

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 53,502,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	47851	89	19.0	21.3	1017234	100.0
All BBC Radio	Q	34798	65	10.0	15.4	536759	52.8
All BBC Radio 15-44	Q	14840	58	5.9	10.2	151978	38.6
All BBC Radio 45+	Q	19958	71	13.8	19.3	384780	61.7
All BBC Network Radio <sup>1</sup>	Q	31798	59	8.6	14.5	460858	45.3
BBC Local Radio	Q	8981	17	1.4	8.5	75901	7.5
All Commercial Radio	Q	34357	64	8.4	13.1	450398	44.3
All Commercial Radio 15-44	Q	18165	71	8.8	12.4	224737	57.1
All Commercial Radio 45+	Q	16192	58	8.1	13.9	225660	36.2
All National Commercial <sup>1</sup>	Q	17140	32	2.5	7.8	132964	13.1
All Local Commercial (National TSA)	Q	27284	51	5.9	11.6	317433	31.2
Other Radio	Q	4161	8	0.6	7.2	30077	3.0

Source: RAJAR/Ipsos MORI/RSMB

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

For survey periods and other definitions please see back cover.

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	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All BBC Network Radio	Q	31798	59	8.6	14.5	460858	45.3
BBC Radio 1	Q	10433	19	1.2	6.4	66787	6.6
BBC Radio 2	Q	15283	29	3.4	11.9	181178	17.8
BBC Radio 3	Q	2030	4	0.2	5.3	10814	1.1
BBC Radio 4	Q	10760	20	2.3	11.2	120564	11.9
BBC Radio 4 (including 4 Extra)	Q	11033	21	2.5	11.9	131415	12.9
BBC Radio 4 Extra	Q	1721	3	0.2	6.3	10851	1.1
BBC Radio 5 live	Q	5610	10	0.7	6.3	35261	3.5
BBC Radio 5 live (inc. sports extra)	Q	5706	11	0.7	6.4	36704	3.6
BBC Radio 5 live sports extra	Q	657	1	*	2.2	1443	0.1
BBC 6 Music	Q	2084	4	0.3	8.0	16693	1.6
1Xtra from the BBC	Q	1110	2	0.1	5.5	6144	0.6
BBC Asian Network UK	H	619	1	0.1	6.6	4104	0.4
BBC World Service	Q	1363	3	0.1	5.3	7284	0.7
All National Commercial	Q	17140	32	2.5	7.8	132964	13.1
Absolute Radio Network	Q	4717	9	0.7	7.5	35232	3.5
Absolute Radio	Q	1708	3	0.2	6.4	11007	1.1
Absolute Radio 60s	H	229	*	*	4.8	1091	0.1
Absolute Radio 70s	H	189	*	*	3.9	740	0.1
Absolute 80s	Q	1419	3	0.2	5.8	8266	0.8
Absolute Radio 90s	H	669	1	0.1	4.9	3265	0.3
Absolute Radio 00s	H	183	*	*	3.3	601	0.1
Absolute Radio Classic Rock	H	484	1	*	4.3	2078	0.2
Capital Network (UK) & Capital XTRA (UK)	H	7623	14	0.8	5.5	41840	4.1
Capital Network (UK) <sup>2</sup>	H	7160	13	0.7	5.3	38280	3.8
Capital XTRA (UK) <sup>2</sup>	H	809	2	0.1	4.4	3560	0.4
Classic FM	Q	5570	10	0.7	6.4	35401	3.5
Gold Network (UK) <sup>2</sup>	H	1083	2	0.1	7.1	7736	0.8
Heart Network (UK) <sup>2</sup>	H	9038	17	1.3	7.6	68611	6.8
Heat	Q	941	2	0.1	3.6	3386	0.3
The Hits	Q	814	2	0.1	4.2	3400	0.3
Jazz FM	Q	511	1	*	4.3	2180	0.2
Kerrang!	H	904	2	0.1	4.0	3581	0.4
Kiss Fresh	Q	457	1	*	2.9	1334	0.1
Kiss Network <sup>7</sup>	H	6111	11	0.7	5.7	34810	3.4
Kisstory	Q	1051	2	0.1	3.6	3799	0.4
LBC Network (UK) <sup>2</sup>	H	1327	2	0.3	10.4	13818	1.4
Magic Network	Q	2747	5	0.2	4.8	13244	1.3
Planet Rock <sup>2</sup>	Q	1115	2	0.2	7.2	8038	0.8
Smooth Radio Network (UK) <sup>2</sup>	H	4794	9	0.7	8.0	38542	3.8
talkSPORT	Q	3005	6	0.4	6.7	20030	2.0
XFM Network (UK) <sup>2</sup>	H	941	2	0.1	4.9	4641	0.5

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,7</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 14th December 2014



## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	53502	10433	19	1.2	6.4	66787	6.6
BBC Radio 2	Q	53502	15283	29	3.4	11.9	181178	17.8
BBC Radio 3	Q	53502	2030	4	0.2	5.3	10814	1.1
BBC Radio 4	Q	53502	10760	20	2.3	11.2	120564	11.9
BBC Radio 4 (including 4 Extra)	Q	53502	11033	21	2.5	11.9	131415	12.9
BBC Radio 4 Extra	Q	53502	1721	3	0.2	6.3	10851	1.1
BBC Radio 5 live	Q	53502	5610	10	0.7	6.3	35261	3.5
BBC Radio 5 live (inc. sports extra)	Q	53502	5706	11	0.7	6.4	36704	3.6
BBC Radio 5 live sports extra	Q	53502	657	1	*	2.2	1443	0.1
BBC 6 Music	Q	53502	2084	4	0.3	8.0	16693	1.6
1Xtra from the BBC	Q	53502	1110	2	0.1	5.5	6144	0.6
BBC Asian Network UK	H	53502	619	1	0.1	6.6	4104	0.4
BBC World Service	Q	53502	1363	3	0.1	5.3	7284	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4505	888	20	1.4	6.9	6153	8.0
BBC Radio Ulster <sup>3</sup>	H	1485	569	38	4.0	10.3	5876	20.8
Total BBC Radio Wales/Cymru	H	2583	505	20	2.0	10.5	5295	9.6
BBC Radio Wales	H	2583	427	17	1.6	9.6	4091	7.4
BBC Radio Cymru	H	2583	106	4	0.5	11.4	1204	2.2
<b>LOCAL</b>								
BBC Local Radio in England	Q	43253	6742	16	1.3	8.3	55963	6.8
BBC Radio Berkshire	H	822	92	11	0.8	7.4	677	5.0
BBC Radio Bristol	H	893	151	17	1.7	9.9	1499	7.5
BBC Radio Cambridgeshire	H	744	107	14	0.8	5.3	566	4.2
BBC Radio Cornwall	H	461	153	33	4.2	12.5	1920	18.3
BBC Coventry and Warwickshire	H	696	86	12	1.0	7.7	662	5.9
BBC Radio Cumbria	H	408	106	26	2.6	10.2	1080	12.7
BBC Radio Derby	H	655	125	19	2.0	10.3	1291	10.0
BBC Radio Devon	H	975	212	22	2.3	10.5	2228	11.4

Source: RAJAR/Ipsos MORI/RSMB

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

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Survey Period Ending 14th December 2014

## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Essex	H	1297	213	16	1.6	9.5	2024	7.1
BBC Radio Gloucestershire	H	502	94	19	1.4	7.6	715	6.7
BBC Hereford & Worcester	H	504	122	24	1.9	7.8	957	9.6
BBC Radio Humberside	H	768	161	21	2.0	9.4	1511	8.7
BBC Radio Kent	H	1465	195	13	1.2	9.3	1802	5.6
BBC Radio Lancashire	H	1191	193	16	1.2	7.2	1378	6.6
BBC Radio Leeds	H	1646	216	13	0.8	6.1	1308	4.4
BBC Radio Leicester	H	839	171	20	1.8	8.8	1495	9.6
BBC Radio Lincolnshire	H	554	115	21	3.2	15.3	1755	14.2
BBC London 94.9	Q	11789	483	4	0.3	7.2	3461	1.7
BBC Radio Manchester	H	2214	228	10	0.7	6.7	1529	4.0
BBC Radio Merseyside	H	1667	317	19	2.7	14.2	4509	13.5
BBC Radio Newcastle	H	1444	307	21	1.5	7.1	2181	8.9
BBC Radio Norfolk	H	777	194	25	2.6	10.4	2027	12.5
BBC Radio Northampton	H	490	75	15	1.3	8.2	616	6.3
BBC Radio Nottingham	H	804	150	19	1.5	7.9	1185	7.8
BBC Radio Oxford	H	529	95	18	1.1	6.1	584	6.2
BBC Radio Sheffield	H	1297	242	19	1.6	8.5	2068	8.2
BBC Radio Shropshire	H	397	105	27	2.6	9.9	1045	12.9
Total BBC Radio Solent	Y	1778	275	15	1.5	9.8	2704	7.6
BBC Somerset	H	449	71	16	1.0	6.1	433	4.0
BBC Radio Stoke	H	616	126	20	1.9	9.2	1164	9.0
BBC Radio Suffolk	H	543	135	25	2.0	7.9	1062	9.5
BBC Sussex and BBC Surrey	H	2563	274	11	0.8	7.8	2128	4.0
BBC Radio Tees	H	795	141	18	1.0	5.8	822	5.7
BBC Three Counties Radio	H	1343	158	12	0.8	6.7	1061	4.0
BBC WM (Birmingham & Black Country)	H	2366	211	9	0.7	8.4	1775	4.3
BBC Radio Wiltshire/Swindon	H	574	65	11	0.6	5.2	338	2.6
BBC Radio York	H	534	80	15	1.2	8.0	644	6.0
BBC Radio Guernsey	Y	53	24	45	4.2	9.2	222	20.9
BBC Radio Jersey	Y	85	31	36	3.1	8.5	261	17.4

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>NATIONAL</b>								
Absolute Radio Network exc Planet Rock	Q	53502	3893	7	0.5	7.0	27194	2.7
Absolute Radio	Q	53502	1708	3	0.2	6.4	11007	1.1
Absolute Radio (National)	Q	53502	1349	3	0.2	6.6	8858	0.9
Absolute Radio 60s	H	53502	229	*	*	4.8	1091	0.1
Absolute Radio 70s	H	53502	189	*	*	3.9	740	0.1
Absolute 80s	Q	53502	1419	3	0.2	5.8	8266	0.8
Absolute Radio 90s	H	53502	669	1	0.1	4.9	3265	0.3
Absolute Radio 00s	H	53502	183	*	*	3.3	601	0.1
Absolute Radio Classic Rock	H	53502	484	1	*	4.3	2078	0.2
Capital Network (UK) & Capital XTRA (UK)	H	53502	7623	14	0.8	5.5	41840	4.1
Capital Network (UK)	H	53502	7160	13	0.7	5.3	38280	3.8
Capital XTRA (UK)	H	53502	809	2	0.1	4.4	3560	0.4
Classic FM	Q	53502	5570	10	0.7	6.4	35401	3.5
Gold Network (UK)	H	53502	1083	2	0.1	7.1	7736	0.8
Heart Network (UK)	H	53502	9038	17	1.3	7.6	68611	6.8
Heat	Q	53502	941	2	0.1	3.6	3386	0.3
The Hits	Q	53502	814	2	0.1	4.2	3400	0.3
Jazz FM	Q	53502	511	1	*	4.3	2180	0.2
Kerrang!	H	53502	904	2	0.1	4.0	3581	0.4
Kiss Fresh	Q	53502	457	1	*	2.9	1334	0.1
Kiss Network <sup>7</sup>	H	53502	6111	11	0.7	5.7	34810	3.4
Kisstory	Q	53502	1051	2	0.1	3.6	3799	0.4
LBC Network (UK)	H	53502	1327	2	0.3	10.4	13818	1.4
Magic Network	Q	53502	2747	5	0.2	4.8	13244	1.3
Planet Rock	Q	53502	1115	2	0.2	7.2	8038	0.8
Smooth Radio Network (UK)	H	53502	4794	9	0.7	8.0	38542	3.8
talkSPORT	Q	53502	3005	6	0.4	6.7	20030	2.0
XFM Network (UK)	H	53502	941	2	0.1	4.9	4641	0.5

Source: RAJAR/Ipsos MORI/RSMB

<sup>7</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	52973	27190	51	6.0	11.6	316554	31.4
Radio 1035 AM	Q	11789	70	1	*	4.9	340	0.2
Radio 1458 AM	Q	11789	125	1	0.1	6.6	829	0.4
Anglian Radio Group	Y	1008	235	23	2.0	8.6	2023	9.8
THE BEACH	Y	182	59	32	2.6	8.0	470	12.9
Dream 100	Y	134	37	28	2.8	10.1	374	13.0
North Norfolk Radio	Y	93	20	22	2.4	11.2	224	10.5
Norwich 99.9fm	Y	330	51	15	1.3	8.3	424	6.1
Town 102 FM	Y	290	68	23	1.8	7.8	531	9.4
107.8 Arrow FM for Hastings	Y	119	15	13	0.9	7.1	109	4.3
Bauer Radio - Total (Inc Orion)	H	53502	16922	32	2.7	8.6	146305	14.4
Bauer Radio - Total	H	53502	16081	30	2.6	8.6	137839	13.6
Absolute Radio Network	Q	53502	4717	9	0.7	7.5	35232	3.5
Absolute Radio Network exc Planet Rock	Q	53502	3893	7	0.5	7.0	27194	2.7
Absolute Radio Network exc Planet Rock (London)	Q	11789	1154	10	0.6	5.9	6774	3.3
Absolute Radio	Q	53502	1708	3	0.2	6.4	11007	1.1
Absolute Radio (London)	Q	11789	694	6	0.3	5.7	3969	1.9
Absolute Radio (National)	Q	53502	1349	3	0.2	6.6	8858	0.9
Absolute Radio 60s	H	53502	229	*	*	4.8	1091	0.1
Absolute Radio 70s	H	53502	189	*	*	3.9	740	0.1
Absolute 80s	Q	53502	1419	3	0.2	5.8	8266	0.8
Absolute Radio 90s	H	53502	669	1	0.1	4.9	3265	0.3
Absolute Radio 00s	H	53502	183	*	*	3.3	601	0.1
Absolute Radio Classic Rock	H	53502	484	1	*	4.3	2078	0.2
Planet Rock	Q	53502	1115	2	0.2	7.2	8038	0.8
Planet Rock (West Midlands)	H	3691	194	5	0.4	6.9	1345	2.1
Bauer City Network	H	53502	7275	14	1.2	8.6	62304	6.2
Free Radio 80s (Birmingham <sup>5</sup> & Black Country)	H	2586	54	2	0.1	5.9	324	0.7
Free Radio 80s <sup>5</sup> (Coventry & Warwickshire)	H	686	26	4	0.3	6.9	183	1.7
Free Radio 80s (Shropshire) <sup>5</sup>	Y	376	21	6	0.3	6.1	128	1.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>5</sup> See note on back cover.

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Survey Period Ending 14th December 2014

## 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		
Free Radio FM (Birmingham <sup>5</sup> & Black Country) (was BRMB and Beacon)	H	2586	314	12	0.9	7.1	2240	4.9
Free Radio FM <sup>5</sup> (Coventry & Warwickshire) (was Mercia)	H	686	99	14	0.9	6.1	607	5.6
Free Radio FM (Shropshire) <sup>5</sup> (was Beacon)	Y	376	82	22	1.6	7.4	610	7.7
Gem 106 (East Midlands) <sup>5</sup>	H	2396	465	19	1.6	8.2	3810	8.4
The Hits	Q	53502	814	2	0.1	4.2	3400	0.3
Bauer City Network exc Orion	H	53502	6195	12	1.0	8.7	53838	5.3
Bauer Aberdeen	Y	344	149	43	4.0	9.1	1357	21.4
Bauer Dundee	Y	391	194	50	5.4	10.9	2107	28.8
Bauer Edinburgh	H	1128	363	32	2.7	8.3	3016	17.2
Bauer Glasgow	H	1891	548	29	2.4	8.3	4536	14.5
Bauer Hull	H	914	265	29	2.8	9.5	2517	12.4
Bauer Leeds	H	994	191	19	1.6	8.3	1591	8.7
Bauer Liverpool	H	1853	479	26	2.3	9.0	4305	11.6
Bauer Manchester	H	2926	509	17	1.2	7.0	3548	6.8
Bauer Middlesbrough	H	822	238	29	2.2	7.6	1801	12.2
Bauer Newcastle	H	1499	487	32	2.3	7.1	3450	13.5
Bauer Northern Ireland	H	1460	609	42	4.0	9.5	5812	20.8
Bauer Preston	H	1413	306	22	1.6	7.6	2316	8.8
Bauer Sheffield	H	1297	453	35	3.5	9.9	4507	17.7
Bauer City 1	H	24371	6014	25	2.0	8.2	49460	11.0
Cool FM	H	1003	361	36	2.8	7.9	2848	16.0
Downtown Radio (DTR)	H	1460	307	21	2.0	9.7	2964	10.6
Bauer City 1 exc Orion	H	17945	4955	28	2.3	8.4	41565	12.5
Bauer City 1 (England)	H	18686	3963	21	1.7	7.8	30922	8.9
Bauer City 1 (England) exc Orion	H	12260	2904	24	1.9	7.9	23027	9.9
Radio Aire	H	647	117	18	1.2	6.6	775	6.5
C.F.M (Bauer Carlisle)	Y	253	108	43	4.3	10.0	1081	21.4
Radio City	H	1853	376	20	1.7	8.4	3159	8.5
City Talk 105.9	H	1611	81	5	0.2	4.5	360	1.1
Key 103	H	2926	458	16	1.0	6.3	2875	5.5

Source: RAJAR/Ipsos MORI/RSMB

<sup>5</sup> See note on back cover.

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			'000	%	per head	per listener		
Hallam FM	H	1297	381	29	2.5	8.5	3223	12.6
Metro Radio	H	1499	413	28	1.9	6.8	2828	11.1
Rock FM	H	1264	284	22	1.5	6.6	1877	7.8
TFM Radio	H	822	187	23	1.4	6.3	1173	7.9
Viking FM	H	914	208	23	1.6	7.2	1505	7.4
Wave 105 FM (Bauer South Coast)	H	1811	366	20	2.3	11.2	4114	11.4
Bauer City 1 (Scotland)	Y	4236	1458	34	3.1	9.1	13325	18.1
Clyde 1	H	1891	479	25	1.9	7.5	3596	11.5
Radio Borders (Bauer Borders)	Y	110	57	52	6.4	12.4	706	34.1
Forth 1	H	1128	337	30	2.4	8.0	2696	15.3
Moray Firth Radio (Bauer Inverness)	Y	250	116	46	5.0	10.7	1243	23.6
Northsound 1	Y	344	129	37	3.1	8.2	1061	16.7
Tay FM	Y	391	151	39	3.6	9.4	1416	19.3
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	397	185	47	5.2	11.2	2071	26.4
Bauer City 2	H	17984	1076	6	0.5	8.4	9085	2.8
Bauer City 2 exc Orion	H	14335	977	7	0.6	8.7	8514	3.3
Bauer City 2 (England)	H	14339	771	5	0.5	8.8	6763	2.6
Bauer City 2 (England) exc Orion	H	10691	673	6	0.6	9.2	6192	3.1
Magic AM (Sheffield) (will be Hallam 2)	H	1297	121	9	1.0	10.6	1284	5.0
Magic 828 (Leeds) (will be Radio Aire 2)	H	994	97	10	0.8	8.4	816	4.5
Magic 999 (Preston) (will be Rock FM 2)	H	1125	25	2	0.4	17.5	439	2.2
Magic 1152 (Manchester) (will be Key 2)	H	2926	89	3	0.2	7.6	673	1.3
Magic 1152 (Newcastle) (will be Metro Radio 2)	H	1499	110	7	0.4	5.6	622	2.4
Magic 1161 (Hull) (will be Viking FM 2)	H	914	75	8	1.1	13.5	1012	5.0

Source: RAJAR/Ipsos MORI/RSMB

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



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Survey Period Ending 14th December 2014

## 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		
Magic 1170 (Teesside) (will be TFM 2)	H	822	78	10	0.8	8.0	627	4.2
Magic 1548 (Liverpool) (will be Radio City 2)	H	1853	82	4	0.4	9.6	786	2.1
Bauer City 2 (Scotland)	H	3644	305	8	0.6	7.6	2322	3.8
Clyde 2	H	1891	129	7	0.5	7.3	940	3.0
Forth 2	H	1128	59	5	0.3	5.4	320	1.8
Tay 2	Y	391	68	18	1.8	10.1	691	9.4
Northsound 2	Y	344	41	12	0.9	7.3	296	4.7
Kiss Network <sup>7</sup>	H	53502	6111	11	0.7	5.7	34810	3.4
Heat	Q	53502	941	2	0.1	3.6	3386	0.3
Kerrang!	H	53502	904	2	0.1	4.0	3581	0.4
Kiss Fresh	Q	53502	457	1	*	2.9	1334	0.1
Kisstory	Q	53502	1051	2	0.1	3.6	3799	0.4
Kiss <sup>6</sup>	H	53502	4904	9	0.5	5.6	27651	2.7
Kiss (East)	H	2116	433	20	1.3	6.5	2825	6.7
Kiss (London)	Q	11789	1912	16	0.8	5.2	9965	4.8
Kiss (West)	H	2420	479	20	1.3	6.5	3091	6.0
Magic Network	Q	53502	2747	5	0.2	4.8	13244	1.3
Magic (London)	Q	11789	1763	15	0.8	5.1	8983	4.3
Total Celador Radio	H	3769	636	17	1.1	6.8	4331	5.4
The Breeze (Basingstoke / Newbury and Andover)	Y	293	50	17	1.1	6.2	309	5.6
The Breeze (Cheltenham)	Y	167	18	11	0.8	7.3	128	3.6
Celador Radio South	H	1854	291	16	0.9	5.8	1689	4.6
The Breeze (Solent/ East Hants and West Surrey)	H	1098	74	7	0.4	5.5	407	1.9
Jack FM South Coast	H	1739	230	13	0.7	5.6	1282	3.7
Celador Radio South West	H	1250	242	19	1.5	7.8	1890	6.6
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	972	90	9	0.7	7.0	633	2.9
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	293	58	20	2.1	10.9	628	8.5
106 JACKfm (Bristol)	H	633	113	18	1.3	7.3	832	6.0
JACK fm (Swindon)	Y	205	42	21	1.5	7.3	308	6.3
Central FM	Y	214	46	21	1.3	5.9	267	7.4

Source: RAJAR/Ipsos MORI/RSMB

<sup>6,7</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Total Cheshire Radio	Y	377	63	17	0.9	5.5	348	4.9
Cheshire's Silk 106.9	Y	186	27	14	0.9	6.3	169	4.8
Chester's Dee 106.3	Y	192	36	19	0.9	5.0	178	5.0
Total CN Radio	Y	849	248	29	2.2	7.5	1866	12.4
The Bay	Y	282	99	35	2.5	7.3	717	12.7
Citybeat 96.7/102.5FM	H	567	130	23	1.7	7.5	981	10.7
Lakeland Radio	Y	51	19	36	2.6	7.3	134	11.9
Communicorp UK	H	17814	3333	19	1.3	7.2	23871	7.4
Capital Scotland	H	2798	498	18	0.8	4.7	2344	5.3
Capital South Wales	H	1031	208	20	1.2	5.8	1197	5.7
Heart North Wales	H	726	107	15	1.1	7.6	821	5.2
Heart Yorkshire	H	3145	460	15	1.3	9.0	4123	7.1
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2926	121	4	0.2	5.2	630	1.2
Smooth Radio East Midlands	H	2483	387	16	1.3	8.5	3268	6.9
Smooth Radio North East	H	2293	471	21	1.4	7.0	3306	8.3
Smooth Radio North West	H	5609	1127	20	1.5	7.3	8181	7.9
Connect DAB	Y	562	8	1	0.1	4.2	33	0.3
Connect FM (was Connect FM and Lite 106.8FM)	Y	441	36	8	0.6	7.4	263	3.1
Radio Essex DAB	Y	1277	54	4	0.2	4.4	234	0.9
Radio Exe	Y	197	22	11	0.8	6.8	151	3.9
Fire Radio	Y	319	45	14	0.7	4.9	220	3.4
3FM	Y	72	27	37	3.0	8.2	219	15.1
Total Global Radio (UK)	H	53502	21200	40	3.5	8.9	188243	18.6
Classic FM	Q	53502	5570	10	0.7	6.4	35401	3.5
Capital Network (UK) & Capital XTRA (UK)	H	53502	7623	14	0.8	5.5	41840	4.1
Capital Network (UK)	H	53502	7160	13	0.7	5.3	38280	3.8
Capital Birmingham	H	2219	465	21	1.2	5.6	2606	6.7
Capital East Midlands	H	2245	514	23	1.5	6.4	3312	7.8
Capital London	Q	11789	1869	16	0.7	4.6	8509	4.1
Capital Manchester	H	2926	533	18	0.8	4.3	2301	4.4
Capital North East	H	2234	478	21	1.2	5.8	2787	7.2
Capital North West and Wales	H	1028	174	17	1.1	6.4	1123	5.1
Capital Scotland <sup>4</sup>	H	2798	498	18	0.8	4.7	2344	5.3

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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 South Coast	H	1167	180	15	1.1	7.1	1272	5.5
Capital South Wales <sup>4</sup>	H	1031	208	20	1.2	5.8	1197	5.7
Capital Yorkshire	H	4548	1094	24	1.6	6.7	7337	8.2
Capital XTRA (UK)	H	53502	809	2	0.1	4.4	3560	0.4
Capital XTRA (London)	Q	11789	411	3	0.2	4.9	1994	1.0
Gold Network (UK)	H	53502	1083	2	0.1	7.1	7736	0.8
Gold East Midlands	H	2245	89	4	0.4	10.2	910	2.1
Gold London	Q	11789	279	2	0.2	8.2	2286	1.1
Gold Manchester	H	2926	65	2	0.1	6.6	433	0.8
Heart Network (UK)	H	53502	9038	17	1.3	7.6	68611	6.8
Heart Cambridgeshire	H	877	228	26	1.8	6.9	1582	9.7
Heart East Anglia	H	1216	284	23	1.4	5.9	1677	6.7
Heart Essex	H	1361	405	30	2.6	8.8	3540	12.2
Heart Four Counties <sup>3</sup>	H	2058	451	22	1.5	6.8	3086	7.7
Heart Kent	H	1243	383	31	2.6	8.4	3212	11.2
Heart London	Q	11789	1783	15	1.1	7.3	13043	6.3
Heart North East	H	2293	330	14	1.0	7.2	2373	6.0
Heart North Wales <sup>4</sup>	H	726	107	15	1.1	7.6	821	5.2
Heart North West	H	5609	576	10	1.0	9.4	5387	5.2
Heart Scotland	H	2798	496	18	1.2	6.6	3256	7.4
Heart Solent	H	1834	278	15	1.1	7.0	1953	5.2
Heart South Wales	H	1886	497	26	2.6	9.7	4835	12.1
Heart South West	H	1436	396	28	2.2	7.8	3091	10.3
Heart Cornwall	Y	461	97	21	1.6	7.7	749	6.6
Heart Sussex	H	1411	370	26	1.9	7.4	2740	9.2
Heart Thames Valley	H	1454	318	22	1.6	7.3	2320	8.8
Heart West Country	H	2235	678	30	2.8	9.3	6328	12.6
Heart West Midlands	H	3726	770	21	1.5	7.1	5434	8.4
Heart Yorkshire <sup>4</sup>	H	3145	460	15	1.3	9.0	4123	7.1
LBC Network (UK)	H	53502	1327	2	0.3	10.4	13818	1.4
LBC London (ILR)	Q	11789	1213	10	1.0	10.2	12317	5.9
LBC 97.3	Q	11789	1091	9	1.0	10.3	11240	5.4
LBC News 1152	Q	11789	254	2	0.1	4.2	1078	0.5
Smooth Radio Network (UK)	H	53502	4794	9	0.7	8.0	38542	3.8
Smooth Radio Cambridgeshire	H	877	35	4	0.3	8.7	306	1.9
Smooth Radio Devon	H	1027	44	4	0.5	11.7	515	2.5

Source: RAJAR/Ipsos MORI/R SMB

<sup>3,4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Smooth Radio East Anglia	H	1216	52	4	0.4	9.4	490	2.0
Smooth Radio Essex	H	1361	35	3	0.2	9.5	334	1.2
Smooth Radio Four Counties	H	2058	70	3	0.3	8.9	628	1.6
Smooth Radio Kent	H	1243	50	4	0.3	7.0	349	1.2
Smooth Radio London	Q	11789	760	6	0.4	6.7	5095	2.5
Smooth Radio Midlands	H	6169	891	14	1.4	9.7	8675	7.8
Smooth Radio East Midlands <sup>4</sup>	H	2483	387	16	1.3	8.5	3268	6.9
Smooth Radio West Midlands	H	3726	505	14	1.5	10.7	5409	8.3
Smooth Radio North East <sup>4</sup>	H	2293	471	21	1.4	7.0	3306	8.3
Smooth Radio North West <sup>4</sup>	H	5609	1127	20	1.5	7.3	8181	7.9
Smooth Radio North West and Wales	H	1028	74	7	0.6	7.8	577	2.6
Smooth Radio Scotland	H	1984	347	18	1.9	10.8	3763	11.5
Smooth Radio Solent	H	1834	46	3	0.2	8.5	393	1.1
Smooth Radio South Wales	H	1031	58	6	0.6	11.2	648	3.1
Smooth Radio Sussex	H	1411	68	5	0.5	10.8	731	2.5
Smooth Radio Thames Valley	H	1454	41	3	0.2	5.8	241	0.9
Smooth Radio West Country	H	2235	116	5	0.6	12.5	1451	2.9
XFM Network (UK)	H	53502	941	2	0.1	4.9	4641	0.5
XFM London	Q	11789	440	4	0.2	6.6	2897	1.4
XFM Manchester	H	2926	222	8	0.4	4.9	1097	2.1
XFM Scotland	H	831	38	5	0.3	7.2	275	1.9
IOW Radio	Y	119	42	35	2.6	7.3	307	12.5
107 JACK fm Berkshire (was Reading 107 FM)	Y	236	18	8	0.3	3.8	69	1.7
JACKfm Oxfordshire	H	515	91	18	0.9	5.3	479	5.1
JACKfm 2 Oxford (was Glide FM 107.9)	H	503	41	8	0.3	3.5	141	1.6
106 JACKfm (Oxford)	H	515	64	12	0.7	5.3	338	3.6
Kingdom FM	Y	290	55	19	1.0	5.3	296	5.2
kmfm Group	H	1236	177	14	1.2	8.5	1505	5.3
kmfm East	H	564	92	16	1.8	11.1	1025	7.5
kmfm West	H	672	85	13	0.7	5.6	479	3.2
Lincs FM Group	H	2423	594	25	2.5	10.4	6175	11.8
Lincs FM 102.2 <sup>3</sup>	H	927	322	35	3.9	11.2	3615	17.5
Lincs FM Group Yorkshire	Y	1512	281	19	1.7	8.9	2497	7.8

Source: RAJAR/Ipsos MORI/RSMB

<sup>3,4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Dearne FM	Y	237	43	18	1.3	7.0	301	6.7
KCFM	Y	443	83	19	1.9	10.0	831	8.3
Ridings FM	Y	302	45	15	1.1	7.6	343	5.5
Rother FM	Y	209	30	14	1.4	9.9	298	7.0
Trax FM	Y	375	80	21	1.9	9.0	724	8.9
The Local Radio Company Group Total	Y	1990	541	27	2.0	7.3	3968	10.2
2BR	Y	180	58	32	2.6	8.1	465	14.4
Minster FM	Y	308	62	20	1.3	6.4	394	6.9
Mix 96	Y	127	46	36	2.0	5.7	260	9.7
Spire FM	Y	119	38	32	2.3	7.2	278	11.1
Spirit FM	Y	218	56	26	2.0	7.7	431	9.6
Star North East	Y	387	54	14	0.8	6.0	324	4.7
97.2 Stray FM	Y	144	47	33	2.0	6.1	292	9.7
Sun FM	Y	271	75	28	2.0	7.2	535	11.0
Wessex FM	Y	123	53	43	4.2	9.6	512	17.5
Yorkshire Coast Radio	Y	114	52	46	4.2	9.1	476	18.6
Radio Mansfield 103.2	Y	159	40	25	2.2	8.9	354	11.2
Manx Radio	Y	72	40	55	5.4	9.7	387	26.7
Original 106 (Aberdeen)	Y	344	85	25	1.8	7.3	624	9.8
Total Orion Midlands	H	6426	1127	18	1.3	7.5	8466	7.2
Orion Midlands FM	H	6426	1059	16	1.2	7.5	7895	6.7
Gem 106 (East Midlands)	H	2396	465	19	1.6	8.2	3810	8.4
Free Radio (West Midlands)	H	4121	664	16	1.1	7.0	4655	6.3
Free Radio FM (West Midlands)	H	4121	595	14	1.0	6.9	4084	5.6
Free Radio 80s (West Midlands)	H	3648	99	3	0.2	5.8	571	0.9
Free Radio (Birmingham & Black Country)	H	2586	349	13	1.0	7.3	2564	5.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2586	314	12	0.9	7.1	2240	4.9
Free Radio 80s (Birmingham & Black Country)	H	2586	54	2	0.1	5.9	324	0.7

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Free Radio (Coventry & Warwickshire)	H	686	120	17	1.2	6.6	790	7.3
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	686	99	14	0.9	6.1	607	5.6
Free Radio 80s (Coventry & Warwickshire)	H	686	26	4	0.3	6.9	183	1.7
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	474	89	19	1.4	7.3	649	7.1
Free Radio (Shropshire)	Y	376	97	26	2.0	7.6	737	9.3
Free Radio FM (Shropshire) (was Beacon)	Y	376	82	22	1.6	7.4	610	7.7
Free Radio 80s (Shropshire)	Y	376	21	6	0.3	6.1	128	1.6
Palm FM	Y	223	35	16	1.6	10.5	367	7.3
Radio Plymouth	Y	259	47	18	1.2	6.6	315	5.6
Premier Christian Radio	Q	11789	189	2	0.2	9.4	1776	0.9
Q Radio Network	H	619	121	19	1.5	7.7	934	6.9
Total Quidem	Y	1338	178	13	0.9	6.4	1147	4.7
Oak FM	Y	321	36	11	0.3	2.6	92	1.5
Total Touch Radio Network	Y	1017	142	14	1.0	7.4	1054	5.8
107.6 Banbury Sound	Y	84	15	18	1.3	7.3	111	7.1
Rugby FM	Y	79	20	26	2.2	8.4	172	11.0
96.2 Touch FM - Coventry	Y	301	23	8	0.4	5.2	121	3.0
Touch FM Staffs	Y	257	33	13	1.1	8.6	284	5.1
102 Touch FM - Warks Worcs Cotswolds	Y	296	50	17	1.2	7.3	366	6.7
96.2 The Revolution	H	524	31	6	0.3	5.7	179	2.1
Southend & Chelmsford Radio	Y	495	56	11	0.9	8.1	448	3.9
107.5 Sovereign Radio	Y	156	21	14	1.0	7.4	155	4.6
Sunrise Radio	Q	11789	269	2	0.2	6.6	1784	0.9
Time FM 106.6	Y	305	21	7	0.3	4.7	101	2.1
Tindle Radio Group	Y	139	81	59	7.4	12.6	1024	39.9
Channel 103 FM	Y	85	48	56	6.3	11.1	537	35.7
Island FM 104.7	Y	53	33	62	9.1	14.7	486	45.7
Town and Country Broadcasting (South and West Wales)	Y	1728	333	19	1.3	6.7	2222	6.1

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
106.3 Bridge FM	Y	128	43	33	2.5	7.6	326	11.4
Radio Carmarthenshire and Scarlet FM	Y	130	39	30	2.7	9.0	347	11.1
Radio Ceredigion	Y	79	18	22	1.6	7.0	124	6.2
Nation Hits!	Y	471	42	9	0.5	5.2	220	2.1
Nation Radio	Y	1507	176	12	0.5	4.2	744	2.4
102.5 Radio Pembrokeshire	Y	101	45	45	4.6	10.2	461	19.8
Total UKRD	H	1635	386	24	2.0	8.6	3313	10.1
The Bee	Y	452	44	10	0.7	7.5	332	4.1
Total Eagle	H	543	138	26	2.0	7.8	1083	10.4
96.4 Eagle Radio	H	543	135	25	1.9	7.7	1037	9.9
Eagle Extra	H	543	5	1	0.1	9.1	46	0.4
KL.FM 96.7	Y	154	49	32	3.6	11.4	557	17.0
Pirate FM	Y	486	160	33	3.1	9.4	1509	12.5
UTV Radio (inc. talkSPORT)	H	53502	4427	8	0.6	7.8	34545	3.4
UTV Radio (excl. talkSPORT)	H	6846	1474	22	2.1	9.5	14071	10.6
107.6 Juice FM	H	1063	234	22	1.9	8.6	2015	9.3
Peak 107 FM	Y	419	87	21	2.0	9.7	850	9.8
The Pulse/Pulse 2	H	881	162	18	1.4	7.9	1274	8.6
The Pulse	H	881	145	16	1.2	7.4	1080	7.3
Pulse 2	H	881	41	5	0.2	4.7	194	1.3
Signal 107	H	1023	67	7	0.5	7.0	466	2.3
Signal One & Signal Two	H	796	310	39	4.8	12.4	3836	22.9
Signal One	H	796	280	35	3.8	10.9	3044	18.2
Signal Two	H	796	68	9	1.0	11.7	792	4.7
Total Swansea Sound/ 96.4 FM The Wave	Y	471	180	38	3.8	9.9	1773	17.0
Swansea Sound - 1170 MW	Y	471	69	15	1.1	7.5	518	5.0
96.4 FM The Wave	Y	471	138	29	2.7	9.1	1255	12.0
U105	H	887	189	21	2.3	10.6	2013	13.2
Radio Wave 96.5 FM	Y	234	74	32	2.4	7.6	569	11.5
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1117	163	15	0.9	6.0	976	4.5
107.4 Tower FM	Y	442	43	10	0.4	4.6	194	2.5
107.2 Wire FM	Y	270	57	21	1.6	7.8	442	8.3
102.4 Wish FM	Y	455	64	14	0.7	5.3	341	3.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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	53502	34357	64	8.4	13.1	450398	44.3
Children 10-14	Q	3513	2692	77	5.7	7.4	19962	67.3
15-24	Q	8236	5898	72	7.9	11.0	64817	61.7
25-44	Q	17316	12268	71	9.2	13.0	159921	55.5
45-64	Q	16503	10869	66	9.5	14.4	156752	42.4
65+	Q	11446	5322	47	6.0	12.9	68908	27.1
Main Shoppers	Q	44548	28258	63	8.5	13.4	379309	43.4
Main Shoppers with children	Q	13533	9918	73	9.6	13.0	129372	54.4
ABC1	Q	29061	18514	64	6.9	10.9	201718	37.5
C2DE	Q	24440	15843	65	10.2	15.7	248679	51.9
ALL BBC 15+	Q	53502	34798	65	10.0	15.4	536759	52.8
Children 10-14	Q	3513	1586	45	2.5	5.6	8904	30.0
15-24	Q	8236	4615	56	4.3	7.7	35406	33.7
25-44	Q	17316	10225	59	6.7	11.4	116573	40.4
45-64	Q	16503	11691	71	12.3	17.4	203460	55.0
65+	Q	11446	8267	72	15.8	21.9	181320	71.4
Main Shoppers	Q	44548	29062	65	10.6	16.2	472216	54.0
Main Shoppers with children	Q	13533	8044	59	7.4	12.4	99537	41.9
ABC1	Q	29061	21173	73	11.1	15.2	321134	59.7
C2DE	Q	24440	13625	56	8.8	15.8	215624	45.0

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Radio 1035 AM	Q	11789	70	1	*	4.9	340	0.2
Radio 1458 AM	Q	11789	125	1	0.1	6.6	829	0.4
Radio Aire	H	647	117	18	1.2	6.6	775	6.5
107.8 Arrow FM for Hastings	Y	119	15	13	0.9	7.1	109	4.3
107.6 Banbury Sound	Y	84	15	18	1.3	7.3	111	7.1
The Bay	Y	282	99	35	2.5	7.3	717	12.7
THE BEACH	Y	182	59	32	2.6	8.0	470	12.9
The Bee	Y	452	44	10	0.7	7.5	332	4.1
Radio Borders (Bauer Borders)	Y	110	57	52	6.4	12.4	706	34.1
2BR	Y	180	58	32	2.6	8.1	465	14.4
The Breeze (Basingstoke / Newbury and Andover)	Y	293	50	17	1.1	6.2	309	5.6
The Breeze (Cheltenham)	Y	167	18	11	0.8	7.3	128	3.6
The Breeze (Solent/ East Hants and West Surrey)	H	1098	74	7	0.4	5.5	407	1.9
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	972	90	9	0.7	7.0	633	2.9
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	293	58	20	2.1	10.9	628	8.5
106.3 Bridge FM	Y	128	43	33	2.5	7.6	326	11.4
Capital Birmingham	H	2219	465	21	1.2	5.6	2606	6.7
Capital East Midlands	H	2245	514	23	1.5	6.4	3312	7.8
Capital London	Q	11789	1869	16	0.7	4.6	8509	4.1
Capital Manchester	H	2926	533	18	0.8	4.3	2301	4.4
Capital North East	H	2234	478	21	1.2	5.8	2787	7.2
Capital North West and Wales	H	1028	174	17	1.1	6.4	1123	5.1
Capital Scotland	H	2798	498	18	0.8	4.7	2344	5.3
Capital South Coast	H	1167	180	15	1.1	7.1	1272	5.5
Capital South Wales	H	1031	208	20	1.2	5.8	1197	5.7
Capital XTRA (London)	Q	11789	411	3	0.2	4.9	1994	1.0
Capital Yorkshire	H	4548	1094	24	1.6	6.7	7337	8.2
Radio Carmarthenshire and Scarlet FM	Y	130	39	30	2.7	9.0	347	11.1
Central FM	Y	214	46	21	1.3	5.9	267	7.4
Radio Ceredigion	Y	79	18	22	1.6	7.0	124	6.2
C.F.M (Bauer Carlisle)	Y	253	108	43	4.3	10.0	1081	21.4
Channel 103 FM	Y	85	48	56	6.3	11.1	537	35.7
Cheshire's Silk 106.9	Y	186	27	14	0.9	6.3	169	4.8
Chester's Dee 106.3	Y	192	36	19	0.9	5.0	178	5.0
Radio City	H	1853	376	20	1.7	8.4	3159	8.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

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			'000	%	per head	per listener		
City Talk 105.9	H	1611	81	5	0.2	4.5	360	1.1
Citybeat 96.7/102.5FM	H	567	130	23	1.7	7.5	981	10.7
Clyde 1	H	1891	479	25	1.9	7.5	3596	11.5
Clyde 2	H	1891	129	7	0.5	7.3	940	3.0
Connect DAB	Y	562	8	1	0.1	4.2	33	0.3
Connect FM	Y	441	36	8	0.6	7.4	263	3.1
(was Connect FM and Lite 106.8FM)								
Cool FM	H	1003	361	36	2.8	7.9	2848	16.0
Dearne FM	Y	237	43	18	1.3	7.0	301	6.7
Downtown Radio (DTR)	H	1460	307	21	2.0	9.7	2964	10.6
Dream 100	Y	134	37	28	2.8	10.1	374	13.0
96.4 Eagle Radio	H	543	135	25	1.9	7.7	1037	9.9
Eagle Extra	H	543	5	1	0.1	9.1	46	0.4
Radio Essex DAB	Y	1277	54	4	0.2	4.4	234	0.9
Radio Exe	Y	197	22	11	0.8	6.8	151	3.9
Fire Radio	Y	319	45	14	0.7	4.9	220	3.4
3FM	Y	72	27	37	3.0	8.2	219	15.1
Forth 1	H	1128	337	30	2.4	8.0	2696	15.3
Forth 2	H	1128	59	5	0.3	5.4	320	1.8
Free Radio 80s	H	2586	54	2	0.1	5.9	324	0.7
(Birmingham & Black Country)								
Free Radio 80s	H	686	26	4	0.3	6.9	183	1.7
(Coventry & Warwickshire)								
Free Radio 80s (Shropshire)	Y	376	21	6	0.3	6.1	128	1.6
Free Radio FM	H	2586	314	12	0.9	7.1	2240	4.9
(Birmingham & Black Country)								
(was BRMB and Beacon)								
Free Radio FM	H	686	99	14	0.9	6.1	607	5.6
(Coventry & Warwickshire)								
(was Mercia)								
Free Radio FM	Y	474	89	19	1.4	7.3	649	7.1
(Herefordshire & Worcestershire)								
(was Wyvern)								
Free Radio FM (Shropshire)	Y	376	82	22	1.6	7.4	610	7.7
(was Beacon)								
Gem 106 (East Midlands)	H	2396	465	19	1.6	8.2	3810	8.4
Gold East Midlands	H	2245	89	4	0.4	10.2	910	2.1
Gold London	Q	11789	279	2	0.2	8.2	2286	1.1
Gold Manchester	H	2926	65	2	0.1	6.6	433	0.8
Hallam FM	H	1297	381	29	2.5	8.5	3223	12.6

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
Heart Cambridgeshire	H	877	228	26	1.8	6.9	1582	9.7
Heart Cornwall	Y	461	97	21	1.6	7.7	749	6.6
Heart East Anglia	H	1216	284	23	1.4	5.9	1677	6.7
Heart Essex	H	1361	405	30	2.6	8.8	3540	12.2
Heart Four Counties <sup>3</sup>	H	2058	451	22	1.5	6.8	3086	7.7
Heart Kent	H	1243	383	31	2.6	8.4	3212	11.2
Heart London	Q	11789	1783	15	1.1	7.3	13043	6.3
Heart North East	H	2293	330	14	1.0	7.2	2373	6.0
Heart North Wales	H	726	107	15	1.1	7.6	821	5.2
Heart North West	H	5609	576	10	1.0	9.4	5387	5.2
Heart Scotland	H	2798	496	18	1.2	6.6	3256	7.4
Heart Solent	H	1834	278	15	1.1	7.0	1953	5.2
Heart South Wales	H	1886	497	26	2.6	9.7	4835	12.1
Heart South West	H	1436	396	28	2.2	7.8	3091	10.3
Heart Sussex	H	1411	370	26	1.9	7.4	2740	9.2
Heart Thames Valley	H	1454	318	22	1.6	7.3	2320	8.8
Heart West Country	H	2235	678	30	2.8	9.3	6328	12.6
Heart West Midlands	H	3726	770	21	1.5	7.1	5434	8.4
Heart Yorkshire	H	3145	460	15	1.3	9.0	4123	7.1
IOW Radio	Y	119	42	35	2.6	7.3	307	12.5
Island FM 104.7	Y	53	33	62	9.1	14.7	486	45.7
Jack FM South Coast	H	1739	230	13	0.7	5.6	1282	3.7
JACK fm (Swindon)	Y	205	42	21	1.5	7.3	308	6.3
106 JACKfm (Bristol)	H	633	113	18	1.3	7.3	832	6.0
106 JACKfm (Oxford)	H	515	64	12	0.7	5.3	338	3.6
107 JACK fm Berkshire (was Reading 107 FM)	Y	236	18	8	0.3	3.8	69	1.7
JACKfm 2 Oxford (was Glide FM 107.9)	H	503	41	8	0.3	3.5	141	1.6
107.6 Juice FM	H	1063	234	22	1.9	8.6	2015	9.3
KCFM	Y	443	83	19	1.9	10.0	831	8.3
Key 103	H	2926	458	16	1.0	6.3	2875	5.5
Kingdom FM	Y	290	55	19	1.0	5.3	296	5.2
Kiss (East)	H	2116	433	20	1.3	6.5	2825	6.7
Kiss (London)	Q	11789	1912	16	0.8	5.2	9965	4.8
Kiss (West)	H	2420	479	20	1.3	6.5	3091	6.0
KL.FM 96.7	Y	154	49	32	3.6	11.4	557	17.0
kmfm East	H	564	92	16	1.8	11.1	1025	7.5
kmfm West	H	672	85	13	0.7	5.6	479	3.2
Lakeland Radio	Y	51	19	36	2.6	7.3	134	11.9

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

## 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		
LBC 97.3	Q	11789	1091	9	1.0	10.3	11240	5.4
LBC News 1152	Q	11789	254	2	0.1	4.2	1078	0.5
Lincs FM 102.2 <sup>3</sup>	H	927	322	35	3.9	11.2	3615	17.5
Magic (London)	Q	11789	1763	15	0.8	5.1	8983	4.3
Magic 1152 (Manchester) (will be Key 2)	H	2926	89	3	0.2	7.6	673	1.3
Magic 1152 (Newcastle) (will be Metro Radio 2)	H	1499	110	7	0.4	5.6	622	2.4
Magic 1161 (Hull) (will be Viking FM 2)	H	914	75	8	1.1	13.5	1012	5.0
Magic 1170 (Teesside) (will be TFM 2)	H	822	78	10	0.8	8.0	627	4.2
Magic 1548 (Liverpool) (will be Radio City 2)	H	1853	82	4	0.4	9.6	786	2.1
Magic 828 (Leeds) (will be Radio Aire 2)	H	994	97	10	0.8	8.4	816	4.5
Magic 999 (Preston) (will be Rock FM 2)	H	1125	25	2	0.4	17.5	439	2.2
Magic AM (Sheffield) (will be Hallam 2)	H	1297	121	9	1.0	10.6	1284	5.0
Radio Mansfield 103.2	Y	159	40	25	2.2	8.9	354	11.2
Manx Radio	Y	72	40	55	5.4	9.7	387	26.7
Metro Radio	H	1499	413	28	1.9	6.8	2828	11.1
Minster FM	Y	308	62	20	1.3	6.4	394	6.9
Mix 96	Y	127	46	36	2.0	5.7	260	9.7
Moray Firth Radio (Bauer Inverness)	Y	250	116	46	5.0	10.7	1243	23.6
Nation Hits!	Y	471	42	9	0.5	5.2	220	2.1
Nation Radio	Y	1507	176	12	0.5	4.2	744	2.4
North Norfolk Radio	Y	93	20	22	2.4	11.2	224	10.5
Northsound 1	Y	344	129	37	3.1	8.2	1061	16.7
Northsound 2	Y	344	41	12	0.9	7.3	296	4.7
Norwich 99.9fm	Y	330	51	15	1.3	8.3	424	6.1
Oak FM	Y	321	36	11	0.3	2.6	92	1.5
Original 106 (Aberdeen)	Y	344	85	25	1.8	7.3	624	9.8
Palm FM	Y	223	35	16	1.6	10.5	367	7.3
Peak 107 FM	Y	419	87	21	2.0	9.7	850	9.8
102.5 Radio Pembrokeshire	Y	101	45	45	4.6	10.2	461	19.8
Pirate FM	Y	486	160	33	3.1	9.4	1509	12.5
Planet Rock (West Midlands)	H	3691	194	5	0.4	6.9	1345	2.1
Radio Plymouth	Y	259	47	18	1.2	6.6	315	5.6

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 14th December 2014

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

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			'000	%	per head	per listener		
Premier Christian Radio	Q	11789	189	2	0.2	9.4	1776	0.9
The Pulse	H	881	145	16	1.2	7.4	1080	7.3
Pulse 2	H	881	41	5	0.2	4.7	194	1.3
Q Radio Network	H	619	121	19	1.5	7.7	934	6.9
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2926	121	4	0.2	5.2	630	1.2
96.2 The Revolution	H	524	31	6	0.3	5.7	179	2.1
Ridings FM	Y	302	45	15	1.1	7.6	343	5.5
Rock FM	H	1264	284	22	1.5	6.6	1877	7.8
Rother FM	Y	209	30	14	1.4	9.9	298	7.0
Rugby FM	Y	79	20	26	2.2	8.4	172	11.0
Signal 107	H	1023	67	7	0.5	7.0	466	2.3
Signal One	H	796	280	35	3.8	10.9	3044	18.2
Signal Two	H	796	68	9	1.0	11.7	792	4.7
Smooth Radio Cambridgeshire	H	877	35	4	0.3	8.7	306	1.9
Smooth Radio Devon	H	1027	44	4	0.5	11.7	515	2.5
Smooth Radio East Anglia	H	1216	52	4	0.4	9.4	490	2.0
Smooth Radio East Midlands	H	2483	387	16	1.3	8.5	3268	6.9
Smooth Radio Essex	H	1361	35	3	0.2	9.5	334	1.2
Smooth Radio Four Counties	H	2058	70	3	0.3	8.9	628	1.6
Smooth Radio Kent	H	1243	50	4	0.3	7.0	349	1.2
Smooth Radio London	Q	11789	760	6	0.4	6.7	5095	2.5
Smooth Radio North East	H	2293	471	21	1.4	7.0	3306	8.3
Smooth Radio North West	H	5609	1127	20	1.5	7.3	8181	7.9
Smooth Radio North West and Wales	H	1028	74	7	0.6	7.8	577	2.6
Smooth Radio Scotland	H	1984	347	18	1.9	10.8	3763	11.5
Smooth Radio Solent	H	1834	46	3	0.2	8.5	393	1.1
Smooth Radio South Wales	H	1031	58	6	0.6	11.2	648	3.1
Smooth Radio Sussex	H	1411	68	5	0.5	10.8	731	2.5
Smooth Radio Thames Valley	H	1454	41	3	0.2	5.8	241	0.9
Smooth Radio West Country	H	2235	116	5	0.6	12.5	1451	2.9
Smooth Radio West Midlands	H	3726	505	14	1.5	10.7	5409	8.3
Southend & Chelmsford Radio	Y	495	56	11	0.9	8.1	448	3.9
107.5 Sovereign Radio	Y	156	21	14	1.0	7.4	155	4.6
Spire FM	Y	119	38	32	2.3	7.2	278	11.1
Spirit FM	Y	218	56	26	2.0	7.7	431	9.6
Star North East	Y	387	54	14	0.8	6.0	324	4.7
97.2 Stray FM	Y	144	47	33	2.0	6.1	292	9.7
Sun FM	Y	271	75	28	2.0	7.2	535	11.0
Sunrise Radio	Q	11789	269	2	0.2	6.6	1784	0.9

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Swansea Sound - 1170 MW	Y	471	69	15	1.1	7.5	518	5.0
Tay 2	Y	391	68	18	1.8	10.1	691	9.4
Tay FM	Y	391	151	39	3.6	9.4	1416	19.3
TFM Radio	H	822	187	23	1.4	6.3	1173	7.9
Time FM 106.6	Y	305	21	7	0.3	4.7	101	2.1
96.2 Touch FM - Coventry	Y	301	23	8	0.4	5.2	121	3.0
Touch FM Staffs	Y	257	33	13	1.1	8.6	284	5.1
102 Touch FM - Works Worcs Cotswolds	Y	296	50	17	1.2	7.3	366	6.7
107.4 Tower FM	Y	442	43	10	0.4	4.6	194	2.5
Town 102 FM	Y	290	68	23	1.8	7.8	531	9.4
Trax FM	Y	375	80	21	1.9	9.0	724	8.9
U105	H	887	189	21	2.3	10.6	2013	13.2
Viking FM	H	914	208	23	1.6	7.2	1505	7.4
96.4 FM The Wave	Y	471	138	29	2.7	9.1	1255	12.0
Radio Wave 96.5 FM	Y	234	74	32	2.4	7.6	569	11.5
Wave 105 FM (Bauer South Coast)	H	1811	366	20	2.3	11.2	4114	11.4
Wessex FM	Y	123	53	43	4.2	9.6	512	17.5
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	397	185	47	5.2	11.2	2071	26.4
107.2 Wire FM	Y	270	57	21	1.6	7.8	442	8.3
102.4 Wish FM	Y	455	64	14	0.7	5.3	341	3.5
XFM London	Q	11789	440	4	0.2	6.6	2897	1.4
XFM Manchester	H	2926	222	8	0.4	4.9	1097	2.1
XFM Scotland	H	831	38	5	0.3	7.2	275	1.9
Yorkshire Coast Radio	Y	114	52	46	4.2	9.1	476	18.6

Source: RAJAR/Ipsos MORI/RSMB

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

# DEFINITIONS

- (1) Audiences in local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals.
- (2) National groups that are a combination of analogue and digital broadcast.
- (3) Audience to 'Opt-out' services included.
- (4) Station owned by Communicorp Group Limited.
- (5) Station owned by Orion Media.
- (6) Includes Kisstory and Kiss Fresh.
- (7) Includes Kiss, Kisstory, Kiss Fresh, Kerrang and Heat.

## 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	15th September 2014 - 14th December 2014	25,124
H	23rd June 2014 - 14th December 2014	49,369
Y	30th December 2013 - 14th December 2014	101,041