	299	16	1.2	7.5	2231	5.2
Kiss West	H	2187	241	11	0.7	6.7	1613	3.3
EMAP Total Scotland	H	4235	1777	42	5.0	11.9	21196	24.5
EMAP Central Scotland	H	2786	1057	38	4.6	12.2	12894	22.4
Total Radio Clyde	H	1826	685	37	4.6	12.4	8470	23.5
Clyde 1 FM	H	1826	566	31	3.2	10.3	5840	16.2
Clyde 2	H	1826	274	15	1.4	9.6	2630	7.3
Total Radio Forth	H	1062	376	35	4.2	11.8	4424	18.6
ForthOne	H	1062	327	31	3.2	10.3	3358	14.1
Forth2	H	1062	120	11	1.0	8.9	1066	4.5
C.F.M.Radio	Y	239	101	42	4.0	9.4	946	18.5
Moray Firth Radio	Y	245	109	45	5.1	11.4	1247	25.2
Total Northsound Radio	Y	298	150	50	5.7	11.3	1689	27.0
Northsound One	Y	298	126	42	4.0	9.4	1186	19.0
Northsound Two	Y	298	55	18	1.7	9.2	503	8.1
Radio Borders	Y	104	61	59	8.6	14.6	895	39.6
Total Radio Tay	H	361	149	41	5.9	14.2	2113	29.3
Tay-FM	H	361	105	29	3.1	10.6	1116	15.5
Radio Tay-AM	H	361	75	21	2.8	13.2	997	13.8
West Sound*	H	382	168	44	4.1	9.3	1565	24.8
Downtown Radio (DTR)/Cool FM	H	1351	494	37	3.8	10.4	5144	18.3

Source: RAJAR/Ipsos MORI

\*Audience to 'Opt Out' services included.



# 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	Adult (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in % TSA
			'000	%				
Cool FM	H	924	297	32	3.4	10.5	3118	15.9
Downtown Radio (DTR)	H	1351	252	19	1.5	8.0	2026	7.2
Wave 105 FM	H	1813	379	21	2.0	9.4	3577	8.7
3FM	Y	65	17	26	3.9	14.6	250	15.4
Total GCap Media UK	H	49806	16366	33	3.1	9.3	152978	14.5
GCap Media - National Brands Total	H	49806	10360	21	1.7	8.1	84362	8.0
Classic FM	Q	49806	5898	12	0.9	7.5	44524	4.2
Capital Disney	Q	49806	69	*	*	3.1	214	*
Capital Life	Q	49806	79	*	*	4.1	321	*
Chill	Q	49806	124	*	*	4.6	573	0.1
Core	Q	49806	128	*	*	2.7	343	*
Fun Radio	Q	49806	45	*	*	7.6	343	*
Planet Rock	Q	49806	422	1	0.1	7.2	3034	0.3
Total Choice (UK)	Q	49806	592	1	0.1	8.9	5268	0.5
GCap Media Gold Networks UK	H	49806	1796	4	0.3	7.9	14219	1.3
Total Capital Gold Network UK	H	49806	1173	2	0.2	6.5	7658	0.7
Total Classic Gold Network UK	H	49806	690	1	0.1	9.5	6561	0.6
Total Century Network UK	H	49806	1618	3	0.2	7.3	11887	1.1
GCap Media - Local Brands Total	H	38231	10557	28	2.6	9.4	98983	12.3
The One Network	H	28668	7429	26	2.3	8.8	65477	10.6
Beacon FM	H	1287	258	20	1.6	8.1	2095	7.7
96.4 BRMB	H	2029	483	24	1.8	7.7	3740	7.7
The Buzz 97.1 FM	H	411	52	13	0.5	4.1	211	2.3
95.8 Capital Radio	Q	10585	1461	14	0.9	6.9	10049	4.7
Champion 103 FM	Y	119	37	32	3.9	12.4	465	17.1
96.9 Chiltern FM (Bedford)	H	325	92	28	2.6	9.2	841	12.4
97.6 Chiltern FM (Dunstable/Luton)	H	682	165	24	2.1	8.7	1439	10.4
Coast 96.3	Y	235	47	20	1.7	8.4	399	8.2
2CR FM	H	577	149	26	2.7	10.5	1563	11.6
Essex FM*	H	1159	282	24	2.6	10.7	3014	11.3
FOX FM	H	575	186	32	3.1	9.7	1793	13.9
102.7 Hereward FM	H	376	101	27	2.1	7.8	788	9.6
FM 103 Horizon	Y	227	63	28	2.4	8.8	554	11.7
Gemini FM Total	Y	508	159	31	3.7	11.9	1895	16.5

Source: RAJAR/Ipsos MORI

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# QUARTERLY SUMMARY OF RADIO LISTENING

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RAJAR

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Gemini East	Y	286	87	30	3.6	12.0	1039	15.8
Gemini West	Y	222	72	32	3.9	11.9	856	17.5
GWR FM	H	1319	389	29	3.1	10.6	4115	14.0
Invicta FM	H	1140	375	33	3.5	10.6	3985	13.6
Lantern FM 96.2 and 97.3	Y	130	53	41	4.7	11.5	611	18.3
105.4 Leicester Sound FM	H	615	139	23	1.7	7.5	1049	8.5
Mercia FM	H	664	168	25	2.1	8.2	1383	10.1
Mercury FM (Herts)	H	317	35	11	0.6	5.6	194	2.7
Mercury FM (Surrey & Sussex)	H	418	76	18	1.7	9.5	718	7.8
MFM 103.4	H	364	74	20	1.7	8.2	610	8.2
Northants 96	H	494	121	25	1.9	7.9	963	9.3
Orchard FM	H	335	129	38	4.5	11.8	1525	18.0
97 FM Plymouth Sound	H	328	113	34	2.8	8.2	925	13.4
103.2 Power FM	H	1088	260	24	1.8	7.4	1915	7.8
Q103	H	385	104	27	1.6	6.0	625	7.9
Radio Broadland	H	623	206	33	3.3	10.0	2050	14.4
RAM FM	H	582	124	21	1.6	7.7	959	7.5
Red Dragon FM	H	929	303	33	2.7	8.1	2463	11.9
102.4 Severn Sound FM	H	378	104	27	2.1	7.8	810	9.1
SGR FM Total	H	625	197	31	2.8	9.0	1779	11.3
SGR FM	H	513	139	27	2.2	8.2	1137	8.9
SGR Colchester	Y	162	52	32	3.0	9.3	484	13.0
Southern FM	H	954	322	34	3.2	9.5	3060	14.4
South Hams Radio	Y	68	14	21	1.8	8.9	126	8.0
2-TEN FM	H	692	248	36	2.5	7.0	1743	12.0
96 Trent FM	H	1084	309	28	3.2	11.3	3497	14.5
Wyvern FM	H	480	100	21	1.7	8.3	833	8.0
GCap Media Gold Networks Combined	H	28391	1372	5	0.4	8.2	11262	1.9
Capital Gold Network	H	18497	908	5	0.3	6.9	6273	1.6
Capital Gold Birmingham	H	2029	64	3	0.4	11.2	715	1.5
Capital Gold Hampshire	H	1088	35	3	0.5	14.9	521	2.1
Capital Gold Kent	H	1140	36	3	0.3	8.5	304	1.0
Capital Gold London	Q	10585	706	7	0.3	5.2	3652	1.7
Capital Gold Manchester	H	2293	63	3	0.2	8.7	544	1.3
Capital Gold Sussex	H	954	44	5	0.5	9.7	430	2.0

Source: RAJAR/Ipsos MORI

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 17th September 2006



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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			'000	%				
Capital Gold South East Wales	H	929	34	4	0.5	14.2	480	2.3
Classic Gold Network	H	12801	471	4	0.4	10.6	4989	1.8
Classic Gold Amber Total	H	1116	42	4	0.5	11.9	503	1.9
Classic Gold Amber (Norfolk)	H	623	23	4	0.5	12.8	295	2.1
Classic Gold Amber (Suffolk)	H	513	20	4	0.4	10.8	217	1.7
Classic Gold Bedford (792)	H	605	15	2	0.3	13.9	207	1.7
Classic Gold Berkshire (1431/1485)	H	692	23	3	0.2	7.2	166	1.1
Classic Gold Bristol/Bath/Wiltshire (1260/936/1161)	H	1319	67	5	0.8	16.5	1113	3.8
Classic Gold Coventry (1359)	H	664	22	3	0.4	12.3	274	2.0
Classic Gold Crawley (1521)	H	418	3	1	*	2.7	7	0.1
Classic Gold Derby (GEM)	H	582	30	5	0.5	9.9	300	2.3
Classic Gold Devon (666/954)	H	508	29	6	0.4	7.9	227	2.0
Classic Gold Dorset (828)	H	577	23	4	0.3	8.7	198	1.5
Classic Gold Essex (1359/1431)	H	1159	18	2	0.2	10.3	188	0.7
Classic Gold Gloucester (774)	H	378	15	4	0.2	5.4	83	0.9
Classic Gold Luton (828)	H	997	36	4	0.2	5.1	185	0.9
Classic Gold Marcher (1260)	H	364	23	6	0.6	10.2	231	3.1
Classic Gold Northampton (1557)	H	494	19	4	0.3	8.9	167	1.6
Classic Gold Nottingham (GEM)	H	1084	44	4	0.4	9.8	433	1.8
Classic Gold Peterborough (1332)	H	548	42	8	0.8	10.6	440	3.5
Classic Gold Plymouth (1152)	H	328	8	2	0.3	11.8	90	1.3
Classic Gold Wolverhampton (990/1017)	H	1287	30	2	0.2	10.8	320	1.2
The Century Network	H	8253	1437	17	1.3	7.6	10971	6.7
105.4 Century FM	Q	5144	690	13	0.9	6.7	4625	4.4
100-102 Century FM	H	2140	511	24	2.1	8.9	4546	11.6
100-102 Century FM North	H	1398	287	21	1.9	9.1	2616	10.9
100-102 Century FM South	H	799	243	30	2.6	8.7	2112	12.9
Ocean	H	970	198	20	1.4	7.0	1399	6.4
Choice FM London	Q	10585	474	4	0.4	9.6	4548	2.1
Total XFM (UK)	H	49806	1133	2	0.2	7.2	8099	0.8
XFM 104.9	Q	10585	551	5	0.3	6.1	3383	1.6
XFM Manchester	H	2742	85	3	0.2	6.7	564	1.1
XFM Scotland	H	2657	308	12	1.0	8.4	2574	4.6

Source: RAJAR/Ipsos MORI

# QUARTERLY SUMMARY OF RADIO LISTENING

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XFM Scotland (East)	H	1146	143	12	1.0	8.3	1193	4.7
XFM Scotland (West)	H	1667	182	11	1.0	8.7	1588	4.7
Total GMG Radio	Q	49806	3098	6	0.6	9.4	29235	2.7
Total Real Radio Network (UK)	H	49806	1639	3	0.4	11.0	18081	1.7
Real Radio (Scotland/Wales/ Yorkshire)	H	7022	1456	21	2.4	11.6	16878	11.6
Real Radio (Scotland)	H	2657	736	28	3.5	12.8	9394	16.9
Real Radio (Wales)	H	1661	342	21	2.1	10.3	3524	9.7
Real Radio (Yorkshire)	H	2704	378	14	1.5	10.5	3960	7.5
Total Smooth Network (UK)	Q	49806	1440	3	0.2	6.3	9021	0.8
Smooth FM (London/North West)	Q	16008	1131	7	0.5	7.0	7911	2.4
Smooth FM (London)	Q	10585	445	4	0.2	5.0	2222	1.0
Smooth FM (North West)	Q	5424	687	13	1.0	8.3	5689	5.1
Hertbeat FM	Y	193	22	11	0.6	5.5	120	3.2
Kingdom FM	Y	287	82	29	3.1	10.7	876	13.1
kmfm Group*	Q	974	166	17	1.3	7.6	1267	5.1
Lincs FM Group	H	1772	548	31	3.5	11.2	6139	15.9
Lincs FM 102.2*	H	821	337	41	5.0	12.1	4073	20.5
South & West Yorkshire (Lincs FM Group)	H	806	186	23	2.3	9.9	1842	11.8
Dearne FM	Y	198	64	32	3.3	10.2	651	16.5
Ridings FM	Y	267	45	17	1.7	10.0	453	8.4
Trax FM	H	341	84	25	2.3	9.3	779	11.4
Fosseway Radio	Y	146	26	18	1.3	7.5	190	6.4
Lite FM	Y	181	32	18	1.5	8.2	265	6.7
The Local Radio Company	H	4336	900	21	1.6	7.5	6776	7.4
Group Total								
Alpha 103.2	Y	128	25	20	1.5	7.7	194	8.5
107.8 Arrow FM for Hastings	Y	111	18	17	1.5	8.8	163	5.2
Bath FM	Y	86	18	20	1.1	5.2	91	5.4
2BR	Y	202	54	27	3.2	11.8	642	13.5
Central FM	Y	189	42	22	1.4	6.4	268	7.0
107.9 Dune FM	Y	216	25	12	0.7	6.1	151	3.5
Durham FM	H	247	23	9	0.7	7.1	165	3.6
Fire 107.6 FM	Y	280	32	11	0.8	6.7	214	3.2

Source: RAJAR/Ipsos MORI

\* Audience to 'Opt-out' services included

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Huddersfield's Home 107.9	Y	183	19	10	0.8	7.4	143	4.2
IOW Radio	Y	119	43	36	3.3	9.2	398	14.3
Ivel FM	Y	133	25	19	1.8	9.6	244	7.1
Merseyside's 106.7 The Rocket	Y	209	13	6	0.8	12.8	160	3.9
Minster FM*	H	428	113	26	2.4	9.0	1011	11.4
Total Mix	Y	246	57	23	1.9	8.4	474	10.0
Mix 96	Y	130	37	29	2.4	8.5	316	11.4
Mix 107	Y	117	19	16	1.4	8.2	158	7.9
107.4 The Quay	Y	282	35	12	0.5	4.4	150	2.4
106.9 Silk FM	Y	167	33	20	1.7	8.7	287	7.7
107.5 Sovereign Radio	Y	154	30	19	1.4	7.1	212	5.8
Spire FM	Y	100	40	40	3.9	9.8	391	17.0
Spirit FM	Y	177	35	20	1.9	9.6	334	9.1
97.2 Stray FM	Y	143	51	35	2.5	7.1	359	11.2
Sun FM	Y	237	67	28	2.1	7.2	486	11.7
3TR	Y	92	15	16	2.0	12.4	185	9.6
Vale FM	Y	51	13	26	2.3	9.0	118	9.3
Wessex FM	Y	120	43	36	3.2	8.8	378	12.6
Win 107.2	Y	69	8	12	0.9	7.3	62	4.3
Radio Mansfield 103.2	Y	139	41	30	3.3	11.2	460	13.3
Manx Radio	Y	65	38	59	7.9	13.3	509	31.4
Oxford's FM107.9	Y	238	26	11	0.5	4.3	113	2.2
102.5 FM Radio Pembrokeshire	Y	90	54	60	8.0	13.3	725	36.6
Premier Christian Radio	Q	10585	131	1	0.1	10.4	1361	0.6
Q102.9FM/Q97.2FM	Y	279	73	26	2.6	10.0	727	14.7
Reading 107 FM	Y	260	40	15	1.1	7.1	282	5.5
River FM	Y	135	22	16	1.1	6.9	150	5.2
SAGA Radio Group	H	7314	849	12	1.3	11.5	9730	6.1
Saga 105.2 FM	H	1854	229	12	1.4	11.4	2600	7.1
SAGA Radio Midlands	H	5460	620	11	1.3	11.5	7130	5.8
Saga 105.7 FM	H	3484	382	11	1.4	12.9	4919	6.2
SAGA 106.6FM	H	2032	238	12	1.1	9.3	2211	5.0
The Saint 107.8 FM	Y	263	26	10	0.5	5.6	143	2.5
Six FM (formerly Mid FM)	Y	106	26	24	2.5	10.2	263	13.0
107.7 Splash FM	Y	170	25	14	1.5	10.1	248	6.7

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RAJAR

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			'000	%				
The Sunrise Group	Q	49806	499	1	0.1	6.1	3057	0.3
Kismet Radio 1035 (Greater London)	Q	10585	55	1	*	5.0	275	0.1
Sunrise Radio (Greater London)	Q	10585	332	3	0.2	6.2	2064	1.0
Sunrise Radio National	Q	49806	479	1	0.1	5.8	2783	0.3
The London Media Company	H	1216	66	5	0.4	7.2	474	1.8
Time 106.6 FM (formerly Star 106.6 Slough)	Y	218	29	13	1.1	8.2	236	5.4
Time FM 106.8	H	492	19	4	0.2	6.3	121	1.1
Time FM 107.3	Y	301	4	1	0.1	8.0	33	0.5
Time FM 107.5	Y	295	16	5	0.4	7.1	114	1.9
Tindle Radio Group	Y	799	214	27	2.7	10.3	2193	12.6
103.4 The Beach	Y	148	46	31	3.7	12.2	555	17.1
106.3 Bridge FM	Y	160	36	22	1.6	7.1	258	7.5
Channel 103 FM	Y	73	38	52	5.6	10.9	411	27.8
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	368	71	19	1.9	10.0	708	8.5
Dream 100	Y	163	50	31	3.4	11.0	548	13.3
Dream 107.7 FM	Y	206	21	10	0.8	7.5	160	3.8
Island FM 104.7	Y	50	24	48	5.3	11.1	262	31.4
Kick and Kestrel	Y	221	53	24	2.2	9.4	494	8.9
Kick FM	Y	90	18	20	1.6	7.9	143	6.7
Kestrel FM	Y	133	35	26	2.6	10.0	352	10.1
Total UKRD	H	2927	530	18	1.7	9.5	5047	8.1
Pirate FM Total	Y	615	179	29	3.2	11.1	1990	13.5
Pirate FM102 East	H	332	59	18	1.8	10.4	610	8.7
Pirate FM102 West	Y	283	111	39	4.6	11.7	1298	18.0
Star Radio West	H	810	88	11	0.9	8.6	757	4.1
Star Radio in Bristol	H	451	34	7	0.7	9.1	308	3.2
Star Radio in Cheltenham	Y	143	18	13	1.1	8.7	159	4.7
Star Radio in North Somerset	Y	125	19	15	1.5	9.6	181	6.0
Star Radio in Stroud	Y	92	13	15	0.9	6.4	86	4.0
The County Sound Radio Network	H	542	133	24	2.1	8.8	1165	9.8
County Sound 1566	H	542	10	2	0.2	11.1	108	0.9
96.4 The Eagle	H	542	125	23	1.9	8.4	1057	8.9
Total UKRD East	H	462	90	19	1.6	8.3	744	7.8

Source: RAJAR/Ipsos MORI

# QUARTERLY SUMMARY OF RADIO LISTENING

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			'000	%	per head	per listener		
Fen Radio 107.5	Y	70	18	25	2.2	8.6	153	8.8
KL.FM 96.7	Y	137	55	40	4.7	11.7	641	19.8
Star Radio in Cambridge	Y	268	32	12	0.5	4.3	139	2.6
96.2 The Revolution	H	497	54	11	1.0	9.0	489	5.5
UTV Radio (inc talkSPORT)	H	49806	3561	7	0.6	8.6	30595	2.9
UTV Radio (excl. talkSPORT)	H	8606	1404	16	1.4	8.9	12444	6.9
Imagine FM	H	372	23	6	0.4	6.6	150	2.2
107.6 Juice FM	H	949	120	13	0.8	6.1	737	3.6
Peak 107 FM	H	392	89	23	2.1	9.4	836	9.9
The Pulse/Pulse Classic Gold	H	770	179	23	1.6	7.1	1261	8.4
The Pulse	H	770	165	21	1.4	6.6	1089	7.2
Pulse Classic Gold	H	770	47	6	0.2	3.7	172	1.1
Q96	H	695	56	8	0.4	5.5	309	2.4
Signal One & Signal Two	H	772	260	34	4.4	13.2	3418	19.6
Signal One	H	772	238	31	3.7	11.9	2838	16.3
Signal Two	H	772	72	9	0.8	8.1	579	3.3
Talk 107	H	1018	23	2	0.1	3.8	86	0.4
107.4 Tower FM	H	414	91	22	1.6	7.4	673	9.1
UTV Radio - South Wales	H	930	208	22	2.6	11.7	2443	12.1
Total Swansea Sound/ 96.4 FM The Wave	H	512	161	31	3.7	11.9	1916	18.0
96.4 FM The Wave	H	512	113	22	2.5	11.3	1282	12.0
Swansea Sound - 1170 MW	H	512	63	12	1.2	10.1	634	5.9
Valleys Radio	H	418	47	11	1.3	11.2	527	5.5
U105	H	817	50	6	0.3	5.6	279	1.6
Radio Wave 96.5 FM	Y	232	69	30	2.9	9.7	672	15.0
Wave 102 FM	Y	156	33	21	2.0	9.3	310	11.1
102.4 Wish/107.2 Wire	Y	718	159	22	1.6	7.3	1168	8.0
107.2 Wire FM	Y	242	55	23	1.8	7.9	432	7.8
102.4 Wish FM	H	496	103	21	1.4	6.6	680	7.0
107.7 The Wolf	H	425	46	11	0.7	6.5	296	3.4

Source: RAJAR/Ipsos MORI

## PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Pop'n '000s	Weekly Reach		Average Hours		Total Hours '000	Share in % TSA
			'000	%	per head	per listener		
<b>ALL COMMERCIAL</b>	Q	49806	30901	62	9.3	15.0	463531	43.6
Children 4-14	Q	7977	5817	73	8.2	11.2	65022	71.3
15-24	Q	7860	5925	75	10.8	14.4	85162	61.2
25-44	Q	16830	11832	70	11.0	15.7	185314	54.4
45-64	Q	15065	9103	60	9.1	15.1	137020	38.4
65+	Q	10051	4040	40	5.6	13.9	56035	24.7
Main Shoppers	Q	38093	23198	61	9.2	15.0	348672	42.4
Main Shoppers with children	Q	11564	8253	71	11.4	16.0	131889	56.1
ABC1	Q	26557	16589	62	8.0	12.7	211222	38.4
C2DE	Q	23249	14311	62	10.9	17.6	252309	49.2
<b>ALL BBC</b>	Q	49806	32657	66	11.6	17.7	576848	54.3
Children 4-14	Q	7977	3616	45	2.7	6.0	21570	23.6
15-24	Q	7860	4536	58	6.3	11.0	49900	35.9
25-44	Q	16830	10272	61	8.7	14.3	146410	43.0
45-64	Q	15065	10572	70	14.1	20.1	212660	59.6
65+	Q	10051	7277	72	16.7	23.1	167879	74.0
Main Shoppers	Q	38093	24885	65	12.0	18.3	456288	55.5
Main Shoppers with children	Q	11564	6767	59	8.4	14.4	97664	41.5
ABC1	Q	26557	19116	72	12.3	17.1	327647	59.6
C2DE	Q	23249	13541	58	10.7	18.4	249201	48.6

## DEFINITIONS

### 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	26th June 2006 - 17th September 2006	32,089
H	27th March 2006 - 17th September 2006	64,754
Y	19th September 2005 - 17th September 2006	130,221