

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	47823	89	18.8	21.0	1006462	100.0
All BBC Radio	Q	34869	65	10.2	15.6	544682	54.1
All BBC Radio 15-44	Q	14423	57	5.8	10.2	147513	39.1
All BBC Radio 45+	Q	20446	72	14.1	19.4	397169	63.1
All BBC Network Radio ¹	Q	32014	60	8.8	14.7	469102	46.6
BBC Local Radio	Q	8793	16	1.4	8.6	75580	7.5
All Commercial Radio	Q	34277	64	8.1	12.7	434436	43.2
All Commercial Radio 15-44	Q	18057	71	8.6	12.0	217166	57.5
All Commercial Radio 45+	Q	16221	57	7.7	13.4	217270	34.5
All National Commercial ¹	Q	18220	34	2.7	8.1	147175	14.6
All Local Commercial (National TSA)	Q	26884	50	5.4	10.7	287261	28.5
Other Radio	Q	3816	7	0.5	7.2	27344	2.7

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution.

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Embargoed until 00.01 am
19th May 2016

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 2 - NATIONAL SERVICES

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
All BBC Network Radio ¹	Q	53575	32014	60	8.8	14.7	469102	46.6
BBC Radio 1	Q	53575	9907	18	1.1	5.7	56780	5.6
BBC Radio 2	Q	53575	15514	29	3.5	12.1	187067	18.6
BBC Radio 3	Q	53575	2117	4	0.3	6.4	13575	1.3
BBC Radio 4 (including 4 Extra)	Q	53575	10934	20	2.5	12.1	131841	13.1
BBC Radio 4	Q	53575	10568	20	2.3	11.5	121128	12.0
BBC Radio 4 Extra	Q	53575	1851	3	0.2	5.8	10713	1.1
BBC Radio 5 live (inc. sports extra)	Q	53575	6119	11	0.8	6.9	42371	4.2
BBC Radio 5 live	Q	53575	5774	11	0.7	6.7	38756	3.9
BBC Radio 5 live sports extra	Q	53575	1326	2	0.1	2.7	3615	0.4
BBC 6 Music	Q	53575	2236	4	0.4	9.4	20954	2.1
1Xtra from the BBC	Q	53575	1038	2	0.1	4.6	4808	0.5
BBC Asian Network UK	H	53575	562	1	0.1	6.1	3409	0.3
BBC World Service	Q	53575	1466	3	0.2	5.6	8259	0.8
All National Commercial ¹	Q	53575	18220	34	2.7	8.1	147175	14.6
Absolute Radio Network ²	H	53575	4358	8	0.6	7.2	31217	3.1
Absolute Radio	Q	53575	2174	4	0.3	7.2	15718	1.6
Absolute Radio 70s	H	53575	285	1	*	4.3	1221	0.1
Absolute 80s	Q	53575	1720	3	0.2	5.3	9099	0.9
Absolute Radio 90s	H	53575	681	1	*	3.9	2623	0.3
Absolute Radio Classic Rock	H	53575	566	1	*	4.6	2595	0.3
Capital Brand (UK) ⁶	H	53575	8162	15	0.8	5.4	44288	4.4
Capital Network (UK) ²	H	53575	7552	14	0.7	5.2	39541	3.9
Capital XTRA (UK) ²	H	53575	1202	2	0.1	3.9	4747	0.5
Classic FM	Q	53575	5121	10	0.6	6.3	32497	3.2
Gold Network (UK) ²	H	53575	1053	2	0.1	6.8	7112	0.7
Heart Network (UK) ²	H	53575	9014	17	1.2	7.0	63474	6.3
Heat	H	53575	878	2	0.1	3.4	2988	0.3
The Hits	H	53575	693	1	*	2.9	1995	0.2
Jazz FM (National)	H	53575	506	1	*	3.9	1968	0.2
Kerrang!	H	53575	787	1	0.1	4.3	3370	0.3
Kiss Network ⁵	H	53575	5394	10	0.5	5.4	28971	2.9
Kiss Fresh	H	53575	548	1	*	3.1	1703	0.2
Kisstory	Q	53575	1441	3	0.1	3.9	5622	0.6
LBC Network (UK) ²	H	53575	1540	3	0.3	9.9	15241	1.5
Magic Network ²	H	53575	3434	6	0.3	5.4	18391	1.8
Planet Rock	Q	53575	1265	2	0.2	8.0	10133	1.0
Smooth Brand (UK) ⁷	H	53575	5414	10	0.8	7.6	41043	4.1
Smooth Radio Network (UK) ²	H	53575	4800	9	0.7	7.5	35970	3.6
Smooth Extra	Q	53575	910	2	0.1	4.7	4310	0.4
talkSPORT	Q	53575	3088	6	0.3	6.0	18531	1.8
UCB 1 (was UCB UK)	Q	53575	121	*	*	8.8	1069	0.1
Radio X Network (UK) ² (was XFM Network (UK))	H	53575	1240	2	0.2	7.1	8830	0.9

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 3 - INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	53575	9907	18	1.1	5.7	56780	5.6
BBC Radio 2	Q	53575	15514	29	3.5	12.1	187067	18.6
BBC Radio 3	Q	53575	2117	4	0.3	6.4	13575	1.3
BBC Radio 4 (including 4 Extra)	Q	53575	10934	20	2.5	12.1	131841	13.1
BBC Radio 4	Q	53575	10568	20	2.3	11.5	121128	12.0
BBC Radio 4 Extra	Q	53575	1851	3	0.2	5.8	10713	1.1
BBC Radio 5 live (inc. sports extra)	Q	53575	6119	11	0.8	6.9	42371	4.2
BBC Radio 5 live	Q	53575	5774	11	0.7	6.7	38756	3.9
BBC Radio 5 live sports extra	Q	53575	1326	2	0.1	2.7	3615	0.4
BBC 6 Music	Q	53575	2236	4	0.4	9.4	20954	2.1
1Xtra from the BBC	Q	53575	1038	2	0.1	4.6	4808	0.5
BBC Asian Network UK	H	53575	562	1	0.1	6.1	3409	0.3
BBC World Service	Q	53575	1466	3	0.2	5.6	8259	0.8
NATIONAL REGIONAL								
BBC Radio Scotland	H	4498	940	21	1.4	6.9	6480	7.9
BBC Radio Ulster ³	H	1486	546	37	4.0	10.9	5938	22.2
BBC Radio Wales	H	2583	380	15	1.2	8.5	3214	6.2
BBC Radio Cymru	H	2583	112	4	0.5	12.0	1338	2.6
LOCAL								
BBC Local Radio in England	Q	43331	6573	15	1.3	8.7	57045	7.0
BBC Radio Berkshire	H	822	113	14	0.9	6.5	740	4.7
BBC Radio Bristol	H	896	164	18	1.3	7.3	1187	6.6
BBC Radio Cambridgeshire	H	744	122	16	1.5	9.3	1127	7.4
BBC Radio Cornwall	H	462	142	31	3.5	11.5	1633	14.7
BBC Coventry and Warwickshire	H	697	88	13	0.7	5.9	515	5.1
BBC Radio Cumbria	H	405	127	31	2.8	9.0	1146	13.7
BBC Radio Derby	H	654	156	24	2.2	9.1	1419	10.0
BBC Radio Devon	H	975	194	20	2.1	10.8	2095	9.6
BBC Essex	H	1297	229	18	2.1	12.0	2750	9.6
BBC Radio Gloucestershire	H	502	79	16	1.5	9.3	733	6.6
BBC Hereford & Worcester	H	505	112	22	2.0	9.1	1015	9.8
BBC Radio Humberside	H	763	171	22	1.7	7.8	1326	8.4
BBC Radio Kent	H	1472	203	14	1.5	11.1	2262	6.7
BBC Radio Lancashire	H	1185	213	18	1.1	6.1	1305	6.2

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Leeds	H	1638	220	13	0.9	7.0	1532	5.1
BBC Radio Leicester	H	839	121	14	1.2	8.3	1005	7.1
BBC Radio Lincolnshire	H	551	96	17	2.2	12.3	1187	10.0
BBC Radio London (was BBC London 94.9)	Q	11860	354	3	0.2	6.5	2310	1.2
BBC Radio Manchester	H	2217	176	8	0.5	6.5	1134	3.1
BBC Radio Merseyside	H	1669	286	17	2.2	12.5	3590	11.4
BBC Radio Newcastle	H	1441	282	20	1.3	6.7	1881	7.6
BBC Radio Norfolk	H	777	202	26	2.4	9.2	1869	10.6
BBC Radio Northampton	H	490	87	18	1.9	10.6	916	9.3
BBC Radio Nottingham	H	803	174	22	2.2	10.1	1752	11.5
BBC Radio Oxford	H	531	81	15	1.2	7.8	633	6.0
BBC Radio Sheffield	H	1297	233	18	1.7	9.6	2234	9.0
BBC Radio Shropshire	H	397	92	23	2.3	9.9	916	11.3
Total BBC Radio Solent	Y	1778	261	15	1.6	10.8	2814	7.5
BBC Somerset	H	449	55	12	1.1	9.1	498	4.8
BBC Radio Stoke	H	615	118	19	2.1	10.8	1283	9.8
BBC Radio Suffolk	H	540	104	19	1.8	9.3	960	7.7
BBC Sussex and BBC Surrey	H	2568	263	10	0.7	7.2	1903	3.6
BBC Radio Tees	H	791	148	19	1.7	9.1	1349	9.0
BBC Three Counties Radio	H	1353	162	12	1.0	8.6	1403	5.8
BBC WM (Birmingham & Black Country)	H	2370	225	9	0.7	7.4	1662	4.6
BBC Radio Wiltshire/Swindon	H	576	79	14	0.9	6.2	490	4.0
BBC Radio York	H	533	81	15	1.4	9.2	744	6.8
BBC Radio Guernsey	Y	52	19	37	3.9	10.7	206	19.0
BBC Radio Jersey	Y	86	27	32	3.0	9.4	259	13.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Bauer Radio - Total	H	53575	16618	31	2.7	8.6	142497	14.1
Absolute Radio Network ²	H	53575	4358	8	0.6	7.2	31217	3.1
Absolute Radio	Q	53575	2174	4	0.3	7.2	15718	1.6
Absolute Radio (London)	Q	11860	760	6	0.5	7.4	5613	2.8
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3699	212	6	0.5	8.6	1828	3.1
Absolute Radio 70s	H	53575	285	1	*	4.3	1221	0.1
Absolute 80s	Q	53575	1720	3	0.2	5.3	9099	0.9
Absolute Radio 90s	H	53575	681	1	*	3.9	2623	0.3
Absolute Radio Classic Rock	H	53575	566	1	*	4.6	2595	0.3
Bauer City Network exc Orion	H	53575	5709	11	0.9	8.5	48586	4.8
Radio Aire	H	637	98	15	1.3	8.2	800	6.4
Radio Aire 2 (was Magic 828 (Leeds))	H	985	75	8	0.8	11.1	830	4.4
Radio Aire 3	Y	638	10	2	0.1	3.2	33	0.3
Radio Borders (Bauer Borders)	Y	110	59	53	6.5	12.1	708	36.4
C.F.M (Bauer Carlisle)	Y	251	112	45	4.2	9.3	1044	18.0
Radio City	H	1854	359	19	1.3	6.9	2466	6.9
Radio City 2 (was Magic 1548 (Liverpool))	H	1854	106	6	0.4	6.4	676	1.9
Radio City 3	Y	1855	19	1	*	3.5	68	0.2
City Talk 105.9	H	1612	45	3	0.2	5.6	256	0.8
Clyde 1	H	1890	627	33	3.2	9.7	6049	16.5
Clyde 2	H	1890	151	8	0.6	7.3	1094	3.0
Clyde 3	Y	1891	17	1	*	1.4	24	0.1
Cool FM	H	1004	388	39	2.8	7.2	2797	16.0
Downtown Network	H	1486	294	20	1.8	8.9	2608	9.8
Downtown Country	Y	1486	84	6	0.4	7.4	619	2.3
Downtown Radio (DTR)	H	1460	243	17	1.3	8.0	1953	7.5
Forth 1	H	1129	336	30	3.0	10.0	3346	17.4
Forth 2	H	1129	45	4	0.4	9.1	407	2.1
Forth 3	Y	1129	11	1	*	4.5	49	0.3
Hallam FM	H	1298	301	23	2.1	8.8	2661	10.7
Hallam 2 (was Magic AM (Sheffield))	H	1298	88	7	0.4	6.6	580	2.3
Hallam 3	Y	1298	13	1	*	2.0	27	0.1
The Hits	H	53575	693	1	*	2.9	1995	0.2
Key 103	H	2500	356	14	0.9	6.2	2209	5.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Key 2 (was Magic 1152 (Manchester))	H	2500	49	2	0.3	13.4	652	1.6
Key 3	H	2500	39	2	*	3.2	124	0.3
Metro Radio	H	1495	341	23	1.4	6.3	2143	8.3
Metro 2 Radio (was Magic 1152 (Newcastle))	H	1495	123	8	0.4	4.6	564	2.2
Metro 3 Radio	Y	1496	15	1	*	2.1	33	0.1
Moray Firth Radio (Bauer Inverness)	Y	250	117	47	4.4	9.4	1097	21.3
Northsound 1	Y	345	139	40	3.4	8.5	1187	19.1
Northsound 2	Y	345	31	9	0.6	6.5	205	3.3
Rock FM	H	1260	180	14	1.0	7.1	1276	5.7
Rock FM 2 (was Magic 999 (Preston))	H	1120	43	4	0.1	3.9	167	0.8
Rock FM 3	Y	1261	17	1	0.1	3.8	65	0.3
Tay FM	Y	392	134	34	3.2	9.5	1269	19.7
Tay 2	Y	392	42	11	1.3	11.8	503	7.8
Tay 3	Y	392	3	1	*	0.5	1	*
TFM Radio	H	818	135	17	1.0	6.1	827	5.2
TFM 2 (was Magic 1170 (Teesside))	H	818	45	5	0.2	3.1	139	0.9
TFM 3	Y	819	12	1	*	1.6	19	0.1
Viking FM	H	908	189	21	1.5	7.4	1401	7.6
Viking 2 (was Magic 1161 (Hull))	H	908	60	7	0.6	9.7	586	3.2
Viking 3	Y	909	6	1	*	3.4	19	0.1
Wave 105 FM (Bauer South Coast)	H	1812	364	20	2.2	10.9	3972	10.9
West Sound ³ (Bauer Southwest Scotland)	Y	395	187	47	4.1	8.7	1615	21.3
Heat	H	53575	878	2	0.1	3.4	2988	0.3
Kerrang!	H	53575	787	1	0.1	4.3	3370	0.3
Kiss Network ⁵	H	53575	5394	10	0.5	5.4	28971	2.9
Kiss	Q	53575	4478	8	0.4	4.8	21486	2.1
Kiss (East)	H	2116	457	22	1.3	6.2	2848	6.1
Kiss (London)	Q	11860	2011	17	0.7	4.3	8726	4.4
Kiss (West)	H	2429	442	18	1.0	5.5	2451	5.0
Kiss Fresh	H	53575	548	1	*	3.1	1703	0.2
Kisstory	Q	53575	1441	3	0.1	3.9	5622	0.6
Magic Network	H	53575	3434	6	0.3	5.4	18391	1.8
Magic (London)	Q	11860	1745	15	0.7	5.1	8812	4.4
Planet Rock	Q	53575	1265	2	0.2	8.0	10133	1.0
Total Global Radio (UK)	H	53575	22199	41	3.6	8.7	192932	19.1
Classic FM	Q	53575	5121	10	0.6	6.3	32497	3.2

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Capital Brand (UK) ⁶	H	53575	8162	15	0.8	5.4	44288	4.4
Capital Network (UK) ²	H	53575	7552	14	0.7	5.2	39541	3.9
Capital Birmingham	H	2223	454	20	1.1	5.3	2399	7.1
Capital East Midlands	H	2249	504	22	1.4	6.4	3206	7.6
Capital East Midlands - Derbyshire	H	556	131	24	1.7	7.0	923	7.8
Capital East Midlands - Leicestershire	H	770	165	21	1.2	5.8	952	7.6
Capital East Midlands - Nottinghamshire	H	1226	245	20	1.4	6.9	1688	7.1
Capital Liverpool (was 107.6 Juice FM)	H	1064	228	21	1.6	7.4	1699	8.0
Capital London	Q	11860	2286	19	0.8	4.1	9474	4.7
Capital Manchester	H	2929	494	17	1.0	5.7	2826	5.9
Capital North East	H	2226	488	22	1.2	5.2	2561	6.4
Capital North West and Wales	H	1028	155	15	0.8	5.3	827	3.8
Capital Scotland ⁴	H	2795	573	21	1.2	5.9	3358	6.6
Capital South Coast	H	1167	202	17	1.0	5.7	1149	4.8
Capital South Wales ⁴	H	1033	170	16	0.7	4.5	761	3.7
Capital Yorkshire	H	4535	1023	23	1.6	7.1	7225	8.3
Capital XTRA (UK) ²	H	53575	1202	2	0.1	3.9	4747	0.5
Capital XTRA (London)	Q	11860	548	5	0.2	4.0	2170	1.1
Gold Network (UK) ²	H	53575	1053	2	0.1	6.8	7112	0.7
Gold East Midlands	H	2249	65	3	0.3	11.6	761	1.8
Gold London	Q	11860	250	2	0.2	8.6	2143	1.1
Gold Manchester	H	2929	70	2	0.2	7.1	492	1.0
Heart Network (UK) ²	H	53575	9014	17	1.2	7.0	63474	6.3
Heart Cambridgeshire	H	878	265	30	2.1	7.1	1871	10.4
Heart East Anglia	H	1217	296	24	1.7	6.9	2034	7.3
Heart East Anglia - Norfolk	H	659	161	24	1.6	6.6	1054	6.9
Heart East Anglia - Suffolk	H	564	135	24	1.7	7.2	968	7.6
Heart Essex	H	1363	393	29	2.3	8.1	3197	10.9
Heart Essex - Chelmsford & Southend	H	1035	328	32	2.6	8.4	2739	12.3
Heart Four Counties ³	H	2072	551	27	1.9	7.3	4010	10.2
Heart Four Counties - Beds/Bucks/Herts	H	805	171	21	1.3	6.0	1030	7.4
Heart Four Counties - Northamptonshire	H	561	186	33	2.4	7.4	1370	12.0
Heart Kent	H	1248	359	29	2.2	7.5	2710	9.4

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,4,6} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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 London	Q	11860	1547	13	0.8	6.1	9482	4.7
Heart North East	H	2286	324	14	0.9	6.2	2012	4.8
Heart North Wales ⁴	H	726	139	19	1.7	9.1	1263	8.3
Heart North West	H	5609	631	11	1.0	8.6	5406	5.4
Heart Scotland	H	2795	411	15	1.3	8.8	3641	7.1
Heart Solent	H	1834	274	15	0.8	5.6	1523	4.1
Heart South Wales	H	1887	459	24	2.3	9.3	4264	11.5
Heart South West	H	1437	391	27	2.2	8.0	3134	9.5
Heart South West - Cornwall	Y	462	102	22	1.7	7.9	801	7.1
Heart Sussex	H	1414	333	24	2.0	8.3	2770	9.0
Heart Thames Valley	H	1460	393	27	1.7	6.3	2463	8.4
Heart Thames Valley - Berks & N.Hants	H	772	229	30	1.9	6.4	1473	9.6
Heart Thames Valley - Oxfordshire	H	688	164	24	1.4	6.0	990	7.2
Heart West Country	H	2244	700	31	2.5	8.0	5583	11.6
Heart West Country - Bristol/Weston & Bath	H	1414	440	31	2.4	7.6	3333	11.2
Heart West Midlands	H	3733	709	19	1.0	5.4	3856	6.4
Heart Yorkshire ⁴	H	3138	402	13	0.9	7.2	2912	5.0
LBC Network (UK) ²	H	53575	1540	3	0.3	9.9	15241	1.5
LBC 97.3	Q	11860	1001	8	0.8	9.0	8993	4.5
LBC London News (was LBC News 1152)	Q	11860	482	4	0.2	5.2	2526	1.3
Smooth Brand (UK) ⁷	H	53575	5414	10	0.8	7.6	41043	4.1
Smooth Extra	Q	53575	910	2	0.1	4.7	4310	0.4
Smooth Radio Network (UK) ²	H	53575	4800	9	0.7	7.5	35970	3.6
Smooth Radio Cambridgeshire	H	878	44	5	0.5	9.1	396	2.2
Smooth Radio Devon	H	1028	44	4	0.4	8.6	373	1.6
Smooth Radio East Anglia	H	1217	63	5	0.5	10.1	635	2.3
Smooth Radio East Midlands ⁴	H	2484	380	15	1.2	7.6	2878	6.2
Smooth Radio Essex	H	1363	70	5	0.3	6.2	433	1.5
Smooth Radio Four Counties	H	2072	69	3	0.2	7.3	504	1.3
Smooth Radio Kent	H	1248	77	6	0.5	8.1	621	2.2
Smooth Radio London	Q	11860	779	7	0.5	7.0	5429	2.7
Smooth Radio North East ⁴	H	2286	489	21	1.6	7.5	3687	8.9
Smooth Radio North West ⁴	H	5609	1004	18	1.3	7.1	7171	7.1
Smooth Radio North West and Wales	H	1028	107	10	0.7	6.8	726	3.3
Smooth Radio Scotland	H	1982	416	21	1.7	8.2	3409	8.9
Smooth Radio Solent	H	1834	77	4	0.3	7.5	580	1.6
Smooth Radio South Wales	H	1033	51	5	0.6	11.1	569	2.8
Smooth Radio Sussex	H	1414	63	4	0.2	4.0	249	0.8
Smooth Radio Thames Valley	H	1460	39	3	0.1	5.4	214	0.7

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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 West Country	H	2244	83	4	0.4	9.7	810	1.7
Smooth Radio West Midlands	H	3733	477	13	1.2	9.5	4536	7.5
Radio X Network (UK) ² (was XFM Network (UK))	H	53575	1240	2	0.2	7.1	8830	0.9
Radio X London (was XFM London)	Q	11860	337	3	0.2	5.9	1997	1.0
Radio X Manchester (was XFM Manchester)	H	2929	179	6	0.4	6.9	1239	2.6
UTV Radio (inc. talkSPORT)	H	53575	4178	8	0.5	7.0	29035	2.9
Peak 107 FM	Y	419	77	18	1.5	8.2	638	7.4
Pulse 1 (was The Pulse)	H	882	123	14	0.7	5.0	621	4.0
Pulse 2	H	882	42	5	0.3	5.8	246	1.6
Signal 107	H	1025	56	5	0.1	2.7	152	0.9
Signal One	H	795	266	33	3.3	9.9	2628	15.0
Signal Two	H	795	68	9	0.9	10.6	728	4.1
Swansea Sound - 1170 MW	Y	471	36	8	0.6	8.4	304	3.1
talkSPORT	Q	53575	3088	6	0.3	6.0	18531	1.8
107.4 Tower FM	Y	438	43	10	0.2	2.5	109	1.4
96.4 FM The Wave	Y	471	150	32	3.0	9.4	1415	14.5
U105	H	890	229	26	2.4	9.3	2132	13.7
Radio Wave 96.5 FM	Y	233	73	31	2.6	8.3	609	13.5
107.2 Wire FM	Y	270	39	14	1.1	7.4	289	6.0
102.4 Wish FM	Y	458	80	18	1.1	6.1	489	5.3

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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	53115	26848	51	5.4	10.7	287039	28.8
Anglian Radio Group	Y	1004	225	22	2.0	8.9	1991	9.2
THE BEACH	Y	180	62	34	3.5	10.1	625	16.0
Dream 100	Y	133	44	33	3.3	9.9	437	14.9
North Norfolk Radio	Y	91	16	18	1.1	6.5	105	5.1
Norwich 99.9fm	Y	331	44	13	1.0	7.7	335	4.7
Town 102 FM	Y	288	59	20	1.7	8.3	489	8.0
107.8 Arrow FM for Hastings	Y	119	19	16	0.9	5.8	109	4.0
Total Celador Radio	H	3999	619	15	0.9	5.7	3558	4.3
The Breeze (Basingstoke / Newbury and Andover)	Y	294	52	18	1.3	7.2	373	6.2
The Breeze (Cheltenham)	Y	168	21	12	1.0	8.2	172	4.9
The Breeze (Solent/ East Hants and West Surrey)	H	1100	70	6	0.3	4.4	303	1.3
The Breeze South Devon (surveyed as The Breeze (was Palm FM))	Y	223	40	18	1.6	8.6	347	7.0
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	976	67	7	0.3	4.8	326	1.7
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	294	47	16	1.6	9.7	456	6.9
Fire Radio	Y	319	54	17	0.9	5.0	273	4.0
Sam FM Bristol (was JACK fm (Bristol))	H	635	78	12	0.5	4.4	338	2.9
Sam FM South Coast (was JACK fm (South Coast))	H	1740	189	11	0.5	4.3	808	2.3
Sam FM Swindon (Surveyed as JACK fm (Swindon))	Y	206	22	11	0.6	5.7	128	3.0
Central FM	Y	213	58	27	1.7	6.3	364	9.4
Total Cheshire Radio	Y	377	56	15	1.0	6.9	386	5.3
Cheshire's Silk 106.9	Y	185	23	13	0.4	3.1	72	2.3
Chester's Dee 106.3	Y	192	33	17	1.6	9.6	313	7.7
Total CN Radio	Y	279	110	39	3.2	8.3	906	17.1
The Bay	Y	279	99	35	2.8	7.8	769	14.5
Lakeland Radio	Y	51	19	38	2.7	7.1	137	14.0
Communicorp UK	H	17800	3235	18	1.3	7.0	22647	6.9
Capital Scotland	H	2795	573	21	1.2	5.9	3358	6.6
Capital South Wales	H	1033	170	16	0.7	4.5	761	3.7
Heart North Wales	H	726	139	19	1.7	9.1	1263	8.3
Heart Yorkshire	H	3138	402	13	0.9	7.2	2912	5.0

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Smooth Radio East Midlands	H	2484	380	15	1.2	7.6	2878	6.2
Smooth Radio North East	H	2286	489	21	1.6	7.5	3687	8.9
Smooth Radio North West	H	5609	1004	18	1.3	7.1	7171	7.1
XS Manchester (surveyed as 106.1 Real XS Manchester)	H	2929	93	3	0.2	6.6	617	1.3
Total Connect	Y	769	40	5	0.4	7.2	289	1.8
Connect DAB	Y	562	2	*	*	8.3	16	0.1
Connect FM (was Connect FM and Lite 106.8FM)	Y	442	38	9	0.6	7.1	273	3.0
Dilse 1035am	Q	11860	32	*	*	1.9	60	*
Radio Essex (was Southend & Chelmsford)	Y	496	34	7	0.6	8.1	281	2.7
Radio Essex DAB	Y	1279	44	3	0.2	4.5	197	0.7
Radio Exe	Y	198	26	13	0.7	5.7	147	3.8
3FM	Y	73	30	42	4.1	9.7	295	19.1
IOW Radio	Y	118	39	33	2.5	7.5	290	11.7
107 JACK fm Berkshire	Y	236	22	9	0.3	3.1	68	1.7
JACKfm Oxfordshire	H	517	113	22	1.3	5.9	669	6.6
JACKfm 2 Oxford	H	504	50	10	0.4	3.8	189	1.9
106 JACKfm (Oxford)	H	517	84	16	0.9	5.7	480	4.7
Jazz FM (National)	H	53575	506	1	*	3.9	1968	0.2
Kingdom FM	Y	289	60	21	1.8	8.9	533	11.1
kmfm Group	H	1241	177	14	0.9	6.6	1169	4.1
kmfm East	H	566	83	15	1.2	7.9	653	5.0
kmfm West	H	675	94	14	0.8	5.5	516	3.3
Lincs FM Group	Y	2419	597	25	2.4	9.6	5742	11.3
Dearne FM	Y	237	51	22	1.7	7.8	402	8.7
KCFM	Y	439	88	20	1.6	7.8	693	7.3
Lincs FM 102.2 ³	H	925	301	33	3.6	11.2	3369	16.6
Ridings FM	Y	300	37	12	0.8	6.8	255	4.6
Rother FM	Y	208	24	11	0.8	7.0	165	3.8
Trax FM	Y	374	79	21	1.5	7.2	571	7.7
Lyca Radio 1458am	Q	11860	62	1	*	3.1	194	0.1
Radio Mansfield 103.2	Y	159	31	19	1.4	7.2	221	6.5
Manx Radio	Y	73	42	58	6.5	11.3	471	30.5
Mi-Soul	H	11861	29	*	*	6.3	181	0.1
Oak FM	Y	321	27	8	0.5	6.3	170	3.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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		
Nation Broadcasting (South and West Wales) (was Town and Country Broadcasting (South and West Wales))	Y	1728	267	15	1.1	7.2	1913	5.3
106.3 Bridge FM	Y	128	33	26	2.0	7.9	261	10.2
Radio Carmarthenshire and Scarlet FM	Y	130	32	24	2.1	8.5	269	10.5
Radio Ceredigion	Y	79	16	21	1.1	5.2	85	4.7
Nation Radio	H	1510	107	7	0.4	5.7	613	2.1
102.5 Radio Pembrokeshire	Y	100	36	36	3.6	10.0	362	15.5
Swansea Bay Radio (surveyed as Nation Hits!)	Y	471	28	6	0.3	5.1	144	1.5
Original 106 (Aberdeen)	Y	345	80	23	2.3	9.8	784	12.6
Total Orion Midlands	H	6438	1268	20	1.4	7.3	9281	8.3
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2591	392	15	1.0	6.6	2605	6.4
Free Radio 80s (Birmingham & Black Country)	H	2591	102	4	0.1	3.6	370	0.9
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	688	116	17	1.5	8.7	1010	10.0
Free Radio 80s (Coventry & Warwickshire)	H	688	28	4	0.1	3.4	96	1.0
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	475	97	21	1.6	7.9	766	8.1
Free Radio 80s (Herefordshire & Worcestershire)	H	474	12	2	0.2	6.1	71	0.7
Free Radio FM (Shropshire) (was Beacon)	Y	377	90	24	1.8	7.7	688	8.7
Free Radio 80s (Shropshire)	Y	377	21	6	0.4	8.1	167	2.1
Gem 106 (East Midlands)	H	2401	476	20	1.5	7.4	3517	7.8
Panjab Radio	H	11861	75	1	*	4.4	330	0.2
Radio Plymouth	Y	259	36	14	0.8	5.4	198	3.3
Premier Christian Radio	Q	11860	159	1	0.2	11.4	1811	0.9
Total Q Radio	H	1185	248	21	1.5	7.2	1790	8.2
Q Belfast's City Beat (was Citybeat 96.7/102.5FM)	H	568	127	22	1.6	7.2	910	8.8
Q Radio	H	617	121	20	1.4	7.3	880	7.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

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 Quidem	Y	1019	138	14	1.0	7.6	1048	5.9
107.6 Banbury Sound	Y	84	15	18	1.5	8.6	128	8.0
Rugby FM	Y	79	24	30	2.3	7.7	183	12.3
96.2 Touch FM - Coventry	Y	306	20	7	0.2	3.0	60	1.5
Touch FM Staffs	Y	257	31	12	1.1	8.9	279	5.3
102 Touch FM - Warks Worcs Cotswolds	Y	293	48	16	1.4	8.3	399	7.7
96.2 The Revolution	Y	480	21	4	0.4	8.8	181	2.3
107.5 Sovereign Radio	Y	156	22	14	1.3	9.4	207	5.4
Sunrise Radio	Q	11860	269	2	0.1	3.4	917	0.5
Time FM 107.5	Y	452	25	5	0.7	12.5	308	5.4
Tindle Radio Group	Y	139	84	61	8.7	14.3	1205	40.2
Channel 103 FM	Y	86	52	60	7.9	13.0	679	35.4
Island FM 104.7	Y	52	32	62	10.0	16.2	526	48.5
UCB 1 (was UCB UK)	Q	53575	121	*	*	8.8	1069	0.1
Total UKRD	Y	3602	940	26	2.0	7.7	7228	9.8
The Bee	Y	449	43	9	0.7	7.4	315	4.0
2BR	Y	179	59	33	2.0	6.0	354	12.4
Eagle Radio	H	542	126	23	1.5	6.5	816	7.5
KL.FM 96.7	Y	184	61	33	3.1	9.3	565	13.7
Minster FM	Y	309	73	24	1.3	5.4	389	6.7
Mix 96	Y	127	45	35	2.6	7.4	329	12.4
Pirate FM	Y	487	166	34	2.9	8.4	1405	11.7
Spire FM	Y	119	36	30	2.6	8.6	308	13.1
Spirit FM	Y	217	51	23	1.7	7.1	361	8.1
Star North East	Y	386	50	13	1.4	10.5	524	6.7
97.2 Stray FM	Y	141	46	33	2.1	6.3	292	9.7
Sun FM	Y	269	71	27	1.6	6.2	441	8.2
Wessex FM	Y	123	55	45	4.3	9.6	525	17.0
Yorkshire Coast Radio	Y	112	49	44	4.5	10.3	507	22.2
Wave 102	Y	145	24	16	1.0	6.4	152	7.3
The Wireless from Age UK	H	11861	29	*	*	7.7	220	0.1
Radio Yorkshire	H	4519	46	1	*	3.8	175	0.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 3rd April 2016

PART 6 - DEMOGRAPHIC ANALYSIS

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	53575	34277	64	8.1	12.7	434436	43.2
Children 10-14	Q	3535	2724	77	5.2	6.7	18342	67.8
15-24	Q	8109	5808	72	7.2	10.1	58748	61.8
25-44	Q	17221	12248	71	9.2	12.9	158419	56.1
45-64	Q	16649	10989	66	9.1	13.8	151714	41.4
65+	Q	11596	5232	45	5.7	12.5	65555	25.0
Main Shoppers	Q	45243	28525	63	8.2	13.1	372719	42.4
Main Shoppers with children	Q	13320	9761	73	9.1	12.4	120873	54.7
ABC1	Q	28989	18667	64	6.9	10.8	200967	36.9
C2DE	Q	24587	15611	63	9.5	15.0	233469	50.6
ALL BBC 15+	Q	53575	34869	65	10.2	15.6	544682	54.1
Children 10-14	Q	3535	1716	49	2.4	4.8	8317	30.7
15-24	Q	8109	4282	53	4.1	7.8	33397	35.1
25-44	Q	17221	10141	59	6.6	11.3	114116	40.4
45-64	Q	16649	11815	71	12.3	17.3	204003	55.7
65+	Q	11596	8630	74	16.7	22.4	193166	73.5
Main Shoppers	Q	45243	29741	66	10.7	16.2	482713	54.9
Main Shoppers with children	Q	13320	7724	58	7.0	12.1	93262	42.2
ABC1	Q	28989	21143	73	11.4	15.6	330044	60.6
C2DE	Q	24587	13726	56	8.7	15.6	214638	46.5

Source: RAJAR/Ipsos MORI/RSMB

DEFINITIONS

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

AREAS

UNITED KINGDOM (Parts 1 and 6) (including Channel Islands and Isle of Man)
EDITORIAL AREAS (Part 3) BBC stations' defined service areas
TOTAL SURVEY AREAS (Parts 4 and 5) Commercial stations' defined marketing areas

In Part 1 'BBC Local/Regional' and 'All Local Commercial' include listening to local stations outside their own Editorial/Total Survey Areas.
In Parts 3 and 5 'BBC Local Radio' and 'All Local Commercial Radio' are based on the net Editorial/Total Survey Area of the individual services making up the network.

TERMS

WEEKLY REACH The number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week

AVERAGE HOURS The total hours of listening to a station during the course of a week, averaged:
PER HEAD - across the total adult population of the UK/area
PER LISTENER - across all those listening to the station for at least 5 minutes

TOTAL HOURS The overall number of hours of adult listening to a station in the UK/area in an average week

SHARE IN TSA The percentage of total listening time accounted for by a station in the UK/area in an average week

SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	28th December 2015 - 3rd April 2016	26,112
H	21st September 2015 - 3rd April 2016	51,727
Y	6th April 2015 - 3rd April 2016	97,449