

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
ALL RADIO	Q	46623	89	19.5	21.9	1022809	100.0
ALL BBC	Q	34655	66	10.6	16.0	554357	54.2
ALL BBC 15-44	Q	15362	61	7.1	11.7	179248	42.8
ALL BBC 45+	Q	19294	71	13.8	19.4	375110	62.1
All BBC Network Radio ¹	Q	31590	60	9.0	14.9	471875	46.1
BBC Local/Regional	Q	8958	17	1.6	9.2	82482	8.1
ALL COMMERCIAL	Q	33148	63	8.5	13.4	443305	43.3
ALL COMMERCIAL 15-44	Q	17737	70	9.0	12.8	226621	54.1
ALL COMMERCIAL 45+	Q	15411	57	8.0	14.1	216684	35.9
All National Commercial ¹	Q	16038	31	2.5	8.1	130614	12.8
All Local Commercial (National TSA)	Q	26424	50	6.0	11.8	312691	30.6
Other Listening	Q	3241	6	0.5	7.8	25146	2.5

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.
For survey periods and other definitions please see back cover.

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Embargoed until 00.01 am
25th October 2012

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	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	31590	60	9.0	14.9	471875	46.1
BBC Radio 1	Q	11198	21	1.6	7.5	84041	8.2
BBC Radio 2	Q	13903	27	3.0	11.5	159545	15.6
BBC Radio 3	Q	2150	4	0.3	6.3	13515	1.3
BBC Radio 4	Q	10845	21	2.4	11.8	127957	12.5
BBC Radio 4 (including 4 Extra)	Q	11089	21	2.6	12.4	137286	13.4
BBC Radio 4 Extra	Q	1694	3	0.2	5.5	9329	0.9
BBC Radio FIVE LIVE ⁴	Q	6098	12	0.9	7.3	44623	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6324	12	0.9	7.7	48591	4.8
FIVE LIVE SPORTS EXTRA	Q	1005	2	0.1	3.9	3967	0.4
BBC 6 Music	Q	1620	3	0.3	8.5	13716	1.3
1Xtra from the BBC	Q	1114	2	0.1	4.1	4563	0.4
BBC Asian Network UK	Q	584	1	0.1	6.7	3892	0.4
BBC World Service	Q	1387	3	0.1	4.9	6728	0.7
All National Commercial	Q	16038	31	2.5	8.1	130614	12.8
Total Absolute Radio	Q	1544	3	0.2	5.9	9186	0.9
Absolute Radio 60s	H	189	*	*	4.9	919	0.1
Absolute Radio 70s	H	172	*	*	3.1	526	0.1
Absolute 80s	Q	895	2	0.1	5.9	5276	0.5
Absolute Radio 90s	H	435	1	*	4.8	2093	0.2
Absolute Radio 00s	H	143	*	*	3.5	506	*
Absolute Radio Classic Rock	H	356	1	*	5.0	1769	0.2
Capital Network (UK) ²	H	6855	13	0.8	5.9	40439	3.9
Total Choice (UK) ²	H	701	1	0.1	4.5	3140	0.3
Classic FM	Q	5450	10	0.7	6.5	35689	3.5
Gold Network (UK) ²	H	1461	3	0.2	8.9	13051	1.3
Heart Network (UK) ²	H	7338	14	1.0	7.2	52862	5.1
Heat	Q	681	1	0.1	4.1	2821	0.3
The Hits	Q	893	2	0.1	3.0	2706	0.3
Jazz FM	Q	624	1	0.1	4.6	2865	0.3
Kerrang! UK ²	H	1327	3	0.1	4.5	6022	0.6
Kiss UK ²	H	4355	8	0.4	5.4	23360	2.3
Total LBC (UK) ²	H	1189	2	0.2	9.9	11763	1.1
Magic UK ²	Q	3797	7	0.5	6.9	26220	2.6
Planet Rock	Q	864	2	0.1	8.2	7045	0.7
Q	Q	162	*	*	2.7	438	*
Real Radio Brand UK ²	H	2340	4	0.4	8.5	19978	1.9
Smash Hits Radio	Q	970	2	0.1	3.0	2892	0.3
Smooth 70s	H	749	1	0.1	6.5	4849	0.5
Smooth Radio Brand UK ²	H	3190	6	0.5	7.7	24538	2.4
Sunrise Radio National ²	Q	403	1	0.1	7.3	2951	0.3
talkSPORT	Q	3018	6	0.4	6.5	19750	1.9
Total XFM (UK) ²	H	894	2	0.1	4.9	4336	0.4

Source: RAJAR/Ipsos MORI/RSMB

^{2,4} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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 NETWORK RADIO								
BBC Radio 1	Q	52352	11198	21	1.6	7.5	84041	8.2
BBC Radio 2	Q	52352	13903	27	3.0	11.5	159545	15.6
BBC Radio 3	Q	52352	2150	4	0.3	6.3	13515	1.3
BBC Radio 4	Q	52352	10845	21	2.4	11.8	127957	12.5
BBC Radio 4 (including 4 Extra)	Q	52352	11089	21	2.6	12.4	137286	13.4
BBC Radio 4 Extra	Q	52352	1694	3	0.2	5.5	9329	0.9
BBC Radio FIVE LIVE ⁴	Q	52352	6098	12	0.9	7.3	44623	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	52352	6324	12	0.9	7.7	48591	4.8
FIVE LIVE SPORTS EXTRA	Q	52352	1005	2	0.1	3.9	3967	0.4
BBC 6 Music	Q	52352	1620	3	0.3	8.5	13716	1.3
1Xtra from the BBC	Q	52352	1114	2	0.1	4.1	4563	0.4
BBC Asian Network UK	Q	52352	584	1	0.1	6.7	3892	0.4
BBC World Service	Q	52352	1387	3	0.1	4.9	6728	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4410	928	21	1.4	6.6	6145	7.6
BBC Radio Ulster ³	H	1466	542	37	4.4	11.9	6431	23.1
Total BBC Radio Wales/Cymru	H	2533	531	21	2.3	10.8	5739	10.4
BBC Radio Wales	H	2533	450	18	1.7	9.4	4226	7.7
BBC Radio Cymru	H	2533	142	6	0.6	10.6	1513	2.7
LOCAL								
BBC Local Radio	Q	42296	6726	16	1.4	9.0	60702	7.4
BBC Radio Berkshire	H	824	125	15	0.9	5.9	740	5.0
BBC Radio Bristol	H	925	141	15	1.3	8.3	1178	6.4
BBC Radio Cambridgeshire	H	724	108	15	1.7	11.1	1206	8.0
BBC Radio Cornwall	H	459	154	34	4.1	12.4	1903	16.3
BBC Coventry and Warwickshire	H	676	86	13	1.0	7.6	648	5.4
BBC Radio Cumbria	H	404	100	25	2.3	9.3	925	13.2
BBC Radio Derby	H	641	155	24	2.3	9.5	1473	11.0
BBC Radio Devon	H	980	203	21	2.0	9.5	1926	8.9

Source: RAJAR/Ipsos MORI/RSMB

^{3,4} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	250	19	2.2	11.4	2850	9.8
BBC Radio Gloucestershire	H	492	114	23	2.3	9.9	1127	10.0
BBC Hereford & Worcester	H	493	98	20	1.7	8.5	834	8.6
BBC Radio Humberside	H	776	238	31	2.4	7.9	1885	12.9
BBC Radio Kent	H	1410	266	19	1.9	10.2	2702	7.6
BBC Radio Lancashire	H	1173	202	17	1.4	8.1	1642	8.1
BBC Radio Leeds	H	1671	209	13	0.9	6.8	1429	4.7
BBC Radio Leicester	H	817	181	22	1.7	7.5	1358	8.4
BBC Radio Lincolnshire	H	539	117	22	3.1	14.0	1644	13.2
BBC London 94.9	Q	11250	374	3	0.2	6.3	2354	1.1
BBC Radio Manchester	H	2169	231	11	0.8	7.3	1701	4.3
BBC Radio Merseyside	H	1624	322	20	3.0	14.9	4798	14.3
BBC Radio Newcastle	H	1454	308	21	1.9	8.8	2716	11.0
BBC Radio Norfolk	H	780	172	22	2.7	12.1	2082	12.1
BBC Radio Northampton	H	482	100	21	2.5	12.1	1210	12.3
BBC Radio Nottingham	H	804	187	23	2.6	11.0	2065	12.4
BBC Oxford 95.2FM	H	520	62	12	1.3	10.8	668	6.5
BBC Radio Sheffield	H	1284	255	20	1.4	6.8	1740	7.1
BBC Radio Shropshire	H	379	103	27	2.6	9.4	972	12.4
Total BBC Radio Solent	Y	1738	312	18	1.8	10.2	3188	8.3
BBC Somerset	H	437	66	15	1.3	8.7	576	6.2
BBC Radio Stoke	H	599	156	26	2.8	10.8	1682	13.0
BBC Radio Suffolk	H	539	115	21	2.1	10.0	1144	9.7
BBC Sussex and BBC Surrey	H	2502	241	10	1.0	10.2	2442	4.5
BBC Radio Tees	H	791	106	13	0.8	6.2	651	4.5
BBC Three Counties Radio	H	1313	146	11	0.9	7.8	1135	4.4
BBC WM (Birmingham & Black Country)	H	2280	214	9	0.9	9.1	1939	4.9
BBC Radio Wiltshire/Swindon	H	553	83	15	0.8	5.3	444	3.8
BBC Radio York	H	538	94	18	1.2	7.0	661	5.8
BBC Radio Guernsey	Y	54	23	43	4.9	11.5	265	24.8
BBC Radio Jersey	Y	82	27	33	3.7	11.0	302	18.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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		
NATIONAL								
Total Absolute Radio Network	Q	52352	2944	6	0.4	6.5	19155	1.9
Total Absolute Radio	Q	52352	1544	3	0.2	5.9	9186	0.9
Total Absolute Radio Network (London)	Q	11250	1100	10	0.6	6.0	6634	3.1
Total Absolute Radio (London)	Q	11250	832	7	0.4	5.1	4239	2.0
Absolute Radio London	Q	11250	592	5	0.2	3.3	1926	0.9
Absolute Radio National	Q	52352	1055	2	0.1	6.9	7260	0.7
Absolute Radio 60s	H	52352	189	*	*	4.9	919	0.1
Absolute Radio 70s	H	52352	172	*	*	3.1	526	0.1
Absolute 80s	Q	52352	895	2	0.1	5.9	5276	0.5
Absolute Radio 90s	H	52352	435	1	*	4.8	2093	0.2
Absolute Radio 00s	H	52352	143	*	*	3.5	506	*
Absolute Radio Classic Rock	H	52352	356	1	*	5.0	1769	0.2
Capital Network (UK)	H	52352	6855	13	0.8	5.9	40439	3.9
Total Choice (UK)	H	52352	701	1	0.1	4.5	3140	0.3
Classic FM	Q	52352	5450	10	0.7	6.5	35689	3.5
Gold Network (UK)	H	52352	1461	3	0.2	8.9	13051	1.3
Heart Network (UK)	H	52352	7338	14	1.0	7.2	52862	5.1
Heat	Q	52352	681	1	0.1	4.1	2821	0.3
The Hits	Q	52352	893	2	0.1	3.0	2706	0.3
Jazz FM	Q	52352	624	1	0.1	4.6	2865	0.3
Kerrang! UK	H	52352	1327	3	0.1	4.5	6022	0.6
Kiss UK	H	52352	4355	8	0.4	5.4	23360	2.3
Total LBC (UK)	H	52352	1189	2	0.2	9.9	11763	1.1
Magic UK	Q	52352	3797	7	0.5	6.9	26220	2.6
Planet Rock	Q	52352	864	2	0.1	8.2	7045	0.7
Q	Q	52352	162	*	*	2.7	438	*
Real Radio Brand UK	H	52352	2340	4	0.4	8.5	19978	1.9
Smash Hits Radio	Q	52352	970	2	0.1	3.0	2892	0.3
Smooth 70s	H	52352	749	1	0.1	6.5	4849	0.5
Smooth Radio Brand UK	H	52352	3190	6	0.5	7.7	24538	2.4
Sunrise Radio National	Q	52352	403	1	0.1	7.3	2951	0.3
talkSPORT	Q	52352	3018	6	0.4	6.5	19750	1.9
Total XFM (UK)	H	52352	894	2	0.1	4.9	4336	0.4

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
LOCAL								
All Local Commercial Radio (ILR)	Q	51772	26369	51	6.0	11.8	312001	31.0
107.8 Arrow FM for Hastings	Y	116	21	18	0.9	5.1	108	3.8
Bauer Radio Total Portfolio	H	52352	13374	26	2.1	8.3	110903	10.8
Bauer Passion Portfolio	Q	52352	6365	12	0.8	6.2	39292	3.8
Bauer Passion Portfolio	Q	52352	1969	4	0.2	4.5	8857	0.9
Digital Stations								
Heat	Q	52352	681	1	0.1	4.1	2821	0.3
The Hits	Q	52352	893	2	0.1	3.0	2706	0.3
Q	Q	52352	162	*	*	2.7	438	*
Smash Hits Radio	Q	52352	970	2	0.1	3.0	2892	0.3
Total Bauer Radio ILR	H	37504	10329	28	2.3	8.3	85872	12.1
Bauer Place Portfolio Total	H	52352	8643	17	1.4	8.3	71693	7.0
FM Bauer Place Portfolio	H	28936	7092	25	1.9	7.8	55476	10.2
Bauer Place Portfolio England	H	23861	5478	23	1.8	7.9	43315	9.6
FM Bauer Place Portfolio England	H	23373	4985	21	1.5	7.3	36222	8.2
Bauer Place Portfolio - North East	H	2264	718	32	2.9	9.0	6463	16.3
Bauer Middlesbrough	H	818	233	29	2.6	9.1	2118	14.1
Bauer Newcastle	H	1509	490	32	2.9	8.9	4344	16.9
Bauer Place Portfolio - North West	H	5151	1325	26	2.1	8.2	10902	11.1
Bauer Liverpool (inc. City Talk)	H	1806	542	30	2.6	8.5	4616	12.2
Bauer Liverpool	H	1806	516	29	2.4	8.5	4364	11.5
Bauer Manchester	H	2445	532	22	1.7	7.6	4058	9.0
Bauer Preston	H	1391	291	21	1.8	8.5	2480	10.1
Bauer Place Portfolio - Yorkshire	H	3175	939	30	2.7	9.1	8531	14.0
Bauer Hull	H	919	292	32	2.5	8.0	2339	13.5
Bauer Leeds	H	1028	211	21	1.9	9.5	2000	10.2
Bauer Sheffield	H	1286	443	34	3.3	9.6	4237	17.1
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11250	3526	31	2.5	7.9	27859	13.1
Kiss 100 FM	Q	11250	1952	17	1.1	6.3	12256	5.8
Magic 105.4	Q	11250	2174	19	1.4	7.2	15602	7.3
FM Bauer Place Portfolio North East	H	2264	540	24	1.7	7.3	3928	9.9
Metro Radio	H	1509	382	25	1.9	7.4	2834	11.1
TFM Radio	H	818	161	20	1.3	6.8	1094	7.3
C.F.M (Bauer Carlisle)	Y	246	74	30	2.9	9.8	724	17.6
Bauer FM Liverpool	H	1806	493	27	2.2	8.1	4010	10.6
Total City Talk/Magic 1548	H	1806	149	8	0.5	5.8	859	2.3
City Talk 105.9	H	1567	62	4	0.2	4.0	252	0.8
FM Bauer Place Portfolio North West	H	5001	1202	24	1.9	7.7	9251	9.7

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Radio City 96.7	H	1806	465	26	2.1	8.1	3757	9.9
Key 103 (Manchester)	H	2445	483	20	1.4	7.1	3443	7.7
97.4 Rock FM	H	1241	267	22	1.7	7.7	2051	9.6
FM Bauer Place Portfolio Yorkshire	H	2836	746	26	2.0	7.5	5624	10.5
96.3 Radio Aire	H	690	119	17	1.3	7.6	901	7.3
Hallam FM	H	1286	375	29	2.4	8.4	3142	12.6
96.9 Viking FM	H	919	255	28	1.7	6.2	1581	9.1
Bauer Northern Ireland	H	1441	592	41	3.8	9.3	5522	20.2
97.4 Cool FM	H	985	382	39	3.4	8.7	3335	17.7
Downtown Radio (DTR)	H	1441	267	19	1.5	8.2	2187	8.0
Bauer Place Portfolio - Scotland	H	4134	1735	42	4.3	10.3	17924	24.0
FM Bauer Place Portfolio Scotland	Y	4133	1483	36	3.3	9.2	13603	18.1
Bauer Radio Central Scotland	H	2874	1055	37	3.4	9.3	9829	20.2
Scotland's Greatest Hits Network	H	3564	445	12	1.2	9.4	4192	6.7
Bauer Glasgow	H	1853	685	37	3.3	9.0	6186	19.3
Clyde 1 FM	H	1853	574	31	2.4	7.7	4445	13.8
Clyde 2	H	1853	230	12	0.9	7.6	1741	5.4
Bauer Edinburgh	H	1119	375	33	3.3	9.7	3643	19.9
ForthOne	H	1119	342	31	2.6	8.6	2930	16.0
Forth2	H	1119	73	7	0.6	9.8	713	3.9
Moray Firth Radio (Bauer Inverness)	Y	235	115	49	5.9	12.1	1396	26.4
Bauer Aberdeen	Y	321	152	47	4.9	10.3	1572	23.3
Northsound One	Y	321	126	39	3.6	9.1	1146	17.0
Northsound Two	Y	321	52	16	1.3	8.2	426	6.3
Radio Borders (Bauer Borders)	Y	108	51	47	5.8	12.3	627	31.5
Bauer Dundee	Y	381	176	46	5.6	12.0	2117	29.8
Tay-FM	Y	381	124	33	3.0	9.1	1127	15.9
Tay-AM	Y	381	81	21	2.6	12.2	989	13.9
West Sound ³ (Bauer Southwest Scotland)	Y	388	190	49	4.7	9.7	1839	24.6
Kerrang! UK	H	52352	1327	3	0.1	4.5	6022	0.6
Kerrang! 105.2	H	3567	307	9	0.5	5.5	1700	2.7
Kiss UK	H	52352	4355	8	0.4	5.4	23360	2.3
Kiss East	H	2098	443	21	1.5	7.0	3114	6.8
Kiss West	H	2414	501	21	1.3	6.3	3146	6.5
Magic UK	Q	52352	3797	7	0.5	6.9	26220	2.6
Magic Network - North	H	10553	711	7	0.7	10.0	7092	3.6
Magic Network - North East	H	2264	251	11	1.1	10.1	2535	6.4
Magic 1152 (Newcastle)	H	1509	164	11	1.0	9.2	1511	5.9

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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			'000	%	per head	per listener		
Magic 1170 (Teesside)	H	818	88	11	1.3	11.7	1024	6.8
Magic Network - North West	H	5115	188	4	0.3	8.8	1650	1.7
Magic 1548 (Liverpool)	H	1806	89	5	0.3	6.8	607	1.6
Magic 1152 (Manchester)	H	2445	69	3	0.3	8.9	615	1.4
Magic 999 (Preston)	H	1106	30	3	0.4	14.3	429	2.2
Magic Network - Yorkshire	H	3175	272	9	0.9	10.7	2907	4.8
Magic 828 (Leeds)	H	1028	113	11	1.1	9.7	1099	5.6
Magic AM (Sheffield)	H	1286	102	8	0.9	10.7	1095	4.4
Magic 1161 (Hull)	H	919	59	6	0.8	12.9	759	4.4
Wave 105 FM (Bauer South Coast)	H	1777	350	20	2.3	11.5	4034	10.2
Triple Broadcast Co Group	Y	1441	66	5	0.3	5.8	379	1.2
Total Fire Radio	Y	1305	45	3	0.2	5.0	222	0.8
Fire Radio	Y	293	40	14	0.7	4.9	196	2.9
Fire Radio South Coast	Y	1012	5	*	*	5.2	26	0.1
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	21	15	1.2	7.5	157	4.9
Total Celador Radio	H	2876	436	15	1.2	7.7	3344	5.4
Celador Radio South	H	1714	245	14	1.1	7.5	1825	4.8
The Breeze (East and West)	H	980	42	4	0.3	8.2	342	1.7
Jack FM South Coast (Was The Coast)	H	1708	211	12	0.9	7.0	1483	3.9
Celador Radio South West	H	928	138	15	1.3	8.5	1177	6.3
106 JACKfm (Bristol) (was Original 106)	H	623	92	15	0.7	5.0	462	3.7
The Breeze (South West) (was Star Radio (Bristol))	H	711	26	4	0.3	8.0	210	1.5
Midwest Radio	Y	169	35	20	2.7	13.3	461	11.2
Kestrel FM (North and South)	Y	234	51	22	1.6	7.2	363	7.3
KESTREL FM - was Delta Radio	Y	95	19	20	1.6	7.9	153	7.1
Kestrel FM	Y	139	31	23	1.5	6.7	210	7.5
Central FM	Y	208	53	26	1.4	5.6	298	8.1
Total Cheshire Radio	Y	364	48	13	0.9	6.9	334	4.5
Cheshire's Silk 106.9	Y	179	17	9	0.4	4.7	78	2.3
Chester's Dee 106.3	Y	184	32	17	1.4	8.1	256	6.3
Total CN Radio	Y	839	237	28	1.9	6.8	1618	9.5
The Bay	Y	285	101	35	2.9	8.2	827	13.6
Citybeat 96.7/102.5FM	H	554	126	23	1.4	6.2	777	7.4
Lakeland Radio	Y	50	14	29	2.3	7.9	114	10.0
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	38	9	0.6	6.3	238	3.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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 %
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Radio Exe 107.3 FM (was Exeter FM)	Y	297	25	8	0.6	7.4	183	2.8
3FM	Y	71	27	38	3.8	10.0	268	16.1
Total Global Radio (UK)	H	52352	19195	37	3.1	8.4	161234	15.7
Total Choice (UK)	H	52352	701	1	0.1	4.5	3140	0.3
Choice FM London	Q	11250	508	5	0.2	4.9	2465	1.2
Classic FM	Q	52352	5450	10	0.7	6.5	35689	3.5
Capital Network (UK)	H	52352	6855	13	0.8	5.9	40439	3.9
Gold Network (UK)	H	52352	1461	3	0.2	8.9	13051	1.3
Heart Network (UK)	H	52352	7338	14	1.0	7.2	52862	5.1
Total LBC (UK)	H	52352	1189	2	0.2	9.9	11763	1.1
Total XFM (UK)	H	52352	894	2	0.1	4.9	4336	0.4
Global Radio London (ILR)	Q	11250	4445	40	3.5	8.8	39299	18.5
Global Radio (ILR)	H	43040	13417	31	2.6	8.3	111863	13.4
Capital Network (ILR)	H	30585	5895	19	1.2	6.1	36019	6.3
Capital Birmingham	H	2134	421	20	1.2	6.0	2518	7.0
Capital East Midlands	H	1973	480	24	2.0	8.1	3872	9.7
Capital London	Q	11250	1999	18	1.0	5.7	11351	5.3
Capital Manchester	H	2864	516	18	1.0	5.7	2922	5.6
Capital North East	H	2240	491	22	1.5	6.6	3252	8.3
Capital Scotland	H	2756	476	17	1.1	6.4	3039	6.5
Capital South Coast	H	1796	164	9	0.5	5.7	926	2.3
Capital South Wales	H	1003	236	24	1.3	5.7	1345	6.5
Capital Yorkshire	H	4570	1100	24	1.8	7.3	8013	9.2
Gold Network (ILR)	H	29414	1136	4	0.4	9.2	10412	1.8
Gold Cambridgeshire	H	850	49	6	0.9	16.4	799	4.5
Gold Devon	H	1033	31	3	0.3	9.7	301	1.3
Gold East Anglia	H	1220	74	6	0.5	8.6	634	2.3
Gold East Midlands	H	1973	65	3	0.4	12.5	807	2.0
Gold Essex	H	1361	59	4	0.4	9.1	535	1.8
Gold Four Counties	H	2018	85	4	0.4	9.5	808	2.0
Gold Kent	H	1192	58	5	0.4	7.7	447	1.5
Gold London	Q	11250	353	3	0.2	7.2	2550	1.2
Gold Manchester	H	2864	116	4	0.3	6.4	744	1.4
Gold North West & Wales	Y	998	28	3	0.3	11.6	319	1.4
Gold Solent	H	1796	66	4	0.3	8.9	586	1.5
Gold South Wales	H	1003	76	8	0.9	12.2	926	4.5
Gold Sussex	H	1372	70	5	0.7	13.7	955	3.1
Gold Thames Valley	H	1438	36	3	0.2	7.7	280	1.0
Gold West Country	H	2195	112	5	0.6	10.9	1226	2.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
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Heart Network (ILR)	H	29541	6658	23	1.7	7.4	49112	8.3
Heart Cambridgeshire	H	850	235	28	2.1	7.5	1769	9.9
Heart Cornwall (was 105-107 Atlantic FM)	Y	458	69	15	1.1	7.4	511	4.6
Heart Devon	H	1033	322	31	2.5	8.1	2601	11.3
Heart East Anglia	H	1220	305	25	1.9	7.5	2301	8.3
Heart East Midlands	Y	2205	102	5	0.2	3.8	384	0.9
Heart Essex	H	1361	415	30	2.4	7.9	3262	10.7
Heart Four Counties	H	2018	555	27	2.0	7.4	4092	10.4
Heart Kent	H	1192	365	31	2.9	9.5	3455	11.8
Heart London	Q	11250	1826	16	0.8	5.1	9351	4.4
Heart North West and Wales	H	999	255	26	1.9	7.6	1947	8.6
Heart Solent	H	1796	341	19	1.4	7.5	2555	6.3
Heart Sussex	H	1372	386	28	2.9	10.2	3921	12.6
Heart Thames Valley	H	1438	388	27	1.9	6.9	2689	9.8
Heart West Country	H	2195	643	29	2.3	7.8	5033	10.9
Heart West Midlands	H	3601	690	19	1.3	6.9	4758	7.4
LBC (ILR)	Q	11250	1167	10	1.1	10.3	11966	5.6
LBC 97.3	Q	11250	927	8	0.8	10.2	9475	4.5
LBC News 1152	Q	11250	439	4	0.2	5.7	2492	1.2
XFM (ILR)	H	14112	620	4	0.2	4.8	2956	1.1
XFM London	Q	11250	372	3	0.1	4.3	1617	0.8
XFM Manchester	H	2864	228	8	0.4	5.4	1226	2.4
IOW Radio	Y	121	38	31	3.5	11.2	421	14.7
JACKfm Oxfordshire	H	506	68	13	1.0	7.3	493	5.1
Glide FM 1079 (was Oxford's FM 107.9)	H	494	18	4	0.1	3.8	68	0.7
106 JACKfm (Oxford)	H	506	55	11	0.8	7.7	425	4.4
Kingdom FM	Y	288	83	29	2.5	8.6	716	13.1
kmfm Group	H	1044	159	15	1.2	7.9	1255	4.9
kmfm East	H	511	90	18	1.3	7.4	667	5.6
kmfm West	H	532	69	13	1.1	8.5	588	4.3
Lincs FM Group	H	2393	614	26	2.3	8.9	5467	11.2
Lincs FM 102.2 ³	H	906	315	35	3.6	10.3	3257	16.2
Lincs FM Group Yorkshire	Y	1503	315	21	1.7	8.0	2516	8.6
Dearne FM	Y	231	48	21	1.6	7.5	360	8.8
KCFM 99.8	Y	453	87	19	1.4	7.1	619	7.2
Ridings FM	Y	298	48	16	1.4	8.6	411	6.6
Rother FM	Y	206	36	17	1.4	8.1	290	7.3
Trax FM	Y	363	98	27	2.3	8.5	836	11.6

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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		
The Local Radio Company Group Total	Y	1996	514	26	2.2	8.5	4363	10.8
2BR	Y	190	60	31	2.3	7.4	444	14.1
Minster FM	Y	313	73	23	1.4	5.9	430	6.7
Mix 96	Y	121	39	33	2.2	6.7	265	9.9
Spire FM	Y	115	45	39	4.0	10.3	461	18.0
Spirit FM	Y	217	57	26	2.6	9.8	559	10.7
Star North East	Y	382	47	12	1.0	8.0	375	5.3
Star NE - North (was Durham FM)	Y	213	21	10	0.6	6.5	139	3.7
Star NE - South (was Alpha 103.2)	Y	168	26	15	1.4	9.2	237	7.1
97.2 Stray FM	Y	145	48	33	2.5	7.5	357	12.0
Sun FM	Y	276	57	21	1.8	8.8	504	10.9
Wessex FM	Y	119	47	39	4.5	11.4	531	18.5
Yorkshire Coast Radio	Y	118	41	35	3.7	10.6	436	17.0
Radio Mansfield 103.2	Y	153	41	27	2.4	9.0	373	10.9
Manx Radio	Y	71	36	51	6.1	12.0	432	26.0
Original 106 (Aberdeen)	Y	321	44	14	1.2	9.1	399	5.9
Total Orion Midlands	H	6248	1090	17	1.5	8.5	9225	7.8
Orion Midlands FM	H	6248	978	16	1.3	8.1	7878	6.6
Gem 106	H	2359	392	17	1.3	7.9	3108	6.4
Free Radio (West Midlands)	H	3981	699	18	1.5	8.8	6117	8.5
Free Radio FM (West Midlands)	H	3981	587	15	1.2	8.1	4770	6.6
Free Radio 80s (West Midlands)	H	3520	126	4	0.4	10.7	1347	2.1
Free Radio (Birmingham & Black Country)	H	2493	421	17	1.4	8.5	3596	8.2
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	335	13	1.0	7.7	2596	5.9
Free Radio 80s (Birmingham & Black Country)	H	2493	93	4	0.4	10.8	1000	2.3
Free Radio (Coventry & Warwickshire)	H	668	126	19	1.6	8.6	1076	9.0
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	668	109	16	1.2	7.3	794	6.6
Free Radio 80s (Coventry & Warwickshire)	H	668	21	3	0.4	13.4	282	2.4
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	460	82	18	1.7	9.4	771	8.5
Free Radio (Shropshire)	H	359	88	24	2.4	9.8	858	11.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Free Radio FM (Shropshire) (was Beacon)	H	359	78	22	2.2	10.1	793	10.7
Free Radio 80s (Shropshire)	H	359	12	3	0.2	5.4	65	0.9
Palm FM	Y	226	34	15	1.2	8.0	271	5.0
Premier Christian Radio	Q	11250	164	1	0.1	9.6	1568	0.7
Q Radio Network	Y	580	115	20	1.2	6.0	693	6.5
Q100.5 (Was Five FM)	Y	84	15	18	1.2	6.8	103	6.6
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	80	27	1.6	6.0	478	9.5
Q106 (was Six FM)	Y	95	8	9	0.8	8.6	73	3.9
Q107 (was Seven FM)	Y	148	11	7	0.3	3.6	40	1.3
Reading 107 FM	Y	238	22	9	0.4	4.9	106	2.5
Total Real and Smooth Ltd.	H	52352	5805	11	1.0	8.8	51082	5.0
Real and Smooth Ltd.	H	5306	1319	25	2.2	9.0	11879	11.7
North West Total								
Real and Smooth Ltd.	H	5267	1237	23	2.0	8.4	10423	10.3
North West Regional								
Real and Smooth Ltd. North East	H	2264	595	26	2.2	8.2	4880	12.3
Real and Smooth Ltd. Scotland	H	2918	750	26	2.6	10.1	7546	15.3
Total Real Radio UK	H	52352	2499	5	0.4	8.7	21696	2.1
Total Real Radio ILR Network	H	15607	2281	15	1.3	9.0	20616	7.0
Real Radio Brand UK	H	52352	2340	4	0.4	8.5	19978	1.9
Real Radio Brand ILR Network	H	15569	2122	14	1.2	8.9	18898	6.5
Real Radio North East - (was Century Radio)	H	2264	252	11	0.7	6.7	1694	4.3
Total Real Radio North West	H	5306	564	11	0.9	8.4	4722	4.6
Real Radio North West - (was Century Radio)	H	5267	442	8	0.6	7.4	3266	3.2
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	168	6	0.5	8.7	1456	2.8
Total Real Radio Scotland	H	2732	582	21	2.0	9.2	5331	11.6
Real Radio Scotland	H	2732	545	20	1.9	9.3	5069	11.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	63	8	0.3	4.2	262	1.9
Real Radio Wales	H	2533	496	20	1.9	9.5	4703	8.5
Real Radio Wales (North)	H	689	61	9	0.8	9.6	585	3.8
Real Radio Wales (South)	H	1844	436	24	2.2	9.5	4118	10.3
Real Radio Yorkshire	H	2904	396	14	1.5	10.9	4302	8.0
Total Smooth Radio UK	H	52352	3723	7	0.6	7.9	29387	2.9
Smooth 70s	H	52352	749	1	0.1	6.5	4849	0.5
Smooth Radio Brand UK	H	52352	3190	6	0.5	7.7	24538	2.4

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Smooth Radio Brand ILR Network	H	26431	2671	10	0.8	8.0	21403	4.4
Smooth Radio Midlands	H	5751	667	12	1.1	9.8	6551	6.1
Smooth Radio East Midlands	H	2191	295	13	1.2	8.7	2566	5.8
Smooth Radio West Midlands	H	3601	376	10	1.1	10.7	4007	6.3
Smooth Radio Glasgow	H	1901	265	14	1.2	8.4	2215	6.7
Smooth Radio London	Q	11250	431	4	0.3	6.9	2991	1.4
Smooth Radio North East	H	2264	410	18	1.4	7.8	3186	8.1
Smooth Radio North West	H	5267	907	17	1.4	7.9	7157	7.1
96.2 The Revolution	H	519	41	8	0.6	7.0	287	2.8
Southend & Chelmsford Radio	Y	489	58	12	0.7	5.5	318	2.8
107.5 Sovereign Radio	Y	153	27	17	1.0	5.9	158	4.4
Sunrise Group National	H	52352	505	1	0.1	7.9	3988	0.4
Sunrise Radio National	Q	52352	403	1	0.1	7.3	2951	0.3
Sunrise Group London	H	11249	361	3	0.3	9.0	3256	1.6
Buzz Asia 963 & 972AM	H	11249	88	1	*	4.0	349	0.2
Kismet Radio 1035 (Greater London)	Q	11250	81	1	*	4.8	389	0.2
Sunrise Radio (Greater London)	Q	11250	282	3	0.2	8.2	2308	1.1
Time FM 106.6	Y	298	24	8	0.3	3.6	89	1.6
Tindle Radio Group	Y	1161	322	28	2.6	9.5	3054	11.7
Tindle Radio Anglia	Y	1025	244	24	2.1	8.8	2154	9.2
THE BEACH	Y	188	60	32	3.0	9.4	561	15.0
Dream 100	Y	144	46	32	3.5	11.0	509	14.6
North Norfolk Radio	Y	93	20	22	2.2	9.9	200	8.4
Norwich 99.9fm	Y	338	54	16	1.1	6.6	359	4.6
Town 102 FM	Y	283	64	23	1.9	8.2	525	8.2
Channel 103 FM	Y	82	47	58	6.5	11.2	529	32.1
Island FM 104.7	Y	54	30	56	6.9	12.3	372	34.8
Total Quidem	Y	1306	156	12	1.0	8.1	1261	5.1
Oak FM	Y	315	26	8	0.5	6.2	160	2.6
Total Touch Radio Network	Y	991	130	13	1.1	8.5	1101	5.9
107.6 Banbury Sound	Y	83	15	18	1.3	7.5	113	7.0
Rugby FM	Y	72	24	33	2.6	7.8	187	12.1
Touchradio Staffs	Y	250	27	11	0.9	8.3	226	4.4
96.2FM Touchradio - Coventry	Y	293	20	7	0.4	5.8	115	2.5
102FM Touchradio - Warks Worcs Cotswolds	Y	293	44	15	1.6	10.4	460	7.9
Town and Country Broadcasting (South and West Wales)	Y	1689	282	17	1.4	8.7	2446	6.7
106.3 Bridge FM	Y	123	33	27	2.4	9.1	301	11.4

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QUARTERLY SUMMARY OF RADIO LISTENING



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Radio Carmarthenshire and Scarlet FM	Y	128	42	33	2.9	8.9	373	12.5
Radio Ceredigion	Y	81	13	16	0.8	5.0	64	3.5
Nation 80s (was 102.1 Bay Radio)	Y	459	39	8	0.5	6.0	233	2.3
Nation Radio	H	1428	138	10	0.6	6.5	895	3.1
102.5 Radio Pembrokeshire	Y	95	48	50	5.9	11.7	558	21.3
Total UKRD	H	1618	421	26	2.3	8.8	3701	10.5
107 The Bee	Y	182	29	16	1.6	9.9	282	9.3
Pirate FM	Y	483	163	34	3.1	9.3	1509	13.0
Total Eagle	H	526	148	28	2.6	9.1	1346	12.5
96.4 Eagle Radio	H	526	145	28	2.5	9.0	1306	12.1
Eagle Extra (formerly County Sound 1566MW)	H	526	10	2	0.1	3.8	40	0.4
Total UKRD East	H	427	80	19	1.5	8.0	642	7.0
KL.FM 96.7	Y	150	48	32	2.7	8.6	411	13.0
Star Radio in Cambridge	Y	277	26	9	0.8	8.1	212	3.4
UTV Radio (inc. talkSPORT)	H	52352	4225	8	0.6	7.5	31561	3.1
UTV Radio (excl. talkSPORT)	H	6169	1385	22	2.0	8.8	12116	10.0
107.6 Juice FM	H	1033	221	21	1.6	7.7	1692	7.4
Peak 107 FM	Y	418	99	24	2.1	8.8	865	11.0
The Pulse/Pulse 2	H	866	166	19	1.2	6.2	1032	7.0
The Pulse	H	866	143	16	1.0	6.1	874	6.0
Pulse 2	H	866	57	7	0.2	2.8	158	1.1
Signal One & Signal Two	H	774	287	37	4.8	13.0	3726	22.4
Signal One	H	774	258	33	3.9	11.7	3025	18.2
Signal Two	H	774	69	9	0.9	10.1	700	4.2
Total Swansea Sound/ 96.4 FM The Wave	Y	459	168	37	3.5	9.5	1587	15.3
96.4 FM The Wave	Y	459	130	28	2.3	8.1	1060	10.2
Swansea Sound - 1170 MW	Y	459	58	13	1.1	9.1	527	5.1
U105	H	872	198	23	2.2	9.8	1942	11.8
Radio Wave 96.5 FM	Y	236	66	28	2.3	8.4	554	12.4
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1120	166	15	0.8	5.3	883	4.4
107.4 Tower FM	Y	433	56	13	0.9	6.7	378	4.8
107.2 Wire FM	Y	278	52	19	0.9	5.1	264	5.2
102.4 Wish FM	Y	466	59	13	0.5	4.1	241	3.1
107.7 The Wolf	Y	437	34	8	0.6	7.6	255	2.9
Wave 102 FM	Y	156	26	17	1.1	6.6	171	6.0
Yorkshire Radio	H	4553	100	2	0.1	4.2	422	0.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	33148	63	8.5	13.4	443305	43.3
Children 10-14	Q	3453	2541	74	6.6	8.9	22615	68.5
15-24	Q	8181	5804	71	8.6	12.1	70060	61.3
25-44	Q	17079	11933	70	9.2	13.1	156561	51.5
45-64	Q	16191	10510	65	9.7	14.9	156531	42.6
65+	Q	10902	4901	45	5.5	12.3	60153	25.4
Main Shoppers	Q	42689	26532	62	8.4	13.6	360034	42.2
Main Shoppers with children	Q	12404	8931	72	9.4	13.0	116366	53.4
ABC1	Q	28654	18260	64	7.1	11.1	202121	37.1
C2DE	Q	23698	14888	63	10.2	16.2	241185	50.5
ALL BBC 15+	Q	52352	34655	66	10.6	16.0	554357	54.2
Children 10-14	Q	3453	1771	51	2.8	5.5	9673	29.3
15-24	Q	8181	4612	56	5.0	8.9	40899	35.8
25-44	Q	17079	10750	63	8.1	12.9	138348	45.5
45-64	Q	16191	11290	70	12.5	17.9	201665	54.9
65+	Q	10902	8003	73	15.9	21.7	173444	73.3
Main Shoppers	Q	42689	28435	67	11.1	16.6	472843	55.4
Main Shoppers with children	Q	12404	7539	61	7.7	12.6	95137	43.7
ABC1	Q	28654	21179	74	11.6	15.6	331191	60.7
C2DE	Q	23698	13477	57	9.4	16.6	223167	46.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	690	119	17	1.3	7.6	901	7.3
107.8 Arrow FM for Hastings	Y	116	21	18	0.9	5.1	108	3.8
107.6 Banbury Sound	Y	83	15	18	1.3	7.5	113	7.0
The Bay	Y	285	101	35	2.9	8.2	827	13.6
THE BEACH	Y	188	60	32	3.0	9.4	561	15.0
107 The Bee	Y	182	29	16	1.6	9.9	282	9.3
2BR	Y	190	60	31	2.3	7.4	444	14.1
The Breeze (South West) (was Star Radio (Bristol))	H	711	26	4	0.3	8.0	210	1.5
106.3 Bridge FM	Y	123	33	27	2.4	9.1	301	11.4
Buzz Asia 963 & 972AM	H	11249	88	1	*	4.0	349	0.2
Capital Birmingham	H	2134	421	20	1.2	6.0	2518	7.0
Capital East Midlands	H	1973	480	24	2.0	8.1	3872	9.7
Capital London	Q	11250	1999	18	1.0	5.7	11351	5.3
Capital Manchester	H	2864	516	18	1.0	5.7	2922	5.6
Capital North East	H	2240	491	22	1.5	6.6	3252	8.3
Capital Scotland	H	2756	476	17	1.1	6.4	3039	6.5
Capital South Coast	H	1796	164	9	0.5	5.7	926	2.3
Capital South Wales	H	1003	236	24	1.3	5.7	1345	6.5
Capital Yorkshire	H	4570	1100	24	1.8	7.3	8013	9.2
Radio Carmarthenshire and Scarlet FM	Y	128	42	33	2.9	8.9	373	12.5
Central FM	Y	208	53	26	1.4	5.6	298	8.1
Radio Ceredigion	Y	81	13	16	0.8	5.0	64	3.5
C.F.M (Bauer Carlisle)	Y	246	74	30	2.9	9.8	724	17.6
Channel 103 FM	Y	82	47	58	6.5	11.2	529	32.1
Cheshire's Silk 106.9	Y	179	17	9	0.4	4.7	78	2.3
Chester's Dee 106.3	Y	184	32	17	1.4	8.1	256	6.3
Choice FM London	Q	11250	508	5	0.2	4.9	2465	1.2
Radio City 96.7	H	1806	465	26	2.1	8.1	3757	9.9
City Talk 105.9	H	1567	62	4	0.2	4.0	252	0.8
Citybeat 96.7/102.5FM	H	554	126	23	1.4	6.2	777	7.4
Clyde 1 FM	H	1853	574	31	2.4	7.7	4445	13.8
Clyde 2	H	1853	230	12	0.9	7.6	1741	5.4
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	38	9	0.6	6.3	238	3.2
97.4 Cool FM	H	985	382	39	3.4	8.7	3335	17.7
Dearne FM	Y	231	48	21	1.6	7.5	360	8.8
Downtown Radio (DTR)	H	1441	267	19	1.5	8.2	2187	8.0
Dream 100	Y	144	46	32	3.5	11.0	509	14.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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		
96.4 Eagle Radio	H	526	145	28	2.5	9.0	1306	12.1
Eagle Extra (formerly County Sound 1566MW)	H	526	10	2	0.1	3.8	40	0.4
Radio Exe 107.3 FM (was Exeter FM)	Y	297	25	8	0.6	7.4	183	2.8
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	335	13	1.0	7.7	2596	5.9
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	668	109	16	1.2	7.3	794	6.6
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	460	82	18	1.7	9.4	771	8.5
Free Radio FM (Shropshire) (was Beacon)	H	359	78	22	2.2	10.1	793	10.7
Free Radio 80s (Birmingham & Black Country)	H	2493	93	4	0.4	10.8	1000	2.3
Free Radio 80s (Coventry & Warwickshire)	H	668	21	3	0.4	13.4	282	2.4
Free Radio 80s (Shropshire)	H	359	12	3	0.2	5.4	65	0.9
Fire Radio	Y	293	40	14	0.7	4.9	196	2.9
Fire Radio South Coast 3FM	Y	1012	5	*	*	5.2	26	0.1
Forth2	H	1119	73	7	0.6	9.8	713	3.9
ForthOne	H	1119	342	31	2.6	8.6	2930	16.0
Gem 106	H	2359	392	17	1.3	7.9	3108	6.4
Glide FM 1079 (was Oxford's FM 107.9)	H	494	18	4	0.1	3.8	68	0.7
Gold Cambridgeshire	H	850	49	6	0.9	16.4	799	4.5
Gold Devon	H	1033	31	3	0.3	9.7	301	1.3
Gold East Anglia	H	1220	74	6	0.5	8.6	634	2.3
Gold East Midlands	H	1973	65	3	0.4	12.5	807	2.0
Gold Essex	H	1361	59	4	0.4	9.1	535	1.8
Gold Four Counties	H	2018	85	4	0.4	9.5	808	2.0
Gold Kent	H	1192	58	5	0.4	7.7	447	1.5
Gold London	Q	11250	353	3	0.2	7.2	2550	1.2
Gold Manchester	H	2864	116	4	0.3	6.4	744	1.4
Gold North West & Wales	Y	998	28	3	0.3	11.6	319	1.4
Gold Solent	H	1796	66	4	0.3	8.9	586	1.5
Gold South Wales	H	1003	76	8	0.9	12.2	926	4.5
Gold Sussex	H	1372	70	5	0.7	13.7	955	3.1

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	36	3	0.2	7.7	280	1.0
Gold West Country	H	2195	112	5	0.6	10.9	1226	2.6
Hallam FM	H	1286	375	29	2.4	8.4	3142	12.6
Heart Cambridgeshire	H	850	235	28	2.1	7.5	1769	9.9
Heart Cornwall (was 105-107 Atlantic FM)	Y	458	69	15	1.1	7.4	511	4.6
Heart Devon	H	1033	322	31	2.5	8.1	2601	11.3
Heart East Anglia	H	1220	305	25	1.9	7.5	2301	8.3
Heart East Midlands	Y	2205	102	5	0.2	3.8	384	0.9
Heart Essex	H	1361	415	30	2.4	7.9	3262	10.7
Heart Four Counties	H	2018	555	27	2.0	7.4	4092	10.4
Heart Kent	H	1192	365	31	2.9	9.5	3455	11.8
Heart London	Q	11250	1826	16	0.8	5.1	9351	4.4
Heart North West and Wales	H	999	255	26	1.9	7.6	1947	8.6
Heart Solent	H	1796	341	19	1.4	7.5	2555	6.3
Heart Sussex	H	1372	386	28	2.9	10.2	3921	12.6
Heart Thames Valley	H	1438	388	27	1.9	6.9	2689	9.8
Heart West Country	H	2195	643	29	2.3	7.8	5033	10.9
Heart West Midlands	H	3601	690	19	1.3	6.9	4758	7.4
IOW Radio	Y	121	38	31	3.5	11.2	421	14.7
Island FM 104.7	Y	54	30	56	6.9	12.3	372	34.8
Jack FM South Coast (Was The Coast)	H	1708	211	12	0.9	7.0	1483	3.9
106 JACKfm (Bristol) (was Original 106)	H	623	92	15	0.7	5.0	462	3.7
106 JACKfm (Oxford)	H	506	55	11	0.8	7.7	425	4.4
JACKfm Oxfordshire	H	506	68	13	1.0	7.3	493	5.1
107.6 Juice FM	H	1033	221	21	1.6	7.7	1692	7.4
KCFM 99.8	Y	453	87	19	1.4	7.1	619	7.2
Kerrang! 105.2	H	3567	307	9	0.5	5.5	1700	2.7
KESTREL FM - was Delta Radio	Y	95	19	20	1.6	7.9	153	7.1
Kestrel FM	Y	139	31	23	1.5	6.7	210	7.5
Key 103 (Manchester)	H	2445	483	20	1.4	7.1	3443	7.7
Kingdom FM	Y	288	83	29	2.5	8.6	716	13.1
Kisat Radio 1035 (Greater London)	Q	11250	81	1	*	4.8	389	0.2
Kiss 100 FM	Q	11250	1952	17	1.1	6.3	12256	5.8
Kiss East	H	2098	443	21	1.5	7.0	3114	6.8
Kiss West	H	2414	501	21	1.3	6.3	3146	6.5
KL.FM 96.7	Y	150	48	32	2.7	8.6	411	13.0
kmfm East	H	511	90	18	1.3	7.4	667	5.6
kmfm West	H	532	69	13	1.1	8.5	588	4.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	14	29	2.3	7.9	114	10.0
LBC 97.3	Q	11250	927	8	0.8	10.2	9475	4.5
LBC News 1152	Q	11250	439	4	0.2	5.7	2492	1.2
Lincs FM 102.2 ³	H	906	315	35	3.6	10.3	3257	16.2
Magic 105.4	Q	11250	2174	19	1.4	7.2	15602	7.3
Magic 1152 (Manchester)	H	2445	69	3	0.3	8.9	615	1.4
Magic 1152 (Newcastle)	H	1509	164	11	1.0	9.2	1511	5.9
Magic 1161 (Hull)	H	919	59	6	0.8	12.9	759	4.4
Magic 1170 (Teesside)	H	818	88	11	1.3	11.7	1024	6.8
Magic 1548 (Liverpool)	H	1806	89	5	0.3	6.8	607	1.6
Magic 828 (Leeds)	H	1028	113	11	1.1	9.7	1099	5.6
Magic 999 (Preston)	H	1106	30	3	0.4	14.3	429	2.2
Magic AM (Sheffield)	H	1286	102	8	0.9	10.7	1095	4.4
Radio Mansfield 103.2	Y	153	41	27	2.4	9.0	373	10.9
Manx Radio	Y	71	36	51	6.1	12.0	432	26.0
Metro Radio	H	1509	382	25	1.9	7.4	2834	11.1
Midwest Radio	Y	169	35	20	2.7	13.3	461	11.2
Minster FM	Y	313	73	23	1.4	5.9	430	6.7
Mix 96	Y	121	39	33	2.2	6.7	265	9.9
Nation Radio	H	1428	138	10	0.6	6.5	895	3.1
Nation 80s (was 102.1 Bay Radio)	Y	459	39	8	0.5	6.0	233	2.3
North Norfolk Radio	Y	93	20	22	2.2	9.9	200	8.4
Northsound One	Y	321	126	39	3.6	9.1	1146	17.0
Northsound Two	Y	321	52	16	1.3	8.2	426	6.3
Norwich 99.9fm	Y	338	54	16	1.1	6.6	359	4.6
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	21	15	1.2	7.5	157	4.9
Oak FM	Y	315	26	8	0.5	6.2	160	2.6
Original 106 (Aberdeen)	Y	321	44	14	1.2	9.1	399	5.9
Palm FM	Y	226	34	15	1.2	8.0	271	5.0
Peak 107 FM	Y	418	99	24	2.1	8.8	865	11.0
102.5 Radio Pembrokeshire	Y	95	48	50	5.9	11.7	558	21.3
Pirate FM	Y	483	163	34	3.1	9.3	1509	13.0
Premier Christian Radio	Q	11250	164	1	0.1	9.6	1568	0.7
The Pulse	H	866	143	16	1.0	6.1	874	6.0
Pulse 2	H	866	57	7	0.2	2.8	158	1.1
Q100.5 (Was Five FM)	Y	84	15	18	1.2	6.8	103	6.6
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	80	27	1.6	6.0	478	9.5
Q106 (was Six FM)	Y	95	8	9	0.8	8.6	73	3.9
Q107 (was Seven FM)	Y	148	11	7	0.3	3.6	40	1.3

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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		
Reading 107 FM	Y	238	22	9	0.4	4.9	106	2.5
Real Radio North East - (was Century Radio)	H	2264	252	11	0.7	6.7	1694	4.3
Real Radio North West - (was Century Radio)	H	5267	442	8	0.6	7.4	3266	3.2
Real Radio Scotland	H	2732	545	20	1.9	9.3	5069	11.0
Real Radio Wales (North)	H	689	61	9	0.8	9.6	585	3.8
Real Radio Wales (South)	H	1844	436	24	2.2	9.5	4118	10.3
Real Radio Yorkshire	H	2904	396	14	1.5	10.9	4302	8.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	63	8	0.3	4.2	262	1.9
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	168	6	0.5	8.7	1456	2.8
96.2 The Revolution	H	519	41	8	0.6	7.0	287	2.8
Ridings FM	Y	298	48	16	1.4	8.6	411	6.6
97.4 Rock FM	H	1241	267	22	1.7	7.7	2051	9.6
Rother FM	Y	206	36	17	1.4	8.1	290	7.3
Rugby FM	Y	72	24	33	2.6	7.8	187	12.1
Signal One	H	774	258	33	3.9	11.7	3025	18.2
Signal Two	H	774	69	9	0.9	10.1	700	4.2
Smooth Radio East Midlands	H	2191	295	13	1.2	8.7	2566	5.8
Smooth Radio Glasgow	H	1901	265	14	1.2	8.4	2215	6.7
Smooth Radio London	Q	11250	431	4	0.3	6.9	2991	1.4
Smooth Radio North East	H	2264	410	18	1.4	7.8	3186	8.1
Smooth Radio North West	H	5267	907	17	1.4	7.9	7157	7.1
Smooth Radio West Midlands	H	3601	376	10	1.1	10.7	4007	6.3
Southend & Chelmsford Radio	Y	489	58	12	0.7	5.5	318	2.8
107.5 Sovereign Radio	Y	153	27	17	1.0	5.9	158	4.4
Spire FM	Y	115	45	39	4.0	10.3	461	18.0
Spirit FM	Y	217	57	26	2.6	9.8	559	10.7
Star NE - North (was Durham FM)	Y	213	21	10	0.6	6.5	139	3.7
Star NE - South (was Alpha 103.2)	Y	168	26	15	1.4	9.2	237	7.1
Star Radio in Cambridge	Y	277	26	9	0.8	8.1	212	3.4
97.2 Stray FM	Y	145	48	33	2.5	7.5	357	12.0
Sun FM	Y	276	57	21	1.8	8.8	504	10.9
Sunrise Radio (Greater London)	Q	11250	282	3	0.2	8.2	2308	1.1
Swansea Sound - 1170 MW	Y	459	58	13	1.1	9.1	527	5.1
Tay-AM	Y	381	81	21	2.6	12.2	989	13.9
Tay-FM	Y	381	124	33	3.0	9.1	1127	15.9
TFM Radio	H	818	161	20	1.3	6.8	1094	7.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th September 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	24	8	0.3	3.6	89	1.6
96.2FM Touchradio - Coventry	Y	293	20	7	0.4	5.8	115	2.5
102FM Touchradio - Works Worcs Cotswolds	Y	293	44	15	1.6	10.4	460	7.9
Touchradio Staffs	Y	250	27	11	0.9	8.3	226	4.4
107.4 Tower FM	Y	433	56	13	0.9	6.7	378	4.8
Town 102 FM	Y	283	64	23	1.9	8.2	525	8.2
Trax FM	Y	363	98	27	2.3	8.5	836	11.6
U105	H	872	198	23	2.2	9.8	1942	11.8
96.9 Viking FM	H	919	255	28	1.7	6.2	1581	9.1
96.4 FM The Wave	Y	459	130	28	2.3	8.1	1060	10.2
Wave 102 FM	Y	156	26	17	1.1	6.6	171	6.0
Wave 105 FM (Bauer South Coast)	H	1777	350	20	2.3	11.5	4034	10.2
Radio Wave 96.5 FM	Y	236	66	28	2.3	8.4	554	12.4
Wessex FM	Y	119	47	39	4.5	11.4	531	18.5
West Sound ³ (Bauer Southwest Scotland)	Y	388	190	49	4.7	9.7	1839	24.6
107.2 Wire FM	Y	278	52	19	0.9	5.1	264	5.2
102.4 Wish FM	Y	466	59	13	0.5	4.1	241	3.1
107.7 The Wolf	Y	437	34	8	0.6	7.6	255	2.9
XFM London	Q	11250	372	3	0.1	4.3	1617	0.8
XFM Manchester	H	2864	228	8	0.4	5.4	1226	2.4
Yorkshire Coast Radio	Y	118	41	35	3.7	10.6	436	17.0
Yorkshire Radio	H	4553	100	2	0.1	4.2	422	0.5

Source: RAJAR/Ipsos MORI/RSMB

³ 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) Audience to BBC Radio Olympic Extra included.

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	25th June 2012 - 16th September 2012	25,958
H	2nd April 2012 - 16th September 2012	52,183
Y	19th September 2011 - 16th September 2012	104,139