

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th September 2009



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

Adults aged 15 and over: population 51,280,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	45721	89	19.7	22.1	1008480	100.0
ALL BBC	Q	33577	65	10.8	16.5	555143	55.0
ALL BBC 15-44	Q	15325	60	7.8	12.9	197353	44.7
ALL BBC 45+	Q	18251	71	13.9	19.6	357790	63.1
All BBC Network Radio ¹	Q	30264	59	9.2	15.6	472357	46.8
BBC Local/Regional	Q	8532	17	1.6	9.7	82786	8.2
ALL COMMERCIAL	Q	31225	61	8.3	13.7	427905	42.4
ALL COMMERCIAL 15-44	Q	17426	68	9.0	13.2	230104	52.1
ALL COMMERCIAL 45+	Q	13799	53	7.7	14.3	197801	34.9
All National Commercial ¹	Q	13516	26	2.1	8.1	109666	10.9
All Local Commercial (National TSA)	Q	25069	49	6.2	12.7	318239	31.6
Other Listening	Q	3762	7	0.5	6.8	25432	2.5

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	30264	59	9.2	15.6	472357	46.8
BBC Radio 1	Q	11112	22	1.9	9.0	99597	9.9
BBC Radio 2	Q	13622	27	3.1	11.8	160624	15.9
BBC Radio 3	Q	2192	4	0.3	6.4	13947	1.4
BBC Radio 4	Q	10218	20	2.4	12.3	125263	12.4
BBC Radio FIVE LIVE	Q	6390	12	1.0	7.7	49027	4.9
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6535	13	1.0	8.1	53173	5.3
FIVE LIVE SPORTS EXTRA	Q	963	2	0.1	4.3	4146	0.4
BBC 6 Music	Q	624	1	0.1	4.9	3067	0.3
1Xtra from the BBC	Q	547	1	0.1	7.1	3866	0.4
BBC Radio 7	Q	884	2	0.1	5.9	5231	0.5
BBC Asian Network UK	Q	357	1	*	5.5	1979	0.2
BBC World Service	Q	1257	2	0.1	4.5	5612	0.6
All National Commercial	Q	13516	26	2.1	8.1	109666	10.9
Total Absolute Radio (was Total Virgin Radio)	Q	1587	3	0.2	7.0	11038	1.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	179	*	*	5.0	898	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	71	*	*	5.7	404	*
Chill	H	229	*	*	4.2	954	0.1
Classic FM	Q	5445	11	0.7	6.8	37083	3.7
Galaxy Network (UK) ²	H	3813	7	0.5	7.0	26607	2.6
Gold Network (UK) ²	H	1211	2	0.2	9.8	11859	1.2
Heart Network (UK) ²	H	7364	14	1.2	8.1	59989	5.9
Heat	Q	623	1	*	3.7	2327	0.2
The Hits	Q	1151	2	0.1	3.9	4475	0.4
Jazz FM	Q	416	1	*	4.4	1850	0.2
Total Kerrang! ²	H	1277	2	0.1	4.2	5419	0.5
Total Kiss Network ²	H	3537	7	0.4	5.5	19488	1.9
Total LBC (UK) ²	H	1073	2	0.2	11.6	12479	1.2
Total Magic ²	Q	3620	7	0.5	6.6	23886	2.4
NME Radio	Q	218	*	*	2.2	472	*
Planet Rock	Q	708	1	0.1	7.3	5163	0.5
Q	Q	270	1	*	2.7	733	0.1
Total Real Radio ²	H	2396	5	0.4	9.1	21800	2.1
Smash Hits Radio	Q	961	2	0.1	4.1	3977	0.4
Total Smooth Radio ²	H	2804	5	0.4	7.8	21756	2.1
Sunrise Radio National ²	Q	469	1	0.1	8.0	3753	0.4
talkSPORT	Q	2474	5	0.4	7.9	19586	1.9
Total XFM (UK) ²	H	934	2	0.1	4.7	4410	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th September 2009



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	51280	11112	22	1.9	9.0	99597	9.9
BBC Radio 2	Q	51280	13622	27	3.1	11.8	160624	15.9
BBC Radio 3	Q	51280	2192	4	0.3	6.4	13947	1.4
BBC Radio 4	Q	51280	10218	20	2.4	12.3	125263	12.4
BBC Radio FIVE LIVE	Q	51280	6390	12	1.0	7.7	49027	4.9
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51280	6535	13	1.0	8.1	53173	5.3
FIVE LIVE SPORTS EXTRA	Q	51280	963	2	0.1	4.3	4146	0.4
BBC 6 Music	Q	51280	624	1	0.1	4.9	3067	0.3
1Xtra from the BBC	Q	51280	547	1	0.1	7.1	3866	0.4
BBC Radio 7	Q	51280	884	2	0.1	5.9	5231	0.5
BBC Asian Network UK	Q	51280	357	1	*	5.5	1979	0.2
BBC World Service	Q	51280	1257	2	0.1	4.5	5612	0.6
NATIONAL REGIONAL								
BBC Radio Scotland	Q	4334	822	19	1.2	6.2	5077	6.7
BBC Radio Ulster ³	Q	1433	554	39	4.8	12.4	6878	23.7
Total BBC Radio Wales/Cymru	Q	2504	470	19	2.1	11.3	5305	10.3
BBC Radio Wales	Q	2504	377	15	1.6	10.7	4020	7.8
BBC Radio Cymru	Q	2504	122	5	0.5	10.5	1285	2.5
LOCAL								
BBC Local Radio	Q	41367	6390	15	1.5	9.8	62815	7.7
BBC Radio Berkshire	H	786	114	14	1.1	7.8	890	6.1
BBC Radio Bristol	H	885	159	18	2.0	10.9	1736	9.6
BBC Radio Cambridgeshire	H	703	109	15	1.2	7.6	823	5.8
BBC Radio Cornwall	H	456	135	30	3.6	12.2	1659	17.0
BBC Coventry and Warwickshire	H	659	73	11	0.9	7.7	563	4.4
BBC Radio Cumbria	H	407	121	30	2.9	9.9	1197	15.4
BBC Radio Derby	H	629	154	25	2.7	11.0	1696	13.7

Source: RAJAR/Ipsos MORI/R SMB

³ See note on back cover.

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PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	977	216	22	2.5	11.4	2464	12.3
BBC Essex	H	1261	234	19	2.3	12.4	2895	10.2
BBC Radio Gloucestershire	H	483	103	21	2.2	10.3	1056	9.4
BBC Hereford & Worcester	H	494	108	22	1.9	8.7	945	9.7
BBC Radio Humberside	H	763	218	29	2.9	10.1	2205	12.4
BBC Radio Kent	H	1378	218	16	1.8	11.4	2485	7.7
BBC Radio Lancashire	H	1183	227	19	1.8	9.6	2183	10.2
BBC Radio Leeds	H	1619	229	14	1.1	7.9	1819	6.5
BBC Radio Leicester	H	798	161	20	2.2	11.0	1765	11.6
BBC Radio Lincolnshire	H	535	111	21	2.5	11.9	1316	11.9
BBC London 94.9	Q	10895	405	4	0.3	7.5	3045	1.4
BBC Radio Manchester	H	2121	187	9	0.7	7.8	1470	3.8
BBC Radio Merseyside	H	1616	279	17	2.6	14.8	4140	14.7
BBC Radio Newcastle	H	1412	296	21	1.7	8.2	2417	9.4
BBC Radio Norfolk	H	759	190	25	3.6	14.3	2722	16.0
BBC Radio Northampton	H	476	75	16	1.8	11.2	837	8.8
BBC Radio Nottingham	H	784	171	22	1.9	8.9	1511	9.1
BBC Radio Oxford 95.2FM	H	515	71	14	1.5	10.8	771	7.2
BBC Radio Sheffield	H	1254	216	17	1.6	9.0	1949	8.4
BBC Radio Shropshire	H	378	103	27	3.4	12.5	1290	16.1
BBC Radio Solent**	H	1519	249	16	1.9	11.5	2856	8.2
BBC Solent for Dorset	Y	172	22	13	1.1	8.7	192	5.3
BBC Somerset	H	439	56	13	1.8	14.0	779	7.2
BBC Radio Stoke	H	594	192	32	3.3	10.3	1976	15.1
BBC Radio Suffolk	H	528	110	21	1.8	8.4	930	8.9
BBC Sussex and BBC Surrey	H	2439	219	9	0.9	10.3	2263	4.3
BBC Tees	H	786	121	15	1.0	6.4	774	5.5
BBC Three Counties Radio	H	1271	142	11	0.8	7.5	1067	4.4
BBC WM (Birmingham & Black Country)	H	2247	238	11	1.0	9.4	2236	5.1
BBC Radio Wiltshire/Swindon	H	536	68	13	1.2	9.5	652	5.9
BBC Radio York	H	530	87	16	1.2	7.3	633	5.8
BBC Radio Guernsey	Y	51	18	35	3.8	10.7	191	23.6
BBC Radio Jersey	Y	76	32	42	4.4	10.6	338	22.6

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	%				
NATIONAL								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51280	1805	4	0.2	6.8	12272	1.2
Total Absolute Radio (was Total Virgin Radio)	Q	51280	1587	3	0.2	7.0	11038	1.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10895	877	8	0.5	6.5	5670	2.6
Absolute Radio London (was Virgin Radio London)	Q	10895	783	7	0.4	5.8	4506	2.1
Absolute Radio National (was Virgin Radio National)	Q	51280	926	2	0.1	7.1	6531	0.6
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51280	179	*	*	5.0	898	0.1
Absolute Radio Xtreme (was Virgin Radio Xtreme)	H	51280	71	*	*	5.7	404	*
Chill	H	51280	229	*	*	4.2	954	0.1
Classic FM	Q	51280	5445	11	0.7	6.8	37083	3.7
Galaxy Network (UK)	H	51280	3813	7	0.5	7.0	26607	2.6
Gold Network (UK)	H	51280	1211	2	0.2	9.8	11859	1.2
Heart Network (UK)	H	51280	7364	14	1.2	8.1	59989	5.9
Heat	Q	51280	623	1	*	3.7	2327	0.2
The Hits	Q	51280	1151	2	0.1	3.9	4475	0.4
Jazz FM	Q	51280	416	1	*	4.4	1850	0.2
Total Kerrang!	H	51280	1277	2	0.1	4.2	5419	0.5
Total Kiss Network	H	51280	3537	7	0.4	5.5	19488	1.9
Total LBC (UK)	H	51280	1073	2	0.2	11.6	12479	1.2
Total Magic	Q	51280	3620	7	0.5	6.6	23886	2.4
NME Radio	Q	51280	218	*	*	2.2	472	*
Planet Rock	Q	51280	708	1	0.1	7.3	5163	0.5
Q	Q	51280	270	1	*	2.7	733	0.1
Total Real Radio	H	51280	2396	5	0.4	9.1	21800	2.1
Smash Hits Radio	Q	51280	961	2	0.1	4.1	3977	0.4
Total Smooth Radio	H	51280	2804	5	0.4	7.8	21756	2.1
Sunrise Radio National	Q	51280	469	1	0.1	8.0	3753	0.4
talkSPORT	Q	51280	2474	5	0.4	7.9	19586	1.9
Total XFM (UK)	H	51280	934	2	0.1	4.7	4410	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 (ILR)	Q	50515	24999	49	6.3	12.7	317806	32.1
107.8 Arrow FM for Hastings	Y	114	19	16	1.3	8.0	149	6.0
105-107 Atlantic FM	Y	456	53	12	0.6	5.1	270	2.8
107.6 Banbury Sound	Y	83	19	22	2.1	9.2	171	9.5
Total Bauer Radio	H	51280	12494	24	2.1	8.8	109636	10.8
Total Bauer Radio ILR	H	36655	9852	27	2.3	8.6	85116	11.9
Big City Network	H	15961	4532	28	2.6	9.2	41624	14.1
Big City FM and AM	H	16115	5187	32	3.2	10.0	51698	17.3
Big City England	H	10496	2539	24	2.0	8.1	20632	10.7
Total Magic	Q	51280	3620	7	0.5	6.6	23886	2.4
Magic Network - North	H	10369	727	7	0.7	9.4	6848	3.6
Bauer Radio - North East	H	2215	742	34	2.9	8.7	6454	16.1
Big City Network - North East	H	2215	568	26	1.9	7.3	4158	10.4
Metro Radio	H	1467	424	29	2.1	7.1	3027	11.4
TFM Radio	H	813	145	18	1.4	7.8	1132	7.7
Magic Network - North East	H	2215	246	11	1.0	9.3	2295	5.7
Magic 1152 (Newcastle)	H	1467	147	10	0.8	8.1	1198	4.5
Magic 1170 (Teesside)	H	813	99	12	1.3	11.1	1097	7.5
Metro Radio/Magic 1152	H	1467	527	36	2.9	8.0	4224	15.9
TFM Radio/Magic 1170	H	813	217	27	2.7	10.3	2229	15.2
Bauer Liverpool	H	1799	438	24	2.3	9.6	4212	13.1
Total City Talk/Magic 1548	H	1799	132	7	0.6	7.7	1019	3.2
Bauer FM Liverpool	H	1799	394	22	2.0	9.0	3548	11.1
City Talk 105.9	H	1560	49	3	0.2	7.3	355	1.3
Bauer Radio - North West	H	5099	1257	25	2.1	8.5	10706	11.6
Big City Network - North West	H	4944	1123	23	1.8	7.9	8921	10.0
Radio City 96.7	H	1799	366	20	1.8	8.7	3192	10.0
Key 103 (Manchester)	H	2393	461	19	1.3	7.0	3228	7.4
97.4 Rock FM	H	1243	313	25	2.0	8.0	2501	11.1
Magic Network - North West	H	5063	220	4	0.4	8.1	1785	2.0
Magic 1548 (Liverpool)	H	1799	89	5	0.4	7.4	664	2.1
Magic 1152 (Manchester)	H	2393	83	3	0.3	9.4	773	1.8
Magic 999 (Preston)	H	1114	48	4	0.3	7.3	348	1.7
Key 103/Magic 1152 (Manchester)	H	2393	512	21	1.7	7.8	4001	9.2
Radio City 96.7/Magic 1548	H	1799	414	23	2.1	9.3	3856	12.0
97.4 Rock FM/Magic 999	H	1397	348	25	2.0	8.2	2849	11.1
Bauer Radio - Yorkshire	H	3091	930	30	3.0	10.1	9414	15.8
Big City Network - Yorkshire	H	3091	759	25	2.2	8.8	6646	11.1

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		
96.3 Radio Aire	H	988	130	13	1.0	7.7	1003	6.0
Hallam FM	H	1256	362	29	2.4	8.5	3073	13.1
96.9 Viking FM	H	905	270	30	2.8	9.5	2570	12.4
Magic Network - Yorkshire	H	3091	261	8	0.9	10.6	2768	4.6
Magic 828 (Leeds)	H	988	104	11	0.9	8.4	870	5.2
Magic AM (Sheffield)	H	1256	85	7	0.9	12.7	1069	4.6
Magic 1161 (Hull)	H	905	77	9	1.0	11.6	899	4.3
96.3 Radio Aire/Magic 828	H	988	209	21	1.9	8.9	1872	11.2
Hallam FM/Magic AM	H	1256	420	33	3.3	9.9	4143	17.6
96.9 Viking FM/Magic 1161	H	905	307	34	3.8	11.3	3469	16.8
Total Kerrang!	H	51280	1277	2	0.1	4.2	5419	0.5
Kerrang! 105.2	H	3514	359	10	0.6	5.4	1935	2.9
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10895	3139	29	2.0	7.0	21906	10.1
Kiss 100 FM	Q	10895	1563	14	0.9	6.3	9865	4.5
Magic 105.4	Q	10895	2009	18	1.1	6.0	12041	5.5
Total Kiss Network	H	51280	3537	7	0.4	5.5	19488	1.9
Kiss East	H	2046	343	17	1.3	7.8	2687	6.2
Kiss West	H	2353	336	14	0.8	5.9	1976	4.0
Bauer Radio Total Scotland	H	4304	1705	40	4.3	10.9	18650	24.0
Big City Scotland	Y	4067	1439	35	3.7	10.4	15017	19.7
Bauer Radio Central Scotland	H	2830	993	35	3.6	10.3	10247	20.6
Total Radio Clyde	H	1835	635	35	3.5	10.2	6487	20.3
Clyde 1 FM	H	1835	560	30	2.8	9.2	5175	16.2
Clyde 2	H	1835	178	10	0.7	7.4	1312	4.1
Total Radio Forth	H	1088	360	33	3.5	10.4	3760	19.4
ForthOne	H	1088	335	31	2.8	9.2	3101	16.0
Forth2	H	1088	91	8	0.6	7.2	659	3.4
C.F.M.Radio	Y	246	89	36	3.4	9.4	832	17.3
Moray Firth Radio	Y	232	115	50	6.0	12.1	1390	25.2
Total Northsound Radio	Y	312	160	51	6.3	12.3	1968	30.5
Northsound One	Y	312	133	43	4.5	10.6	1415	21.9
Northsound Two	Y	312	60	19	1.8	9.2	553	8.6
Radio Borders	Y	106	49	47	6.5	13.9	688	31.1
Total Radio Tay	Y	372	151	40	4.8	11.9	1784	27.3
Tay-FM	Y	372	98	26	2.6	10.0	982	15.0
Tay-AM	Y	372	77	21	2.2	10.4	802	12.3
West Sound ³	Y	387	166	43	4.8	11.1	1846	27.5

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1407	553	39	4.6	11.7	6475	22.9
97.4 Cool FM	H	962	349	36	3.9	10.6	3715	19.3
Downtown Radio (DTR)	H	1407	250	18	2.0	11.1	2760	9.8
Wave 105 FM	H	1732	369	21	1.8	8.6	3193	8.2
107 The Bee	Y	185	21	12	1.9	16.2	346	12.2
Central FM	Y	216	41	19	1.7	8.8	360	8.7
Total Cheshire Radio	Y	367	53	14	1.0	6.7	354	5.1
Cheshire's Silk 106.9	Y	179	18	10	0.3	3.0	54	1.6
Chester's Dee 106.3	Y	188	35	18	1.6	8.6	300	8.3
Club Asia 963+972AM	H	10895	188	2	0.1	6.3	1193	0.6
Total CN Radio	Y	868	241	28	2.2	7.9	1912	11.0
The Bay	Y	324	99	31	2.5	8.1	802	12.4
Citybeat 96.7/102.5FM	H	544	144	26	2.2	8.3	1194	10.4
Lakeland Radio	Y	52	16	32	2.3	7.3	120	11.5
The Coast (was Original 106fm (Solent))	H	1661	95	6	0.4	6.2	585	1.6
Connect FM	Y	225	40	18	1.4	7.7	310	7.4
Dream 107.7 FM	Y	231	21	9	0.8	9.0	187	3.8
Fire 107.6 FM	Y	284	32	11	0.5	4.6	148	2.4
3FM	Y	68	22	33	3.4	10.3	232	14.5
Total Global Radio (UK)	H	51280	18477	36	3.3	9.2	170769	16.8
Chill	H	51280	229	*	*	4.2	954	0.1
Classic FM	Q	51280	5445	11	0.7	6.8	37083	3.7
Galaxy Network (UK)	H	51280	3813	7	0.5	7.0	26607	2.6
Gold Network (UK)	H	51280	1211	2	0.2	9.8	11859	1.2
Heart Network (UK)	H	51280	7364	14	1.2	8.1	59989	5.9
Total LBC (UK)	H	51280	1073	2	0.2	11.6	12479	1.2
Total XFM (UK)	H	51280	934	2	0.1	4.7	4410	0.4
Global Radio London (ILR)	Q	10895	4626	42	4.1	9.7	44849	20.6
Global Radio (ILR)	H	41743	13131	31	3.0	9.4	123338	15.0
Fun Radio	H	10895	46	*	*	3.6	168	0.1
Galaxy Network (ILR)	H	26303	3336	13	0.9	7.2	23928	4.7
Choice FM London	Q	10895	573	5	0.3	6.2	3532	1.6
Galaxy Birmingham	H	2099	349	17	1.1	6.9	2414	5.9
Galaxy Manchester	H	2811	463	16	1.2	7.3	3374	6.6
Galaxy North East	H	2192	533	24	1.8	7.6	4047	10.2
Galaxy Scotland (was XFM Scotland)	H	2711	250	9	0.6	6.5	1636	3.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th September 2009



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Galaxy Scotland (East) (was XFM Scotland (East))	H	1186	123	10	0.7	6.7	828	3.9
Galaxy Scotland (West) (was XFM Scotland (West))	H	1704	151	9	0.6	6.2	942	3.2
Galaxy South Coast (was 103.2 Power FM)	H	1133	190	17	1.1	6.6	1254	4.9
Galaxy Yorkshire	H	4462	1014	23	1.8	7.7	7841	9.1
Gold Network (ILR)	H	29182	1044	4	0.4	10.1	10582	1.8
Gold Bedford	H	605	27	4	0.3	7.2	193	1.7
Gold Berkshire/North Hampshire	H	741	26	3	0.2	7.0	180	1.3
Gold Birmingham ⁴	H	2055	75	4	0.3	7.1	526	1.3
Gold Bristol/Bath/Wiltshire	H	1350	64	5	0.6	12.7	812	2.9
Gold Coventry ⁴	H	653	29	4	0.3	6.2	178	1.5
Gold Crawley	Y	373	5	1	0.2	16.7	89	1.1
Gold Derby	Y	455	18	4	0.4	10.8	189	2.1
Gold Devon	Y	541	6	1	0.1	13.0	74	0.6
Gold Dorset	H	605	26	4	0.1	3.1	80	0.6
Gold Essex	H	1227	41	3	0.5	14.5	588	2.1
Gold Gloucester	Y	407	17	4	0.6	15.6	263	3.0
Gold Hampshire	H	1133	60	5	0.6	10.6	631	2.4
Gold Kent	H	1166	26	2	0.2	9.4	242	0.9
Gold London	Q	10895	352	3	0.3	10.1	3571	1.6
Gold Luton	H	1043	37	4	0.4	10.9	407	2.0
Gold Manchester	H	2393	44	2	0.2	10.4	451	1.0
Gold Norfolk/Suffolk	H	1158	57	5	0.7	13.4	759	3.1
Gold Norfolk	H	647	36	5	0.6	11.5	411	3.0
Gold Suffolk	H	516	22	4	0.7	16.5	356	3.4
Gold North Wales/Cheshire	Y	384	9	2	0.2	8.4	76	1.0
Gold Northampton	H	548	17	3	0.4	12.9	220	2.0
Gold Nottingham	H	1151	41	4	0.4	11.0	449	1.9
Gold Peterborough	H	582	40	7	0.9	13.3	527	4.3
Gold Plymouth	Y	339	15	4	0.3	7.1	108	1.6
Gold Sussex	H	1010	42	4	0.4	9.3	393	1.8
Gold South East Wales	H	979	25	3	0.3	10.3	253	1.2
Gold Wolverhampton ⁴	H	1298	47	4	0.3	7.6	358	1.3
Heart Network (ILR)	H	28243	6842	24	2.0	8.3	56798	9.9
Heart 103 FM Anglesey and Gwynedd (was Champion)	Y	122	30	25	2.1	8.3	253	10.4
Heart 102.3 FM Dorset and New Forest (was 2CR)	H	605	121	20	1.5	7.3	883	6.6

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th September 2009



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Heart 96.9 FM Bedford (was 96.9 Chiltern FM)	Y	397	101	26	2.2	8.5	865	11.3
Heart 97.6 FM Beds/Bucks (was 97.6 Chiltern FM)	H	751	203	27	2.3	8.5	1716	11.7
Heart Berkshire and North Hants (was 2-Ten FM)	H	741	207	28	2.0	7.3	1505	10.7
Heart Bristol/Bath/Wiltshire (was GWR)	H	1350	419	31	3.0	9.6	4038	14.7
Heart 103 FM Cambridgeshire (was Q103)	Y	441	116	26	2.0	7.8	896	9.8
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sound)	Y	384	68	18	1.6	9.1	613	8.2
Heart Colchester/Suffolk	H	667	197	30	3.0	10.1	1984	14.4
Heart Colchester (was SGR Colchester)	Y	191	71	37	2.7	7.2	508	11.8
Heart Suffolk (was SGR FM)	H	516	129	25	2.7	10.9	1407	13.3
Heart Devon Total (was Gemini)	Y	541	159	29	2.6	9.0	1431	12.3
Heart 106 FM East Midlands ⁴	H	2154	367	17	1.4	8.0	2924	6.8
Heart Exeter & East Devon (was Gemini)	Y	313	100	32	2.9	9.0	898	13.0
Heart Torbay & South Devon (was Gemini)	Y	228	59	26	2.3	9.1	533	11.2
Heart Essex (was Essex FM) ³	H	1227	349	28	2.7	9.6	3349	12.1
Heart Gloucestershire (was Severn Sound)	Y	407	115	28	2.7	9.4	1080	12.1
Heart Hampshire and West Sussex (was Ocean)	H	1022	182	18	1.5	8.5	1557	6.8
Heart Kent (was Invicta FM)	H	1166	392	34	3.3	9.9	3886	14.6
Heart 106.2 FM London	Q	10895	1893	17	0.9	5.4	10248	4.7
Heart 103.3 FM Milton Keynes (was Horizon Radio)	Y	231	76	33	2.6	7.8	596	12.7
Heart 102.4 FM Norfolk (was Radio Broadland)	H	647	185	29	2.7	9.3	1732	12.5
Heart 96.6 FM Northants (was Northants)	H	548	165	30	3.3	10.9	1791	16.6
Heart North Devon (was Lantern FM)	Y	133	54	40	4.1	10.3	553	19.3
Heart 96.3 FM North Wales Coast (was Coast)	Y	244	48	20	1.7	8.7	415	8.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th September 2009



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Heart Oxfordshire (was Fox FM)	H	665	165	25	2.3	9.1	1506	10.9
Heart 102.7 Peterborough (was Hereward)	Y	386	114	30	2.9	9.8	1118	13.5
Heart Plymouth (was Plymouth Sound)	Y	339	99	29	2.7	9.1	903	13.7
Heart Somerset (was Orchard FM)	Y	343	123	36	4.0	11.1	1361	16.6
Heart South Hams	Y	66	12	19	1.7	9.2	113	8.0
Heart Sussex (was Southern FM)	H	1010	294	29	2.9	10.0	2940	13.7
Heart 100.7 FM West Midlands	H	3548	791	22	1.8	7.9	6211	9.0
Heart 97.1 FM Wirral (was The Buzz)	Y	439	46	11	0.6	5.4	249	3.4
The Hit Music Network (ILR)	H	17666	3579	20	1.5	7.2	25687	7.3
95.8 Capital FM	Q	10895	1818	17	1.1	6.7	12113	5.6
Beacon Radio ⁴	H	1298	224	17	1.3	7.5	1691	6.4
96.4 BRMB ⁴	H	2055	343	17	0.9	5.6	1925	4.9
105.4 Leicester Sound FM	H	617	108	18	1.2	6.9	744	6.2
Mercia ⁴	H	653	140	21	1.7	7.9	1101	9.0
Mercury FM (Herts)	Y	330	33	10	0.6	6.1	203	2.9
Mercury FM (Surrey & Sussex)	Y	373	85	23	1.4	6.4	541	6.9
RAM FM	Y	455	94	21	1.6	7.5	710	7.9
Red Dragon	H	979	294	30	2.5	8.4	2474	12.0
96 Trent FM	H	1151	337	29	2.5	8.5	2855	12.0
Wyvern FM ⁴	Y	496	97	20	1.6	7.9	770	8.0
LBC (ILR)	Q	10895	1045	10	1.2	12.1	12685	5.8
- was Total LBC (ILR)								
LBC 97.3	Q	10895	907	8	1.0	11.5	10459	4.8
LBC News 1152	Q	10895	378	3	0.2	5.9	2225	1.0
XFM (ILR)	H	13706	714	5	0.2	4.8	3413	1.3
XFM 104.9	Q	10895	546	5	0.2	4.9	2700	1.2
XFM Manchester	H	2811	166	6	0.3	5.0	832	1.6
Total GMG Radio	H	51280	5016	10	0.9	9.0	45173	4.4
GMG Radio North West Total	H	5251	1117	21	1.9	9.1	10212	10.7
GMG Radio North West Regional	H	5214	1025	20	1.7	8.8	9059	9.6
GMG Radio North East	H	2215	529	24	2.2	9.1	4813	12.0
GMG Radio Scotland	H	2874	864	30	3.3	10.9	9445	18.7
Total Real Radio	H	51280	2396	5	0.4	9.1	21800	2.1
Real Radio (ILR Network)	H	14716	2184	15	1.3	9.0	19747	7.3
Real Radio (North East) - (was Century Radio)	H	2215	309	14	0.9	6.4	1988	4.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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

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			'000	%	per head	per listener		
Real Radio (North West) - (was Century Radio)	H	5214	450	9	0.8	9.1	4100	4.3
Real Radio (Scotland)	H	2687	693	26	2.7	10.3	7157	15.2
Real Radio (Wales)	H	1781	427	24	2.2	9.0	3856	10.4
Real Radio (Yorkshire)	H	2819	304	11	0.9	8.7	2646	5.3
96.3 Rock Radio	H	812	56	7	0.6	8.3	464	3.3
106.1 Rock Radio	H	2254	119	5	0.5	9.6	1152	2.8
Total Smooth Radio	H	51280	2804	5	0.4	7.8	21756	2.1
Smooth Radio (ILR Network)	H	25859	2444	9	0.8	8.1	19756	4.0
Smooth Radio Midlands	H	5652	659	12	1.2	10.1	6656	6.0
Smooth Radio (East Midlands)	H	2146	278	13	1.3	10.3	2874	6.6
Smooth Radio (West Midlands)	H	3548	381	11	1.1	9.9	3782	5.5
Smooth Radio (Glasgow)	H	1882	202	11	1.0	9.0	1824	5.5
Smooth Radio (London)	Q	10895	583	5	0.4	6.8	3985	1.8
Smooth Radio (North East)	H	2215	307	14	1.3	9.2	2825	7.0
Smooth Radio (North West)	H	5214	686	13	1.0	7.2	4960	5.2
Imagine FM	Y	375	31	8	0.5	5.5	174	2.5
IOW Radio	Y	120	32	27	2.4	9.0	291	11.2
JACKfm Oxfordshire	Y	418	60	14	1.0	7.2	433	5.2
106 JACKfm	Y	418	49	12	0.7	6.2	304	3.6
Oxford's FM107.9	Y	418	16	4	0.3	8.2	129	1.5
Kingdom FM	Y	293	69	23	1.8	7.8	537	10.7
kmfm Group	Y	988	159	16	1.3	8.1	1287	5.6
kmfm East	Y	472	93	20	1.9	9.4	873	7.9
kmfm West	H	516	63	12	0.7	5.8	365	3.1
Lincs FM Group	H	2669	668	25	2.6	10.3	6897	13.0
Lincs FM 102.2 ³	H	904	342	38	4.5	11.9	4053	22.3
Oak FM	Y	313	39	12	1.1	8.6	335	5.4
White Rose Radio Network (Lincs FM Group)	Y	1468	284	19	1.8	9.3	2652	9.0
Dearne FM	Y	228	54	24	2.5	10.6	579	12.9
KCFM 99.8	Y	428	66	15	1.3	8.2	539	5.4
Ridings FM	Y	295	45	15	1.0	6.9	309	6.3
Rother FM	Y	207	31	15	1.7	11.4	359	9.4
Trax FM	Y	365	89	24	2.4	9.8	866	11.8
Lite FM	Y	185	25	13	0.6	4.8	119	3.0
The Local Radio Company Group Total	Y	2356	529	22	1.7	7.7	4074	8.6

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QUARTERLY SUMMARY OF RADIO LISTENING

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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Alpha 103.2	Y	143	22	15	1.0	6.7	147	5.9
2BR	Y	194	47	24	2.0	8.4	395	13.2
Durham FM	Y	207	31	15	1.0	6.9	216	6.1
Minster FM	Y	335	73	22	1.7	7.6	555	8.7
Mix 96	Y	122	39	32	1.9	6.1	235	9.0
107.4 The Quay	Y	376	51	14	0.6	4.5	228	2.7
Spire FM	Y	113	42	37	4.5	12.3	516	19.3
Spirit FM	Y	209	43	20	1.8	8.6	369	7.7
97.2 Stray FM	Y	146	48	33	2.2	6.9	330	10.5
Sun FM	Y	271	59	22	1.8	8.1	484	9.3
Wessex FM	Y	122	38	31	2.3	7.6	285	11.0
Yorkshire Coast Radio	Y	118	36	30	2.7	8.8	313	12.6
Radio Mansfield 103.2	Y	154	41	27	2.5	9.2	384	11.9
Manx Radio	Y	68	36	54	6.6	12.3	449	28.2
Midwest Radio	Y	196	35	18	1.8	10.3	359	8.0
Northern Media Group	Y	566	136	24	2.0	8.4	1146	10.5
Five FM	Y	81	22	27	2.8	10.2	224	14.4
Q102.9FM/Q97.2FM/Q101.2FM	Y	294	86	29	2.4	8.3	712	12.5
Seven FM	Y	144	18	12	0.8	6.5	117	4.0
Six FM	Y	91	11	12	1.0	8.2	93	5.5
Original 106 (Aberdeen)	Y	312	39	13	0.7	5.7	225	3.5
Total Orion	H	5829	1223	21	1.6	7.6	9257	8.1
Heart 106 FM East Midlands	H	2154	367	17	1.4	8.0	2924	6.8
Orion West	H	3766	859	23	1.7	7.4	6333	8.6
Beacon Radio	H	1298	224	17	1.3	7.5	1691	6.4
96.4 BRMB	H	2055	343	17	0.9	5.6	1925	4.9
Gold Birmingham	H	2055	75	4	0.3	7.1	526	1.3
Gold Coventry	H	653	29	4	0.3	6.2	178	1.5
Mercia	H	653	140	21	1.7	7.9	1101	9.0
Gold Wolverhampton	H	1298	47	4	0.3	7.6	358	1.3
Wyvern FM	Y	496	97	20	1.6	7.9	770	8.0
Panjab Radio	H	10895	56	1	*	7.3	410	0.2
Pennine FM (formerly 107.9 Home FM)	Y	206	18	9	0.6	7.2	130	3.6
Premier Christian Radio	Q	10895	164	2	0.1	7.8	1269	0.6
Reading 107 FM	Y	223	23	10	0.6	5.5	126	3.5
96.2 The Revolution	H	507	24	5	0.4	7.8	188	2.1
Southwest Local Radio Group (Palm & Exeter FM)	Y	531	55	10	0.8	7.5	411	3.6

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Exeter FM	Y	303	25	8	0.5	5.7	146	2.2
Palm FM	Y	228	29	13	1.2	9.0	265	5.6
Total Star Radio (Bristol)	Y	588	53	9	0.7	7.3	388	3.2
Original 106 (Bristol)	H	588	27	5	0.2	4.4	118	1.0
Star Radio (Bristol)	Y	457	38	8	0.7	7.9	298	3.2
The Sunrise Group	H	51280	503	1	0.1	9.3	4699	0.5
Kismet Radio 1035 (Greater London)	Q	10895	114	1	0.1	6.8	782	0.4
Sunrise Radio (Greater London)	Q	10895	355	3	0.3	8.3	2963	1.4
Sunrise Radio National	Q	51280	469	1	0.1	8.0	3753	0.4
Time FM 106.6	Y	282	28	10	0.7	7.1	198	3.7
Tindle Radio Group	Y	1438	307	21	2.1	9.7	2971	10.0
Tindle Radio Anglia	Y	993	176	18	1.5	8.6	1513	7.5
103.4 The Beach	Y	184	53	29	2.8	9.6	510	14.6
Dream 100	Y	141	33	24	2.1	9.0	301	10.8
North Norfolk Radio	Y	92	15	16	1.6	9.8	148	6.9
99.9 Radio Norwich	Y	324	44	14	0.9	6.8	302	4.3
Town 102 FM	Y	275	30	11	0.9	8.3	252	4.9
Channel 103 FM	Y	76	40	53	5.8	11.1	447	29.8
Delta FM	Y	93	15	17	1.8	10.6	164	8.1
Island FM 104.7	Y	51	25	48	5.6	11.7	288	35.5
Kick and Kestrel	Y	224	51	23	2.5	11.0	560	10.9
Kestrel FM	Y	136	36	27	3.1	11.5	419	12.6
Kick FM	Y	88	15	17	1.6	9.6	141	7.8
Total Touch Radio Network	Y	890	128	14	1.3	9.2	1180	6.7
Rugby FM	Y	71	22	31	3.0	9.6	211	14.9
Touchradio Staffs	Y	247	25	10	1.1	10.8	271	5.6
96.2FM Touchradio - Coventry	Y	285	32	11	0.8	7.2	227	4.2
102FM Touchradio - Warks Worcs Cotswolds	Y	287	43	15	1.5	9.7	418	6.9
107.3 Touchradio - Warwick	Y	133	7	5	0.4	8.0	53	2.3
Town and Country Broadcasting (South and West Wales)	Y	1578	204	13	1.1	8.3	1686	5.1
106.3 Bridge FM	Y	121	37	30	2.9	9.8	357	14.2
Nation Radio	H	1405	78	6	0.2	4.4	344	1.2
97.1 Radio Carmarthenshire ³	Y	127	38	30	2.3	7.7	289	11.1
102.5 Radio Pembrokeshire	Y	92	42	45	4.9	10.7	449	22.8
102.1 Bay Radio (was 102.1 Swansea Bay Radio)	Y	454	35	8	0.7	9.1	322	3.5

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			'000	%	per head	per listener		
107.5 Sovereign Radio	Y	151	23	15	0.8	5.5	126	4.4
SWR Group	Y	463	59	13	1.3	10.3	603	6.0
Bath FM	Y	103	13	12	0.8	6.3	79	3.6
Brunel FM	Y	184	12	7	0.5	8.0	99	2.5
QuayWest FM	Y	110	18	17	2.1	12.9	235	8.9
3TR	Y	66	15	23	2.9	12.4	189	14.0
Total UKRD	H	1567	407	26	2.3	8.8	3594	11.0
Pirate FM	Y	480	144	30	3.2	10.8	1546	15.4
The County Sound Radio Network	H	538	161	30	2.3	7.6	1214	11.2
County Sound 1566	H	538	13	2	0.1	5.0	65	0.6
96.4 Eagle Radio	H	538	147	27	2.1	7.8	1149	10.6
Star Radio in North Somerset	Y	133	22	16	1.7	10.2	222	7.6
Total UKRD East	H	415	76	18	1.4	7.7	583	6.7
KL.FM 96.7	Y	150	49	32	3.9	12.0	581	16.4
Star Radio in Cambridge	Y	266	26	10	0.6	6.2	159	2.9
UTV Radio (inc. talkSPORT)	H	51280	3593	7	0.6	8.5	30462	3.0
UTV Radio (excl. talkSPORT)	H	6069	1226	20	1.9	9.5	11595	9.9
107.6 Juice FM	H	954	109	11	0.7	6.5	713	4.5
Peak 107 FM	Y	413	84	20	2.1	10.4	866	10.3
The Pulse/Pulse Classic Gold	H	848	143	17	1.3	7.9	1122	7.2
The Pulse	H	848	136	16	1.2	7.6	1043	6.7
Pulse Classic Gold	H	848	35	4	0.1	2.3	79	0.5
Signal One & Signal Two	H	770	239	31	4.3	13.8	3311	20.2
Signal One	H	770	224	29	3.8	12.9	2891	17.6
Signal Two	H	770	45	6	0.5	9.3	420	2.6
107.4 Tower FM	Y	430	51	12	1.0	8.2	414	5.3
Total Swansea Sound/ 96.4 FM The Wave	Y	454	189	42	4.4	10.7	2012	22.0
96.4 FM The Wave	Y	454	142	31	2.7	8.6	1218	13.3
Swansea Sound - 1170 MW	Y	454	75	16	1.7	10.6	793	8.7
U105	H	851	142	17	1.6	9.8	1392	7.9
Radio Wave 96.5 FM	Y	241	63	26	2.4	9.3	589	11.8
102.4 Wish/107.2 Wire	Y	703	139	20	1.4	7.1	993	7.4
107.2 Wire FM	Y	277	65	23	1.9	8.2	528	9.0
102.4 Wish FM	Y	465	75	16	1.0	6.2	465	5.7
107.7 The Wolf	Y	429	40	9	0.5	5.5	216	2.6
Wave 102 FM	Y	153	24	15	1.3	8.2	194	7.4
Yorkshire Radio	H	5058	63	1	0.1	5.4	337	0.3

Source: RAJAR/Ipsos MORI/RSMB

PART 4 - UNITED KINGDOM (Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	51280	31225	61	8.3	13.7	427905	42.4
Children 4-14	Q	7801	5333	68	8.0	11.7	62194	67.9
15-24	Q	8294	5895	71	8.8	12.4	72909	57.4
25-44	Q	17154	11531	67	9.2	13.6	157195	50.0
45-64	Q	15689	9584	61	9.1	14.9	142424	40.4
65+	Q	10143	4215	42	5.5	13.1	55377	25.9
Main Shoppers	Q	39459	23448	59	8.2	13.7	322390	41.0
Main Shoppers with children	Q	11604	8003	69	9.4	13.7	109636	51.3
ABC1	Q	28006	17017	61	7.0	11.5	194896	36.1
C2DE	Q	23274	14207	61	10.0	16.4	233009	49.7
ALL BBC 15+	Q	51280	33577	65	10.8	16.5	555143	55.0
Children 4-14	Q	7801	3402	44	3.0	6.9	23516	25.7
15-24	Q	8294	4784	58	6.1	10.6	50560	39.8
25-44	Q	17154	10541	61	8.6	13.9	146793	46.7
45-64	Q	15689	10994	70	12.9	18.4	202801	57.5
65+	Q	10143	7257	72	15.3	21.4	154989	72.4
Main Shoppers	Q	39459	25994	66	11.3	17.1	444791	56.5
Main Shoppers with children	Q	11604	6979	60	8.4	14.0	97810	45.8
ABC1	Q	28006	20547	73	11.9	16.2	332388	61.6
C2DE	Q	23274	13029	56	9.6	17.1	222755	47.5

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.

(4) Station owned by Orion Media.

AREAS

UNITED KINGDOM (Parts 1 and 4) (including Channel Islands and Isle of Man)
 EDITORIAL AREAS (Part 2) BBC stations' defined service areas
 TOTAL SURVEY AREAS (Part 3) Commercial stations' defined marketing areas

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

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

TERMS

WEEKLY REACH

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

AVERAGE HOURS

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

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

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

TOTAL HOURS

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

SHARE IN TSA

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

SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	29th June 2009 - 20th September 2009	27,696
H	30th March 2009 - 20th September 2009	59,437
Y	15th September 2008 - 20th September 2009	125,898