

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th September 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	46762	91	20.4	22.6	1055210	100.0
ALL BBC	Q	34243	66	11.1	16.7	573459	54.3
ALL BBC 15-44	Q	15647	62	7.7	12.4	194710	42.8
ALL BBC 45+	Q	18595	71	14.4	20.4	378749	63.1
All BBC Network Radio <sup>1</sup>	Q	31018	60	9.3	15.4	478876	45.4
BBC Local/Regional	Q	9144	18	1.8	10.3	94584	9.0
ALL COMMERCIAL	Q	33373	65	8.9	13.7	458133	43.4
ALL COMMERCIAL 15-44	Q	18542	73	9.8	13.4	248215	54.5
ALL COMMERCIAL 45+	Q	14831	57	8.0	14.2	209918	35.0
All National Commercial <sup>1</sup>	Q	15101	29	2.3	7.9	118566	11.2
All Local Commercial (National TSA)	Q	26999	52	6.6	12.6	339567	32.2
Other Listening	Q	3127	6	0.5	7.6	23618	2.2

Source: RAJAR/Ipsos MORI/R SMB

<sup>1</sup> See note on back cover.

For survey periods and other definitions please see back cover.

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All BBC Network Radio	Q	31018	60	9.3	15.4	478876	45.4
BBC Radio 1	Q	11647	23	1.9	8.2	95729	9.1
BBC Radio 2	Q	13682	27	3.2	12.0	164809	15.6
BBC Radio 3	Q	2145	4	0.2	6.0	12776	1.2
BBC Radio 4	Q	10368	20	2.4	12.0	124051	11.8
BBC Radio FIVE LIVE	Q	6295	12	1.0	7.9	49574	4.7
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6439	12	1.0	8.0	51358	4.9
FIVE LIVE SPORTS EXTRA	Q	648	1	*	2.8	1784	0.2
BBC 6 Music	Q	1196	2	0.2	8.6	10339	1.0
1Xtra from the BBC	Q	806	2	0.1	5.7	4556	0.4
BBC Radio 7	Q	1045	2	0.1	6.4	6691	0.6
BBC Asian Network UK	Q	462	1	*	5.1	2350	0.2
BBC World Service	Q	1319	3	0.1	4.7	6216	0.6
All National Commercial	Q	15101	29	2.3	7.9	118566	11.2
Total Absolute Radio (was Total Virgin Radio)	Q	1654	3	0.2	7.4	12239	1.2
Absolute 80s	Q	564	1	0.1	6.6	3712	0.4
Absolute Radio 90s	Q	203	*	*	4.8	976	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	303	1	*	3.9	1185	0.1
Chill	H	176	*	*	3.6	629	0.1
Total Choice (UK) <sup>2</sup>	H	684	1	0.1	5.2	3541	0.3
Classic FM	Q	5676	11	0.7	6.6	37288	3.5
Galaxy Network (UK) <sup>2</sup>	H	3779	7	0.5	6.7	25497	2.4
Gold Network (UK) <sup>2</sup>	H	1465	3	0.3	9.3	13682	1.3
Heart Network (UK) <sup>2</sup>	H	7988	15	1.2	7.7	61587	5.9
Heat	Q	578	1	*	2.6	1504	0.1
The Hits	Q	1153	2	0.1	3.6	4132	0.4
Jazz FM	Q	452	1	*	4.1	1866	0.2
Total Kerrang! <sup>2</sup>	H	1416	3	0.1	4.3	6060	0.6
Total Kiss Network <sup>2</sup>	H	4041	8	0.4	5.5	22381	2.1
Total LBC (UK) <sup>2</sup>	H	1124	2	0.3	11.7	13154	1.3
Total Magic <sup>2</sup>	Q	3984	8	0.6	7.3	29055	2.8
NME Radio	H	257	*	*	4.0	1028	0.1
Panjab Radio	Q	194	*	*	5.1	999	0.1
Planet Rock	Q	783	2	0.1	6.8	5333	0.5
Q	Q	246	*	*	2.0	492	*
Total Real Radio <sup>2</sup>	H	2371	5	0.4	8.8	20911	2.0
Smash Hits Radio	Q	1109	2	0.1	3.6	4002	0.4
Smooth Radio UK <sup>2</sup>	H	3053	6	0.5	7.7	23517	2.3
Sunrise Radio National <sup>2</sup>	Q	506	1	0.1	6.6	3316	0.3
talkSPORT	Q	2960	6	0.4	7.4	21991	2.1
Total XFM (UK) <sup>2</sup>	H	962	2	0.1	4.6	4455	0.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>2</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th September 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	%	per head	per listener		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	51618	11647	23	1.9	8.2	95729	9.1
BBC Radio 2	Q	51618	13682	27	3.2	12.0	164809	15.6
BBC Radio 3	Q	51618	2145	4	0.2	6.0	12776	1.2
BBC Radio 4	Q	51618	10368	20	2.4	12.0	124051	11.8
BBC Radio FIVE LIVE	Q	51618	6295	12	1.0	7.9	49574	4.7
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51618	6439	12	1.0	8.0	51358	4.9
FIVE LIVE SPORTS EXTRA	Q	51618	648	1	*	2.8	1784	0.2
BBC 6 Music	Q	51618	1196	2	0.2	8.6	10339	1.0
1Xtra from the BBC	Q	51618	806	2	0.1	5.7	4556	0.4
BBC Radio 7	Q	51618	1045	2	0.1	6.4	6691	0.6
BBC Asian Network UK	Q	51618	462	1	*	5.1	2350	0.2
BBC World Service	Q	51618	1319	3	0.1	4.7	6216	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4352	895	21	1.4	7.0	6236	7.5
BBC Radio Ulster <sup>3</sup>	H	1445	507	35	4.1	11.8	5980	20.3
Total BBC Radio Wales/Cymru	H	2519	588	23	2.6	11.3	6632	12.4
BBC Radio Wales	H	2519	467	19	1.7	9.0	4203	7.9
BBC Radio Cymru	H	2519	172	7	1.0	14.1	2430	4.5
<b>LOCAL</b>								
BBC Local Radio	Q	41651	6962	17	1.7	10.4	72386	8.4
BBC Radio Berkshire	H	796	146	18	1.2	6.8	993	6.6
BBC Radio Bristol	H	893	161	18	2.0	10.9	1756	8.4
BBC Radio Cambridgeshire	H	710	116	16	1.6	9.6	1115	7.0
BBC Radio Cornwall	H	458	157	34	4.7	13.9	2172	19.7
BBC Coventry and Warwickshire	H	665	68	10	1.0	10.2	689	5.3
BBC Radio Cumbria	H	408	140	34	3.8	11.1	1558	17.3
BBC Radio Derby	H	634	169	27	2.6	9.7	1646	14.0

Source: RAJAR/Ipsos MORI/R SMB

<sup>3</sup> 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	984	235	24	2.8	11.6	2729	13.1
BBC Essex	H	1281	238	19	2.4	12.7	3033	10.3
BBC Radio Gloucestershire	H	483	91	19	1.7	8.7	800	7.9
BBC Hereford & Worcester	H	494	99	20	2.0	10.0	986	10.2
BBC Radio Humberside	H	768	195	25	2.8	11.0	2145	13.2
BBC Radio Kent	H	1390	255	18	2.3	12.8	3264	10.6
BBC Radio Lancashire	H	1183	239	20	1.7	8.3	1990	8.3
BBC Radio Leeds	H	1633	265	16	1.3	7.8	2065	6.7
BBC Radio Leicester	H	806	137	17	1.6	9.6	1315	8.6
BBC Radio Lincolnshire	H	540	107	20	3.6	18.2	1947	15.6
BBC London 94.9	Q	10983	560	5	0.3	5.5	3091	1.4
BBC Radio Manchester	H	2128	220	10	0.7	6.9	1507	3.8
BBC Radio Merseyside	H	1616	302	19	2.3	12.4	3752	11.4
BBC Radio Newcastle	H	1419	262	18	1.6	8.8	2292	9.0
BBC Radio Norfolk	H	768	193	25	3.0	11.9	2307	14.3
BBC Radio Northampton	H	481	90	19	1.9	10.1	905	9.7
BBC Radio Nottingham	H	790	185	23	2.1	9.1	1694	11.3
BBC Oxford 95.2FM	H	518	69	13	1.1	8.5	591	6.0
BBC Radio Sheffield	H	1261	236	19	1.5	8.0	1883	8.0
BBC Radio Shropshire	H	379	99	26	2.9	11.2	1112	12.8
BBC Radio Solent**	H	1532	268	18	1.8	10.5	2826	7.9
BBC Solent for Dorset	Y	172	24	14	1.0	7.5	180	5.0
BBC Somerset	H	442	65	15	1.7	11.5	749	7.0
BBC Radio Stoke	H	597	143	24	2.9	11.9	1701	13.9
BBC Radio Suffolk	H	533	112	21	2.7	12.9	1452	13.0
BBC Sussex and BBC Surrey	H	2460	266	11	1.0	9.4	2491	4.5
BBC Tees	H	790	85	11	0.6	5.5	469	3.1
BBC Three Counties Radio	H	1285	147	11	1.0	8.5	1247	4.9
BBC WM (Birmingham & Black Country)	H	2254	190	8	0.8	9.8	1870	4.6
BBC Radio Wiltshire/Swindon	H	541	78	14	1.3	9.1	709	6.0
BBC Radio York	H	536	103	19	1.7	8.8	901	7.9
BBC Radio Guernsey	Y	52	19	37	4.5	12.1	232	23.4
BBC Radio Jersey	Y	75	27	36	3.9	10.7	295	19.7

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		
<b>NATIONAL</b>								
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51618	2405	5	0.4	7.6	18192	1.7
Total Absolute Radio (was Total Virgin Radio)	Q	51618	1654	3	0.2	7.4	12239	1.2
Total Absolute Radio Network (London)	Q	10983	1123	10	0.8	8.0	8997	4.1
Total Absolute Radio (London) (was Total Virgin (London))	Q	10983	911	8	0.7	7.9	7165	3.2
Absolute Radio London (was Virgin Radio London)	Q	10983	725	7	0.5	7.0	5080	2.3
Absolute Radio National (was Virgin Radio National)	Q	51618	1115	2	0.1	6.4	7159	0.7
Absolute 80s	Q	51618	564	1	0.1	6.6	3712	0.4
Absolute Radio 90s	Q	51618	203	*	*	4.8	976	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	H	51618	303	1	*	3.9	1185	0.1
Chill	H	51618	176	*	*	3.6	629	0.1
Total Choice (UK)	H	51618	684	1	0.1	5.2	3541	0.3
Classic FM	Q	51618	5676	11	0.7	6.6	37288	3.5
Galaxy Network (UK)	H	51618	3779	7	0.5	6.7	25497	2.4
Gold Network (UK)	H	51618	1465	3	0.3	9.3	13682	1.3
Heart Network (UK)	H	51618	7988	15	1.2	7.7	61587	5.9
Heat	Q	51618	578	1	*	2.6	1504	0.1
The Hits	Q	51618	1153	2	0.1	3.6	4132	0.4
Jazz FM	Q	51618	452	1	*	4.1	1866	0.2
Total Kerrang!	H	51618	1416	3	0.1	4.3	6060	0.6
Total Kiss Network	H	51618	4041	8	0.4	5.5	22381	2.1
Total LBC (UK)	H	51618	1124	2	0.3	11.7	13154	1.3
Total Magic	Q	51618	3984	8	0.6	7.3	29055	2.8
NME Radio	H	51618	257	*	*	4.0	1028	0.1
Panjab Radio	Q	51618	194	*	*	5.1	999	0.1
Planet Rock	Q	51618	783	2	0.1	6.8	5333	0.5
Q	Q	51618	246	*	*	2.0	492	*
Total Real Radio	H	51618	2371	5	0.4	8.8	20911	2.0
Smash Hits Radio	Q	51618	1109	2	0.1	3.6	4002	0.4
Smooth Radio UK	H	51618	3053	6	0.5	7.7	23517	2.3
Sunrise Radio National	Q	51618	506	1	0.1	6.6	3316	0.3
talkSPORT	Q	51618	2960	6	0.4	7.4	21991	2.1
Total XFM (UK)	H	51618	962	2	0.1	4.6	4455	0.4

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		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	50857	26956	53	6.7	12.6	339266	32.7
107.8 Arrow FM for Hastings	Y	114	24	21	1.3	6.1	146	5.2
105-107 Atlantic FM	Y	458	67	15	0.9	6.4	427	3.9
107.6 Banbury Sound	Y	84	18	21	2.3	11.1	196	10.4
Total Bauer Radio	H	51618	13303	26	2.2	8.7	116044	11.1
Total Bauer Radio ILR	H	36897	10440	28	2.5	8.7	90898	12.4
Big City Network	H	16038	4716	29	2.6	8.8	41599	13.4
Big City FM and AM	H	16192	5412	33	3.3	9.7	52666	16.8
Big City England	H	10545	2720	26	2.0	7.6	20792	10.2
Total Magic	Q	51618	3984	8	0.6	7.3	29055	2.8
Magic Network - North	H	10417	798	8	0.7	9.2	7368	3.7
Bauer Radio - North East	H	2227	776	35	3.0	8.6	6660	16.4
Big City Network - North East	H	2227	585	26	1.9	7.2	4238	10.4
Metro Radio	H	1474	393	27	2.0	7.4	2894	11.0
TFM Radio	H	816	195	24	1.6	6.9	1344	8.7
Magic Network - North East	H	2227	283	13	1.1	8.6	2422	6.0
Magic 1152 (Newcastle)	H	1474	177	12	0.8	7.1	1247	4.7
Magic 1170 (Teesside)	H	816	106	13	1.4	11.1	1175	7.6
Metro Radio/Magic 1152	H	1474	505	34	2.8	8.2	4142	15.7
TFM Radio/Magic 1170	H	816	277	34	3.1	9.1	2519	16.3
Bauer Liverpool	H	1801	518	29	2.8	9.9	5102	13.7
Total City Talk/Magic 1548	H	1801	161	9	0.6	6.9	1105	3.0
Bauer FM Liverpool	H	1801	466	26	2.4	9.2	4279	11.5
City Talk 105.9	H	1560	63	4	0.2	4.5	282	0.9
Bauer Radio - North West	H	5110	1419	28	2.4	8.7	12402	12.3
Big City Network - North West	H	4957	1273	26	2.1	8.1	10282	10.6
Radio City 96.7	H	1801	439	24	2.2	9.1	3996	10.7
Key 103 (Manchester)	H	2401	538	22	1.6	7.3	3910	8.7
97.4 Rock FM	H	1245	317	25	1.9	7.5	2375	9.7
Magic Network - North West	H	5076	248	5	0.4	8.5	2120	2.1
Magic 1548 (Liverpool)	H	1801	106	6	0.5	7.8	823	2.2
Magic 1152 (Manchester)	H	2401	99	4	0.4	8.8	873	1.9
Magic 999 (Preston)	H	1113	44	4	0.4	9.7	424	1.9
Key 103/Magic 1152 (Manchester)	H	2401	597	25	2.0	8.0	4783	10.6
Radio City 96.7/Magic 1548	H	1801	496	28	2.7	9.7	4819	13.0
97.4 Rock FM/Magic 999	H	1399	346	25	2.0	8.1	2800	10.0
Bauer Radio - Yorkshire	H	3115	929	30	2.6	8.7	8054	13.3
Big City Network - Yorkshire	H	3115	757	24	1.7	6.9	5228	8.6

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96.3 Radio Aire	H	998	173	17	1.2	6.9	1193	6.4
Hallam FM	H	1264	347	27	1.9	6.9	2400	10.2
96.9 Viking FM	H	911	243	27	1.8	6.7	1635	8.3
Magic Network - Yorkshire	H	3115	267	9	0.9	10.6	2826	4.7
Magic 828 (Leeds)	H	998	107	11	1.3	12.1	1292	6.9
Magic AM (Sheffield)	H	1264	87	7	0.7	10.0	865	3.7
Magic 1161 (Hull)	H	911	80	9	0.8	9.2	735	3.7
96.3 Radio Aire/Magic 828	H	998	247	25	2.5	10.1	2485	13.3
Hallam FM/Magic AM	H	1264	403	32	2.6	8.1	3265	13.8
96.9 Viking FM/Magic 1161	H	911	289	32	2.6	8.2	2369	12.1
Total Kerrang!	H	51618	1416	3	0.1	4.3	6060	0.6
Kerrang! 105.2	H	3535	366	10	0.6	5.6	2052	3.1
Bauer Radio London (Magic 105.4/Kiss 100)	Q	10983	3397	31	2.3	7.5	25550	11.5
Kiss 100 FM	Q	10983	1771	16	1.0	6.1	10776	4.9
Magic 105.4	Q	10983	2149	20	1.3	6.9	14774	6.7
Total Kiss Network	H	51618	4041	8	0.4	5.5	22381	2.1
Kiss East	H	2070	374	18	1.3	7.1	2670	6.0
Kiss West	H	2369	443	19	1.3	6.9	3074	5.8
Bauer Radio Total Scotland	H	4320	1700	39	4.4	11.3	19188	23.1
Big City Scotland	Y	4083	1461	36	3.7	10.2	14963	19.5
Bauer Radio Central Scotland	H	2838	972	34	4.0	11.6	11273	21.2
Scottish AMs	H	3515	421	12	1.1	8.8	3699	5.6
Total Radio Clyde	H	1839	631	34	4.1	11.9	7509	21.3
Clyde 1 FM	H	1839	542	29	3.1	10.4	5615	15.9
Clyde 2	H	1839	209	11	1.0	9.1	1894	5.4
Total Radio Forth	H	1096	348	32	3.4	10.8	3763	18.5
ForthOne	H	1096	297	27	2.6	9.7	2875	14.1
Forth2	H	1096	100	9	0.8	8.9	888	4.4
C.F.M.Radio	Y	247	106	43	3.9	9.0	957	19.9
Moray Firth Radio	Y	233	127	55	6.8	12.4	1577	29.5
Total Northsound Radio	Y	313	136	44	4.8	10.9	1487	25.6
Northsound One	Y	313	124	40	3.9	10.0	1234	21.2
Northsound Two	Y	313	41	13	0.8	6.1	253	4.4
Radio Borders	Y	107	60	56	7.0	12.5	749	34.9
Total Radio Tay	Y	375	160	43	5.3	12.5	1994	25.5
Tay-FM	Y	375	112	30	3.2	10.8	1209	15.5
Tay-AM	Y	375	78	21	2.1	10.1	786	10.0
West Sound <sup>3</sup>	Y	388	185	48	4.6	9.6	1768	23.9

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			'000	%	per head	per listener		
Downtown Radio (DTR)/ 97.4 Cool FM	H	1420	588	41	4.5	10.8	6362	21.9
97.4 Cool FM	H	971	364	37	3.6	9.6	3486	17.4
Downtown Radio (DTR)	H	1420	281	20	2.0	10.2	2876	9.9
Wave 105 FM	H	1747	369	21	2.5	11.6	4286	10.7
107 The Bee	Y	184	27	15	1.1	7.4	199	6.5
Total Broadcast Co	Y	419	54	13	0.9	6.8	371	3.8
Fire 107.6 FM	Y	286	38	13	0.7	5.6	210	3.2
Nova Radio - Weston (was Star Radio in North Somerset)	Y	133	17	13	1.2	9.5	160	5.1
Central FM	Y	219	48	22	1.0	4.7	226	5.2
Chelmsford Radio 107.7 FM (was Dream 107.7FM)	Y	235	19	8	0.5	6.6	126	2.5
Total Cheshire Radio	Y	366	53	14	0.8	5.4	285	4.0
Cheshire's Silk 106.9	Y	179	21	11	0.5	4.6	94	2.9
Chester's Dee 106.3	Y	188	32	17	1.0	5.9	191	5.0
Total CN Radio	Y	838	233	28	2.3	8.4	1955	10.9
The Bay	Y	291	96	33	2.7	8.3	793	12.6
Citybeat 96.7/102.5FM	H	546	138	25	1.8	7.0	970	7.8
Lakeland Radio	Y	51	15	30	2.9	9.4	146	12.1
The Coast	H	1676	124	7	0.4	6.0	744	1.9
Connect FM	Y	227	32	14	1.2	8.7	277	6.2
Connect FM Peterborough (was Lite FM)	Y	187	13	7	0.4	5.0	66	1.8
Colourful	H	10984	15	*	*	11.9	181	0.1
3FM	Y	67	24	35	4.0	11.4	270	17.8
Total Global Radio (UK)	H	51618	19892	39	3.4	8.8	174783	16.8
Chill	H	51618	176	*	*	3.6	629	0.1
Total Choice (UK)	H	51618	684	1	0.1	5.2	3541	0.3
Choice FM London	Q	10983	480	4	0.3	6.1	2950	1.3
Classic FM	Q	51618	5676	11	0.7	6.6	37288	3.5
Galaxy Network (UK)	H	51618	3779	7	0.5	6.7	25497	2.4
Gold Network (UK)	H	51618	1465	3	0.3	9.3	13682	1.3
Heart Network (UK)	H	51618	7988	15	1.2	7.7	61587	5.9
Total LBC (UK)	H	51618	1124	2	0.3	11.7	13154	1.3
Total XFM (UK)	H	51618	962	2	0.1	4.6	4455	0.4
Global Radio London (ILR)	Q	10983	4935	45	4.1	9.1	44870	20.2
Global Radio (ILR)	H	42041	14183	34	3.0	8.8	125300	14.9
Fun Radio	H	10984	42	*	*	4.0	166	0.1

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th September 2010



## 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 Network (ILR)	H	15498	3335	22	1.5	7.1	23646	8.0
Galaxy Birmingham	H	2110	404	19	1.2	6.2	2513	6.7
Galaxy Manchester	H	2821	566	20	1.2	6.2	3497	6.5
Galaxy North East	H	2203	607	28	2.2	7.9	4778	11.9
Galaxy Scotland (was XFM Scotland)	H	2722	457	17	1.3	7.5	3423	6.7
Galaxy Scotland (East) (was XFM Scotland (East))	H	1196	200	17	1.2	7.2	1434	6.4
Galaxy Scotland (West) (was XFM Scotland (West))	H	1706	295	17	1.3	7.5	2197	6.7
Galaxy South Coast (was 103.2 Power FM)	H	1145	222	19	1.4	7.3	1609	6.1
Galaxy Yorkshire	H	4497	1079	24	1.7	7.3	7826	8.9
Gold Network (ILR)	H	29404	1220	4	0.4	9.7	11802	2.0
Gold Bedford	H	611	26	4	0.5	11.7	301	2.3
Gold Berkshire/North Hampshire	H	749	28	4	0.2	6.1	173	1.2
Gold Birmingham <sup>4</sup>	H	2067	72	3	0.2	6.4	456	1.2
Gold Bristol/Bath/Wiltshire	H	1364	94	7	0.7	10.3	968	3.1
Gold Coventry <sup>4</sup>	H	659	23	4	0.4	11.7	275	2.2
Gold Crawley	Y	377	11	3	0.2	6.1	68	0.8
Gold Derby	Y	457	12	3	0.2	9.1	110	1.3
Gold Devon	Y	543	9	2	0.1	7.1	65	0.5
Gold Dorset	H	606	41	7	0.6	8.9	367	2.6
Gold Essex	H	1246	59	5	0.7	14.9	878	3.1
Gold Gloucester	Y	408	15	4	0.4	11.4	173	2.1
Gold Hampshire	H	1145	62	5	0.4	8.1	505	1.9
Gold Kent	H	1175	39	3	0.3	9.4	368	1.4
Gold London	Q	10983	371	3	0.4	11.2	4151	1.9
Gold Luton	H	1057	47	4	0.4	8.8	416	2.0
Gold Manchester	H	2402	79	3	0.3	10.2	806	1.8
Gold Norfolk/Suffolk	H	1172	66	6	0.7	12.0	798	3.3
Gold Norfolk	H	653	42	6	0.7	10.2	428	3.2
Gold Suffolk	H	525	25	5	0.7	14.9	370	3.3
Gold North Wales/Cheshire	Y	385	10	3	0.3	10.4	101	1.2
Gold Northampton	H	554	24	4	0.4	9.1	216	2.0
Gold Nottingham	H	1159	44	4	0.2	5.4	238	1.1
Gold Peterborough	H	586	36	6	0.9	14.1	503	3.9
Gold Plymouth	Y	342	19	6	0.7	13.1	247	3.6
Gold Sussex	H	1017	63	6	0.5	7.5	472	2.1
Gold South East Wales	H	986	38	4	0.5	12.7	485	2.4

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING

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			'000	%	per head	per listener		
Gold Wolverhampton <sup>4</sup>	H	1303	46	4	0.3	9.1	422	1.6
Heart Network (ILR)	H	28512	7313	26	2.0	7.9	57495	9.9
Heart 103 FM Anglesey and Gwynedd (was Champion)	Y	123	32	26	1.9	7.3	231	9.1
Heart 102.3 FM Dorset and New Forest (was 2CR)	H	606	131	22	1.2	5.4	712	5.1
Heart 96.9 FM Bedford	Y	402	106	26	2.3	8.9	940	11.5
Heart 97.6 FM Beds/Bucks/Herts	H	759	160	21	1.7	8.2	1315	9.1
Heart Berkshire and North Hants (was 2-Ten FM)	H	749	188	25	2.0	8.1	1529	10.3
Heart Bristol/Bath/Wiltshire (was GWR)	H	1364	433	32	3.1	9.7	4194	13.5
Heart 103 FM Cambridgeshire	Y	447	122	27	1.9	7.0	850	9.0
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sound)	Y	385	71	18	2.0	10.7	756	9.3
Heart Colchester/Suffolk	H	680	164	24	1.6	6.5	1064	7.2
Heart 96.1 FM Colchester	Y	197	59	30	2.4	7.9	466	10.9
Heart Suffolk	H	554	109	20	1.4	7.0	760	6.3
Heart Crawley and Surrey (was Mercury FM (Surrey & Sussex))	Y	377	81	22	1.2	5.6	457	5.7
Heart Devon Total (was Gemini)	Y	543	175	32	3.0	9.3	1622	13.8
Heart Exeter & East Devon (was Gemini)	Y	315	104	33	2.9	8.9	922	13.2
Heart Torbay & South Devon (was Gemini)	Y	228	71	31	3.1	9.9	700	14.7
Heart 106 FM East Midlands <sup>4</sup>	H	2171	453	21	1.6	7.8	3513	8.6
Heart Essex (was Essex FM) <sup>3</sup>	H	1246	430	34	3.6	10.3	4424	15.7
Heart Gloucestershire (was Severn Sound)	Y	408	119	29	2.6	9.0	1074	13.1
Heart Hampshire and West Sussex (was Ocean)	H	1034	184	18	1.3	7.1	1301	5.7
Heart 96.6 FM Hertfordshire (was Mercury FM (Herts))	Y	335	35	11	0.7	6.6	233	3.6
Heart Kent (was Invicta FM)	H	1175	382	33	2.6	8.0	3062	11.9
Heart 106.2 FM London	Q	10983	2057	19	1.1	5.7	11717	5.3
Heart 103.3 FM Milton Keynes	Y	235	82	35	3.4	9.8	805	16.3
Heart 102.4 FM Norfolk	H	653	200	31	2.2	7.3	1460	10.8
Heart 96.6 FM Northants	H	554	158	29	2.1	7.3	1160	10.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 19th September 2010



## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Heart North Devon (was Lantern FM)	Y	134	50	37	3.7	10.0	499	16.0
Heart 96.3 FM North Wales Coast (was Coast)	Y	244	62	25	2.2	8.6	528	10.6
Heart Oxfordshire (was Fox FM)	H	670	158	24	2.2	9.4	1476	11.1
Heart 102.7 Peterborough	Y	389	108	28	2.5	8.9	963	12.1
Heart Plymouth (was Plymouth Sound)	Y	342	117	34	3.2	9.3	1091	15.9
Heart Somerset (was Orchard FM)	Y	345	119	35	4.0	11.4	1365	16.3
Heart South Hams	Y	65	12	19	1.2	6.3	79	5.9
Heart Sussex (was Southern FM)	H	1017	309	30	2.7	9.0	2764	12.3
Heart 100.7 FM West Midlands	H	3569	769	22	1.8	8.3	6346	9.5
Heart 97.1 FM Wirral (was The Buzz)	Y	438	59	13	0.8	6.3	372	4.4
The Hit Music Network (ILR)	H	17698	3707	21	1.3	6.3	23346	6.7
95.8 Capital FM	Q	10983	2125	19	1.1	5.5	11722	5.3
Beacon Radio <sup>4</sup>	H	1303	231	18	1.3	7.1	1633	6.2
96.4 BRMB <sup>4</sup>	H	2067	334	16	0.9	5.6	1880	5.1
105.4 Leicester Sound FM	H	622	134	22	1.4	6.6	884	7.8
Mercia <sup>4</sup>	H	659	145	22	1.6	7.5	1083	8.6
RAM FM	Y	457	103	22	2.0	8.8	907	10.9
Red Dragon	H	986	321	33	2.4	7.3	2347	11.4
96 Trent FM	H	1159	331	29	2.0	7.2	2370	11.0
Wyvern FM <sup>4</sup>	Y	498	103	21	1.6	7.7	794	8.0
LBC (ILR)	Q	10983	1048	10	1.1	11.6	12108	5.5
LBC 97.3	Q	10983	928	8	1.0	11.7	10830	4.9
LBC News 1152	Q	10983	373	3	0.1	3.4	1278	0.6
XFM (ILR)	H	13805	728	5	0.2	4.7	3446	1.3
XFM 104.9	Q	10983	540	5	0.2	4.1	2222	1.0
XFM Manchester	H	2821	187	7	0.3	4.6	858	1.6
Total GMG Radio	H	51618	5191	10	0.9	8.8	45636	4.4
GMG Radio North West Total	H	5263	1328	25	2.3	9.3	12294	11.8
GMG Radio North West Regional	H	5225	1238	24	2.2	9.2	11404	11.0
GMG Radio North East	H	2227	600	27	2.2	8.3	4961	12.2
GMG Radio Scotland	H	2885	850	29	3.1	10.6	9028	16.7
Total Real Radio	H	51618	2371	5	0.4	8.8	20911	2.0
Real Radio (ILR Network)	H	14784	2215	15	1.4	9.1	20062	7.0
Real Radio (North East) - (was Century Radio)	H	2227	301	14	0.9	6.9	2085	5.1

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# 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

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			'000	%	per head	per listener		
Real Radio (North West) - (was Century Radio)	H	5225	521	10	1.0	10.0	5210	5.0
Real Radio (Scotland)	H	2698	665	25	2.5	10.1	6721	13.2
Real Radio (Wales)	H	1792	434	24	2.1	8.5	3703	10.1
Real Radio (Yorkshire)	H	2841	293	10	0.8	8.0	2343	4.4
96.3 Rock Radio	H	813	55	7	0.4	5.7	317	2.2
106.1 Rock Radio	H	2262	129	6	0.4	6.9	891	2.1
Smooth Radio UK	H	51618	3053	6	0.5	7.7	23517	2.3
Smooth Radio (ILR Network)	H	26010	2654	10	0.8	8.0	21322	4.2
Smooth Radio Midlands	H	5688	681	12	1.3	10.4	7112	6.7
Smooth Radio (East Midlands)	H	2162	326	15	1.4	9.5	3083	7.6
Smooth Radio (West Midlands)	H	3569	357	10	1.1	11.4	4074	6.1
Smooth Radio (Glasgow)	H	1885	241	13	1.1	8.2	1990	5.6
Smooth Radio (London)	Q	10983	544	5	0.3	6.8	3725	1.7
Smooth Radio (North East)	H	2227	385	17	1.3	7.5	2876	7.1
Smooth Radio (North West)	H	5225	858	16	1.2	7.2	6194	6.0
Imagine FM	Y	375	28	8	0.4	5.7	163	2.4
IOW Radio	Y	121	40	33	4.6	14.2	563	15.8
JACKfm Oxfordshire	H	505	62	12	0.6	5.2	320	3.4
106 JACKfm (Oxford)	H	505	50	10	0.5	5.4	269	2.8
Oxford's FM107.9	H	505	15	3	0.1	3.5	51	0.5
106 JACKfm/Star Radio (Bristol)	Y	595	73	12	0.7	6.1	444	3.5
106 JACKfm (Bristol) (was Original 106)	H	595	72	12	0.7	5.6	402	3.0
Star Radio (Bristol)	Y	462	34	7	0.3	4.5	154	1.6
Kingdom FM	Y	286	72	25	2.1	8.4	603	10.9
kmfm Group	Y	1000	152	15	1.3	8.9	1350	5.7
kmfm East	Y	476	89	19	2.0	10.5	939	8.2
kmfm West	H	523	62	12	0.5	4.4	268	2.3
Lincs FM Group	H	2685	606	23	2.4	10.7	6506	11.9
Lincs FM 102.2 <sup>3</sup>	H	910	293	32	4.1	12.8	3749	19.2
Oak FM	Y	314	28	9	0.4	4.8	135	2.2
Lincs FM Group Yorkshire	Y	1476	303	21	1.9	9.3	2816	9.6
Dearne FM	Y	229	47	21	1.5	7.2	342	8.3
KCFM 99.8	Y	430	71	16	1.6	9.6	681	6.9
Ridings FM	Y	294	38	13	1.0	7.6	288	5.7
Rother FM	Y	207	37	18	1.7	9.7	356	9.0
Trax FM	Y	365	111	30	3.1	10.4	1149	16.0

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# 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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The Local Radio Company Group Total	Y	1986	521	26	2.0	7.8	4068	10.3
2BR	Y	194	68	35	2.4	6.9	471	13.8
Minster FM	Y	305	84	28	1.7	6.0	506	7.8
Mix 96	Y	123	44	36	2.4	6.7	294	11.4
Spire FM	Y	114	42	37	4.0	10.7	456	17.4
Spirit FM	Y	212	54	26	2.3	9.1	491	11.4
Star North East	Y	381	37	10	0.7	7.4	275	3.9
Star NE - North (was Durham FM)	Y	210	18	9	0.6	6.9	126	3.3
Star NE - South (was Alpha 103.2)	Y	170	19	11	0.9	7.9	149	4.5
97.2 Stray FM	Y	147	44	30	1.8	5.9	261	9.4
Sun FM	Y	271	64	24	2.0	8.3	529	11.2
Wessex FM	Y	121	39	32	2.7	8.4	330	12.3
Yorkshire Coast Radio	Y	118	43	37	3.8	10.5	454	16.6
Radio Mansfield 103.2	Y	156	35	23	2.0	8.7	306	10.3
Manx Radio	Y	67	38	56	6.9	12.4	468	30.7
Midwest Radio	Y	197	33	17	1.9	11.2	366	8.0
Northern Media Group	Y	573	146	26	2.3	8.9	1308	11.5
Five FM	Y	82	22	27	2.3	8.3	187	11.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	296	90	30	3.0	9.8	879	14.6
Seven FM	Y	146	19	13	0.7	5.8	109	3.9
Six FM	Y	93	16	17	1.4	8.5	133	7.1
Original 106 (Aberdeen)	Y	313	39	13	0.7	5.7	225	3.9
Total Orion Midlands	H	5868	1305	22	1.7	7.6	9862	8.9
Heart 106 FM East Midlands	H	2171	453	21	1.6	7.8	3513	8.6
Orion West Midlands	H	3788	858	23	1.7	7.4	6349	8.9
Orion West Midlands FM	H	3788	773	20	1.4	7.0	5410	7.5
Beacon Radio	H	1303	231	18	1.3	7.1	1633	6.2
96.4 BRMB	H	2067	334	16	0.9	5.6	1880	5.1
Mercia	H	659	145	22	1.6	7.5	1083	8.6
Wyvern FM	Y	498	103	21	1.6	7.7	794	8.0
Gold Birmingham	H	2067	72	3	0.2	6.4	456	1.2
Gold Coventry	H	659	23	4	0.4	11.7	275	2.2
Gold Wolverhampton	H	1303	46	4	0.3	9.1	422	1.6
Premier Christian Radio	Q	10983	213	2	0.2	11.3	2405	1.1
107.4 The Quay	Y	380	43	11	0.7	6.3	270	3.1
Reading 107 FM	Y	226	19	9	0.5	6.4	124	3.4
96.2 The Revolution	H	510	39	8	0.8	10.1	395	3.9

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# QUARTERLY SUMMARY OF RADIO LISTENING

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			'000	%	per head	per listener		
Southwest Local Radio Group (Palm & Exeter FM)	Y	532	62	12	0.9	8.2	505	4.4
Exeter FM	Y	304	26	9	0.5	6.3	164	2.4
Palm FM	Y	228	36	16	1.5	9.5	340	7.1
107.5 Sovereign Radio	Y	151	29	19	1.1	5.7	167	4.8
The Sunrise Group	H	51618	579	1	0.1	7.6	4378	0.4
Buzz Asia 963 & 972AM	H	10984	107	1	*	4.0	429	0.2
Kismet Radio 1035 (Greater London)	Q	10983	131	1	0.1	8.7	1143	0.5
Sunrise Radio (Greater London)	Q	10983	372	3	0.2	7.2	2668	1.2
Sunrise Radio National	Q	51618	506	1	0.1	6.6	3316	0.3
Time FM 106.6	Y	284	19	7	0.4	6.2	120	2.4
Tindle Radio Group	Y	1364	330	24	2.5	10.3	3389	11.5
Kestrel FM (North and South)	Y	231	53	23	1.9	8.4	448	8.5
Kestrel FM	Y	137	34	25	2.2	8.7	296	9.0
KESTREL FM - was Delta Radio	Y	94	19	20	1.6	7.9	152	7.6
Tindle Radio Anglia	Y	1005	210	21	2.1	10.1	2131	9.8
THE BEACH	Y	186	51	28	3.0	10.9	560	14.7
Dream 100	Y	143	49	34	4.8	14.1	687	19.0
North Norfolk Radio	Y	92	23	25	2.6	10.5	244	12.0
Radio NORWICH 99.9	Y	329	53	16	1.1	7.0	371	5.2
Town 102 FM	Y	277	34	12	1.0	7.9	268	4.7
Channel 103 FM	Y	75	41	54	6.1	11.3	463	31.0
Island FM 104.7	Y	52	26	51	6.7	13.2	348	35.0
Total Touch Radio Network	Y	897	122	14	1.1	7.9	959	5.3
Rugby FM	Y	71	20	28	2.9	10.2	202	13.4
Touchradio Staffs	Y	250	34	14	1.4	9.8	338	7.0
96.2FM Touchradio - Coventry	Y	288	27	9	0.4	4.5	120	2.4
102FM Touchradio - Warks Worcs Cotswolds	Y	288	34	12	0.9	7.3	252	3.8
107.3 Touchradio - Warwick	Y	133	9	7	0.4	5.0	47	1.8
Total Town and Country Broadcasting	Y	51618	486	1	0.1	5.8	2821	0.3
NME Radio	H	51618	257	*	*	4.0	1028	0.1
Town and Country Broadcasting (South and West Wales)	Y	1585	258	16	1.3	7.9	2039	6.3
102.1 Bay Radio	Y	457	35	8	0.5	6.6	234	2.5
106.3 Bridge FM	Y	124	35	28	2.0	7.0	244	9.2
97.1 Radio Carmarthenshire <sup>3</sup>	Y	128	40	31	2.5	7.9	317	12.0

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# QUARTERLY SUMMARY OF RADIO LISTENING

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			'000	%	per head	per listener		
Nation Radio	H	1409	145	10	0.6	6.2	897	3.1
102.5 Radio Pembrokeshire	Y	94	40	43	4.4	10.2	408	22.4
Total UKRD	H	1446	377	26	2.5	9.7	3662	11.3
Pirate FM	Y	482	149	31	3.3	10.6	1582	14.0
The County Sound Radio Network	H	541	165	31	2.5	8.1	1338	11.5
County Sound 1566	H	541	11	2	0.1	3.4	39	0.3
96.4 Eagle Radio	H	541	158	29	2.4	8.2	1300	11.1
Total UKRD East	H	421	67	16	1.4	8.6	583	6.3
KL.FM 96.7	Y	152	46	30	3.6	11.9	549	16.2
Star Radio in Cambridge	Y	271	24	9	0.5	5.3	126	2.3
UTV Radio (inc. talkSPORT)	H	51618	3902	8	0.6	8.1	31421	3.0
UTV Radio (excl. talkSPORT)	H	6096	1273	21	2.0	9.4	11950	9.9
107.6 Juice FM	H	953	162	17	1.5	8.8	1426	7.4
Peak 107 FM	Y	414	83	20	2.3	11.4	943	12.5
The Pulse/Pulse 2	H	853	161	19	1.7	8.9	1426	8.8
The Pulse	H	853	148	17	1.4	8.0	1181	7.3
Pulse 2	H	853	43	5	0.3	5.6	245	1.5
Signal One & Signal Two	H	772	260	34	3.8	11.3	2942	18.7
Signal One	H	772	244	32	3.2	10.1	2455	15.6
Signal Two	H	772	56	7	0.6	8.7	487	3.1
Total Swansea Sound/ 96.4 FM The Wave	Y	457	168	37	3.0	8.1	1357	14.7
96.4 FM The Wave	Y	457	131	29	1.9	6.5	852	9.2
Swansea Sound - 1170 MW	Y	457	70	15	1.1	7.2	505	5.5
U105	H	859	133	16	1.6	10.0	1338	7.5
Radio Wave 96.5 FM	Y	240	76	32	3.4	10.6	813	15.7
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1115	182	16	1.0	6.3	1142	5.3
107.4 Tower FM	Y	430	47	11	0.7	6.6	310	3.9
107.2 Wire FM	Y	278	51	18	1.0	5.4	272	4.8
102.4 Wish FM	Y	467	88	19	1.2	6.3	560	6.0
107.7 The Wolf	Y	431	38	9	0.8	8.6	327	4.0
Wave 102 FM	Y	154	30	19	1.3	6.5	193	7.0
Yorkshire Radio	H	4479	76	2	0.1	4.9	374	0.4

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	33373	65	8.9	13.7	458133	43.4
Children 10-14	Q	3577	2865	80	6.9	8.6	24701	70.9
15-24	Q	8248	6357	77	9.4	12.2	77627	61.3
25-44	Q	17131	12185	71	10.0	14.0	170588	51.9
45-64	Q	15911	10283	65	9.4	14.5	149043	41.1
65+	Q	10329	4548	44	5.9	13.4	60875	25.6
Main Shoppers	Q	40031	25363	63	8.7	13.8	350155	42.2
Main Shoppers with children	Q	11835	8681	73	10.1	13.7	119062	54.2
ABC1	Q	28348	18150	64	7.3	11.4	207747	37.0
C2DE	Q	23271	15224	65	10.8	16.4	250386	50.7
ALL BBC 15+	Q	51618	34243	66	11.1	16.7	573459	54.3
Children 10-14	Q	3577	1634	46	2.6	5.7	9347	26.8
15-24	Q	8248	4941	60	5.6	9.3	45836	36.2
25-44	Q	17131	10706	62	8.7	13.9	148874	45.3
45-64	Q	15911	11003	69	12.9	18.7	205810	56.7
65+	Q	10329	7592	74	16.7	22.8	172939	72.9
Main Shoppers	Q	40031	26490	66	11.5	17.4	459957	55.5
Main Shoppers with children	Q	11835	7062	60	8.0	13.4	94538	43.0
ABC1	Q	28348	20809	73	12.1	16.4	342124	61.0
C2DE	Q	23271	13433	58	9.9	17.2	231335	46.8

## 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	28th June 2010 - 19th September 2010	25,623
H	29th March 2010 - 19th September 2010	52,193
Y	21st September 2009 - 19th September 2010	106,539