

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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	47137	91	20.7	22.8	1075844	100.0
ALL BBC	Q	34863	67	11.3	16.8	586015	54.5
ALL BBC 15-44	Q	15753	62	7.8	12.5	197462	43.4
ALL BBC 45+	Q	19109	72	14.6	20.3	388553	62.6
All BBC Network Radio ¹	Q	31723	61	9.6	15.6	496321	46.1
BBC Local/Regional	Q	9499	18	1.7	9.4	89694	8.3
ALL COMMERCIAL	Q	33719	65	9.0	13.8	466078	43.3
ALL COMMERCIAL 15-44	Q	18409	73	9.7	13.3	244787	53.8
ALL COMMERCIAL 45+	Q	15310	57	8.3	14.5	221291	35.7
All National Commercial ¹	Q	15573	30	2.4	7.9	123581	11.5
All Local Commercial (National TSA)	Q	27036	52	6.6	12.7	342497	31.8
Other Listening	Q	3062	6	0.5	7.8	23751	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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All BBC Network Radio	Q	31723	61	9.6	15.6	496321	46.1
BBC Radio 1	Q	11850	23	1.9	8.3	98396	9.1
BBC Radio 2	Q	14309	28	3.3	11.9	170896	15.9
BBC Radio 3	Q	2052	4	0.2	5.8	11951	1.1
BBC Radio 4	Q	10555	20	2.5	12.3	129606	12.0
BBC Radio 4 (including 4 Extra)	Q	10754	21	2.7	12.9	138854	12.9
BBC Radio 4 Extra	Q	1526	3	0.2	6.1	9248	0.9
BBC Radio FIVE LIVE	Q	6237	12	0.9	7.1	44407	4.1
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6431	12	1.0	7.7	49673	4.6
FIVE LIVE SPORTS EXTRA	Q	1150	2	0.1	4.6	5266	0.5
BBC 6 Music	Q	1229	2	0.2	7.5	9183	0.9
1Xtra from the BBC	Q	904	2	0.1	5.8	5249	0.5
BBC Asian Network UK	Q	507	1	0.1	6.6	3359	0.3
BBC World Service	Q	1501	3	0.2	5.8	8760	0.8
All National Commercial	Q	15573	30	2.4	7.9	123581	11.5
Total Absolute Radio	Q	1604	3	0.2	6.4	10276	1.0
Absolute 80s	Q	1018	2	0.1	6.2	6311	0.6
Absolute Radio 90s	Q	366	1	*	4.3	1560	0.1
Absolute Radio 00s	Q	120	*	*	3.5	426	*
Absolute Radio Classic Rock	Q	346	1	*	4.9	1710	0.2
Capital Network (UK) ²	H	7032	14	0.9	6.5	45889	4.3
Chill	H	180	*	*	4.3	771	0.1
Total Choice (UK) ²	H	765	1	0.1	5.3	4075	0.4
Classic FM	Q	5388	10	0.7	6.3	34135	3.2
Gold Network (UK) ²	H	1547	3	0.3	9.0	13844	1.3
Heart Network (UK) ²	H	7649	15	1.1	7.6	57864	5.4
Heat	Q	631	1	0.1	4.2	2648	0.2
The Hits	Q	995	2	0.1	3.9	3863	0.4
Jazz FM	Q	508	1	*	4.7	2371	0.2
Kerrang! UK ²	H	1390	3	0.1	5.0	6937	0.6
Kiss UK ²	H	4143	8	0.4	5.2	21397	2.0
Total LBC (UK) ²	H	1115	2	0.2	11.2	12468	1.2
Magic UK ²	Q	3833	7	0.5	6.8	26208	2.4
NME Radio	H	219	*	*	3.0	657	0.1
Planet Rock	Q	840	2	0.1	7.5	6309	0.6
Q	Q	209	*	*	2.5	532	*
Total Real Radio ²	H	2607	5	0.4	8.3	21616	2.0
Smash Hits Radio	Q	889	2	0.1	3.7	3327	0.3
Smooth Radio UK ²	H	3328	6	0.5	8.1	27052	2.5
Sunrise Radio National ²	Q	453	1	0.1	8.4	3787	0.4
talkSPORT	Q	3132	6	0.4	6.4	20141	1.9
Total XFM (UK) ²	H	990	2	0.1	5.2	5187	0.5

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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 per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC NETWORK RADIO								
BBC Radio 1	Q	51951	11850	23	1.9	8.3	98396	9.1
BBC Radio 2	Q	51951	14309	28	3.3	11.9	170896	15.9
BBC Radio 3	Q	51951	2052	4	0.2	5.8	11951	1.1
BBC Radio 4	Q	51951	10555	20	2.5	12.3	129606	12.0
BBC Radio 4 (including 4 Extra)	Q	51951	10754	21	2.7	12.9	138854	12.9
BBC Radio 4 Extra	Q	51951	1526	3	0.2	6.1	9248	0.9
BBC Radio FIVE LIVE	Q	51951	6237	12	0.9	7.1	44407	4.1
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51951	6431	12	1.0	7.7	49673	4.6
FIVE LIVE SPORTS EXTRA	Q	51951	1150	2	0.1	4.6	5266	0.5
BBC 6 Music	Q	51951	1229	2	0.2	7.5	9183	0.9
1Xtra from the BBC	Q	51951	904	2	0.1	5.8	5249	0.5
BBC Asian Network UK	Q	51951	507	1	0.1	6.6	3359	0.3
BBC World Service	Q	51951	1501	3	0.2	5.8	8760	0.8
NATIONAL REGIONAL								
BBC Radio Scotland	H	4384	953	22	1.5	6.8	6446	7.7
BBC Radio Ulster ³	H	1456	538	37	4.1	11.0	5907	19.6
Total BBC Radio Wales/Cymru	H	2524	579	23	2.6	11.5	6653	12.0
BBC Radio Wales	H	2524	479	19	2.0	10.6	5099	9.2
BBC Radio Cymru	H	2524	138	5	0.6	11.3	1554	2.8
LOCAL								
BBC Local Radio	Q	41957	7250	17	1.6	9.5	68812	7.9
BBC Radio Berkshire	H	816	145	18	1.4	7.9	1138	7.3
BBC Radio Bristol	H	912	144	16	0.9	5.9	854	4.2
BBC Radio Cambridgeshire	H	713	108	15	1.8	11.6	1251	8.7
BBC Radio Cornwall	H	455	152	34	4.1	12.2	1861	16.7
BBC Coventry and Warwickshire	H	673	88	13	0.8	6.3	549	4.2
BBC Radio Cumbria	H	404	141	35	3.9	11.1	1576	16.9
BBC Radio Derby	H	636	140	22	2.6	11.8	1661	12.7

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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Survey Period Ending 18th September 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 Devon	H	976	259	27	2.9	10.7	2785	12.0
BBC Essex	H	1290	278	22	2.1	10.0	2764	9.2
BBC Radio Gloucestershire	H	488	93	19	1.9	9.7	910	8.5
BBC Hereford & Worcester	H	492	102	21	2.3	11.0	1126	12.0
BBC Radio Humberside	H	773	175	23	1.9	8.5	1495	9.3
BBC Radio Kent	H	1394	236	17	2.6	15.6	3679	11.0
BBC Radio Lancashire	H	1169	216	19	1.7	9.1	1965	8.6
BBC Radio Leeds	H	1655	241	15	1.1	7.8	1887	6.0
BBC Radio Leicester	H	812	167	21	1.7	8.0	1345	7.7
BBC Radio Lincolnshire	H	535	96	18	2.7	14.8	1430	11.6
BBC London 94.9	Q	11157	474	4	0.2	4.9	2332	1.0
BBC Radio Manchester	H	2146	179	8	0.5	6.3	1139	2.7
BBC Radio Merseyside	H	1618	348	22	3.3	15.6	5420	16.1
BBC Radio Newcastle	H	1437	265	18	1.5	8.3	2194	8.0
BBC Radio Norfolk	H	771	212	28	3.2	11.7	2492	14.2
BBC Radio Northampton	H	479	94	20	2.3	12.0	1124	11.3
BBC Radio Nottingham	H	798	190	24	2.1	8.6	1640	10.4
BBC Oxford 95.2FM	H	514	73	14	1.3	9.0	657	6.0
BBC Radio Sheffield	H	1274	239	19	1.5	8.1	1939	7.9
BBC Radio Shropshire	H	377	108	29	2.8	9.7	1049	12.5
BBC Radio Solent**	H	1559	277	18	1.7	9.6	2660	8.1
BBC Solent for Dorset	Y	166	23	14	1.2	8.5	192	5.4
BBC Somerset	H	436	67	15	1.4	8.9	598	6.2
BBC Radio Stoke	H	597	209	35	3.2	9.1	1910	14.1
BBC Radio Suffolk	H	535	128	24	2.5	10.6	1352	12.1
BBC Sussex and BBC Surrey	H	2478	261	11	1.2	11.0	2859	5.0
BBC Tees	H	788	109	14	1.2	8.4	916	5.4
BBC Three Counties Radio	H	1295	182	14	0.8	5.8	1053	4.3
BBC WM (Birmingham & Black Country)	H	2268	239	11	0.9	8.3	1990	4.4
BBC Radio Wiltshire/Swindon	H	547	93	17	1.3	7.6	705	5.9
BBC Radio York	H	532	94	18	1.9	10.5	993	9.3
BBC Radio Guernsey	Y	53	23	42	5.2	12.3	278	26.3
BBC Radio Jersey	Y	77	29	38	4.6	12.2	356	22.7

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

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 %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network	Q	51951	2841	5	0.4	7.1	20283	1.9
Total Absolute Radio	Q	51951	1604	3	0.2	6.4	10276	1.0
Total Absolute Radio Network (London)	Q	11157	1045	9	0.6	6.6	6940	3.1
Total Absolute Radio (London)	Q	11157	771	7	0.4	6.3	4855	2.2
Absolute Radio London	Q	11157	551	5	0.3	6.5	3599	1.6
Absolute Radio National ³	Q	51951	1197	2	0.1	5.6	6677	0.6
Absolute 80s	Q	51951	1018	2	0.1	6.2	6311	0.6
Absolute Radio 90s	Q	51951	366	1	*	4.3	1560	0.1
Absolute Radio 00s	Q	51951	120	*	*	3.5	426	*
Absolute Radio Classic Rock	Q	51951	346	1	*	4.9	1710	0.2
Capital Network (UK)	H	51951	7032	14	0.9	6.5	45889	4.3
Chill	H	51951	180	*	*	4.3	771	0.1
Total Choice (UK)	H	51951	765	1	0.1	5.3	4075	0.4
Classic FM	Q	51951	5388	10	0.7	6.3	34135	3.2
Gold Network (UK)	H	51951	1547	3	0.3	9.0	13844	1.3
Heart Network (UK)	H	51951	7649	15	1.1	7.6	57864	5.4
Heat	Q	51951	631	1	0.1	4.2	2648	0.2
The Hits	Q	51951	995	2	0.1	3.9	3863	0.4
Jazz FM	Q	51951	508	1	*	4.7	2371	0.2
Kerrang! UK	H	51951	1390	3	0.1	5.0	6937	0.6
Kiss UK	H	51951	4143	8	0.4	5.2	21397	2.0
Total LBC (UK)	H	51951	1115	2	0.2	11.2	12468	1.2
Magic UK	Q	51951	3833	7	0.5	6.8	26208	2.4
NME Radio	H	51951	219	*	*	3.0	657	0.1
Planet Rock	Q	51951	840	2	0.1	7.5	6309	0.6
Q	Q	51951	209	*	*	2.5	532	*
Total Real Radio	H	51951	2607	5	0.4	8.3	21616	2.0
Smash Hits Radio	Q	51951	889	2	0.1	3.7	3327	0.3
Smooth Radio UK	H	51951	3328	6	0.5	8.1	27052	2.5
Sunrise Radio National	Q	51951	453	1	0.1	8.4	3787	0.4
talkSPORT	Q	51951	3132	6	0.4	6.4	20141	1.9
Total XFM (UK)	H	51951	990	2	0.1	5.2	5187	0.5

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	51353	26869	52	6.6	12.7	340249	32.0
107.8 Arrow FM for Hastings	Y	116	23	20	1.2	6.1	138	4.8
105-107 Atlantic FM	Y	455	70	15	0.9	6.0	422	4.0
Bauer Radio Total Portfolio	H	51951	13610	26	2.2	8.5	115898	10.8
Bauer Passion Portfolio	Q	51951	6169	12	0.7	6.0	37322	3.5
Bauer Passion Portfolio Digital Stations	Q	51951	2089	4	0.2	5.0	10370	1.0
Heat	Q	51951	631	1	0.1	4.2	2648	0.2
The Hits	Q	51951	995	2	0.1	3.9	3863	0.4
Q	Q	51951	209	*	*	2.5	532	*
Smash Hits Radio	Q	51951	889	2	0.1	3.7	3327	0.3
Total Bauer Radio ILR	H	37220	10670	29	2.4	8.4	89982	11.9
Bauer Place Portfolio Total	H	51951	8992	17	1.5	8.5	76823	7.1
FM Bauer Place Portfolio	H	28720	7433	26	2.1	8.1	60102	10.4
Bauer Place Portfolio England	H	23673	5777	24	1.9	7.9	45590	9.5
FM Bauer Place Portfolio England	H	23189	5223	23	1.6	7.2	37357	8.0
Bauer Place Portfolio - North East	H	2242	767	34	3.2	9.3	7114	16.0
Bauer Middlesbrough	H	815	258	32	3.2	10.0	2592	15.0
Bauer Newcastle	H	1492	509	34	3.0	8.9	4522	15.8
Bauer Place Portfolio - North West	H	5116	1440	28	2.2	7.8	11219	11.0
Bauer Liverpool (inc. City Talk)	H	1800	543	30	2.8	9.4	5122	13.8
Bauer Liverpool	H	1800	516	29	2.6	9.0	4658	12.6
Bauer Manchester	H	2420	633	26	1.8	6.8	4335	9.0
Bauer Preston	H	1387	313	23	1.6	7.1	2226	8.2
Bauer Place Portfolio - Yorkshire	H	3149	924	29	2.8	9.4	8676	14.1
Bauer Hull	H	914	283	31	2.9	9.4	2661	14.4
Bauer Leeds	H	1018	223	22	2.0	9.2	2063	10.4
Bauer Sheffield	H	1275	421	33	3.1	9.5	4006	16.6
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11157	3209	29	1.9	6.8	21719	9.6
Kiss 100 FM	Q	11157	1703	15	0.8	5.3	9056	4.0
Magic 105.4	Q	11157	1993	18	1.1	6.4	12663	5.6
FM Bauer Place Portfolio North East	H	2242	535	24	1.7	7.1	3787	8.5
Metro Radio	H	1492	361	24	1.7	6.9	2477	8.7
TFM Radio	H	815	174	21	1.6	7.5	1309	7.6
C.F.M (Bauer Carlisle)	Y	247	107	43	4.0	9.3	999	18.3
Bauer FM Liverpool	H	1800	496	28	2.3	8.4	4168	11.2

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Total City Talk/Magic 1548	H	1800	160	9	0.8	8.9	1418	3.8
City Talk 105.9	H	1562	67	4	0.3	6.9	464	1.4
FM Bauer Place Portfolio North West	H	4968	1298	26	1.8	7.1	9182	9.3
Radio City 96.7	H	1800	465	26	2.1	8.0	3704	10.0
Key 103 (Manchester)	H	2420	570	24	1.5	6.4	3666	7.6
97.4 Rock FM	H	1239	283	23	1.5	6.4	1812	7.6
FM Bauer Place Portfolio Yorkshire	H	2813	739	26	2.1	7.9	5807	10.7
96.3 Radio Aire	H	682	142	21	1.6	7.6	1076	8.4
Hallam FM	H	1275	362	28	2.5	8.7	3158	13.1
96.9 Viking FM	H	914	235	26	1.7	6.7	1574	8.5
Bauer Northern Ireland	H	1432	651	45	5.0	10.9	7102	23.8
97.4 Cool FM	H	979	421	43	4.5	10.5	4396	20.5
Downtown Radio (DTR)	H	1432	288	20	1.9	9.4	2707	9.1
Bauer Place Portfolio - Scotland	H	4110	1732	42	4.6	11.0	19092	24.3
FM Bauer Place Portfolio Scotland	Y	4110	1525	37	3.7	9.9	15122	19.4
Bauer Radio Central Scotland	H	2857	1041	36	3.9	10.7	11103	21.1
Scottish AMs	H	3541	411	12	1.0	8.4	3450	5.3
Bauer Glasgow	H	1848	674	36	3.9	10.7	7203	21.5
Clyde 1 FM	H	1848	583	32	3.1	9.7	5654	16.9
Clyde 2	H	1848	204	11	0.8	7.6	1550	4.6
Bauer Edinburgh	H	1108	371	33	3.5	10.5	3899	18.9
ForthOne	H	1108	342	31	2.9	9.5	3258	15.8
Forth2	H	1108	100	9	0.6	6.4	642	3.1
Moray Firth Radio (Bauer Inverness)	Y	234	128	55	6.6	12.0	1538	27.9
Bauer Aberdeen	Y	318	149	47	4.9	10.5	1564	25.3
Northsound One	Y	318	136	43	3.7	8.5	1163	18.8
Northsound Two	Y	318	43	14	1.3	9.3	401	6.5
Radio Borders (Bauer Borders)	Y	107	61	57	7.8	13.8	844	36.7
Bauer Dundee	Y	378	175	46	5.8	12.5	2193	30.3
Tay-FM	Y	378	133	35	3.8	11.0	1455	20.1
Tay-AM	Y	378	67	18	2.0	11.0	738	10.2
West Sound ³	Y	389	181	47	4.7	10.0	1813	23.3
Kerrang! UK	H	51951	1390	3	0.1	5.0	6937	0.6
Kerrang! 105.2	H	3551	373	11	0.8	7.9	2951	4.2
Kiss UK	H	51951	4143	8	0.4	5.2	21397	2.0

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	429	21	1.3	6.4	2759	6.3
Kiss West	H	2393	471	20	1.3	6.8	3184	5.9
Magic UK	Q	51951	3833	7	0.5	6.8	26208	2.4
Magic Network - North	H	10473	806	8	0.8	10.2	8232	4.0
Magic Network - North East	H	2242	281	13	1.5	11.8	3327	7.5
Magic 1152 (Newcastle)	H	1492	178	12	1.4	11.5	2045	7.1
Magic 1170 (Teesside)	H	815	104	13	1.6	12.4	1282	7.4
Magic Network - North West	H	5081	232	5	0.4	8.8	2037	2.0
Magic 1548 (Liverpool)	H	1800	101	6	0.5	9.4	954	2.6
Magic 1152 (Manchester)	H	2420	91	4	0.3	7.4	669	1.4
Magic 999 (Preston)	H	1102	40	4	0.4	10.3	414	1.9
Magic Network - Yorkshire	H	3149	292	9	0.9	9.8	2869	4.7
Magic 828 (Leeds)	H	1018	106	10	1.0	9.3	986	5.0
Magic AM (Sheffield)	H	1275	103	8	0.7	8.2	848	3.5
Magic 1161 (Hull)	H	914	87	10	1.2	12.5	1088	5.9
Wave 105 FM (Bauer South Coast)	H	1762	397	23	2.3	10.0	3972	10.8
The Breeze (South)	H	1261	43	3	0.2	7.0	304	1.2
The Breeze (East)	H	640	18	3	0.2	7.4	133	1.0
(formerly The Quay)								
The Breeze (West)	H	621	25	4	0.3	6.8	171	1.3
Triple Broadcast Co Group	Y	424	64	15	1.3	8.7	551	6.2
Fire Radio	Y	290	43	15	1.4	9.3	401	6.9
Nova Radio - Weston (was Star Radio in North Somerset)	Y	134	20	15	1.1	7.4	150	4.8
Central FM	Y	220	53	24	1.3	5.3	283	7.5
Total Cheshire Radio	Y	364	55	15	0.9	6.0	328	4.7
Cheshire's Silk 106.9	Y	179	20	11	0.6	5.3	104	3.0
Chester's Dee 106.3	Y	185	35	19	1.2	6.3	225	6.2
Total CN Radio	Y	836	265	32	3.2	10.2	2697	14.0
The Bay	Y	284	108	38	4.7	12.4	1331	19.5
Citybeat 96.7/102.5FM	H	553	139	25	1.8	7.1	990	7.7
Lakeland Radio	Y	51	14	28	2.7	9.6	136	11.4
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	46	11	1.1	10.1	470	5.8
Exeter FM	Y	296	29	10	0.6	6.1	175	2.6
3FM	Y	69	21	30	3.1	10.2	213	13.5
Total Global Radio (UK)	H	51951	19800	38	3.4	8.8	174795	16.3
Total Choice (UK)	H	51951	765	1	0.1	5.3	4075	0.4
Choice FM London	Q	11157	562	5	0.3	5.5	3067	1.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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	5388	10	0.7	6.3	34135	3.2
Capital Network (UK)	H	51951	7032	14	0.9	6.5	45889	4.3
Gold Network (UK)	H	51951	1547	3	0.3	9.0	13844	1.3
Heart Network (UK)	H	51951	7649	15	1.1	7.6	57864	5.4
Total LBC (UK)	H	51951	1115	2	0.2	11.2	12468	1.2
Total XFM (UK)	H	51951	990	2	0.1	5.2	5187	0.5
Global Radio London (ILR)	Q	11157	4734	42	4.3	10.0	47440	21.0
Global Radio (ILR)	H	42190	13887	33	2.9	8.9	124224	14.4
Capital Network (ILR)	H	30225	6196	21	1.4	6.8	41841	6.9
Capital Birmingham (was Galaxy)	H	2123	467	22	1.8	8.0	3748	8.9
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1959	558	28	2.2	7.8	4378	11.0
Capital London	Q	11157	2179	20	1.1	5.8	12659	5.6
Capital Manchester (was Galaxy)	H	2838	515	18	1.1	6.3	3238	5.8
Capital North East (was Galaxy)	H	2219	549	25	1.9	7.6	4185	9.5
Capital Scotland (was Galaxy)	H	2739	500	18	1.2	6.8	3423	6.8
Capital South Coast (was Galaxy)	H	1661	202	12	0.8	6.7	1355	3.9
Capital South Wales (was Red Dragon)	H	997	261	26	1.8	7.1	1844	8.2
Capital Yorkshire (Was Galaxy)	H	4533	1021	23	1.7	7.5	7673	8.7
Gold Network (ILR)	H	32364	1195	4	0.3	9.3	11067	1.6
Gold Birmingham ⁴	H	2077	67	3	0.4	11.3	761	1.8
Gold Cambridgeshire	H	837	37	4	0.4	8.3	308	1.9
Gold Coventry ⁴	H	665	24	4	0.2	6.6	161	1.3
Gold Devon	H	1028	28	3	0.3	9.8	271	1.1
Gold East Anglia	H	1205	78	6	0.6	9.2	721	2.7
Gold East Midlands	H	1959	73	4	0.3	9.2	677	1.7
Gold Essex	H	1344	79	6	0.6	10.6	843	2.6
Gold Four Counties	H	1994	63	3	0.1	4.6	289	0.7
Gold Kent	H	1177	51	4	0.5	11.1	570	2.0
Gold London	Q	11157	377	3	0.4	11.0	4143	1.8
Gold Manchester	H	2838	79	3	0.2	6.8	536	1.0
Gold North West & Wales	Y	997	23	2	0.2	8.4	196	1.0
Gold Solent	H	1661	76	5	0.4	9.4	712	2.0
Gold South Wales	H	997	46	5	0.8	16.7	762	3.4
Gold Sussex	H	1359	56	4	0.5	11.9	667	2.1
Gold Thames Valley	H	1425	30	2	0.2	7.3	218	0.7

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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	2170	104	5	0.5	11.4	1182	2.5
Gold Wolverhampton ⁴	H	1305	52	4	0.5	11.5	606	2.2
Heart Network (ILR)	H	28795	6901	24	1.9	7.8	53930	9.0
Heart Cambridgeshire	H	837	201	24	2.0	8.4	1685	10.2
Heart Devon	H	1028	341	33	2.6	7.9	2697	11.0
Heart East Anglia	H	1205	324	27	2.2	8.3	2697	10.1
Heart East Midlands	Y	2187	61	3	0.1	2.9	177	0.4
Heart Essex	H	1344	498	37	3.0	8.1	4036	12.7
Heart Four Counties	H	1994	494	25	2.2	8.7	4318	10.8
Heart Kent	H	1177	378	32	3.5	10.9	4121	14.8
Heart London	Q	11157	2027	18	1.2	6.5	13137	5.8
Heart North West and Wales	H	997	209	21	1.6	7.4	1554	8.1
Heart Solent	H	1661	311	19	1.2	6.2	1927	5.5
Heart Sussex	H	1359	349	26	2.4	9.2	3201	9.9
Heart Thames Valley	H	1425	378	27	1.6	5.9	2215	7.6
Heart West Country	H	2170	708	33	3.0	9.3	6566	13.7
Heart West Midlands	H	3584	839	23	1.7	7.3	6145	8.6
LBC (ILR)	Q	11157	989	9	1.0	11.8	11706	5.2
LBC 97.3	Q	11157	841	8	0.9	11.8	9905	4.4
LBC News 1152	Q	11157	382	3	0.2	4.7	1801	0.8
XFM (ILR)	H	13994	749	5	0.3	5.6	4217	1.5
XFM London	Q	11157	435	4	0.2	6.3	2728	1.2
XFM Manchester	H	2838	212	7	0.6	7.8	1647	2.9
Total GMG Radio	H	51951	5685	11	1.0	8.8	49825	4.6
GMG Radio North West Total	H	5272	1413	27	2.4	9.1	12806	12.1
GMG Radio North West Regional	H	5235	1305	25	2.3	9.2	11964	11.4
GMG Radio North East	H	2242	656	29	2.8	9.4	6185	13.9
GMG Radio Scotland	H	2902	820	28	2.8	10.0	8174	15.4
Total Real Radio	H	51951	2607	5	0.4	8.3	21616	2.0
Real Radio ILR Network	H	15461	2403	16	1.3	8.5	20431	6.6
Real Radio North East	H	2242	323	14	1.0	7.1	2281	5.1
- (was Century Radio)								
Real Radio North West	H	5235	587	11	0.9	7.9	4640	4.4
- (was Century Radio)								
Real Radio Scotland	H	2716	626	23	2.0	8.8	5505	11.0
Real Radio Wales	H	2524	495	20	1.8	9.0	4448	8.0
Real Radio Wales (North)	H	688	48	7	0.5	7.0	339	2.5
Real Radio Wales (South)	H	1837	447	24	2.2	9.2	4109	9.9
Real Radio Yorkshire	H	2878	371	13	1.2	9.6	3557	6.4

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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	60	7	0.4	5.3	315	2.1
106.1 Rock Radio	H	2281	141	6	0.4	6.0	842	1.8
Smooth Radio UK	H	51951	3328	6	0.5	8.1	27052	2.5
Smooth Radio ILR Network	H	26248	2862	11	0.9	8.4	24043	4.6
Smooth Radio Midlands	H	5721	774	14	1.3	9.3	7203	6.3
Smooth Radio East Midlands	H	2178	382	18	1.5	8.6	3297	7.4
Smooth Radio West Midlands	H	3584	398	11	1.1	10.0	3976	5.6
Smooth Radio Glasgow	H	1894	255	13	1.2	9.2	2354	6.9
Smooth Radio London	Q	11157	612	5	0.4	6.4	3906	1.7
Smooth Radio North East	H	2242	418	19	1.7	9.3	3905	8.8
Smooth Radio North West	H	5235	873	17	1.4	8.4	7323	7.0
IOW Radio	Y	120	37	31	3.4	11.1	412	13.4
JACKfm Oxfordshire	H	499	104	21	1.2	5.6	586	5.5
Glide FM 107.9 (was Oxford's FM 107.9)	H	488	21	4	0.2	4.7	97	0.9
106 JACKfm (Oxford)	H	499	91	18	1.0	5.4	489	4.6
Jack FM South Coast (Was The Coast)	H	1694	103	6	0.4	7.1	733	2.1
106 JACKfm/Star Radio (Bristol)	Y	614	120	20	1.4	7.0	845	6.2
106 JACKfm (Bristol) (was Original 106)	H	615	114	19	1.3	7.1	806	5.8
The Breeze (South West) (was Star Radio (Bristol))	Y	478	27	6	0.3	5.7	157	1.5
Kingdom FM	Y	287	79	28	2.3	8.2	651	12.1
kmfm Group	H	1032	169	16	1.2	7.4	1253	5.1
kmfm East	H	504	96	19	1.5	8.1	781	6.9
kmfm West	H	528	73	14	0.9	6.5	472	3.6
Lincs FM Group	H	2692	662	25	2.5	10.3	6809	12.1
Lincs FM 102.2 ³	H	902	324	36	4.4	12.3	3982	19.8
Oak FM	Y	312	33	10	0.8	7.7	250	3.9
Lincs FM Group Yorkshire	Y	1495	297	20	1.7	8.3	2474	8.1
Dearne FM	Y	230	57	25	2.7	11.0	625	13.3
KCFM 99.8	Y	451	68	15	1.2	7.7	524	5.5
Ridings FM	Y	297	45	15	1.1	7.0	316	5.1
Rother FM	Y	206	35	17	1.3	8.0	277	6.9
Trax FM	Y	362	92	26	2.0	7.9	732	10.2
The Local Radio Company	Y	1981	524	26	2.3	8.7	4571	11.4
Group Total								
2BR	Y	190	55	29	2.6	8.8	487	13.7
Minster FM	Y	308	76	25	1.8	7.2	544	8.8

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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		
Mix 96	Y	120	37	31	2.3	7.6	282	11.1
Spire FM	Y	115	42	37	3.6	9.7	411	14.5
Spirit FM	Y	216	47	22	2.1	9.5	449	9.7
Star North East	Y	378	50	13	1.2	8.9	449	6.4
Star NE - North (was Durham FM)	Y	209	22	10	0.9	8.8	190	5.5
Star NE - South (was Alpha 103.2)	Y	169	29	17	1.5	9.0	259	7.4
97.2 Stray FM	Y	145	48	34	2.3	7.0	338	12.0
Sun FM	Y	274	84	31	3.0	9.9	832	16.2
Wessex FM	Y	119	42	35	3.5	10.1	421	15.4
Yorkshire Coast Radio	Y	117	41	35	3.1	8.8	358	14.0
Radio Mansfield 103.2	Y	154	38	25	2.5	10.1	382	12.0
Manx Radio	Y	69	36	52	6.2	12.0	432	27.3
Midwest Radio	Y	191	42	22	2.0	8.9	373	8.2
Northern Media Group	Y	576	128	22	1.4	6.4	818	7.6
Five FM	Y	83	23	28	2.1	7.4	172	10.5
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	79	27	1.8	6.8	534	9.5
Seven FM	Y	146	15	10	0.3	2.6	38	1.4
Six FM	Y	94	12	13	0.8	6.0	73	4.3
Original 106 (Aberdeen)	Y	318	51	16	0.9	5.6	283	4.6
Total Orion Midlands	H	5900	1348	23	1.6	7.0	9410	7.9
Orion Midlands FM	H	5900	1273	22	1.4	6.6	8392	7.1
Gem 106	H	2187	426	19	1.3	6.9	2950	6.5
Orion West Midlands	H	3802	924	24	1.7	7.0	6460	8.5
Orion West Midlands FM	H	3802	848	22	1.4	6.4	5442	7.2
Beacon Radio	H	1305	266	20	1.4	6.7	1776	6.3
96.4 BRMB	H	2077	359	17	0.8	4.8	1707	4.1
Mercia	H	665	153	23	1.9	8.0	1230	9.7
Wyvern FM	Y	496	111	22	1.4	6.1	679	7.0
Gold Birmingham	H	2077	67	3	0.4	11.3	761	1.8
Gold Coventry	H	665	24	4	0.2	6.6	161	1.3
Gold Wolverhampton	H	1305	52	4	0.5	11.5	606	2.2
Palm FM	Y	226	42	19	1.4	7.7	326	6.1
Premier Christian Radio	Q	11157	181	2	0.1	8.1	1461	0.6
Reading 107 FM	Y	237	25	10	0.8	7.4	181	4.7
96.2 The Revolution	H	513	48	9	1.0	10.1	489	4.8
Southend & Chelmsford Radio	Y	484	54	11	0.6	5.8	313	2.8
107.5 Sovereign Radio	Y	152	22	14	1.0	6.7	145	4.0
The Sunrise Group	H	51951	599	1	0.1	8.7	5189	0.5
Buzz Asia 963 & 972AM	H	11156	101	1	*	3.9	392	0.2

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 %
			'000	%	per head	per listener		
Kisimat Radio 1035 (Greater London)	Q	11157	133	1	*	3.2	427	0.2
Sunrise Radio (Greater London)	Q	11157	360	3	0.3	8.9	3207	1.4
Sunrise Radio National	Q	51951	453	1	0.1	8.4	3787	0.4
Time FM 106.6	Y	294	16	6	0.6	10.2	167	2.9
Tindle Radio Group	Y	1377	357	26	2.7	10.5	3735	12.1
Kestrel FM (North and South)	Y	232	47	20	1.8	8.7	412	7.9
KESTREL FM - was Delta Radio	Y	95	14	15	1.2	8.1	115	6.2
Kestrel FM	Y	137	33	24	2.2	8.9	296	8.9
Tindle Radio Anglia	Y	1014	237	23	2.4	10.4	2456	10.6
THE BEACH	Y	187	56	30	3.4	11.2	634	16.1
Dream 100	Y	144	49	34	4.6	13.5	661	17.9
North Norfolk Radio	Y	92	24	27	3.4	12.9	313	12.7
Radio NORWICH 99.9	Y	334	48	14	1.1	7.3	352	4.7
Town 102 FM	Y	282	59	21	1.8	8.4	496	8.2
Channel 103 FM	Y	77	44	56	6.3	11.1	483	30.8
Island FM 104.7	Y	53	29	54	7.2	13.2	383	36.2
Total Touch Radio Network	Y	986	152	15	1.2	8.0	1210	6.1
107.6 Banbury Sound	Y	83	15	19	1.5	8.1	125	7.6
Rugby FM	Y	72	22	31	3.2	10.4	234	15.3
Touchradio Staffs	Y	249	30	12	1.2	10.2	302	5.7
96.2FM Touchradio - Coventry	Y	291	27	9	0.6	6.6	182	3.5
102FM Touchradio - Warks Worcs Cotswolds	Y	291	50	17	1.0	5.9	296	4.7
107.3 Touchradio - Warwick	Y	136	10	7	0.5	7.0	71	2.8
Total Town and Country Broadcasting	Y	51951	482	1	0.1	5.8	2788	0.3
NME Radio	H	51951	219	*	*	3.0	657	0.1
Town and Country Broadcasting (South and West Wales)	Y	1681	277	17	1.3	8.0	2214	5.8
102.1 Bay Radio	Y	458	43	9	0.4	4.1	176	1.7
106.3 Bridge FM	Y	123	41	33	2.6	7.9	320	11.1
97.1 Radio Carmarthenshire ³	Y	127	40	31	2.9	9.4	375	12.7
Radio Ceredigion	Y	82	10	13	0.9	7.5	77	4.6
Nation Radio	H	1421	136	10	0.7	7.4	1001	3.2
102.5 Radio Pembrokeshire	Y	96	42	43	5.4	12.6	522	20.5
Total UKRD	H	1625	417	26	2.5	9.7	4066	11.3
107 The Bee	Y	181	24	13	1.4	11.0	262	8.9
Pirate FM	Y	478	164	34	3.5	10.1	1652	14.7

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 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		
The County Sound Radio Network	H	545	155	28	2.9	10.2	1571	12.5
County Sound 1566	H	545	15	3	0.3	10.0	150	1.2
96.4 Eagle Radio	H	545	146	27	2.6	9.7	1421	11.3
Total UKRD East	H	420	64	15	1.3	8.7	556	6.5
KL.FM 96.7	Y	148	44	29	2.8	9.4	410	12.7
Star Radio in Cambridge	Y	271	33	12	1.0	8.1	263	4.3
UTV Radio (inc. talkSPORT)	H	51951	4490	9	0.6	7.5	33753	3.1
UTV Radio (excl. talkSPORT)	H	6116	1516	25	2.2	9.0	13662	10.6
107.6 Juice FM	H	959	185	19	1.3	7.0	1286	6.2
Peak 107 FM	Y	417	89	21	1.7	7.9	707	8.0
The Pulse/Pulse 2	H	859	183	21	1.6	7.6	1398	8.4
The Pulse	H	859	168	20	1.1	5.7	960	5.8
Pulse 2	H	859	51	6	0.5	8.6	438	2.6
Signal One & Signal Two	H	771	306	40	4.8	12.2	3735	21.9
Signal One	H	771	284	37	3.9	10.6	3009	17.7
Signal Two	H	771	79	10	0.9	9.2	725	4.3
Total Swansea Sound/	Y	458	189	41	4.2	10.1	1917	18.5
96.4 FM The Wave								
96.4 FM The Wave	Y	458	151	33	2.8	8.5	1282	12.4
Swansea Sound - 1170 MW	Y	458	65	14	1.4	9.7	635	6.1
U105	H	867	223	26	2.7	10.5	2328	12.0
Radio Wave 96.5 FM	Y	236	75	32	2.9	9.2	689	13.9
102.4 Wish/107.2 Wire/	Y	1113	193	17	1.2	7.0	1348	6.3
107.4 Tower FM								
107.4 Tower FM	Y	431	51	12	1.0	8.1	416	5.3
107.2 Wire FM	Y	277	61	22	1.7	7.8	478	7.8
102.4 Wish FM	Y	466	82	18	1.0	5.5	454	5.2
107.7 The Wolf	Y	434	49	11	0.7	5.9	288	3.2
Wave 102 FM	Y	154	28	18	1.5	8.6	239	8.9
Yorkshire Radio	H	4517	72	2	0.1	5.2	369	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	51951	33719	65	9.0	13.8	466078	43.3
Children 10-14	Q	3516	2786	79	8.6	10.8	30178	70.6
15-24	Q	8194	6130	75	9.1	12.2	74775	59.1
25-44	Q	17101	12279	72	9.9	13.8	170012	51.7
45-64	Q	16124	10531	65	9.8	15.0	158470	41.8
65+	Q	10533	4779	45	6.0	13.1	62820	26.0
Main Shoppers	Q	41314	26024	63	8.8	14.0	364457	41.7
Main Shoppers with children	Q	12244	8843	72	10.3	14.3	126068	54.0
ABC1	Q	28396	18138	64	7.1	11.2	202885	35.5
C2DE	Q	23555	15581	66	11.2	16.9	263193	52.2
ALL BBC 15+	Q	51951	34863	67	11.3	16.8	586015	54.5
Children 10-14	Q	3516	1623	46	3.1	6.6	10757	25.2
15-24	Q	8194	4869	59	5.9	9.9	48269	38.1
25-44	Q	17101	10884	64	8.7	13.7	149193	45.4
45-64	Q	16124	11391	71	13.2	18.7	213314	56.2
65+	Q	10533	7719	73	16.6	22.7	175239	72.6
Main Shoppers	Q	41314	27771	67	11.8	17.6	488856	56.0
Main Shoppers with children	Q	12244	7508	61	8.2	13.4	100777	43.1
ABC1	Q	28396	21203	75	12.6	16.9	357984	62.7
C2DE	Q	23555	13660	58	9.7	16.7	228030	45.2

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	27th June 2011 - 18th September 2011	24,404
H	28th March 2011 - 18th September 2011	48,561
Y	20th September 2010 - 18th September 2011	98,319