

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

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

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
ALL RADIO	Q	46676	90	20.5	22.8	1064481	100.0
ALL BBC	Q	34594	67	11.3	17.0	589213	55.4
ALL BBC 15-44	Q	15354	61	7.4	12.2	187271	42.7
ALL BBC 45+	Q	19239	72	15.1	20.9	401942	64.2
All BBC Network Radio ¹	Q	31196	60	9.4	15.7	488953	45.9
BBC Local/Regional	Q	9895	19	1.9	10.1	100260	9.4
ALL COMMERCIAL	Q	33201	64	8.7	13.6	450126	42.3
ALL COMMERCIAL 15-44	Q	18178	72	9.4	13.1	238507	54.4
ALL COMMERCIAL 45+	Q	15023	56	7.9	14.1	211619	33.8
All National Commercial ¹	Q	15896	31	2.5	8.1	128006	12.0
All Local Commercial (National TSA)	Q	26533	51	6.2	12.1	322120	30.3
Other Listening	Q	3135	6	0.5	8.0	25142	2.4

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

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

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	31196	60	9.4	15.7	488953	45.9
BBC Radio 1	Q	11141	21	1.7	7.8	87247	8.2
BBC Radio 2	Q	14560	28	3.4	12.3	178865	16.8
BBC Radio 3	Q	1902	4	0.2	6.3	11909	1.1
BBC Radio 4	Q	10307	20	2.4	12.3	126809	11.9
BBC Radio 4 (including 4 Extra)	Q	10531	20	2.6	12.8	135205	12.7
BBC Radio 4 Extra	Q	1502	3	0.2	5.6	8397	0.8
BBC Radio FIVE LIVE	Q	6364	12	0.9	7.4	47090	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6553	13	1.0	7.6	49620	4.7
FIVE LIVE SPORTS EXTRA	Q	952	2	*	2.7	2529	0.2
BBC 6 Music	Q	1454	3	0.2	8.1	11717	1.1
1Xtra from the BBC	Q	916	2	0.1	4.2	3858	0.4
BBC Asian Network UK	Q	540	1	0.1	5.9	3170	0.3
BBC World Service	Q	1303	3	0.1	5.6	7362	0.7
All National Commercial	Q	15896	31	2.5	8.1	128006	12.0
Total Absolute Radio	Q	1611	3	0.2	6.5	10500	1.0
Absolute Radio 60s	Q	151	*	*	4.5	676	0.1
Absolute Radio 70s	Q	157	*	*	3.4	531	*
Absolute 80s	Q	857	2	0.1	5.4	4627	0.4
Absolute Radio 90s	Q	380	1	*	5.6	2133	0.2
Absolute Radio 00s	Q	84	*	*	2.5	209	*
Absolute Radio Classic Rock	Q	396	1	*	5.7	2260	0.2
Capital Network (UK) ²	H	7048	14	0.8	6.2	43853	4.2
Chill	H	229	*	*	4.6	1046	0.1
Total Choice (UK) ²	H	788	2	0.1	4.9	3847	0.4
Classic FM	Q	5444	10	0.7	6.9	37457	3.5
Gold Network (UK) ²	H	1454	3	0.3	9.5	13738	1.3
Heart Network (UK) ²	H	7484	14	1.0	6.9	52010	5.0
Heat	Q	716	1	0.1	4.4	3132	0.3
The Hits	Q	1081	2	0.1	3.3	3588	0.3
Jazz FM	Q	564	1	*	4.3	2415	0.2
Kerrang! UK ²	H	1292	2	0.1	4.6	6001	0.6
Kiss UK ²	H	4364	8	0.5	5.4	23533	2.2
Total LBC (UK) ²	H	1178	2	0.3	11.8	13921	1.3
Magic UK ²	Q	3605	7	0.5	6.8	24683	2.3
Planet Rock	Q	861	2	0.1	8.1	6983	0.7
Q	Q	214	*	*	3.1	660	0.1
Real Radio Brand UK ²	H	2506	5	0.4	7.9	19867	1.9
Smash Hits Radio	Q	991	2	0.1	3.5	3427	0.3
Smooth Radio UK ²	H	3317	6	0.5	7.6	25095	2.4
Sunrise Radio National ²	Q	457	1	0.1	6.1	2782	0.3
talkSPORT	Q	3233	6	0.4	6.6	21184	2.0
Total XFM (UK) ²	H	809	2	0.1	4.7	3810	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	51951	11141	21	1.7	7.8	87247	8.2
BBC Radio 2	Q	51951	14560	28	3.4	12.3	178865	16.8
BBC Radio 3	Q	51951	1902	4	0.2	6.3	11909	1.1
BBC Radio 4	Q	51951	10307	20	2.4	12.3	126809	11.9
BBC Radio 4 (including 4 Extra)	Q	51951	10531	20	2.6	12.8	135205	12.7
BBC Radio 4 Extra	Q	51951	1502	3	0.2	5.6	8397	0.8
BBC Radio FIVE LIVE	Q	51951	6364	12	0.9	7.4	47090	4.4
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	51951	6553	13	1.0	7.6	49620	4.7
FIVE LIVE SPORTS EXTRA	Q	51951	952	2	*	2.7	2529	0.2
BBC 6 Music	Q	51951	1454	3	0.2	8.1	11717	1.1
1Xtra from the BBC	Q	51951	916	2	0.1	4.2	3858	0.4
BBC Asian Network UK	Q	51951	540	1	0.1	5.9	3170	0.3
BBC World Service	Q	51951	1303	3	0.1	5.6	7362	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4384	1007	23	1.6	7.1	7103	8.9
BBC Radio Ulster ³	H	1456	509	35	4.1	11.7	5964	21.2
Total BBC Radio Wales/Cymru	H	2524	551	22	2.3	10.4	5744	10.3
BBC Radio Wales	H	2524	462	18	1.7	9.3	4315	7.8
BBC Radio Cymru	H	2524	136	5	0.6	10.5	1429	2.6
LOCAL								
BBC Local Radio	Q	41956	7558	18	1.9	10.3	77851	9.0
BBC Radio Berkshire	H	815	120	15	1.0	6.9	833	5.1
BBC Radio Bristol	H	912	144	16	1.5	9.8	1406	7.3
BBC Radio Cambridgeshire	H	713	106	15	1.1	7.4	781	5.6
BBC Radio Cornwall	H	455	169	37	4.2	11.3	1903	18.7
BBC Coventry and Warwickshire	H	673	75	11	1.1	9.7	728	6.0
BBC Radio Cumbria	H	404	112	28	2.8	10.0	1115	14.5
BBC Radio Derby	H	636	182	29	3.3	11.4	2069	14.9

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Devon	H	975	229	24	3.1	13.2	3037	13.6
BBC Essex	H	1291	235	18	2.4	13.1	3078	10.2
BBC Radio Gloucestershire	H	488	95	19	2.3	11.6	1103	9.6
BBC Hereford & Worcester	H	493	104	21	2.1	9.9	1033	10.2
BBC Radio Humberside	H	772	216	28	2.8	10.2	2199	12.6
BBC Radio Kent	H	1395	258	19	2.1	11.5	2982	8.7
BBC Radio Lancashire	H	1169	247	21	2.0	9.5	2337	10.2
BBC Radio Leeds	H	1656	250	15	1.1	7.2	1790	5.9
BBC Radio Leicester	H	812	175	21	2.1	9.6	1678	10.1
BBC Radio Lincolnshire	H	535	105	20	2.8	14.5	1516	12.7
BBC London 94.9	Q	11157	504	5	0.3	5.8	2903	1.3
BBC Radio Manchester	H	2146	259	12	0.8	6.7	1743	4.6
BBC Radio Merseyside	H	1619	390	24	4.3	17.7	6883	18.6
BBC Radio Newcastle	H	1436	310	22	1.5	7.1	2201	8.7
BBC Radio Norfolk	H	771	234	30	3.0	10.0	2336	12.8
BBC Radio Northampton	H	479	97	20	2.6	12.7	1236	13.2
BBC Radio Nottingham	H	798	225	28	2.9	10.3	2319	14.1
BBC Oxford 95.2FM	H	514	77	15	1.7	11.4	874	7.8
BBC Radio Sheffield	H	1274	268	21	1.5	7.0	1890	8.2
BBC Radio Shropshire	H	378	111	29	3.3	11.2	1248	15.3
BBC Radio Solent**	H	1560	273	18	1.7	9.8	2669	7.9
BBC Solent for Dorset	Y	165	24	14	1.4	9.7	233	6.3
BBC Somerset	H	436	67	15	1.4	9.4	628	6.1
BBC Radio Stoke	H	598	172	29	3.0	10.4	1788	14.0
BBC Radio Suffolk	H	535	142	27	2.9	10.9	1551	12.7
BBC Sussex and BBC Surrey	H	2478	229	9	1.0	10.3	2355	4.2
BBC Radio Tees	H	787	159	20	1.5	7.3	1154	6.8
BBC Three Counties Radio	H	1295	162	13	1.0	8.0	1305	5.1
BBC WM (Birmingham & Black Country)	H	2269	239	11	1.0	9.4	2252	5.3
BBC Radio Wiltshire/Swindon	H	548	89	16	1.8	10.9	966	8.0
BBC Radio York	H	532	84	16	1.4	9.1	762	6.9
BBC Radio Guernsey	Y	53	25	46	5.9	12.7	313	29.0
BBC Radio Jersey	Y	77	27	35	4.2	12.0	326	20.2

Source: RAJAR/Ipsos MORI/RSMB

** Excludes Dorset

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network	Q	51951	2978	6	0.4	7.0	20935	2.0
Total Absolute Radio	Q	51951	1611	3	0.2	6.5	10500	1.0
Total Absolute Radio Network (London)	Q	11157	1078	10	0.6	6.6	7156	3.3
Total Absolute Radio (London)	Q	11157	797	7	0.4	6.1	4859	2.2
Absolute Radio London	Q	11157	580	5	0.2	4.0	2315	1.1
Absolute Radio National ³	Q	51951	1194	2	0.2	6.9	8185	0.8
Absolute Radio 60s	Q	51951	151	*	*	4.5	676	0.1
Absolute Radio 70s	Q	51951	157	*	*	3.4	531	*
Absolute 80s	Q	51951	857	2	0.1	5.4	4627	0.4
Absolute Radio 90s	Q	51951	380	1	*	5.6	2133	0.2
Absolute Radio 00s	Q	51951	84	*	*	2.5	209	*
Absolute Radio Classic Rock	Q	51951	396	1	*	5.7	2260	0.2
Capital Network (UK)	H	51951	7048	14	0.8	6.2	43853	4.2
Chill	H	51951	229	*	*	4.6	1046	0.1
Total Choice (UK)	H	51951	788	2	0.1	4.9	3847	0.4
Classic FM	Q	51951	5444	10	0.7	6.9	37457	3.5
Gold Network (UK)	H	51951	1454	3	0.3	9.5	13738	1.3
Heart Network (UK)	H	51951	7484	14	1.0	6.9	52010	5.0
Heat	Q	51951	716	1	0.1	4.4	3132	0.3
The Hits	Q	51951	1081	2	0.1	3.3	3588	0.3
Jazz FM	Q	51951	564	1	*	4.3	2415	0.2
Kerrang! UK	H	51951	1292	2	0.1	4.6	6001	0.6
Kiss UK	H	51951	4364	8	0.5	5.4	23533	2.2
Total LBC (UK)	H	51951	1178	2	0.3	11.8	13921	1.3
Magic UK	Q	51951	3605	7	0.5	6.8	24683	2.3
Planet Rock	Q	51951	861	2	0.1	8.1	6983	0.7
Q	Q	51951	214	*	*	3.1	660	0.1
Real Radio Brand UK	H	51951	2506	5	0.4	7.9	19867	1.9
Smash Hits Radio	Q	51951	991	2	0.1	3.5	3427	0.3
Smooth Radio UK	H	51951	3317	6	0.5	7.6	25095	2.4
Sunrise Radio National	Q	51951	457	1	0.1	6.1	2782	0.3
talkSPORT	Q	51951	3233	6	0.4	6.6	21184	2.0
Total XFM (UK)	H	51951	809	2	0.1	4.7	3810	0.4

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
LOCAL								
All Local Commercial Radio (ILR)	Q	51376	26496	52	6.3	12.2	321937	30.6
107.8 Arrow FM for Hastings	Y	115	22	19	1.2	6.2	136	4.6
Bauer Radio Total Portfolio	H	51951	13307	26	2.1	8.2	109053	10.4
Bauer Passion Portfolio	Q	51951	6481	12	0.8	6.1	39485	3.7
Bauer Passion Portfolio	Q	51951	2224	4	0.2	4.9	10808	1.0
Digital Stations								
Heat	Q	51951	716	1	0.1	4.4	3132	0.3
The Hits	Q	51951	1081	2	0.1	3.3	3588	0.3
Q	Q	51951	214	*	*	3.1	660	0.1
Smash Hits Radio	Q	51951	991	2	0.1	3.5	3427	0.3
Total Bauer Radio ILR	H	37221	10376	28	2.3	8.1	84233	11.5
Bauer Place Portfolio Total	H	51951	8590	17	1.3	8.1	69543	6.6
FM Bauer Place Portfolio	H	28720	7124	25	1.9	7.7	55170	9.9
Bauer Place Portfolio England	H	23673	5587	24	1.8	7.7	42835	9.2
FM Bauer Place Portfolio England	H	23188	5067	22	1.5	7.0	35565	7.8
Bauer Place Portfolio - North East	H	2242	762	34	2.6	7.7	5877	13.7
Bauer Middlesbrough	H	813	269	33	2.8	8.4	2265	12.9
Bauer Newcastle	H	1491	494	33	2.4	7.3	3612	13.7
Bauer Place Portfolio - North West	H	5117	1376	27	2.2	8.4	11510	11.3
Bauer Liverpool (inc. City Talk)	H	1800	532	30	2.8	9.4	5018	12.2
Bauer Liverpool	H	1800	502	28	2.5	9.0	4494	11.0
Bauer Manchester	H	2420	576	24	1.9	8.1	4642	10.6
Bauer Preston	H	1386	315	23	1.7	7.5	2374	8.9
Bauer Place Portfolio - Yorkshire	H	3149	909	29	2.5	8.7	7879	12.7
Bauer Hull	H	913	253	28	2.7	9.6	2438	11.9
Bauer Leeds	H	1018	216	21	2.1	9.9	2128	11.2
Bauer Sheffield	H	1275	447	35	2.6	7.4	3315	14.0
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11157	3406	31	2.2	7.2	24539	11.3
Kiss 100 FM	Q	11157	1958	18	1.0	5.7	11190	5.1
Magic 105.4	Q	11157	1963	18	1.2	6.8	13349	6.1
FM Bauer Place Portfolio North East	H	2242	586	26	1.6	6.1	3579	8.4
Metro Radio	H	1491	385	26	1.5	5.8	2244	8.5
TFM Radio	H	813	202	25	1.6	6.6	1335	7.6
C.F.M (Bauer Carlisle)	Y	247	87	35	3.2	9.0	781	16.6
Bauer FM Liverpool	H	1800	480	27	2.4	8.8	4233	10.3
Total City Talk/Magic 1548	H	1800	166	9	0.7	7.9	1308	3.2
City Talk 105.9	H	1562	76	5	0.3	6.9	523	1.5

Source: RAJAR/Ipsos MORI/RSMB

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FM Bauer Place Portfolio North West	H	4968	1212	24	1.9	7.7	9350	9.5
Radio City 96.7	H	1800	447	25	2.1	8.3	3710	9.1
Key 103 (Manchester)	H	2420	503	21	1.5	7.0	3541	8.1
97.4 Rock FM	H	1238	276	22	1.7	7.6	2099	9.0
FM Bauer Place Portfolio Yorkshire	H	2812	724	26	1.8	7.0	5067	9.1
96.3 Radio Aire	H	681	133	19	1.3	6.8	906	7.0
Hallam FM	H	1275	388	30	2.0	6.5	2525	10.7
96.9 Viking FM	H	913	206	23	1.8	8.0	1636	8.0
Bauer Northern Ireland	H	1431	588	41	4.1	10.0	5880	21.3
97.4 Cool FM	H	979	404	41	3.7	9.1	3660	19.0
Downtown Radio (DTR)	H	1431	228	16	1.6	9.7	2221	8.0
Bauer Place Portfolio - Scotland	H	4110	1645	40	4.0	10.1	16609	22.1
FM Bauer Place Portfolio Scotland	Y	4110	1504	37	3.5	9.6	14508	18.9
Bauer Radio Central Scotland	H	2856	967	34	3.2	9.5	9147	17.9
Scottish AMs	H	3541	387	11	0.8	7.5	2884	4.6
Bauer Glasgow	H	1847	595	32	2.8	8.8	5226	15.6
Clyde 1 FM	H	1847	517	28	2.2	7.8	4049	12.1
Clyde 2	H	1847	184	10	0.6	6.4	1177	3.5
Bauer Edinburgh	H	1107	378	34	3.5	10.4	3921	20.3
ForthOne	H	1107	354	32	3.1	9.7	3442	17.8
Forth2	H	1107	76	7	0.4	6.3	479	2.5
Moray Firth Radio (Bauer Inverness)	Y	234	127	54	6.4	11.8	1490	27.1
Bauer Aberdeen	Y	318	145	46	4.6	10.0	1451	22.5
Northsound One	Y	318	127	40	3.3	8.2	1046	16.2
Northsound Two	Y	318	42	13	1.3	9.8	405	6.3
Radio Borders (Bauer Borders)	Y	108	57	53	6.6	12.5	712	33.1
Bauer Dundee	Y	378	170	45	5.4	12.0	2046	30.5
Tay-FM	Y	378	124	33	3.3	10.0	1240	18.5
Tay-AM	Y	378	72	19	2.1	11.2	806	12.0
West Sound ³ (Bauer Southwest Scotland)	Y	388	189	49	4.7	9.6	1813	23.8
Kerrang! UK	H	51951	1292	2	0.1	4.6	6001	0.6
Kerrang! 105.2	H	3551	295	8	0.5	5.5	1610	2.4
Kiss UK	H	51951	4364	8	0.5	5.4	23533	2.2
Kiss East	H	2072	467	23	1.5	6.4	3009	6.6
Kiss West	H	2392	448	19	1.4	7.2	3237	6.3
Magic UK	Q	51951	3605	7	0.5	6.8	24683	2.3

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		
Magic Network - North	H	10473	780	7	0.7	9.3	7270	3.5
Magic Network - North East	H	2242	274	12	1.0	8.4	2298	5.4
Magic 1152 (Newcastle)	H	1491	169	11	0.9	8.1	1368	5.2
Magic 1170 (Teesside)	H	813	105	13	1.1	8.9	931	5.3
Magic Network - North West	H	5081	254	5	0.4	8.5	2160	2.1
Magic 1548 (Liverpool)	H	1800	99	6	0.4	7.9	784	1.9
Magic 1152 (Manchester)	H	2420	112	5	0.5	9.8	1101	2.5
Magic 999 (Preston)	H	1102	42	4	0.2	6.5	275	1.3
Magic Network - Yorkshire	H	3149	252	8	0.9	11.2	2812	4.5
Magic 828 (Leeds)	H	1018	107	10	1.2	11.5	1223	6.4
Magic AM (Sheffield)	H	1275	82	6	0.6	9.6	790	3.3
Magic 1161 (Hull)	H	913	66	7	0.9	12.2	802	3.9
Wave 105 FM (Bauer South Coast)	H	1762	378	21	2.2	10.0	3802	9.9
The Breeze (South)	H	1261	38	3	0.2	7.6	291	1.1
The Breeze (East) (formerly The Quay)	H	640	20	3	0.3	11.0	217	1.5
The Breeze (West)	H	621	19	3	0.1	4.0	74	0.6
Triple Broadcast Co Group	Y	1428	73	5	0.4	7.1	522	1.7
Total Fire Radio	Y	1294	53	4	0.3	7.2	385	1.4
Fire Radio	Y	290	48	17	1.2	7.3	356	5.5
Fire Radio South Coast	Y	1003	5	*	*	6.2	30	0.1
Nova Radio - Weston (was Star Radio in North Somerset)	Y	134	20	15	1.0	6.8	136	4.4
Central FM	Y	220	51	23	1.2	5.3	273	7.4
Total Cheshire Radio	Y	364	50	14	1.1	8.0	400	5.6
Cheshire's Silk 106.9	Y	179	17	10	0.4	4.7	80	2.3
Chester's Dee 106.3	Y	185	33	18	1.7	9.7	320	8.6
Total CN Radio	Y	837	256	31	2.5	8.3	2119	11.2
The Bay	Y	285	111	39	4.2	10.7	1186	17.8
Citybeat 96.7/102.5FM	H	552	134	24	1.1	4.6	623	5.4
Lakeland Radio	Y	51	16	32	2.6	8.2	132	11.2
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	42	10	0.9	8.4	351	4.6
Exeter FM	Y	296	28	10	0.6	6.0	170	2.6
3FM	Y	70	24	35	3.1	9.0	218	13.0
Total Global Radio (UK)	H	51951	19296	37	3.2	8.7	167776	16.0
Total Choice (UK)	H	51951	788	2	0.1	4.9	3847	0.4
Choice FM London	Q	11157	577	5	0.3	5.0	2868	1.3
Classic FM	Q	51951	5444	10	0.7	6.9	37457	3.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 1st April 2012



PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Capital Network (UK)	H	51951	7048	14	0.8	6.2	43853	4.2
Gold Network (UK)	H	51951	1454	3	0.3	9.5	13738	1.3
Heart Network (UK)	H	51951	7484	14	1.0	6.9	52010	5.0
Total LBC (UK)	H	51951	1178	2	0.3	11.8	13921	1.3
Total XFM (UK)	H	51951	809	2	0.1	4.7	3810	0.4
Global Radio London (ILR)	Q	11157	4622	41	3.7	8.9	41077	18.9
Global Radio (ILR)	H	42694	13627	32	2.8	8.7	118041	13.9
Capital Network (ILR)	H	30346	6186	20	1.3	6.5	40070	6.8
Capital Birmingham (was Galaxy)	H	2124	431	20	1.5	7.4	3201	7.9
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1960	478	24	1.6	6.5	3129	7.8
Capital London	Q	11157	2269	20	1.0	5.1	11621	5.3
Capital Manchester (was Galaxy)	H	2838	453	16	0.9	5.5	2479	4.8
Capital North East (was Galaxy)	H	2218	521	23	2.0	8.4	4369	10.4
Capital Scotland (was Galaxy)	H	2739	484	18	1.2	6.7	3260	6.7
Capital South Coast (was Galaxy)	H	1783	236	13	0.9	6.4	1524	3.9
Capital South Wales (was Red Dragon)	H	997	207	21	1.4	6.9	1426	6.7
Capital Yorkshire (Was Galaxy)	H	4532	1107	24	1.9	7.7	8512	9.6
Gold Network (ILR)	H	32485	1180	4	0.4	10.0	11843	1.8
Gold Birmingham ⁴	H	2077	71	3	0.4	10.9	773	2.0
Gold Cambridgeshire	H	838	38	5	0.5	11.3	435	2.7
Gold Coventry ⁴	H	665	21	3	0.4	12.6	270	2.2
Gold Devon	H	1028	52	5	0.6	11.7	605	2.6
Gold East Anglia	H	1205	64	5	0.7	12.6	806	2.9
Gold East Midlands	H	1960	71	4	0.4	11.9	842	2.1
Gold Essex	H	1345	54	4	0.4	10.6	574	1.8
Gold Four Counties	H	1994	79	4	0.3	8.0	635	1.6
Gold Kent	H	1178	49	4	0.3	7.9	391	1.3
Gold London	Q	11157	266	2	0.2	9.7	2589	1.2
Gold Manchester	H	2838	103	4	0.3	8.1	834	1.6
Gold North West & Wales	Y	998	30	3	0.3	9.2	272	1.3
Gold Solent	H	1783	72	4	0.4	9.6	689	1.8
Gold South Wales	H	997	54	5	0.6	10.6	577	2.7
Gold Sussex	H	1358	66	5	0.5	10.1	664	2.2
Gold Thames Valley	H	1424	41	3	0.3	9.5	387	1.3
Gold West Country	H	2171	94	4	0.4	9.4	882	1.8
Gold Wolverhampton ⁴	H	1305	47	4	0.3	9.7	455	1.7

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Heart Network (ILR)	H	29299	6802	23	1.7	7.2	48844	8.2
105-107 Atlantic FM	Y	454	66	15	0.8	5.4	355	3.4
Heart Cambridgeshire	H	838	205	24	1.6	6.7	1367	8.5
Heart Devon	H	1028	299	29	2.0	6.9	2072	8.9
Heart East Anglia	H	1205	312	26	1.7	6.7	2094	7.4
Heart East Midlands	Y	2188	97	4	0.2	3.4	336	0.7
Heart Essex	H	1345	399	30	2.9	9.6	3845	12.1
Heart Four Counties	H	1994	617	31	2.0	6.6	4064	10.4
Heart Kent	H	1178	353	30	3.0	9.9	3499	11.9
Heart London	Q	11157	1939	17	0.9	4.9	9505	4.4
Heart North West and Wales	H	996	205	21	1.7	8.1	1659	7.7
Heart Solent	H	1783	322	18	1.1	6.4	2050	5.3
Heart Sussex	H	1358	367	27	2.7	10.0	3665	12.3
Heart Thames Valley	H	1424	385	27	1.9	7.2	2759	9.2
Heart West Country	H	2171	677	31	2.5	8.0	5400	11.2
Heart West Midlands	H	3584	766	21	1.7	8.1	6238	9.2
LBC (ILR)	Q	11157	1053	9	1.1	12.1	12789	5.9
LBC 97.3	Q	11157	867	8	0.9	11.6	10026	4.6
LBC News 1152	Q	11157	405	4	0.2	6.8	2763	1.3
XFM (ILR)	H	13994	584	4	0.2	4.7	2729	1.0
XFM London	Q	11157	409	4	0.2	4.2	1705	0.8
XFM Manchester	H	2838	153	5	0.2	4.6	707	1.4
Total GMG Radio	H	51951	5568	11	0.9	8.3	46402	4.4
GMG Radio North West Total	H	5272	1268	24	2.2	9.0	11371	10.8
GMG Radio North West Regional	H	5234	1190	23	2.0	8.7	10344	9.9
GMG Radio North East	H	2242	637	28	2.4	8.4	5363	12.5
GMG Radio Scotland	H	2903	866	30	3.0	10.1	8728	16.8
Total Real Radio UK	H	51951	2641	5	0.4	8.1	21307	2.0
Total Real Radio ILR Network	H	15499	2404	16	1.3	8.4	20241	6.7
Real Radio Brand UK	H	51951	2506	5	0.4	7.9	19867	1.9
Real Radio Brand ILR Network	H	15462	2269	15	1.2	8.3	18801	6.3
Real Radio North East - (was Century Radio)	H	2242	309	14	0.9	6.6	2031	4.7
Total Real Radio North West	H	5272	554	11	0.9	8.1	4482	4.3
Real Radio North West - (was Century Radio)	H	5234	461	9	0.7	7.5	3456	3.3
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2838	122	4	0.4	8.4	1027	2.0
Total Real Radio Scotland	H	2716	693	26	2.4	9.2	6386	13.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

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		
Real Radio Scotland	H	2716	650	24	2.2	9.2	5972	12.4
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	819	68	8	0.5	6.0	414	3.0
Real Radio Wales	H	2524	467	19	1.6	8.9	4144	7.5
Real Radio Wales (North)	H	688	56	8	0.5	6.2	349	2.4
Real Radio Wales (South)	H	1836	412	22	2.1	9.2	3795	9.3
Real Radio Yorkshire	H	2877	386	13	1.1	8.4	3246	6.2
Smooth Radio UK	H	51951	3317	6	0.5	7.6	25095	2.4
Smooth Radio ILR Network	H	26249	2805	11	0.8	7.8	22015	4.3
Smooth Radio Midlands	H	5722	705	12	1.2	9.5	6683	6.0
Smooth Radio East Midlands	H	2178	320	15	1.5	10.0	3202	7.2
Smooth Radio West Midlands	H	3584	387	11	1.0	9.0	3485	5.2
Smooth Radio Glasgow	H	1894	290	15	1.2	8.1	2342	6.9
Smooth Radio London	Q	11157	626	6	0.3	4.9	3071	1.4
Smooth Radio North East	H	2242	420	19	1.5	7.9	3333	7.8
Smooth Radio North West	H	5234	848	16	1.3	8.1	6889	6.6
IOW Radio	Y	122	39	32	3.2	9.9	385	13.1
JACKfm Oxfordshire	H	500	70	14	1.0	7.1	495	4.5
Glide FM 107.9 (was Oxford's FM 107.9)	H	488	19	4	0.3	7.7	148	1.4
106 JACKfm (Oxford)	H	500	57	11	0.7	6.1	346	3.2
Jack FM South Coast (Was The Coast)	H	1692	165	10	0.8	7.9	1304	3.5
106 JACKfm/Star Radio (Bristol)	Y	615	124	20	1.2	6.1	754	5.7
106 JACKfm (Bristol) (was Original 106)	H	614	118	19	0.8	4.2	495	4.0
The Breeze (South West) (was Star Radio (Bristol))	Y	478	23	5	0.2	4.1	95	0.9
Kingdom FM	Y	288	78	27	2.2	8.2	634	11.3
kmfm Group	H	1032	152	15	1.3	9.0	1363	5.3
kmfm East	H	504	98	20	1.9	9.7	959	7.8
kmfm West	H	528	54	10	0.8	7.5	405	3.0
Lincs FM Group	H	2691	650	24	2.6	10.8	7006	12.5
Lincs FM 102.2 ³	H	903	309	34	4.5	13.2	4069	19.5
Oak FM	Y	311	25	8	0.5	6.7	169	2.7
Lincs FM Group Yorkshire	Y	1494	311	21	1.8	8.6	2673	9.0
Dearne FM	Y	230	55	24	2.1	8.9	487	10.8
KCFM 99.8	Y	451	79	17	1.7	9.6	756	8.2
Ridings FM	Y	296	45	15	1.1	7.2	326	5.6
Rother FM	Y	206	39	19	1.3	7.1	274	7.0
Trax FM	Y	362	94	26	2.3	8.9	830	11.7

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
The Local Radio Company Group Total	Y	1981	506	26	2.3	8.8	4465	11.1
2BR	Y	190	58	31	2.6	8.4	487	14.3
Minster FM	Y	308	69	22	1.6	7.2	495	7.9
Mix 96	Y	122	36	29	1.8	6.2	221	8.1
Spire FM	Y	114	44	38	4.0	10.3	454	17.4
Spirit FM	Y	216	42	20	1.8	9.2	391	8.4
Star North East	Y	378	51	14	1.1	8.2	418	5.9
Star NE - North (was Durham FM)	Y	209	24	11	0.9	7.6	183	4.9
Star NE - South (was Alpha 103.2)	Y	169	27	16	1.4	8.6	235	7.1
97.2 Stray FM	Y	144	44	31	2.1	6.8	302	10.7
Sun FM	Y	273	75	27	2.7	9.9	744	15.2
Wessex FM	Y	118	43	37	3.8	10.4	451	15.5
Yorkshire Coast Radio	Y	117	44	37	4.3	11.5	501	18.2
Radio Mansfield 103.2	Y	154	38	25	2.3	9.4	358	10.8
Manx Radio	Y	70	39	55	6.8	12.2	472	28.1
Midwest Radio	Y	168	41	24	2.2	9.0	368	8.7
Original 106 (Aberdeen)	Y	318	50	16	1.2	7.7	382	5.9
Total Orion Midlands	H	5899	1256	21	1.7	8.2	10278	8.9
Orion Midlands FM	H	5899	1180	20	1.5	7.7	9055	7.9
Gem 106	H	2187	380	17	1.3	7.4	2804	6.3
Orion West Midlands	H	3802	878	23	2.0	8.5	7474	10.3
Free Radio FM (West Midlands)	H	3802	801	21	1.6	7.8	6251	8.6
Beacon Radio	H	1305	242	19	1.6	8.8	2136	8.0
96.4 BRMB	H	2077	354	17	1.2	6.8	2397	6.2
Mercia	H	665	144	22	1.1	5.2	749	6.2
Wyvern FM	Y	495	105	21	1.7	8.0	833	8.5
Gold Birmingham	H	2077	71	3	0.4	10.9	773	2.0
Gold Coventry	H	665	21	3	0.4	12.6	270	2.2
Gold Wolverhampton	H	1305	47	4	0.3	9.7	455	1.7
Palm FM	Y	225	39	17	1.3	7.7	295	5.3
Premier Christian Radio	Q	11157	153	1	0.1	7.5	1147	0.5
Q Radio Network	Y	575	125	22	1.5	6.8	856	8.3
Q100.5 (Was Five FM)	Y	83	19	22	1.7	7.7	144	9.5
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	81	27	1.9	7.1	574	11.1
Q106 (was Six FM)	Y	94	12	13	1.0	7.9	97	5.8
Q107 (was Seven FM)	Y	147	14	9	0.3	3.0	42	1.4
Reading 107 FM	Y	237	23	10	0.5	5.7	130	3.2
96.2 The Revolution	H	514	30	6	0.2	3.8	114	1.4
Southend & Chelmsford Radio	Y	485	56	12	0.6	5.4	305	2.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
107.5 Sovereign Radio	Y	152	23	15	0.8	5.4	126	3.5
The Sunrise Group	H	51951	534	1	0.1	7.9	4219	0.4
Buzz Asia 963 & 972AM	H	11157	119	1	0.1	5.3	636	0.3
Kismet Radio 1035 (Greater London)	Q	11157	105	1	*	4.6	482	0.2
Sunrise Radio (Greater London)	Q	11157	285	3	0.2	6.9	1961	0.9
Sunrise Radio National	Q	51951	457	1	0.1	6.1	2782	0.3
Time FM 106.6	Y	293	16	6	0.2	3.8	62	1.1
Tindle Radio Group	Y	1377	360	26	2.7	10.3	3718	12.0
Kestrel FM (North and South)	Y	232	52	22	1.9	8.6	449	8.9
KESTREL FM - was Delta Radio	Y	94	17	18	1.7	9.4	160	7.7
Kestrel FM	Y	138	35	25	2.1	8.3	290	9.6
Tindle Radio Anglia	Y	1014	238	23	2.3	10.0	2376	10.2
THE BEACH	Y	187	53	29	3.4	12.0	640	16.0
Dream 100	Y	143	47	33	4.1	12.7	593	16.5
North Norfolk Radio	Y	91	23	25	2.8	11.4	260	10.3
Radio NORWICH 99.9	Y	334	53	16	1.2	7.4	390	5.3
Town 102 FM	Y	281	62	22	1.8	7.9	494	7.9
Channel 103 FM	Y	77	45	58	6.6	11.5	512	31.8
Island FM 104.7	Y	53	26	49	7.2	14.6	380	35.3
Total Touch Radio Network	Y	986	140	14	1.1	8.0	1112	5.9
107.6 Banbury Sound	Y	83	16	20	1.9	9.3	154	9.3
Rugby FM	Y	73	24	33	2.8	8.6	204	13.0
Touchradio Staffs	Y	249	28	11	0.9	8.0	226	4.5
96.2FM Touchradio - Coventry	Y	290	17	6	0.3	5.9	100	2.1
102FM Touchradio - Warks Worcs Cotswolds	Y	291	54	19	1.5	7.9	428	7.0
Town and Country Broadcasting (South and West Wales)	Y	1681	279	17	1.4	8.7	2420	6.4
102.1 Bay Radio	Y	458	44	10	0.5	4.7	209	2.0
106.3 Bridge FM	Y	123	37	30	2.3	7.6	282	10.1
97.1 Radio Carmarthenshire ³	Y	128	38	30	3.1	10.3	396	12.8
Radio Ceredigion	Y	80	10	13	0.8	6.0	63	3.7
Nation Radio	H	1421	100	7	0.7	9.7	966	3.1
102.5 Radio Pembrokeshire	Y	95	47	49	5.7	11.5	539	20.6
Total UKRD	H	1626	409	25	2.3	9.3	3805	10.9
107 The Bee	Y	181	25	14	1.3	9.5	236	8.0
Pirate FM	Y	478	161	34	3.3	9.8	1576	14.2
The County Sound Radio Network	H	546	157	29	2.6	9.1	1427	11.9
County Sound 1566	H	546	6	1	0.2	18.8	110	0.9

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.4 Eagle Radio	H	546	153	28	2.4	8.6	1318	11.0
Total UKRD East	H	421	65	15	1.3	8.8	567	6.2
KL.FM 96.7	Y	149	41	27	2.6	9.4	381	11.4
Star Radio in Cambridge	Y	271	23	9	0.6	7.4	172	3.1
UTV Radio (inc. talkSPORT)	H	51951	4461	9	0.6	7.6	33722	3.2
UTV Radio (excl. talkSPORT)	H	6116	1410	23	2.1	9.2	12933	10.3
107.6 Juice FM	H	959	204	21	2.2	10.4	2114	8.9
Peak 107 FM	Y	417	90	22	2.0	9.3	836	9.8
The Pulse/Pulse 2	H	859	141	16	0.8	5.1	723	4.7
The Pulse	H	859	125	15	0.6	4.3	531	3.4
Pulse 2	H	859	44	5	0.2	4.4	192	1.2
Signal One & Signal Two	H	772	313	41	4.1	10.0	3140	18.7
Signal One	H	772	292	38	3.3	8.6	2512	15.0
Signal Two	H	772	64	8	0.8	9.8	628	3.7
Total Swansea Sound/	Y	458	180	39	4.1	10.4	1873	17.6
96.4 FM The Wave								
96.4 FM The Wave	Y	458	141	31	2.8	9.1	1283	12.1
Swansea Sound - 1170 MW	Y	458	62	14	1.3	9.5	591	5.6
U105	H	868	193	22	2.4	10.8	2094	12.2
Radio Wave 96.5 FM	Y	235	73	31	2.7	8.7	630	12.7
102.4 Wish/107.2 Wire/	Y	1114	192	17	1.0	5.8	1120	5.6
107.4 Tower FM								
107.4 Tower FM	Y	430	51	12	0.8	7.0	353	4.6
107.2 Wire FM	Y	277	63	23	1.4	6.3	394	7.2
102.4 Wish FM	Y	465	79	17	0.8	4.7	373	4.7
107.7 The Wolf	Y	435	45	10	0.7	7.2	324	3.5
Wave 102 FM	Y	154	27	17	1.4	8.1	214	8.7
Yorkshire Radio	H	4516	96	2	0.1	4.1	399	0.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 4 - UNITED KINGDOM

(Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	51951	33201	64	8.7	13.6	450126	42.3
Children 10-14	Q	3516	2791	79	6.3	7.9	22011	69.7
15-24	Q	8194	6059	74	8.9	12.0	72521	61.0
25-44	Q	17101	12119	71	9.7	13.7	165986	51.9
45-64	Q	16124	10434	65	9.4	14.5	151071	40.0
65+	Q	10532	4589	44	5.7	13.2	60548	24.4
Main Shoppers	Q	42676	26794	63	8.6	13.6	365193	41.2
Main Shoppers with children	Q	13256	9585	72	9.9	13.7	131759	53.7
ABC1	Q	28396	18144	64	7.3	11.4	206184	36.4
C2DE	Q	23555	15056	64	10.4	16.2	243943	48.9
ALL BBC 15+	Q	51951	34594	67	11.3	17.0	589213	55.4
Children 10-14	Q	3516	1667	47	2.6	5.5	9182	29.1
15-24	Q	8194	4592	56	5.3	9.5	43432	36.5
25-44	Q	17101	10763	63	8.4	13.4	143840	45.0
45-64	Q	16124	11467	71	13.5	19.0	217538	57.6
65+	Q	10532	7772	74	17.5	23.7	184404	74.3
Main Shoppers	Q	42676	28426	67	11.7	17.6	500517	56.4
Main Shoppers with children	Q	13256	7953	60	8.0	13.3	105992	43.2
ABC1	Q	28396	20917	74	12.3	16.7	349380	61.7
C2DE	Q	23555	13676	58	10.2	17.5	239833	48.1

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.3 Radio Aire	H	681	133	19	1.3	6.8	906	7.0
107.8 Arrow FM for Hastings	Y	115	22	19	1.2	6.2	136	4.6
105-107 Atlantic FM	Y	454	66	15	0.8	5.4	355	3.4
107.6 Banbury Sound	Y	83	16	20	1.9	9.3	154	9.3
The Bay	Y	285	111	39	4.2	10.7	1186	17.8
102.1 Bay Radio	Y	458	44	10	0.5	4.7	209	2.0
THE BEACH	Y	187	53	29	3.4	12.0	640	16.0
Beacon Radio	H	1305	242	19	1.6	8.8	2136	8.0
2BR	Y	190	58	31	2.6	8.4	487	14.3
The Breeze (East) (formerly The Quay)	H	640	20	3	0.3	11.0	217	1.5
The Breeze (South West) (was Star Radio (Bristol))	Y	478	23	5	0.2	4.1	95	0.9
The Breeze (South)	H	1261	38	3	0.2	7.6	291	1.1
The Breeze (West)	H	621	19	3	0.1	4.0	74	0.6
106.3 Bridge FM	Y	123	37	30	2.3	7.6	282	10.1
96.4 BRMB	H	2077	354	17	1.2	6.8	2397	6.2
Buzz Asia 963 & 972AM	H	11157	119	1	0.1	5.3	636	0.3
97.1 Radio Carmarthenshire ³	Y	128	38	30	3.1	10.3	396	12.8
Capital Birmingham (was Galaxy)	H	2124	431	20	1.5	7.4	3201	7.9
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	H	1960	478	24	1.6	6.5	3129	7.8
Capital London	Q	11157	2269	20	1.0	5.1	11621	5.3
Capital Manchester (was Galaxy)	H	2838	453	16	0.9	5.5	2479	4.8
Capital North East (was Galaxy)	H	2218	521	23	2.0	8.4	4369	10.4
Capital Scotland (was Galaxy)	H	2739	484	18	1.2	6.7	3260	6.7
Capital South Coast (was Galaxy)	H	1783	236	13	0.9	6.4	1524	3.9
Capital South Wales (was Red Dragon)	H	997	207	21	1.4	6.9	1426	6.7
Capital Yorkshire (Was Galaxy)	H	4532	1107	24	1.9	7.7	8512	9.6
Central FM	Y	220	51	23	1.2	5.3	273	7.4
Radio Ceredigion	Y	80	10	13	0.8	6.0	63	3.7
C.F.M (Bauer Carlisle)	Y	247	87	35	3.2	9.0	781	16.6
Channel 103 FM	Y	77	45	58	6.6	11.5	512	31.8
Cheshire's Silk 106.9	Y	179	17	10	0.4	4.7	80	2.3
Chester's Dee 106.3	Y	185	33	18	1.7	9.7	320	8.6
Choice FM London	Q	11157	577	5	0.3	5.0	2868	1.3
Radio City 96.7	H	1800	447	25	2.1	8.3	3710	9.1
City Talk 105.9	H	1562	76	5	0.3	6.9	523	1.5
Citybeat 96.7/102.5FM	H	552	134	24	1.1	4.6	623	5.4
Clyde 1 FM	H	1847	517	28	2.2	7.8	4049	12.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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Clyde 2	H	1847	184	10	0.6	6.4	1177	3.5
Connect FM (was Connect FM and Lite 106.8FM)	Y	413	42	10	0.9	8.4	351	4.6
97.4 Cool FM	H	979	404	41	3.7	9.1	3660	19.0
County Sound 1566	H	546	6	1	0.2	18.8	110	0.9
Dearne FM	Y	230	55	24	2.1	8.9	487	10.8
Downtown Radio (DTR)	H	1431	228	16	1.6	9.7	2221	8.0
Dream 100	Y	143	47	33	4.1	12.7	593	16.5
96.4 Eagle Radio	H	546	153	28	2.4	8.6	1318	11.0
Exeter FM	Y	296	28	10	0.6	6.0	170	2.6
Fire Radio	Y	290	48	17	1.2	7.3	356	5.5
Fire Radio South Coast	Y	1003	5	*	*	6.2	30	0.1
3FM	Y	70	24	35	3.1	9.0	218	13.0
Forth2	H	1107	76	7	0.4	6.3	479	2.5
ForthOne	H	1107	354	32	3.1	9.7	3442	17.8
Gem 106	H	2187	380	17	1.3	7.4	2804	6.3
Glide FM 1079 (was Oxford's FM 107.9)	H	488	19	4	0.3	7.7	148	1.4
Gold Birmingham	H	2077	71	3	0.4	10.9	773	2.0
Gold Cambridgeshire	H	838	38	5	0.5	11.3	435	2.7
Gold Coventry	H	665	21	3	0.4	12.6	270	2.2
Gold Devon	H	1028	52	5	0.6	11.7	605	2.6
Gold East Anglia	H	1205	64	5	0.7	12.6	806	2.9
Gold East Midlands	H	1960	71	4	0.4	11.9	842	2.1
Gold Essex	H	1345	54	4	0.4	10.6	574	1.8
Gold Four Counties	H	1994	79	4	0.3	8.0	635	1.6
Gold Kent	H	1178	49	4	0.3	7.9	391	1.3
Gold London	Q	11157	266	2	0.2	9.7	2589	1.2
Gold Manchester	H	2838	103	4	0.3	8.1	834	1.6
Gold North West & Wales	Y	998	30	3	0.3	9.2	272	1.3
Gold Solent	H	1783	72	4	0.4	9.6	689	1.8
Gold South Wales	H	997	54	5	0.6	10.6	577	2.7
Gold Sussex	H	1358	66	5	0.5	10.1	664	2.2
Gold Thames Valley	H	1424	41	3	0.3	9.5	387	1.3
Gold West Country	H	2171	94	4	0.4	9.4	882	1.8
Gold Wolverhampton	H	1305	47	4	0.3	9.7	455	1.7
Hallam FM	H	1275	388	30	2.0	6.5	2525	10.7
Heart Cambridgeshire	H	838	205	24	1.6	6.7	1367	8.5
Heart Devon	H	1028	299	29	2.0	6.9	2072	8.9
Heart East Anglia	H	1205	312	26	1.7	6.7	2094	7.4

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QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

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Heart East Midlands	Y	2188	97	4	0.2	3.4	336	0.7
Heart Essex	H	1345	399	30	2.9	9.6	3845	12.1
Heart Four Counties	H	1994	617	31	2.0	6.6	4064	10.4
Heart Kent	H	1178	353	30	3.0	9.9	3499	11.9
Heart London	Q	11157	1939	17	0.9	4.9	9505	4.4
Heart North West and Wales	H	996	205	21	1.7	8.1	1659	7.7
Heart Solent	H	1783	322	18	1.1	6.4	2050	5.3
Heart Sussex	H	1358	367	27	2.7	10.0	3665	12.3
Heart Thames Valley	H	1424	385	27	1.9	7.2	2759	9.2
Heart West Country	H	2171	677	31	2.5	8.0	5400	11.2
Heart West Midlands	H	3584	766	21	1.7	8.1	6238	9.2
IOW Radio	Y	122	39	32	3.2	9.9	385	13.1
Island FM 104.7	Y	53	26	49	7.2	14.6	380	35.3
Jack FM South Coast (Was The Coast)	H	1692	165	10	0.8	7.9	1304	3.5
106 JACKfm (Bristol) (was Original 106)	H	614	118	19	0.8	4.2	495	4.0
106 JACKfm (Oxford)	H	500	57	11	0.7	6.1	346	3.2
JACKfm Oxfordshire	H	500	70	14	1.0	7.1	495	4.5
107.6 Juice FM	H	959	204	21	2.2	10.4	2114	8.9
KCFM 99.8	Y	451	79	17	1.7	9.6	756	8.2
Kerrang! 105.2	H	3551	295	8	0.5	5.5	1610	2.4
KESTREL FM - was Delta Radio	Y	94	17	18	1.7	9.4	160	7.7
Kestrel FM	Y	138	35	25	2.1	8.3	290	9.6
Key 103 (Manchester)	H	2420	503	21	1.5	7.0	3541	8.1
Kingdom FM	Y	288	78	27	2.2	8.2	634	11.3
Kismet Radio 1035 (Greater London)	Q	11157	105	1	*	4.6	482	0.2
Kiss 100 FM	Q	11157	1958	18	1.0	5.7	11190	5.1
Kiss East	H	2072	467	23	1.5	6.4	3009	6.6
Kiss West	H	2392	448	19	1.4	7.2	3237	6.3
KL.FM 96.7	Y	149	41	27	2.6	9.4	381	11.4
kmfm East	H	504	98	20	1.9	9.7	959	7.8
kmfm West	H	528	54	10	0.8	7.5	405	3.0
Lakeland Radio	Y	51	16	32	2.6	8.2	132	11.2
LBC 97.3	Q	11157	867	8	0.9	11.6	10026	4.6
LBC News 1152	Q	11157	405	4	0.2	6.8	2763	1.3
Lincs FM 102.2 ³	H	903	309	34	4.5	13.2	4069	19.5
Magic 105.4	Q	11157	1963	18	1.2	6.8	13349	6.1
Magic 1152 (Manchester)	H	2420	112	5	0.5	9.8	1101	2.5
Magic 1152 (Newcastle)	H	1491	169	11	0.9	8.1	1368	5.2
Magic 1161 (Hull)	H	913	66	7	0.9	12.2	802	3.9

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2012

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

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Magic 1170 (Teesside)	H	813	105	13	1.1	8.9	931	5.3
Magic 1548 (Liverpool)	H	1800	99	6	0.4	7.9	784	1.9
Magic 828 (Leeds)	H	1018	107	10	1.2	11.5	1223	6.4
Magic 999 (Preston)	H	1102	42	4	0.2	6.5	275	1.3
Magic AM (Sheffield)	H	1275	82	6	0.6	9.6	790	3.3
Radio Mansfield 103.2	Y	154	38	25	2.3	9.4	358	10.8
Manx Radio	Y	70	39	55	6.8	12.2	472	28.1
Mercia	H	665	144	22	1.1	5.2	749	6.2
Metro Radio	H	1491	385	26	1.5	5.8	2244	8.5
Midwest Radio	Y	168	41	24	2.2	9.0	368	8.7
Minster FM	Y	308	69	22	1.6	7.2	495	7.9
Mix 96	Y	122	36	29	1.8	6.2	221	8.1
Nation Radio	H	1421	100	7	0.7	9.7	966	3.1
North Norfolk Radio	Y	91	23	25	2.8	11.4	260	10.3
Northsound One	Y	318	127	40	3.3	8.2	1046	16.2
Northsound Two	Y	318	42	13	1.3	9.8	405	6.3
Radio NORWICH 99.9	Y	334	53	16	1.2	7.4	390	5.3
Nova Radio - Weston (was Star Radio in North Somerset)	Y	134	20	15	1.0	6.8	136	4.4
Oak FM	Y	311	25	8	0.5	6.7	169	2.7
Original 106 (Aberdeen)	Y	318	50	16	1.2	7.7	382	5.9
Palm FM	Y	225	39	17	1.3	7.7	295	5.3
Peak 107 FM	Y	417	90	22	2.0	9.3	836	9.8
102.5 Radio Pembrokeshire	Y	95	47	49	5.7	11.5	539	20.6
Pirate FM	Y	478	161	34	3.3	9.8	1576	14.2
Premier Christian Radio	Q	11157	153	1	0.1	7.5	1147	0.5
The Pulse	H	859	125	15	0.6	4.3	531	3.4
Pulse 2	H	859	44	5	0.2	4.4	192	1.2
Q100.5 (Was Five FM)	Y	83	19	22	1.7	7.7	144	9.5
Q102.9FM/Q97.2FM/Q101.2FM	Y	298	81	27	1.9	7.1	574	11.1
Q106 (was Six FM)	Y	94	12	13	1.0	7.9	97	5.8
Q107 (was Seven FM)	Y	147	14	9	0.3	3.0	42	1.4
Reading 107 FM	Y	237	23	10	0.5	5.7	130	3.2
Real Radio North East - (was Century Radio)	H	2242	309	14	0.9	6.6	2031	4.7
Real Radio North West - (was Century Radio)	H	5234	461	9	0.7	7.5	3456	3.3
Real Radio Scotland	H	2716	650	24	2.2	9.2	5972	12.4
Real Radio Wales (North)	H	688	56	8	0.5	6.2	349	2.4
Real Radio Wales (South)	H	1836	412	22	2.1	9.2	3795	9.3

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Real Radio Yorkshire	H	2877	386	13	1.1	8.4	3246	6.2
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2838	122	4	0.4	8.4	1027	2.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	819	68	8	0.5	6.0	414	3.0
Ridings FM	Y	296	45	15	1.1	7.2	326	5.6
97.4 Rock FM	H	1238	276	22	1.7	7.6	2099	9.0
Rother FM	Y	206	39	19	1.3	7.1	274	7.0
Rugby FM	Y	73	24	33	2.8	8.6	204	13.0
Signal One	H	772	292	38	3.3	8.6	2512	15.0
Signal Two	H	772	64	8	0.8	9.8	628	3.7
Smooth Radio East Midlands	H	2178	320	15	1.5	10.0	3202	7.2
Smooth Radio Glasgow	H	1894	290	15	1.2	8.1	2342	6.9
Smooth Radio London	Q	11157	626	6	0.3	4.9	3071	1.4
Smooth Radio North East	H	2242	420	19	1.5	7.9	3333	7.8
Smooth Radio North West	H	5234	848	16	1.3	8.1	6889	6.6
Smooth Radio West Midlands	H	3584	387	11	1.0	9.0	3485	5.2
Southend & Chelmsford Radio	Y	485	56	12	0.6	5.4	305	2.8
107.5 Sovereign Radio	Y	152	23	15	0.8	5.4	126	3.5
Spire FM	Y	114	44	38	4.0	10.3	454	17.4
Spirit FM	Y	216	42	20	1.8	9.2	391	8.4
Star NE - North (was Durham FM)	Y	209	24	11	0.9	7.6	183	4.9
Star NE - South (was Alpha 103.2)	Y	169	27	16	1.4	8.6	235	7.1
Star North East	Y	378	51	14	1.1	8.2	418	5.9
Star Radio in Cambridge	Y	271	23	9	0.6	7.4	172	3.1
97.2 Stray FM	Y	144	44	31	2.1	6.8	302	10.7
Sun FM	Y	273	75	27	2.7	9.9	744	15.2
Sunrise Radio (Greater London)	Q	11157	285	3	0.2	6.9	1961	0.9
Swansea Sound - 1170 MW	Y	458	62	14	1.3	9.5	591	5.6
Tay-AM	Y	378	72	19	2.1	11.2	806	12.0
Tay-FM	Y	378	124	33	3.3	10.0	1240	18.5
TFM Radio	H	813	202	25	1.6	6.6	1335	7.6
107 The Bee	Y	181	25	14	1.3	9.5	236	8.0
96.2 The Revolution	H	514	30	6	0.2	3.8	114	1.4
107.7 The Wolf	Y	435	45	10	0.7	7.2	324	3.5
Time FM 106.6	Y	293	16	6	0.2	3.8	62	1.1
96.2FM Touchradio - Coventry	Y	290	17	6	0.3	5.9	100	2.1
102FM Touchradio - Warks Worcs Cotswolds	Y	291	54	19	1.5	7.9	428	7.0
Touchradio Staffs	Y	249	28	11	0.9	8.0	226	4.5

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107.4 Tower FM	Y	430	51	12	0.8	7.0	353	4.6
Town 102 FM	Y	281	62	22	1.8	7.9	494	7.9
Trax FM	Y	362	94	26	2.3	8.9	830	11.7
U105	H	868	193	22	2.4	10.8	2094	12.2
96.9 Viking FM	H	913	206	23	1.8	8.0	1636	8.0
96.4 FM The Wave	Y	458	141	31	2.8	9.1	1283	12.1
Wave 102 FM	Y	154	27	17	1.4	8.1	214	8.7
Wave 105 FM (Bauer South Coast)	H	1762	378	21	2.2	10.0	3802	9.9
Radio Wave 96.5 FM	Y	235	73	31	2.7	8.7	630	12.7
Wessex FM	Y	118	43	37	3.8	10.4	451	15.5
West Sound ³ (Bauer Southwest Scotland)	Y	388	189	49	4.7	9.6	1813	23.8
107.2 Wire FM	Y	277	63	23	1.4	6.3	394	7.2
102.4 Wish FM	Y	465	79	17	0.8	4.7	373	4.7
Wyvern FM	Y	495	105	21	1.7	8.0	833	8.5
XFM London	Q	11157	409	4	0.2	4.2	1705	0.8
XFM Manchester	H	2838	153	5	0.2	4.6	707	1.4
Yorkshire Coast Radio	Y	117	44	37	4.3	11.5	501	18.2
Yorkshire Radio	H	4516	96	2	0.1	4.1	399	0.5

Source: RAJAR/Ipsos MORI/RSMB

³ 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 Orion Media.

AREAS

UNITED KINGDOM (Parts 1 and 4) (including Channel Islands and Isle of Man)
EDITORIAL AREAS (Part 2) BBC stations' defined service areas
TOTAL SURVEY AREAS (Parts 3 and 5) Commercial stations' defined marketing areas

In Part 1 'BBC Local/Regional' and 'All Local Commercial' include listening to local stations outside their own Editorial/Total Survey Areas.

In Parts 2 and 3 'BBC Local Radio' and 'All Local Commercial Radio' are based on the net Editorial/Total Survey Area of the individual services making up the network.

TERMS

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

AVERAGE HOURS The total hours of listening to a station during the course of a week, averaged:

PER HEAD - across the total adult population of the UK/area

PER LISTENER - across all those listening to the station for at least 5 minutes

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

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

SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	2nd January 2012 - 1st April 2012	26,446
H	19th September 2011 - 1st April 2012	51,956
Y	28th March 2011 - 1st April 2012	100,517