

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 52,352,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
ALL RADIO	Q	46782	89	19.7	22.1	1032842	100.0
ALL BBC	Q	34444	66	10.7	16.3	560644	54.3
ALL BBC 15-44	Q	15286	61	7.1	11.7	178688	42.1
ALL BBC 45+	Q	19158	71	14.1	19.9	381956	62.7
All BBC Network Radio <sup>1</sup>	Q	31454	60	9.1	15.2	476843	46.2
BBC Local/Regional	Q	8962	17	1.6	9.4	83801	8.1
ALL COMMERCIAL	Q	33182	63	8.5	13.5	446834	43.3
ALL COMMERCIAL 15-44	Q	17952	71	9.2	12.9	232228	54.8
ALL COMMERCIAL 45+	Q	15231	56	7.9	14.1	214606	35.3
All National Commercial <sup>1</sup>	Q	16101	31	2.5	8.2	131542	12.7
All Local Commercial (National TSA)	Q	26364	50	6.0	12.0	315292	30.5
Other Listening	Q	3387	6	0.5	7.5	25363	2.5

Source: RAJAR/Ipsos MORI/RSMB

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

For survey periods and other definitions please see back cover.

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	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All BBC Network Radio	Q	31454	60	9.1	15.2	476843	46.2
BBC Radio 1	Q	11271	22	1.6	7.6	86191	8.3
BBC Radio 2	Q	14457	28	3.2	11.5	166233	16.1
BBC Radio 3	Q	2038	4	0.2	5.6	11378	1.1
BBC Radio 4	Q	10521	20	2.4	11.9	125455	12.1
BBC Radio 4 (including 4 Extra)	Q	10775	21	2.6	12.5	134695	13.0
BBC Radio 4 Extra	Q	1636	3	0.2	5.6	9241	0.9
BBC Radio FIVE LIVE	Q	6148	12	0.9	7.6	46808	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6362	12	1.0	7.9	50473	4.9
FIVE LIVE SPORTS EXTRA	Q	1074	2	0.1	3.4	3665	0.4
BBC 6 Music	Q	1379	3	0.2	8.4	11635	1.1
1Xtra from the BBC	Q	1137	2	0.1	5.6	6367	0.6
BBC Asian Network UK	Q	547	1	0.1	6.0	3266	0.3
BBC World Service	Q	1391	3	0.1	4.7	6604	0.6
All National Commercial	Q	16101	31	2.5	8.2	131542	12.7
Total Absolute Radio	Q	1763	3	0.3	7.5	13148	1.3
Absolute Radio 60s	H	179	*	*	5.1	903	0.1
Absolute Radio 70s	H	169	*	*	3.2	536	0.1
Absolute 80s	Q	864	2	0.1	5.6	4876	0.5
Absolute Radio 90s	H	414	1	*	5.7	2373	0.2
Absolute Radio 00s	H	122	*	*	3.1	381	*
Absolute Radio Classic Rock	H	384	1	*	5.4	2059	0.2
Capital Network (UK) <sup>2</sup>	H	6978	13	0.8	6.0	41854	4.0
Total Choice (UK) <sup>2</sup>	H	738	1	0.1	4.7	3457	0.3
Classic FM	Q	5480	10	0.7	6.4	34938	3.4
Gold Network (UK) <sup>2</sup>	H	1467	3	0.3	9.1	13355	1.3
Heart Network (UK) <sup>2</sup>	H	7381	14	1.0	7.3	53756	5.1
Heat	Q	713	1	0.1	4.4	3108	0.3
The Hits	Q	973	2	0.1	3.3	3244	0.3
Jazz FM	Q	573	1	*	3.6	2044	0.2
Kerrang! UK <sup>2</sup>	H	1304	2	0.1	4.6	5945	0.6
Kiss UK <sup>2</sup>	H	4356	8	0.4	5.2	22656	2.2
Total LBC (UK) <sup>2</sup>	H	1157	2	0.2	10.7	12333	1.2
Magic UK <sup>2</sup>	Q	3695	7	0.4	6.3	23291	2.3
Planet Rock	Q	948	2	0.1	7.0	6640	0.6
Q	Q	248	*	*	2.7	665	0.1
Real Radio Brand UK <sup>2</sup>	H	2422	5	0.4	8.0	19424	1.8
Smash Hits Radio	Q	1071	2	0.1	4.1	4376	0.4
Smooth Radio UK <sup>2</sup>	H	3260	6	0.5	7.8	25505	2.4
Sunrise Radio National <sup>2</sup>	Q	447	1	0.1	7.1	3185	0.3
talkSPORT	Q	2919	6	0.4	6.4	18752	1.8
Total XFM (UK) <sup>2</sup>	H	882	2	0.1	4.6	4078	0.4

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## 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		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	52352	11271	22	1.6	7.6	86191	8.3
BBC Radio 2	Q	52352	14457	28	3.2	11.5	166233	16.1
BBC Radio 3	Q	52352	2038	4	0.2	5.6	11378	1.1
BBC Radio 4	Q	52352	10521	20	2.4	11.9	125455	12.1
BBC Radio 4 (including 4 Extra)	Q	52352	10775	21	2.6	12.5	134695	13.0
BBC Radio 4 Extra	Q	52352	1636	3	0.2	5.6	9241	0.9
BBC Radio FIVE LIVE	Q	52352	6148	12	0.9	7.6	46808	4.5
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	52352	6362	12	1.0	7.9	50473	4.9
FIVE LIVE SPORTS EXTRA	Q	52352	1074	2	0.1	3.4	3665	0.4
BBC 6 Music	Q	52352	1379	3	0.2	8.4	11635	1.1
1Xtra from the BBC	Q	52352	1137	2	0.1	5.6	6367	0.6
BBC Asian Network UK	Q	52352	547	1	0.1	6.0	3266	0.3
BBC World Service	Q	52352	1391	3	0.1	4.7	6604	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4409	959	22	1.5	7.1	6781	8.3
BBC Radio Ulster <sup>3</sup>	H	1467	532	36	4.4	12.0	6385	22.4
Total BBC Radio Wales/Cymru	H	2533	533	21	2.1	9.9	5276	9.5
BBC Radio Wales	H	2533	444	18	1.6	8.8	3929	7.1
BBC Radio Cymru	H	2533	131	5	0.5	10.3	1347	2.4
<b>LOCAL</b>								
BBC Local Radio	Q	42296	6816	16	1.5	9.5	64754	7.7
BBC Radio Berkshire	H	825	128	15	1.1	6.9	880	5.4
BBC Radio Bristol	H	925	139	15	1.8	12.2	1694	8.7
BBC Radio Cambridgeshire	H	724	108	15	1.4	9.6	1042	7.0
BBC Radio Cornwall	H	458	161	35	4.0	11.3	1819	16.0
BBC Coventry and Warwickshire	H	676	88	13	1.1	8.5	744	5.9
BBC Radio Cumbria	H	404	115	29	2.9	10.3	1180	14.8
BBC Radio Derby	H	641	179	28	2.9	10.3	1850	12.9
BBC Radio Devon	H	979	203	21	2.4	11.4	2313	10.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## 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 Essex	H	1305	244	19	2.2	11.8	2872	9.9
BBC Radio Gloucestershire	H	492	110	22	2.2	10.1	1107	9.5
BBC Hereford & Worcester	H	493	103	21	2.2	10.5	1086	11.1
BBC Radio Humberside	H	775	224	29	2.9	10.0	2235	13.8
BBC Radio Kent	H	1411	253	18	2.4	13.2	3353	9.3
BBC Radio Lancashire	H	1174	228	19	2.0	10.5	2387	11.2
BBC Radio Leeds	H	1671	235	14	1.0	7.2	1684	5.7
BBC Radio Leicester	H	816	183	22	2.2	9.6	1757	10.5
BBC Radio Lincolnshire	H	538	117	22	3.3	15.5	1803	14.6
BBC London 94.9	Q	11249	453	4	0.2	5.5	2478	1.2
BBC Radio Manchester	H	2170	230	11	0.8	7.6	1753	4.6
BBC Radio Merseyside	H	1624	355	22	3.7	17.0	6059	16.4
BBC Radio Newcastle	H	1454	298	21	1.4	6.9	2070	8.1
BBC Radio Norfolk	H	780	216	28	3.0	10.7	2300	12.6
BBC Radio Northampton	H	481	103	21	3.2	14.9	1544	15.3
BBC Radio Nottingham	H	804	212	26	2.8	10.7	2283	13.3
BBC Oxford 95.2FM	H	521	68	13	1.5	11.8	805	7.4
BBC Radio Sheffield	H	1285	279	22	1.4	6.6	1833	7.6
BBC Radio Shropshire	H	380	111	29	3.2	10.9	1208	14.6
Total BBC Radio Solent	Y	1738	302	17	1.8	10.3	3108	8.1
BBC Radio Solent (Hants/ IoW/ East Dorset)	H	1572	274	17	1.9	10.7	2929	8.3
BBC Radio Solent (West Dorset)	Y	166	21	13	1.2	9.5	203	5.5
BBC Somerset	H	437	66	15	1.5	9.6	634	6.3
BBC Radio Stoke	H	600	185	31	3.7	11.9	2200	16.2
BBC Radio Suffolk	H	539	127	24	2.6	11.0	1405	11.7
BBC Sussex and BBC Surrey	H	2503	257	10	1.0	9.9	2544	4.5
BBC Radio Tees	H	791	134	17	0.9	5.3	703	4.5
BBC Three Counties Radio	H	1314	170	13	1.0	8.0	1359	5.1
BBC WM (Birmingham & Black Country)	H	2280	225	10	0.9	9.6	2164	5.2
BBC Radio Wiltshire/Swindon	H	553	84	15	1.2	8.1	679	5.7
BBC Radio York	H	538	94	17	1.3	7.6	712	6.3
BBC Radio Guernsey	Y	55	25	46	5.2	11.5	286	26.1
BBC Radio Jersey	Y	82	28	34	3.8	11.1	308	19.2

Source: RAJAR/Ipsos MORI/R SMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## 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	Q	52352	3177	6	0.5	7.9	25093	2.4
Total Absolute Radio	Q	52352	1763	3	0.3	7.5	13148	1.3
Total Absolute Radio Network (London)	Q	11249	1285	11	0.9	7.8	10046	4.9
Total Absolute Radio (London)	Q	11249	974	9	0.6	6.9	6672	3.3
Absolute Radio London	Q	11249	746	7	0.4	5.8	4313	2.1
Absolute Radio National <sup>3</sup>	Q	52352	1269	2	0.2	7.0	8835	0.9
Absolute Radio 60s	H	52352	179	*	*	5.1	903	0.1
Absolute Radio 70s	H	52352	169	*	*	3.2	536	0.1
Absolute 80s	Q	52352	864	2	0.1	5.6	4876	0.5
Absolute Radio 90s	H	52352	414	1	*	5.7	2373	0.2
Absolute Radio 00s	H	52352	122	*	*	3.1	381	*
Absolute Radio Classic Rock	H	52352	384	1	*	5.4	2059	0.2
Capital Network (UK)	H	52352	6978	13	0.8	6.0	41854	4.0
Total Choice (UK)	H	52352	738	1	0.1	4.7	3457	0.3
Classic FM	Q	52352	5480	10	0.7	6.4	34938	3.4
Gold Network (UK)	H	52352	1467	3	0.3	9.1	13355	1.3
Heart Network (UK)	H	52352	7381	14	1.0	7.3	53756	5.1
Heat	Q	52352	713	1	0.1	4.4	3108	0.3
The Hits	Q	52352	973	2	0.1	3.3	3244	0.3
Jazz FM	Q	52352	573	1	*	3.6	2044	0.2
Kerrang! UK	H	52352	1304	2	0.1	4.6	5945	0.6
Kiss UK	H	52352	4356	8	0.4	5.2	22656	2.2
Total LBC (UK)	H	52352	1157	2	0.2	10.7	12333	1.2
Magic UK	Q	52352	3695	7	0.4	6.3	23291	2.3
Planet Rock	Q	52352	948	2	0.1	7.0	6640	0.6
Q	Q	52352	248	*	*	2.7	665	0.1
Real Radio Brand UK	H	52352	2422	5	0.4	8.0	19424	1.8
Smash Hits Radio	Q	52352	1071	2	0.1	4.1	4376	0.4
Smooth Radio UK	H	52352	3260	6	0.5	7.8	25505	2.4
Sunrise Radio National	Q	52352	447	1	0.1	7.1	3185	0.3
talkSPORT	Q	52352	2919	6	0.4	6.4	18752	1.8
Total XFM (UK)	H	52352	882	2	0.1	4.6	4078	0.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

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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	51772	26290	51	6.1	11.9	313480	30.7
107.8 Arrow FM for Hastings	Y	117	22	19	1.1	6.1	133	4.5
Bauer Radio Total Portfolio	H	52352	13336	25	2.1	8.3	110488	10.5
Bauer Passion Portfolio	Q	52352	6608	13	0.8	6.2	40699	3.9
Bauer Passion Portfolio Digital Stations	Q	52352	2251	4	0.2	5.1	11394	1.1
Heat	Q	52352	713	1	0.1	4.4	3108	0.3
The Hits	Q	52352	973	2	0.1	3.3	3244	0.3
Q	Q	52352	248	*	*	2.7	665	0.1
Smash Hits Radio	Q	52352	1071	2	0.1	4.1	4376	0.4
Total Bauer Radio ILR	H	37503	10245	27	2.3	8.3	84558	11.6
Bauer Place Portfolio Total	H	52352	8540	16	1.4	8.3	71060	6.7
FM Bauer Place Portfolio	H	28936	7008	24	1.9	7.9	55473	10.0
Bauer Place Portfolio England	H	23861	5464	23	1.8	8.0	43750	9.5
FM Bauer Place Portfolio England	H	23374	4940	21	1.5	7.3	36127	8.0
Bauer Place Portfolio - North East	H	2263	728	32	2.9	8.9	6487	15.6
Bauer Middlesbrough	H	817	246	30	2.8	9.3	2292	14.2
Bauer Newcastle	H	1508	484	32	2.8	8.7	4195	15.8
Bauer Place Portfolio - North West	H	5151	1360	26	2.2	8.3	11276	11.2
Bauer Liverpool (inc. City Talk)	H	1806	549	30	2.9	9.5	5205	12.7
Bauer Liverpool	H	1806	519	29	2.6	9.1	4715	11.5
Bauer Manchester	H	2445	550	22	1.7	7.6	4174	9.5
Bauer Preston	H	1391	313	23	1.7	7.6	2387	9.5
Bauer Place Portfolio - Yorkshire	H	3175	946	30	2.7	9.1	8614	14.1
Bauer Hull	H	918	275	30	2.8	9.4	2587	13.4
Bauer Leeds	H	1028	205	20	2.0	9.8	2005	10.6
Bauer Sheffield	H	1286	474	37	3.2	8.6	4064	16.7
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11249	3135	28	1.8	6.4	19940	9.7
Kiss 100 FM	Q	11249	1740	15	0.8	5.5	9549	4.7
Magic 105.4	Q	11249	1951	17	0.9	5.3	10391	5.1
FM Bauer Place Portfolio North East	H	2263	549	24	1.6	6.6	3650	8.8
Metro Radio	H	1508	374	25	1.6	6.5	2438	9.2
TFM Radio	H	817	176	22	1.5	6.9	1213	7.5
C.F.M (Bauer Carlisle)	Y	247	81	33	3.3	10.0	814	18.0
Bauer FM Liverpool	H	1806	492	27	2.5	9.2	4530	11.0
Total City Talk/Magic 1548	H	1806	167	9	0.6	7.0	1165	2.8
City Talk 105.9	H	1568	71	5	0.3	6.9	490	1.4

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FM Bauer Place Portfolio North West	H	5002	1208	24	1.9	7.9	9536	9.7
Radio City 96.7	H	1806	457	25	2.2	8.8	4040	9.8
Key 103 (Manchester)	H	2445	490	20	1.4	7.0	3416	7.8
97.4 Rock FM	H	1242	280	23	1.7	7.4	2081	9.4
FM Bauer Place Portfolio Yorkshire	H	2837	748	26	2.0	7.4	5568	10.1
96.3 Radio Aire	H	689	117	17	1.2	7.1	827	6.5
Hallam FM	H	1286	400	31	2.3	7.4	2974	12.2
96.9 Viking FM	H	918	235	26	1.9	7.5	1766	9.1
Bauer Northern Ireland	H	1442	588	41	4.1	10.1	5909	21.0
97.4 Cool FM	H	986	386	39	3.6	9.3	3578	18.4
Downtown Radio (DTR)	H	1442	247	17	1.6	9.5	2331	8.3
Bauer Place Portfolio - Scotland	H	4134	1681	41	4.1	10.1	17028	22.3
FM Bauer Place Portfolio Scotland	Y	4135	1478	36	3.4	9.4	13952	18.3
Bauer Radio Central Scotland	H	2873	1006	35	3.3	9.6	9607	18.6
Scotland's Greatest Hits Network	H	3564	395	11	1.0	9.1	3590	5.5
Bauer Glasgow	H	1853	625	34	3.0	9.0	5652	16.9
Clyde 1 FM	H	1853	528	29	2.2	7.9	4163	12.5
Clyde 2	H	1853	202	11	0.8	7.4	1489	4.5
Bauer Edinburgh	H	1118	386	35	3.5	10.2	3956	19.7
ForthOne	H	1118	361	32	3.1	9.6	3456	17.2
Forth2	H	1118	71	6	0.4	7.1	500	2.5
Moray Firth Radio (Bauer Inverness)	Y	235	115	49	5.3	10.8	1244	24.2
Bauer Aberdeen	Y	322	151	47	4.9	10.4	1569	23.2
Northsound One	Y	322	128	40	3.7	9.1	1175	17.4
Northsound Two	Y	322	43	13	1.2	9.1	393	5.8
Radio Borders (Bauer Borders)	Y	108	53	49	6.5	13.3	704	33.3
Bauer Dundee	Y	381	173	45	5.3	11.7	2018	30.8
Tay-FM	Y	381	121	32	2.9	9.0	1092	16.7
Tay-AM	Y	381	77	20	2.4	12.1	926	14.1
West Sound (Bauer Southwest Scotland) <sup>3</sup>	Y	389	180	46	4.7	10.2	1836	24.8
Kerrang! UK	H	52352	1304	2	0.1	4.6	5945	0.6
Kerrang! 105.2	H	3567	306	9	0.4	5.2	1599	2.4
Kiss UK	H	52352	4356	8	0.4	5.2	22656	2.2
Kiss East	H	2098	431	21	1.4	6.7	2876	6.1
Kiss West	H	2415	477	20	1.4	6.9	3290	6.4
Magic UK	Q	52352	3695	7	0.4	6.3	23291	2.3
Magic Network - North	H	10553	749	7	0.7	10.2	7623	3.8

Source: RAJAR/Ipsos MORI/RSMB

<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		
Magic Network - North East	H	2263	263	12	1.3	10.8	2837	6.8
Magic 1152 (Newcastle)	H	1508	168	11	1.2	10.4	1757	6.6
Magic 1170 (Teesside)	H	817	95	12	1.3	11.3	1079	6.7
Magic Network - North West	H	5115	226	4	0.3	7.7	1740	1.7
Magic 1548 (Liverpool)	H	1806	100	6	0.4	6.7	675	1.6
Magic 1152 (Manchester)	H	2445	89	4	0.3	8.5	758	1.7
Magic 999 (Preston)	H	1107	37	3	0.3	8.4	307	1.5
Magic Network - Yorkshire	H	3175	260	8	1.0	11.7	3046	5.0
Magic 828 (Leeds)	H	1028	107	10	1.1	11.0	1177	6.2
Magic AM (Sheffield)	H	1286	98	8	0.8	11.1	1090	4.5
Magic 1161 (Hull)	H	918	56	6	0.9	14.5	821	4.2
Wave 105 FM (Bauer South Coast)	H	1776	356	20	2.2	10.8	3839	9.7
The Breeze (East and West)	H	979	35	4	0.3	8.8	310	1.5
Triple Broadcast Co Group	Y	1441	72	5	0.3	7.0	503	1.6
Total Fire Radio	Y	1305	50	4	0.2	6.5	325	1.1
Fire Radio	Y	293	45	15	1.0	6.5	290	4.4
Fire Radio South Coast	Y	1012	5	1	*	7.0	35	0.2
Nova Radio - Weston (was Star Radio in North Somerset)	Y	137	22	16	1.3	8.0	178	5.3
Central FM	Y	208	49	24	1.4	5.9	291	7.8
Total Cheshire Radio	Y	364	49	13	1.0	7.3	358	4.9
Cheshire's Silk 106.9	Y	179	16	9	0.5	5.3	86	2.5
Chester's Dee 106.3	Y	185	32	18	1.5	8.4	272	7.0
Total CN Radio	Y	839	245	29	2.2	7.6	1865	10.4
The Bay	Y	286	107	37	3.7	9.9	1063	17.0
Citybeat 96.7/102.5FM	H	555	136	24	1.2	5.0	675	6.1
Lakeland Radio	Y	50	15	29	1.9	6.6	97	8.5
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	40	10	0.7	6.9	273	3.6
Radio Exe 107.3 FM (was Exeter FM)	Y	297	25	9	0.6	6.6	168	2.4
3FM	Y	71	26	37	3.8	10.2	269	15.9
Total Global Radio (UK)	H	52352	19320	37	3.1	8.5	163861	15.6
Total Choice (UK)	H	52352	738	1	0.1	4.7	3457	0.3
Choice FM London	Q	11249	527	5	0.2	5.2	2739	1.3
Classic FM	Q	52352	5480	10	0.7	6.4	34938	3.4
Capital Network (UK)	H	52352	6978	13	0.8	6.0	41854	4.0
Gold Network (UK)	H	52352	1467	3	0.3	9.1	13355	1.3
Heart Network (UK)	H	52352	7381	14	1.0	7.3	53756	5.1
Total LBC (UK)	H	52352	1157	2	0.2	10.7	12333	1.2
Total XFM (UK)	H	52352	882	2	0.1	4.6	4078	0.4

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING

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

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Global Radio London (ILR)	Q	11249	4402	39	3.3	8.3	36583	17.9
Global Radio (ILR)	H	43041	13568	32	2.7	8.5	115442	13.5
Capital Network (ILR)	H	30585	6094	20	1.2	6.3	38123	6.5
Capital Birmingham	H	2135	470	22	1.7	7.5	3547	9.0
Capital East Midlands	H	1974	480	24	1.9	7.8	3750	8.9
Capital London	Q	11249	2072	18	0.8	4.5	9427	4.6
Capital Manchester	H	2863	519	18	1.0	5.6	2912	5.7
Capital North East	H	2239	494	22	1.5	6.8	3344	8.1
Capital Scotland	H	2756	519	19	1.3	7.0	3619	7.3
Capital South Coast	H	1796	188	10	0.7	6.3	1191	2.9
Capital South Wales	H	1003	194	19	1.3	6.8	1311	6.3
Capital Yorkshire	H	4569	1068	23	1.7	7.3	7830	8.9
Gold Network (ILR)	H	32889	1184	4	0.4	9.7	11516	1.7
Gold (Birmingham & Black Country) <sup>4</sup>	H	2493	89	4	0.4	11.6	1030	2.2
Gold Cambridgeshire	H	849	38	4	0.7	15.2	578	3.3
Gold (Coventry & Warwickshire) <sup>4</sup>	H	668	21	3	0.5	14.8	306	2.4
Gold Devon	H	1033	40	4	0.5	12.5	501	2.1
Gold East Anglia	H	1220	70	6	0.6	11.1	783	2.7
Gold East Midlands	H	1974	66	3	0.4	11.6	768	1.8
Gold Essex	H	1361	63	5	0.4	7.7	486	1.6
Gold Four Counties	H	2018	96	5	0.4	8.0	766	1.9
Gold Kent	H	1191	44	4	0.2	5.8	254	0.8
Gold London	Q	11249	330	3	0.2	6.4	2125	1.0
Gold Manchester	H	2863	115	4	0.3	8.0	921	1.8
Gold North West & Wales	Y	998	28	3	0.2	8.9	246	1.2
Gold (Shropshire) <sup>4</sup>	H	360	10	3	0.2	5.7	59	0.8
Gold Solent	H	1796	68	4	0.3	8.7	593	1.5
Gold South Wales	H	1003	63	6	0.8	11.9	757	3.6
Gold Sussex	H	1372	64	5	0.6	13.0	832	2.7
Gold Thames Valley	H	1438	37	3	0.2	9.1	334	1.1
Gold West Country	H	2195	96	4	0.4	10.2	983	2.0
Heart Network (ILR)	H	29540	6716	23	1.7	7.5	50200	8.3
Heart Cambridgeshire	H	849	208	25	1.9	7.7	1598	9.2
Heart Cornwall (was 105-107 Atlantic FM)	Y	459	68	15	1.0	6.4	438	4.0
Heart Devon	H	1033	305	30	2.3	7.7	2360	10.1
Heart East Anglia	H	1220	297	24	1.6	6.7	1982	6.9
Heart East Midlands	Y	2204	110	5	0.2	3.4	371	0.8
Heart Essex	H	1361	414	30	2.3	7.4	3067	10.1

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



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

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Heart Four Counties	H	2018	581	29	2.0	6.9	4030	9.9
Heart Kent	H	1191	368	31	3.8	12.2	4499	14.9
Heart London	Q	11249	1798	16	1.0	6.1	10916	5.3
Heart North West and Wales	H	999	246	25	1.8	7.1	1759	7.6
Heart Solent	H	1796	341	19	1.6	8.4	2856	7.0
Heart Sussex	H	1372	365	27	2.6	9.9	3614	11.8
Heart Thames Valley	H	1438	361	25	1.7	7.0	2511	8.6
Heart West Country	H	2195	666	30	2.6	8.5	5679	11.8
Heart West Midlands	H	3601	755	21	1.6	7.5	5649	8.4
LBC (ILR)	Q	11249	929	8	0.8	10.1	9419	4.6
LBC 97.3	Q	11249	809	7	0.7	9.6	7809	3.8
LBC News 1152	Q	11249	355	3	0.1	4.5	1610	0.8
XFM (ILR)	H	14112	630	4	0.2	4.6	2867	1.1
XFM London	Q	11249	417	4	0.2	4.7	1957	1.0
XFM Manchester	H	2863	211	7	0.4	5.1	1071	2.1
Total GMG Radio	H	52352	5475	10	0.9	8.5	46499	4.4
GMG Radio North West Total	H	5306	1306	25	2.2	8.9	11562	11.0
GMG Radio North West Regional	H	5268	1216	23	2.0	8.5	10395	10.0
GMG Radio North East	H	2263	586	26	2.4	9.1	5331	12.8
GMG Radio Scotland	H	2919	836	29	2.9	10.3	8589	16.4
Total Real Radio UK	H	52352	2581	5	0.4	8.1	20994	2.0
Total Real Radio ILR Network	H	15608	2344	15	1.3	8.4	19752	6.6
Real Radio Brand UK	H	52352	2422	5	0.4	8.0	19424	1.8
Real Radio Brand ILR Network	H	15570	2184	14	1.2	8.3	18182	6.1
Real Radio North East - (was Century Radio)	H	2263	265	12	0.9	7.6	2001	4.8
Total Real Radio North West	H	5306	565	11	0.8	7.6	4303	4.1
Real Radio North West - (was Century Radio)	H	5268	446	8	0.6	7.0	3136	3.0
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2863	160	6	0.4	7.3	1167	2.3
Total Real Radio Scotland	H	2732	640	23	2.2	9.5	6113	12.4
Real Radio Scotland	H	2732	599	22	2.1	9.5	5710	11.6
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	74	9	0.5	5.4	403	2.8
Real Radio Wales	H	2533	497	20	1.8	9.0	4473	8.0
Real Radio Wales (North)	H	689	73	11	0.9	8.5	618	3.9
Real Radio Wales (South)	H	1844	425	23	2.1	9.1	3855	9.6
Real Radio Yorkshire	H	2905	388	13	1.0	7.7	2970	5.7

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Smooth Radio UK	H	52352	3260	6	0.5	7.8	25505	2.4
Smooth Radio ILR Network	H	26432	2751	10	0.8	8.1	22316	4.4
Smooth Radio Midlands	H	5752	677	12	1.2	10.5	7083	6.3
Smooth Radio East Midlands	H	2192	303	14	1.4	9.8	2976	6.4
Smooth Radio West Midlands	H	3601	378	11	1.1	10.9	4124	6.2
Smooth Radio Glasgow	H	1900	300	16	1.3	8.3	2476	7.2
Smooth Radio London	Q	11249	385	3	0.1	3.8	1449	0.7
Smooth Radio North East	H	2263	390	17	1.5	8.5	3330	8.0
Smooth Radio North West	H	5268	886	17	1.4	8.2	7259	7.0
IOW Radio	Y	121	36	30	3.2	10.8	391	13.4
JACKfm Oxfordshire	H	506	74	15	1.1	7.2	533	5.1
Glide FM 1079 (was Oxford's FM 107.9)	H	494	16	3	0.1	2.6	41	0.4
106 JACKfm (Oxford)	H	506	65	13	1.0	7.6	492	4.7
Jack FM South Coast (Was The Coast)	H	1706	193	11	0.7	6.5	1253	3.3
106 JACKfm/Star Radio (Bristol)	H	759	133	17	0.9	5.1	670	4.3
106 JACKfm (Bristol) (was Original 106)	H	623	116	19	0.7	3.9	452	3.5
The Breeze (South West) (was Star Radio (Bristol))	H	711	29	4	0.3	7.5	218	1.5
Kingdom FM	Y	288	83	29	2.5	8.6	713	12.6
kmfm Group	H	1044	157	15	1.1	7.6	1193	4.6
kmfm East	H	512	100	20	1.5	7.5	754	6.2
kmfm West	H	532	57	11	0.8	7.7	439	3.2
Lincs FM Group	H	2393	620	26	2.7	10.5	6504	13.1
Lincs FM 102.2 <sup>3</sup>	H	907	304	34	4.1	12.3	3736	18.0
Lincs FM Group Yorkshire	Y	1503	312	21	1.7	8.3	2602	8.9
Dearne FM	Y	232	49	21	1.8	8.3	408	9.4
KCFM 99.8	Y	454	86	19	1.5	8.1	699	8.1
Ridings FM	Y	299	42	14	0.9	6.7	282	4.9
Rother FM	Y	207	39	19	1.5	7.8	303	7.9
Trax FM	Y	363	96	26	2.5	9.5	910	12.2
The Local Radio Company Group Total	Y	1995	511	26	2.2	8.6	4407	10.9
2BR	Y	191	60	32	2.5	7.8	470	14.1
Minster FM	Y	312	70	22	1.4	6.0	423	6.6
Mix 96	Y	121	37	30	1.9	6.2	228	8.6
Spire FM	Y	115	40	35	3.6	10.1	407	15.8
Spirit FM	Y	218	50	23	2.1	9.2	465	9.7
Star North East	Y	381	51	13	1.1	8.5	438	6.1
Star NE - North (was Durham FM)	Y	213	23	11	0.9	7.8	183	4.8

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<sup>3</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



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## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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Star NE - South (was Alpha 103.2)	Y	168	28	17	1.5	9.1	255	7.6
97.2 Stray FM	Y	145	47	33	2.4	7.4	348	11.7
Sun FM	Y	276	67	24	2.3	9.4	635	12.9
Wessex FM	Y	118	47	40	4.3	10.8	507	17.8
Yorkshire Coast Radio	Y	118	40	34	4.1	12.1	484	18.4
Radio Mansfield 103.2	Y	154	39	25	2.3	9.0	353	10.8
Manx Radio	Y	71	38	53	6.6	12.4	467	27.6
Midwest Radio	Y	169	37	22	2.6	12.0	445	10.7
Original 106 (Aberdeen)	Y	322	47	15	1.1	7.4	352	5.2
Total Orion Midlands	H	6248	1207	19	1.6	8.5	10240	8.2
Orion Midlands FM	H	6248	1114	18	1.4	7.9	8845	7.1
Gem 106	H	2358	407	17	1.4	8.0	3247	6.5
Free Radio (West Midlands)	H	3981	802	20	1.8	8.7	6994	9.2
Free Radio FM (West Midlands)	H	3981	708	18	1.4	7.9	5599	7.4
Gold West Midlands	H	3521	120	3	0.4	11.6	1395	2.1
Free Radio (Birmingham & Black Country)	H	2493	488	20	1.8	9.2	4474	9.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	419	17	1.4	8.2	3444	7.4
Gold (Birmingham & Black Country)	H	2493	89	4	0.4	11.6	1030	2.2
Free Radio (Coventry & Warwickshire)	H	668	148	22	1.6	7.4	1099	8.7
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	668	129	19	1.2	6.1	793	6.3
Gold (Coventry & Warwickshire)	H	668	21	3	0.5	14.8	306	2.4
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	460	92	20	1.8	9.0	834	9.1
Free Radio (Shropshire)	H	360	88	24	2.1	8.4	741	9.5
Free Radio FM (Shropshire) (was Beacon)	H	360	82	23	1.9	8.3	682	8.7
Gold (Shropshire)	H	360	10	3	0.2	5.7	59	0.8
Palm FM	Y	226	37	16	1.2	7.4	275	5.1
Premier Christian Radio	Q	11249	172	2	0.2	10.9	1881	0.9
Q Radio Network	Y	580	117	20	1.2	6.0	704	6.7
Q100.5 (Was Five FM)	Y	84	17	20	1.5	7.8	130	8.2
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	76	26	1.5	5.9	446	8.9

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Q106 (was Six FM)	Y	95	11	11	0.9	7.8	85	4.7
Q107 (was Seven FM)	Y	148	14	9	0.3	3.2	43	1.4
Reading 107 FM	Y	238	22	9	0.4	4.6	104	2.6
96.2 The Revolution	H	518	40	8	0.5	6.2	251	2.6
Southend & Chelmsford Radio	Y	488	64	13	0.7	5.6	357	3.2
107.5 Sovereign Radio	Y	153	26	17	0.9	5.4	142	4.0
Sunrise Group National	H	52352	541	1	0.1	7.8	4247	0.4
Sunrise Radio National	Q	52352	447	1	0.1	7.1	3185	0.3
Sunrise Group London	H	11249	367	3	0.3	9.2	3366	1.6
Buzz Asia 963 & 972AM	H	11249	117	1	0.1	4.8	564	0.3
Kismet Radio 1035 (Greater London)	Q	11249	92	1	*	5.6	516	0.3
Sunrise Radio (Greater London)	Q	11249	286	3	0.2	8.0	2287	1.1
Time FM 106.6	Y	298	21	7	0.3	4.4	93	1.7
Tindle Radio Group	Y	1395	370	27	2.6	9.6	3567	11.3
Kestrel FM (North and South)	Y	234	53	23	1.8	7.9	422	7.9
KESTREL FM - was Delta Radio	Y	95	19	20	1.7	8.9	166	7.5
Kestrel FM	Y	138	35	25	1.8	7.3	255	8.2
Tindle Radio Anglia	Y	1025	240	23	2.2	9.4	2266	9.6
THE BEACH	Y	188	54	28	3.1	10.8	580	14.6
Dream 100	Y	144	48	33	3.7	11.3	537	15.1
North Norfolk Radio	Y	92	23	25	2.9	11.4	266	11.0
Radio NORWICH 99.9	Y	338	57	17	1.2	7.3	414	5.3
Town 102 FM	Y	283	59	21	1.7	7.9	469	7.4
Channel 103 FM	Y	82	46	57	6.3	11.0	512	32.0
Island FM 104.7	Y	55	30	55	6.7	12.3	367	33.5
Total Quidem	Y	1306	163	12	1.0	7.8	1273	5.0
Oak FM	Y	315	26	8	0.5	6.2	161	2.5
Total Touch Radio Network	Y	991	137	14	1.1	8.1	1112	5.8
107.6 Banbury Sound	Y	83	16	19	1.7	9.0	144	8.9
Rugby FM	Y	72	25	35	2.8	8.0	203	13.0
Touchradio Staffs	Y	250	26	10	0.9	8.5	217	4.2
96.2FM Touchradio - Coventry	Y	292	19	6	0.4	5.7	107	2.3
102FM Touchradio - Warks Worcs Cotswolds	Y	293	51	17	1.5	8.7	441	7.3
Town and Country Broadcasting (South and West Wales)	Y	1689	291	17	1.5	8.8	2563	6.8
102.1 Bay Radio (will be Nation 80s)	Y	459	40	9	0.5	5.9	233	2.3
106.3 Bridge FM	Y	123	37	31	2.3	7.6	284	10.2

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# QUARTERLY SUMMARY OF RADIO LISTENING



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			'000	%	per head	per listener		
97.1 Radio Carmarthenshire <sup>3</sup>	Y	128	40	31	3.1	9.8	392	13.0
Radio Ceredigion	Y	82	11	14	0.7	5.1	58	3.3
Nation Radio	H	1429	138	10	0.8	8.2	1135	3.8
102.5 Radio Pembrokeshire	Y	95	48	50	5.6	11.1	530	20.6
Total UKRD	H	1618	402	25	2.7	10.8	4349	12.0
107 The Bee	Y	181	24	13	1.3	10.1	244	8.3
Pirate FM	Y	483	167	34	3.2	9.2	1540	13.4
Total Eagle	H	526	154	29	3.7	12.5	1927	15.7
96.4 Eagle Radio	H	526	150	29	3.3	11.5	1731	14.1
Eagle Extra (formerly County Sound 1566MW)	H	526	13	3	0.4	14.7	196	1.6
Total UKRD East	H	427	67	16	1.3	8.3	554	6.1
KL.FM 96.7	Y	149	42	28	2.4	8.5	363	11.8
Star Radio in Cambridge	Y	277	26	9	0.6	6.1	159	2.8
UTV Radio (inc. talkSPORT)	H	52352	4302	8	0.6	7.5	32348	3.1
UTV Radio (excl. talkSPORT)	H	6170	1375	22	2.1	9.3	12771	10.1
107.6 Juice FM	H	1033	209	20	2.1	10.4	2186	8.7
Peak 107 FM	Y	419	94	22	2.0	9.1	853	10.5
The Pulse/Pulse 2	H	866	156	18	1.1	6.0	941	6.1
The Pulse	H	866	137	16	0.9	5.8	797	5.2
Pulse 2	H	866	45	5	0.2	3.2	143	0.9
Signal One & Signal Two	H	774	299	39	4.5	11.5	3452	19.6
Signal One	H	774	275	35	3.5	10.0	2742	15.6
Signal Two	H	774	57	7	0.9	12.4	710	4.0
Total Swansea Sound/ 96.4 FM The Wave	Y	459	166	36	3.5	9.6	1593	15.4
96.4 FM The Wave	Y	459	129	28	2.4	8.7	1120	10.8
Swansea Sound - 1170 MW	Y	459	57	12	1.0	8.3	473	4.6
U105	H	872	178	20	2.1	10.3	1843	10.8
Radio Wave 96.5 FM	Y	237	67	28	2.4	8.7	579	12.0
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1120	176	16	0.9	5.8	1014	5.2
107.4 Tower FM	Y	434	50	11	0.8	7.0	345	4.3
107.2 Wire FM	Y	279	52	19	1.0	5.6	291	5.7
102.4 Wish FM	Y	467	74	16	0.8	5.1	378	4.9
107.7 The Wolf	Y	437	41	9	0.7	7.8	317	3.5
Wave 102 FM	Y	156	23	15	1.0	6.9	161	6.3
Yorkshire Radio	H	4553	88	2	0.1	4.1	360	0.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## 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	52352	33182	63	8.5	13.5	446834	43.3
Children 10-14	Q	3453	2517	73	6.7	9.2	23171	67.7
15-24	Q	8182	5980	73	8.9	12.2	72664	61.7
25-44	Q	17079	11972	70	9.3	13.3	159564	52.1
45-64	Q	16191	10492	65	9.5	14.7	153826	41.7
65+	Q	10901	4739	43	5.6	12.8	60780	25.3
Main Shoppers	Q	42459	26372	62	8.5	13.7	360611	41.9
Main Shoppers with children	Q	12799	9191	72	9.7	13.5	123907	53.3
ABC1	Q	28655	18084	63	7.0	11.1	201031	36.5
C2DE	Q	23698	15098	64	10.4	16.3	245804	51.1
ALL BBC 15+	Q	52352	34444	66	10.7	16.3	560644	54.3
Children 10-14	Q	3453	1670	48	2.9	6.1	10108	29.6
15-24	Q	8182	4758	58	5.1	8.8	41797	35.5
25-44	Q	17079	10528	62	8.0	13.0	136891	44.7
45-64	Q	16191	11238	69	12.7	18.3	205997	55.9
65+	Q	10901	7921	73	16.1	22.2	175959	73.3
Main Shoppers	Q	42459	27970	66	11.3	17.1	479445	55.7
Main Shoppers with children	Q	12799	7543	59	8.0	13.6	102528	44.1
ABC1	Q	28655	21141	74	11.8	16.0	339006	61.5
C2DE	Q	23698	13303	56	9.4	16.7	221638	46.0

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.3 Radio Aire	H	689	117	17	1.2	7.1	827	6.5
107.8 Arrow FM for Hastings	Y	117	22	19	1.1	6.1	133	4.5
107.6 Banbury Sound	Y	83	16	19	1.7	9.0	144	8.9
The Bay	Y	286	107	37	3.7	9.9	1063	17.0
102.1 Bay Radio (will be Nation 80s)	Y	459	40	9	0.5	5.9	233	2.3
THE BEACH	Y	188	54	28	3.1	10.8	580	14.6
107 The Bee	Y	181	24	13	1.3	10.1	244	8.3
2BR	Y	191	60	32	2.5	7.8	470	14.1
The Breeze (East and West)	H	979	35	4	0.3	8.8	310	1.5
The Breeze (South West) (was Star Radio (Bristol))	H	711	29	4	0.3	7.5	218	1.5
106.3 Bridge FM	Y	123	37	31	2.3	7.6	284	10.2
Buzz Asia 963 & 972AM	H	11249	117	1	0.1	4.8	564	0.3
97.1 Radio Carmarthenshire <sup>3</sup>	Y	128	40	31	3.1	9.8	392	13.0
Capital Birmingham	H	2135	470	22	1.7	7.5	3547	9.0
Capital East Midlands	H	1974	480	24	1.9	7.8	3750	8.9
Capital London	Q	11249	2072	18	0.8	4.5	9427	4.6
Capital Manchester	H	2863	519	18	1.0	5.6	2912	5.7
Capital North East	H	2239	494	22	1.5	6.8	3344	8.1
Capital Scotland	H	2756	519	19	1.3	7.0	3619	7.3
Capital South Coast	H	1796	188	10	0.7	6.3	1191	2.9
Capital South Wales	H	1003	194	19	1.3	6.8	1311	6.3
Capital Yorkshire	H	4569	1068	23	1.7	7.3	7830	8.9
Central FM	Y	208	49	24	1.4	5.9	291	7.8
Radio Ceredigion	Y	82	11	14	0.7	5.1	58	3.3
C.F.M (Bauer Carlisle)	Y	247	81	33	3.3	10.0	814	18.0
Channel 103 FM	Y	82	46	57	6.3	11.0	512	32.0
Cheshire's Silk 106.9	Y	179	16	9	0.5	5.3	86	2.5
Chester's Dee 106.3	Y	185	32	18	1.5	8.4	272	7.0
Choice FM London	Q	11249	527	5	0.2	5.2	2739	1.3
Radio City 96.7	H	1806	457	25	2.2	8.8	4040	9.8
City Talk 105.9	H	1568	71	5	0.3	6.9	490	1.4
Citybeat 96.7/102.5FM	H	555	136	24	1.2	5.0	675	6.1
Clyde 1 FM	H	1853	528	29	2.2	7.9	4163	12.5
Clyde 2	H	1853	202	11	0.8	7.4	1489	4.5
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	40	10	0.7	6.9	273	3.6
97.4 Cool FM	H	986	386	39	3.6	9.3	3578	18.4
Dearne FM	Y	232	49	21	1.8	8.3	408	9.4
Downtown Radio (DTR)	H	1442	247	17	1.6	9.5	2331	8.3

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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		
Dream 100	Y	144	48	33	3.7	11.3	537	15.1
96.4 Eagle Radio	H	526	150	29	3.3	11.5	1731	14.1
Eagle Extra (formerly County Sound 1566MW)	H	526	13	3	0.4	14.7	196	1.6
Radio Exe 107.3 FM (was Exeter FM)	Y	297	25	9	0.6	6.6	168	2.4
Fire Radio	Y	293	45	15	1.0	6.5	290	4.4
Fire Radio South Coast 3FM	Y	1012	5	1	*	7.0	35	0.2
Forth2	H	71	26	37	3.8	10.2	269	15.9
ForthOne	H	1118	71	6	0.4	7.1	500	2.5
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	1118	361	32	3.1	9.6	3456	17.2
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	2493	419	17	1.4	8.2	3444	7.4
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	668	92	20	1.8	9.0	834	9.1
Free Radio FM (Shropshire) (was Beacon)	H	360	82	23	1.9	8.3	682	8.7
Gem 106	H	2358	407	17	1.4	8.0	3247	6.5
Glide FM 1079 (was Oxford's FM 107.9)	H	494	16	3	0.1	2.6	41	0.4
Gold (Birmingham & Black Country) <sup>4</sup>	H	2493	89	4	0.4	11.6	1030	2.2
Gold Cambridgeshire	H	849	38	4	0.7	15.2	578	3.3
Gold (Coventry & Warwickshire) <sup>4</sup>	H	668	21	3	0.5	14.8	306	2.4
Gold Devon	H	1033	40	4	0.5	12.5	501	2.1
Gold East Anglia	H	1220	70	6	0.6	11.1	783	2.7
Gold East Midlands	H	1974	66	3	0.4	11.6	768	1.8
Gold Essex	H	1361	63	5	0.4	7.7	486	1.6
Gold Four Counties	H	2018	96	5	0.4	8.0	766	1.9
Gold Kent	H	1191	44	4	0.2	5.8	254	0.8
Gold London	Q	11249	330	3	0.2	6.4	2125	1.0
Gold Manchester	H	2863	115	4	0.3	8.0	921	1.8
Gold North West & Wales	Y	998	28	3	0.2	8.9	246	1.2
Gold (Shropshire) <sup>4</sup>	H	360	10	3	0.2	5.7	59	0.8
Gold Solent	H	1796	68	4	0.3	8.7	593	1.5
Gold South Wales	H	1003	63	6	0.8	11.9	757	3.6
Gold Sussex	H	1372	64	5	0.6	13.0	832	2.7

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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 Thames Valley	H	1438	37	3	0.2	9.1	334	1.1
Gold West Country	H	2195	96	4	0.4	10.2	983	2.0
Hallam FM	H	1286	400	31	2.3	7.4	2974	12.2
Heart Cambridgeshire	H	849	208	25	1.9	7.7	1598	9.2
Heart Cornwall (was 105-107 Atlantic FM)	Y	459	68	15	1.0	6.4	438	4.0
Heart Devon	H	1033	305	30	2.3	7.7	2360	10.1
Heart East Anglia	H	1220	297	24	1.6	6.7	1982	6.9
Heart East Midlands	Y	2204	110	5	0.2	3.4	371	0.8
Heart Essex	H	1361	414	30	2.3	7.4	3067	10.1
Heart Four Counties	H	2018	581	29	2.0	6.9	4030	9.9
Heart Kent	H	1191	368	31	3.8	12.2	4499	14.9
Heart London	Q	11249	1798	16	1.0	6.1	10916	5.3
Heart North West and Wales	H	999	246	25	1.8	7.1	1759	7.6
Heart Solent	H	1796	341	19	1.6	8.4	2856	7.0
Heart Sussex	H	1372	365	27	2.6	9.9	3614	11.8
Heart Thames Valley	H	1438	361	25	1.7	7.0	2511	8.6
Heart West Country	H	2195	666	30	2.6	8.5	5679	11.8
Heart West Midlands	H	3601	755	21	1.6	7.5	5649	8.4
IOW Radio	Y	121	36	30	3.2	10.8	391	13.4
Island FM 104.7	Y	55	30	55	6.7	12.3	367	33.5
Jack FM South Coast (Was The Coast)	H	1706	193	11	0.7	6.5	1253	3.3
106 JACKfm (Bristol) (was Original 106)	H	623	116	19	0.7	3.9	452	3.5
106 JACKfm (Oxford)	H	506	65	13	1.0	7.6	492	4.7
JACKfm Oxfordshire	H	506	74	15	1.1	7.2	533	5.1
107.6 Juice FM	H	1033	209	20	2.1	10.4	2186	8.7
KCFM 99.8	Y	454	86	19	1.5	8.1	699	8.1
Kerrang! 105.2	H	3567	306	9	0.4	5.2	1599	2.4
KESTREL FM - was Delta Radio	Y	95	19	20	1.7	8.9	166	7.5
Kestrel FM	Y	138	35	25	1.8	7.3	255	8.2
Key 103 (Manchester)	H	2445	490	20	1.4	7.0	3416	7.8
Kingdom FM	Y	288	83	29	2.5	8.6	713	12.6
Kisat Radio 1035 (Greater London)	Q	11249	92	1	*	5.6	516	0.3
Kiss 100 FM	Q	11249	1740	15	0.8	5.5	9549	4.7
Kiss East	H	2098	431	21	1.4	6.7	2876	6.1
Kiss West	H	2415	477	20	1.4	6.9	3290	6.4
KL.FM 96.7	Y	149	42	28	2.4	8.5	363	11.8
kmfm East	H	512	100	20	1.5	7.5	754	6.2
kmfm West	H	532	57	11	0.8	7.7	439	3.2

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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		
Lakeland Radio	Y	50	15	29	1.9	6.6	97	8.5
LBC 97.3	Q	11249	809	7	0.7	9.6	7809	3.8
LBC News 1152	Q	11249	355	3	0.1	4.5	1610	0.8
Lincs FM 102.3 <sup>3</sup>	H	907	304	34	4.1	12.3	3736	18.0
Magic 105.4	Q	11249	1951	17	0.9	5.3	10391	5.1
Magic 1152 (Manchester)	H	2445	89	4	0.3	8.5	758	1.7
Magic 1152 (Newcastle)	H	1508	168	11	1.2	10.4	1757	6.6
Magic 1161 (Hull)	H	918	56	6	0.9	14.5	821	4.2
Magic 1170 (Teesside)	H	817	95	12	1.3	11.3	1079	6.7
Magic 1548 (Liverpool)	H	1806	100	6	0.4	6.7	675	1.6
Magic 828 (Leeds)	H	1028	107	10	1.1	11.0	1177	6.2
Magic 999 (Preston)	H	1107	37	3	0.3	8.4	307	1.5
Magic AM (Sheffield)	H	1286	98	8	0.8	11.1	1090	4.5
Radio Mansfield 103.2	Y	154	39	25	2.3	9.0	353	10.8
Manx Radio	Y	71	38	53	6.6	12.4	467	27.6
Metro Radio	H	1508	374	25	1.6	6.5	2438	9.2
Midwest Radio	Y	169	37	22	2.6	12.0	445	10.7
Minster FM	Y	312	70	22	1.4	6.0	423	6.6
Mix 96	Y	121	37	30	1.9	6.2	228	8.6
Nation Radio	H	1429	138	10	0.8	8.2	1135	3.8
North Norfolk Radio	Y	92	23	25	2.9	11.4	266	11.0
Northsound One	Y	322	128	40	3.7	9.1	1175	17.4
Northsound Two	Y	322	43	13	1.2	9.1	393	5.8
Radio NORWICH 99.9	Y	338	57	17	1.2	7.3	414	5.3
Nova Radio - Weston (was Star Radio in North Somerset)	Y	137	22	16	1.3	8.0	178	5.3
Oak FM	Y	315	26	8	0.5	6.2	161	2.5
Original 106 (Aberdeen)	Y	322	47	15	1.1	7.4	352	5.2
Palm FM	Y	226	37	16	1.2	7.4	275	5.1
Peak 107 FM	Y	419	94	22	2.0	9.1	853	10.5
102.5 Radio Pembrokeshire	Y	95	48	50	5.6	11.1	530	20.6
Pirate FM	Y	483	167	34	3.2	9.2	1540	13.4
Premier Christian Radio	Q	11249	172	2	0.2	10.9	1881	0.9
The Pulse	H	866	137	16	0.9	5.8	797	5.2
Pulse 2	H	866	45	5	0.2	3.2	143	0.9
Q100.5 (Was Five FM)	Y	84	17	20	1.5	7.8	130	8.2
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	76	26	1.5	5.9	446	8.9
Q106 (was Six FM)	Y	95	11	11	0.9	7.8	85	4.7
Q107 (was Seven FM)	Y	148	14	9	0.3	3.2	43	1.4
Reading 107 FM	Y	238	22	9	0.4	4.6	104	2.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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		
Real Radio North East - (was Century Radio)	H	2263	265	12	0.9	7.6	2001	4.8
Real Radio North West - (was Century Radio)	H	5268	446	8	0.6	7.0	3136	3.0
Real Radio Scotland	H	2732	599	22	2.1	9.5	5710	11.6
Real Radio Wales (North)	H	689	73	11	0.9	8.5	618	3.9
Real Radio Wales (South)	H	1844	425	23	2.1	9.1	3855	9.6
Real Radio Yorkshire	H	2905	388	13	1.0	7.7	2970	5.7
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2863	160	6	0.4	7.3	1167	2.3
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	74	9	0.5	5.4	403	2.8
96.2 The Revolution	H	518	40	8	0.5	6.2	251	2.6
Ridings FM	Y	299	42	14	0.9	6.7	282	4.9
97.4 Rock FM	H	1242	280	23	1.7	7.4	2081	9.4
Rother FM	Y	207	39	19	1.5	7.8	303	7.9
Rugby FM	Y	72	25	35	2.8	8.0	203	13.0
Signal One	H	774	275	35	3.5	10.0	2742	15.6
Signal Two	H	774	57	7	0.9	12.4	710	4.0
Smooth Radio East Midlands	H	2192	303	14	1.4	9.8	2976	6.4
Smooth Radio Glasgow	H	1900	300	16	1.3	8.3	2476	7.2
Smooth Radio London	Q	11249	385	3	0.1	3.8	1449	0.7
Smooth Radio North East	H	2263	390	17	1.5	8.5	3330	8.0
Smooth Radio North West	H	5268	886	17	1.4	8.2	7259	7.0
Smooth Radio West Midlands	H	3601	378	11	1.1	10.9	4124	6.2
Southend & Chelmsford Radio	Y	488	64	13	0.7	5.6	357	3.2
107.5 Sovereign Radio	Y	153	26	17	0.9	5.4	142	4.0
Spire FM	Y	115	40	35	3.6	10.1	407	15.8
Spirit FM	Y	218	50	23	2.1	9.2	465	9.7
Star NE - North (was Durham FM)	Y	213	23	11	0.9	7.8	183	4.8
Star NE - South (was Alpha 103.2)	Y	168	28	17	1.5	9.1	255	7.6
Star North East	Y	381	51	13	1.1	8.5	438	6.1
Star Radio in Cambridge	Y	277	26	9	0.6	6.1	159	2.8
97.2 Stray FM	Y	145	47	33	2.4	7.4	348	11.7
Sun FM	Y	276	67	24	2.3	9.4	635	12.9
Sunrise Radio (Greater London)	Q	11249	286	3	0.2	8.0	2287	1.1
Swansea Sound - 1170 MW	Y	459	57	12	1.0	8.3	473	4.6
Tay-AM	Y	381	77	20	2.4	12.1	926	14.1
Tay-FM	Y	381	121	32	2.9	9.0	1092	16.7
TFM Radio	H	817	176	22	1.5	6.9	1213	7.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 24th June 2012

## PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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		
Time FM 106.6	Y	298	21	7	0.3	4.4	93	1.7
96.2FM Touchradio - Coventry	Y	292	19	6	0.4	5.7	107	2.3
102FM Touchradio - Warks Worcs Cotswolds	Y	293	51	17	1.5	8.7	441	7.3
Touchradio Staffs	Y	250	26	10	0.9	8.5	217	4.2
107.4 Tower FM	Y	434	50	11	0.8	7.0	345	4.3
Town 102 FM	Y	283	59	21	1.7	7.9	469	7.4
Trax FM	Y	363	96	26	2.5	9.5	910	12.2
U105	H	872	178	20	2.1	10.3	1843	10.8
96.9 Viking FM	H	918	235	26	1.9	7.5	1766	9.1
96.4 FM The Wave	Y	459	129	28	2.4	8.7	1120	10.8
Wave 102 FM	Y	156	23	15	1.0	6.9	161	6.3
Wave 105 FM (Bauer South Coast)	H	1776	356	20	2.2	10.8	3839	9.7
Radio Wave 96.5 FM	Y	237	67	28	2.4	8.7	579	12.0
Wessex FM	Y	118	47	40	4.3	10.8	507	17.8
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	389	180	46	4.7	10.2	1836	24.8
107.2 Wire FM	Y	279	52	19	1.0	5.6	291	5.7
102.4 Wish FM	Y	467	74	16	0.8	5.1	378	4.9
107.7 The Wolf	Y	437	41	9	0.7	7.8	317	3.5
XFM London	Q	11249	417	4	0.2	4.7	1957	1.0
XFM Manchester	H	2863	211	7	0.4	5.1	1071	2.1
Yorkshire Coast Radio	Y	118	40	34	4.1	12.1	484	18.4
Yorkshire Radio	H	4553	88	2	0.1	4.1	360	0.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

# 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 (Parts 3 and 5)	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	2nd April 2012 - 24th June 2012	26,225
H	2nd January 2012 - 24th June 2012	52,671
Y	27th June 2011 - 24th June 2012	102,585