

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 2015

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	47799	89	19.0	21.3	1017509	100.0
All BBC Radio	Q	34872	65	10.4	15.9	553852	54.4
All BBC Radio 15-44	Q	14583	57	6.3	11.0	160045	40.5
All BBC Radio 45+	Q	20290	73	14.1	19.4	393807	63.2
All BBC Network Radio ¹	Q	31671	59	8.9	15.1	476849	46.9
BBC Local Radio	Q	8816	16	1.4	8.7	77003	7.6
All Commercial Radio	Q	33916	63	8.1	12.8	435496	42.8
All Commercial Radio 15-44	Q	17802	70	8.6	12.4	220112	55.8
All Commercial Radio 45+	Q	16115	58	7.7	13.4	215384	34.6
All National Commercial ¹	Q	17137	32	2.7	8.4	144545	14.2
All Local Commercial (National TSA)	Q	26763	50	5.4	10.9	290951	28.6
Other Radio	Q	3688	7	0.5	7.6	28161	2.8

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 5th April 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	53502	31671	59	8.9	15.1	476849	46.9
BBC Radio 1	Q	53502	9699	18	1.2	6.7	65207	6.4
BBC Radio 2	Q	53502	15087	28	3.4	12.2	183667	18.1
BBC Radio 3	Q	53502	2084	4	0.2	6.0	12508	1.2
BBC Radio 4	Q	53502	10886	20	2.4	12.0	130216	12.8
BBC Radio 4 Extra	Q	53502	2172	4	0.2	5.8	12526	1.2
BBC Radio 5 live	Q	53502	5757	11	0.7	6.5	37332	3.7
BBC Radio 5 live sports extra	Q	53502	1339	3	0.1	3.1	4163	0.4
BBC 6 Music	Q	53502	2064	4	0.3	8.4	17293	1.7
1Xtra from the BBC	Q	53502	839	2	0.1	4.3	3585	0.4
BBC Asian Network UK	H	53502	562	1	0.1	6.4	3585	0.4
BBC World Service	Q	53502	1353	3	0.1	5.2	6972	0.7
All National Commercial ¹	Q	53502	17137	32	2.7	8.4	144545	14.2
Absolute Radio	Q	53502	1989	4	0.3	7.3	14502	1.4
Absolute Radio 70s	H	53502	224	*	*	3.7	822	0.1
Absolute 80s	Q	53502	1448	3	0.2	6.4	9309	0.9
Absolute Radio 90s	H	53502	584	1	0.1	5.1	2957	0.3
Absolute Radio Classic Rock	H	53502	516	1	*	4.8	2500	0.2
Capital ⁷	H	53502	7492	14	0.7	5.4	40099	3.9
Capital Network (UK) ²	H	53502	7000	13	0.7	5.2	36469	3.6
Capital XTRA (UK) ²	H	53502	841	2	0.1	4.3	3631	0.4
Classic FM	Q	53502	5525	10	0.7	6.7	36960	3.6
Gold Network (UK) ²	H	53502	1026	2	0.1	7.4	7562	0.7
Heart Network (UK) ²	H	53502	8987	17	1.3	7.6	68402	6.7
Heat	Q	53502	902	2	0.1	3.8	3448	0.3
The Hits	Q	53502	681	1	0.1	5.2	3543	0.3
Jazz FM	Q	53502	457	1	*	4.6	2104	0.2
Kerrang!	H	53502	920	2	0.1	3.9	3568	0.4
Kiss ⁶	H	53502	4908	9	0.5	5.7	27969	2.8
Kiss Fresh	Q	53502	422	1	*	3.2	1349	0.1
Kisstory	Q	53502	1131	2	0.1	3.7	4229	0.4
LBC Network (UK) ²	H	53502	1357	3	0.2	9.4	12799	1.3
Magic Network ²	Q	53502	3605	7	0.3	5.0	18011	1.8
Planet Rock ²	Q	53502	1247	2	0.2	7.3	9075	0.9
Smooth Radio Network (UK) ²	H	53502	4772	9	0.7	8.3	39408	3.9
talkSPORT	Q	53502	3246	6	0.4	6.6	21523	2.1
XFM Network (UK) ²	H	53502	885	2	0.1	5.2	4606	0.5

Source: RAJAR/Ipsos MORI/RSMB

^{1,2,6,7} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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	53502	9699	18	1.2	6.7	65207	6.4
BBC Radio 2	Q	53502	15087	28	3.4	12.2	183667	18.1
BBC Radio 3	Q	53502	2084	4	0.2	6.0	12508	1.2
BBC Radio 4	Q	53502	10886	20	2.4	12.0	130216	12.8
BBC Radio 4 Extra	Q	53502	2172	4	0.2	5.8	12526	1.2
BBC Radio 5 live	Q	53502	5757	11	0.7	6.5	37332	3.7
BBC Radio 5 live sports extra	Q	53502	1339	3	0.1	3.1	4163	0.4
BBC 6 Music	Q	53502	2064	4	0.3	8.4	17293	1.7
1Xtra from the BBC	Q	53502	839	2	0.1	4.3	3585	0.4
BBC Asian Network UK	H	53502	562	1	0.1	6.4	3585	0.4
BBC World Service	Q	53502	1353	3	0.1	5.2	6972	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4505	931	21	1.5	7.0	6546	7.9
BBC Radio Ulster ³	H	1486	524	35	3.8	10.7	5586	20.6
BBC Radio Wales	H	2583	426	16	1.5	9.3	3950	7.3
BBC Radio Cymru	H	2583	126	5	0.5	10.9	1363	2.5
LOCAL								
BBC Local Radio in England	Q	43253	6613	15	1.4	8.8	58452	7.1
BBC Radio Berkshire	H	822	98	12	0.9	7.8	761	5.6
BBC Radio Bristol	H	893	149	17	1.7	10.0	1491	7.6
BBC Radio Cambridgeshire	H	744	104	14	1.2	8.5	887	6.6
BBC Radio Cornwall	H	461	149	32	4.0	12.2	1821	18.0
BBC Coventry and Warwickshire	H	695	96	14	1.1	7.9	761	6.4
BBC Radio Cumbria	H	408	108	26	2.5	9.6	1031	12.2
BBC Radio Derby	H	654	157	24	2.6	11.0	1726	12.0
BBC Radio Devon	H	975	221	23	2.6	11.6	2559	12.0
BBC Essex	H	1298	197	15	1.5	9.8	1940	6.8
BBC Radio Gloucestershire	H	501	97	19	1.5	7.8	759	7.0
BBC Hereford & Worcester	H	504	119	24	2.3	9.6	1135	10.7
BBC Radio Humberside	H	767	175	23	2.1	9.1	1596	8.8
BBC Radio Kent	H	1464	198	14	1.1	8.2	1613	5.0
BBC Radio Lancashire	H	1190	186	16	1.2	7.7	1433	7.1
BBC Radio Leeds	H	1646	250	15	0.9	5.8	1455	4.9
BBC Radio Leicester	H	838	160	19	1.3	6.9	1105	7.6

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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 Lincolnshire	H	553	104	19	2.4	12.7	1317	11.0
BBC London 94.9	Q	11789	404	3	0.2	6.8	2744	1.4
BBC Radio Manchester	H	2213	229	10	0.7	6.4	1470	3.9
BBC Radio Merseyside	H	1667	306	18	2.2	12.0	3688	12.1
BBC Radio Newcastle	H	1444	286	20	1.4	7.3	2080	7.9
BBC Radio Norfolk	H	776	180	23	2.7	11.7	2111	12.6
BBC Radio Northampton	H	490	90	18	2.2	11.9	1071	11.0
BBC Radio Nottingham	H	803	155	19	1.8	9.6	1484	9.6
BBC Radio Oxford	H	528	86	16	1.3	8.2	702	7.1
BBC Radio Sheffield	H	1297	276	21	2.0	9.6	2634	10.7
BBC Radio Shropshire	H	396	91	23	2.3	9.8	892	11.1
Total BBC Radio Solent	Y	1778	272	15	1.5	9.6	2603	7.3
BBC Somerset	H	449	68	15	0.9	6.2	423	4.0
BBC Radio Stoke	H	616	130	21	2.0	9.6	1242	9.0
BBC Radio Suffolk	H	541	129	24	2.0	8.6	1109	10.1
BBC Sussex and BBC Surrey	H	2562	271	11	0.8	7.5	2039	3.8
BBC Radio Tees	H	794	138	17	0.9	5.1	697	4.7
BBC Three Counties Radio	H	1343	147	11	0.7	6.6	970	3.6
BBC WM (Birmingham & Black Country)	H	2366	209	9	0.8	9.4	1969	5.0
BBC Radio Wiltshire/Swindon	H	574	90	16	1.2	7.4	666	4.9
BBC Radio York	H	533	74	14	0.9	6.6	491	4.5
BBC Radio Guernsey	Y	53	23	43	4.4	10.2	234	21.6
BBC Radio Jersey	Y	85	30	35	3.2	9.1	271	17.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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	53502	15983	30	2.6	8.7	138710	13.6
Absolute Radio	Q	53502	1989	4	0.3	7.3	14502	1.4
Absolute Radio (London)	Q	11789	924	8	0.5	6.9	6399	3.2
Absolute Radio (National)	Q	53502	1576	3	0.2	7.1	11139	1.1
Absolute Radio 70s	H	53502	224	*	*	3.7	822	0.1
Absolute 80s	Q	53502	1448	3	0.2	6.4	9309	0.9
Absolute Radio 90s	H	53502	584	1	0.1	5.1	2957	0.3
Absolute Radio Classic Rock	H	53502	516	1	*	4.8	2500	0.2
Radio Aire	H	647	86	13	1.0	7.3	627	5.3
Radio Aire 2 (was Magic 828 (Leeds))	H	993	83	8	0.9	10.5	868	4.7
Radio Borders (Bauer Borders)	Y	110	57	51	6.4	12.5	708	32.3
C.F.M (Bauer Carlisle)	Y	254	114	45	3.9	8.8	996	19.2
Radio City	H	1853	381	21	1.6	7.9	3023	8.9
Radio City 2 (was Magic 1548 (Liverpool))	H	1853	56	3	0.2	8.1	454	1.3
City Talk 105.9	H	1611	66	4	0.2	5.0	334	1.1
Clyde 1	H	1892	556	29	2.1	7.2	4020	12.1
Clyde 2	H	1892	155	8	0.5	6.5	1001	3.0
Cool FM	H	1003	349	35	3.2	9.3	3248	18.5
Downtown Radio (DTR)	H	1461	299	20	1.9	9.5	2826	10.5
Forth 1	H	1129	354	31	2.5	8.1	2866	14.7
Forth 2	H	1129	76	7	0.5	7.0	530	2.7
Hallam FM	H	1297	364	28	2.3	8.1	2947	11.8
Hallam 2 (was Magic AM (Sheffield))	H	1297	90	7	0.7	10.8	963	3.8
Heat	Q	53502	902	2	0.1	3.8	3448	0.3
The Hits	Q	53502	681	1	0.1	5.2	3543	0.3
Kerrang!	H	53502	920	2	0.1	3.9	3568	0.4
Key 103	H	2926	444	15	1.0	6.4	2827	5.6
Key 2 (was Magic 1152 (Manchester))	H	2926	51	2	0.1	5.4	276	0.5
Kiss ⁶	H	53502	4908	9	0.5	5.7	27969	2.8
Kiss (East)	H	2116	459	22	1.5	7.0	3197	7.5
Kiss (London)	Q	11789	1883	16	0.8	4.9	9143	4.6
Kiss (West)	H	2421	461	19	1.2	6.1	2817	5.3
Kiss Fresh	Q	53502	422	1	*	3.2	1349	0.1
Kisstory	Q	53502	1131	2	0.1	3.7	4229	0.4
Magic Network	Q	53502	3605	7	0.3	5.0	18011	1.8
Magic (London)	Q	11789	1911	16	0.8	5.1	9751	4.9
Metro Radio	H	1499	406	27	2.4	9.0	3664	13.4

Source: RAJAR/Ipsos MORI/RSMB

⁶ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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		
Metro Radio 2 (was Magic 1152 (Newcastle))	H	1499	91	6	0.2	3.9	350	1.3
Moray Firth Radio (Bauer Inverness)	Y	251	113	45	4.5	10.0	1123	20.6
Northsound 1	Y	343	127	37	2.7	7.4	934	14.9
Northsound 2	Y	343	37	11	0.8	7.2	267	4.3
Planet Rock ²	Q	53502	1247	2	0.2	7.3	9075	0.9
Planet Rock (West Midlands)	H	3692	199	5	0.4	8.0	1587	2.5
Rock FM	H	1264	253	20	1.1	5.5	1381	5.9
Rock FM 2 (was Magic 999 (Preston))	H	1125	20	2	0.2	10.5	205	1.0
Tay FM	Y	391	153	39	3.7	9.3	1433	19.4
Tay 2	Y	391	63	16	1.6	9.8	618	8.4
TFM Radio	H	821	182	22	1.6	7.0	1276	8.4
TFM 2 (was Magic 1170 (Teesside))	H	821	60	7	0.5	6.8	411	2.7
Viking FM	H	913	221	24	2.0	8.2	1815	8.8
Viking 2 (was Magic 1161 (Hull))	H	913	58	6	0.6	9.0	517	2.5
Wave 105 FM (Bauer South Coast)	H	1811	366	20	2.3	11.4	4167	11.6
West Sound ³ (Bauer Southwest Scotland)	Y	398	180	45	5.2	11.4	2049	26.0
Total Global Radio (UK)	H	53502	21182	40	3.5	8.8	185413	18.2
Classic FM	Q	53502	5525	10	0.7	6.7	36960	3.6
Capital ⁷	H	53502	7492	14	0.7	5.4	40099	3.9
Capital Network (UK) ²	H	53502	7000	13	0.7	5.2	36469	3.6
Capital Birmingham	H	2219	441	20	1.2	5.8	2573	6.9
Capital East Midlands	H	2246	490	22	1.5	6.7	3269	7.5
Capital London	Q	11789	1793	15	0.6	4.2	7480	3.8
Capital Manchester	H	2926	511	17	1.0	5.5	2794	5.5
Capital North East	H	2233	493	22	1.3	5.7	2823	6.9
Capital North West and Wales	H	1028	174	17	1.1	6.6	1156	5.7
Capital Scotland ⁴	H	2798	514	18	1.0	5.4	2778	5.8
Capital South Coast	H	1168	200	17	1.0	5.9	1178	5.4
Capital South Wales ⁴	H	1032	186	18	0.8	4.4	828	3.8
Capital Yorkshire	H	4548	1016	22	1.5	6.6	6671	7.4
Capital XTRA (UK) ²	H	53502	841	2	0.1	4.3	3631	0.4
Capital XTRA (London)	Q	11789	311	3	0.1	3.1	973	0.5
Gold Network (UK) ²	H	53502	1026	2	0.1	7.4	7562	0.7
Gold East Midlands	H	2246	76	3	0.4	11.2	854	2.0
Gold London	Q	11789	263	2	0.1	5.7	1506	0.8
Gold Manchester	H	2926	56	2	0.2	8.2	455	0.9
Heart Network (UK) ²	H	53502	8987	17	1.3	7.6	68402	6.7
Heart Cambridgeshire	H	877	236	27	2.0	7.3	1726	10.6

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,4,7} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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 East Anglia	H	1216	261	21	1.4	6.3	1653	6.6
Heart Essex	H	1359	438	32	2.8	8.7	3796	13.0
Heart Four Counties ³	H	2057	451	22	1.4	6.4	2904	7.3
Heart Kent	H	1242	405	33	3.1	9.4	3792	13.5
Heart London	Q	11789	1533	13	0.8	6.1	9376	4.7
Heart North East	H	2292	331	14	1.0	7.0	2307	5.5
Heart North Wales ⁴	H	726	131	18	1.6	8.6	1130	7.6
Heart North West	H	5609	550	10	0.8	8.2	4518	4.5
Heart Scotland	H	2798	430	15	1.0	6.6	2818	5.9
Heart Solent	H	1834	298	16	1.1	6.6	1963	5.3
Heart South Wales	H	1886	447	24	2.4	9.9	4447	11.2
Heart South West	H	1436	422	29	2.4	8.3	3493	11.1
Heart Cornwall	Y	461	105	23	2.1	9.0	945	8.8
Heart Sussex	H	1410	358	25	1.7	6.6	2347	8.1
Heart Thames Valley	H	1453	328	23	1.6	7.3	2381	8.8
Heart West Country	H	2234	704	32	2.9	9.2	6503	12.9
Heart West Midlands	H	3726	770	21	1.6	7.7	5949	9.3
Heart Yorkshire ⁴	H	3145	441	14	1.2	8.8	3877	6.7
LBC Network (UK) ²	H	53502	1357	3	0.2	9.4	12799	1.3
LBC 97.3	Q	11789	887	8	0.8	10.6	9377	4.7
LBC London News (was LBC News 1152)	Q	11789	375	3	0.2	5.2	1964	1.0
Smooth Radio Network (UK) ²	H	53502	4772	9	0.7	8.3	39408	3.9
Smooth Radio Cambridgeshire	H	877	44	5	0.4	7.1	318	1.9
Smooth Radio Devon	H	1028	53	5	0.5	10.6	558	2.5
Smooth Radio East Anglia	H	1216	56	5	0.4	8.9	503	2.0
Smooth Radio East Midlands ⁴	H	2483	315	13	1.1	8.5	2663	5.5
Smooth Radio Essex	H	1359	34	3	0.2	9.0	311	1.1
Smooth Radio Four Counties	H	2057	71	3	0.3	9.7	688	1.7
Smooth Radio Kent	H	1242	50	4	0.3	7.4	369	1.3
Smooth Radio London	Q	11789	627	5	0.3	5.9	3710	1.9
Smooth Radio North East ⁴	H	2292	451	20	1.5	7.5	3382	8.1
Smooth Radio North West ⁴	H	5609	1172	21	1.6	7.5	8803	8.8
Smooth Radio North West and Wales	H	1028	69	7	0.3	5.2	355	1.8
Smooth Radio Scotland	H	1985	401	20	2.3	11.2	4490	12.8
Smooth Radio Solent	H	1834	43	2	0.2	8.7	379	1.0
Smooth Radio South Wales	H	1032	55	5	0.6	11.1	612	2.8
Smooth Radio Sussex	H	1410	66	5	0.4	9.1	604	2.1

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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		
Smooth Radio Thames Valley	H	1453	42	3	0.2	8.3	353	1.3
Smooth Radio West Country	H	2234	128	6	0.7	12.7	1630	3.2
Smooth Radio West Midlands	H	3726	498	13	1.4	10.7	5314	8.3
XFM Network (UK) ²	H	53502	885	2	0.1	5.2	4606	0.5
XFM London	Q	11789	363	3	0.1	3.5	1252	0.6
XFM Manchester	H	2926	194	7	0.3	5.3	1024	2.0
XFM Scotland	H	830	35	4	0.3	7.8	270	2.0
UTV Radio (inc. talkSPORT)	H	53502	4487	8	0.6	7.4	33421	3.3
107.6 Juice FM	H	1063	257	24	2.1	8.8	2263	11.4
Peak 107 FM	Y	419	87	21	2.2	10.9	942	11.0
The Pulse	H	882	98	11	0.7	6.5	635	4.1
Pulse 2	H	882	37	4	0.2	4.1	154	1.0
Signal 107	H	1023	60	6	0.3	5.5	330	1.7
Signal One	H	797	293	37	3.9	10.6	3124	17.7
Signal Two	H	797	66	8	0.8	9.6	637	3.6
Swansea Sound - 1170 MW	Y	471	64	14	1.1	8.4	541	5.2
talkSPORT	Q	53502	3246	6	0.4	6.6	21523	2.1
107.4 Tower FM	Y	439	53	12	0.6	4.7	247	3.1
96.4 FM The Wave	Y	471	145	31	2.8	9.0	1315	12.6
U105	H	888	180	20	2.0	9.9	1784	11.8
Radio Wave 96.5 FM	Y	234	68	29	2.0	6.7	458	9.6
107.2 Wire FM	Y	270	54	20	1.7	8.3	448	8.8
102.4 Wish FM	Y	457	73	16	0.8	5.1	372	4.0

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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	52974	26669	50	5.5	10.9	290354	28.9
Anglian Radio Group	Y	1007	220	22	2.0	9.1	2006	9.7
THE BEACH	Y	182	57	31	2.3	7.5	423	11.5
Dream 100	Y	135	35	26	2.7	10.4	367	13.3
North Norfolk Radio	Y	92	21	23	3.0	13.0	276	12.8
Norwich 99.9fm	Y	331	45	14	1.3	9.6	431	6.1
Town 102 FM	Y	289	62	22	1.8	8.2	509	9.2
107.8 Arrow FM for Hastings	Y	119	15	13	1.0	7.9	119	4.6
Total Celador Radio	H	3992	695	17	1.2	6.8	4740	5.6
The Breeze (Basingstoke / Newbury and Andover)	Y	293	42	14	0.9	6.6	273	4.8
The Breeze (Cheltenham)	Y	168	19	11	0.8	7.0	132	3.7
The Breeze (Solent/ East Hants and West Surrey)	H	1098	69	6	0.5	7.5	520	2.5
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	972	101	10	0.6	5.9	601	2.8
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	292	57	20	1.6	8.2	474	6.6
Fire Radio	Y	319	52	16	0.9	5.4	281	4.1
106 JACKfm (Bristol)	H	633	114	18	1.1	6.1	697	5.1
Jack FM South Coast	H	1738	231	13	0.8	5.8	1334	3.9
JACK fm (Swindon)	Y	205	39	19	1.3	7.1	275	5.7
Central FM	Y	214	45	21	1.5	7.1	319	8.5
Total Cheshire Radio	Y	378	61	16	0.9	5.5	334	4.6
Cheshire's Silk 106.9	Y	185	23	13	0.7	5.5	127	3.5
Chester's Dee 106.3	Y	193	37	19	1.1	5.5	207	5.9
Total CN Radio	Y	282	112	40	3.1	7.8	871	17.0
The Bay	Y	282	100	35	2.6	7.4	733	14.3
Citybeat 96.7/102.5FM	H	567	145	26	2.2	8.6	1248	13.2
Lakeland Radio	Y	51	19	38	2.7	7.1	138	12.6
Communicorp UK	H	17814	3287	18	1.4	7.3	24108	7.3
Capital Scotland	H	2798	514	18	1.0	5.4	2778	5.8
Capital South Wales	H	1032	186	18	0.8	4.4	828	3.8
Heart North Wales	H	726	131	18	1.6	8.6	1130	7.6
Heart Yorkshire	H	3145	441	14	1.2	8.8	3877	6.7
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2926	118	4	0.2	5.5	648	1.3
Smooth Radio East Midlands	H	2483	315	13	1.1	8.5	2663	5.5
Smooth Radio North East	H	2292	451	20	1.5	7.5	3382	8.1
Smooth Radio North West	H	5609	1172	21	1.6	7.5	8803	8.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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		
Connect DAB	Y	561	7	1	0.1	4.6	30	0.3
Connect FM (was Connect FM and Lite 106.8FM)	Y	441	36	8	0.6	7.7	281	3.4
Radio Essex DAB	Y	1277	54	4	0.2	5.3	286	1.0
Radio Exe	Y	198	24	12	0.9	7.4	175	4.6
3FM	Y	72	29	41	3.3	8.0	237	16.8
IOW Radio	Y	119	41	34	2.5	7.2	296	12.1
107 JACK fm Berkshire (was Reading 107 FM)	Y	236	17	7	0.4	5.7	99	2.5
JACKfm Oxfordshire	H	515	91	18	1.1	6.0	545	5.6
JACKfm 2 Oxford (was Glide FM 107.9)	H	502	33	7	0.3	5.0	168	1.8
106 JACKfm (Oxford)	H	515	69	13	0.7	5.5	377	3.9
Kingdom FM	Y	290	61	21	1.2	5.6	344	6.5
kmfm Group	H	1235	167	14	0.9	6.3	1054	3.8
kmfm East	H	563	93	17	1.2	7.3	682	5.3
kmfm West	H	672	73	11	0.6	5.1	372	2.5
Lincs FM Group	H	2423	609	25	2.4	9.7	5929	11.2
Dearne FM	Y	237	45	19	1.5	7.9	357	7.5
KCFM	Y	443	83	19	1.8	9.6	799	8.0
Lincs FM 102.2 ³	H	927	330	36	3.8	10.8	3551	17.1
Ridings FM	Y	301	45	15	1.2	7.7	349	5.7
Rother FM	Y	209	30	14	1.5	10.1	308	7.2
Trax FM	Y	376	82	22	2.2	10.1	831	10.4
The Local Radio Company Group Total	Y	1990	556	28	2.1	7.6	4247	10.7
2BR	Y	180	60	33	2.5	7.5	453	13.8
Minster FM	Y	308	65	21	1.4	6.6	432	7.2
Mix 96	Y	127	48	38	3.0	7.9	376	12.8
Spire FM	Y	119	45	38	2.8	7.4	336	13.2
Spirit FM	Y	218	52	24	1.8	7.5	388	8.4
Star North East	Y	387	51	13	0.8	5.8	296	4.2
97.2 Stray FM	Y	143	47	33	2.4	7.3	340	11.1
Sun FM	Y	271	78	29	2.2	7.5	584	12.2
Wessex FM	Y	123	56	45	4.2	9.3	523	17.5
Yorkshire Coast Radio	Y	114	54	48	4.6	9.6	519	21.0
Lyca Dil Se 1035 AM	Q	11789	72	1	*	3.2	227	0.1
Lyca Radio 1458 AM	Q	11789	115	1	0.1	6.2	711	0.4
Radio Mansfield 103.2	Y	159	38	24	1.7	7.2	277	8.9
Manx Radio	Y	72	42	59	5.8	9.9	421	29.8
Original 106 (Aberdeen)	Y	343	83	24	1.7	6.9	571	9.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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		
Total Orion Midlands	H	6425	1134	18	1.4	7.9	8938	7.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2586	324	13	0.9	7.4	2387	5.4
Free Radio 80s (Birmingham & Black Country)	H	2586	61	2	0.1	4.7	287	0.7
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	686	118	17	1.4	8.3	979	8.5
Free Radio 80s (Coventry & Warwickshire)	H	686	20	3	0.2	6.0	121	1.1
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	473	97	21	1.6	8.0	772	8.3
Free Radio FM (Shropshire) (was Beacon)	Y	376	89	24	1.7	7.1	637	7.9
Free Radio 80s (Shropshire)	Y	376	18	5	0.3	6.9	127	1.6
Gem 106 (East Midlands)	H	2397	430	18	1.5	8.3	3574	7.7
Palm FM	Y	223	29	13	1.3	9.7	284	5.7
Radio Plymouth	Y	260	43	17	1.4	8.2	354	6.1
Premier Christian Radio	Q	11789	124	1	0.1	8.9	1111	0.6
Q Radio Network	H	620	129	21	1.3	6.3	811	6.4
Total Quidem	Y	1337	161	12	0.9	7.2	1154	4.7
107.6 Banbury Sound	Y	84	15	18	1.2	6.8	105	6.5
Oak FM	Y	322	24	8	0.3	4.0	98	1.6
Rugby FM	Y	78	22	28	2.4	8.6	189	11.7
96.2 Touch FM - Coventry	Y	301	22	7	0.4	5.9	130	3.2
Touch FM Staffs	Y	256	30	12	1.0	8.7	256	5.0
102 Touch FM - Warks Worcs Cotswolds	Y	296	48	16	1.3	7.9	377	6.6
96.2 The Revolution	H	524	28	5	0.4	7.2	199	2.5
Southend & Chelmsford Radio	Y	494	52	10	1.0	9.4	486	4.2
107.5 Sovereign Radio	Y	155	21	14	1.0	7.0	148	4.5
Sunrise Radio	Q	11789	250	2	0.1	5.0	1254	0.6
Time FM 106.6	Y	305	19	6	0.4	5.6	108	2.3
Tindle Radio Group	Y	139	78	56	7.3	13.0	1013	38.8
Channel 103 FM	Y	85	45	53	6.1	11.5	522	34.2
Island FM 104.7	Y	53	33	62	9.2	15.0	491	45.3
Town and Country Broadcasting (South and West Wales)	Y	1728	328	19	1.4	7.2	2350	6.6
106.3 Bridge FM	Y	128	41	32	2.6	8.2	334	11.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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	37	29	2.8	9.9	367	11.7
Radio Ceredigion	Y	79	18	22	1.6	7.3	129	6.8
Nation Hits!	Y	471	43	9	0.5	5.2	222	2.1
Nation Radio	Y	1507	176	12	0.6	5.0	870	2.8
102.5 Radio Pembrokeshire	Y	100	43	43	4.3	10.0	429	19.7
Total UKRD	H	1635	378	23	1.8	7.7	2911	9.2
The Bee	Y	452	43	10	0.6	6.1	267	3.5
96.4 Eagle Radio	H	543	135	25	1.8	7.2	968	9.2
KL.FM 96.7	Y	154	52	34	3.6	10.5	549	16.8
Pirate FM	Y	487	165	34	3.0	8.7	1444	12.6
Radio Yorkshire	Q	4532	71	2	*	2.9	208	0.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 5th April 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	53502	33916	63	8.1	12.8	435496	42.8
Children 10-14	Q	3513	2631	75	5.4	7.2	19000	66.7
15-24	Q	8237	5748	70	7.1	10.2	58714	57.0
25-44	Q	17316	12054	70	9.3	13.4	161398	55.3
45-64	Q	16504	10913	66	9.3	14.0	152744	41.4
65+	Q	11446	5202	45	5.5	12.0	62640	24.7
Main Shoppers	Q	45245	28196	62	8.2	13.1	369539	41.5
Main Shoppers with children	Q	13555	9816	72	9.3	12.9	126172	53.9
ABC1	Q	29062	18471	64	6.6	10.4	191781	36.1
C2DE	Q	24440	15445	63	10.0	15.8	243715	50.1
ALL BBC 15+	Q	53502	34872	65	10.4	15.9	553852	54.4
Children 10-14	Q	3513	1725	49	2.5	5.1	8786	30.9
15-24	Q	8237	4437	54	4.7	8.7	38628	37.5
25-44	Q	17316	10146	59	7.0	12.0	121417	41.6
45-64	Q	16504	11612	70	12.5	17.8	206525	56.0
65+	Q	11446	8677	76	16.4	21.6	187282	73.7
Main Shoppers	Q	45245	29990	66	10.9	16.5	495260	55.7
Main Shoppers with children	Q	13555	8100	60	7.5	12.6	102055	43.6
ABC1	Q	29062	21071	73	11.2	15.5	326880	61.6
C2DE	Q	24440	13801	56	9.3	16.4	226972	46.6

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) Station owned by Orion Media.
- (6) Includes Kisstory and Kiss Fresh.
- (7) includes Capital Network (UK) & Capital XTRA (UK).

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	5th January 2015 - 5th April 2015	23,876
H	15th September 2014 - 5th April 2015	49,000
Y	31st March 2014 - 5th April 2015	99,268