

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 25th March 2007



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	45031	90	21.0	23.2	1043560	100.0
ALL BBC	Q	33464	67	11.7	17.5	584837	56.0
15-44	Q	15421	63	8.4	13.4	206886	44.6
45+	Q	18043	72	15.0	20.9	377951	65.2
All BBC Network Radio ¹	Q	29447	59	9.5	16.1	473717	45.4
BBC Local/Regional	Q	10301	21	2.2	10.8	111120	10.6
ALL COMMERCIAL	Q	31186	63	8.8	14.1	439709	42.1
15-44	Q	17656	72	10.0	14.0	247136	53.3
45+	Q	13530	54	7.7	14.2	192573	33.2
All National Commercial ¹	Q	13693	27	2.2	8.2	111958	10.7
All Local Commercial	Q	25193	51	6.6	13.0	327751	31.4
Other Listening	Q	2974	6	0.4	6.4	19014	1.8

Source: RAJAR/Ipsos MORI

¹ See note on back cover.

For survey periods and other definitions please see back cover.

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		'000	%	per head	per listener		
All BBC Network Radio	Q	29447	59	9.5	16.1	473717	45.4
BBC Radio 1	Q	10549	21	2.1	10.0	105343	10.1
BBC Radio 2	Q	13252	27	3.3	12.5	165213	15.8
BBC Radio 3	Q	1902	4	0.2	6.3	12014	1.2
BBC Radio 4	Q	9637	19	2.6	13.2	127221	12.2
BBC Radio FIVE LIVE	Q	5873	12	0.9	7.4	43586	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	5973	12	0.9	7.6	45275	4.3
FIVE LIVE SPORTS EXTRA	Q	682	1	*	2.5	1688	0.2
BBC 6 Music	Q	477	1	0.1	5.5	2639	0.3
1Xtra from the BBC	Q	465	1	*	4.6	2135	0.2
BBC7	Q	808	2	0.1	5.3	4305	0.4
BBC Asian Network UK	Q	452	1	*	5.0	2280	0.2
BBC World Service	Q	1389	3	0.1	5.2	7292	0.7
All National Commercial	Q	13693	27	2.2	8.2	111958	10.7
The Arrow (UK)	H	93	*	*	6.1	566	0.1
Capital Disney	Q	70	*	*	3.7	257	*
Total Capital Gold Network UK ²	H	1070	2	0.1	6.0	6470	0.6
Chill	Q	187	*	*	4.4	820	0.1
Total Choice (UK) ²	Q	600	1	0.1	6.5	3930	0.4
Classic FM	Q	6031	12	0.9	7.3	44233	4.2
Total Classic Gold Network UK ²	H	681	1	0.1	8.6	5851	0.6
Core	Q	118	*	*	3.3	383	*
Fun Radio	Q	37	*	*	3.1	115	*
Galaxy Network (UK) ²	H	2550	5	0.4	7.7	19676	1.9
Total Heart (UK) ²	H	3094	6	0.5	7.4	23033	2.2
Heat	Q	224	*	*	2.6	591	0.1
The Hits	Q	1168	2	0.1	3.2	3769	0.4
Total Kerrang! ²	Q	1324	3	0.1	4.4	5870	0.6
Total Kiss Network ²	H	2804	6	0.3	5.6	15680	1.5
Total LBC (UK) ²	H	792	2	0.2	11.3	8968	0.9
Life	Q	67	*	*	6.7	449	*
Total Magic ²	Q	3166	6	0.5	7.3	23000	2.2
Mojo Radio	Q	220	*	*	2.7	598	0.1
Oneword Radio	H	140	*	*	3.8	529	0.1
Planet Rock	Q	498	1	*	4.9	2444	0.2
Q	Q	317	1	*	3.1	987	0.1
Total Real Radio ²	H	1557	3	0.3	11.1	17307	1.7
Smash Hits Radio	Q	759	2	0.1	3.5	2675	0.3
Total Smooth FM ²	Q	1495	3	0.2	7.5	11259	1.1
Sunrise Radio National ²	Q	466	1	0.1	7.6	3565	0.3
talkSPORT (Talk Radio)	Q	2341	5	0.4	8.7	20423	2.0
Total Virgin Radio (AM/FM)	H	2449	5	0.3	6.2	15200	1.4
Virgin Radio Classic Rock	H	163	*	*	4.0	643	0.1
Virgin Radio Groove	H	68	*	*	4.5	308	*
Virgin Radio Xtreme	H	82	*	*	3.0	248	*
Total XFM (UK) ²	H	1157	2	0.1	5.9	6769	0.6

Source: RAJAR/Ipsos MORI

² See note on back cover

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 25th March 2007



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 per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC NETWORK RADIO								
BBC Radio 1	Q	49806	10549	21	2.1	10.0	105343	10.1
BBC Radio 2	Q	49806	13252	27	3.3	12.5	165213	15.8
BBC Radio 3	Q	49806	1902	4	0.2	6.3	12014	1.2
BBC Radio 4	Q	49806	9637	19	2.6	13.2	127221	12.2
BBC Radio FIVE LIVE	Q	49806	5873	12	0.9	7.4	43586	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	49806	5973	12	0.9	7.6	45275	4.3
FIVE LIVE SPORTS EXTRA	Q	49806	682	1	*	2.5	1688	0.2
BBC 6 Music	Q	49806	477	1	0.1	5.5	2639	0.3
1Xtra from the BBC	Q	49806	465	1	*	4.6	2135	0.2
BBC7	Q	49806	808	2	0.1	5.3	4305	0.4
BBC Asian Network UK	Q	49806	452	1	*	5.0	2280	0.2
BBC World Service	Q	49806	1389	3	0.1	5.2	7292	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4252	1055	25	1.8	7.2	7573	8.9
BBC Radio Ulster ³	Q	1375	537	39	4.9	12.5	6730	24.5
Total BBC Radio Wales/Cymru	Q	2452	649	26	3.8	14.3	9262	16.9
BBC Radio Wales	Q	2452	526	21	2.9	13.4	7052	12.9
BBC Radio Cymru	Q	2452	165	7	0.9	13.4	2210	4.0
LOCAL								
BBC Local Radio	Q	40015	7700	19	2.1	10.9	83888	10.0
BBC Radio Berkshire	H	771	125	16	1.3	8.2	1021	6.4
BBC Radio Bristol ³	H	1264	216	17	2.3	13.6	2932	10.1
BBC Radio Cambridgeshire	H	613	135	22	2.0	9.0	1216	9.3
BBC Radio Cleveland	H	779	139	18	1.8	10.3	1429	9.9
BBC Radio Cornwall	H	438	141	32	4.5	13.8	1952	19.1
BBC Coventry and Warwickshire	H	640	84	13	0.9	7.1	596	4.5
BBC Radio Cumbria	H	391	127	32	3.7	11.4	1444	16.7

Source: RAJAR/Ipsos MORI

³ See note on back cover

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	Survey Period	Adult (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Derby	H	605	174	29	3.3	11.6	2013	14.3
BBC Radio Devon	H	936	269	29	3.7	12.9	3461	17.1
BBC Essex	H	1175	263	22	3.0	13.4	3517	12.8
BBC Radio Gloucestershire	H	474	96	20	2.4	12.0	1157	11.7
BBC Hereford & Worcester	H	510	137	27	2.8	10.5	1436	14.3
BBC Radio Humberside	H	728	219	30	3.9	12.8	2805	17.3
BBC Radio Kent	H	1334	263	20	2.4	12.2	3198	9.9
BBC Radio Lancashire	H	1136	250	22	1.9	8.8	2190	9.9
BBC Radio Leeds	H	1504	242	16	1.1	6.9	1677	6.3
BBC Radio Leicester	H	760	166	22	1.8	8.3	1379	9.0
BBC Radio Lincolnshire	H	522	130	25	2.8	11.4	1483	12.6
BBC London 94.9	Q	10585	547	5	0.3	6.2	3382	1.6
BBC Radio Manchester	Q	2069	234	11	0.9	7.6	1775	5.0
BBC Radio Merseyside	H	1611	365	23	3.1	13.8	5049	15.0
BBC Radio Newcastle	H	1346	293	22	1.9	8.7	2549	10.4
BBC Radio Norfolk	H	703	227	32	4.6	14.3	3245	18.5
BBC Radio Northampton	H	450	110	24	2.0	8.3	909	9.3
BBC Radio Nottingham	H	737	196	27	3.4	12.6	2470	16.0
BBC Radio Oxford 95.2FM	H	509	93	18	1.8	10.1	941	8.6
BBC Radio Sheffield	H	1198	230	19	1.5	8.0	1829	7.7
BBC Radio Shropshire	H	373	104	28	3.3	11.8	1235	14.1
BBC Radio Solent**	H	1464	281	19	2.4	12.6	3537	10.6
BBC Solent for Dorset	Y	184	22	12	1.7	13.6	304	6.6
BBC Southern Counties Radio	Q	2376	224	9	0.9	9.7	2182	4.0
BBC Radio Stoke	H	590	162	27	3.8	14.0	2269	16.0
BBC Radio Suffolk	H	487	153	31	3.2	10.1	1543	13.2
BBC Three Counties Radio	H	1204	164	14	1.3	9.4	1548	6.4
BBC WM (Birmingham & Black Country)	Q	2186	338	15	1.6	10.1	3401	6.9
BBC Radio Wiltshire/Swindon	H	520	62	12	1.4	12.2	753	6.1
BBC Radio York	H	498	91	18	1.8	9.9	899	8.3
BBC Radio Guernsey	Y	50	19	37	5.0	13.3	247	27.2
BBC Radio Jersey	Y	73	30	41	4.3	10.7	318	20.1

Source: RAJAR/Ipsos MORI

** Excludes Dorset

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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 %
NATIONAL							
The Arrow (UK)	H	49806	93	*	6.1	566	0.1
Capital Disney	Q	49806	70	*	3.7	257	*
Total Capital Gold Network UK	H	49806	1070	2	6.0	6470	0.6
Chill	Q	49806	187	*	4.4	820	0.1
Total Choice (UK)	Q	49806	600	1	6.5	3930	0.4
Classic FM	Q	49806	6031	12	7.3	44233	4.2
Total Classic Gold Network UK	H	49806	681	1	8.6	5851	0.6
Core	Q	49806	118	*	3.3	383	*
Fun Radio	Q	49806	37	*	3.1	115	*
Galaxy Network (UK)	H	49806	2550	5	7.7	19676	1.9
Total Heart (UK)	H	49806	3094	6	7.4	23033	2.2
Heat	Q	49806	224	*	2.6	591	0.1
The Hits	Q	49806	1168	2	3.2	3769	0.4
Total Kerrang!	Q	49806	1324	3	4.4	5870	0.6
Total Kiss Network	H	49806	2804	6	5.6	15680	1.5
Total LBC (UK)	H	49806	792	2	11.3	8968	0.9
Life	Q	49806	67	*	6.7	449	*
Total Magic	Q	49806	3166	6	7.3	23000	2.2
Mojo Radio	Q	49806	220	*	2.7	598	0.1
Oneword Radio	H	49806	140	*	3.8	529	0.1
Planet Rock	Q	49806	498	1	4.9	2444	0.2
Q	Q	49806	317	1	3.1	987	0.1
Total Real Radio	H	49806	1557	3	11.1	17307	1.7
Smash Hits Radio	Q	49806	759	2	3.5	2675	0.3
Total Smooth FM	Q	49806	1495	3	7.5	11259	1.1
Sunrise Radio National	Q	49806	466	1	7.6	3565	0.3
talkSPORT (Talk Radio)	Q	49806	2341	5	8.7	20423	2.0
Total Virgin Radio Network	H	49806	2662	5	6.2	16398	1.6
Total Virgin Radio (AM/FM)	H	49806	2449	5	6.2	15200	1.4
Virgin FM London	Q	10585	919	9	5.2	4788	2.2
Virgin Radio (AM)	H	49806	1757	4	5.7	9943	0.9
Virgin Radio Classic Rock	H	49806	163	*	4.0	643	0.1
Virgin Radio Groove	H	49806	68	*	4.5	308	*
Virgin Radio Xtreme	H	49806	82	*	3.0	248	*
Total Virgin Radio (AM/FM) (London)	H	10585	1134	11	6.0	6820	3.2
Total XFM (UK)	H	49806	1157	2	5.9	6769	0.6

Source: RAJAR/Ipsos MORI

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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 %
LOCAL								
All Local Commercial Radio	Q	49171	25114	51	6.7	13.0	327013	31.8
105-107 Atlantic FM	H	438	59	14	0.8	5.9	350	3.4
107 The Bee	H	210	16	8	0.7	9.4	148	3.3
Big L Radio	Q	4256	4	*	*	23.5	82	0.1
Total Chrysalis Radio (UK)	H	49806	6138	12	1.0	8.5	52243	5.0
Chrysalis Radio (ILR)	H	25060	5412	22	1.9	8.8	47865	9.5
The Arrow (UK)	H	49806	93	*	*	6.1	566	0.1
Galaxy Network (UK)	H	49806	2550	5	0.4	7.7	19676	1.9
Galaxy Network (ILR)	H	11151	2151	19	1.6	8.2	17572	8.0
Galaxy Birmingham	H	2017	334	17	1.4	8.2	2724	5.9
Galaxy Manchester	H	2743	423	15	1.1	6.9	2922	5.8
Galaxy North East	H	2121	449	21	1.5	7.3	3274	8.4
Galaxy Yorkshire	H	4270	944	22	2.0	9.2	8652	10.2
Total Heart (UK)	H	49806	3094	6	0.5	7.4	23033	2.2
Heart FM (ILR)	H	15926	2782	17	1.4	7.8	21599	6.5
100.7 Heart FM	H	3485	787	23	2.1	9.3	7280	9.5
Heart 106.2 FM	Q	10585	1698	16	1.1	6.8	11591	5.4
Heart 106 (formerly 106 Century FM)	H	2040	312	15	1.1	7.2	2235	5.3
Heart Midlands (ILR)	H	5341	1088	20	1.8	8.7	9515	8.2
Chrysalis Radio Midlands (ILR)	H	5341	1293	24	2.3	9.5	12239	10.6
Chrysalis Radio West Midlands (ILR)	H	3485	992	28	2.9	10.1	10004	13.1
Total LBC (UK)	H	49806	792	2	0.2	11.3	8968	0.9
Total LBC (ILR)	Q	10585	738	7	0.8	10.8	7975	3.7
LBC 97.3	Q	10585	597	6	0.6	10.9	6491	3.0
LBC News 1152	Q	10585	327	3	0.1	4.5	1484	0.7
Chrysalis Radio London (ILR)	Q	10585	2285	22	1.8	8.6	19566	9.1
Club Asia 963+972AM	H	10585	204	2	0.1	5.8	1182	0.5
Total CN Radio	H	1849	412	22	2.0	9.0	3689	9.2
The Bay	H	323	110	34	3.1	9.1	997	14.0
Citybeat 96.7FM	H	480	125	26	2.1	8.0	1000	9.3
CN Radio Midlands	H	1046	177	17	1.6	9.5	1692	7.6
Oak 107 FM	Y	108	22	21	1.8	8.8	196	8.9
Rugby FM	Y	69	24	35	3.0	8.6	208	16.0

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			'000	%				
Touch FM Staffs (was Centre FM)	Y	236	31	13	1.4	10.7	328	6.0
Touch FM - South Midlands	H	633	95	15	1.5	9.7	919	6.9
Connect FM (was KCBC 107.4)	Y	206	44	21	2.2	10.2	446	9.7
Chester's Dee 106.3	Y	179	39	22	1.7	7.8	300	7.9
Total EMAP	H	49806	11615	23	2.1	9.1	105662	10.1
Total EMAP ILR	H	35824	9422	26	2.4	9.2	86675	11.7
Big City Network	H	15776	4707	30	2.8	9.2	43504	14.0
Total Magic	Q	49806	3166	6	0.5	7.3	23000	2.2
Magic Network (ILR)	H	20886	2509	12	0.9	7.8	19638	4.7
Magic Network - North	H	10301	698	7	0.7	9.9	6911	3.5
EMAP Radio - North East	H	2139	761	36	3.3	9.4	7139	18.2
Big City Network - North East	H	2139	631	29	2.3	7.8	4946	12.6
Metro Radio	H	1399	441	32	2.3	7.3	3233	12.7
TFM	H	797	193	24	2.1	8.9	1713	11.6
Magic Network - North East	H	2139	227	11	1.0	9.7	2193	5.6
Magic 1152 (Newcastle)	H	1399	156	11	1.1	9.4	1469	5.8
Magic 1170 (Teesside)	H	797	71	9	0.9	10.2	724	4.9
Metro Radio/Magic 1152	H	1399	525	38	3.4	9.0	4702	18.5
TFM/Magic 1170	H	797	238	30	3.1	10.2	2437	16.5
EMAP Radio - North West	H	4973	1415	28	2.7	9.3	13224	13.9
Big City Network - North West	H	4867	1244	26	2.2	8.8	10915	11.7
Radio City 96.7	H	1782	458	26	2.7	10.7	4897	13.1
Key 103 (Manchester)	H	2327	510	22	1.4	6.3	3222	7.8
97.4 Rock FM	H	1346	294	22	2.1	9.4	2759	10.3
Magic Network - North West	H	4966	249	5	0.5	9.3	2309	2.4
Magic 1548 (Liverpool)	H	1782	92	5	0.4	8.4	776	2.1
Magic 1152 (Manchester)	H	2327	105	5	0.4	9.8	1029	2.5
Magic 999 (Preston)	H	1110	52	5	0.5	9.7	504	2.3
Key 103/Magic 1152 (Manchester)	H	2327	592	25	1.8	7.2	4251	10.3
Radio City 96.7/Magic 1548	H	1782	508	29	3.2	11.2	5673	15.2
97.4 Rock FM/Magic 999	H	1451	336	23	2.2	9.7	3263	11.3
EMAP Radio - Yorkshire	H	3197	942	29	2.9	9.7	9118	14.3
Big City Network - Yorkshire	H	3197	805	25	2.1	8.3	6709	10.5
96.3 Radio Aire	H	952	153	16	1.3	8.0	1222	7.4
Hallam FM	H	1291	393	30	2.5	8.1	3190	12.2
96.9 Viking FM	H	1123	263	23	2.0	8.7	2296	9.3
Magic Network - Yorkshire	H	3197	223	7	0.8	10.8	2409	3.8

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			'000	%				
Magic 828 (Leeds)	H	952	100	11	1.1	10.2	1020	6.2
Magic AM (Sheffield)	H	1291	60	5	0.5	10.8	642	2.5
Magic 1161 (Hull)	H	1123	63	6	0.7	11.9	747	3.0
96.3 Radio Aire/Magic 828	H	952	228	24	2.4	9.8	2241	13.7
Hallam FM/Magic AM	H	1291	420	33	3.0	9.1	3832	14.7
96.9 Viking FM/Magic 1161	H	1123	298	27	2.7	10.2	3043	12.3
Total Kerrang!	Q	49806	1324	3	0.1	4.4	5870	0.6
Kerrang! 105.2	Q	3484	352	10	0.6	5.8	2031	2.7
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10585	2735	26	2.0	7.7	21070	9.8
Kiss 100 FM	Q	10585	1356	13	0.8	6.2	8416	3.9
Magic 105.4	Q	10585	1806	17	1.2	7.0	12654	5.9
Total Kiss Network	H	49806	2804	6	0.3	5.6	15680	1.5
Kiss East	H	1880	264	14	1.0	7.2	1910	4.3
Kiss West	H	2182	228	10	0.8	7.6	1724	3.5
EMAP Total Scotland	H	4223	1727	41	4.8	11.8	20343	23.6
EMAP Central Scotland	H	2774	999	36	4.2	11.6	11613	20.8
Total Radio Clyde	H	1813	692	38	4.5	11.7	8122	22.8
Clyde 1 FM	H	1813	586	32	3.0	9.4	5512	15.5
Clyde 2	H	1813	270	15	1.4	9.7	2610	7.3
Total Radio Forth	H	1062	311	29	3.3	11.2	3491	15.8
ForthOne	H	1062	265	25	2.6	10.3	2734	12.4
Forth2	H	1062	103	10	0.7	7.4	757	3.4
C.F.M.Radio	Y	239	97	41	4.2	10.2	996	18.7
Moray Firth Radio	Y	245	112	46	5.5	12.1	1355	27.2
Total Northsound Radio	Y	298	152	51	5.3	10.5	1587	25.4
Northsound One	Y	298	126	42	4.0	9.4	1182	18.9
Northsound Two	Y	298	53	18	1.4	7.6	405	6.5
Radio Borders	Y	104	59	57	7.8	13.7	812	36.3
Total Radio Tay	H	361	163	45	6.4	14.2	2307	31.0
Tay-FM	H	361	107	30	3.3	11.2	1194	16.1
Radio Tay-AM	H	361	79	22	3.1	14.0	1113	15.0
West Sound ³	H	382	159	42	4.3	10.5	1660	27.4
Downtown Radio (DTR)/Cool FM	H	1351	533	39	4.0	10.2	5460	19.7
Cool FM	H	924	327	35	3.3	9.2	3021	15.3
Downtown Radio (DTR)	H	1351	256	19	1.8	9.5	2439	8.8
Wave 105 FM	H	1810	375	21	2.0	9.6	3613	8.8

Source: RAJAR/Ipsos MORI

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3FM	Y	65	17	27	3.3	12.3	212	13.2
Total GCap Media UK	H	49806	15176	30	2.8	9.1	137546	13.1
GCap Media - National Brands	H	49806	9199	18	1.4	7.7	70992	6.8
Total								
Classic FM	Q	49806	6031	12	0.9	7.3	44233	4.2
Capital Disney	Q	49806	70	*	*	3.7	257	*
Chill	Q	49806	187	*	*	4.4	820	0.1
Core	Q	49806	118	*	*	3.3	383	*
Fun Radio	Q	49806	37	*	*	3.1	115	*
Life	Q	49806	67	*	*	6.7	449	*
Planet Rock	Q	49806	498	1	*	4.9	2444	0.2
Total Choice (UK)	Q	49806	600	1	0.1	6.5	3930	0.4
GCap Media Gold Networks UK	H	49806	1687	3	0.2	7.3	12320	1.2
Total Capital Gold Network UK	H	49806	1070	2	0.1	6.0	6470	0.6
Total Classic Gold Network UK	H	49806	681	1	0.1	8.6	5851	0.6
GCap Media - Local Brands Total	H	34270	9308	27	2.5	9.2	85331	11.7
The One Network	H	28664	7366	26	2.2	8.7	64318	10.4
Beacon FM	H	1287	267	21	1.7	8.1	2161	7.4
96.4 BRMB	H	2029	428	21	1.7	8.0	3441	7.4
The Buzz 97.1 FM	H	411	39	9	0.6	6.1	235	2.9
95.8 Capital Radio	Q	10585	1623	15	0.9	6.1	9919	4.6
Champion 103 FM	Y	119	37	31	4.0	12.8	469	17.6
96.9 Chiltern FM (Bedford)	H	335	98	29	2.5	8.6	847	12.3
97.6 Chiltern FM (Dunstable/Luton)	H	682	159	23	1.8	7.6	1205	8.8
Coast 96.3	Y	235	51	22	1.7	7.7	393	8.0
2CR FM	H	577	132	23	1.7	7.4	981	7.0
Essex FM ³	H	1159	309	27	3.0	11.1	3445	12.6
FOX FM	H	570	169	30	2.4	8.0	1346	10.6
102.7 Hereward FM	H	376	105	28	2.0	7.3	763	8.9
Horizon Radio	Y	227	73	32	3.5	10.9	794	16.8
Gemini FM Total	Y	508	173	34	3.5	10.3	1775	15.8
Gemini East	Y	286	100	35	3.5	10.2	1014	15.7
Gemini West	Y	222	73	33	3.4	10.4	761	15.9
GWR FM	H	1319	350	27	3.0	11.3	3954	13.3
Invicta FM	H	1140	392	34	3.2	9.3	3632	12.8
Lantern FM 96.2 and 97.3	Y	130	58	45	6.0	13.5	788	22.9

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105.4 Leicester Sound FM	H	623	154	25	1.9	7.8	1209	9.8
Marcher Sound (formerly MFM 103.4)	H	364	57	16	2.2	13.8	789	10.1
Mercia FM	H	656	151	23	1.8	8.0	1207	9.4
Mercury FM (Herts)	H	317	33	11	1.0	9.9	332	4.8
Mercury FM (Surrey & Sussex)	H	418	71	17	1.2	7.0	499	5.5
Northants 96	H	494	134	27	2.7	9.9	1324	12.6
Orchard FM	H	336	123	37	4.0	11.0	1356	16.1
97 FM Plymouth Sound	H	330	100	30	2.5	8.2	818	12.3
103.2 Power FM	H	1088	254	23	2.2	9.4	2377	9.7
Q103	H	375	98	26	2.0	7.6	742	9.7
Radio Broadland	H	623	190	31	3.3	10.7	2039	13.3
RAM FM	H	586	123	21	2.2	10.6	1296	9.7
Red Dragon	H	929	301	32	3.5	10.9	3276	15.3
102.4 Severn Sound FM	H	378	103	27	2.5	9.1	939	11.7
SGR FM Total	H	619	176	28	2.2	7.7	1348	8.7
SGR FM	H	507	132	26	1.9	7.3	968	7.7
SGR Colchester	Y	162	51	31	3.1	9.8	496	12.9
Southern FM	H	958	358	37	3.7	10.0	3585	15.6
South Hams Radio	Y	68	13	19	1.7	8.9	118	7.8
2-TEN FM	H	689	217	31	2.2	7.1	1549	11.0
96 Trent FM	H	1084	277	26	2.1	8.3	2289	10.0
Wyvern FM	H	481	93	19	1.7	8.7	805	8.6
Choice FM London	Q	10585	486	5	0.3	7.1	3433	1.6
Ocean	H	970	176	18	1.4	7.5	1324	6.2
GCap Media Gold Networks Combined	H	28392	1306	5	0.3	7.5	9851	1.6
Capital Gold Network	H	18508	856	5	0.3	6.2	5347	1.4
Capital Gold Birmingham	H	2029	46	2	0.2	7.1	329	0.7
Capital Gold Hampshire	H	1088	37	3	0.3	10.0	367	1.5
Capital Gold Kent	H	1140	36	3	0.3	10.5	382	1.4
Capital Gold London	Q	10585	551	5	0.2	4.6	2536	1.2
Capital Gold Manchester	H	2303	65	3	0.3	10.2	663	1.6
Capital Gold Sussex	H	958	29	3	0.2	5.1	150	0.7
Capital Gold South East Wales	H	929	31	3	0.4	13.2	406	1.9
Classic Gold Network	H	12791	459	4	0.4	9.8	4504	1.6

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Classic Gold Amber Total	H	1110	47	4	0.4	9.1	431	1.6
Classic Gold Amber (Norfolk)	H	623	28	4	0.4	9.5	264	1.7
Classic Gold Amber (Suffolk)	H	507	20	4	0.3	8.3	169	1.3
Classic Gold Bedford (792)	H	605	20	3	0.3	8.6	176	1.4
Classic Gold Berkshire (1431/1485)	H	689	14	2	0.2	9.7	135	1.0
Classic Gold Bristol/Bath/Wiltshire (1260/936/1161)	H	1319	57	4	0.6	14.7	846	2.8
Classic Gold Coventry (1359)	H	656	26	4	0.4	10.7	277	2.2
Classic Gold Crawley (1521)	H	418	1	*	*	3.6	5	0.1
Classic Gold Derby (GEM)	H	586	24	4	0.3	8.3	202	1.5
Classic Gold Devon (666/954)	H	508	19	4	0.4	10.6	201	1.8
Classic Gold Dorset (828)	H	577	29	5	0.3	6.3	181	1.3
Classic Gold Essex (1359/1431)	H	1159	25	2	0.2	10.4	263	1.0
Classic Gold Gloucester (774)	H	378	20	5	0.5	10.4	205	2.5
Classic Gold Luton (828)	H	997	26	3	0.2	8.7	229	1.1
Classic Gold Marcher (1260)	H	364	19	5	0.4	8.5	160	2.0
Classic Gold Northampton (1557)	H	494	28	6	0.3	5.9	163	1.5
Classic Gold Nottingham (GEM)	H	1084	44	4	0.4	9.8	427	1.9
Classic Gold Peterborough (1332)	H	548	30	6	0.6	10.9	333	2.7
Classic Gold Plymouth (1152)	H	330	9	3	0.3	12.2	113	1.7
Classic Gold Wolverhampton (990/1017)	H	1287	32	2	0.2	7.5	240	0.8
Total XFM (UK)	H	49806	1157	2	0.1	5.9	6769	0.6
XFM 104.9	Q	10585	630	6	0.4	6.3	3946	1.8
XFM Manchester	H	2743	113	4	0.2	5.1	579	1.2
XFM Scotland	H	2664	282	11	0.6	5.8	1624	3.0
XFM Scotland (East)	H	1133	123	11	0.6	5.3	656	2.8
XFM Scotland (West)	H	1665	177	11	0.6	5.9	1040	3.1
Total GMG Radio	Q	49806	4788	10	1.0	10.0	48038	4.6
Total Real Radio/Century FM	H	49806	2671	5	0.5	9.8	26087	2.5
GMG Radio North West (Century FM (North West)/Smooth FM (North West))	Q	5405	1085	20	1.8	9.0	9788	9.6
Century FM (North East/North West)	H	7256	1114	15	1.2	7.9	8750	6.3
Century FM (North East)	H	2121	453	21	1.9	8.7	3959	10.2

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Century FM (North East) - North	H	1387	255	18	1.7	9.3	2380	9.4
Century FM (North East) - South	H	791	211	27	2.3	8.5	1806	12.3
Century FM (North West)	Q	5125	554	11	0.8	7.8	4310	4.5
Total Real Radio	H	49806	1557	3	0.3	11.1	17307	1.7
Real Radio (Scotland/Wales/ Yorkshire)	H	7030	1399	20	2.3	11.7	16314	11.5
Real Radio (Scotland)	H	2664	766	29	3.6	12.4	9523	17.5
Real Radio (Wales)	H	1661	342	21	2.4	11.8	4044	10.8
Real Radio (Yorkshire)	H	2705	291	11	1.0	9.4	2748	5.5
GMG Radio Scotland (Real Radio /96.3 Rock Radio/SAGA 105.2fm)	H	2851	923	32	4.2	12.8	11836	20.6
Real Radio (Scotland)/96.3 Rock Radio)	H	2667	794	30	3.7	12.4	9843	18.0
96.3 Rock Radio	H	695	49	7	0.4	6.0	291	2.4
SAGA Radio Group	H	7294	864	12	1.4	11.7	10067	6.5
SAGA 105.2fm	H	1833	185	10	1.1	10.8	1988	5.5
SAGA Radio Midlands	H	5461	679	12	1.5	11.9	8079	6.8
SAGA 105.7fm	H	3485	451	13	1.7	13.0	5883	7.7
SAGA 106.6fm	H	2032	227	11	1.1	9.7	2196	5.2
Total Smooth FM	Q	49806	1495	3	0.2	7.5	11259	1.1
Smooth FM (London/North West)	Q	15990	1107	7	0.6	8.2	9099	2.9
Smooth FM (London)	Q	10585	473	4	0.3	7.7	3621	1.7
Smooth FM (North West)	Q	5405	634	12	1.0	8.6	5478	5.3
Hertbeat FM	Y	246	24	10	0.7	7.1	171	3.3
Kingdom FM	Y	287	78	27	3.1	11.4	893	14.4
kmfm Group	H	980	192	20	2.0	10.1	1947	8.0
kmfm East	H	459	108	24	2.7	11.3	1228	11.1
kmfm West ³	H	521	84	16	1.4	8.6	719	5.4
Lincs FM Group	H	1773	526	30	3.5	11.8	6207	17.0
Lincs FM 102.2 ³	H	821	322	39	5.4	13.7	4398	24.1
South & West Yorkshire (Lincs FM Group)	H	806	182	23	2.0	9.0	1634	10.6
Dearne FM	Y	198	57	29	2.7	9.3	530	14.5
Ridings FM	Y	267	35	13	1.2	9.5	328	6.7
Trax FM	H	341	101	29	2.9	10.0	1004	13.7
Fosseway Radio	Y	146	24	17	1.3	7.5	185	6.2
Lite FM	Y	181	30	17	1.2	7.1	214	5.8

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The Local Radio Company Group Total	H	4031	907	23	1.9	8.4	7582	8.6
Alpha 103.2	Y	128	26	20	1.5	7.5	195	8.5
107.8 Arrow FM for Hastings	Y	111	22	20	1.7	8.5	189	6.4
Bath FM	Y	86	14	16	0.7	4.7	64	3.3
2BR	Y	202	53	27	2.4	9.0	484	11.1
Central FM	Y	189	42	22	1.4	6.3	268	6.8
107.9 Dune FM	Y	216	26	12	1.2	9.5	249	5.4
Durham FM	Y	247	27	11	0.9	8.2	218	4.6
Fire 107.6 FM	Y	280	39	14	0.9	6.4	254	3.9
Huddersfield's Home 107.9	Y	183	17	10	0.5	5.2	91	2.8
IOW Radio	Y	119	47	40	3.0	7.5	355	12.6
Ivel FM	Y	133	34	25	2.1	8.3	281	8.8
Minster FM ³	H	428	133	31	2.3	7.5	989	10.5
Total Mix	Y	246	58	24	2.0	8.3	484	9.8
Mix 96	Y	130	40	31	2.9	9.3	374	13.5
Mix 107	Y	117	18	15	0.9	6.2	110	5.1
107.4 The Quay	Y	282	40	14	1.0	6.8	273	4.5
106.9 Silk FM	Y	167	33	20	1.3	6.5	215	6.6
107.5 Sovereign Radio	Y	154	31	20	1.5	7.4	234	6.0
Spire FM	Y	100	43	43	4.3	10.0	427	18.4
Spirit FM	Y	177	42	24	1.8	7.5	315	8.9
97.2 Stray FM	Y	145	46	32	2.6	8.4	381	11.6
Sun FM	Y	237	63	26	1.9	7.3	455	11.0
3TR	Y	92	16	18	2.5	14.0	228	10.6
Vale FM	Y	51	13	26	2.3	8.8	119	9.3
Wessex FM	Y	120	42	35	3.0	8.7	364	12.4
Radio Mansfield 103.2	Y	139	38	28	2.7	9.7	370	10.8
Manx Radio	Y	65	37	58	8.1	14.1	524	32.6
106.7 Merseyside's KCR FM (formerly The Rocket)	Y	216	9	4	0.5	11.5	105	2.3
Original 106fm (Solent)	Q	1619	27	2	0.1	7.6	209	0.6
Oxford's FM107.9 (formerly Passion 107.9)	Y	238	23	10	0.4	4.3	97	2.0
Premier Christian Radio	Q	10585	133	1	0.2	13.0	1728	0.8
Q102.9FM/Q97.2FM	Y	279	76	27	2.9	10.7	815	16.3
Reading 107 FM	Y	260	42	16	1.0	6.2	258	5.4

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The Saint 107.8 FM	Y	263	25	10	0.6	6.0	151	2.8
Six FM	Y	106	24	23	2.3	10.1	247	12.7
The Sunrise Group	Q	49806	475	1	0.1	9.7	4588	0.4
Kisat Radio 1035 (Greater London)	Q	10585	98	1	0.1	10.5	1023	0.5
Sunrise Radio (Greater London)	Q	10585	379	4	0.3	8.1	3073	1.4
Sunrise Radio National	Q	49806	466	1	0.1	7.6	3565	0.3
The London Media Company	H	1216	65	5	0.5	8.6	559	2.1
Time 106.6 FM (formerly Star 106.6 Slough)	Y	218	27	12	1.0	8.1	216	4.9
Time FM 106.8	H	492	13	3	0.1	4.2	57	0.6
Time FM 107.3	Y	301	5	2	0.1	7.0	34	0.5
Time FM 107.5	Y	295	22	7	0.7	9.1	195	3.2
Town and Country Broadcasting (South and West Wales)	Y	375	116	31	3.4	11.0	1271	15.5
106.3 Bridge FM	Y	160	33	21	1.9	9.1	300	8.7
97.1 Radio Carmarthenshire ³	Y	124	36	29	2.8	9.8	352	12.5
102.5 Radio Pembrokeshire	Y	90	47	51	6.8	13.3	619	32.8
Tindle Radio Group	Y	1021	253	25	2.6	10.5	2647	11.5
103.4 The Beach	Y	148	49	33	4.0	12.1	598	18.7
Channel 103 FM	Y	73	37	50	5.4	10.7	393	24.9
Delta FM	Y	92	20	22	1.8	8.3	168	8.8
Dream 100 (Colchester)/ Dream 107.7 FM (Chelmsford)	Y	368	62	17	2.0	11.9	740	8.6
Dream 100	Y	163	49	30	3.9	12.8	631	15.4
Dream 107.7 FM	Y	206	13	6	0.5	8.3	109	2.4
Island FM 104.7	Y	50	25	51	5.9	11.6	293	32.2
Kick and Kestrel	Y	221	52	24	1.9	8.2	424	7.7
Kestrel FM	Y	133	34	25	2.0	7.9	266	8.1
Kick FM	Y	90	18	21	1.8	8.6	158	6.8
Win 107.2	Y	69	7	10	0.5	4.7	32	2.3
99.9 Radio Norwich	H	483	35	7	0.4	6.1	211	1.9
Total UKRD	H	2680	463	17	1.5	8.9	4098	7.3
Pirate FM	H	461	136	29	3.1	10.7	1450	13.6
Star Radio West	H	719	74	10	1.0	9.8	729	4.6
Star Radio in Bristol	H	451	35	8	0.7	9.2	321	3.3
Star Radio in Cheltenham	Y	143	15	11	0.9	8.7	132	4.1

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RAJAR

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Star Radio in North Somerset	Y	125	24	19	2.0	10.6	252	8.1
The County Sound Radio Network	H	547	133	24	1.9	7.8	1037	8.9
County Sound 1566	H	547	14	3	0.2	9.2	128	1.1
96.4 The Eagle	H	547	123	23	1.7	7.4	910	7.8
Total UKRD East	H	456	87	19	1.6	8.4	731	7.1
Fen Radio 107.5	Y	70	17	25	2.4	9.7	166	8.4
KL.FM 96.7	Y	136	46	34	3.2	9.4	435	13.9
Star Radio in Cambridge	Y	268	30	11	0.6	5.2	156	3.0
96.2 The Revolution	H	497	33	7	0.3	4.5	150	2.0
UTV Radio (inc talkSPORT)	H	49806	3642	7	0.7	9.0	32882	3.1
UTV Radio (excl. talkSPORT)	H	7915	1392	18	1.6	9.2	12849	7.8
Imagine FM	H	372	34	9	0.4	4.2	141	2.0
107.6 Juice FM	H	957	112	12	0.8	6.7	749	3.8
Peak 107 FM	H	393	94	24	2.4	10.2	957	11.3
The Pulse/Pulse Classic Gold	H	770	137	18	1.5	8.4	1151	8.4
The Pulse	H	770	112	15	1.1	7.5	845	6.2
Pulse Classic Gold	H	770	50	7	0.4	6.1	307	2.2
Signal One & Signal Two	H	774	268	35	4.5	13.1	3500	19.2
Signal One	H	774	255	33	4.0	12.1	3080	16.9
Signal Two	H	774	53	7	0.5	7.9	420	2.3
Talk 107	H	1020	43	4	0.2	5.7	246	1.2
107.4 Tower FM	H	414	100	24	1.5	6.3	630	8.7
UTV Radio - South Wales	H	930	223	24	2.4	10.1	2248	10.8
Total Swansea Sound/ 96.4 FM The Wave	H	512	165	32	3.1	9.7	1599	14.7
96.4 FM The Wave	H	512	118	23	1.8	7.6	902	8.3
Swansea Sound - 1170 MW	H	512	62	12	1.4	11.2	697	6.4
Valleys Radio	H	418	59	14	1.6	11.1	650	6.5
U105	H	817	90	11	0.8	7.4	672	3.8
Radio Wave 96.5 FM	Y	232	62	27	2.3	8.7	534	11.4
Wave 102 FM	Y	156	29	18	2.2	11.7	335	11.8
102.4 Wish/107.2 Wire	Y	718	167	23	1.7	7.5	1251	8.6
107.2 Wire FM	Y	242	53	22	1.8	8.5	446	8.3
102.4 Wish FM	H	497	122	25	1.9	7.6	930	9.5
107.7 The Wolf	H	425	42	10	0.7	6.8	285	2.9

Source: RAJAR/Ipsos MORI

PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Pop'n '000s	Weekly Reach		Average Hours		Total Hours	Share in
			'000	%	per head	per listener	'000	TSA %
ALL COMMERCIAL 15+	Q	49806	31186	63	8.8	14.1	439709	42.1
Children 4-14	Q	7977	5846	73	6.8	9.3	54126	71.8
15-24	Q	7903	6010	76	10.0	13.1	78846	59.7
25-44	Q	16753	11646	70	10.0	14.5	168290	50.7
45-64	Q	15238	9277	61	8.8	14.5	134845	38.3
65+	Q	9911	4253	43	5.8	13.6	57728	25.4
Main Shoppers	Q	38294	23423	61	8.7	14.1	331404	41.0
Main Shoppers with children	Q	11830	8354	71	10.2	14.5	121190	52.1
ABC1	Q	26511	16514	62	7.5	12.0	198253	36.6
C2DE	Q	23295	14671	63	10.4	16.5	241457	48.1
ALL BBC 15+	Q	49806	33464	67	11.7	17.5	584837	56.0
Children 4-14	Q	7977	3312	42	2.5	6.0	19950	26.5
15-24	Q	7903	4644	59	6.3	10.7	49551	37.5
25-44	Q	16753	10777	64	9.4	14.6	157335	47.4
45-64	Q	15238	10760	71	13.9	19.7	211468	60.0
65+	Q	9911	7283	73	16.8	22.9	166483	73.2
Main Shoppers	Q	38294	25737	67	12.1	18.0	463871	57.4
Main Shoppers with children	Q	11830	7329	62	9.1	14.6	107200	46.1
ABC1	Q	26511	19543	74	12.6	17.1	333341	61.6
C2DE	Q	23295	13921	60	10.8	18.1	251495	50.1

DEFINITIONS

- (1) Audiences in local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals.
- (2) National groups that are a combination of analogue and digital broadcast.
- (3) Audience to 'Opt-out' services included.

AREAS

UNITED KINGDOM (Parts 1 and 4) (including Channel Islands and Isle of Man)

EDITORIAL AREAS (Part 2) BBC stations' defined service areas

TOTAL SURVEY AREAS (Part 3) Commercial stations' defined marketing areas

In Part 1 'BBC Local/Regional' and 'All Local Commercial' include listening to local stations outside their own Editorial/Total Survey Areas.

In Parts 2 and 3 'BBC Local Radio' and 'All Local Commercial Radio' are based on the net Editorial/Total Survey Area of the individual services making up the network.

TERMS

WEEKLY REACH

The number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week

AVERAGE HOURS

The total hours of listening to a station during the course of a week, averaged:

PER HEAD - across the total adult population of the UK/area

PER LISTENER - across all those listening to the station for at least 5 minutes

TOTAL HOURS

The overall number of hours of adult listening to a station in the UK/area in an average week

SHARE IN TSA

The percentage of total listening time accounted for by a station in the UK/area in an average week

SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	1st January 2007 - 25th March 2007	32,660
H	18th September 2006 - 25th March 2007	65,746
Y	27th March 2006 - 25th March 2007	130,500

