

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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

Adults aged 15 and over: population 51,951,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	47616	92	20.7	22.6	1075779	100.0
ALL BBC	Q	35530	68	11.2	16.4	581436	54.0
ALL BBC 15-44	Q	15865	63	7.4	11.8	186836	41.3
ALL BBC 45+	Q	19665	74	14.8	20.1	394601	63.3
All BBC Network Radio ¹	Q	32108	62	9.4	15.2	488750	45.4
BBC Local/Regional	Q	9645	19	1.8	9.6	92686	8.6
ALL COMMERCIAL	Q	34021	65	9.0	13.8	469706	43.7
ALL COMMERCIAL 15-44	Q	18757	74	10.0	13.5	252407	55.8
ALL COMMERCIAL 45+	Q	15264	57	8.2	14.2	217299	34.8
All National Commercial ¹	Q	16166	31	2.5	8.1	131062	12.2
All Local Commercial (National TSA)	Q	27289	53	6.5	12.4	338644	31.5
Other Listening	Q	3238	6	0.5	7.6	24637	2.3

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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All BBC Network Radio	Q	32108	62	9.4	15.2	488750	45.4
BBC Radio 1	Q	11692	23	1.8	7.8	91705	8.5
BBC Radio 2	Q	13966	27	3.1	11.5	160589	14.9
BBC Radio 3	Q	2174	4	0.3	6.1	13362	1.2
BBC Radio 4	Q	10854	21	2.6	12.2	132920	12.4
BBC Radio 4 (including 4 Extra)	Q	11064	21	2.7	12.8	141529	13.2
BBC Radio 4 Extra (was BBC Radio 7)	Q	1605	3	0.2	5.4	8609	0.8
BBC Radio FIVE LIVE	Q	6542	13	1.0	7.6	50001	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6676	13	1.0	7.9	52432	4.9
FIVE LIVE SPORTS EXTRA	Q	797	2	*	3.0	2431	0.2
BBC 6 Music	Q	1270	2	0.2	8.0	10098	0.9
1Xtra from the BBC	Q	992	2	0.1	6.1	6094	0.6
BBC Asian Network UK	Q	471	1	0.1	6.6	3112	0.3
BBC World Service	Q	1720	3	0.2	5.7	9830	0.9
All National Commercial	Q	16166	31	2.5	8.1	131062	12.2
Total Absolute Radio (was Total Virgin Radio)	Q	1648	3	0.3	8.7	14310	1.3
Absolute 80s	Q	894	2	0.1	6.0	5370	0.5
Absolute Radio 90s	Q	432	1	*	4.8	2057	0.2
Absolute Radio 00s	Q	200	*	*	5.7	1145	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	Q	400	1	*	3.6	1422	0.1
Capital Network (UK) ²	H	6875	13	0.9	6.6	45599	4.3
Chill	H	190	*	*	3.8	724	0.1
Total Choice (UK) ²	H	654	1	0.1	4.9	3181	0.3
Classic FM	Q	5735	11	0.7	6.7	38355	3.6
Gold Network (UK) ²	H	1522	3	0.3	8.6	13062	1.2
Heart Network (UK) ²	H	7686	15	1.0	7.0	54135	5.0
Heat	Q	670	1	*	3.5	2340	0.2
The Hits	Q	1215	2	0.1	3.4	4097	0.4
Jazz FM	Q	592	1	*	3.9	2290	0.2
Kerrang! UK ²	H	1402	3	0.1	4.7	6613	0.6
Kiss UK ²	H	4295	8	0.4	5.2	22443	2.1
Total LBC (UK) ²	H	1147	2	0.2	11.2	12825	1.2
Magic UK ²	Q	4061	8	0.5	6.6	26999	2.5
NME Radio	H	225	*	*	2.8	634	0.1
Planet Rock	Q	857	2	0.1	6.8	5832	0.5
Q	Q	274	1	*	2.8	780	0.1
Total Real Radio ²	H	2563	5	0.4	8.3	21251	2.0
Smash Hits Radio	Q	1122	2	0.1	3.3	3655	0.3
Smooth Radio UK ²	H	3210	6	0.5	7.6	24301	2.3
Sunrise Radio National ²	Q	586	1	0.1	7.3	4279	0.4
talkSPORT	Q	3212	6	0.4	6.3	20278	1.9
Total XFM (UK) ²	H	1016	2	0.1	4.4	4506	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	51951	11692	23	1.8	7.8	91705	8.5
BBC Radio 2	Q	51951	13966	27	3.1	11.5	160589	14.9
BBC Radio 3	Q	51951	2174	4	0.3	6.1	13362	1.2
BBC Radio 4	Q	51951	10854	21	2.6	12.2	132920	12.4
BBC Radio 4 (including 4 Extra)	Q	51951	11064	21	2.7	12.8	141529	13.2
BBC Radio 4 Extra (was BBC Radio 7)	Q	51951	1605	3	0.2	5.4	8609	0.8
BBC Radio FIVE LIVE	Q	51951	6542	13	1.0	7.6	50001	4.6
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51951	6676	13	1.0	7.9	52432	4.9
FIVE LIVE SPORTS EXTRA	Q	51951	797	2	*	3.0	2431	0.2
BBC 6 Music	Q	51951	1270	2	0.2	8.0	10098	0.9
1Xtra from the BBC	Q	51951	992	2	0.1	6.1	6094	0.6
BBC Asian Network UK	Q	51951	471	1	0.1	6.6	3112	0.3
BBC World Service	Q	51951	1720	3	0.2	5.7	9830	0.9
NATIONAL REGIONAL								
BBC Radio Scotland	H	4384	1035	24	1.6	6.8	7056	8.7
BBC Radio Ulster ³	H	1456	591	41	4.6	11.4	6742	22.3
Total BBC Radio Wales/Cymru	H	2524	570	23	2.5	11.1	6312	11.6
BBC Radio Wales	H	2524	464	18	1.9	10.3	4756	8.7
BBC Radio Cymru	H	2524	146	6	0.6	10.7	1556	2.9
LOCAL								
BBC Local Radio	Q	41956	7224	17	1.7	9.8	70499	8.1
BBC Radio Berkshire	H	815	125	15	1.4	8.9	1111	6.6
BBC Radio Bristol	H	912	186	20	1.5	7.2	1348	6.3
BBC Radio Cambridgeshire	H	713	119	17	1.8	10.7	1273	8.4
BBC Radio Cornwall	H	454	142	31	3.7	12.0	1700	15.0
BBC Coventry and Warwickshire	H	673	77	11	0.8	7.0	541	4.2
BBC Radio Cumbria	H	404	147	36	3.8	10.4	1536	16.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Derby	H	636	157	25	2.5	10.2	1605	12.5
BBC Radio Devon	H	975	262	27	2.7	10.2	2678	11.4
BBC Essex	H	1291	294	23	2.3	10.1	2968	9.8
BBC Radio Gloucestershire	H	488	95	20	1.9	9.8	931	8.8
BBC Hereford & Worcester	H	492	129	26	2.3	8.9	1143	12.0
BBC Radio Humberside	H	772	184	24	2.4	10.2	1879	11.6
BBC Radio Kent	H	1394	244	18	2.4	13.5	3295	9.9
BBC Radio Lancashire	H	1170	229	20	1.6	8.0	1825	8.6
BBC Radio Leeds	H	1656	234	14	1.0	7.4	1723	5.4
BBC Radio Leicester	H	812	163	20	1.6	8.0	1307	7.7
BBC Radio Lincolnshire	H	534	111	21	2.8	13.6	1505	12.2
BBC London 94.9	Q	11157	554	5	0.3	5.9	3254	1.4
BBC Radio Manchester	H	2146	165	8	0.6	7.7	1268	3.0
BBC Radio Merseyside	H	1618	338	21	3.4	16.2	5457	15.7
BBC Radio Newcastle	H	1437	296	21	1.6	7.9	2337	8.9
BBC Radio Norfolk	H	771	235	30	3.1	10.2	2399	14.1
BBC Radio Northampton	H	480	107	22	2.2	9.6	1033	10.5
BBC Radio Nottingham	H	797	209	26	2.0	7.8	1632	10.2
BBC Oxford 95.2FM	H	514	77	15	1.2	8.2	631	6.1
BBC Radio Sheffield	H	1273	242	19	1.6	8.3	2017	8.1
BBC Radio Shropshire	H	377	115	31	2.9	9.5	1091	12.9
BBC Radio Solent**	H	1560	292	19	1.8	9.8	2849	8.7
BBC Solent for Dorset	Y	166	21	13	1.2	9.3	195	5.4
BBC Somerset	H	436	78	18	1.4	8.0	621	6.1
BBC Radio Stoke	H	597	206	34	3.4	9.8	2025	15.7
BBC Radio Suffolk	H	535	147	28	3.1	11.2	1643	14.7
BBC Sussex and BBC Surrey	H	2478	285	11	1.2	10.7	3040	5.5
BBC Tees	H	787	136	17	1.4	8.2	1112	7.3
BBC Three Counties Radio	H	1295	189	15	0.8	5.6	1055	4.3
BBC WM (Birmingham & Black Country)	H	2268	219	10	0.8	8.0	1748	3.8
BBC Radio Wiltshire/Swindon	H	547	95	17	1.2	7.1	667	5.4
BBC Radio York	H	533	96	18	1.7	9.6	927	8.7
BBC Radio Guernsey	Y	53	22	42	5.3	12.5	279	27.6
BBC Radio Jersey	Y	77	29	38	4.8	12.6	369	22.6

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

NATIONAL	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Total Absolute Radio Network (was Total Virgin Radio Network)	Q	51951	2897	6	0.5	8.4	24304	2.3
Total Absolute Radio (was Total Virgin Radio)	Q	51951	1648	3	0.3	8.7	14310	1.3
Total Absolute Radio Network (London)	Q	11157	1138	10	0.9	8.7	9923	4.3
Total Absolute Radio (London) (was Total Virgin (London))	Q	11157	832	7	0.6	7.9	6602	2.9
Absolute Radio London (was Virgin Radio London)	Q	11157	704	6	0.5	7.6	5367	2.3
Absolute Radio National (was Virgin Radio National)	Q	51951	1109	2	0.2	8.1	8943	0.8
Absolute 80s	Q	51951	894	2	0.1	6.0	5370	0.5
Absolute Radio 90s	Q	51951	432	1	*	4.8	2057	0.2
Absolute Radio 00s	Q	51951	200	*	*	5.7	1145	0.1
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	Q	51951	400	1	*	3.6	1422	0.1
Capital Network (UK)	H	51951	6875	13	0.9	6.6	45599	4.3
Chill	H	51951	190	*	*	3.8	724	0.1
Total Choice (UK)	H	51951	654	1	0.1	4.9	3181	0.3
Classic FM	Q	51951	5735	11	0.7	6.7	38355	3.6
Gold Network (UK)	H	51951	1522	3	0.3	8.6	13062	1.2
Heart Network (UK)	H	51951	7686	15	1.0	7.0	54135	5.0
Heat	Q	51951	670	1	*	3.5	2340	0.2
The Hits	Q	51951	1215	2	0.1	3.4	4097	0.4
Jazz FM	Q	51951	592	1	*	3.9	2290	0.2
Kerrang! UK	H	51951	1402	3	0.1	4.7	6613	0.6
Kiss UK	H	51951	4295	8	0.4	5.2	22443	2.1
Total LBC (UK)	H	51951	1147	2	0.2	11.2	12825	1.2
Magic UK	Q	51951	4061	8	0.5	6.6	26999	2.5
NME Radio	H	51951	225	*	*	2.8	634	0.1
Planet Rock	Q	51951	857	2	0.1	6.8	5832	0.5
Q	Q	51951	274	1	*	2.8	780	0.1
Total Real Radio	H	51951	2563	5	0.4	8.3	21251	2.0
Smash Hits Radio	Q	51951	1122	2	0.1	3.3	3655	0.3
Smooth Radio UK	H	51951	3210	6	0.5	7.6	24301	2.3
Sunrise Radio National	Q	51951	586	1	0.1	7.3	4279	0.4
talkSPORT	Q	51951	3212	6	0.4	6.3	20278	1.9
Total XFM (UK)	H	51951	1016	2	0.1	4.4	4506	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		
LOCAL								
All Local Commercial Radio (ILR)	Q	51353	27243	53	6.6	12.4	338004	31.8
107.8 Arrow FM for Hastings	Y	116	22	19	1.0	5.3	116	4.0
105-107 Atlantic FM	Y	454	71	16	1.1	6.8	478	4.5
Bauer Radio Total Portfolio	H	51951	13784	27	2.2	8.4	115813	10.8
Bauer Passion Portfolio	Q	51951	6614	13	0.8	6.1	40468	3.8
Bauer Passion Portfolio Digital Stations	Q	51951	2383	5	0.2	4.6	10872	1.0
Heat	Q	51951	670	1	*	3.5	2340	0.2
The Hits	Q	51951	1215	2	0.1	3.4	4097	0.4
Q	Q	51951	274	1	*	2.8	780	0.1
Smash Hits Radio	Q	51951	1122	2	0.1	3.3	3655	0.3
Total Bauer Radio ILR	H	37220	10676	29	2.4	8.4	89355	11.9
Bauer Place Portfolio Total	H	51951	9052	17	1.5	8.4	75895	7.1
FM Bauer Place Portfolio	H	28719	7423	26	2.1	8.1	59812	10.4
Bauer Place Portfolio England	H	23673	5721	24	2.0	8.1	46276	9.7
FM Bauer Place Portfolio England	H	23188	5206	22	1.7	7.5	38859	8.3
Bauer Place Portfolio - North East	H	2242	756	34	3.1	9.2	6930	16.6
Bauer Middlesbrough	H	814	250	31	3.3	10.7	2673	17.0
Bauer Newcastle	H	1491	506	34	2.9	8.4	4257	15.7
Bauer Place Portfolio - North West	H	5117	1408	28	2.3	8.5	11912	11.7
Bauer Liverpool (inc. City Talk)	H	1801	578	32	3.1	9.6	5540	14.4
Bauer Liverpool	H	1801	555	31	2.9	9.5	5255	13.7
Bauer Manchester	H	2420	595	25	1.8	7.4	4425	9.1
Bauer Preston	H	1387	294	21	1.6	7.6	2232	8.7
Bauer Place Portfolio - Yorkshire	H	3150	897	28	2.8	9.8	8815	14.2
Bauer Hull	H	913	262	29	2.8	9.9	2586	13.8
Bauer Leeds	H	1018	219	22	1.7	7.9	1735	8.8
Bauer Sheffield	H	1276	418	33	3.5	10.8	4504	18.4
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11157	3541	32	2.2	6.8	24054	10.4
Kiss 100 FM	Q	11157	1860	17	0.9	5.4	10026	4.3
Magic 105.4	Q	11157	2286	20	1.3	6.1	14028	6.1
FM Bauer Place Portfolio North East	H	2242	566	25	1.7	6.8	3821	9.1
Metro Radio	H	1491	383	26	1.6	6.3	2417	8.9
TFM Radio	H	814	183	22	1.7	7.7	1404	8.9
C.F.M (Bauer Carlisle)	Y	247	106	43	4.1	9.4	1004	17.6
Bauer FM Liverpool	H	1801	522	29	2.6	8.9	4646	12.1

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			'000	%	per head	per listener		
Total City Talk/Magic 1548	H	1801	150	8	0.7	7.9	1179	3.1
City Talk 105.9	H	1562	63	4	0.2	4.5	285	0.8
FM Bauer Place Portfolio North West	H	4968	1255	25	2.0	7.9	9902	10.1
Radio City 96.7	H	1801	497	28	2.4	8.8	4361	11.4
Key 103 (Manchester)	H	2420	527	22	1.5	7.0	3707	7.7
97.4 Rock FM	H	1238	267	22	1.5	6.9	1834	8.2
FM Bauer Place Portfolio Yorkshire	H	2813	723	26	2.3	9.0	6518	11.8
96.3 Radio Aire	H	681	141	21	1.4	6.5	922	7.2
Hallam FM	H	1276	361	28	2.8	10.0	3623	14.8
96.9 Viking FM	H	913	222	24	2.2	8.9	1972	10.5
Bauer Northern Ireland	H	1430	648	45	4.6	10.1	6538	21.9
97.4 Cool FM	H	979	410	42	3.8	9.2	3768	17.9
Downtown Radio (DTR)	H	1430	295	21	1.9	9.4	2770	9.3
Bauer Place Portfolio - Scotland	H	4110	1773	43	4.4	10.1	17957	23.2
FM Bauer Place Portfolio Scotland	Y	4111	1504	37	3.6	9.8	14712	19.2
Bauer Radio Central Scotland	H	2855	1081	38	3.7	9.7	10445	20.2
Scottish AMs	H	3541	460	13	1.0	7.7	3542	5.5
Bauer Glasgow	H	1847	701	38	3.6	9.4	6593	20.2
Clyde 1 FM	H	1847	575	31	2.6	8.3	4779	14.6
Clyde 2	H	1847	263	14	1.0	6.9	1814	5.6
Bauer Edinburgh	H	1107	384	35	3.5	10.0	3852	18.5
ForthOne	H	1107	349	32	2.9	9.1	3189	15.3
Forth2	H	1107	97	9	0.6	6.8	664	3.2
Moray Firth Radio (Bauer Inverness)	Y	234	125	54	6.2	11.6	1459	27.0
Bauer Aberdeen	Y	318	145	46	4.5	9.9	1445	24.3
Northsound One	Y	318	135	42	3.6	8.4	1135	19.1
Northsound Two	Y	318	41	13	1.0	7.6	310	5.2
Radio Borders (Bauer Borders)	Y	107	61	57	7.4	13.0	793	36.0
Bauer Dundee	Y	378	173	46	5.6	12.3	2120	28.7
Tay-FM	Y	378	127	34	3.5	10.5	1334	18.0
Tay-AM	Y	378	71	19	2.1	11.0	786	10.6
West Sound ³	Y	388	189	49	4.7	9.6	1811	23.7
Kerrang! UK	H	51951	1402	3	0.1	4.7	6613	0.6
Kerrang! 105.2	H	3550	374	11	0.8	7.2	2685	3.8
Kiss UK	H	51951	4295	8	0.4	5.2	22443	2.1

Source: RAJAR/Ipsos MORI/R SMB

³ See note on back cover.

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			'000	%	per head	per listener		
Kiss East	H	2072	426	21	1.2	6.0	2554	5.7
Kiss West	H	2393	475	20	1.3	6.4	3020	5.6
Magic UK	Q	51951	4061	8	0.5	6.6	26999	2.5
Magic Network - North	H	10473	751	7	0.7	9.9	7417	3.6
Magic Network - North East	H	2242	255	11	1.4	12.2	3110	7.4
Magic 1152 (Newcastle)	H	1491	165	11	1.2	11.2	1840	6.8
Magic 1170 (Teesside)	H	814	90	11	1.6	14.0	1269	8.1
Magic Network - North West	H	5081	231	5	0.4	8.7	2009	2.0
Magic 1548 (Liverpool)	H	1801	95	5	0.5	9.4	894	2.3
Magic 1152 (Manchester)	H	2420	101	4	0.3	7.1	717	1.5
Magic 999 (Preston)	H	1103	35	3	0.4	11.4	398	2.0
Magic Network - Yorkshire	H	3150	265	8	0.7	8.7	2298	3.7
Magic 828 (Leeds)	H	1018	98	10	0.8	8.3	813	4.1
Magic AM (Sheffield)	H	1276	97	8	0.7	9.1	881	3.6
Magic 1161 (Hull)	H	913	72	8	0.7	8.5	614	3.3
Wave 105 FM (Bauer South Coast)	H	1762	412	23	2.4	10.4	4268	11.4
The Breeze (South)	H	1261	38	3	0.2	6.0	229	0.9
The Breeze (East)	H	640	21	3	0.2	6.4	138	1.0
(formerly The Quay)								
The Breeze (West)	H	621	17	3	0.1	5.4	91	0.7
Triple Broadcast Co Group	Y	424	57	13	1.0	7.5	425	4.6
Fire Radio	Y	290	39	14	1.1	7.8	309	5.1
Nova Radio - Weston (was Star Radio in North Somerset)	Y	135	17	13	0.9	6.8	116	3.7
Central FM	Y	219	54	25	1.3	5.2	282	7.3
Total Cheshire Radio	Y	364	56	15	0.9	5.5	310	4.3
Cheshire's Silk 106.9	Y	179	21	12	0.6	5.1	107	3.2
Chester's Dee 106.3	Y	185	35	19	1.1	5.8	202	5.4
Total CN Radio	Y	837	262	31	2.9	9.1	2392	12.8
The Bay	Y	285	98	34	3.4	9.9	971	15.1
Citybeat 96.7/102.5FM	H	553	155	28	1.7	6.1	937	7.7
Lakeland Radio	Y	51	15	29	3.0	10.4	154	12.6
The Coast	H	1692	117	7	0.4	6.3	742	2.1
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	46	11	1.0	8.9	407	5.0
3FM	Y	69	21	31	3.4	10.9	233	14.9
Total Global Radio (UK)	H	51951	20003	39	3.3	8.6	172131	16.1
Total Choice (UK)	H	51951	654	1	0.1	4.9	3181	0.3
Choice FM London	Q	11157	492	4	0.2	5.4	2653	1.1

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		
Classic FM	Q	51951	5735	11	0.7	6.7	38355	3.6
Capital Network (UK)	H	51951	6875	13	0.9	6.6	45599	4.3
Gold Network (UK)	H	51951	1522	3	0.3	8.6	13062	1.2
Heart Network (UK)	H	51951	7686	15	1.0	7.0	54135	5.0
Total LBC (UK)	H	51951	1147	2	0.2	11.2	12825	1.2
Total XFM (UK)	H	51951	1016	2	0.1	4.4	4506	0.4
Global Radio London (ILR)	Q	11157	4796	43	3.7	8.7	41554	18.0
Global Radio (ILR)	H	42190	13972	33	2.8	8.6	120068	13.9
Capital Network (ILR)	H	30225	6146	20	1.4	6.9	42200	7.0
Capital Birmingham (was Galaxy)	H	2123	470	22	1.8	8.0	3756	8.8
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1960	540	28	2.2	8.1	4381	10.9
Capital London	Q	11157	2077	19	1.0	5.3	11048	4.8
Capital Manchester (was Galaxy)	H	2838	502	18	1.2	6.8	3402	6.0
Capital North East (was Galaxy)	H	2218	548	25	2.0	8.2	4468	10.8
Capital Scotland (was Galaxy)	H	2739	467	17	1.0	5.9	2769	5.6
Capital South Coast (was Galaxy)	H	1662	197	12	0.7	5.8	1148	3.3
Capital South Wales (was Red Dragon)	H	997	264	26	1.9	7.3	1928	8.9
Capital Yorkshire (Was Galaxy)	H	4532	1059	23	1.8	7.8	8296	9.2
Gold Network (ILR)	H	32364	1223	4	0.3	8.9	10879	1.6
Gold Birmingham ⁴	H	2078	78	4	0.5	13.0	1017	2.4
Gold Cambridgeshire	H	838	39	5	0.5	11.8	458	2.5
Gold Coventry ⁴	H	665	23	3	0.3	8.2	186	1.5
Gold Devon	H	1028	31	3	0.2	7.1	221	0.9
Gold East Anglia	H	1206	66	5	0.6	10.6	696	2.7
Gold East Midlands	H	1960	70	4	0.4	10.4	733	1.8
Gold Essex	H	1345	62	5	0.4	9.4	582	1.8
Gold Four Counties	H	1994	71	4	0.4	10.9	778	2.0
Gold Kent	H	1177	55	5	0.5	11.7	643	2.3
Gold London	Q	11157	389	3	0.2	6.1	2395	1.0
Gold Manchester	H	2838	97	3	0.2	6.7	653	1.2
Gold North West & Wales	Y	997	23	2	0.2	7.9	181	0.9
Gold Solent	H	1662	82	5	0.4	7.2	595	1.7
Gold South Wales	H	997	60	6	0.6	9.2	553	2.5
Gold Sussex	H	1358	54	4	0.4	10.3	556	1.8
Gold Thames Valley	H	1425	36	3	0.2	6.3	230	0.8

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		
Gold West Country	H	2171	115	5	0.6	10.4	1198	2.4
Gold Wolverhampton ⁴	H	1305	49	4	0.5	12.2	599	2.2
Heart Network (ILR)	H	28795	6984	24	1.8	7.2	50417	8.4
Heart Cambridgeshire	H	838	220	26	2.4	9.1	1998	11.0
Heart Devon	H	1028	360	35	2.8	8.0	2864	11.5
Heart East Anglia	H	1206	324	27	1.8	6.7	2177	8.4
Heart East Midlands	Y	2188	37	2	0.1	4.2	157	0.4
Heart Essex	H	1345	477	35	2.6	7.2	3430	10.7
Heart Four Counties	H	1994	497	25	1.9	7.8	3881	10.0
Heart Kent	H	1177	377	32	3.0	9.4	3557	12.8
Heart London	Q	11157	1990	18	1.1	6.0	11888	5.1
Heart North West and Wales	H	997	207	21	1.5	7.0	1451	7.1
Heart Solent	H	1662	293	18	1.1	6.4	1865	5.4
Heart Sussex	H	1358	386	28	2.3	8.0	3077	9.9
Heart Thames Valley	H	1425	433	30	2.0	6.5	2828	9.7
Heart West Country	H	2171	704	32	2.7	8.5	5959	12.1
Heart West Midlands	H	3584	869	24	1.7	6.9	6007	8.4
LBC (ILR)	Q	11157	995	9	0.9	10.6	10500	4.5
LBC 97.3	Q	11157	861	8	0.7	9.0	7770	3.4
LBC News 1152	Q	11157	401	4	0.2	6.8	2730	1.2
XFM (ILR)	H	13994	766	5	0.2	4.5	3478	1.2
XFM London	Q	11157	671	6	0.3	4.6	3069	1.3
XFM Manchester	H	2838	151	5	0.3	4.7	713	1.3
Total GMG Radio	H	51951	5547	11	0.9	8.5	47195	4.4
GMG Radio North West Total	H	5272	1337	25	2.3	9.1	12158	11.6
GMG Radio North West Regional	H	5236	1226	23	2.1	8.9	10896	10.5
GMG Radio North East	H	2242	650	29	2.4	8.3	5384	12.9
GMG Radio Scotland	H	2902	843	29	2.7	9.4	7902	15.1
Total Real Radio	H	51951	2563	5	0.4	8.3	21251	2.0
Real Radio ILR Network	H	15461	2347	15	1.3	8.5	19935	6.6
Real Radio North East	H	2242	369	16	1.2	7.1	2628	6.3
- (was Century Radio)								
Real Radio North West	H	5236	501	10	0.8	8.0	4007	3.9
- (was Century Radio)								
Real Radio Scotland	H	2716	646	24	2.1	8.7	5632	11.6
Real Radio Wales	H	2524	471	19	1.7	9.0	4255	7.8
Real Radio Wales (North)	H	688	37	5	0.4	6.7	246	1.7
Real Radio Wales (South)	H	1836	434	24	2.2	9.2	4009	9.9
Real Radio Yorkshire	H	2877	360	13	1.2	9.5	3413	6.1

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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 Rock Radio	H	819	67	8	0.5	5.7	380	2.6
106.1 Rock Radio	H	2280	150	7	0.6	8.4	1262	2.8
Smooth Radio UK	H	51951	3210	6	0.5	7.6	24301	2.3
Smooth Radio ILR Network	H	26249	2789	11	0.8	7.8	21731	4.2
Smooth Radio Midlands	H	5721	756	13	1.2	9.0	6813	5.9
Smooth Radio East Midlands	H	2178	346	16	1.3	7.9	2747	6.2
Smooth Radio West Midlands	H	3584	416	12	1.2	9.9	4122	5.7
Smooth Radio Glasgow	H	1894	249	13	1.0	7.6	1890	5.6
Smooth Radio London	Q	11157	486	4	0.2	5.6	2746	1.2
Smooth Radio North East	H	2242	374	17	1.2	7.4	2756	6.6
Smooth Radio North West	H	5236	860	16	1.3	8.0	6889	6.7
IOW Radio	Y	120	37	31	3.8	12.2	454	13.7
JACKfm Oxfordshire	H	499	92	19	1.1	5.9	544	5.4
Glide FM 1079 (was Oxford's FM 107.9)	H	488	24	5	0.2	4.4	103	1.1
106 JACKfm (Oxford)	H	499	76	15	0.9	5.8	441	4.4
106 JACKfm/Star Radio (Bristol)	Y	615	118	19	1.3	6.8	801	5.7
106 JACKfm (Bristol) (was Original 106)	H	614	114	19	1.0	5.5	623	4.5
The Breeze (South West) (was Star Radio (Bristol))	Y	478	31	7	0.4	5.8	184	1.7
Kingdom FM	Y	287	81	28	2.1	7.4	594	11.2
kmfm Group	H	1032	168	16	1.3	7.9	1333	5.3
kmfm East	H	504	101	20	1.6	7.9	802	6.7
kmfm West	H	527	67	13	1.0	8.0	531	4.1
Lincs FM Group	H	2691	668	25	2.6	10.4	6949	12.3
Lincs FM 102.2 ³	H	902	354	39	4.6	11.7	4146	20.4
Oak FM	Y	311	29	9	0.8	8.5	247	4.1
Lincs FM Group Yorkshire	Y	1494	307	21	1.9	9.1	2781	8.9
Dearne FM	Y	229	59	26	2.8	10.8	636	13.5
KCFM 99.8	Y	451	67	15	1.4	9.2	616	6.1
Ridings FM	Y	297	50	17	1.3	7.8	387	6.2
Rother FM	Y	206	36	18	1.4	8.1	295	7.0
Trax FM	Y	362	95	26	2.3	8.9	847	11.6
The Local Radio Company Group Total	Y	1981	519	26	2.2	8.5	4436	11.0
2BR	Y	189	52	28	2.4	8.6	452	13.2
Minster FM	Y	309	83	27	1.9	7.3	601	9.7
Mix 96	Y	120	42	35	2.8	7.8	330	12.7
Spire FM	Y	115	46	40	4.0	10.0	459	15.7

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		
Spirit FM	Y	216	51	24	2.2	9.3	478	9.8
Star North East	Y	378	43	11	0.9	8.0	345	4.8
Star NE - North (was Durham FM)	Y	210	20	10	0.7	7.6	154	4.2
Star NE - South (was Alpha 103.2)	Y	168	23	14	1.1	8.3	191	5.5
97.2 Stray FM	Y	145	46	32	2.0	6.3	293	10.7
Sun FM	Y	273	75	27	2.7	9.9	743	15.0
Wessex FM	Y	119	41	35	3.6	10.3	426	15.2
Yorkshire Coast Radio	Y	118	39	33	2.6	8.0	310	12.0
Radio Mansfield 103.2	Y	154	37	24	2.4	10.0	374	11.8
Manx Radio	Y	69	35	50	6.2	12.2	424	27.1
Midwest Radio	Y	192	41	21	2.2	10.3	420	9.7
Northern Media Group	Y	576	144	25	1.8	7.1	1019	9.2
Five FM	Y	84	25	30	2.4	7.8	197	11.7
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	90	30	2.3	7.6	690	12.0
Seven FM	Y	146	18	12	0.4	3.2	58	2.1
Six FM	Y	93	12	12	0.8	6.3	74	4.1
Original 106 (Aberdeen)	Y	318	44	14	0.8	5.5	243	4.1
Total Orion Midlands	H	5900	1410	24	1.7	7.3	10273	8.6
Orion Midlands FM	H	5900	1317	22	1.5	6.7	8851	7.4
Gem 106	H	2187	457	21	1.7	8.1	3685	8.3
Orion West Midlands	H	3802	956	25	1.7	6.9	6588	8.6
Orion West Midlands FM	H	3802	864	23	1.4	6.0	5166	6.7
Beacon Radio	H	1305	232	18	1.1	6.0	1382	5.0
96.4 BRMB	H	2078	416	20	1.1	5.2	2182	5.2
Mercia	H	665	144	22	1.6	7.2	1036	8.2
Wyvern FM	Y	496	114	23	1.4	6.2	703	7.2
Gold Birmingham	H	2078	78	4	0.5	13.0	1017	2.4
Gold Coventry	H	665	23	3	0.3	8.2	186	1.5
Gold Wolverhampton	H	1305	49	4	0.5	12.2	599	2.2
Premier Christian Radio	Q	11157	235	2	0.2	9.9	2339	1.0
Reading 107 FM	Y	236	26	11	0.8	7.8	200	5.1
96.2 The Revolution	H	513	52	10	1.0	10.4	538	5.4
Southend & Chelmsford Radio	Y	485	47	10	0.6	6.1	285	2.5
Southwest Local Radio Group (Palm & Exeter FM)	Y	522	67	13	0.9	7.2	482	4.1
Exeter FM	Y	296	30	10	0.6	6.5	192	2.9
Palm FM	Y	226	37	17	1.3	7.8	290	5.8
107.5 Sovereign Radio	Y	151	22	15	0.9	6.4	143	3.9
The Sunrise Group	H	51951	620	1	0.1	8.6	5303	0.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		
Buzz Asia 963 & 972AM	H	11156	96	1	*	4.3	410	0.2
Kismet Radio 1035 (Greater London)	Q	11157	182	2	0.1	7.3	1335	0.6
Sunrise Radio (Greater London)	Q	11157	417	4	0.3	8.1	3393	1.5
Sunrise Radio National	Q	51951	586	1	0.1	7.3	4279	0.4
Time FM 106.6	Y	294	20	7	0.6	9.1	181	2.9
Tindle Radio Group	Y	1377	358	26	2.6	10.0	3591	11.9
Kestrel FM (North and South)	Y	232	50	22	1.8	8.2	407	7.9
KESTREL FM - was Delta Radio	Y	95	16	17	1.3	7.7	125	6.7
Kestrel FM	Y	137	34	25	2.0	8.4	282	8.6
Tindle Radio Anglia	Y	1015	237	23	2.3	9.9	2349	10.5
THE BEACH	Y	187	57	30	3.1	10.4	588	15.6
Dream 100	Y	144	51	36	4.7	13.2	677	18.9
North Norfolk Radio	Y	92	22	24	3.0	12.6	278	11.8
Radio NORWICH 99.9	Y	334	51	15	1.0	6.3	323	4.5
Town 102 FM	Y	282	56	20	1.7	8.6	483	7.9
Channel 103 FM	Y	77	44	57	6.5	11.4	500	30.6
Island FM 104.7	Y	53	27	51	6.3	12.4	335	33.2
Total Touch Radio Network	Y	986	143	14	1.2	8.4	1200	5.9
107.6 Banbury Sound	Y	83	15	18	1.6	8.5	131	7.6
Rugby FM	Y	73	21	28	3.2	11.4	235	14.5
Touchradio Staffs	Y	249	30	12	1.2	9.6	293	5.6
96.2FM Touchradio - Coventry	Y	291	27	9	0.6	6.4	173	3.2
102FM Touchradio - Warks Worcs Cotswolds	Y	291	43	15	1.0	7.1	305	4.9
107.3 Touchradio - Warwick	Y	136	10	7	0.5	6.5	64	2.5
Total Town and Country Broadcasting	Y	51951	507	1	0.1	5.5	2803	0.3
NME Radio	H	51951	225	*	*	2.8	634	0.1
Town and Country Broadcasting (South and West Wales)	Y	1680	281	17	1.3	7.7	2166	5.9
102.1 Bay Radio	Y	458	43	9	0.5	5.1	221	2.2
106.3 Bridge FM	Y	123	39	31	2.5	8.0	309	11.0
97.1 Radio Carmarthenshire ³	Y	129	40	31	2.6	8.5	338	12.5
Radio Ceredigion	Y	82	9	11	0.6	5.6	50	2.9
Nation Radio	H	1422	116	8	0.4	5.3	614	2.0
102.5 Radio Pembrokeshire	Y	96	41	43	5.2	12.2	506	22.1
Total UKRD	H	1625	402	25	2.4	9.7	3912	10.7
107 The Bee	Y	181	21	12	1.3	11.1	232	8.1

Source: RAJAR/Ipsos MORI/R SMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 26th June 2011



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		
Pirate FM	Y	478	149	31	3.5	11.2	1668	15.0
The County Sound Radio Network	H	545	144	26	2.0	7.5	1083	9.1
County Sound 1566	H	545	13	2	0.2	7.5	95	0.8
96.4 Eagle Radio	H	545	137	25	1.8	7.2	989	8.3
Total UKRD East	H	420	77	18	2.0	10.7	831	8.4
KL.FM 96.7	Y	149	46	31	2.7	8.9	410	12.2
Star Radio in Cambridge	Y	271	32	12	1.1	9.7	311	4.8
UTV Radio (inc. talkSPORT)	H	51951	4521	9	0.7	7.6	34218	3.2
UTV Radio (excl. talkSPORT)	H	6116	1499	25	2.1	8.6	12954	10.0
107.6 Juice FM	H	960	193	20	1.6	7.7	1496	7.1
Peak 107 FM	Y	417	84	20	1.9	9.3	781	9.0
The Pulse/Pulse 2	H	860	192	22	1.7	7.6	1456	8.7
The Pulse	H	860	177	21	1.3	6.3	1118	6.7
Pulse 2	H	860	65	8	0.4	5.2	338	2.0
Signal One & Signal Two	H	772	284	37	4.0	10.8	3072	18.7
Signal One	H	772	258	33	3.1	9.2	2371	14.4
Signal Two	H	772	76	10	0.9	9.2	701	4.3
Total Swansea Sound/	Y	458	183	40	4.0	10.1	1836	18.2
96.4 FM The Wave								
96.4 FM The Wave	Y	458	145	32	2.4	7.6	1104	10.9
Swansea Sound - 1170 MW	Y	458	70	15	1.6	10.5	732	7.2
U105	H	868	234	27	2.4	8.8	2057	10.7
Radio Wave 96.5 FM	Y	236	80	34	3.4	10.0	792	16.8
102.4 Wish/107.2 Wire/	Y	1113	184	17	1.2	7.2	1332	6.1
107.4 Tower FM								
107.4 Tower FM	Y	431	50	12	0.9	7.7	384	4.9
107.2 Wire FM	Y	277	64	23	1.6	7.1	452	7.2
102.4 Wish FM	Y	465	73	16	1.1	6.8	496	5.5
107.7 The Wolf	Y	435	43	10	0.6	6.2	266	3.0
Wave 102 FM	Y	155	30	20	1.6	8.3	252	8.8
Yorkshire Radio	H	4516	76	2	0.1	5.4	406	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	51951	34021	65	9.0	13.8	469706	43.7
Children 10-14	Q	3516	2870	82	7.6	9.3	26684	74.3
15-24	Q	8194	6317	77	9.7	12.5	79231	64.5
25-44	Q	17101	12440	73	10.1	13.9	173176	52.6
45-64	Q	16124	10566	66	9.7	14.8	156475	41.3
65+	Q	10533	4697	45	5.8	12.9	60824	24.8
Main Shoppers	Q	41735	26724	64	9.0	14.0	374505	42.2
Main Shoppers with children	Q	12539	9306	74	10.5	14.2	132205	54.8
ABC1	Q	28396	18282	64	7.1	11.0	201804	35.7
C2DE	Q	23555	15739	67	11.4	17.0	267903	52.5
ALL BBC 15+	Q	51951	35530	68	11.2	16.4	581436	54.0
Children 10-14	Q	3516	1689	48	2.4	5.0	8446	23.5
15-24	Q	8194	4875	59	5.0	8.4	40817	33.2
25-44	Q	17101	10990	64	8.5	13.3	146019	44.4
45-64	Q	16124	11588	72	13.3	18.5	214597	56.6
65+	Q	10533	8077	77	17.1	22.3	180003	73.5
Main Shoppers	Q	41735	28704	69	11.8	17.1	491497	55.4
Main Shoppers with children	Q	12539	7777	62	8.1	13.1	102045	42.3
ABC1	Q	28396	21499	76	12.5	16.5	353879	62.5
C2DE	Q	23555	14031	60	9.7	16.2	227557	44.6

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 March 2011 - 26th June 2011	24,157
H	3rd January 2011 - 26th June 2011	49,465
Y	28th June 2010 - 26th June 2011	99,538