

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 51,951,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
ALL RADIO	Q	46677	90	19.8	22.1	1030416	100.0
ALL BBC	Q	34940	67	11.0	16.4	571885	55.5
ALL BBC 15-44	Q	15561	62	7.4	12.0	187141	43.2
ALL BBC 45+	Q	19379	73	14.4	19.9	384744	64.4
All BBC Network Radio ¹	Q	31635	61	9.2	15.2	479856	46.6
BBC Local/Regional	Q	9604	18	1.8	9.6	92029	8.9
ALL COMMERCIAL	Q	32821	63	8.4	13.3	436464	42.4
ALL COMMERCIAL 15-44	Q	17983	71	9.3	13.0	234273	54.1
ALL COMMERCIAL 45+	Q	14838	56	7.6	13.6	202191	33.8
All National Commercial ¹	Q	15441	30	2.3	7.9	121307	11.8
All Local Commercial (National TSA)	Q	26275	51	6.1	12.0	315157	30.6
Other Listening	Q	2937	6	0.4	7.5	22067	2.1

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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PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 51,951,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	31635	61	9.2	15.2	479856	46.6
BBC Radio 1	Q	11665	22	1.7	7.5	87865	8.5
BBC Radio 2	Q	14267	27	3.2	11.8	167735	16.3
BBC Radio 3	Q	2097	4	0.3	6.6	13762	1.3
BBC Radio 4	Q	10834	21	2.5	11.9	129290	12.5
BBC Radio 4 (including 4 Extra)	Q	11060	21	2.7	12.5	137849	13.4
BBC Radio 4 Extra	Q	1554	3	0.2	5.5	8559	0.8
BBC Radio FIVE LIVE	Q	6227	12	0.9	7.2	44642	4.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6342	12	0.9	7.2	45844	4.4
FIVE LIVE SPORTS EXTRA	Q	616	1	*	2.0	1202	0.1
BBC 6 Music	Q	1443	3	0.2	8.6	12450	1.2
1Xtra from the BBC	Q	1017	2	0.1	4.4	4461	0.4
BBC Asian Network UK	Q	472	1	0.1	7.3	3453	0.3
BBC World Service	Q	1388	3	0.1	4.6	6437	0.6
All National Commercial	Q	15441	30	2.3	7.9	121307	11.8
Total Absolute Radio	Q	1599	3	0.2	7.0	11184	1.1
Absolute 80s	Q	828	2	0.1	4.8	3960	0.4
Absolute Radio 90s	Q	348	1	*	4.5	1565	0.2
Absolute Radio 00s	Q	139	*	*	3.9	542	0.1
Absolute Radio Classic Rock	Q	391	1	*	4.0	1563	0.2
Capital Network (UK) ²	H	7079	14	0.9	6.5	46287	4.4
Chill	H	172	*	*	4.4	763	0.1
Total Choice (UK) ²	H	778	1	0.1	5.5	4245	0.4
Classic FM	Q	5364	10	0.7	6.8	36683	3.6
Gold Network (UK) ²	H	1543	3	0.3	9.5	14672	1.4
Heart Network (UK) ²	H	7465	14	1.0	7.1	53082	5.0
Heat	Q	648	1	*	2.8	1808	0.2
The Hits	Q	984	2	0.1	3.2	3166	0.3
Jazz FM	Q	512	1	*	3.7	1908	0.2
Kerrang! UK ²	H	1311	3	0.1	4.7	6098	0.6
Kiss UK ²	H	4175	8	0.4	5.3	22194	2.1
Total LBC (UK) ²	H	1149	2	0.3	11.6	13275	1.3
Magic UK ²	Q	3865	7	0.5	6.2	23929	2.3
NME Radio	H	188	*	*	2.6	497	*
Planet Rock	Q	811	2	0.1	7.6	6187	0.6
Q	Q	283	1	*	3.3	933	0.1
Real Radio Brand UK ²	H	2516	5	0.4	8.2	20641	2.0
Smash Hits Radio	Q	1004	2	0.1	2.9	2902	0.3
Smooth Radio UK ²	H	3315	6	0.5	7.8	25751	2.4
Sunrise Radio National ²	Q	490	1	0.1	7.1	3496	0.3
talkSPORT	Q	3196	6	0.4	6.8	21608	2.1
Total XFM (UK) ²	H	839	2	0.1	6.0	5071	0.5

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th December 2011



PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	51951	11665	22	1.7	7.5	87865	8.5
BBC Radio 2	Q	51951	14267	27	3.2	11.8	167735	16.3
BBC Radio 3	Q	51951	2097	4	0.3	6.6	13762	1.3
BBC Radio 4	Q	51951	10834	21	2.5	11.9	129290	12.5
BBC Radio 4 (including 4 Extra)	Q	51951	11060	21	2.7	12.5	137849	13.4
BBC Radio 4 Extra	Q	51951	1554	3	0.2	5.5	8559	0.8
BBC Radio FIVE LIVE	Q	51951	6227	12	0.9	7.2	44642	4.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51951	6342	12	0.9	7.2	45844	4.4
FIVE LIVE SPORTS EXTRA	Q	51951	616	1	*	2.0	1202	0.1
BBC 6 Music	Q	51951	1443	3	0.2	8.6	12450	1.2
1Xtra from the BBC	Q	51951	1017	2	0.1	4.4	4461	0.4
BBC Asian Network UK	Q	51951	472	1	0.1	7.3	3453	0.3
BBC World Service	Q	51951	1388	3	0.1	4.6	6437	0.6
NATIONAL REGIONAL								
BBC Radio Scotland	H	4384	959	22	1.4	6.6	6294	7.8
BBC Radio Ulster ³	H	1457	513	35	4.0	11.2	5759	20.3
Total BBC Radio Wales/Cymru	H	2524	561	22	2.6	11.8	6612	11.9
BBC Radio Wales	H	2524	468	19	2.1	11.1	5200	9.4
BBC Radio Cymru	H	2524	134	5	0.6	10.6	1412	2.5
LOCAL								
BBC Local Radio	Q	41957	7295	17	1.7	9.6	70386	8.4
BBC Radio Berkshire	H	815	127	16	0.9	5.6	708	4.6
BBC Radio Bristol	H	912	149	16	1.2	7.6	1128	5.8
BBC Radio Cambridgeshire	H	713	117	16	1.5	8.9	1040	7.4
BBC Radio Cornwall	H	454	173	38	4.3	11.3	1957	18.9
BBC Coventry and Warwickshire	H	673	85	13	1.0	7.8	659	5.3
BBC Radio Cumbria	H	404	129	32	3.5	10.8	1395	16.9
BBC Radio Derby	H	636	159	25	2.9	11.5	1825	13.5

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	975	251	26	3.2	12.5	3145	13.4
BBC Essex	H	1291	262	20	2.4	11.7	3065	10.2
BBC Radio Gloucestershire	H	489	93	19	1.9	9.9	925	8.5
BBC Hereford & Worcester	H	491	99	20	2.1	10.5	1047	10.6
BBC Radio Humberside	H	773	204	26	2.2	8.4	1711	10.5
BBC Radio Kent	H	1394	259	19	2.3	12.3	3184	9.6
BBC Radio Lancashire	H	1170	243	21	1.9	8.9	2165	9.8
BBC Radio Leeds	H	1655	257	16	1.1	7.4	1892	6.1
BBC Radio Leicester	H	812	163	20	1.7	8.5	1386	8.0
BBC Radio Lincolnshire	H	535	101	19	2.5	13.3	1342	11.4
BBC London 94.9	Q	11157	485	4	0.2	5.7	2751	1.3
BBC Radio Manchester	H	2146	249	12	0.7	5.8	1442	3.6
BBC Radio Merseyside	H	1619	368	23	3.8	16.8	6160	18.5
BBC Radio Newcastle	H	1436	295	21	1.7	8.3	2444	9.3
BBC Radio Norfolk	H	771	206	27	3.0	11.1	2296	12.9
BBC Radio Northampton	H	479	105	22	2.4	11.1	1165	12.6
BBC Radio Nottingham	H	797	197	25	2.2	8.8	1744	11.1
BBC Oxford 95.2FM	H	514	71	14	1.5	10.6	752	6.9
BBC Radio Sheffield	H	1274	251	20	1.5	7.5	1883	7.9
BBC Radio Shropshire	H	378	104	28	2.4	8.8	916	11.5
BBC Radio Solent**	H	1559	280	18	1.9	10.3	2891	8.6
BBC Solent for Dorset	Y	165	24	15	1.6	10.8	259	7.2
BBC Somerset	H	436	61	14	1.4	9.8	599	6.0
BBC Radio Stoke	H	598	174	29	2.5	8.7	1512	11.3
BBC Radio Suffolk	H	534	140	26	2.6	10.0	1395	11.8
BBC Sussex and BBC Surrey	H	2478	229	9	0.9	10.1	2301	4.1
BBC Radio Tees	H	787	135	17	1.5	8.7	1175	6.8
BBC Three Counties Radio	H	1295	154	12	0.8	7.0	1073	4.4
BBC WM (Birmingham & Black Country)	H	2269	264	12	0.9	8.1	2130	5.0
BBC Radio Wiltshire/Swindon	H	548	88	16	1.5	9.5	841	6.8
BBC Radio York	H	533	89	17	1.6	9.4	842	7.8
BBC Radio Guernsey	Y	53	24	45	5.5	12.3	290	28.0
BBC Radio Jersey	Y	77	29	37	4.9	13.1	376	22.7

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th December 2011



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network	Q	51951	2814	5	0.4	6.7	18815	1.8
Total Absolute Radio	Q	51951	1599	3	0.2	7.0	11184	1.1
Total Absolute Radio Network (London)	Q	11157	1064	10	0.7	7.2	7692	3.6
Total Absolute Radio (London)	Q	11157	816	7	0.5	6.6	5415	2.5
Absolute Radio London	Q	11157	554	5	0.3	5.3	2926	1.4
Absolute Radio National ³	Q	51951	1228	2	0.2	6.7	8258	0.8
Absolute 80s	Q	51951	828	2	0.1	4.8	3960	0.4
Absolute Radio 90s	Q	51951	348	1	*	4.5	1565	0.2
Absolute Radio 00s	Q	51951	139	*	*	3.9	542	0.1
Absolute Radio Classic Rock	Q	51951	391	1	*	4.0	1563	0.2
Capital Network (UK)	H	51951	7079	14	0.9	6.5	46287	4.4
Chill	H	51951	172	*	*	4.4	763	0.1
Total Choice (UK)	H	51951	778	1	0.1	5.5	4245	0.4
Classic FM	Q	51951	5364	10	0.7	6.8	36683	3.6
Gold Network (UK)	H	51951	1543	3	0.3	9.5	14672	1.4
Heart Network (UK)	H	51951	7465	14	1.0	7.1	53082	5.0
Heat	Q	51951	648	1	*	2.8	1808	0.2
The Hits	Q	51951	984	2	0.1	3.2	3166	0.3
Jazz FM	Q	51951	512	1	*	3.7	1908	0.2
Kerrang! UK	H	51951	1311	3	0.1	4.7	6098	0.6
Kiss UK	H	51951	4175	8	0.4	5.3	22194	2.1
Total LBC (UK)	H	51951	1149	2	0.3	11.6	13275	1.3
Magic UK	Q	51951	3865	7	0.5	6.2	23929	2.3
NME Radio	H	51951	188	*	*	2.6	497	*
Planet Rock	Q	51951	811	2	0.1	7.6	6187	0.6
Q	Q	51951	283	1	*	3.3	933	0.1
Real Radio Brand UK	H	51951	2516	5	0.4	8.2	20641	2.0
Smash Hits Radio	Q	51951	1004	2	0.1	2.9	2902	0.3
Smooth Radio UK	H	51951	3315	6	0.5	7.8	25751	2.4
Sunrise Radio National	Q	51951	490	1	0.1	7.1	3496	0.3
talkSPORT	Q	51951	3196	6	0.4	6.8	21608	2.1
Total XFM (UK)	H	51951	839	2	0.1	6.0	5071	0.5

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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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	51355	26205	51	6.1	12.0	314755	30.9
107.8 Arrow FM for Hastings	Y	115	22	19	1.1	5.7	125	4.3
105-107 Atlantic FM	Y	454	71	16	0.8	5.5	386	3.6
Bauer Radio Total Portfolio	H	51951	13328	26	2.1	8.2	109739	10.4
Bauer Passion Portfolio	Q	51951	6337	12	0.7	6.1	38695	3.8
Bauer Passion Portfolio	Q	51951	2096	4	0.2	4.2	8809	0.9
Digital Stations								
Heat	Q	51951	648	1	*	2.8	1808	0.2
The Hits	Q	51951	984	2	0.1	3.2	3166	0.3
Q	Q	51951	283	1	*	3.3	933	0.1
Smash Hits Radio	Q	51951	1004	2	0.1	2.9	2902	0.3
Total Bauer Radio ILR	H	37220	10507	28	2.3	8.2	85804	11.7
Bauer Place Portfolio Total	H	51951	8779	17	1.4	8.2	71836	6.8
FM Bauer Place Portfolio	H	28720	7295	25	1.9	7.7	55878	10.0
Bauer Place Portfolio England	H	23674	5710	24	1.8	7.5	42987	9.2
FM Bauer Place Portfolio England	H	23189	5173	22	1.5	6.7	34792	7.6
Bauer Place Portfolio - North East	H	2242	783	35	2.9	8.3	6493	14.8
Bauer Middlesbrough	H	813	262	32	2.7	8.5	2224	12.5
Bauer Newcastle	H	1491	522	35	2.9	8.2	4269	15.5
Bauer Place Portfolio - North West	H	5116	1394	27	2.1	7.9	10946	11.0
Bauer Liverpool (inc. City Talk)	H	1800	533	30	2.8	9.3	4962	13.5
Bauer Liverpool	H	1800	505	28	2.4	8.7	4380	11.9
Bauer Manchester	H	2420	612	25	1.9	7.4	4553	9.9
Bauer Preston	H	1387	296	21	1.5	6.8	2013	7.8
Bauer Place Portfolio - Yorkshire	H	3149	942	30	2.6	8.7	8159	13.1
Bauer Hull	H	913	276	30	2.6	8.6	2363	12.4
Bauer Leeds	H	1018	242	24	2.5	10.3	2496	12.3
Bauer Sheffield	H	1276	432	34	2.6	7.7	3338	13.8
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11157	3408	31	2.1	7.0	23857	11.1
Kiss 100 FM	Q	11157	1874	17	1.0	6.2	11583	5.4
Magic 105.4	Q	11157	2167	19	1.1	5.7	12273	5.7
FM Bauer Place Portfolio North East	H	2242	577	26	1.8	6.8	3936	9.0
Metro Radio	H	1491	386	26	1.7	6.6	2551	9.3
TFM Radio	H	813	191	24	1.7	7.2	1384	7.8
C.F.M (Bauer Carlisle)	Y	247	95	39	3.2	8.3	789	16.0
Bauer FM Liverpool	H	1800	490	27	2.2	8.1	3988	10.8
Total City Talk/Magic 1548	H	1800	185	10	0.9	8.4	1555	4.2

Source: RAJAR/Ipsos MORI/RSMB

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City Talk 105.9	H	1562	86	6	0.4	6.7	582	1.8
FM Bauer Place Portfolio North West	H	4968	1265	25	1.8	6.9	8766	9.1
Radio City 96.7	H	1800	458	25	1.9	7.4	3407	9.2
Key 103 (Manchester)	H	2420	555	23	1.5	6.5	3607	7.9
97.4 Rock FM	H	1239	267	22	1.4	6.6	1752	7.6
FM Bauer Place Portfolio Yorkshire	H	2813	736	26	1.7	6.4	4700	8.5
96.3 Radio Aire	H	681	145	21	1.6	7.4	1068	8.0
Hallam FM	H	1276	376	30	1.9	6.3	2390	9.9
96.9 Viking FM	H	913	219	24	1.4	5.7	1242	6.5
Bauer Northern Ireland	H	1433	629	44	4.1	9.4	5903	21.1
97.4 Cool FM	H	979	430	44	3.8	8.7	3761	18.8
Downtown Radio (DTR)	H	1433	263	18	1.5	8.2	2142	7.7
Bauer Place Portfolio - Scotland	H	4110	1672	41	4.5	11.0	18388	24.4
FM Bauer Place Portfolio Scotland	Y	4110	1530	37	3.6	9.8	14922	19.5
Bauer Radio Central Scotland	H	2856	1003	35	3.6	10.3	10320	20.3
Scottish AMs	H	3541	408	12	0.9	7.9	3206	5.1
Bauer Glasgow	H	1847	640	35	3.5	10.1	6432	19.0
Clyde 1 FM	H	1847	557	30	2.6	8.8	4884	14.4
Clyde 2	H	1847	191	10	0.8	8.1	1548	4.6
Bauer Edinburgh	H	1107	367	33	3.5	10.6	3888	20.8
ForthOne	H	1107	341	31	3.1	10.1	3441	18.4
Forth2	H	1107	89	8	0.4	5.0	447	2.4
Moray Firth Radio (Bauer Inverness)	Y	234	125	53	6.5	12.2	1520	27.8
Bauer Aberdeen	Y	319	148	47	4.5	9.6	1431	23.2
Northsound One	Y	319	132	41	3.2	7.9	1035	16.8
Northsound Two	Y	319	43	14	1.2	9.2	396	6.4
Radio Borders (Bauer Borders)	Y	108	59	54	6.7	12.2	719	32.5
Bauer Dundee	Y	378	175	46	5.8	12.6	2208	32.0
Tay-FM	Y	378	134	35	3.9	11.1	1484	21.5
Tay-AM	Y	378	66	18	1.9	10.9	724	10.5
West Sound ³	Y	389	187	48	5.0	10.4	1940	24.2
Kerrang! UK	H	51951	1311	3	0.1	4.7	6098	0.6
Kerrang! 105.2	H	3550	327	9	0.7	7.1	2319	3.4
Kiss UK	H	51951	4175	8	0.4	5.3	22194	2.1
Kiss East	H	2073	453	22	1.3	6.1	2777	6.4
Kiss West	H	2393	485	20	1.4	6.8	3299	6.3
Magic UK	Q	51951	3865	7	0.5	6.2	23929	2.3

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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			'000	%	per head	per listener		
Magic Network - North	H	10472	833	8	0.8	9.8	8195	4.0
Magic Network - North East	H	2242	286	13	1.1	9.0	2557	5.8
Magic 1152 (Newcastle)	H	1491	187	13	1.2	9.2	1718	6.3
Magic 1170 (Teesside)	H	813	99	12	1.0	8.5	839	4.7
Magic Network - North West	H	5081	234	5	0.4	9.3	2179	2.2
Magic 1548 (Liverpool)	H	1800	109	6	0.5	8.9	973	2.6
Magic 1152 (Manchester)	H	2420	82	3	0.4	11.5	946	2.1
Magic 999 (Preston)	H	1103	43	4	0.2	6.0	260	1.2
Magic Network - Yorkshire	H	3149	313	10	1.1	11.0	3459	5.6
Magic 828 (Leeds)	H	1018	128	13	1.4	11.1	1429	7.1
Magic AM (Sheffield)	H	1276	100	8	0.7	9.5	948	3.9
Magic 1161 (Hull)	H	913	88	10	1.2	12.8	1121	5.9
Wave 105 FM (Bauer South Coast)	H	1762	389	22	2.2	9.8	3824	10.2
The Breeze (South)	H	1261	55	4	0.3	7.4	408	1.6
The Breeze (East) (formerly The Quay)	H	640	23	4	0.3	9.5	214	1.6
The Breeze (West)	H	621	33	5	0.3	6.0	194	1.6
Triple Broadcast Co Group	Y	1428	70	5	0.3	7.1	500	1.7
Total Fire Radio	Y	1294	50	4	0.3	7.3	366	1.4
Fire Radio	Y	290	45	15	1.1	7.4	332	5.5
Fire Radio South Coast	Y	1003	5	1	*	6.4	34	0.2
Nova Radio - Weston (was Star Radio in North Somerset)	Y	135	20	15	1.0	6.7	134	4.1
Central FM	Y	220	49	22	1.2	5.2	257	7.1
Total Cheshire Radio	Y	363	53	15	1.0	7.0	369	5.3
Cheshire's Silk 106.9	Y	179	19	11	0.5	4.8	93	2.7
Chester's Dee 106.3	Y	184	34	18	1.5	8.2	276	7.9
Total CN Radio	Y	836	261	31	2.6	8.3	2170	11.6
The Bay	Y	284	108	38	4.1	10.7	1166	17.6
Citybeat 96.7/102.5FM	H	552	126	23	1.4	6.0	761	6.3
Lakeland Radio	Y	51	16	32	2.8	8.9	142	12.0
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	42	10	1.0	10.2	427	5.7
Exeter FM	Y	296	29	10	0.6	5.8	166	2.5
3FM	Y	69	22	32	2.9	9.0	197	12.0
Total Global Radio (UK)	H	51951	19414	37	3.3	8.8	171308	16.3
Total Choice (UK)	H	51951	778	1	0.1	5.5	4245	0.4
Choice FM London	Q	11157	543	5	0.3	5.8	3147	1.5
Classic FM	Q	51951	5364	10	0.7	6.8	36683	3.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th December 2011



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Capital Network (UK)	H	51951	7079	14	0.9	6.5	46287	4.4
Gold Network (UK)	H	51951	1543	3	0.3	9.5	14672	1.4
Heart Network (UK)	H	51951	7465	14	1.0	7.1	53082	5.0
Total LBC (UK)	H	51951	1149	2	0.3	11.6	13275	1.3
Total XFM (UK)	H	51951	839	2	0.1	6.0	5071	0.5
Global Radio London (ILR)	Q	11157	4627	41	4.0	9.6	44641	20.7
Global Radio (ILR)	H	42310	13666	32	2.9	9.0	122441	14.4
Capital Network (ILR)	H	30346	6294	21	1.4	6.8	42748	7.2
Capital Birmingham (was Galaxy)	H	2123	426	20	1.5	7.4	3160	8.0
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1960	525	27	2.0	7.3	3831	9.7
Capital London	Q	11157	2254	20	1.1	5.7	12767	5.9
Capital Manchester (was Galaxy)	H	2838	519	18	1.1	5.8	3027	5.6
Capital North East (was Galaxy)	H	2217	555	25	2.0	8.0	4469	10.3
Capital Scotland (was Galaxy)	H	2739	500	18	1.4	7.4	3711	7.6
Capital South Coast (was Galaxy)	H	1782	236	13	0.9	6.8	1601	4.2
Capital South Wales (was Red Dragon)	H	998	253	25	1.9	7.4	1877	8.1
Capital Yorkshire (Was Galaxy)	H	4532	1080	24	1.9	7.8	8442	9.6
Gold Network (ILR)	H	32484	1194	4	0.4	10.0	11905	1.8
Gold Birmingham ⁴	H	2078	67	3	0.3	9.9	667	1.7
Gold Cambridgeshire	H	838	44	5	0.6	10.6	472	3.0
Gold Coventry ⁴	H	666	22	3	0.2	6.3	136	1.1
Gold Devon	H	1028	39	4	0.3	7.7	298	1.2
Gold East Anglia	H	1205	79	7	0.6	9.3	730	2.7
Gold East Midlands	H	1960	82	4	0.4	9.9	814	2.1
Gold Essex	H	1345	57	4	0.6	13.7	787	2.5
Gold Four Counties	H	1994	69	3	0.3	7.9	550	1.4
Gold Kent	H	1177	58	5	0.5	9.2	535	1.9
Gold London	Q	11157	375	3	0.3	10.0	3770	1.7
Gold Manchester	H	2838	79	3	0.2	7.1	563	1.0
Gold North West & Wales	Y	997	25	3	0.2	8.5	212	1.1
Gold Solent	H	1782	74	4	0.5	11.8	873	2.3
Gold South Wales	H	998	46	5	0.8	16.4	752	3.3
Gold Sussex	H	1358	54	4	0.5	12.1	645	2.0
Gold Thames Valley	H	1424	32	2	0.2	9.2	295	1.0
Gold West Country	H	2170	89	4	0.4	10.7	951	2.0
Gold Wolverhampton ⁴	H	1305	46	4	0.4	12.0	552	2.0

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Heart Network (ILR)	H	28917	6716	23	1.7	7.4	49462	8.4
Heart Cambridgeshire	H	838	197	24	1.6	6.9	1366	8.7
Heart Devon	H	1028	310	30	2.1	7.1	2187	9.0
Heart East Anglia	H	1205	318	26	2.1	8.1	2585	9.5
Heart East Midlands	Y	2188	78	4	0.1	3.7	287	0.6
Heart Essex	H	1345	400	30	3.1	10.4	4179	13.1
Heart Four Counties	H	1994	551	28	2.1	7.5	4117	10.7
Heart Kent	H	1177	346	29	2.8	9.6	3310	11.6
Heart London	Q	11157	1931	17	0.9	5.1	9886	4.6
Heart North West and Wales	H	996	190	19	1.4	7.4	1401	7.5
Heart Solent	H	1782	340	19	1.1	5.8	1960	5.1
Heart Sussex	H	1358	342	25	2.4	9.7	3315	10.4
Heart Thames Valley	H	1424	373	26	1.6	6.1	2280	7.7
Heart West Country	H	2170	690	32	2.4	7.7	5314	11.2
Heart West Midlands	H	3584	748	21	1.6	7.7	5757	8.3
LBC (ILR)	Q	11157	1122	10	1.1	11.4	12826	5.9
LBC 97.3	Q	11157	967	9	1.0	11.3	10920	5.1
LBC News 1152	Q	11157	396	4	0.2	4.8	1906	0.9
XFM (ILR)	H	13995	620	4	0.3	6.7	4149	1.5
XFM London	Q	11157	406	4	0.2	5.5	2247	1.0
XFM Manchester	H	2838	195	7	0.6	8.4	1645	3.1
Total GMG Radio	H	51951	5593	11	0.9	8.5	47586	4.5
GMG Radio North West Total	H	5272	1331	25	2.2	8.7	11562	11.2
GMG Radio North West Regional	H	5235	1227	23	2.0	8.7	10623	10.4
GMG Radio North East	H	2242	660	29	2.5	8.6	5670	12.9
GMG Radio Scotland	H	2901	851	29	3.0	10.2	8646	16.7
Total Real Radio UK	H	51951	2661	5	0.4	8.2	21836	2.1
Total Real Radio ILR Network	H	15499	2461	16	1.4	8.5	20926	6.9
Real Radio Brand UK	H	51951	2516	5	0.4	8.2	20641	2.0
Real Radio Brand ILR Network	H	15461	2316	15	1.3	8.5	19732	6.5
Real Radio North East - (was Century Radio)	H	2242	317	14	0.9	6.1	1927	4.4
Total Real Radio North West	H	5272	642	12	1.0	8.0	5111	4.9
Real Radio North West - (was Century Radio)	H	5235	531	10	0.8	7.9	4172	4.1
106.1 Real XS (was 106.1 Rock Radio)	H	2280	131	6	0.4	7.2	939	2.2
Total Real Radio Scotland	H	2715	685	25	2.2	8.9	6066	12.6
Real Radio Scotland	H	2715	652	24	2.1	8.9	5810	12.0

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.3 Real XS (was 96.3 Rock Radio)	H	818	51	6	0.3	5.0	256	1.8
Real Radio Wales	H	2524	455	18	1.7	9.5	4336	7.8
Real Radio Wales (North)	H	688	47	7	0.4	6.2	295	2.2
Real Radio Wales (South)	H	1836	407	22	2.2	9.9	4041	9.6
Real Radio Yorkshire	H	2877	368	13	1.2	9.6	3552	6.6
Smooth Radio UK	H	51951	3315	6	0.5	7.8	25751	2.4
Smooth Radio ILR Network	H	26248	2818	11	0.9	8.0	22463	4.4
Smooth Radio Midlands	H	5721	736	13	1.1	8.9	6525	5.9
Smooth Radio East Midlands	H	2177	362	17	1.6	9.3	3375	7.7
Smooth Radio West Midlands	H	3584	378	11	0.9	8.5	3195	4.6
Smooth Radio Glasgow	H	1894	277	15	1.4	9.3	2580	7.5
Smooth Radio London	Q	11157	456	4	0.2	5.1	2344	1.1
Smooth Radio North East	H	2242	437	19	1.7	8.6	3743	8.5
Smooth Radio North West	H	5235	822	16	1.2	7.8	6451	6.3
IOW Radio	Y	122	38	31	3.1	9.8	377	12.6
JACKfm Oxfordshire	H	501	85	17	0.9	5.2	437	4.2
Glide FM 1079 (was Oxford's FM 107.9)	H	490	18	4	0.3	7.2	133	1.3
106 JACKfm (Oxford)	H	501	71	14	0.6	4.3	304	2.9
Jack FM South Coast (Was The Coast)	H	1692	132	8	0.6	7.7	1016	2.8
106 JACKfm/Star Radio (Bristol)	Y	615	121	20	1.2	6.2	756	5.8
106 JACKfm (Bristol) (was Original 106)	H	614	108	18	1.1	6.1	653	5.2
The Breeze (South West) (was Star Radio (Bristol))	Y	478	28	6	0.2	4.1	115	1.1
Kingdom FM	Y	286	83	29	2.4	8.1	674	12.1
kmfm Group	H	1032	168	16	1.3	8.0	1339	5.4
kmfm East	H	504	94	19	1.7	9.2	861	7.3
kmfm West	H	528	74	14	0.9	6.4	478	3.6
Lincs FM Group	H	2692	631	23	2.4	10.3	6512	11.6
Lincs FM 102.2 ³	H	902	288	32	4.2	13.1	3761	18.7
Oak FM	Y	311	27	9	0.6	7.4	199	3.1
Lincs FM Group Yorkshire	Y	1494	295	20	1.7	8.4	2474	8.3
Dearne FM	Y	230	54	23	2.4	10.2	551	12.0
KCFM 99.8	Y	452	67	15	1.2	8.0	535	6.0
Ridings FM	Y	296	44	15	1.1	7.6	334	5.6
Rother FM	Y	207	38	18	1.4	7.8	296	7.5
Trax FM	Y	363	92	25	2.1	8.2	757	10.5

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
The Local Radio Company Group Total	Y	1980	516	26	2.3	8.9	4606	11.5
2BR	Y	190	55	29	2.5	8.5	470	13.5
Minster FM	Y	308	78	25	2.2	8.5	669	10.8
Mix 96	Y	121	38	32	1.9	5.9	224	8.9
Spire FM	Y	114	42	36	3.7	10.1	421	15.2
Spirit FM	Y	217	48	22	2.0	9.2	440	9.5
Star North East	Y	378	50	13	1.2	8.9	442	6.4
Star NE - North (was Durham FM)	Y	210	23	11	0.8	7.1	165	4.7
Star NE - South (was Alpha 103.2)	Y	168	26	16	1.6	10.5	277	8.2
97.2 Stray FM	Y	144	47	32	2.3	7.1	333	11.8
Sun FM	Y	274	74	27	2.5	9.1	677	13.2
Wessex FM	Y	118	43	37	4.1	11.1	477	16.8
Yorkshire Coast Radio	Y	117	41	35	3.9	11.0	453	17.0
Radio Mansfield 103.2	Y	154	37	24	2.3	9.2	346	10.9
Manx Radio	Y	69	40	58	6.8	11.7	468	28.5
Midwest Radio	Y	169	41	24	2.0	8.2	334	7.8
Original 106 (Aberdeen)	Y	319	51	16	1.0	6.3	321	5.2
Total Orion Midlands	H	5899	1277	22	1.7	8.0	10157	8.8
Orion Midlands FM	H	5899	1215	21	1.6	7.6	9178	8.0
Gem 106	H	2187	403	18	1.3	7.2	2898	6.5
Orion West Midlands	H	3803	878	23	1.9	8.3	7259	10.0
Orion West Midlands FM	H	3803	813	21	1.7	7.7	6280	8.6
Beacon Radio	H	1305	274	21	1.9	8.9	2431	8.9
96.4 BRMB	H	2078	331	16	0.9	5.5	1825	4.7
Mercia	H	666	140	21	1.6	7.7	1080	8.7
Wyvern FM	Y	496	106	21	1.5	7.1	751	7.7
Gold Birmingham	H	2078	67	3	0.3	9.9	667	1.7
Gold Coventry	H	666	22	3	0.2	6.3	136	1.1
Gold Wolverhampton	H	1305	46	4	0.4	12.0	552	2.0
Palm FM	Y	226	37	16	1.3	8.1	300	5.4
Premier Christian Radio	Q	11157	89	1	0.1	12.0	1076	0.5
Q Radio Network	Y	576	125	22	1.5	6.8	847	7.9
Q100.5 (Was Five FM)	Y	83	22	26	2.1	8.0	173	10.5
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	78	26	1.9	7.1	555	10.3
Q106 (was Six FM)	Y	94	12	13	0.9	7.3	87	5.2
Q107 (was Seven FM)	Y	146	14	10	0.2	2.2	32	1.1
Reading 107 FM	Y	237	24	10	0.5	5.3	128	3.2
96.2 The Revolution	H	513	37	7	0.6	8.1	303	3.2
Southend & Chelmsford Radio	Y	484	58	12	0.7	6.1	355	3.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
107.5 Sovereign Radio	Y	151	23	15	0.9	6.2	139	3.8
The Sunrise Group	H	51951	539	1	0.1	8.6	4642	0.4
Buzz Asia 963 & 972AM	H	11157	108	1	*	4.4	480	0.2
Kisat Radio 1035 (Greater London)	Q	11157	69	1	*	7.7	526	0.2
Sunrise Radio (Greater London)	Q	11157	332	3	0.2	8.3	2759	1.3
Sunrise Radio National	Q	51951	490	1	0.1	7.1	3496	0.3
Time FM 106.6	Y	293	16	5	0.3	6.3	100	1.8
Tindle Radio Group	Y	1377	359	26	2.7	10.3	3694	11.9
Kestrel FM (North and South)	Y	232	51	22	1.8	8.3	422	8.0
KESTREL FM - was Delta Radio	Y	94	16	17	1.5	8.9	144	7.2
Kestrel FM	Y	138	34	25	2.0	8.1	279	8.5
Tindle Radio Anglia	Y	1015	237	23	2.3	10.0	2384	10.3
THE BEACH	Y	186	54	29	3.1	10.8	581	14.7
Dream 100	Y	144	51	35	4.7	13.3	678	18.5
North Norfolk Radio	Y	91	22	24	3.0	12.3	274	10.8
Radio NORWICH 99.9	Y	334	49	15	1.0	7.0	342	4.6
Town 102 FM	Y	281	62	22	1.8	8.3	510	8.5
Channel 103 FM	Y	77	45	59	6.9	11.7	527	31.9
Island FM 104.7	Y	53	26	49	6.8	13.8	361	34.8
Total Touch Radio Network	Y	986	147	15	1.2	7.8	1148	5.9
107.6 Banbury Sound	Y	84	16	19	1.7	8.7	138	8.1
Rugby FM	Y	72	24	34	3.0	8.9	217	14.0
Touchradio Staffs	Y	249	26	11	0.9	8.7	230	4.4
96.2FM Touchradio - Coventry	Y	290	22	8	0.4	4.7	104	2.2
102FM Touchradio - Warks Worcs Cotswolds	Y	291	51	18	1.3	7.4	382	6.2
107.3 Touchradio - Warwick	Y	136	11	8	0.6	7.1	77	2.9
Total Town and Country Broadcasting	Y	51951	486	1	0.1	6.0	2901	0.3
NME Radio	H	51951	188	*	*	2.6	497	*
Town and Country Broadcasting (South and West Wales)	Y	1681	278	17	1.4	8.3	2320	6.2
102.1 Bay Radio	Y	458	43	9	0.4	4.6	198	2.0
106.3 Bridge FM	Y	123	37	30	2.3	7.7	286	10.2
97.1 Radio Carmarthenshire ³	Y	128	38	30	2.7	9.1	349	11.5
Radio Ceredigion	Y	81	11	13	1.0	7.4	78	4.8
Nation Radio	H	1422	120	8	0.7	8.1	967	3.0
102.5 Radio Pembrokeshire	Y	96	48	50	6.2	12.4	592	22.5
Total UKRD	H	1626	420	26	2.1	8.0	3367	10.1
107 The Bee	Y	182	24	13	1.2	9.0	212	7.3

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Pirate FM	Y	478	169	35	3.6	10.1	1708	15.0
The County Sound Radio Network	H	545	151	28	2.1	7.5	1134	10.0
County Sound 1566	H	545	7	1	0.1	7.4	54	0.5
96.4 Eagle Radio	H	545	146	27	2.0	7.4	1080	9.5
Total UKRD East	H	421	66	16	1.2	7.4	489	5.9
KL.FM 96.7	Y	148	42	28	2.7	9.6	404	12.2
Star Radio in Cambridge	Y	271	30	11	0.8	7.3	218	3.7
UTV Radio (inc. talkSPORT)	H	51951	4466	9	0.7	7.6	33937	3.2
UTV Radio (excl. talkSPORT)	H	6116	1450	24	2.2	9.2	13326	10.7
107.6 Juice FM	H	959	195	20	1.6	7.7	1509	7.2
Peak 107 FM	Y	418	87	21	1.8	8.9	769	8.7
The Pulse/Pulse 2	H	859	157	18	1.3	7.1	1120	7.3
The Pulse	H	859	138	16	0.8	4.7	647	4.2
Pulse 2	H	859	44	5	0.6	10.8	473	3.1
Signal One & Signal Two	H	772	328	42	4.9	11.6	3814	22.2
Signal One	H	772	310	40	4.0	9.9	3069	17.9
Signal Two	H	772	75	10	1.0	9.9	745	4.3
Total Swansea Sound/	Y	458	173	38	3.8	10.0	1740	17.2
96.4 FM The Wave								
96.4 FM The Wave	Y	458	137	30	2.6	8.6	1177	11.6
Swansea Sound - 1170 MW	Y	458	58	13	1.2	9.7	563	5.6
U105	H	868	211	24	2.8	11.6	2443	13.7
Radio Wave 96.5 FM	Y	237	70	30	2.6	8.9	623	12.4
102.4 Wish/107.2 Wire/	Y	1113	194	17	1.1	6.5	1259	6.0
107.4 Tower FM								
107.4 Tower FM	Y	431	57	13	0.9	6.6	374	4.8
107.2 Wire FM	Y	277	61	22	1.6	7.3	442	7.5
102.4 Wish FM	Y	465	79	17	1.0	5.6	443	5.1
107.7 The Wolf	Y	435	53	12	0.9	7.1	378	4.2
Wave 102 FM	Y	155	27	17	1.4	7.8	212	8.5
Yorkshire Radio	H	4517	89	2	0.1	3.5	316	0.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

PART 4 - UNITED KINGDOM

(Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	51951	32821	63	8.4	13.3	436464	42.4
Children 10-14	Q	3516	2613	74	6.6	8.8	23061	67.6
15-24	Q	8194	6016	73	9.1	12.3	74255	62.0
25-44	Q	17101	11967	70	9.4	13.4	160017	51.1
45-64	Q	16124	10322	64	9.0	14.1	145878	39.8
65+	Q	10533	4516	43	5.3	12.5	56313	24.4
Main Shoppers	Q	41856	25733	61	8.2	13.4	344808	40.8
Main Shoppers with children	Q	12694	9046	71	9.4	13.2	119566	52.4
ABC1	Q	28396	17785	63	6.9	11.0	194936	35.8
C2DE	Q	23555	15037	64	10.3	16.1	241528	49.8
ALL BBC 15+	Q	51951	34940	67	11.0	16.4	571885	55.5
Children 10-14	Q	3516	1804	51	2.9	5.6	10153	29.8
15-24	Q	8194	4774	58	5.2	8.9	42619	35.6
25-44	Q	17101	10786	63	8.5	13.4	144521	46.1
45-64	Q	16124	11648	72	13.3	18.4	214197	58.4
65+	Q	10533	7731	73	16.2	22.1	170547	73.9
Main Shoppers	Q	41856	28146	67	11.5	17.2	483016	57.1
Main Shoppers with children	Q	12694	7746	61	8.1	13.2	102591	44.9
ABC1	Q	28396	21120	74	12.0	16.1	340573	62.5
C2DE	Q	23555	13820	59	9.8	16.7	231312	47.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2011

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	681	145	21	1.6	7.4	1068	8.0
107.8 Arrow FM for Hastings	Y	115	22	19	1.1	5.7	125	4.3
105-107 Atlantic FM	Y	454	71	16	0.8	5.5	386	3.6
107.6 Banbury Sound	Y	84	16	19	1.7	8.7	138	8.1
The Bay	Y	284	108	38	4.1	10.7	1166	17.6
102.1 Bay Radio	Y	458	43	9	0.4	4.6	198	2.0
THE BEACH	Y	186	54	29	3.1	10.8	581	14.7
Beacon Radio	H	1305	274	21	1.9	8.9	2431	8.9
2BR	Y	190	55	29	2.5	8.5	470	13.5
The Breeze (East) (formerly The Quay)	H	640	23	4	0.3	9.5	214	1.6
The Breeze (South West) (was Star Radio (Bristol))	Y	478	28	6	0.2	4.1	115	1.1
The Breeze (South)	H	1261	55	4	0.3	7.4	408	1.6
The Breeze (West)	H	621	33	5	0.3	6.0	194	1.6
106.3 Bridge FM	Y	123	37	30	2.3	7.7	286	10.2
96.4 BRMB	H	2078	331	16	0.9	5.5	1825	4.7
Buzz Asia 963 & 972AM	H	11157	108	1	*	4.4	480	0.2
97.1 Radio Carmarthenshire ³	Y	128	38	30	2.7	9.1	349	11.5
Capital Birmingham (was Galaxy)	H	2123	426	20	1.5	7.4	3160	8.0
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1960	525	27	2.0	7.3	3831	9.7
Capital London	Q	11157	2254	20	1.1	5.7	12767	5.9
Capital Manchester (was Galaxy)	H	2838	519	18	1.1	5.8	3027	5.6
Capital North East (was Galaxy)	H	2217	555	25	2.0	8.0	4469	10.3
Capital Scotland (was Galaxy)	H	2739	500	18	1.4	7.4	3711	7.6
Capital South Coast (was Galaxy)	H	1782	236	13	0.9	6.8	1601	4.2
Capital South Wales (was Red Dragon)	H	998	253	25	1.9	7.4	1877	8.1
Capital Yorkshire (Was Galaxy)	H	4532	1080	24	1.9	7.8	8442	9.6
Central FM	Y	220	49	22	1.2	5.2	257	7.1
Radio Ceredigion	Y	81	11	13	1.0	7.4	78	4.8
C.F.M (Bauer Carlisle)	Y	247	95	39	3.2	8.3	789	16.0
Channel 103 FM	Y	77	45	59	6.9	11.7	527	31.9
Cheshire's Silk 106.9	Y	179	19	11	0.5	4.8	93	2.7
Chester's Dee 106.3	Y	184	34	18	1.5	8.2	276	7.9
Choice FM London	Q	11157	543	5	0.3	5.8	3147	1.5
Radio City 96.7	H	1800	458	25	1.9	7.4	3407	9.2
City Talk 105.9	H	1562	86	6	0.4	6.7	582	1.8
Citybeat 96.7/102.5FM	H	552	126	23	1.4	6.0	761	6.3
Clyde 1 FM	H	1847	557	30	2.6	8.8	4884	14.4

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th December 2011



PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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Clyde 2	H	1847	191	10	0.8	8.1	1548	4.6
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	42	10	1.0	10.2	427	5.7
97.4 Cool FM	H	979	430	44	3.8	8.7	3761	18.8
County Sound 1566	H	545	7	1	0.1	7.4	54	0.5
Dearne FM	Y	230	54	23	2.4	10.2	551	12.0
Downtown Radio (DTR)	H	1433	263	18	1.5	8.2	2142	7.7
Dream 100	Y	144	51	35	4.7	13.3	678	18.5
96.4 Eagle Radio	H	545	146	27	2.0	7.4	1080	9.5
Exeter FM	Y	296	29	10	0.6	5.8	166	2.5
Fire Radio	Y	290	45	15	1.1	7.4	332	5.5
Fire Radio South Coast	Y	1003	5	1	*	6.4	34	0.2
3FM	Y	69	22	32	2.9	9.0	197	12.0
96.4 FM The Wave	Y	458	137	30	2.6	8.6	1177	11.6
96.2FM Touchradio - Coventry	Y	290	22	8	0.4	4.7	104	2.2
Forth2	H	1107	89	8	0.4	5.0	447	2.4
ForthOne	H	1107	341	31	3.1	10.1	3441	18.4
Gem 106	H	2187	403	18	1.3	7.2	2898	6.5
Glide FM 1079 (was Oxford's FM 107.9)	H	490	18	4	0.3	7.2	133	1.3
Gold Birmingham	H	2078	67	3	0.3	9.9	667	1.7
Gold Cambridgeshire	H	838	44	5	0.6	10.6	472	3.0
Gold Coventry	H	666	22	3	0.2	6.3	136	1.1
Gold Devon	H	1028	39	4	0.3	7.7	298	1.2
Gold East Anglia	H	1205	79	7	0.6	9.3	730	2.7
Gold East Midlands	H	1960	82	4	0.4	9.9	814	2.1
Gold Essex	H	1345	57	4	0.6	13.7	787	2.5
Gold Four Counties	H	1994	69	3	0.3	7.9	550	1.4
Gold Kent	H	1177	58	5	0.5	9.2	535	1.9
Gold London	Q	11157	375	3	0.3	10.0	3770	1.7
Gold Manchester	H	2838	79	3	0.2	7.1	563	1.0
Gold North West & Wales	Y	997	25	3	0.2	8.5	212	1.1
Gold Solent	H	1782	74	4	0.5	11.8	873	2.3
Gold South Wales	H	998	46	5	0.8	16.4	752	3.3
Gold Sussex	H	1358	54	4	0.5	12.1	645	2.0
Gold Thames Valley	H	1424	32	2	0.2	9.2	295	1.0
Gold West Country	H	2170	89	4	0.4	10.7	951	2.0
Gold Wolverhampton	H	1305	46	4	0.4	12.0	552	2.0
Hallam FM	H	1276	376	30	1.9	6.3	2390	9.9
Heart Cambridgeshire	H	838	197	24	1.6	6.9	1366	8.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



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Heart Devon	H	1028	310	30	2.1	7.1	2187	9.0
Heart East Anglia	H	1205	318	26	2.1	8.1	2585	9.5
Heart East Midlands	Y	2188	78	4	0.1	3.7	287	0.6
Heart Essex	H	1345	400	30	3.1	10.4	4179	13.1
Heart Four Counties	H	1994	551	28	2.1	7.5	4117	10.7
Heart Kent	H	1177	346	29	2.8	9.6	3310	11.6
Heart London	Q	11157	1931	17	0.9	5.1	9886	4.6
Heart North West and Wales	H	996	190	19	1.4	7.4	1401	7.5
Heart Solent	H	1782	340	19	1.1	5.8	1960	5.1
Heart Sussex	H	1358	342	25	2.4	9.7	3315	10.4
Heart Thames Valley	H	1424	373	26	1.6	6.1	2280	7.7
Heart West Country	H	2170	690	32	2.4	7.7	5314	11.2
Heart West Midlands	H	3584	748	21	1.6	7.7	5757	8.3
IOW Radio	Y	122	38	31	3.1	9.8	377	12.6
Island FM 104.7	Y	53	26	49	6.8	13.8	361	34.8
Jack FM South Coast (Was The Coast)	H	1692	132	8	0.6	7.7	1016	2.8
106 JACKfm (Bristol) (was Original 106)	H	614	108	18	1.1	6.1	653	5.2
106 JACKfm (Oxford)	H	501	71	14	0.6	4.3	304	2.9
JACKfm Oxfordshire	H	501	85	17	0.9	5.2	437	4.2
107.6 Juice FM	H	959	195	20	1.6	7.7	1509	7.2
KCFM 99.8	Y	452	67	15	1.2	8.0	535	6.0
Kerrang! 105.2	H	3550	327	9	0.7	7.1	2319	3.4
KESTREL FM - was Delta Radio	Y	94	16	17	1.5	8.9	144	7.2
Kestrel FM	Y	138	34	25	2.0	8.1	279	8.5
Key 103 (Manchester)	H	2420	555	23	1.5	6.5	3607	7.9
Kingdom FM	Y	286	83	29	2.4	8.1	674	12.1
Kismet Radio 1035 (Greater London)	Q	11157	69	1	*	7.7	526	0.2
Kiss 100 FM	Q	11157	1874	17	1.0	6.2	11583	5.4
Kiss East	H	2073	453	22	1.3	6.1	2777	6.4
Kiss West	H	2393	485	20	1.4	6.8	3299	6.3
KL.FM 96.7	Y	148	42	28	2.7	9.6	404	12.2
kmfm East	H	504	94	19	1.7	9.2	861	7.3
kmfm West	H	528	74	14	0.9	6.4	478	3.6
Lakeland Radio	Y	51	16	32	2.8	8.9	142	12.0
LBC 97.3	Q	11157	967	9	1.0	11.3	10920	5.1
LBC News 1152	Q	11157	396	4	0.2	4.8	1906	0.9
Lincs FM 102.2 ³	H	902	288	32	4.2	13.1	3761	18.7
Magic 105.4	Q	11157	2167	19	1.1	5.7	12273	5.7
Magic 1152 (Manchester)	H	2420	82	3	0.4	11.5	946	2.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

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PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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Magic 1152 (Newcastle)	H	1491	187	13	1.2	9.2	1718	6.3
Magic 1161 (Hull)	H	913	88	10	1.2	12.8	1121	5.9
Magic 1170 (Teesside)	H	813	99	12	1.0	8.5	839	4.7
Magic 1548 (Liverpool)	H	1800	109	6	0.5	8.9	973	2.6
Magic 828 (Leeds)	H	1018	128	13	1.4	11.1	1429	7.1
Magic 999 (Preston)	H	1103	43	4	0.2	6.0	260	1.2
Magic AM (Sheffield)	H	1276	100	8	0.7	9.5	948	3.9
Radio Mansfield 103.2	Y	154	37	24	2.3	9.2	346	10.9
Manx Radio	Y	69	40	58	6.8	11.7	468	28.5
Mercia	H	666	140	21	1.6	7.7	1080	8.7
Metro Radio	H	1491	386	26	1.7	6.6	2551	9.3
Midwest Radio	Y	169	41	24	2.0	8.2	334	7.8
Minster FM	Y	308	78	25	2.2	8.5	669	10.8
Mix 96	Y	121	38	32	1.9	5.9	224	8.9
Nation Radio	H	1422	120	8	0.7	8.1	967	3.0
North Norfolk Radio	Y	91	22	24	3.0	12.3	274	10.8
Northsound One	Y	319	132	41	3.2	7.9	1035	16.8
Northsound Two	Y	319	43	14	1.2	9.2	396	6.4
Radio NORWICH 99.9	Y	334	49	15	1.0	7.0	342	4.6
Nova Radio - Weston (was Star Radio in North Somerset)	Y	135	20	15	1.0	6.7	134	4.1
Oak FM	Y	311	27	9	0.6	7.4	199	3.1
Original 106 (Aberdeen)	Y	319	51	16	1.0	6.3	321	5.2
Palm FM	Y	226	37	16	1.3	8.1	300	5.4
Peak 107 FM	Y	418	87	21	1.8	8.9	769	8.7
102.5 Radio Pembrokeshire	Y	96	48	50	6.2	12.4	592	22.5
Pirate FM	Y	478	169	35	3.6	10.1	1708	15.0
Premier Christian Radio	Q	11157	89	1	0.1	12.0	1076	0.5
The Pulse	H	859	138	16	0.8	4.7	647	4.2
Pulse 2	H	859	44	5	0.6	10.8	473	3.1
Q100.5 (Was Five FM)	Y	83	22	26	2.1	8.0	173	10.5
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	78	26	1.9	7.1	555	10.3
Q106 (was Six FM)	Y	94	12	13	0.9	7.3	87	5.2
Q107 (was Seven FM)	Y	146	14	10	0.2	2.2	32	1.1
Reading 107 FM	Y	237	24	10	0.5	5.3	128	3.2
Real Radio North East - (was Century Radio)	H	2242	317	14	0.9	6.1	1927	4.4
Real Radio North West - (was Century Radio)	H	5235	531	10	0.8	7.9	4172	4.1
Real Radio Scotland	H	2715	652	24	2.1	8.9	5810	12.0

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Real Radio Wales (North)	H	688	47	7	0.4	6.2	295	2.2
Real Radio Wales (South)	H	1836	407	22	2.2	9.9	4041	9.6
Real Radio Yorkshire	H	2877	368	13	1.2	9.6	3552	6.6
106.1 Real XS (was 106.1 Rock Radio)	H	2280	131	6	0.4	7.2	939	2.2
96.3 Real XS (was 96.3 Rock Radio)	H	818	51	6	0.3	5.0	256	1.8
Ridings FM	Y	296	44	15	1.1	7.6	334	5.6
97.4 Rock FM	H	1239	267	22	1.4	6.6	1752	7.6
Rother FM	Y	207	38	18	1.4	7.8	296	7.5
Rugby FM	Y	72	24	34	3.0	8.9	217	14.0
Signal One	H	772	310	40	4.0	9.9	3069	17.9
Signal Two	H	772	75	10	1.0	9.9	745	4.3
Smooth Radio East Midlands	H	2177	362	17	1.6	9.3	3375	7.7
Smooth Radio Glasgow	H	1894	277	15	1.4	9.3	2580	7.5
Smooth Radio London	Q	11157	456	4	0.2	5.1	2344	1.1
Smooth Radio North East	H	2242	437	19	1.7	8.6	3743	8.5
Smooth Radio North West	H	5235	822	16	1.2	7.8	6451	6.3
Smooth Radio West Midlands	H	3584	378	11	0.9	8.5	3195	4.6
Southend & Chelmsford Radio	Y	484	58	12	0.7	6.1	355	3.2
107.5 Sovereign Radio	Y	151	23	15	0.9	6.2	139	3.8
Spire FM	Y	114	42	36	3.7	10.1	421	15.2
Spirit FM	Y	217	48	22	2.0	9.2	440	9.5
Star NE - North (was Durham FM)	Y	210	23	11	0.8	7.1	165	4.7
Star NE - South (was Alpha 103.2)	Y	168	26	16	1.6	10.5	277	8.2
Star North East	Y	378	50	13	1.2	8.9	442	6.4
Star Radio in Cambridge	Y	271	30	11	0.8	7.3	218	3.7
97.2 Stray FM	Y	144	47	32	2.3	7.1	333	11.8
Sun FM	Y	274	74	27	2.5	9.1	677	13.2
Sunrise Radio (Greater London)	Q	11157	332	3	0.2	8.3	2759	1.3
Swansea Sound - 1170 MW	Y	458	58	13	1.2	9.7	563	5.6
Tay-AM	Y	378	66	18	1.9	10.9	724	10.5
Tay-FM	Y	378	134	35	3.9	11.1	1484	21.5
TFM Radio	H	813	191	24	1.7	7.2	1384	7.8
107 The Bee	Y	182	24	13	1.2	9.0	212	7.3
96.2 The Revolution	H	513	37	7	0.6	8.1	303	3.2
107.7 The Wolf	Y	435	53	12	0.9	7.1	378	4.2
Time FM 106.6	Y	293	16	5	0.3	6.3	100	1.8
102FM Touchradio	Y	291	51	18	1.3	7.4	382	6.2
- Warks Worcs Cotswolds								
107.3 Touchradio - Warwick	Y	136	11	8	0.6	7.1	77	2.9
Touchradio Staffs	Y	249	26	11	0.9	8.7	230	4.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



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107.4 Tower FM	Y	431	57	13	0.9	6.6	374	4.8
Town 102 FM	Y	281	62	22	1.8	8.3	510	8.5
Trax FM	Y	363	92	25	2.1	8.2	757	10.5
U105	H	868	211	24	2.8	11.6	2443	13.7
96.9 Viking FM	H	913	219	24	1.4	5.7	1242	6.5
Wave 102 FM	Y	155	27	17	1.4	7.8	212	8.5
Wave 105 FM (Bauer South Coast)	H	1762	389	22	2.2	9.8	3824	10.2
Radio Wave 96.5 FM	Y	237	70	30	2.6	8.9	623	12.4
Wessex FM	Y	118	43	37	4.1	11.1	477	16.8
West Sound ³	Y	389	187	48	5.0	10.4	1940	24.2
107.2 Wire FM	Y	277	61	22	1.6	7.3	442	7.5
102.4 Wish FM	Y	465	79	17	1.0	5.6	443	5.1
Wyvern FM	Y	496	106	21	1.5	7.1	751	7.7
XFM London	Q	11157	406	4	0.2	5.5	2247	1.0
XFM Manchester	H	2838	195	7	0.6	8.4	1645	3.1
Yorkshire Coast Radio	Y	117	41	35	3.9	11.0	453	17.0
Yorkshire Radio	H	4517	89	2	0.1	3.5	316	0.4

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 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	19th September 2011 - 18th December 2011	25,510
H	27th June 2011 - 18th December 2011	49,914
Y	3rd January 2011 - 18th December 2011	99,379