

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th June 2010



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

Adults aged 15 and over: population 51,618,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	46771	91	20.0	22.0	1030122	100.0
ALL BBC	Q	34585	67	10.9	16.3	562112	54.6
ALL BBC 15-44	Q	15882	63	7.7	12.3	195221	43.7
ALL BBC 45+	Q	18704	71	14.0	19.6	366891	62.9
All BBC Network Radio ¹	Q	31263	61	9.2	15.2	476313	46.2
BBC Local/Regional	Q	9135	18	1.7	9.4	85799	8.3
ALL COMMERCIAL	Q	32873	64	8.6	13.5	445307	43.2
ALL COMMERCIAL 15-44	Q	18199	72	9.4	13.2	239509	53.6
ALL COMMERCIAL 45+	Q	14674	56	7.8	14.0	205797	35.3
All National Commercial ¹	Q	14608	28	2.2	7.8	113421	11.0
All Local Commercial (National TSA)	Q	26700	52	6.4	12.4	331886	32.2
Other Listening	Q	3274	6	0.4	6.9	22703	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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		'000	%	per head	per listener		
All BBC Network Radio	Q	31263	61	9.2	15.2	476313	46.2
BBC Radio 1	Q	11810	23	1.9	8.1	95821	9.3
BBC Radio 2	Q	13729	27	3.2	11.9	163454	15.9
BBC Radio 3	Q	1858	4	0.2	5.6	10477	1.0
BBC Radio 4	Q	10403	20	2.5	12.3	128410	12.5
BBC Radio FIVE LIVE	Q	6763	13	1.0	7.4	49946	4.8
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6804	13	1.0	7.6	51413	5.0
FIVE LIVE SPORTS EXTRA	Q	547	1	*	2.7	1466	0.1
BBC 6 Music	Q	1194	2	0.2	8.6	10270	1.0
1Xtra from the BBC	Q	600	1	0.1	4.5	2706	0.3
BBC Radio 7	Q	949	2	0.1	5.9	5618	0.5
BBC Asian Network UK	Q	437	1	*	4.9	2151	0.2
BBC World Service	Q	1285	2	0.1	4.7	5993	0.6
All National Commercial	Q	14608	28	2.2	7.8	113421	11.0
Total Absolute Radio (was Total Virgin Radio)	Q	1587	3	0.2	7.4	11762	1.1
Absolute 80s	H	288	1	*	5.4	1552	0.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	278	1	*	4.7	1304	0.1
Chill	H	160	*	*	3.6	580	0.1
Classic FM	Q	5684	11	0.7	6.8	38643	3.8
Galaxy Network (UK) ²	H	4239	8	0.5	6.4	27224	2.7
Gold Network (UK) ²	H	1288	2	0.2	8.6	11123	1.1
Heart Network (UK) ²	H	7776	15	1.2	7.7	59834	5.8
Heat	Q	672	1	0.1	4.1	2787	0.3
The Hits	Q	1138	2	0.1	3.4	3872	0.4
Jazz FM	Q	463	1	*	4.3	1994	0.2
Total Kerrang! ²	H	1324	3	0.1	4.2	5590	0.5
Total Kiss Network ²	H	3746	7	0.4	5.3	19849	1.9
Total LBC (UK) ²	H	1113	2	0.3	11.7	13062	1.3
Total Magic ²	Q	3733	7	0.5	6.7	24828	2.4
NME Radio	Q	253	*	*	5.1	1301	0.1
Panjab Radio	Q	155	*	*	4.5	697	0.1
Planet Rock	Q	718	1	0.1	7.2	5182	0.5
Q	Q	233	*	*	2.1	495	*
Total Real Radio ²	H	2383	5	0.4	9.0	21462	2.1
Smash Hits Radio	Q	990	2	0.1	3.6	3598	0.3
Total Smooth Radio ²	H	2801	5	0.4	7.7	21439	2.1
Sunrise Radio National ²	Q	498	1	0.1	6.3	3136	0.3
talkSPORT	Q	2507	5	0.3	7.0	17483	1.7
Total XFM (UK) ²	H	927	2	0.1	5.1	4706	0.5

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 27th June 2010



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	%				
BBC NETWORK RADIO								
BBC Radio 1	Q	51618	11810	23	1.9	8.1	95821	9.3
BBC Radio 2	Q	51618	13729	27	3.2	11.9	163454	15.9
BBC Radio 3	Q	51618	1858	4	0.2	5.6	10477	1.0
BBC Radio 4	Q	51618	10403	20	2.5	12.3	128410	12.5
BBC Radio FIVE LIVE	Q	51618	6763	13	1.0	7.4	49946	4.8
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51618	6804	13	1.0	7.6	51413	5.0
FIVE LIVE SPORTS EXTRA	Q	51618	547	1	*	2.7	1466	0.1
BBC 6 Music	Q	51618	1194	2	0.2	8.6	10270	1.0
1Xtra from the BBC	Q	51618	600	1	0.1	4.5	2706	0.3
BBC Radio 7	Q	51618	949	2	0.1	5.9	5618	0.5
BBC Asian Network UK	Q	51618	437	1	*	4.9	2151	0.2
BBC World Service	Q	51618	1285	2	0.1	4.7	5993	0.6
NATIONAL REGIONAL								
BBC Radio Scotland	H	4352	966	22	1.5	6.8	6589	7.8
BBC Radio Ulster ³	H	1445	532	37	4.5	12.3	6545	22.6
Total BBC Radio Wales/Cymru	H	2518	567	23	2.5	11.2	6358	12.5
BBC Radio Wales	H	2518	449	18	1.8	9.8	4413	8.7
BBC Radio Cymru	H	2518	161	6	0.8	12.1	1946	3.8
LOCAL								
BBC Local Radio	Q	41650	6844	16	1.6	9.4	64615	7.8
BBC Radio Berkshire	H	796	151	19	1.0	5.4	809	5.4
BBC Radio Bristol	H	892	170	19	1.9	9.9	1683	8.7
BBC Radio Cambridgeshire	H	710	123	17	1.4	8.2	1002	6.6
BBC Radio Cornwall	H	458	147	32	4.3	13.4	1970	17.4
BBC Coventry and Warwickshire	H	665	82	12	0.8	6.7	545	4.1
BBC Radio Cumbria	H	407	159	39	3.6	9.1	1452	17.8
BBC Radio Derby	H	634	180	28	2.6	9.0	1626	13.7

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 per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	983	246	25	2.8	11.3	2779	13.0
BBC Essex	H	1281	243	19	2.2	11.5	2794	9.8
BBC Radio Gloucestershire	H	483	94	19	2.1	10.8	1009	10.0
BBC Hereford & Worcester	H	495	135	27	2.1	7.7	1038	10.6
BBC Radio Humberside	H	768	212	28	2.7	9.8	2075	13.5
BBC Radio Kent	H	1390	276	20	2.4	12.0	3322	10.8
BBC Radio Lancashire	H	1183	239	20	1.4	6.9	1658	7.0
BBC Radio Leeds	H	1633	246	15	1.1	7.6	1865	6.8
BBC Radio Leicester	H	805	131	16	1.3	8.2	1078	7.6
BBC Radio Lincolnshire	H	541	115	21	3.2	14.8	1704	14.1
BBC London 94.9	Q	10983	507	5	0.2	4.7	2406	1.1
BBC Radio Manchester	H	2128	248	12	0.8	6.9	1706	4.3
BBC Radio Merseyside	H	1616	307	19	2.2	11.3	3480	11.3
BBC Radio Newcastle	H	1419	297	21	1.4	6.8	2014	8.4
BBC Radio Norfolk	H	768	201	26	3.1	11.7	2362	14.1
BBC Radio Northampton	H	481	103	21	2.3	11.0	1127	11.7
BBC Radio Nottingham	H	790	197	25	2.0	8.2	1615	10.5
BBC Oxford 95.2FM	H	518	73	14	1.7	11.8	864	8.3
BBC Radio Sheffield	H	1261	256	20	1.7	8.5	2186	9.5
BBC Radio Shropshire	H	380	109	29	3.0	10.6	1151	13.1
BBC Radio Solent**	H	1532	272	18	1.9	10.9	2951	8.2
BBC Solent for Dorset	Y	172	24	14	1.1	8.2	193	5.4
BBC Somerset	H	442	68	15	1.5	9.7	661	6.1
BBC Radio Stoke	H	598	174	29	2.6	9.0	1572	13.8
BBC Radio Suffolk	H	533	133	25	2.6	10.4	1383	12.6
BBC Sussex and BBC Surrey	H	2458	260	11	1.0	9.5	2470	4.3
BBC Tees	H	789	103	13	0.9	6.7	689	4.7
BBC Three Counties Radio	H	1285	150	12	1.0	8.7	1304	5.1
BBC WM (Birmingham & Black Country)	H	2254	227	10	1.1	10.5	2386	6.0
BBC Radio Wiltshire/Swindon	H	542	71	13	1.2	9.0	632	5.4
BBC Radio York	H	536	93	17	1.8	10.5	985	8.4
BBC Radio Guernsey	Y	52	18	35	4.4	12.4	227	23.6
BBC Radio Jersey	Y	75	29	39	4.0	10.3	299	20.4

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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51618	2020	4	0.3	7.2	14623	1.4
Total Absolute Radio (was Total Virgin Radio)	Q	51618	1587	3	0.2	7.4	11762	1.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10983	821	7	0.5	7.3	6014	2.8
Absolute Radio London (was Virgin Radio London)	Q	10983	699	6	0.4	6.8	4732	2.2
Absolute Radio National (was Virgin Radio National)	Q	51618	971	2	0.1	7.2	7030	0.7
Absolute 80s	H	51618	288	1	*	5.4	1552	0.2
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51618	278	1	*	4.7	1304	0.1
Chill	H	51618	160	*	*	3.6	580	0.1
Classic FM	Q	51618	5684	11	0.7	6.8	38643	3.8
Galaxy Network (UK)	H	51618	4239	8	0.5	6.4	27224	2.7
Gold Network (UK)	H	51618	1288	2	0.2	8.6	11123	1.1
Heart Network (UK)	H	51618	7776	15	1.2	7.7	59834	5.8
Heat	Q	51618	672	1	0.1	4.1	2787	0.3
The Hits	Q	51618	1138	2	0.1	3.4	3872	0.4
Jazz FM	Q	51618	463	1	*	4.3	1994	0.2
Total Kerrang!	H	51618	1324	3	0.1	4.2	5590	0.5
Total Kiss Network	H	51618	3746	7	0.4	5.3	19849	1.9
Total LBC (UK)	H	51618	1113	2	0.3	11.7	13062	1.3
Total Magic	Q	51618	3733	7	0.5	6.7	24828	2.4
NME Radio	Q	51618	253	*	*	5.1	1301	0.1
Panjab Radio	Q	51618	155	*	*	4.5	697	0.1
Planet Rock	Q	51618	718	1	0.1	7.2	5182	0.5
Q	Q	51618	233	*	*	2.1	495	*
Total Real Radio	H	51618	2383	5	0.4	9.0	21462	2.1
Smash Hits Radio	Q	51618	990	2	0.1	3.6	3598	0.3
Total Smooth Radio	H	51618	2801	5	0.4	7.7	21439	2.1
Sunrise Radio National	Q	51618	498	1	0.1	6.3	3136	0.3
talkSPORT	Q	51618	2507	5	0.3	7.0	17483	1.7
Total XFM (UK)	H	51618	927	2	0.1	5.1	4706	0.5

Source: RAJAR/Ipsos MORI/RSMB

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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		
LOCAL								
All Local Commercial Radio (ILR)	Q	50790	26551	52	6.5	12.4	330142	32.6
107.8 Arrow FM for Hastings	Y	114	23	20	1.3	6.7	154	5.8
105-107 Atlantic FM	Y	459	63	14	0.8	5.8	363	3.4
107.6 Banbury Sound	Y	85	20	23	2.4	10.2	201	10.6
Total Bauer Radio	H	51618	12982	25	2.1	8.5	109775	10.7
Total Bauer Radio ILR	H	36896	10249	28	2.4	8.5	86922	12.1
Big City Network	H	16039	4770	30	2.6	8.8	41985	13.9
Big City FM and AM	H	16192	5437	34	3.3	9.7	52644	17.2
Big City England	H	10546	2719	26	2.0	7.6	20784	10.6
Total Magic	Q	51618	3733	7	0.5	6.7	24828	2.4
Magic Network - North	H	10417	755	7	0.6	8.7	6592	3.4
Bauer Radio - North East	H	2227	747	34	2.7	8.2	6111	15.8
Big City Network - North East	H	2227	573	26	1.7	6.6	3799	9.8
Metro Radio	H	1475	377	26	1.6	6.4	2397	9.7
TFM Radio	H	816	200	24	1.7	7.0	1402	9.3
Magic Network - North East	H	2227	268	12	1.0	8.6	2312	6.0
Magic 1152 (Newcastle)	H	1475	184	12	1.0	8.4	1543	6.2
Magic 1170 (Teesside)	H	816	85	10	0.9	9.1	769	5.1
Metro Radio/Magic 1152	H	1475	488	33	2.7	8.1	3940	15.9
TFM Radio/Magic 1170	H	816	265	33	2.7	8.2	2172	14.4
Bauer Liverpool	H	1801	503	28	2.4	8.5	4289	12.3
Total City Talk/Magic 1548	H	1801	140	8	0.4	5.5	767	2.2
Bauer FM Liverpool	H	1801	463	26	2.1	8.1	3732	10.7
City Talk 105.9	H	1561	60	4	0.1	3.5	209	0.7
Bauer Radio - North West	H	5110	1432	28	2.4	8.5	12109	12.2
Big City Network - North West	H	4957	1285	26	2.1	8.0	10291	10.8
Radio City 96.7	H	1801	441	24	2.0	8.0	3522	10.1
Key 103 (Manchester)	H	2401	524	22	1.7	7.6	3974	8.7
97.4 Rock FM	H	1246	338	27	2.2	8.3	2795	11.1
Magic Network - North West	H	5075	238	5	0.4	7.6	1818	1.8
Magic 1548 (Liverpool)	H	1801	89	5	0.3	6.3	558	1.6
Magic 1152 (Manchester)	H	2401	106	4	0.4	8.3	878	1.9
Magic 999 (Preston)	H	1113	44	4	0.3	8.7	382	1.7
Key 103/Magic 1152 (Manchester)	H	2401	597	25	2.0	8.1	4852	10.6
Radio City 96.7/Magic 1548	H	1801	483	27	2.3	8.4	4080	11.7
97.4 Rock FM/Magic 999	H	1399	370	26	2.3	8.6	3177	11.1
Bauer Radio - Yorkshire	H	3115	893	29	2.6	9.2	8188	14.4
Big City Network - Yorkshire	H	3115	748	24	1.8	7.7	5726	10.1

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96.3 Radio Aire	H	999	158	16	1.3	8.4	1332	8.1
Hallam FM	H	1264	360	28	2.3	7.9	2846	12.5
96.9 Viking FM	H	910	233	26	1.7	6.6	1548	8.4
Magic Network - Yorkshire	H	3115	248	8	0.8	9.9	2462	4.3
Magic 828 (Leeds)	H	999	96	10	1.0	11.0	1047	6.4
Magic AM (Sheffield)	H	1264	79	6	0.6	9.4	742	3.3
Magic 1161 (Hull)	H	910	77	8	0.8	9.6	733	4.0
96.3 Radio Aire/Magic 828	H	999	220	22	2.4	10.8	2379	14.5
Hallam FM/Magic AM	H	1264	400	32	2.8	9.0	3588	15.7
96.9 Viking FM/Magic 1161	H	910	278	30	2.5	8.2	2281	12.3
Total Kerrang!	H	51618	1324	3	0.1	4.2	5590	0.5
Kerrang! 105.2	H	3535	336	10	0.5	5.7	1907	2.9
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10983	3460	32	2.4	7.5	26007	12.0
Kiss 100 FM	Q	10983	1848	17	1.1	6.6	12129	5.6
Magic 105.4	Q	10983	2046	19	1.3	6.8	13878	6.4
Total Kiss Network	H	51618	3746	7	0.4	5.3	19849	1.9
Kiss East	H	2071	376	18	1.2	6.9	2585	5.9
Kiss West	H	2368	374	16	1.0	6.4	2382	4.8
Bauer Radio Total Scotland	H	4320	1780	41	4.7	11.3	20111	24.3
Big City Scotland	Y	4083	1443	35	3.6	10.1	14587	19.3
Bauer Radio Central Scotland	H	2839	1003	35	3.9	11.0	11072	21.2
Scottish AMs	Y	3515	436	12	1.0	8.0	3509	5.5
Total Radio Clyde	H	1840	646	35	3.7	10.6	6877	19.7
Clyde 1 FM	H	1840	530	29	2.4	8.3	4397	12.6
Clyde 2	H	1840	254	14	1.3	9.8	2480	7.1
Total Radio Forth	H	1097	364	33	3.8	11.5	4195	21.5
ForthOne	H	1097	329	30	3.2	10.7	3533	18.1
Forth2	H	1097	90	8	0.6	7.4	662	3.4
C.F.M.Radio	Y	247	105	43	4.2	9.9	1041	22.0
Moray Firth Radio	Y	232	122	53	6.8	12.9	1574	29.1
Total Northsound Radio	Y	312	135	43	5.1	11.8	1583	27.2
Northsound One	Y	312	115	37	3.9	10.7	1228	21.1
Northsound Two	Y	312	48	15	1.1	7.4	356	6.1
Radio Borders	Y	107	60	56	7.2	12.8	772	34.8
Total Radio Tay	Y	375	160	43	5.3	12.4	1979	26.3
Tay-FM	Y	375	108	29	3.1	10.8	1166	15.5
Tay-AM	Y	375	78	21	2.2	10.5	813	10.8
West Sound ³	Y	388	177	46	4.7	10.4	1835	24.9

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1420	585	41	4.3	10.5	6124	21.4
97.4 Cool FM	H	971	373	38	3.6	9.5	3537	18.1
Downtown Radio (DTR)	H	1420	257	18	1.8	10.1	2588	9.0
Wave 105 FM	H	1747	347	20	1.9	9.7	3373	8.3
107 The Bee	Y	185	29	16	1.6	9.9	291	9.9
Total Broadcast Co	Y	419	58	14	1.0	7.1	413	4.3
Fire 107.6 FM	Y	286	40	14	0.8	5.5	219	3.4
Star Radio in North Somerset	Y	133	19	14	1.5	10.4	194	6.2
Central FM	Y	218	49	23	1.2	5.5	270	6.3
Chelmsford Radio 107.7 FM (was Dream 107.7FM)	Y	234	20	8	0.4	5.3	103	2.1
Total Cheshire Radio	Y	367	57	16	1.0	6.1	351	5.0
Cheshire's Silk 106.9	Y	179	23	13	0.5	4.1	96	2.9
Chester's Dee 106.3	Y	188	34	18	1.4	7.5	255	6.8
Total CN Radio	Y	870	239	27	2.2	8.1	1944	10.6
The Bay	Y	323	97	30	2.5	8.2	792	11.4
Citybeat 96.7/102.5FM	H	546	128	23	1.6	6.7	854	7.1
Lakeland Radio	Y	51	15	30	2.6	8.5	132	11.6
The Coast	H	1675	109	6	0.4	6.5	711	1.8
Connect FM	Y	226	36	16	1.4	9.0	318	7.4
Connect FM Peterborough (was Lite FM)	Y	187	18	9	0.4	4.6	80	2.1
Colourful	H	10984	10	*	*	5.7	58	*
3FM	Y	68	24	35	3.8	10.9	258	16.7
Total Global Radio (UK)	H	51618	19454	38	3.3	8.8	170257	16.6
Chill	H	51618	160	*	*	3.6	580	0.1
Classic FM	Q	51618	5684	11	0.7	6.8	38643	3.8
Galaxy Network (UK)	H	51618	4239	8	0.5	6.4	27224	2.7
Gold Network (UK)	H	51618	1288	2	0.2	8.6	11123	1.1
Heart Network (UK)	H	51618	7776	15	1.2	7.7	59834	5.8
Total LBC (UK)	H	51618	1113	2	0.3	11.7	13062	1.3
Total XFM (UK)	H	51618	927	2	0.1	5.1	4706	0.5
Global Radio London (ILR)	Q	10983	4828	44	3.9	8.9	42851	19.8
Global Radio (ILR)	H	42040	13827	33	2.9	8.8	121860	14.7
Fun Radio	H	10984	36	*	*	5.2	190	0.1
Galaxy Network (ILR)	H	26481	3697	14	0.9	6.8	25067	5.0
Choice FM London	Q	10983	476	4	0.2	5.0	2396	1.1
Galaxy Birmingham	H	2110	383	18	1.1	6.1	2327	6.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

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PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
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Galaxy Manchester	H	2821	539	19	1.2	6.4	3460	6.3
Galaxy North East	H	2202	553	25	1.9	7.5	4140	10.8
Galaxy Scotland (was XFM Scotland)	H	2721	429	16	1.2	7.4	3188	6.4
Galaxy Scotland (East) (was XFM Scotland (East))	H	1195	166	14	0.8	5.9	978	4.6
Galaxy Scotland (West) (was XFM Scotland (West))	H	1705	293	17	1.4	8.1	2364	7.3
Galaxy South Coast (was 103.2 Power FM)	H	1146	215	19	1.5	8.2	1769	6.6
Galaxy Yorkshire	H	4497	1072	24	1.7	7.3	7780	9.4
Gold Network (ILR)	H	29405	1071	4	0.3	8.8	9385	1.6
Gold Bedford	H	611	11	2	0.2	13.5	151	1.2
Gold Berkshire/North Hampshire	H	749	26	4	0.2	5.6	149	1.0
Gold Birmingham ⁴	H	2066	64	3	0.2	6.5	413	1.1
Gold Bristol/Bath/Wiltshire	H	1363	78	6	0.5	9.5	746	2.5
Gold Coventry ⁴	H	658	27	4	0.5	12.5	340	2.7
Gold Crawley	Y	378	10	3	0.2	6.0	58	0.7
Gold Derby	Y	457	13	3	0.3	10.4	131	1.6
Gold Devon	Y	543	9	2	0.1	7.4	67	0.6
Gold Dorset	H	608	23	4	0.4	11.7	271	2.0
Gold Essex	H	1245	51	4	0.5	11.9	610	2.3
Gold Gloucester	Y	408	15	4	0.5	12.2	185	2.2
Gold Hampshire	H	1146	62	5	0.7	12.2	760	2.8
Gold Kent	H	1175	28	2	0.1	6.1	171	0.6
Gold London	Q	10983	357	3	0.3	7.7	2766	1.3
Gold Luton	H	1058	34	3	0.3	8.6	296	1.4
Gold Manchester	H	2402	80	3	0.4	11.0	881	1.9
Gold Norfolk/Suffolk	H	1173	62	5	0.5	10.1	628	2.5
Gold Norfolk	H	653	35	5	0.3	6.1	215	1.6
Gold Suffolk	H	525	27	5	0.8	15.4	413	3.7
Gold North Wales/Cheshire	Y	384	9	2	0.3	11.9	109	1.3
Gold Northampton	H	553	29	5	0.3	6.1	175	1.6
Gold Nottingham	H	1160	43	4	0.2	5.9	255	1.2
Gold Peterborough	H	586	27	5	0.6	12.3	333	2.6
Gold Plymouth	Y	342	15	4	0.4	9.7	149	2.4
Gold Sussex	H	1018	53	5	0.4	6.8	362	1.5
Gold South East Wales	H	986	42	4	0.4	10.5	439	2.3
Gold Wolverhampton ⁴	H	1304	45	3	0.3	8.8	392	1.5
Heart Network (ILR)	H	28465	7134	25	2.0	7.9	56312	9.8

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

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Heart 103 FM Anglesey and Gwynedd (was Champion)	Y	123	30	25	2.0	8.2	247	10.2
Heart 102.3 FM Dorset and New Forest (was 2CR)	H	608	146	24	1.8	7.5	1103	8.0
Heart 96.9 FM Bedford	Y	402	109	27	2.4	9.0	984	12.6
Heart 97.6 FM Beds/Bucks/Herts	H	759	178	23	1.9	8.1	1449	9.8
Heart Berkshire and North Hants (was 2-Ten FM)	H	749	160	21	1.8	8.4	1348	9.4
Heart Bristol/Bath/Wiltshire (was GWR)	H	1363	437	32	3.5	10.9	4744	16.1
Heart 103 FM Cambridgeshire	Y	447	114	26	1.7	6.7	770	8.8
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sound)	Y	384	68	18	1.9	10.9	747	9.2
Heart Colchester/Suffolk	H	679	166	24	1.9	7.6	1267	8.9
Heart 96.1 FM Colchester	Y	195	55	28	2.2	7.8	431	10.8
Heart Suffolk	H	555	114	21	1.6	8.0	911	7.7
Heart Devon Total (was Gemini)	Y	543	167	31	2.6	8.5	1424	11.9
Heart Exeter & East Devon (was Gemini)	Y	316	102	32	2.4	7.5	772	10.9
Heart Torbay & South Devon (was Gemini)	Y	228	65	28	2.9	10.1	651	13.4
Heart 106 FM East Midlands ⁴	H	2171	423	19	1.5	7.8	3284	8.2
Heart Essex (was Essex FM) ³	H	1245	405	33	3.6	11.1	4496	16.6
Heart Gloucestershire (was Severn Sound)	Y	408	116	28	2.8	9.9	1144	13.7
Heart Hampshire and West Sussex (was Ocean)	H	1034	175	17	1.2	7.1	1244	5.3
Heart Kent (was Invicta FM)	H	1175	365	31	2.6	8.5	3086	11.5
Heart 106.2 FM London	Q	10983	2185	20	1.0	5.0	10958	5.1
Heart 103.3 FM Milton Keynes	Y	234	88	38	3.6	9.6	842	16.8
Heart 102.4 FM Norfolk	H	653	192	29	2.2	7.6	1468	10.7
Heart 96.6 FM Northants	H	553	154	28	2.5	8.9	1365	12.5
Heart North Devon (was Lantern FM)	Y	135	56	41	4.1	9.8	546	17.8
Heart 96.3 FM North Wales Coast (was Coast)	Y	244	57	23	1.9	8.1	462	9.7
Heart Oxfordshire (was Fox FM)	H	670	156	23	2.1	8.9	1385	10.1
Heart 102.7 Peterborough	Y	388	107	27	2.5	9.1	971	12.3

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Heart Plymouth (was Plymouth Sound)	Y	342	108	32	2.8	8.8	949	15.0
Heart Somerset (was Orchard FM)	Y	345	121	35	4.7	13.4	1615	18.6
Heart South Hams	Y	65	12	19	1.3	6.8	84	6.0
Heart Sussex (was Southern FM)	H	1018	328	32	2.8	8.6	2835	12.1
Heart 100.7 FM West Midlands	H	3568	744	21	1.5	7.1	5271	7.9
Heart 97.1 FM Wirral (was The Buzz)	Y	439	51	12	0.7	5.9	302	3.9
The Hit Music Network (ILR)	H	17797	3654	21	1.4	6.7	24389	7.1
95.8 Capital FM	Q	10983	1921	17	1.0	5.6	10672	4.9
Beacon Radio ⁴	H	1304	209	16	1.3	7.9	1659	6.5
96.4 BRMB ⁴	H	2066	364	18	1.0	5.9	2132	5.9
105.4 Leicester Sound FM	H	622	117	19	1.3	6.9	804	7.7
Mercia ⁴	H	658	149	23	1.7	7.7	1144	9.1
Mercury FM (Herts)	Y	334	33	10	0.6	6.3	207	3.1
Mercury FM (Surrey & Sussex)	Y	378	90	24	1.3	5.5	495	6.2
RAM FM	Y	457	94	21	1.7	8.3	783	9.4
Red Dragon	H	986	290	29	2.2	7.6	2203	11.5
96 Trent FM	H	1160	330	28	2.1	7.4	2438	11.0
Wyvern FM ⁴	Y	499	97	20	1.4	7.2	704	7.3
LBC (ILR)	Q	10983	1076	10	1.2	12.0	12922	6.0
LBC 97.3	Q	10983	960	9	1.0	11.4	10897	5.0
LBC News 1152	Q	10983	402	4	0.2	5.0	2025	0.9
XFM (ILR)	H	13805	717	5	0.3	5.3	3833	1.4
XFM 104.9	Q	10983	553	5	0.3	5.7	3137	1.4
XFM Manchester	H	2821	179	6	0.4	5.7	1013	1.9
Total GMG Radio	H	51618	4952	10	0.9	8.9	44030	4.3
GMG Radio North West Total	H	5262	1217	23	2.2	9.5	11543	11.4
GMG Radio North West Regional	H	5224	1148	22	2.1	9.4	10759	10.7
GMG Radio North East	H	2227	601	27	2.1	7.7	4647	12.0
GMG Radio Scotland	H	2884	884	31	3.3	10.6	9379	17.7
Total Real Radio	H	51618	2383	5	0.4	9.0	21462	2.1
Real Radio (ILR Network)	H	14784	2227	15	1.4	9.1	20333	7.4
Real Radio (North East) - (was Century Radio)	H	2227	308	14	0.9	6.3	1952	5.0
Real Radio (North West) - (was Century Radio)	H	5224	506	10	0.9	9.1	4598	4.6
Real Radio (Scotland)	H	2699	708	26	2.6	9.8	6932	14.1
Real Radio (Wales)	H	1792	407	23	2.5	11.0	4460	12.5

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Real Radio (Yorkshire)	H	2843	298	10	0.8	8.0	2390	4.8
96.3 Rock Radio	H	814	54	7	0.4	6.4	345	2.4
106.1 Rock Radio	H	2262	111	5	0.3	7.1	785	1.8
Total Smooth Radio	H	51618	2801	5	0.4	7.7	21439	2.1
Smooth Radio (ILR Network)	H	26009	2474	10	0.8	7.9	19514	3.9
Smooth Radio Midlands	H	5689	649	11	1.0	9.0	5858	5.6
Smooth Radio (East Midlands)	H	2161	301	14	1.2	8.3	2509	6.3
Smooth Radio (West Midlands)	H	3568	350	10	0.9	9.7	3378	5.1
Smooth Radio (Glasgow)	H	1886	246	13	1.1	8.5	2101	5.9
Smooth Radio (London)	Q	10983	415	4	0.2	6.2	2577	1.2
Smooth Radio (North East)	H	2227	371	17	1.2	7.3	2695	7.0
Smooth Radio (North West)	H	5224	769	15	1.2	8.0	6160	6.1
Imagine FM	Y	376	26	7	0.4	5.4	139	2.1
IOW Radio	Y	121	38	31	4.3	13.7	520	15.2
JACKfm Oxfordshire	H	505	65	13	0.8	6.0	388	3.8
106 JACKfm (Oxford)	H	505	52	10	0.6	5.7	301	2.9
Oxford's FM107.9	H	505	14	3	0.2	6.0	87	0.8
106 JACKfm/Star Radio (Bristol)	Y	595	56	9	0.6	5.9	328	2.7
106 JACKfm (Bristol) (was Original 106)	H	596	38	6	0.4	6.7	255	2.0
Star Radio (Bristol)	Y	462	31	7	0.3	4.5	141	1.5
Kingdom FM	Y	286	70	24	2.1	8.5	598	11.7
kmfm Group	Y	997	148	15	1.3	8.4	1253	5.3
kmfm East	Y	476	87	18	1.7	9.4	819	7.1
kmfm West	H	520	55	11	0.7	6.9	376	3.1
Lincs FM Group	H	2685	639	24	2.3	9.7	6197	11.9
Lincs FM 102.2 ³	H	910	306	34	3.8	11.4	3500	18.4
Oak FM	Y	314	34	11	0.5	4.6	157	2.5
Lincs FM Group Yorkshire	Y	1477	291	20	1.8	9.1	2648	9.1
Dearne FM	Y	228	43	19	1.4	7.5	322	7.9
KCFM 99.8	Y	431	68	16	1.4	8.8	599	6.1
Ridings FM	Y	295	39	13	0.9	6.9	271	5.5
Rother FM	Y	206	31	15	1.6	10.6	332	8.8
Trax FM	Y	365	110	30	3.1	10.3	1125	15.8
The Local Radio Company	Y	1986	505	25	2.0	7.9	4003	10.3
Group Total								
2BR	Y	194	66	34	2.3	6.9	454	13.9
Minster FM	Y	306	77	25	1.5	6.0	463	7.2
Mix 96	Y	123	39	31	2.0	6.4	246	9.6

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Spire FM	Y	113	38	33	3.8	11.3	426	16.3
Spirit FM	Y	212	46	22	1.9	8.7	406	9.6
Star North East	Y	380	48	13	1.0	7.8	374	5.5
Star NE - North (was Durham FM)	Y	210	24	11	0.8	7.1	170	4.8
Star NE - South (was Alpha 103.2)	Y	170	24	14	1.2	8.4	204	6.3
97.2 Stray FM	Y	147	44	30	2.0	6.6	289	10.2
Sun FM	Y	271	66	24	2.1	8.6	568	12.1
Wessex FM	Y	122	37	31	2.4	7.9	297	11.3
Yorkshire Coast Radio	Y	118	44	37	4.1	11.0	480	17.7
Radio Mansfield 103.2	Y	156	39	25	2.2	8.7	343	11.5
Manx Radio	Y	68	38	56	6.8	12.1	459	29.7
Midwest Radio	Y	197	32	16	1.8	11.4	362	7.3
Northern Media Group	Y	572	141	25	2.1	8.5	1200	10.6
Five FM	Y	82	19	23	1.9	8.4	158	10.6
Q102.9FM/Q97.2FM/Q101.2FM	Y	297	89	30	2.7	8.9	794	13.0
Seven FM	Y	146	18	13	0.8	6.5	119	4.2
Six FM	Y	93	15	16	1.4	8.7	129	7.4
Original 106 (Aberdeen)	Y	312	40	13	0.7	5.4	217	3.7
Total Orion Midlands	H	5867	1297	22	1.7	7.6	9856	9.0
Heart 106 FM East Midlands	H	2171	423	19	1.5	7.8	3284	8.2
Orion West Midlands	H	3787	878	23	1.7	7.5	6572	9.3
Orion West Midlands FM	H	3787	800	21	1.5	7.1	5655	8.0
Beacon Radio	H	1304	209	16	1.3	7.9	1659	6.5
96.4 BRMB	H	2066	364	18	1.0	5.9	2132	5.9
Mercia	H	658	149	23	1.7	7.7	1144	9.1
Wyvern FM	Y	499	97	20	1.4	7.2	704	7.3
Gold Birmingham	H	2066	64	3	0.2	6.5	413	1.1
Gold Coventry	H	658	27	4	0.5	12.5	340	2.7
Gold Wolverhampton	H	1304	45	3	0.3	8.8	392	1.5
Premier Christian Radio	Q	10983	143	1	0.2	12.0	1708	0.8
107.4 The Quay	Y	380	53	14	0.8	5.9	310	3.5
Reading 107 FM	Y	226	22	10	0.6	6.0	132	3.8
96.2 The Revolution	H	511	42	8	0.7	8.5	357	3.5
Southwest Local Radio Group (Palm & Exeter FM)	Y	532	60	11	0.9	7.7	462	4.0
Exeter FM	Y	304	29	9	0.4	4.7	133	2.0
Palm FM	Y	228	32	14	1.4	10.4	329	6.8
107.5 Sovereign Radio	Y	151	30	20	1.2	6.1	184	5.5
The Sunrise Group	H	51618	571	1	0.1	6.6	3751	0.4

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Buzz Asia 963 & 972AM	H	10984	120	1	*	3.8	459	0.2
Kismet Radio 1035 (Greater London)	Q	10983	112	1	*	4.1	457	0.2
Sunrise Radio (Greater London)	Q	10983	364	3	0.2	6.5	2357	1.1
Sunrise Radio National	Q	51618	498	1	0.1	6.3	3136	0.3
Time FM 106.6	Y	284	21	7	0.5	7.0	144	3.0
Tindle Radio Group	Y	1363	304	22	2.4	10.6	3224	11.1
Kestrel FM (North and South)	Y	231	48	21	1.9	9.1	434	8.0
Kestrel FM	Y	136	29	22	2.0	9.1	267	7.8
Kestrel FM - formerly DELTA RADIO	Y	95	18	19	1.8	9.0	166	8.2
Tindle Radio Anglia	Y	1006	191	19	2.0	10.4	1991	9.4
THE BEACH	Y	185	52	28	3.3	11.8	614	16.1
Dream 100	Y	142	42	30	4.1	13.9	586	18.4
North Norfolk Radio	Y	92	21	23	2.4	10.5	221	10.6
Radio NORWICH 99.9	Y	330	45	14	1.0	7.4	330	4.6
Town 102 FM	Y	279	32	11	0.9	7.5	238	4.5
Channel 103 FM	Y	75	38	51	5.9	11.6	445	30.3
Island FM 104.7	Y	52	26	50	6.9	13.6	355	37.0
Total Touch Radio Network	Y	897	133	15	1.3	8.5	1129	6.4
Rugby FM	Y	71	21	29	2.9	10.1	209	14.2
Touchradio Staffs	Y	250	34	14	1.5	11.0	377	8.1
96.2FM Touchradio - Coventry	Y	288	33	12	0.5	4.6	152	3.0
102FM Touchradio - Warks Worcs Cotswolds	Y	288	40	14	1.2	8.8	349	5.2
107.3 Touchradio - Warwick	Y	133	8	6	0.3	5.3	41	1.6
Town and Country Broadcasting (South and West Wales)	Y	1585	239	15	1.2	7.8	1864	5.9
102.1 Bay Radio	Y	457	35	8	0.5	6.1	214	2.3
106.3 Bridge FM	Y	123	35	29	2.3	8.0	283	10.9
97.1 Radio Carmarthenshire ³	Y	128	39	31	2.4	7.9	309	12.0
Nation Radio	H	1409	109	8	0.4	5.7	625	2.2
102.5 Radio Pembrokeshire	Y	94	41	44	4.9	11.0	458	24.3
Total UKRD	H	1446	375	26	2.6	10.0	3757	11.6
Pirate FM	Y	483	154	32	3.0	9.6	1468	13.2
The County Sound Radio Network	H	542	155	29	2.7	9.5	1475	13.0
County Sound 1566	H	542	9	2	*	1.8	17	0.1
96.4 Eagle Radio	H	542	148	27	2.7	9.9	1459	12.8
Total UKRD East	H	422	65	15	1.6	10.6	684	7.5

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KL.FM 96.7	Y	151	47	31	3.6	11.5	540	16.2
Star Radio in Cambridge	Y	270	21	8	0.3	4.1	88	1.7
UTV Radio (inc. talkSPORT)	H	51618	3608	7	0.5	7.7	27729	2.7
UTV Radio (excl. talkSPORT)	H	6096	1259	21	1.8	8.7	10922	9.3
107.6 Juice FM	H	954	151	16	0.7	4.5	686	4.1
Peak 107 FM	Y	415	79	19	2.1	10.9	857	11.1
The Pulse/Pulse 2	H	854	148	17	1.6	9.2	1363	9.3
The Pulse	H	854	136	16	1.4	8.5	1159	7.9
Pulse 2	H	854	40	5	0.2	5.1	203	1.4
Signal One & Signal Two	H	773	265	34	3.9	11.2	2983	19.6
Signal One	H	773	244	32	3.3	10.3	2520	16.6
Signal Two	H	773	64	8	0.6	7.3	463	3.0
Total Swansea Sound/ 96.4 FM The Wave	Y	457	177	39	3.3	8.6	1522	16.5
96.4 FM The Wave	Y	457	138	30	2.3	7.5	1035	11.2
Swansea Sound - 1170 MW	Y	457	69	15	1.1	7.1	487	5.3
U105	H	860	147	17	1.8	10.3	1522	8.7
Radio Wave 96.5 FM	Y	241	66	28	3.0	10.9	726	13.6
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1114	182	16	0.9	5.8	1047	4.9
107.4 Tower FM	Y	430	47	11	0.8	7.2	339	4.4
107.2 Wire FM	Y	278	50	18	1.0	5.6	282	5.1
102.4 Wish FM	Y	467	87	19	0.9	4.9	426	4.7
107.7 The Wolf	Y	431	43	10	0.8	7.5	323	3.9
Wave 102 FM	Y	153	28	19	1.4	7.4	210	7.8
Yorkshire Radio	H	4479	70	2	0.1	5.6	393	0.5

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	51618	32873	64	8.6	13.5	445307	43.2
Children 4-14	Q	7808	5353	69	5.6	8.2	43715	69.3
15-24	Q	8248	6267	76	9.1	11.9	74768	61.9
25-44	Q	17131	11932	70	9.6	13.8	164741	50.5
45-64	Q	15911	10030	63	9.0	14.3	143851	40.2
65+	Q	10329	4644	45	6.0	13.3	61946	27.4
Main Shoppers	Q	40171	24948	62	8.5	13.7	341113	41.9
Main Shoppers with children	Q	12170	8580	70	9.8	13.9	119503	51.7
ABC1	Q	28347	17945	63	7.1	11.2	201780	36.8
C2DE	Q	23272	14928	64	10.5	16.3	243527	50.6
ALL BBC 15+	Q	51618	34585	67	10.9	16.3	562112	54.6
Children 4-14	Q	7808	3541	45	2.3	5.1	18202	28.9
15-24	Q	8248	4885	59	5.3	8.9	43447	36.0
25-44	Q	17131	10997	64	8.9	13.8	151774	46.6
45-64	Q	15911	11209	70	12.9	18.4	205769	57.5
65+	Q	10329	7495	73	15.6	21.5	161122	71.4
Main Shoppers	Q	40171	27079	67	11.3	16.8	455420	55.9
Main Shoppers with children	Q	12170	7549	62	8.6	13.9	105010	45.4
ABC1	Q	28347	21146	75	11.9	16.0	337335	61.5
C2DE	Q	23272	13440	58	9.7	16.7	224777	46.7

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 March 2010 - 27th June 2010	26,570
H	4th January 2010 - 27th June 2010	53,007
Y	29th June 2009 - 27th June 2010	108,612