

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 53,575,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All Radio	Q	48237	90	18.9	21.0	1013438	100.0
All BBC Radio	Q	34947	65	10.1	15.5	541794	53.5
All BBC Radio 15-44	Q	14656	58	5.9	10.1	148396	38.7
All BBC Radio 45+	Q	20291	72	13.9	19.4	393398	62.4
All BBC Network Radio ¹	Q	32125	60	8.7	14.6	467524	46.1
BBC Local Radio	Q	8558	16	1.4	8.7	74270	7.3
All Commercial Radio	Q	35111	66	8.3	12.7	446584	44.1
All Commercial Radio 15-44	Q	18313	72	8.8	12.2	222861	58.1
All Commercial Radio 45+	Q	16798	59	7.9	13.3	223723	35.5
All National Commercial ¹	Q	18298	34	2.8	8.1	147660	14.6
All Local Commercial (National TSA)	Q	27126	51	5.6	11.0	298924	29.5
Other Radio	Q	3966	7	0.5	6.3	25059	2.5

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 20th December 2015



PART 2 - NATIONAL SERVICES

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
All BBC Network Radio ¹	Q	53575	32125	60	8.7	14.6	467524	46.1
BBC Radio 1	Q	53575	10330	19	1.2	6.0	61938	6.1
BBC Radio 2	Q	53575	15465	29	3.3	11.6	179321	17.7
BBC Radio 3	Q	53575	2051	4	0.2	6.0	12357	1.2
BBC Radio 4 (including 4 Extra)	Q	53575	11318	21	2.6	12.2	138371	13.7
BBC Radio 4	Q	53575	10926	20	2.4	11.5	126082	12.4
BBC Radio 4 Extra	Q	53575	2112	4	0.2	5.8	12290	1.2
BBC Radio 5 live (inc. sports extra)	Q	53575	5827	11	0.7	6.8	39765	3.9
BBC Radio 5 live	Q	53575	5586	10	0.7	6.6	36654	3.6
BBC Radio 5 live sports extra	Q	53575	1235	2	0.1	2.5	3111	0.3
BBC 6 Music	Q	53575	2202	4	0.4	9.2	20215	2.0
1Xtra from the BBC	Q	53575	982	2	0.1	5.0	4892	0.5
BBC Asian Network UK	H	53575	563	1	0.1	5.7	3183	0.3
BBC World Service	Q	53575	1506	3	0.1	5.0	7475	0.7
All National Commercial ¹	Q	53575	18298	34	2.8	8.1	147660	14.6
Absolute Radio Network ²	H	53575	4387	8	0.6	7.0	30694	3.0
Absolute Radio	Q	53575	2128	4	0.3	6.4	13724	1.4
Absolute Radio 70s	H	53575	303	1	*	4.2	1274	0.1
Absolute 80s	Q	53575	1585	3	0.2	5.9	9374	0.9
Absolute Radio 90s	H	53575	650	1	*	4.1	2672	0.3
Absolute Radio Classic Rock	H	53575	592	1	0.1	4.8	2820	0.3
Capital Brand (UK) ⁶	H	53575	8112	15	0.9	5.6	45749	4.5
Capital Network (UK) ²	H	53575	7502	14	0.8	5.4	40868	4.0
Capital XTRA (UK) ²	H	53575	1168	2	0.1	4.2	4881	0.5
Classic FM	Q	53575	5520	10	0.7	6.4	35478	3.5
Gold Network (UK) ²	H	53575	995	2	0.1	7.6	7542	0.7
Heart Network (UK) ²	H	53575	9152	17	1.2	7.2	65739	6.4
Heat	H	53575	950	2	0.1	3.6	3384	0.3
The Hits	H	53575	812	2	0.1	3.4	2721	0.3
Jazz FM (National)	H	53575	480	1	*	4.6	2192	0.2
Kerrang!	H	53575	870	2	0.1	4.7	4124	0.4
Kiss Network ⁵	H	53575	5391	10	0.5	5.4	29239	2.9
Kiss Fresh	H	53575	553	1	*	3.2	1785	0.2
Kisstory	Q	53575	1403	3	0.1	3.9	5456	0.5
LBC Network (UK) ²	H	53575	1439	3	0.3	9.8	14101	1.4
Magic Network ²	H	53575	3327	6	0.3	5.3	17509	1.7
Planet Rock	Q	53575	1147	2	0.1	6.8	7771	0.8
Smooth Brand (UK) ⁷	H	53575	5528	10	0.8	7.8	43262	4.2
Smooth Radio Network (UK) ²	H	53575	4870	9	0.7	7.7	37499	3.7
Smooth Extra	Q	53575	904	2	0.1	6.7	6026	0.6
talkSPORT	Q	53575	3061	6	0.3	5.9	18145	1.8
UCB 1 (surveyed as UCB UK)	Q	53575	236	*	*	7.2	1701	0.2
Radio X Network (UK) ² (was XFM Network (UK))	H	53575	1225	2	0.1	5.7	6928	0.7

Source: RAJAR/Ipsos MORI/RSMB

1,2,5,6,7 See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 3 - 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	53575	10330	19	1.2	6.0	61938	6.1
BBC Radio 2	Q	53575	15465	29	3.3	11.6	179321	17.7
BBC Radio 3	Q	53575	2051	4	0.2	6.0	12357	1.2
BBC Radio 4 (including 4 Extra)	Q	53575	11318	21	2.6	12.2	138371	13.7
BBC Radio 4	Q	53575	10926	20	2.4	11.5	126082	12.4
BBC Radio 4 Extra	Q	53575	2112	4	0.2	5.8	12290	1.2
BBC Radio 5 live (inc. sports extra)	Q	53575	5827	11	0.7	6.8	39765	3.9
BBC Radio 5 live	Q	53575	5586	10	0.7	6.6	36654	3.6
BBC Radio 5 live sports extra	Q	53575	1235	2	0.1	2.5	3111	0.3
BBC 6 Music	Q	53575	2202	4	0.4	9.2	20215	2.0
1Xtra from the BBC	Q	53575	982	2	0.1	5.0	4892	0.5
BBC Asian Network UK	H	53575	563	1	0.1	5.7	3183	0.3
BBC World Service	Q	53575	1506	3	0.1	5.0	7475	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4498	943	21	1.5	7.4	6953	8.5
BBC Radio Ulster ³	H	1486	538	36	3.8	10.6	5719	21.9
BBC Radio Wales	H	2583	409	16	1.3	8.5	3457	6.4
BBC Radio Cymru	H	2583	108	4	0.5	11.6	1257	2.3
LOCAL								
BBC Local Radio in England	Q	43331	6430	15	1.3	8.7	55922	6.8
BBC Radio Berkshire	H	822	120	15	1.1	7.7	928	5.8
BBC Radio Bristol	H	896	136	15	1.0	6.7	919	5.2
BBC Radio Cambridgeshire	H	745	96	13	1.2	9.0	863	5.5
BBC Radio Cornwall	H	463	141	30	4.0	13.1	1840	16.1
BBC Coventry and Warwickshire	H	697	94	13	1.0	7.1	665	6.1
BBC Radio Cumbria	H	405	121	30	2.6	8.9	1070	12.1
BBC Radio Derby	H	654	143	22	1.9	8.5	1225	9.2
BBC Radio Devon	H	975	169	17	1.7	9.8	1646	7.6
BBC Essex	H	1298	213	16	1.7	10.4	2223	8.0
BBC Radio Gloucestershire	H	503	70	14	0.8	5.4	379	3.7
BBC Hereford & Worcester	H	505	99	20	2.1	10.6	1050	10.3
BBC Radio Humberside	H	764	170	22	1.9	8.6	1455	9.0
BBC Radio Kent	H	1472	232	16	1.4	8.6	1992	6.0
BBC Radio Lancashire	H	1185	200	17	1.2	6.9	1382	6.8

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 3 - 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 Leeds	H	1639	210	13	0.8	6.4	1349	4.7
BBC Radio Leicester	H	840	118	14	1.1	7.8	918	6.4
BBC Radio Lincolnshire	H	551	82	15	2.0	13.3	1098	8.9
BBC Radio London (was BBC London 94.9)	Q	11861	525	4	0.2	5.5	2862	1.4
BBC Radio Manchester	H	2218	207	9	0.8	8.3	1720	4.3
BBC Radio Merseyside	H	1670	280	17	2.2	13.4	3745	12.0
BBC Radio Newcastle	H	1441	272	19	1.3	7.1	1930	7.3
BBC Radio Norfolk	H	778	202	26	2.5	9.7	1961	11.0
BBC Radio Northampton	H	490	80	16	2.2	13.2	1059	10.4
BBC Radio Nottingham	H	804	176	22	2.0	9.0	1584	10.4
BBC Radio Oxford	H	532	83	16	1.3	8.2	679	6.4
BBC Radio Sheffield	H	1297	220	17	1.2	7.2	1580	6.5
BBC Radio Shropshire	H	397	101	25	3.1	12.3	1240	13.9
Total BBC Radio Solent	Y	1778	269	15	1.5	9.7	2592	6.9
BBC Somerset	H	451	49	11	0.9	8.0	394	3.9
BBC Radio Stoke	H	614	130	21	1.9	8.9	1164	9.5
BBC Radio Suffolk	H	541	110	20	2.1	10.5	1151	9.9
BBC Sussex and BBC Surrey	H	2568	258	10	0.7	6.7	1723	3.2
BBC Radio Tees	H	791	109	14	1.1	8.0	871	5.8
BBC Three Counties Radio	H	1353	148	11	0.8	7.5	1104	4.5
BBC WM (Birmingham & Black Country)	H	2370	231	10	0.8	8.3	1922	5.1
BBC Radio Wiltshire/Swindon	H	577	72	13	0.8	6.8	490	4.2
BBC Radio York	H	532	84	16	1.4	9.2	769	6.9
BBC Radio Guernsey	Y	53	20	39	4.4	11.3	232	20.5
BBC Radio Jersey	Y	87	29	34	3.2	9.6	281	15.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 4 - NATIONAL COMMERCIAL GROUPS

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		
Bauer Radio - Total	H	53575	16476	31	2.7	8.6	142427	13.9
Absolute Radio Network ²	H	53575	4387	8	0.6	7.0	30694	3.0
Absolute Radio	Q	53575	2128	4	0.3	6.4	13724	1.4
Absolute Radio (London)	Q	11861	812	7	0.4	5.7	4616	2.2
Absolute Radio (National)	Q	53575	1707	3	0.2	6.6	11259	1.1
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3699	206	6	0.5	8.6	1782	2.9
Absolute Radio 70s	H	53575	303	1	*	4.2	1274	0.1
Absolute 80s	Q	53575	1585	3	0.2	5.9	9374	0.9
Absolute Radio 90s	H	53575	650	1	*	4.1	2672	0.3
Absolute Radio Classic Rock	H	53575	592	1	0.1	4.8	2820	0.3
Radio Aire	H	637	108	17	1.4	8.3	892	7.5
Radio Aire 2 (was Magic 828 (Leeds))	H	986	80	8	0.7	8.6	687	3.8
Radio Aire 3	Y	638	11	2	0.1	3.3	36	0.3
Radio Borders (Bauer Borders)	Y	110	56	51	6.2	12.2	683	33.0
C.F.M (Bauer Carlisle)	Y	251	119	47	4.3	9.1	1085	18.6
Radio City	H	1855	354	19	1.6	8.3	2953	8.4
Radio City 2 (was Magic 1548 (Liverpool))	H	1855	101	5	0.3	5.3	537	1.5
Radio City 3	Y	1855	21	1	*	1.7	37	0.1
City Talk 105.9	H	1612	59	4	0.2	4.9	289	0.9
Clyde 1	H	1891	584	31	3.0	9.9	5760	16.1
Clyde 2	H	1891	158	8	0.6	7.0	1101	3.1
Clyde 3	Y	1892	18	1	*	3.2	57	0.2
Cool FM	H	1004	391	39	2.9	7.3	2869	16.7
Downtown Country	H	1486	89	6	0.4	7.0	621	2.4
Downtown Radio (DTR)	H	1459	217	15	1.1	7.5	1619	6.3
Forth 1	H	1129	358	32	2.9	9.2	3288	17.2
Forth 2	H	1129	67	6	0.6	10.7	717	3.7
Forth 3	Y	1130	8	1	*	3.1	25	0.1
Hallam FM	H	1298	284	22	2.1	9.5	2701	11.1
Hallam 2 (was Magic AM (Sheffield))	H	1298	99	8	0.6	8.2	809	3.3
Hallam 3	Y	1298	14	1	*	1.9	27	0.1
Heat	H	53575	950	2	0.1	3.6	3384	0.3
The Hits	H	53575	812	2	0.1	3.4	2721	0.3
Kerrang!	H	53575	870	2	0.1	4.7	4124	0.4
Key 103	H	2501	382	15	1.1	7.0	2671	6.1
Key 2 (was Magic 1152 (Manchester))	H	2501	64	3	0.2	9.2	587	1.3

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 4 - NATIONAL COMMERCIAL GROUPS

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		
Key 3	H	2501	38	2	0.1	3.8	143	0.3
Kiss Network ⁵	H	53575	5391	10	0.5	5.4	29239	2.9
Kiss	Q	53575	4434	8	0.4	4.8	21488	2.1
Kiss (East)	H	2116	457	22	1.4	6.3	2885	6.3
Kiss (London)	Q	11861	2015	17	0.9	5.1	10270	4.9
Kiss (West)	H	2429	449	18	1.1	6.0	2679	5.3
Kiss Fresh	H	53575	553	1	*	3.2	1785	0.2
Kisstory	Q	53575	1403	3	0.1	3.9	5456	0.5
Magic Network	H	53575	3327	6	0.3	5.3	17509	1.7
Magic (London)	Q	11861	1921	16	0.9	5.4	10394	4.9
Metro Radio	H	1495	364	24	1.4	5.8	2110	7.7
Metro 2 Radio (was Magic 1152 (Newcastle))	H	1495	110	7	0.2	3.4	370	1.3
Metro 3 Radio	Y	1495	14	1	*	1.7	23	0.1
Moray Firth Radio (Bauer Inverness)	Y	250	120	48	4.5	9.4	1135	20.9
Northsound 1	Y	344	141	41	3.1	7.6	1081	17.4
Northsound 2	Y	344	33	10	0.6	6.2	206	3.3
Planet Rock	Q	53575	1147	2	0.1	6.8	7771	0.8
Rock FM	H	1261	220	17	1.0	5.7	1244	5.2
Rock FM 2 (was Magic 999 (Preston))	H	1121	39	3	0.1	3.6	139	0.7
Rock FM 3	Y	1261	20	2	0.1	4.8	93	0.4
Tay FM	Y	392	140	36	3.2	9.0	1259	18.7
Tay 2	Y	392	46	12	1.5	12.3	569	8.5
Tay 3	Y	392	2	1	*	1.5	4	0.1
TFM Radio	H	819	137	17	1.2	7.1	973	6.1
TFM 2 (was Magic 1170 (Teesside))	H	819	33	4	0.1	2.5	84	0.5
TFM 3	Y	818	11	1	*	1.4	15	0.1
Viking FM	H	909	216	24	1.9	8.0	1735	9.1
Viking 2 (was Magic 1161 (Hull))	H	909	61	7	0.6	8.8	530	2.8
Viking 3	Y	909	6	1	*	3.0	17	0.1
Wave 105 FM (Bauer South Coast)	H	1811	382	21	2.1	10.1	3872	10.0
West Sound ³ (Bauer Southwest Scotland)	Y	395	177	45	4.0	8.8	1566	20.2
Total Global Radio (UK)	H	53575	22443	42	3.7	8.8	197401	19.3
Classic FM	Q	53575	5520	10	0.7	6.4	35478	3.5
Capital Brand (UK) ⁶	H	53575	8112	15	0.9	5.6	45749	4.5
Capital Network (UK) ²	H	53575	7502	14	0.8	5.4	40868	4.0
Capital Birmingham	H	2223	467	21	1.2	5.7	2674	7.5
Capital East Midlands	H	2246	484	22	1.3	6.3	3031	7.0

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,5,6} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 4 - NATIONAL COMMERCIAL GROUPS

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		
Capital East Midlands - Derbyshire	H	557	122	22	1.4	6.3	773	6.6
Capital East Midlands - Leicestershire	H	772	149	19	1.1	5.5	820	6.2
Capital East Midlands - Nottinghamshire	H	1222	252	21	1.4	6.8	1715	7.0
Capital Liverpool (surveyed as 107.6 Juice FM)	H	1066	213	20	1.8	9.1	1951	9.7
Capital London	Q	11861	2077	18	0.7	4.1	8512	4.0
Capital Manchester	H	2930	527	18	1.0	5.7	3031	5.8
Capital North East	H	2226	520	23	1.4	6.1	3156	7.6
Capital North West and Wales	H	1028	147	14	0.9	6.5	952	4.5
Capital Scotland ⁴	H	2795	570	20	1.1	5.3	3004	5.9
Capital South Coast	H	1167	219	19	1.1	5.7	1246	5.0
Capital South Wales ⁴	H	1033	161	16	1.0	6.4	1024	4.8
Capital Yorkshire	H	4535	987	22	1.5	6.8	6696	7.8
Capital XTRA (UK) ²	H	53575	1168	2	0.1	4.2	4881	0.5
Capital XTRA (London)	Q	11861	569	5	0.2	4.2	2406	1.1
Gold Network (UK) ²	H	53575	995	2	0.1	7.6	7542	0.7
Gold East Midlands	H	2246	81	4	0.4	10.1	819	1.9
Gold London	Q	11861	337	3	0.2	7.7	2590	1.2
Gold Manchester	H	2930	69	2	0.3	11.0	754	1.4
Heart Network (UK) ²	H	53575	9152	17	1.2	7.2	65739	6.4
Heart Cambridgeshire	H	878	247	28	2.0	7.2	1779	9.8
Heart East Anglia	H	1217	304	25	1.7	6.9	2092	7.7
Heart East Anglia - Norfolk	H	659	175	27	1.6	5.9	1038	6.9
Heart East Anglia - Suffolk	H	564	128	23	1.8	7.8	1000	8.1
Heart Essex	H	1363	383	28	2.4	8.5	3260	11.4
Heart Essex - Chelmsford & Southend	H	1035	302	29	2.5	8.7	2634	12.4
Heart Four Counties ³	H	2072	536	26	1.8	6.9	3715	9.4
Heart Four Counties - Beds/Bucks/Herts	H	803	177	22	1.4	6.4	1124	7.8
Heart Four Counties - Northamptonshire	H	561	173	31	2.1	6.7	1159	10.2
Heart Kent	H	1248	386	31	2.6	8.4	3261	11.3
Heart London	Q	11861	1804	15	0.8	5.0	9064	4.3
Heart North East	H	2286	348	15	1.1	7.3	2549	6.0
Heart North Wales ⁴	H	725	146	20	1.3	6.4	928	6.3
Heart North West	H	5609	606	11	1.0	9.1	5545	5.4

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,4} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 4 - NATIONAL COMMERCIAL GROUPS

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		
Heart Scotland	H	2795	427	15	1.2	8.0	3411	6.7
Heart Solent	H	1834	312	17	1.1	6.3	1959	5.0
Heart South Wales	H	1887	522	28	2.5	9.2	4799	12.1
Heart South West	H	1438	407	28	2.3	8.0	3248	9.8
Heart South West - Cornwall	Y	463	117	25	2.0	8.1	946	8.5
Heart Sussex	H	1415	350	25	2.0	8.2	2856	9.7
Heart Thames Valley	H	1460	398	27	1.8	6.7	2687	9.3
Heart Thames Valley - Berks & N.Hants	H	773	232	30	1.9	6.5	1502	9.7
Heart Thames Valley - Oxfordshire	H	688	166	24	1.7	7.1	1185	8.8
Heart West Country	H	2244	655	29	2.5	8.5	5592	12.1
Heart West Country - Bristol/Weston & Bath	H	1414	391	28	2.2	8.0	3118	11.0
Heart West Midlands	H	3733	689	18	1.1	6.0	4164	6.7
Heart Yorkshire ⁴	H	3138	389	12	1.0	7.8	3014	5.3
LBC Network (UK) ²	H	53575	1439	3	0.3	9.8	14101	1.4
LBC 97.3	Q	11861	1040	9	0.9	10.5	10890	5.2
LBC London News (was LBC News 1152)	Q	11861	489	4	0.2	4.4	2154	1.0
Smooth Brand (UK) ⁷	H	53575	5528	10	0.8	7.8	43262	4.2
Smooth Extra	Q	53575	904	2	0.1	6.7	6026	0.6
Smooth Radio Network (UK) ²	H	53575	4870	9	0.7	7.7	37499	3.7
Smooth Radio Cambridgeshire	H	878	47	5	0.3	5.2	249	1.4
Smooth Radio Devon	H	1028	43	4	0.2	6.0	255	1.1
Smooth Radio East Anglia	H	1217	76	6	0.7	11.9	906	3.3
Smooth Radio East Midlands ⁴	H	2484	396	16	1.3	7.8	3106	6.6
Smooth Radio Essex	H	1363	63	5	0.3	5.5	346	1.2
Smooth Radio Four Counties	H	2072	85	4	0.4	10.1	855	2.2
Smooth Radio Kent	H	1248	74	6	0.4	6.7	497	1.7
Smooth Radio London	Q	11861	800	7	0.5	6.8	5424	2.6
Smooth Radio North East ⁴	H	2286	492	22	1.8	8.1	4003	9.4
Smooth Radio North West ⁴	H	5609	992	18	1.3	7.5	7440	7.2
Smooth Radio North West and Wales	H	1028	125	12	1.0	8.1	1013	4.7
Smooth Radio Scotland	H	1982	405	20	1.6	8.1	3268	8.7
Smooth Radio Solent	H	1834	54	3	0.3	10.9	584	1.5
Smooth Radio South Wales	H	1033	52	5	0.5	9.4	489	2.3
Smooth Radio Sussex	H	1415	79	6	0.5	9.0	713	2.4
Smooth Radio Thames Valley	H	1460	61	4	0.1	3.5	216	0.7
Smooth Radio West Country	H	2244	102	5	0.4	8.0	818	1.8
Smooth Radio West Midlands	H	3733	479	13	1.2	9.1	4338	7.0
Radio X Network (UK) ² (was XFM Network (UK))	H	53575	1225	2	0.1	5.7	6928	0.7

Source: RAJAR/Ipsos MORI/RSMB

^{2,4,7} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 4 - NATIONAL COMMERCIAL GROUPS

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		
Radio X London (was XFM London)	Q	11861	517	4	0.2	5.7	2962	1.4
Radio X Manchester (was XFM Manchester)	H	2930	183	6	0.3	5.5	1011	1.9
UTV Radio (inc. talkSPORT)	H	53575	4195	8	0.6	7.1	29827	2.9
Peak 107 FM	Y	420	76	18	1.4	7.5	576	6.6
Pulse 1 (was The Pulse)	H	883	110	12	0.6	5.2	573	4.1
Pulse 2	H	883	41	5	0.2	4.5	186	1.3
Signal 107	H	1025	69	7	0.4	5.8	396	2.0
Signal One	H	796	266	33	3.5	10.3	2752	16.6
Signal Two	H	796	54	7	0.8	12.2	658	4.0
Swansea Sound - 1170 MW	Y	471	39	8	0.6	7.0	276	2.8
talkSPORT	Q	53575	3061	6	0.3	5.9	18145	1.8
107.4 Tower FM	Y	439	47	11	0.3	3.0	144	1.8
96.4 FM The Wave	Y	471	149	32	2.9	9.2	1371	13.7
U105	H	890	237	27	2.6	9.7	2302	14.8
Radio Wave 96.5 FM	Y	233	72	31	2.4	7.8	563	12.0
107.2 Wire FM	Y	270	38	14	1.3	9.1	347	7.3
102.4 Wish FM	Y	457	93	20	1.1	5.3	487	5.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL 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		
All Local Commercial Radio (ILR)	Q	53072	26898	51	5.6	11.0	295834	29.5
Anglian Radio Group	Y	1004	221	22	2.0	8.9	1973	9.3
THE BEACH	Y	180	63	35	3.5	9.9	622	16.0
Dream 100	Y	133	39	29	2.9	10.0	389	13.5
North Norfolk Radio	Y	92	19	20	1.9	9.2	171	8.4
Norwich 99.9fm	Y	331	44	13	0.9	7.0	311	4.4
Town 102 FM	Y	288	57	20	1.7	8.5	480	8.2
107.8 Arrow FM for Hastings	Y	119	18	15	0.9	5.9	103	3.8
Total Celador Radio	H	4000	616	15	1.0	6.3	3875	4.6
The Breeze (Basingstoke / Newbury and Andover)	Y	294	39	13	0.9	7.0	275	4.5
The Breeze (Cheltenham)	Y	168	22	13	0.7	5.5	119	3.5
The Breeze (Surveyed as Palm FM)	Y	223	40	18	1.6	8.9	359	7.0
The Breeze (Solent/ East Hants and West Surrey)	H	1100	65	6	0.3	5.1	331	1.4
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	976	78	8	0.5	5.8	452	2.3
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	295	54	18	1.8	9.7	519	7.6
Fire Radio	Y	319	56	18	1.1	6.1	342	4.9
Sam FM Bristol (was JACK fm (Bristol))	H	635	93	15	0.6	4.3	396	3.2
Sam FM South Coast (was JACK fm (South Coast))	H	1739	196	11	0.6	5.0	978	2.6
Sam FM Swindon (Surveyed as JACK fm (Swindon))	Y	205	22	11	0.5	5.2	113	2.7
Central FM	Y	213	52	24	2.1	8.4	439	10.6
Total Cheshire Radio	Y	378	59	15	1.1	6.8	400	5.5
Cheshire's Silk 106.9	Y	185	23	12	0.5	3.8	87	2.7
Chester's Dee 106.3	Y	192	36	19	1.6	8.7	313	7.7
Total CN Radio	Y	280	110	39	2.9	7.4	811	15.3
The Bay	Y	280	100	36	2.4	6.8	683	12.9
Lakeland Radio	Y	51	18	36	2.5	7.0	127	12.7
Communicorp UK	H	17799	3241	18	1.3	7.2	23254	7.0
Capital Scotland	H	2795	570	20	1.1	5.3	3004	5.9
Capital South Wales	H	1033	161	16	1.0	6.4	1024	4.8
Heart North Wales	H	725	146	20	1.3	6.4	928	6.3
Heart Yorkshire	H	3138	389	12	1.0	7.8	3014	5.3
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2930	111	4	0.3	6.6	735	1.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL 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		
Smooth Radio East Midlands	H	2484	396	16	1.3	7.8	3106	6.6
Smooth Radio North East	H	2286	492	22	1.8	8.1	4003	9.4
Smooth Radio North West	H	5609	992	18	1.3	7.5	7440	7.2
Total Connect	Y	769	42	5	0.4	7.2	300	2.0
Connect DAB	Y	562	2	*	*	6.3	13	0.1
Connect FM (was Connect FM and Lite 106.8FM)	Y	442	40	9	0.6	7.2	287	3.2
Dilse 1035am	Q	11861	88	1	*	3.4	300	0.1
Radio Essex (Was Southend & Chelmsford)	Y	496	35	7	0.7	9.6	339	3.1
Radio Essex DAB	Y	1280	48	4	0.2	5.5	264	1.0
Radio Exe	Y	198	23	12	0.7	5.7	130	3.3
3FM	Y	73	28	39	3.5	9.0	256	17.1
IOW Radio	Y	119	40	33	2.1	6.4	254	10.2
107 JACK fm Berkshire	Y	236	21	9	0.4	4.3	89	2.2
JACKfm Oxfordshire	H	517	123	24	1.6	6.7	820	8.0
JACKfm 2 Oxford	H	505	59	12	0.4	3.4	199	2.0
106 JACKfm (Oxford)	H	517	82	16	1.2	7.6	622	6.0
Jazz FM (National)	H	53575	480	1	*	4.6	2192	0.2
Kingdom FM	Y	288	65	22	1.9	8.5	551	11.7
kmfm Group	H	1240	171	14	0.8	5.6	952	3.3
kmfm East	H	565	77	14	0.8	5.6	433	3.5
kmfm West	H	675	94	14	0.8	5.5	519	3.2
Lincs FM Group	Y	2419	616	25	2.6	10.2	6254	12.0
Dearne FM	Y	237	50	21	1.6	7.7	384	8.0
KCFM	Y	439	93	21	1.7	7.8	728	7.6
Lincs FM 102.2 ³	H	926	317	34	4.3	12.4	3939	18.7
Ridings FM	Y	300	43	14	0.9	6.3	267	4.6
Rother FM	Y	208	30	14	1.1	8.0	235	5.4
Trax FM	Y	374	83	22	1.9	8.3	694	9.0
Lyca Radio 1458am	Q	11861	159	1	0.1	9.6	1523	0.7
Radio Mansfield 103.2	Y	159	33	21	1.5	7.4	244	7.4
Manx Radio	Y	73	43	59	6.8	11.5	494	33.0
Mi-Soul	H	11860	29	*	*	4.7	134	0.1
Oak FM	Y	321	24	8	0.5	6.0	147	2.6
Original 106 (Aberdeen)	Y	344	80	23	2.0	8.7	699	11.3
Total Orion Midlands	H	6435	1309	20	1.5	7.4	9741	8.5
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2590	401	15	0.9	6.0	2396	5.6

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL 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		
Free Radio 80s (Birmingham & Black Country)	H	2590	84	3	0.1	4.1	345	0.8
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	688	138	20	1.7	8.4	1162	10.9
Free Radio 80s (Coventry & Warwickshire)	H	688	39	6	0.4	6.8	264	2.5
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	475	102	21	1.6	7.5	762	8.2
Free Radio 80s (Herefordshire & Worcestershire)	H	474	4	1	*	1.4	5	0.1
Free Radio FM (Shropshire) (was Beacon)	Y	377	94	25	1.7	7.0	657	8.1
Free Radio 80s (Shropshire)	Y	377	18	5	0.4	9.3	166	2.1
Gem 106 (East Midlands)	H	2397	496	21	1.5	7.5	3715	8.2
Radio Plymouth	Y	259	34	13	0.7	5.5	189	3.2
Panjab Radio	H	11860	77	1	*	5.2	401	0.2
Premier Christian Radio	Q	11861	143	1	0.1	8.9	1273	0.6
Total Q Radio	H	1184	258	22	1.4	6.4	1644	7.6
Q Belfast's City Beat (was Citybeat 96.7/102.5FM)	H	569	132	23	1.4	6.2	814	8.1
Q Radio Network	H	615	126	20	1.3	6.6	830	7.2
Total Quidem	Y	1018	140	14	0.9	6.7	942	5.2
107.6 Banbury Sound	Y	84	16	19	1.4	7.5	121	8.0
Rugby FM	Y	78	25	32	2.5	8.0	198	12.6
96.2 Touch FM - Coventry	Y	306	20	7	0.2	3.2	66	1.5
Touch FM Staffs	Y	256	34	13	0.9	6.8	227	4.4
102 Touch FM - Warks Worcs Cotswolds	Y	293	45	15	1.1	7.3	329	6.0
96.2 The Revolution	H	480	20	4	0.3	6.6	132	1.6
107.5 Sovereign Radio	Y	156	21	13	1.2	9.1	188	5.3
Sunrise Radio	Q	11861	215	2	0.1	3.5	754	0.4
Time FM 107.5	Y	452	20	5	0.6	13.9	284	5.4
Tindle Radio Group	Y	140	78	56	7.8	13.9	1084	37.4
Channel 103 FM	Y	87	46	53	6.5	12.2	563	31.9
Island FM 104.7	Y	53	32	60	9.9	16.4	521	46.1
Town and Country Broadcasting (South and West Wales)	Y	1728	289	17	1.2	7.4	2153	5.9
106.3 Bridge FM	Y	129	36	28	2.1	7.6	276	9.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL 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		
Radio Carmarthenshire and Scarlet FM	Y	130	32	25	2.2	8.6	279	10.7
Radio Ceredigion	Y	80	17	21	1.1	5.4	90	5.0
Nation Hits!	Y	471	31	7	0.3	4.6	143	1.4
Nation Radio	H	1510	150	10	0.6	5.8	872	2.7
102.5 Radio Pembrokeshire	Y	100	36	36	3.9	10.6	387	16.9
UCB 1 (surveyed as UCB UK)	Q	53575	236	*	*	7.2	1701	0.2
Total UKRD	H	3601	940	26	1.9	7.1	6712	9.0
The Bee	Y	450	47	10	0.8	7.4	350	4.6
2BR	Y	180	62	35	2.2	6.3	393	12.7
Eagle Radio	H	541	136	25	1.7	6.6	894	7.6
KL.FM 96.7	Y	184	60	33	3.1	9.3	562	13.5
Minster FM	Y	309	79	26	1.5	6.1	478	7.8
Mix 96	Y	128	46	36	2.7	7.7	350	12.7
Pirate FM	Y	488	165	34	2.8	8.4	1380	11.7
Spire FM	Y	120	39	32	2.4	7.5	290	11.2
Spirit FM	Y	219	53	24	1.4	6.0	315	7.0
Star North East	Y	386	44	11	1.1	10.1	441	5.7
97.2 Stray FM	Y	141	43	30	2.0	6.6	281	9.3
Sun FM	Y	269	75	28	1.9	6.7	498	9.5
Wessex FM	Y	125	56	45	4.2	9.4	524	16.6
Yorkshire Coast Radio	Y	113	51	46	4.4	9.7	499	21.6
Wave 102	Y	145	25	17	1.1	6.3	160	7.1
The Wireless from Age UK	H	11860	24	*	*	2.2	55	*
Radio Yorkshire	H	4519	52	1	*	2.4	123	0.1

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 20th December 2015

PART 6 - DEMOGRAPHIC ANALYSIS

	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	53575	35111	66	8.3	12.7	446584	44.1
Children 10-14	Q	3535	2720	77	6.2	8.0	21822	70.2
15-24	Q	8109	5937	73	7.7	10.5	62191	62.3
25-44	Q	17222	12376	72	9.3	13.0	160670	56.7
45-64	Q	16649	11233	67	9.5	14.1	158015	42.7
65+	Q	11596	5565	48	5.7	11.8	65708	25.3
Main Shoppers	Q	45156	29104	64	8.4	13.0	377172	42.9
Main Shoppers with children	Q	13567	10113	75	9.3	12.5	126758	54.9
ABC1	Q	28988	19114	66	7.0	10.6	201822	37.2
C2DE	Q	24587	15997	65	10.0	15.3	244762	52.0
ALL BBC 15+	Q	53575	34947	65	10.1	15.5	541794	53.5
Children 10-14	Q	3535	1800	51	2.5	4.9	8731	28.1
15-24	Q	8109	4541	56	4.2	7.5	34263	34.3
25-44	Q	17222	10115	59	6.6	11.3	114133	40.3
45-64	Q	16649	11460	69	12.2	17.7	202483	54.7
65+	Q	11596	8831	76	16.5	21.6	190916	73.5
Main Shoppers	Q	45156	29678	66	10.6	16.2	480196	54.6
Main Shoppers with children	Q	13567	8091	60	7.2	12.1	98226	42.6
ABC1	Q	28988	21259	73	11.4	15.5	329484	60.8
C2DE	Q	24587	13688	56	8.6	15.5	212310	45.1

Source: RAJAR/Ipsos MORI/RSMB

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 Communicorp Group Limited.
- (5) Includes Kisstory and Kiss Fresh.
- (6) Includes Capital Network (UK) & Capital XTRA (UK).
- (7) Includes Smooth Radio Network (UK) & Smooth Extra.

AREAS

UNITED KINGDOM (Parts 1 and 6) (including Channel Islands and Isle of Man)
EDITORIAL AREAS (Part 3) BBC stations' defined service areas
TOTAL SURVEY AREAS (Parts 4 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 3 and 5 '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	21st September 2015 - 20th December 2015	25,615
H	29th June 2015 - 20th December 2015	48,997
Y	5th January 2015 - 20th December 2015	95,213