

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th December 2008



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

Adults aged 15 and over: population 50,735,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45511	90	20.0	22.3	1013107	100.0
ALL BBC	Q	33520	66	11.1	16.8	564437	55.7
ALL BBC 15-44	Q	15548	62	8.0	13.0	202680	44.8
ALL BBC 45+	Q	17972	71	14.2	20.1	361757	64.5
All BBC Network Radio ¹	Q	29923	59	9.3	15.7	470405	46.4
BBC Local/Regional	Q	9471	19	1.9	9.9	94032	9.3
ALL COMMERCIAL	Q	31210	62	8.4	13.7	427050	42.2
ALL COMMERCIAL 15-44	Q	17641	70	9.4	13.5	238626	52.8
ALL COMMERCIAL 45+	Q	13569	53	7.4	13.9	188424	33.6
All National Commercial ¹	Q	13640	27	2.1	7.9	107071	10.6
All Local Commercial	Q	25110	49	6.3	12.7	319979	31.6
Other Listening	Q	3147	6	0.4	6.9	21620	2.1

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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		'000	%	per head	per listener		
All BBC Network Radio	Q	29923	59	9.3	15.7	470405	46.4
BBC Radio 1	Q	10576	21	2.0	9.6	101865	10.1
BBC Radio 2	Q	13465	27	3.2	11.9	160113	15.8
BBC Radio 3	Q	1981	4	0.3	6.4	12695	1.3
BBC Radio 4	Q	9812	19	2.5	12.8	125197	12.4
BBC Radio FIVE LIVE	Q	5993	12	1.0	8.2	48980	4.8
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6107	12	1.0	8.3	50399	5.0
FIVE LIVE SPORTS EXTRA	Q	663	1	*	2.1	1419	0.1
BBC 6 Music	Q	619	1	0.1	5.1	3178	0.3
1Xtra from the BBC	Q	533	1	*	4.7	2514	0.2
BBC7	Q	850	2	0.1	6.3	5380	0.5
BBC Asian Network UK	Q	379	1	*	5.3	1992	0.2
BBC World Service	Q	1431	3	0.1	4.9	7073	0.7
All National Commercial	Q	13640	27	2.1	7.9	107071	10.6
Total Absolute Radio (was Total Virgin Radio)	H	1887	4	0.2	6.6	12516	1.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	245	*	*	3.6	878	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	87	*	*	4.0	346	*
The Arrow (UK)	H	166	*	*	6.1	1015	0.1
Chill	H	201	*	*	5.1	1028	0.1
Classic FM	Q	5702	11	0.8	7.1	40632	4.0
Galaxy Network (UK) ²	H	3661	7	0.5	7.1	26059	2.6
Gold Network (UK) ²	H	1000	2	0.2	9.7	9740	1.0
Heart Network (UK) ²	H	6944	14	1.1	8.0	55242	5.5
Heat	Q	465	1	*	2.6	1216	0.1
The Hits	Q	1329	3	0.1	3.4	4557	0.4
Total Kerrang! ²	H	1384	3	0.1	4.5	6289	0.6
Total Kiss Network ²	H	3221	6	0.4	5.6	17965	1.8
Total LBC (UK) ²	H	852	2	0.2	11.4	9705	1.0
Total Magic ²	Q	3484	7	0.5	7.1	24696	2.4
Mojo Radio	Q	258	1	*	4.9	1266	0.1
NME Radio	Q	152	*	*	2.3	356	*
Planet Rock	Q	680	1	0.1	7.2	4872	0.5
Q	Q	245	*	*	2.9	700	0.1
Total Real Radio ²	H	1601	3	0.3	9.5	15271	1.5
Smash Hits Radio	Q	922	2	0.1	2.8	2563	0.3
Total Smooth Radio ²	H	2885	6	0.5	8.3	23978	2.4
Sunrise Radio National ²	Q	469	1	0.1	5.9	2767	0.3
talkSPORT	Q	2515	5	0.4	7.2	17996	1.8
Total XFM (UK) ²	H	863	2	0.1	4.8	4127	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th December 2008



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 NETWORK RADIO								
BBC Radio 1	Q	50735	10576	21	2.0	9.6	101865	10.1
BBC Radio 2	Q	50735	13465	27	3.2	11.9	160113	15.8
BBC Radio 3	Q	50735	1981	4	0.3	6.4	12695	1.3
BBC Radio 4	Q	50735	9812	19	2.5	12.8	125197	12.4
BBC Radio FIVE LIVE	Q	50735	5993	12	1.0	8.2	48980	4.8
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	50735	6107	12	1.0	8.3	50399	5.0
FIVE LIVE SPORTS EXTRA	Q	50735	663	1	*	2.1	1419	0.1
BBC 6 Music	Q	50735	619	1	0.1	5.1	3178	0.3
1Xtra from the BBC	Q	50735	533	1	*	4.7	2514	0.2
BBC7	Q	50735	850	2	0.1	6.3	5380	0.5
BBC Asian Network UK	Q	50735	379	1	*	5.3	1992	0.2
BBC World Service	Q	50735	1431	3	0.1	4.9	7073	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4309	986	23	1.7	7.4	7253	9.1
BBC Radio Ulster ³	Q	1408	517	37	5.0	13.6	7013	24.4
Total BBC Radio Wales/Cymru	Q	2477	537	22	2.6	11.9	6386	12.6
BBC Radio Wales	Q	2477	442	18	1.9	10.4	4604	9.1
BBC Radio Cymru	Q	2477	146	6	0.7	12.2	1782	3.5
LOCAL								
BBC Local Radio	Q	40940	7171	18	1.7	9.9	70707	8.6
BBC Radio Berkshire	H	773	115	15	1.2	7.9	909	6.2
BBC Radio Bristol	H	920	162	18	2.1	11.8	1907	9.6
BBC Radio Cambridgeshire	H	691	120	17	1.6	9.1	1100	7.5
BBC Radio Cornwall	H	451	125	28	3.1	11.2	1409	17.1
BBC Coventry and Warwickshire	H	653	85	13	0.8	6.3	538	4.1
BBC Radio Cumbria	H	404	111	27	3.0	10.8	1192	15.3
BBC Radio Derby	H	623	138	22	2.0	9.1	1253	10.3

Source: RAJAR/Ipsos MORI/R SMB

³ See note on back cover.

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	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	961	222	23	3.1	13.5	3003	15.6
BBC Essex	H	1243	219	18	2.1	11.7	2567	9.5
BBC Radio Gloucestershire	H	476	96	20	2.0	9.9	946	9.5
BBC Hereford & Worcester	H	486	107	22	2.1	9.8	1042	11.9
BBC Radio Humberside	H	755	227	30	3.3	10.9	2480	14.5
BBC Radio Kent	H	1364	248	18	2.1	11.6	2885	8.7
BBC Radio Lancashire	H	1179	212	18	1.6	8.6	1835	8.4
BBC Radio Leeds	H	1589	214	13	0.9	6.6	1410	5.0
BBC Radio Leicester	H	783	161	21	2.1	9.9	1605	10.7
BBC Radio Lincolnshire	H	528	123	23	3.6	15.3	1887	15.3
BBC London 94.9	Q	10786	568	5	0.3	5.8	3309	1.6
BBC Radio Manchester	Q	2105	209	10	0.8	8.2	1713	4.3
BBC Radio Merseyside	H	1613	335	21	2.8	13.6	4564	13.8
BBC Radio Newcastle	H	1397	255	18	1.4	7.5	1922	7.4
BBC Radio Norfolk	H	749	184	25	2.9	11.9	2181	13.8
BBC Radio Northampton	H	463	93	20	2.2	11.1	1031	11.6
BBC Radio Nottingham	H	772	178	23	2.2	9.6	1712	10.9
BBC Radio Oxford 95.2FM	H	508	73	14	1.0	6.9	507	5.0
BBC Radio Sheffield	H	1241	216	17	1.8	10.2	2209	9.5
BBC Radio Shropshire	H	376	102	27	3.8	14.2	1446	15.9
BBC Radio Solent**	H	1500	236	16	1.7	10.9	2567	8.2
BBC Solent for Dorset	Y	170	23	14	1.2	9.0	207	5.7
BBC Somerset	H	407	40	10	1.0	9.7	392	4.1
BBC Southern Counties Radio	Q	2407	277	12	1.0	8.6	2390	4.6
BBC Radio Stoke	H	593	161	27	2.8	10.5	1686	14.7
BBC Radio Suffolk	H	519	114	22	2.5	11.2	1275	12.6
BBC Tees	H	781	139	18	1.6	8.9	1237	7.7
BBC Three Counties Radio	H	1254	162	13	1.1	8.3	1336	5.4
BBC WM (Birmingham & Black Country)	Q	2234	274	12	1.5	12.2	3338	7.4
BBC Radio Wiltshire/Swindon	H	528	82	16	2.0	13.0	1067	9.6
BBC Radio York	H	522	87	17	1.5	9.0	784	6.7
BBC Radio Guernsey	Y	50	17	35	4.9	13.9	243	27.5
BBC Radio Jersey	Y	74	31	42	5.1	11.9	374	22.5

Source: RAJAR/Ipsos MORI/RSMB

** 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	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network (was Total Virgin Radio Network)	H	50735	2143	4	0.3	6.4	13740	1.4
Total Absolute Radio (was Total Virgin Radio)	H	50735	1887	4	0.2	6.6	12516	1.2
Total Absolute Radio (London) (was Total Virgin (London))	H	10786	897	8	0.6	6.8	6104	3.0
Absolute Radio London (was Virgin Radio London)	H	10786	836	8	0.5	5.9	4961	2.4
Absolute Radio National (was Virgin Radio National)	H	50735	1183	2	0.1	6.4	7552	0.7
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	50735	245	*	*	3.6	878	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	50735	87	*	*	4.0	346	*
The Arrow (UK)	H	50735	166	*	*	6.1	1015	0.1
Chill	H	50735	201	*	*	5.1	1028	0.1
Classic FM	Q	50735	5702	11	0.8	7.1	40632	4.0
Galaxy Network (UK)	H	50735	3661	7	0.5	7.1	26059	2.6
Gold Network (UK)	H	50735	1000	2	0.2	9.7	9740	1.0
Heart Network (UK)	H	50735	6944	14	1.1	8.0	55242	5.5
Heat	Q	50735	465	1	*	2.6	1216	0.1
The Hits	Q	50735	1329	3	0.1	3.4	4557	0.4
Total Kerrang!	H	50735	1384	3	0.1	4.5	6289	0.6
Total Kiss Network	H	50735	3221	6	0.4	5.6	17965	1.8
Total LBC (UK)	H	50735	852	2	0.2	11.4	9705	1.0
Total Magic	Q	50735	3484	7	0.5	7.1	24696	2.4
Mojo Radio	Q	50735	258	1	*	4.9	1266	0.1
NME Radio	Q	50735	152	*	*	2.3	356	*
Planet Rock	Q	50735	680	1	0.1	7.2	4872	0.5
Q	Q	50735	245	*	*	2.9	700	0.1
Total Real Radio	H	50735	1601	3	0.3	9.5	15271	1.5
Smash Hits Radio	Q	50735	922	2	0.1	2.8	2563	0.3
Total Smooth Radio	H	50735	2885	6	0.5	8.3	23978	2.4
Sunrise Radio National	Q	50735	469	1	0.1	5.9	2767	0.3
talkSPORT	Q	50735	2515	5	0.4	7.2	17996	1.8
Total XFM (UK)	H	50735	863	2	0.1	4.8	4127	0.4

Source: RAJAR/Ipsos MORI/RSMB

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
LOCAL								
All Local Commercial Radio	Q	50078	25055	50	6.4	12.7	319141	31.9
Abbey FM	Y	84	11	13	0.9	7.2	78	4.7
105-107 Atlantic FM	H	451	45	10	0.7	6.6	299	3.6
Bath FM	Y	102	15	15	0.8	5.0	77	3.4
Total Bauer Radio	H	50735	12433	25	2.2	8.9	110211	10.9
Total Bauer Radio ILR	H	36470	9706	27	2.4	8.9	86082	12.0
Big City Network	H	16035	4631	29	2.6	9.0	41895	13.6
Big City FM and AM	H	16161	5296	33	3.3	10.1	53653	17.3
Total Magic	Q	50735	3484	7	0.5	7.1	24696	2.4
Magic Network - North	H	10463	711	7	0.7	10.6	7535	3.7
Bauer Radio - North East	H	2195	741	34	3.3	9.7	7170	16.8
Big City Network - North East	H	2195	574	26	2.0	7.5	4286	10.0
Metro Radio	H	1453	388	27	2.0	7.4	2869	10.7
TFM Radio	H	806	188	23	1.8	7.5	1417	8.4
Magic Network - North East	H	2195	252	11	1.3	11.5	2883	6.7
Magic 1152 (Newcastle)	H	1453	162	11	1.1	9.7	1568	5.8
Magic 1170 (Teesside)	H	806	90	11	1.6	14.6	1315	7.8
Metro Radio/Magic 1152	H	1453	489	34	3.1	9.1	4437	16.5
TFM Radio/Magic 1170	H	806	254	32	3.4	10.8	2732	16.2
Bauer Radio - North West	H	5074	1410	28	2.5	9.0	12709	13.0
Big City Network - North West	H	4947	1263	26	2.2	8.5	10768	11.2
Radio City 96.7	H	1795	457	25	2.3	9.2	4179	11.3
Key 103 (Manchester)	H	2375	540	23	1.7	7.6	4120	9.2
97.4 Rock FM	H	1320	289	22	1.9	8.5	2469	9.8
Magic Network - North West	H	5039	221	4	0.4	8.8	1941	2.0
Magic 1548 (Liverpool)	H	1795	81	5	0.4	9.7	784	2.1
Magic 1152 (Manchester)	H	2375	101	4	0.4	8.5	853	1.9
Magic 999 (Preston)	H	1109	39	4	0.3	7.8	303	1.5
Key 103/Magic 1152 (Manchester)	H	2375	609	26	2.1	8.2	4973	11.1
Radio City 96.7/Magic 1548	H	1795	505	28	2.8	9.8	4964	13.4
97.4 Rock FM/Magic 999	H	1447	319	22	1.9	8.7	2772	10.3
Radio City/Magic 1548/ City Talk 105.9	H	1795	528	29	3.0	10.1	5328	14.4
City Talk 105.9	H	1559	63	4	0.2	5.8	364	1.1
Bauer Radio - Yorkshire	H	3229	947	29	2.9	9.9	9383	14.8
Big City Network - Yorkshire	H	3229	795	25	2.1	8.4	6672	10.5
96.3 Radio Aire	H	968	155	16	1.1	6.7	1037	6.2

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	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Hallam FM	H	1320	370	28	2.4	8.4	3115	12.4
96.9 Viking FM	H	1133	276	24	2.2	9.1	2520	10.2
Magic Network - Yorkshire	H	3229	238	7	0.8	11.4	2711	4.3
Magic 828 (Leeds)	H	968	87	9	1.2	12.8	1117	6.6
Magic AM (Sheffield)	H	1320	72	5	0.6	11.4	818	3.3
Magic 1161 (Hull)	H	1133	93	8	0.8	9.8	912	3.7
96.3 Radio Aire/Magic 828	H	968	226	23	2.2	9.5	2154	12.8
Hallam FM/Magic AM	H	1320	410	31	3.0	9.6	3933	15.6
96.9 Viking FM/Magic 1161	H	1133	329	29	3.0	10.4	3433	13.9
Total Kerrang!	H	50735	1384	3	0.1	4.5	6289	0.6
Kerrang! 105.2	H	3492	368	11	0.6	6.1	2253	3.2
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10786	3082	29	2.0	7.0	21482	10.3
Kiss 100 FM	Q	10786	1579	15	0.8	5.6	8875	4.2
Magic 105.4	Q	10786	1997	19	1.2	6.3	12607	6.0
Total Kiss Network	H	50735	3221	6	0.4	5.6	17965	1.8
Kiss East	H	2008	313	16	1.2	7.9	2455	5.9
Kiss West	H	2313	284	12	0.9	7.0	1986	3.9
Bauer Radio Total Scotland	H	4280	1700	40	4.4	11.1	18920	24.0
Big City Scotland	Y	4046	1392	34	3.3	9.6	13411	18.2
Bauer Radio Central Scotland	H	2817	1009	36	3.8	10.6	10669	21.3
Total Radio Clyde	H	1832	689	38	3.7	10.0	6863	21.9
Clyde 1 FM	H	1832	592	32	2.6	8.1	4766	15.2
Clyde 2	H	1832	238	13	1.1	8.8	2097	6.7
Total Radio Forth	H	1080	324	30	3.5	11.7	3806	18.4
ForthOne	H	1080	295	27	2.9	10.7	3138	15.2
Forth2	H	1080	94	9	0.6	7.1	669	3.2
C.F.M.Radio	Y	244	85	35	3.9	11.3	962	20.9
Moray Firth Radio	Y	231	106	46	4.3	9.4	995	20.7
Total Northsound Radio	Y	309	140	45	5.5	12.1	1692	27.5
Northsound One	Y	309	125	40	4.0	9.9	1240	20.2
Northsound Two	Y	309	46	15	1.5	9.9	452	7.4
Radio Borders	Y	106	53	50	6.0	11.9	633	29.1
Total Radio Tay	H	371	163	44	5.7	13.0	2130	31.5
Tay-FM	H	371	106	28	2.9	10.1	1068	15.8
Tay-AM	H	371	86	23	2.9	12.3	1061	15.7
West Sound ³	H	386	160	41	4.7	11.4	1819	25.9

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1383	498	36	4.0	11.0	5471	19.9
97.4 Cool FM	H	946	297	31	2.9	9.2	2729	14.3
Downtown Radio (DTR)	H	1383	229	17	2.0	12.0	2743	10.0
Wave 105 FM	H	1711	398	23	2.3	9.9	3941	11.0
107 The Bee	Y	184	25	14	2.2	16.0	399	10.7
Brunel FM	Y	180	19	11	0.9	8.8	166	4.5
Central FM	Y	214	41	19	1.6	8.2	338	8.8
Chester's Dee 106.3	Y	186	33	18	1.6	9.1	298	7.9
Club Asia 963+972AM	H	10786	172	2	0.1	6.2	1074	0.5
Total CN Radio	Y	1825	378	21	1.6	7.9	2999	8.2
The Bay	H	320	104	32	2.6	8.1	840	14.4
Citybeat 96.7/102.5FM	H	542	134	25	1.5	6.0	801	7.8
Lakeland Radio	Y	52	16	30	2.4	8.2	127	11.9
CN Radio Midlands	Y	963	136	14	1.2	8.7	1179	5.8
Rugby FM	Y	69	21	30	2.8	9.2	190	13.8
Touchradio Staffs	Y	245	26	11	1.0	9.4	245	4.7
Touchradio - South Midlands	Y	649	89	14	1.1	8.3	744	5.5
107.6FM Touchradio - Banbury	Y	83	19	23	2.4	10.2	198	10.8
96.2FM Touchradio - Coventry	Y	282	30	11	0.5	4.9	144	2.6
102FM Touchradio - Warks, Worcs, Cotswolds	Y	283	40	14	1.4	10.0	402	6.5
The Coast (was Original 106fm (Solent))	H	1641	58	4	0.2	4.7	272	0.8
Connect FM	Y	221	38	17	1.4	8.0	307	7.2
Dream 107.7 FM	Y	227	20	9	0.8	9.4	187	3.9
107.9 Dune FM	Y	206	16	8	0.4	4.9	77	1.9
3FM	Y	67	16	24	3.3	13.6	223	15.4
Total Global Radio (UK)	H	50735	18260	36	3.4	9.4	170909	17.0
The Arrow (UK)	H	50735	166	*	*	6.1	1015	0.1
Chill	H	50735	201	*	*	5.1	1028	0.1
Classic FM	Q	50735	5702	11	0.8	7.1	40632	4.0
Galaxy Network (UK)	H	50735	3661	7	0.5	7.1	26059	2.6
Gold Network (UK)	H	50735	1000	2	0.2	9.7	9740	1.0
Heart Network (UK)	H	50735	6944	14	1.1	8.0	55242	5.5
Total LBC (UK)	H	50735	852	2	0.2	11.4	9705	1.0
Total XFM (UK)	H	50735	863	2	0.1	4.8	4127	0.4
Global Radio London (ILR)	Q	10786	4144	38	3.6	9.4	39030	18.7

Source: RAJAR/Ipsos MORI/RSMB

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Global Radio (ILR)	H	41753	12922	31	2.9	9.5	122412	14.8
Fun Radio	H	10786	37	*	*	2.1	78	*
Galaxy Network (ILR)	H	26054	3195	12	0.9	7.4	23644	4.7
Choice FM London	Q	10786	550	5	0.4	7.4	4093	2.0
Galaxy Birmingham	H	2088	403	19	1.5	7.7	3109	7.4
Galaxy Manchester	H	2792	432	15	1.1	7.1	3049	5.7
Galaxy North East	H	2173	489	22	1.8	8.0	3915	9.3
Galaxy Scotland (was XFM Scotland)	H	2699	210	8	0.5	6.2	1312	2.7
Galaxy Scotland (East) (was XFM Scotland (East))	H	1176	88	7	0.5	7.3	644	2.9
Galaxy Scotland (West) (was XFM Scotland (West))	H	1699	137	8	0.5	6.0	824	2.8
Galaxy South Coast (was 103.2 Power FM)	H	1117	194	17	1.1	6.3	1228	5.3
Galaxy Yorkshire	H	4398	962	22	1.7	7.6	7280	8.5
Gold Network (ILR)	H	28855	864	3	0.3	10.1	8690	1.5
Gold Bedford	H	594	23	4	0.4	9.2	212	1.8
Gold Berkshire/North Hampshire	H	729	18	2	0.2	9.4	168	1.2
Gold Birmingham	H	2043	38	2	0.2	9.5	357	0.9
Gold Bristol/Bath/Wiltshire	H	1322	76	6	0.8	14.1	1073	3.8
Gold Coventry	H	646	17	3	0.1	4.8	79	0.6
Gold Crawley	H	365	7	2	0.1	3.2	24	0.3
Gold Derby	H	451	13	3	0.1	5.0	65	0.7
Gold Devon	Y	531	7	1	0.1	9.9	65	0.6
Gold Dorset	H	599	28	5	0.4	7.8	222	1.8
Gold Essex	H	1208	31	3	0.3	11.3	346	1.3
Gold Gloucester	H	401	18	5	0.7	15.9	293	3.4
Gold Hampshire	H	1117	32	3	0.3	11.6	374	1.6
Gold Kent	H	1155	28	2	0.2	9.8	272	1.0
Gold London	Q	10786	285	3	0.2	9.0	2580	1.2
Gold Luton	H	1030	42	4	0.4	10.6	442	2.2
Gold Manchester	H	2375	50	2	0.2	10.9	548	1.2
Gold Norfolk/Suffolk	H	1142	36	3	0.4	12.3	447	2.0
Gold Norfolk	H	639	17	3	0.3	10.7	182	1.4
Gold Suffolk	H	509	19	4	0.5	13.7	265	2.5
Gold North Wales/Cheshire	H	378	3	1	0.1	7.1	24	0.3
Gold Northampton	H	535	18	3	0.4	11.5	202	2.0

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Gold Nottingham	H	1133	46	4	0.4	8.7	400	1.7
Gold Peterborough	H	577	18	3	0.3	10.3	183	1.5
Gold Plymouth	H	333	13	4	0.4	11.1	145	2.4
Gold Sussex	H	1002	40	4	0.4	9.5	377	1.8
Gold South East Wales	H	972	29	3	0.4	12.1	356	1.7
Gold Wolverhampton	H	1295	20	2	0.2	12.6	254	0.9
Heart Network (ILR)	H	27912	6581	24	1.9	8.1	53078	9.5
The Buzz 97.1 FM	H	439	48	11	0.5	4.6	217	2.8
Champion 103 FM	Y	122	32	26	2.3	8.7	282	12.4
96.9 Chiltern FM (Bedford)	H	391	97	25	1.9	7.5	731	9.2
97.6 Chiltern FM (Dunstable/Luton)	H	742	177	24	1.7	7.3	1287	9.1
Coast 96.3	Y	241	43	18	1.7	9.6	415	8.2
2CR FM	H	599	119	20	1.4	6.8	810	6.5
Essex FM ³	H	1208	328	27	3.0	11.0	3601	13.5
FOX FM	H	657	165	25	2.0	8.1	1343	10.2
100.7 Heart FM	H	3525	822	23	1.8	7.9	6476	9.1
Heart 106	H	2120	357	17	1.4	8.3	2944	7.0
Heart 106.2 FM	Q	10786	1794	17	1.0	5.8	10383	5.0
102.7 Hereward FM	H	384	118	31	2.7	8.8	1047	12.6
Horizon Radio	Y	226	79	35	3.2	9.0	715	14.4
Gemini FM Total	Y	531	149	28	2.5	8.9	1326	11.2
Gemini FM East (Exeter Area)	Y	306	83	27	2.7	9.8	821	11.8
Gemini FM West (Torbay Area)	Y	225	65	29	2.2	7.7	504	10.4
GWR	H	1322	410	31	3.0	9.7	3960	14.2
Invicta FM	H	1155	331	29	2.6	9.1	2995	10.8
Lantern FM 96.2 and 97.3	Y	131	42	32	3.2	9.9	421	14.9
Marcher Sound	H	378	64	17	1.6	9.2	595	7.9
Northants 96	H	535	113	21	1.7	7.9	887	8.7
Ocean	H	1007	177	18	1.3	7.5	1330	6.3
Orchard FM	H	339	121	36	3.6	10.1	1213	15.1
97 FM Plymouth Sound	H	333	106	32	2.2	6.9	732	12.1
Q103	H	432	115	27	2.1	8.1	926	10.0
Radio Broadland	H	639	175	27	2.4	8.8	1549	12.3
102.4 Severn Sound FM	H	401	105	26	2.3	8.8	916	10.8
SGR FM Total	H	653	157	24	1.9	8.0	1259	9.4
SGR FM	H	509	105	21	1.8	8.8	922	8.8

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SGR Colchester	Y	183	51	28	2.3	8.3	422	11.2
Southern FM	H	1002	308	31	2.8	9.2	2841	13.5
South Hams Radio	Y	66	12	18	2.3	13.0	153	11.0
2-TEN FM	H	729	194	27	1.6	6.2	1200	8.7
The Hit Music Network (ILR)	H	17491	3338	19	1.4	7.3	24346	7.1
95.8 Capital Radio	Q	10786	1624	15	0.9	6.2	10136	4.8
Beacon Radio	H	1295	228	18	1.4	7.8	1768	6.3
96.4 BRMB	H	2043	365	18	1.2	6.5	2360	5.7
105.4 Leicester Sound FM	H	603	126	21	1.4	6.6	829	7.2
Mercia	H	646	154	24	1.9	7.9	1224	9.6
Mercury FM (Herts)	H	330	29	9	0.5	5.9	170	2.5
Mercury FM (Surrey & Sussex)	H	365	85	23	1.8	7.8	663	8.5
RAM FM	H	451	99	22	1.5	6.7	669	7.7
Red Dragon	H	972	295	30	2.2	7.4	2172	10.2
96 Trent FM	H	1133	324	29	2.6	9.0	2932	12.8
Wyvern FM	H	492	101	21	2.0	9.8	992	11.1
LBC (ILR)	Q	10786	778	7	0.8	11.8	9157	4.4
- was Total LBC (ILR)								
LBC 97.3	Q	10786	630	6	0.7	12.0	7535	3.6
LBC News 1152	Q	10786	327	3	0.2	5.0	1622	0.8
XFM (ILR)	H	13578	657	5	0.2	5.1	3375	1.3
XFM 104.9	Q	10786	508	5	0.2	5.3	2681	1.3
XFM Manchester	H	2792	174	6	0.3	4.9	857	1.6
Total GMG Radio	H	50735	5260	10	1.0	9.2	48544	4.8
Total Real Radio/Century Radio	H	50735	2612	5	0.5	8.9	23301	2.3
GMG Radio North West Total	H	5228	1236	24	2.2	9.2	11409	11.2
GMG Radio North West Regional	Q	5190	1086	21	2.0	9.6	10472	10.4
GMG Radio North East	H	2195	653	30	2.7	9.1	5963	13.9
GMG Radio Scotland	H	2859	919	32	3.7	11.6	10632	20.8
Century Radio (ILR Network)	H	7385	1016	14	1.1	7.9	8030	5.6
Century Radio (North East)	H	2195	459	21	1.5	7.3	3343	7.8
Century Radio (North West)	Q	5190	526	10	0.9	8.7	4581	4.5
Total Real Radio	H	50735	1601	3	0.3	9.5	15271	1.5
Real Radio (ILR Network)	H	7214	1444	20	2.0	9.9	14281	10.5
Real Radio (Scotland)	H	2676	725	27	3.0	10.9	7911	16.6
Real Radio (Wales)	H	1763	406	23	2.2	9.6	3902	10.4
Real Radio (Yorkshire)	H	2775	313	11	0.9	7.9	2468	4.9
96.3 Rock Radio	H	810	53	7	0.4	6.5	344	2.5

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106.1 Rock Radio	H	2238	139	6	0.4	6.6	922	2.2
Total Smooth Radio	H	50735	2885	6	0.5	8.3	23978	2.4
Smooth Radio (ILR Network)	H	25642	2553	10	0.9	8.6	21992	4.4
Smooth Radio Midlands	H	5594	723	13	1.4	11.0	7971	7.1
Smooth Radio (East Midlands)	H	2110	314	15	1.3	9.1	2844	6.8
Smooth Radio (West Midlands)	H	3525	409	12	1.5	12.5	5127	7.2
Smooth Radio (Glasgow)	H	1878	226	12	1.3	10.5	2377	7.3
Smooth Radio (London)	Q	10786	594	6	0.3	5.7	3355	1.6
Smooth Radio (North East)	H	2195	301	14	1.2	8.7	2620	6.1
Smooth Radio (North West)	Q	5190	711	14	1.1	8.3	5891	5.8
107.8 Radio Hampshire	Y	405	25	6	0.3	4.2	105	1.2
JACKfm Oxfordshire	H	411	58	14	1.0	7.1	411	5.1
106 JACKfm	H	411	43	11	0.7	7.0	305	3.8
Oxford's FM107.9	H	411	20	5	0.3	5.4	106	1.3
KCFM 99.8	H	473	69	15	1.2	8.1	558	5.2
Kingdom FM	Y	292	65	22	1.8	8.1	524	9.6
kmfm Group	H	980	161	16	1.8	11.0	1773	7.6
kmfm East	H	468	97	21	2.7	13.1	1261	11.4
kmfm West	H	512	64	13	1.0	8.0	512	4.2
Lincs FM Group	H	2221	628	28	3.2	11.5	7215	15.8
Lincs FM 102.2 ³	H	894	350	39	5.0	12.8	4488	21.9
Oak FM	H	308	40	13	1.2	9.1	361	5.7
White Rose Radio Network (Lincs FM Group)	Y	1036	248	24	2.1	9.0	2225	11.1
Dearne FM	Y	225	73	33	2.9	9.0	655	14.0
Ridings FM	Y	293	46	16	1.3	8.5	389	7.5
Rother FM	Y	206	37	18	1.5	8.3	305	7.3
Trax FM	H	363	91	25	2.2	8.7	792	11.6
Lite FM	Y	186	29	16	1.1	6.8	198	4.8
The Litt Radio Group (London)	Y	10785	447	4	0.3	7.4	3289	1.6
South London Radio 107.3 FM (South FM)	H	1472	19	1	0.1	5.6	107	0.4
Time FM 106.6	Y	278	23	8	0.6	7.5	169	3.1
Time FM 106.8	H	555	13	2	0.2	8.1	108	1.0
Time FM 107.5	H	397	19	5	0.5	9.6	179	3.0
The Sunrise Group	H	50735	522	1	0.1	6.7	3518	0.3
Kismet Radio 1035 (Greater London)	Q	10786	67	1	*	7.1	473	0.2

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Punjabi Radio (was Yarr Radio)	H	10786	35	*	*	6.2	214	0.1
Sunrise Radio (Greater London)	Q	10786	309	3	0.2	5.6	1719	0.8
Sunrise Radio National	Q	50735	469	1	0.1	5.9	2767	0.3
Palm FM	Y	225	27	12	1.1	9.4	252	5.2
The Local Radio Company	Y	3307	697	21	1.7	8.0	5566	8.2
Group Total								
Alpha 103.2	Y	142	24	17	1.0	5.9	138	5.4
107.8 Arrow FM for Hastings	Y	114	21	18	1.6	8.8	183	6.6
2BR	Y	195	51	26	2.1	8.1	415	10.6
Durham FM	Y	202	31	15	0.8	5.1	157	4.2
Fire 107.6 FM	Y	283	30	10	0.8	7.7	228	3.8
IOW Radio	Y	119	34	29	3.0	10.5	361	15.6
Minster FM	H	330	87	26	2.0	7.7	673	8.9
Total Mix	Y	254	47	18	1.2	6.6	310	6.3
Mix 96	Y	121	32	27	2.0	7.4	237	9.4
Mix 107	Y	134	15	11	0.5	4.8	72	3.1
107.4 The Quay	H	372	42	11	0.6	5.5	233	3.1
106.9 Silk FM	Y	178	24	13	0.8	5.8	139	4.1
107.5 Sovereign Radio	Y	150	30	20	1.5	7.3	218	6.4
Spire FM	Y	112	45	41	4.2	10.4	471	17.1
Spirit FM	Y	207	47	23	1.9	8.2	384	8.3
97.2 Stray FM	Y	144	47	33	2.7	8.3	393	12.3
Sun FM	Y	269	64	24	2.4	10.0	638	12.7
Wessex FM	Y	121	36	30	2.5	8.4	306	12.4
Yorkshire Coast Radio	Y	116	41	35	3.0	8.4	344	14.0
Radio Mansfield 103.2	Y	153	44	28	2.5	8.7	378	11.3
Manx Radio	Y	67	32	47	6.1	12.9	412	28.4
Total Midwest Radio	Y	190	40	21	1.7	8.1	324	7.1
Midwest Radio (Ivel FM)	Y	132	26	20	1.8	9.3	243	7.4
Midwest Radio (Vale FM)	Y	58	14	23	1.4	5.9	80	6.2
Northern Media Group	Y	552	126	23	1.7	7.4	927	8.8
Five FM	Y	78	20	25	2.7	10.6	210	13.4
Q102.9FM/Q97.2FM/Q101.2FM	Y	293	74	25	1.5	6.1	454	8.2
Seven FM	Y	141	20	15	0.9	6.4	130	4.7
Six FM	Y	86	12	14	1.5	10.8	134	8.6
Original 106.5fm (Bristol)	H	573	21	4	0.2	4.8	100	0.8
Original 106	Y	309	35	11	0.7	6.6	230	3.7
Panjab Radio	H	10786	49	*	*	5.3	261	0.1

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Pennine FM (formerly 107.9 Home FM)	Y	201	20	10	0.6	5.6	113	3.0
Premier Christian Radio	Q	10786	137	1	0.1	9.9	1352	0.6
QuayWest FM	Y	109	19	18	1.9	10.5	202	7.9
Reading 107 FM	Y	269	35	13	0.6	4.7	165	3.8
96.2 The Revolution	H	503	21	4	0.2	4.8	99	1.1
Star Radio in Cheltenham	Y	157	11	7	0.5	7.1	80	2.5
Sunshine Radio	H	670	39	6	0.5	9.4	368	2.8
Tindle Radio Group	Y	1459	290	20	1.9	9.6	2782	9.4
Tindle Radio Anglia	Y	1022	159	16	1.3	8.3	1318	6.5
103.4 The Beach	Y	178	49	28	2.3	8.4	413	13.1
Dream 100	Y	186	32	17	1.5	9.0	284	7.3
North Norfolk Radio	Y	91	16	18	1.9	10.4	168	8.0
99.9 Radio Norwich	H	317	36	11	0.8	7.0	251	4.0
Town 102 FM	Y	269	26	10	0.7	7.7	197	3.8
Channel 103 FM	Y	74	37	50	6.2	12.3	458	27.6
Delta FM	Y	93	17	18	1.9	10.3	175	8.6
Island FM 104.7	Y	50	24	48	7.6	15.9	376	42.5
Kick and Kestrel	Y	220	53	24	2.1	8.6	454	9.5
Kestrel FM	Y	134	37	27	2.3	8.4	307	9.9
Kick FM	Y	86	16	19	1.7	9.2	147	8.7
Town and Country Broadcasting (South and West Wales)	Y	1559	191	12	1.0	7.9	1516	4.7
106.3 Bridge FM	Y	120	39	32	2.8	8.6	335	13.8
Nation Radio	H	1387	48	3	0.1	4.0	193	0.7
97.1 Radio Carmarthenshire ³	Y	124	36	29	2.0	6.8	248	10.6
102.5 Radio Pembrokeshire	Y	91	44	49	5.2	10.7	473	28.1
102.1 Swansea Bay Radio	H	449	31	7	0.6	8.6	264	3.0
3TR	Y	67	15	23	2.4	10.4	160	11.2
Total UKRD	H	1986	396	20	1.9	9.4	3706	9.3
Pirate FM	H	474	123	26	2.9	11.2	1377	15.7
Star Radio West	H	576	62	11	1.1	10.2	635	5.1
Star Radio in Bristol	H	445	32	7	0.7	10.3	331	3.4
Star Radio in North Somerset	Y	131	23	18	2.0	11.5	265	9.7
The County Sound Radio Network	H	530	122	23	1.5	6.3	774	7.9
County Sound 1566	H	530	13	2	0.1	6.0	75	0.8
96.4 Eagle Radio	H	530	112	21	1.3	6.3	699	7.1
Total UKRD East	H	406	89	22	2.3	10.4	921	10.7

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KL.FM 96.7	Y	149	51	34	4.1	12.0	608	18.1
Star Radio in Cambridge	Y	258	36	14	1.0	6.8	247	4.8
UTV Radio (inc. talkSPORT)	H	50735	3620	7	0.6	8.0	29134	2.9
UTV Radio (excl. talkSPORT)	H	7774	1290	17	1.4	8.5	10910	7.1
Imagine FM	H	374	27	7	0.2	3.2	85	1.2
107.6 Juice FM	H	955	158	16	0.7	4.3	680	3.4
Peak 107 FM	H	410	73	18	1.8	10.0	734	9.3
The Pulse/Pulse Classic Gold	H	836	135	16	1.0	6.5	877	5.6
The Pulse	H	836	121	14	0.8	5.8	707	4.5
Pulse Classic Gold	H	836	29	3	0.2	5.8	170	1.1
Signal One & Signal Two	H	768	251	33	3.7	11.3	2843	18.4
Signal One	H	768	235	31	3.2	10.3	2425	15.7
Signal Two	H	768	54	7	0.5	7.7	419	2.7
Talk 107	H	1015	27	3	0.1	5.3	142	0.7
107.4 Tower FM	H	431	60	14	1.2	8.4	507	6.1
UTV Radio - South Wales	H	800	216	27	2.7	9.9	2148	13.1
Total Swansea Sound/ 96.4 FM The Wave	H	449	170	38	3.7	9.7	1644	18.8
96.4 FM The Wave	H	449	129	29	2.3	8.1	1043	11.9
Swansea Sound - 1170 MW	H	449	64	14	1.3	9.4	601	6.9
Valleys Radio	H	351	46	13	1.4	10.9	504	6.6
U105	H	838	108	13	1.2	9.3	1008	6.0
Radio Wave 96.5 FM	Y	241	73	30	3.1	10.1	745	16.1
102.4 Wish/107.2 Wire	Y	702	136	19	1.4	7.4	1003	7.0
107.2 Wire FM	Y	274	61	22	1.3	5.7	352	6.1
102.4 Wish FM	H	464	69	15	1.2	8.0	554	6.2
107.7 The Wolf	H	427	37	9	0.6	6.9	258	2.9
Wave 102 FM	Y	153	27	17	1.6	9.3	247	9.3
Yorkshire Radio	H	4988	52	1	*	4.0	207	0.2

Source: RAJAR/Ipsos MORI/RSMB

PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	50735	31210	62	8.4	13.7	427050	42.2
Children 4-14	Q	7795	5212	67	5.3	8.0	41615	64.9
15-24	Q	8208	5825	71	9.0	12.8	74275	59.0
25-44	Q	17067	11816	69	9.6	13.9	164351	50.4
45-64	Q	15507	9466	61	8.7	14.3	135118	39.2
65+	Q	9953	4103	41	5.4	13.0	53306	24.7
Main Shoppers	Q	39052	23433	60	8.3	13.8	324430	40.9
Main Shoppers with children	Q	12098	8472	70	9.7	13.8	117148	51.6
ABC1	Q	27533	16801	61	7.0	11.4	191577	36.0
C2DE	Q	23201	14409	62	10.1	16.3	235473	49.0
ALL BBC 15+	Q	50735	33520	66	11.1	16.8	564437	55.7
Children 4-14	Q	7795	3623	46	2.7	5.7	20754	32.4
15-24	Q	8208	4673	57	5.9	10.4	48437	38.5
25-44	Q	17067	10875	64	9.0	14.2	154243	47.3
45-64	Q	15507	10882	70	13.0	18.6	202287	58.6
65+	Q	9953	7090	71	16.0	22.5	159470	73.9
Main Shoppers	Q	39052	25914	66	11.6	17.5	452435	57.0
Main Shoppers with children	Q	12098	7543	62	8.6	13.8	104189	45.9
ABC1	Q	27533	20243	74	12.0	16.4	331428	62.2
C2DE	Q	23201	13277	57	10.0	17.5	233009	48.5

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	15th September 2008 - 14th December 2008	33,326
H	23rd June 2008 - 14th December 2008	66,175
Y	31st December 2007 - 14th December 2008	131,488