

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



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

Adults aged 15 and over: population 50,334,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	44952	89	20.2	22.6	1017840	100.0
ALL BBC	Q	33139	66	11.2	17.0	564034	55.4
ALL BBC 15-44	Q	15331	61	8.1	13.3	204603	44.2
ALL BBC 45+	Q	17808	71	14.3	20.2	359431	64.7
All BBC Network Radio ¹	Q	29234	58	9.2	15.8	462319	45.4
BBC Local/Regional	Q	9818	20	2.0	10.4	101716	10.0
ALL COMMERCIAL	Q	30716	61	8.6	14.0	431319	42.4
ALL COMMERCIAL 15-44	Q	17518	69	9.7	14.0	245525	53.1
ALL COMMERCIAL 45+	Q	13198	53	7.4	14.1	185794	33.5
All National Commercial	Q	13655	27	2.3	8.4	114651	11.3
All Local Commercial	Q	24606	49	6.3	12.9	316668	31.1
Other Listening	Q	3022	6	0.4	7.4	22487	2.2

Source: RAJAR/Ipsos MORI/R SMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

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	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	29234	58	9.2	15.8	462319	45.4
BBC Radio 1	Q	10693	21	2.1	9.8	104783	10.3
BBC Radio 2	Q	12824	25	3.2	12.5	159771	15.7
BBC Radio 3	Q	1950	4	0.2	6.1	11972	1.2
BBC Radio 4	Q	9289	18	2.4	12.9	119798	11.8
BBC Radio FIVE LIVE	Q	6080	12	0.9	7.6	46426	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6174	12	0.9	7.7	47714	4.7
FIVE LIVE SPORTS EXTRA	Q	630	1	*	2.0	1288	0.1
BBC 6 Music	Q	493	1	0.1	5.4	2643	0.3
1Xtra from the BBC	Q	453	1	0.1	5.7	2599	0.3
BBC7	Q	853	2	0.1	5.3	4530	0.4
BBC Asian Network UK	Q	441	1	0.1	5.9	2600	0.3
BBC World Service	Q	1183	2	0.1	5.0	5908	0.6
All National Commercial	Q	13655	27	2.3	8.4	114651	11.3
The Arrow (UK)	H	143	*	*	6.4	920	0.1
Chill	Q	197	*	*	5.0	986	0.1
Total Choice (UK) ²	Q	622	1	0.1	6.8	4207	0.4
Classic FM	Q	5591	11	0.8	7.6	42646	4.2
Core	Q	94	*	*	4.0	377	*
Fun Radio	Q	57	*	*	3.7	209	*
Galaxy Network (UK) ²	H	2547	5	0.3	6.4	16363	1.6
GCap Gold Network UK ²	H	1243	2	0.2	8.7	10821	1.1
Total Heart (UK) ²	H	3350	7	0.5	7.2	24279	2.4
Heat	Q	386	1	*	3.5	1338	0.1
The Hits	Q	1364	3	0.1	4.2	5692	0.6
Total Kerrang! ²	H	1321	3	0.1	4.7	6250	0.6
Total Kiss Network ²	H	2985	6	0.3	5.5	16563	1.6
Total LBC (UK) ²	H	759	2	0.2	11.5	8742	0.9
Life	Q	89	*	*	7.9	700	0.1
Total Magic ²	Q	3357	7	0.5	6.9	23078	2.3
Mojo Radio	Q	221	*	*	3.3	717	0.1
Oneword Radio	H	159	*	*	3.7	583	0.1
Planet Rock	Q	563	1	0.1	5.6	3148	0.3
Q	Q	298	1	*	2.8	830	0.1
Total Real Radio ²	H	1599	3	0.4	11.5	18336	1.8
Smash Hits Radio	Q	966	2	0.1	3.2	3096	0.3
Total Smooth Radio ²	Q	2229	4	0.4	9.3	20739	2.0
Sunrise Radio National ²	Q	510	1	0.1	7.2	3664	0.4
talkSPORT	Q	2452	5	0.4	8.3	20399	2.0
theJazz	Q	364	1	*	5.2	1882	0.2
Total Virgin Radio	H	2471	5	0.3	6.1	15117	1.5
Virgin Radio Classic Rock	H	239	*	*	4.4	1045	0.1
Virgin Radio Xtreme	H	73	*	*	3.2	234	*
Virgin Radio Groove	H	98	*	*	5.0	488	*
Total XFM (UK) ²	H	1116	2	0.1	5.4	6024	0.6

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover

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RAJAR

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	Weekly Reach %	Average Hours per head per listener		Total Hours '000	Share in TSA %
BBC NETWORK RADIO								
BBC Radio 1	Q	50334	10693	21	2.1	9.8	104783	10.3
BBC Radio 2	Q	50334	12824	25	3.2	12.5	159771	15.7
BBC Radio 3	Q	50334	1950	4	0.2	6.1	11972	1.2
BBC Radio 4	Q	50334	9289	18	2.4	12.9	119798	11.8
BBC Radio FIVE LIVE	Q	50334	6080	12	0.9	7.6	46426	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50334	6174	12	0.9	7.7	47714	4.7
FIVE LIVE SPORTS EXTRA	Q	50334	630	1	*	2.0	1288	0.1
BBC 6 Music	Q	50334	493	1	0.1	5.4	2643	0.3
1Xtra from the BBC	Q	50334	453	1	0.1	5.7	2599	0.3
BBC7	Q	50334	853	2	0.1	5.3	4530	0.4
BBC Asian Network UK	Q	50334	441	1	0.1	5.9	2600	0.3
BBC World Service	Q	50334	1183	2	0.1	5.0	5908	0.6
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4267	937	22	1.6	7.4	6917	8.5
BBC Radio Ulster ³	Q	1391	510	37	4.7	12.9	6593	26.4
Total BBC Radio Wales/Cymru	Q	2467	514	21	2.2	10.7	5488	11.2
BBC Radio Wales	Q	2467	401	16	1.6	9.7	3882	7.9
BBC Radio Cymru	Q	2467	143	6	0.7	11.2	1605	3.3
LOCAL								
BBC Local Radio	Q	40518	7490	18	2.0	10.6	79321	9.6
BBC Radio Berkshire	H	768	125	16	1.3	7.8	975	6.1
BBC Radio Bristol ³	H	1293	203	16	2.0	12.9	2610	9.0
BBC Radio Cambridgeshire	H	688	125	18	1.9	10.2	1274	8.4
BBC Radio Cornwall	H	442	126	28	4.3	14.9	1879	18.1
BBC Coventry and Warwickshire	H	666	84	13	1.1	8.9	745	5.6
BBC Radio Cumbria	H	407	119	29	3.0	10.2	1215	14.8
BBC Radio Derby	H	614	150	25	2.6	10.8	1625	12.2

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover

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	Survey Period	Adult (15+) Pop'n '000	Weekly Reach '000 %		Average Hours per head per listener		Total Hours '000	Share in TSA %
BBC Radio Devon	H	949	250	26	3.2	12.1	3026	15.2
BBC Essex	H	1216	249	20	2.7	13.3	3306	12.5
BBC Radio Gloucestershire	H	474	97	21	2.3	11.0	1075	10.9
BBC Hereford & Worcester	H	490	143	29	3.1	10.5	1511	15.4
BBC Radio Humberside	H	739	206	28	3.1	11.3	2317	14.8
BBC Radio Kent	H	1348	271	20	2.6	12.9	3488	10.5
BBC Radio Lancashire	H	1163	228	20	2.0	10.0	2270	10.0
BBC Radio Leeds	H	1548	269	17	1.4	8.1	2188	7.3
BBC Radio Leicester	H	774	163	21	2.1	9.9	1611	10.7
BBC Radio Lincolnshire	H	519	102	20	2.6	13.0	1324	11.4
BBC London 94.9	Q	10781	535	5	0.3	7.0	3769	1.8
BBC Radio Manchester	Q	2094	222	11	0.9	8.8	1967	5.2
BBC Radio Merseyside	H	1621	311	19	3.0	15.8	4933	15.9
BBC Radio Newcastle	H	1408	243	17	1.5	8.9	2174	9.0
BBC Radio Norfolk	H	739	221	30	3.7	12.3	2733	16.2
BBC Radio Northampton	H	451	91	20	2.6	13.1	1190	11.8
BBC Radio Nottingham	H	754	203	27	2.6	9.8	1997	12.0
BBC Radio Oxford 95.2FM	H	504	77	15	1.7	10.9	840	7.6
BBC Radio Sheffield	H	1231	243	20	2.0	10.1	2457	10.0
BBC Radio Shropshire	H	375	97	26	3.2	12.2	1182	14.0
BBC Radio Solent**	H	1484	287	19	2.3	11.8	3379	10.7
BBC Solent for Dorset	Y	168	25	15	1.7	11.5	283	7.0
BBC Southern Counties Radio	Q	2391	279	12	1.1	9.2	2572	4.8
BBC Radio Stoke	H	586	183	31	3.1	9.9	1813	13.5
BBC Radio Suffolk	H	505	133	26	2.7	10.3	1377	12.5
BBC Tees	H	773	145	19	1.4	7.5	1094	7.7
BBC Three Counties Radio	H	1230	162	13	1.1	8.7	1407	5.8
BBC WM (Birmingham & Black Country)	Q	2222	250	11	1.0	9.2	2289	5.2
BBC Radio Wiltshire/Swindon	H	523	65	12	1.2	9.7	628	5.4
BBC Radio York	H	509	90	18	1.9	10.8	974	8.8
BBC Radio Guernsey	Y	50	18	35	4.6	13.2	232	25.1
BBC Radio Jersey	Y	74	33	45	5.2	11.5	386	24.8

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

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NATIONAL								
The Arrow (UK)	H	50334	143	*	*	6.4	920	0.1
Chill	Q	50334	197	*	*	5.0	986	0.1
Total Choice (UK)	Q	50334	622	1	0.1	6.8	4207	0.4
Classic FM	Q	50334	5591	11	0.8	7.6	42646	4.2
Core	Q	50334	94	*	*	4.0	377	*
Fun Radio	Q	50334	57	*	*	3.7	209	*
Galaxy Network (UK)	H	50334	2547	5	0.3	6.4	16363	1.6
GCap Gold Network UK	H	50334	1243	2	0.2	8.7	10821	1.1
Total Heart (UK)	H	50334	3350	7	0.5	7.2	24279	2.4
Heat	Q	50334	386	1	*	3.5	1338	0.1
The Hits	Q	50334	1364	3	0.1	4.2	5692	0.6
Total Kerrang!	H	50334	1321	3	0.1	4.7	6250	0.6
Total Kiss Network	H	50334	2985	6	0.3	5.5	16563	1.6
Total LBC (UK)	H	50334	759	2	0.2	11.5	8742	0.9
Life	Q	50334	89	*	*	7.9	700	0.1
Total Magic	Q	50334	3357	7	0.5	6.9	23078	2.3
Mojo Radio	Q	50334	221	*	*	3.3	717	0.1
Oneword Radio	H	50334	159	*	*	3.7	583	0.1
Planet Rock	Q	50334	563	1	0.1	5.6	3148	0.3
Q	Q	50334	298	1	*	2.8	830	0.1
Total Real Radio	H	50334	1599	3	0.4	11.5	18336	1.8
Smash Hits Radio	Q	50334	966	2	0.1	3.2	3096	0.3
Total Smooth Radio	Q	50334	2229	4	0.4	9.3	20739	2.0
Sunrise Radio National	Q	50334	510	1	0.1	7.2	3664	0.4
talkSPORT	Q	50334	2452	5	0.4	8.3	20399	2.0
theJazz	Q	50334	364	1	*	5.2	1882	0.2
Total Virgin Radio Network	H	50334	2679	5	0.3	6.1	16397	1.6
Total Virgin Radio	H	50334	2471	5	0.3	6.1	15117	1.5
Total Virgin (London)	H	10780	1156	11	0.7	6.3	7281	3.4
Virgin Radio London	H	10780	1085	10	0.6	5.7	6226	2.9
Virgin Radio National	H	50334	1504	3	0.2	5.9	8878	0.9
Virgin Radio Classic Rock	H	50334	239	*	*	4.4	1045	0.1
Virgin Radio Xtreme	H	50334	73	*	*	3.2	234	*
Virgin Radio Groove	H	50334	98	*	*	5.0	488	*
Total XFM (UK)	H	50334	1116	2	0.1	5.4	6024	0.6

Source: RAJAR/Ipsos MORI/R SMB

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LOCAL								
All Local Commercial Radio	Q	49487	24558	50	6.4	12.9	316309	31.6
105-107 Atlantic FM	H	442	62	14	0.9	6.5	403	3.9
107 The Bee	Y	182	20	11	1.5	13.8	270	7.4
Big L Radio	Q	4311	10	*	0.1	25.1	263	0.3
Club Asia 963+972AM	H	10780	201	2	0.1	6.0	1198	0.6
Total CN Radio	Y	1817	390	21	1.9	8.7	3392	8.9
The Bay	H	309	90	29	2.7	9.4	846	13.4
Citybeat 96.7FM	H	540	136	25	1.9	7.5	1018	9.5
CN Radio Midlands	Y	967	155	16	1.4	8.9	1381	6.8
Rugby FM	Y	71	25	35	3.3	9.3	233	16.8
Touch FM Staffs (was Centre FM)	Y	240	32	13	1.6	11.9	382	6.9
Touch FM - South Midlands	Y	656	98	15	1.2	7.8	766	5.8
107.6 Touch FM Banbury	Y	81	15	19	1.4	7.5	114	6.2
96.2 Touch FM Coventry	Y	281	31	11	0.6	5.1	158	3.3
102 Touch FM Stratford	Y	295	52	18	1.7	9.4	493	7.4
Connect FM (was KCBC 107.4)	Y	215	45	21	2.1	10.1	452	9.5
Chester's Dee 106.3	Y	185	34	18	1.4	7.6	257	6.7
Total EMAP	H	50334	11906	24	2.1	8.9	106032	10.4
Total EMAP ILR	H	36250	9331	26	2.3	8.8	82357	11.5
Big City Network	H	15919	4470	28	2.5	8.9	39887	13.2
Total Magic	Q	50334	3357	7	0.5	6.9	23078	2.3
Magic Network (ILR)	H	21171	2723	13	0.9	7.3	19781	4.8
Magic Network - North	H	10391	713	7	0.6	9.1	6503	3.3
EMAP Radio - North East	H	2199	761	35	3.0	8.8	6667	17.2
Big City Network - North East	H	2199	632	29	2.0	7.1	4475	11.6
Metro Radio	H	1463	438	30	2.1	7.1	3093	12.3
TFM Radio	H	798	198	25	1.7	7.0	1381	9.5
Magic Network - North East	H	2199	224	10	1.0	9.8	2192	5.7
Magic 1152 (Newcastle)	H	1463	141	10	0.9	8.9	1254	5.0
Magic 1170 (Teesside)	H	798	83	10	1.2	11.3	938	6.4
Metro Radio/Magic 1152	H	1463	513	35	3.0	8.5	4347	17.3
TFM Radio/Magic 1170	H	798	251	31	2.9	9.2	2320	15.9
EMAP Radio - North West	H	5057	1309	26	2.3	8.7	11409	11.9
Big City Network - North West	H	4937	1158	23	1.9	8.3	9606	10.3
Radio City 96.7	H	1804	418	23	2.2	9.7	4054	11.5
Key 103 (Manchester)	H	2363	483	20	1.4	6.9	3335	7.7
97.4 Rock FM	H	1314	274	21	1.7	8.1	2217	8.6
Magic Network - North West	H	5022	237	5	0.4	7.6	1803	1.9
Magic 1548 (Liverpool)	H	1804	88	5	0.5	9.7	858	2.4
Magic 1152 (Manchester)	H	2363	103	4	0.3	6.5	668	1.5

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Magic 999 (Preston)	H	1099	46	4	0.3	6.0	276	1.3
Key 103/Magic 1152 (Manchester)	H	2363	550	23	1.7	7.3	4003	9.3
Radio City 96.7/Magic 1548	H	1804	473	26	2.7	10.4	4913	13.9
97.4 Rock FM/Magic 999	H	1435	304	21	1.7	8.2	2493	9.0
EMAP Radio - Yorkshire	H	3170	895	28	2.8	9.9	8852	13.8
Big City Network - Yorkshire	H	3170	728	23	2.0	8.7	6344	9.9
96.3 Radio Aire	H	939	154	16	1.4	8.4	1290	6.8
Hallam FM	H	1310	343	26	2.4	9.0	3100	11.8
96.9 Viking FM	H	1111	235	21	1.8	8.3	1954	8.6
Magic Network - Yorkshire	H	3170	251	8	0.8	10.0	2508	3.9
Magic 828 (Leeds)	H	939	100	11	1.0	9.6	958	5.1
Magic AM (Sheffield)	H	1310	67	5	0.5	9.7	655	2.5
Magic 1161 (Hull)	H	1111	83	8	0.8	10.7	895	3.9
96.3 Radio Aire/Magic 828	H	939	232	25	2.4	9.7	2249	11.9
Hallam FM/Magic AM	H	1310	386	29	2.9	9.7	3755	14.3
96.9 Viking FM/Magic 1161	H	1111	281	25	2.6	10.1	2849	12.5
Total Kerrang!	H	50334	1321	3	0.1	4.7	6250	0.6
Kerrang! 105.2	H	3487	359	10	0.6	6.3	2265	3.3
EMAP Radio London (Magic 105.4/Kiss 100)	Q	10781	2945	27	2.0	7.5	22018	10.3
Kiss 100 FM	Q	10781	1429	13	0.8	6.3	8990	4.2
Magic 105.4	Q	10781	1969	18	1.2	6.6	13029	6.1
Total Kiss Network	H	50334	2985	6	0.3	5.5	16563	1.6
Kiss East	H	1977	272	14	1.0	7.6	2061	4.7
Kiss West	H	2273	238	10	0.7	6.7	1604	3.3
EMAP Total Scotland	H	4248	1646	39	4.4	11.4	18765	23.4
EMAP Central Scotland	H	2791	929	33	3.7	11.1	10275	20.0
Total Radio Clyde	H	1824	620	34	3.6	10.6	6601	19.8
Clyde 1 FM	H	1824	534	29	2.5	8.6	4581	13.7
Clyde 2	H	1824	209	11	1.1	9.7	2019	6.0
Total Radio Forth	H	1065	316	30	3.5	11.6	3674	18.5
ForthOne	H	1065	282	26	2.7	10.1	2831	14.2
Forth2	H	1065	97	9	0.8	8.7	843	4.2
C.F.M.Radio	Y	253	101	40	4.2	10.6	1070	20.8
Moray Firth Radio	Y	230	110	48	5.6	11.7	1284	24.2
Total Northsound Radio	Y	299	146	49	5.5	11.4	1656	28.9
Northsound One	Y	299	121	40	3.6	8.8	1064	18.6
Northsound Two	Y	299	57	19	2.0	10.3	593	10.4
Radio Borders	Y	105	58	55	7.1	12.8	739	32.4
Total Radio Tay	H	365	163	45	5.7	12.8	2085	29.8
Tay-FM	H	365	123	34	3.4	10.2	1258	18.0

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Tay-AM	H	365	74	20	2.3	11.1	827	11.8
West Sound*	H	386	152	39	4.3	10.9	1661	25.3
Downtown Radio (DTR)/97.4	H	1366	484	35	3.8	10.6	5151	20.0
Cool FM								
97.4 Cool FM	H	935	311	33	2.9	8.7	2710	14.9
Downtown Radio (DTR)	H	1366	240	18	1.8	10.2	2442	9.5
Wave 105 FM	H	1694	336	20	2.0	10.0	3357	9.2
3FM	Y	66	19	28	3.3	11.6	216	13.6
Total GCap Media UK	H	50334	14882	30	2.6	8.8	131136	12.8
GCap Media - National Brands	H	50334	8906	18	1.4	7.9	70541	6.9
Total								
Chill	Q	50334	197	*	*	5.0	986	0.1
Classic FM	Q	50334	5591	11	0.8	7.6	42646	4.2
Core	Q	50334	94	*	*	4.0	377	*
Fun Radio	Q	50334	57	*	*	3.7	209	*
Life	Q	50334	89	*	*	7.9	700	0.1
Planet Rock	Q	50334	563	1	0.1	5.6	3148	0.3
theJazz	Q	50334	364	1	*	5.2	1882	0.2
Total Choice (UK)	Q	50334	622	1	0.1	6.8	4207	0.4
GCap Gold Network UK	H	50334	1243	2	0.2	8.7	10821	1.1
GCap Media - Local Brands Total	H	34792	8944	26	2.2	8.7	77695	11.0
The One Network	H	29126	7005	24	2.0	8.3	58372	9.7
Beacon FM	H	1292	228	18	1.6	9.3	2123	7.8
96.4 BRMB	H	2029	408	20	1.2	5.8	2356	5.9
The Buzz 97.1 FM	H	437	42	10	0.5	5.7	237	3.0
95.8 Capital Radio	Q	10781	1517	14	0.9	6.6	10063	4.7
Champion 103 FM	Y	121	29	24	2.6	10.6	310	13.3
96.9 Chiltern FM (Bedford)	H	386	100	26	1.8	7.1	708	8.8
97.6 Chiltern FM (Dunstable/Luton)	H	731	161	22	1.4	6.5	1053	7.4
Coast 96.3	Y	243	48	20	1.8	9.1	436	9.0
2CR FM	H	600	111	19	1.4	7.7	853	6.0
Essex FM*	H	1186	329	28	3.1	11.3	3721	14.5
FOX FM	H	649	170	26	2.5	9.5	1618	11.4
102.7 Hereward FM	H	373	103	28	1.8	6.6	683	7.8
Horizon Radio	Y	219	75	34	3.0	8.8	662	14.3
Gemini FM Total	Y	525	165	31	2.7	8.6	1424	12.7
Gemini FM East (Exeter Area)	Y	301	100	33	3.0	8.9	897	13.6
Gemini FM West (Torbay Area)	Y	224	65	29	2.4	8.2	527	11.5
GWR	H	1286	381	30	3.7	12.6	4785	17.0
Invicta FM	H	1146	373	33	2.8	8.5	3179	11.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



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 %
Lantern FM 96.2 and 97.3	Y	128	46	36	4.0	11.2	515	16.7
105.4 Leicester Sound FM	H	651	110	17	1.3	7.8	857	7.0
Marcher Sound (formerly MFM 103.4)	H	374	68	18	2.1	11.7	798	10.7
Mercia	H	726	126	17	1.5	8.8	1106	7.9
Mercury FM (Herts)	H	330	36	11	0.5	4.7	170	2.2
Mercury FM (Surrey & Sussex)	H	360	82	23	2.1	9.4	771	10.0
Northants 96	H	520	118	23	2.1	9.1	1079	9.7
Orchard FM	H	336	140	42	4.5	10.8	1502	18.0
97 FM Plymouth Sound	H	330	96	29	2.2	7.5	715	11.5
103.2 Power FM	H	1099	188	17	1.2	7.1	1342	5.9
Q103	H	449	101	23	2.0	8.9	901	9.5
Radio Broadland	H	628	158	25	2.6	10.2	1615	12.1
RAM FM	H	624	102	16	1.3	7.9	805	5.8
Red Dragon	H	965	256	27	2.0	7.4	1893	9.9
102.4 Severn Sound FM	H	399	109	27	3.0	10.8	1183	14.6
SGR FM Total	H	652	175	27	2.4	8.9	1548	10.4
SGR FM	H	541	131	24	2.2	8.9	1173	9.3
SGR Colchester	Y	173	54	31	2.3	7.4	400	10.8
Southern FM	H	993	319	32	2.6	8.1	2587	12.0
South Hams Radio	Y	64	14	22	1.7	7.7	109	7.7
2-TEN FM	H	785	204	26	2.2	8.5	1727	10.3
96 Trent FM	H	1111	337	30	2.4	7.9	2651	11.4
Wyvern FM	H	495	103	21	1.6	7.9	810	8.0
Choice FM London	Q	10781	485	4	0.3	7.5	3657	1.7
Ocean	H	988	179	18	1.1	6.2	1112	5.4
GCap Gold Network	H	28820	985	3	0.3	9.3	9141	1.5
Gold Bedford (was Classic Gold Bedford)	H	590	21	4	0.3	7.6	161	1.3
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	H	785	20	3	0.4	17.2	339	2.0
Gold Birmingham (was Capital Gold Birmingham)	H	2029	51	3	0.2	6.3	323	0.8
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/ Wiltshire)	H	1286	50	4	0.6	15.4	764	2.7
Gold Coventry (was Classic Gold Coventry)	H	726	20	3	0.2	8.7	171	1.2
Gold Crawley (was Classic Gold Crawley)	H	360	4	1	0.1	8.2	30	0.4

Source: RAJAR/Ipsos MORI/R SMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



RAJAR

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Gold Derby (was Classic Gold Derby)	H	624	23	4	0.4	10.4	238	1.7
Gold Devon (was Classic Gold Devon)	H	525	25	5	0.5	9.7	247	2.2
Gold Dorset (was Classic Gold Dorset)	H	600	27	5	0.6	12.9	352	2.5
Gold Essex (was Classic Gold Essex)	H	1186	22	2	0.2	10.7	232	0.9
Gold Gloucester (was Classic Gold Gloucester)	H	399	18	5	0.8	17.2	309	3.8
Gold Hampshire (was Capital Gold Hampshire)	H	1099	28	3	0.4	13.6	387	1.7
Gold Kent (was Capital Gold Kent)	H	1146	36	3	0.4	13.7	499	1.8
Gold London (was Capital Gold London)	Q	10781	243	2	0.1	5.9	1434	0.7
Gold Luton (was Classic Gold Luton)	H	1009	33	3	0.3	8.4	278	1.4
Gold Manchester (was Capital Gold Manchester)	H	2362	56	2	0.2	7.4	417	1.0
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	H	1167	49	4	0.5	12.5	617	2.4
Gold Norfolk (was Classic Gold Amber Norfolk)	H	628	27	4	0.4	9.2	252	1.9
Gold Suffolk (was Classic Gold Amber Suffolk)	H	541	22	4	0.7	16.6	366	2.9
Gold North Wales/Cheshire (was Classic Gold Marcher)	H	374	8	2	0.3	12.2	99	1.3
Gold Northampton (was Classic Gold Northampton)	H	520	25	5	0.5	9.9	246	2.2
Gold Nottingham (was Classic Gold Nottingham)	H	1111	30	3	0.2	7.8	236	1.0
Gold Peterborough (was Classic Gold Peterborough)	H	561	31	6	0.6	10.5	330	2.5
Gold Plymouth (was Classic Gold Plymouth)	H	330	7	2	0.3	15.0	100	1.6
Gold Sussex (was Capital Gold Sussex)	H	993	33	3	0.2	6.3	207	1.0
Gold South East Wales (was Capital Gold South East Wales)	H	965	36	4	0.5	12.7	457	2.4
Gold Wolverhampton (was Classic Gold Wolverhampton)	H	1292	26	2	0.2	9.9	259	0.9

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



RAJAR

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Total XFM (UK)	H	50334	1116	2	0.1	5.4	6024	0.6
XFM 104.9	Q	10781	513	5	0.3	5.6	2858	1.3
XFM Manchester	H	2777	186	7	0.3	4.6	859	1.7
XFM Scotland	H	2674	224	8	0.5	6.1	1365	2.8
XFM Scotland (East)	H	1161	121	10	0.6	5.6	673	3.1
XFM Scotland (West)	H	1689	134	8	0.5	6.1	815	2.6
Total Global Radio (UK)	H	50334	6393	13	1.0	7.9	50304	4.9
Global Radio (ILR)	H	25471	5572	22	1.8	8.2	45784	9.1
The Arrow (UK)	H	50334	143	*	*	6.4	920	0.1
Galaxy Network (UK)	H	50334	2547	5	0.3	6.4	16363	1.6
Galaxy Network (ILR)	H	11350	2162	19	1.3	6.8	14733	6.8
Galaxy Birmingham	H	2077	339	16	1.0	6.3	2154	5.3
Galaxy Manchester	H	2777	442	16	1.0	6.4	2809	5.5
Galaxy North East	H	2175	477	22	1.3	5.9	2794	7.3
Galaxy Yorkshire	H	4320	904	21	1.6	7.7	6977	8.0
Total Heart (UK)	H	50334	3350	7	0.5	7.2	24279	2.4
Heart FM (ILR)	H	16198	2991	18	1.4	7.6	22593	7.0
100.7 Heart FM	H	3521	781	22	1.8	8.2	6421	9.1
Heart 106.2 FM	Q	10781	1842	17	1.2	7.3	13408	6.2
Heart 106 (formerly 106 Century FM)	H	2086	317	15	1.3	8.3	2649	6.2
Heart Midlands (ILR)	H	5418	1086	20	1.7	8.3	9070	8.3
Global Radio Midlands (ILR)	H	5418	1274	24	2.1	8.8	11223	10.2
Global Radio West Midlands (ILR)	H	3521	968	27	2.4	8.9	8574	12.2
Total LBC (UK)	H	50334	759	2	0.2	11.5	8742	0.9
Total LBC (ILR)	Q	10781	721	7	0.8	12.7	9154	4.3
LBC 97.3	Q	10781	642	6	0.7	12.6	8080	3.8
LBC News 1152	Q	10781	218	2	0.1	4.9	1075	0.5
Global Radio London (ILR)	Q	10781	2442	23	2.1	9.2	22562	10.5
Total GMG Radio	H	50334	4728	9	1.0	10.2	48073	4.7
Total Real Radio/Century FM	H	50334	2757	5	0.6	10.2	28121	2.8
GMG Radio North West (Century FM (North West)/Smooth Radio (North West))	Q	5519	1029	19	1.7	9.1	9395	8.8
Century FM (North East/ North West)	H	7434	1164	16	1.3	8.4	9784	7.1
Century FM (North East)	H	2199	483	22	1.7	7.6	3676	9.5
Century FM (North East) - North	H	1444	298	21	1.5	7.1	2111	8.5
Century FM (North East) - South	H	811	189	23	2.0	8.5	1605	10.8
Century FM (North West)	Q	5236	607	12	1.0	8.9	5384	5.4
Total Real Radio	H	50334	1599	3	0.4	11.5	18336	1.8

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



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 %
Real Radio (Scotland/Wales/ Yorkshire)	H	7134	1454	20	2.4	11.9	17329	12.6
Real Radio (Scotland)	H	2651	789	30	3.9	13.1	10364	21.1
Real Radio (Wales)	H	1754	363	21	2.2	10.5	3804	10.8
Real Radio (Yorkshire)	H	2729	302	11	1.2	10.5	3161	5.9
GMG Radio Scotland (Real Radio/ 96.3 Rock Radio/Smooth Radio (Glasgow))	H	2835	950	33	4.6	13.7	13049	25.0
Real Radio (Scotland)/96.3 Rock Radio	H	2651	830	31	4.1	13.1	10866	22.1
96.3 Rock Radio	H	804	57	7	0.6	8.9	502	3.4
Total Smooth Radio	Q	50334	2229	4	0.4	9.3	20739	2.0
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow)	H	23562	1910	8	0.7	9.2	17517	3.8
Smooth Radio (East & West Midlands)	H	5558	689	12	1.5	11.7	8074	7.1
Smooth Radio (East Midlands)	H	2078	290	14	1.5	10.7	3118	7.2
Smooth Radio (West Midlands)	H	3521	400	11	1.4	12.4	4956	7.0
Smooth Radio (Glasgow)	H	1868	199	11	1.2	11.0	2183	6.4
Smooth Radio (London)	Q	10781	475	4	0.3	7.9	3732	1.7
Smooth Radio (North West)	Q	5356	543	10	0.7	7.4	4011	3.9
Kingdom FM	Y	290	59	20	1.8	8.7	513	10.5
kmfm Group	H	975	157	16	1.7	10.5	1649	6.9
kmfm East	H	463	88	19	1.9	10.1	887	7.9
kmfm West*	H	512	68	13	1.5	11.1	762	6.0
Lincs FM Group	Y	2178	650	30	3.5	11.6	7557	16.6
Lincs FM 102.2*	H	880	341	39	4.6	11.9	4050	21.4
Oak 107 FM	Y	111	26	23	1.8	7.8	202	9.9
South & West Yorkshire (Lincs FM Group)	Y	1055	259	25	2.5	10.1	2613	12.2
Dearne FM	Y	223	73	33	3.4	10.5	763	17.1
Ridings FM	Y	293	39	13	1.6	12.0	472	8.4
Rother FM	Y	206	37	18	1.7	9.2	340	8.2
Trax FM	H	359	110	31	2.8	9.0	990	13.3
Fosseway Radio	Y	147	25	17	2.1	12.8	315	10.4
Lite FM	Y	180	25	14	1.3	9.2	233	5.9
The Litt Radio Group (London)	Y	10786	499	5	0.4	9.2	4587	2.1
Easy Radio	H	10780	9	*	*	7.6	71	*
South London Radio 107.3 FM (South FM)	H	1465	23	2	0.1	5.9	134	0.4

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



RAJAR

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 %
Time FM 106.6	Y	274	26	10	0.5	5.0	131	2.2
Time FM 106.8	H	575	11	2	0.1	3.9	45	0.4
Time FM 107.5	Y	396	27	7	0.8	10.9	298	3.8
The Sunrise Group	H	50334	549	1	0.1	8.4	4622	0.5
Kisat Radio 1035 (Greater London)	Q	10781	58	1	*	4.8	278	0.1
Sunrise Radio (Greater London)	Q	10781	358	3	0.3	7.6	2706	1.3
Sunrise Radio National	Q	50334	510	1	0.1	7.2	3664	0.4
Yarr Radio	H	10780	9	*	*	3.7	33	*
The Local Radio Company Group	Y	4464	927	21	1.7	8.3	7698	8.2
Total								
Alpha 103.2	Y	142	27	19	1.5	8.2	219	8.2
107.8 Arrow FM for Hastings	Y	112	27	24	2.3	9.5	254	8.2
Bath FM	Y	99	16	16	1.1	7.1	110	4.7
2BR	Y	191	55	29	2.8	9.9	540	13.9
Brunel FM	Y	177	15	8	0.7	9.0	130	3.3
Central FM	Y	211	39	19	1.2	6.4	252	6.4
107.9 Dune FM	Y	207	21	10	0.7	6.5	137	3.4
Durham FM	Y	248	27	11	0.6	5.9	156	3.4
Fire 107.6 FM	Y	285	39	14	0.7	5.2	204	3.1
Huddersfield's Home 107.9	Y	197	21	11	0.5	4.3	91	2.6
IOW Radio	Y	122	39	32	3.0	9.5	369	14.2
Ivel FM	Y	132	30	23	2.3	9.8	298	9.3
Minster FM	H	321	74	23	2.6	11.3	829	12.1
Total Mix	Y	251	59	23	1.6	7.0	414	7.9
Mix 96	Y	119	40	33	2.3	6.7	267	10.0
Mix 107	Y	132	19	15	1.1	7.6	147	5.6
107.4 The Quay	Y	361	42	12	0.7	6.4	269	3.5
106.9 Silk FM	Y	177	28	16	0.8	5.2	143	4.0
107.5 Sovereign Radio	Y	146	31	21	1.9	8.9	277	8.3
Spire FM	Y	111	48	43	4.1	9.5	452	18.9
Spirit FM	Y	205	41	20	1.3	6.4	262	6.2
97.2 Stray FM	Y	142	46	33	3.3	10.2	475	15.0
Sun FM	Y	272	80	29	2.8	9.6	764	14.8
3TR	Y	66	15	22	2.8	12.6	186	13.4
Vale FM	Y	57	15	26	2.6	9.8	147	11.4
Wessex FM	Y	120	40	33	3.4	10.1	405	14.4
Yorkshire Coast Radio	Y	113	45	40	3.6	9.0	405	17.7
Radio Mansfield 103.2	Y	150	49	33	2.8	8.5	415	12.6
Manx Radio	Y	66	33	51	7.4	14.6	488	30.7

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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106.7 Merseyside's KCR FM (formerly The Rocket)	Y	291	8	3	0.3	13.0	102	1.7
Original 106fm (Solent)	H	1625	34	2	0.1	4.1	136	0.4
Original 106.5fm (Bristol)	H	552	11	2	0.1	5.9	63	0.5
Oxford's FM107.9 (formerly Passion 107.9)	Y	213	16	8	0.4	4.9	80	1.9
Premier Christian Radio	Q	10781	138	1	0.1	10.7	1473	0.7
Q102.9FM/Q97.2FM/Q101.2FM	Y	289	87	30	2.6	8.7	756	13.7
Reading 107 FM	Y	271	38	14	0.7	4.8	181	3.5
Seven FM	Y	139	18	13	1.0	7.9	142	4.7
Six FM	Y	86	20	24	1.7	7.3	149	8.9
Tindle Radio Group	Y	1792	318	18	1.7	9.8	3100	7.9
103.4 The Beach	Y	174	53	30	3.2	10.5	553	15.4
Channel 103 FM	Y	74	39	53	5.8	10.9	429	27.6
Delta FM	Y	95	17	18	1.9	10.7	178	8.2
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	Y	402	50	12	1.1	8.7	436	4.9
Dream 100	Y	179	32	18	1.7	9.3	301	7.5
Dream 107.7 FM	Y	223	18	8	0.6	7.6	136	2.8
Island FM 104.7	Y	50	25	49	6.9	14.2	348	37.7
Kick and Kestrel	Y	215	45	21	1.9	9.1	410	7.8
Kestrel FM	Y	131	30	23	2.4	10.5	310	9.2
Kick FM	Y	84	15	18	1.2	6.6	100	5.2
North Norfolk Radio	Y	90	17	19	2.4	12.9	217	9.8
99.9 Radio Norwich	H	491	25	5	0.4	7.0	173	1.7
Town 102 FM	Y	290	33	11	0.9	8.4	273	4.3
Win 107.2	Y	127	9	7	0.3	3.8	35	1.4
Total Town and Country Broadcasting	H	1059	180	17	1.5	8.6	1540	6.8
107.8 Radio Hampshire	Y	393	33	8	0.5	5.6	186	2.2
Town and Country Broadcasting (South and West Wales)	H	666	151	23	2.0	8.9	1351	9.7
106.3 Bridge FM	Y	118	39	33	3.2	10.0	384	14.7
97.1 Radio Carmarthenshire*	Y	124	35	28	2.2	7.9	274	11.1
102.5 Radio Pembrokeshire	Y	90	51	56	6.2	11.0	556	29.3
102.1 Swansea Bay Radio	H	446	36	8	0.7	9.1	331	3.6
Total UKRD	H	2750	455	17	1.7	10.2	4634	8.0
Pirate FM	H	466	143	31	3.4	11.2	1600	14.7
Star Radio West	H	732	58	8	0.9	11.4	668	4.4
Star Radio in Bristol	H	447	28	6	0.9	13.7	390	4.3
Star Radio in Cheltenham	Y	159	8	5	0.5	10.4	86	2.7
Star Radio in North Somerset	Y	126	20	16	1.5	9.5	187	6.6

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QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2007

REVISED
RESULTS



RAJAR

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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The County Sound Radio Network	H	571	132	23	2.5	10.7	1416	11.3
County Sound 1566	H	571	12	2	0.2	9.4	109	0.9
96.4 The Eagle	H	571	125	22	2.3	10.5	1307	10.4
Total UKRD East	H	484	102	21	1.8	8.6	883	7.9
Fen Radio 107.5	Y	77	14	19	1.7	9.4	135	6.0
KL.FM 96.7	Y	146	52	36	3.2	9.1	475	14.3
Star Radio in Cambridge	Y	287	28	10	0.7	6.9	196	3.4
96.2 The Revolution	H	498	19	4	0.1	3.5	67	0.8
UTV Radio (inc. talkSPORT)	H	50334	3672	7	0.6	8.5	31158	3.1
UTV Radio (excl. talkSPORT)	H	7862	1387	18	1.5	8.6	11974	7.7
Imagine FM	H	372	38	10	0.5	4.4	169	2.5
107.6 Juice FM	H	969	147	15	0.9	5.8	850	4.6
Peak 107 FM	H	407	93	23	2.2	9.6	895	11.0
The Pulse/Pulse Classic Gold	H	822	141	17	1.5	8.7	1226	7.9
The Pulse	H	822	121	15	1.3	8.6	1040	6.7
Pulse Classic Gold	H	822	51	6	0.2	3.7	186	1.2
Signal One & Signal Two	H	759	271	36	4.0	11.3	3055	17.4
Signal One	H	759	252	33	3.4	10.1	2543	14.5
Signal Two	H	759	67	9	0.7	7.7	512	2.9
Talk 107	H	1000	35	3	0.2	6.6	230	1.2
107.4 Tower FM	H	435	51	12	0.8	6.6	334	4.2
UTV Radio - South Wales	H	793	222	28	2.5	8.9	1985	11.9
Total Swansea Sound/96.4 FM	H	446	171	38	3.2	8.4	1440	15.7
The Wave								
96.4 FM The Wave	H	446	125	28	2.1	7.3	917	10.0
Swansea Sound - 1170 MW	H	446	63	14	1.2	8.3	523	5.7
Valleys Radio	H	347	51	15	1.6	10.7	545	7.3
U105	H	784	90	11	0.8	7.2	650	4.2
Radio Wave 96.5 FM	Y	241	67	28	3.1	11.2	749	14.1
Wave 102 FM	Y	171	26	15	1.4	9.3	240	7.6
102.4 Wish/107.2 Wire	Y	699	171	24	1.8	7.5	1288	9.3
107.2 Wire FM	Y	273	66	24	1.8	7.3	488	8.7
102.4 Wish FM	H	463	92	20	1.5	7.3	673	7.6
107.7 The Wolf	H	428	32	7	0.9	11.6	367	4.0
Yorkshire Radio	H	4902	48	1	*	4.9	240	0.2

Source: RAJAR/Ipsos MORI/R SMB

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		
ALL COMMERCIAL 15+	Q	50334	30716	61	8.6	14.0	431319	42.4
Children 4-14	Q	7872	5488	70	6.2	8.9	48830	67.0
15-24	Q	8103	5885	73	9.6	13.2	77416	59.5
25-44	Q	17108	11633	68	9.8	14.5	168109	50.6
45-64	Q	15303	9192	60	8.7	14.5	133547	38.8
65+	Q	9820	4006	41	5.3	13.0	52247	24.8
Main Shoppers	Q	38476	23001	60	8.4	14.1	324045	41.0
Main Shoppers with children	Q	12102	8334	69	10.0	14.6	121526	52.2
ABC1	Q	26979	16398	61	7.2	11.8	193284	36.8
C2DE	Q	23355	14318	61	10.2	16.6	238035	48.3
ALL BBC 15+	Q	50334	33139	66	11.2	17.0	564034	55.4
Children 4-14	Q	7872	3528	45	2.8	6.2	22026	30.2
15-24	Q	8103	4612	57	6.0	10.6	48720	37.4
25-44	Q	17108	10719	63	9.1	14.5	155883	46.9
45-64	Q	15303	10719	70	13.3	19.0	203777	59.2
65+	Q	9820	7089	72	15.9	22.0	155654	73.7
Main Shoppers	Q	38476	25441	66	11.7	17.6	448934	56.9
Main Shoppers with children	Q	12102	7276	60	8.8	14.7	106600	45.8
ABC1	Q	26979	19640	73	12.0	16.4	322476	61.5
C2DE	Q	23355	13499	58	10.3	17.9	241558	49.0

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	17th September 2007 - 16th December 2007	31,821
H	25th June 2007 - 16th December 2007	62,545
Y	1st January 2007 - 16th December 2007	127,329