

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 52,352,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	47284	90	19.8	21.9	1034296	100.0
All BBC Radio	Q	35069	67	11.0	16.4	575757	55.7
All BBC Radio 15-44	Q	15137	60	7.0	11.7	176461	43.1
All BBC Radio 45+	Q	19932	74	14.7	20.0	399296	63.9
All BBC Network Radio <sup>1</sup>	Q	31865	61	9.2	15.2	483074	46.7
BBC Local Radio	Q	9527	18	1.8	9.7	92683	9.0
All Commercial Radio	Q	33499	64	8.3	12.9	433474	41.9
All Commercial Radio 15-44	Q	18138	72	8.7	12.1	219833	53.8
All Commercial Radio 45+	Q	15361	57	7.9	13.9	213641	34.2
All National Commercial <sup>1</sup>	Q	16375	31	2.6	8.2	134011	13.0
All Local Commercial (National TSA)	Q	26477	51	5.7	11.3	299462	29.0
Other Radio	Q	3053	6	0.5	8.2	25065	2.4

Source: RAJAR/Ipsos MORI/RSMB

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

For survey periods and other definitions please see back cover.

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## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 52,352,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	31865	61	9.2	15.2	483074	46.7
BBC Radio 1	Q	10263	20	1.3	6.8	69750	6.7
BBC Radio 2	Q	15274	29	3.5	12.0	183382	17.7
BBC Radio 3	Q	2163	4	0.3	6.4	13883	1.3
BBC Radio 4	Q	10756	21	2.5	12.3	132049	12.8
BBC Radio 4 (including 4 Extra)	Q	11040	21	2.7	12.8	141857	13.7
BBC Radio 4 Extra	Q	1642	3	0.2	6.0	9808	0.9
BBC Radio FIVE LIVE	Q	6288	12	0.8	6.6	41608	4.0
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6414	12	0.8	6.8	43881	4.2
FIVE LIVE SPORTS EXTRA	Q	860	2	*	2.6	2273	0.2
BBC 6 Music	Q	1813	3	0.3	8.8	15985	1.5
1Xtra from the BBC	Q	1000	2	0.1	5.3	5279	0.5
BBC Asian Network UK	Q	554	1	0.1	5.8	3192	0.3
BBC World Service	Q	1298	2	0.1	4.5	5866	0.6
All National Commercial	Q	16375	31	2.6	8.2	134011	13.0
Total Absolute Radio	Q	1687	3	0.2	7.1	11941	1.2
Absolute Radio 60s	H	145	*	*	5.1	743	0.1
Absolute Radio 70s	H	183	*	*	6.9	1265	0.1
Absolute 80s	Q	984	2	0.1	6.0	5942	0.6
Absolute Radio 90s	H	509	1	0.1	5.2	2637	0.3
Absolute Radio 00s	H	170	*	*	5.0	858	0.1
Absolute Radio Classic Rock	H	411	1	*	3.9	1610	0.2
Capital Network (UK) <sup>2</sup>	H	6932	13	0.8	5.9	40770	3.9
Total Choice (UK) <sup>2</sup>	H	737	1	0.1	4.8	3536	0.3
Classic FM	Q	5584	11	0.8	7.1	39580	3.8
Gold Network (UK) <sup>2</sup>	H	1340	3	0.2	9.1	12157	1.2
Heart Network (UK) <sup>2</sup>	H	7229	14	1.0	6.9	49896	4.8
Heat	Q	652	1	*	3.8	2486	0.2
The Hits	Q	877	2	0.1	4.6	4004	0.4
Jazz FM	Q	604	1	0.1	5.4	3293	0.3
Kerrang! UK <sup>2</sup>	H	1224	2	0.1	4.9	5968	0.6
Kiss UK <sup>2</sup>	H	4119	8	0.4	5.1	21169	2.0
Total LBC (UK) <sup>2</sup>	H	1180	2	0.2	9.7	11445	1.1
Magic UK <sup>2</sup>	Q	3454	7	0.4	6.6	22657	2.2
Planet Rock	Q	896	2	0.1	6.6	5881	0.6
Q	Q	212	*	*	2.8	584	0.1
Real Radio Brand UK <sup>2</sup>	H	2142	4	0.3	7.7	16510	1.6
Smash Hits Radio	Q	942	2	0.1	2.9	2713	0.3
Smooth 70s	H	681	1	0.1	7.4	5006	0.5
Smooth Radio Brand UK <sup>2</sup>	H	3139	6	0.5	7.7	24097	2.3
Sunrise Radio National	Q	492	1	0.1	7.0	3439	0.3
talkSPORT	Q	2914	6	0.4	6.6	19249	1.9
Total XFM (UK) <sup>2</sup>	H	960	2	0.1	5.5	5256	0.5

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	52352	10263	20	1.3	6.8	69750	6.7
BBC Radio 2	Q	52352	15274	29	3.5	12.0	183382	17.7
BBC Radio 3	Q	52352	2163	4	0.3	6.4	13883	1.3
BBC Radio 4	Q	52352	10756	21	2.5	12.3	132049	12.8
BBC Radio 4 (including 4 Extra)	Q	52352	11040	21	2.7	12.8	141857	13.7
BBC Radio 4 Extra	Q	52352	1642	3	0.2	6.0	9808	0.9
BBC Radio FIVE LIVE	Q	52352	6288	12	0.8	6.6	41608	4.0
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	52352	6414	12	0.8	6.8	43881	4.2
FIVE LIVE SPORTS EXTRA	Q	52352	860	2	*	2.6	2273	0.2
BBC 6 Music	Q	52352	1813	3	0.3	8.8	15985	1.5
1Xtra from the BBC	Q	52352	1000	2	0.1	5.3	5279	0.5
BBC Asian Network UK	Q	52352	554	1	0.1	5.8	3192	0.3
BBC World Service	Q	52352	1298	2	0.1	4.5	5866	0.6
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4410	998	23	1.6	7.3	7248	8.9
BBC Radio Ulster <sup>3</sup>	H	1466	510	35	3.9	11.1	5645	21.8
Total BBC Radio Wales/Cymru	H	2533	540	21	2.1	9.9	5349	10.4
BBC Radio Wales	H	2533	462	18	1.7	9.2	4258	8.3
BBC Radio Cymru	H	2533	119	5	0.4	9.2	1091	2.1
<b>LOCAL</b>								
BBC Local Radio in England	Q	42296	7134	17	1.7	9.8	69849	8.3
BBC Radio Berkshire	H	824	134	16	1.1	6.8	906	6.0
BBC Radio Bristol	H	925	141	15	1.4	8.9	1258	6.5
BBC Radio Cambridgeshire	H	723	122	17	1.3	7.9	962	6.2
BBC Radio Cornwall	H	458	175	38	4.4	11.6	2035	17.5
BBC Coventry and Warwickshire	H	676	83	12	1.1	9.1	759	6.5
BBC Radio Cumbria	H	405	132	33	2.9	8.9	1172	14.3
BBC Radio Derby	H	641	139	22	1.4	6.6	916	6.7
BBC Radio Devon	H	980	245	25	2.7	10.9	2672	11.8

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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 Essex	H	1304	239	18	2.2	12.2	2921	9.7
BBC Radio Gloucestershire	H	492	120	24	2.6	10.7	1288	11.6
BBC Hereford & Worcester	H	493	98	20	2.0	10.0	980	10.4
BBC Radio Humberside	H	777	204	26	2.4	9.2	1875	12.7
BBC Radio Kent	H	1411	246	17	2.0	11.5	2836	8.0
BBC Radio Lancashire	H	1174	193	16	1.6	9.9	1919	8.8
BBC Radio Leeds	H	1671	232	14	0.8	6.1	1416	4.7
BBC Radio Leicester	H	816	166	20	1.8	8.7	1438	9.3
BBC Radio Lincolnshire	H	539	105	19	2.9	15.1	1575	12.3
BBC London 94.9	Q	11250	395	4	0.2	6.8	2691	1.3
BBC Radio Manchester	H	2170	199	9	0.5	5.4	1068	2.7
BBC Radio Merseyside	H	1624	339	21	3.2	15.3	5191	16.0
BBC Radio Newcastle	H	1454	323	22	1.5	6.7	2168	8.3
BBC Radio Norfolk	H	780	221	28	3.2	11.2	2470	14.2
BBC Radio Northampton	H	481	110	23	2.6	11.3	1248	12.7
BBC Radio Nottingham	H	804	196	24	2.6	10.8	2107	13.3
BBC Oxford 95.2FM	H	520	82	16	2.1	13.1	1068	10.0
BBC Radio Sheffield	H	1285	256	20	1.6	8.2	2090	7.7
BBC Radio Shropshire	H	380	110	29	3.0	10.5	1154	14.1
Total BBC Radio Solent	Y	1738	279	16	1.6	10.1	2811	7.4
BBC Somerset	H	438	70	16	1.7	10.4	725	7.5
BBC Radio Stoke	H	599	151	25	2.8	11.3	1695	12.8
BBC Radio Suffolk	H	539	130	24	2.6	10.8	1399	11.6
BBC Sussex and BBC Surrey	H	2502	249	10	0.9	9.4	2332	4.0
BBC Radio Tees	H	792	144	18	1.5	8.4	1205	8.8
BBC Three Counties Radio	H	1313	174	13	0.8	6.1	1064	4.1
BBC WM (Birmingham & Black Country)	H	2280	237	10	1.0	9.5	2246	5.3
BBC Radio Wiltshire/Swindon	H	554	100	18	1.6	9.1	902	7.5
BBC Radio York	H	537	85	16	1.2	7.5	638	5.8
BBC Radio Guernsey	Y	54	21	39	4.7	12.0	255	22.4
BBC Radio Jersey	Y	82	29	36	3.7	10.3	302	18.2

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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	52352	3252	6	0.5	7.9	25671	2.5
Total Absolute Radio	Q	52352	1687	3	0.2	7.1	11941	1.2
Total Absolute Radio Network (London)	Q	11250	1163	10	0.9	8.9	10365	4.8
Total Absolute Radio (London)	Q	11250	794	7	0.5	6.9	5492	2.6
Absolute Radio London	Q	11250	655	6	0.3	5.9	3832	1.8
Absolute Radio National	Q	52352	1248	2	0.2	6.5	8109	0.8
Absolute Radio 60s	H	52352	145	*	*	5.1	743	0.1
Absolute Radio 70s	H	52352	183	*	*	6.9	1265	0.1
Absolute 80s	Q	52352	984	2	0.1	6.0	5942	0.6
Absolute Radio 90s	H	52352	509	1	0.1	5.2	2637	0.3
Absolute Radio 00s	H	52352	170	*	*	5.0	858	0.1
Absolute Radio Classic Rock	H	52352	411	1	*	3.9	1610	0.2
Capital Network (UK)	H	52352	6932	13	0.8	5.9	40770	3.9
Total Choice (UK)	H	52352	737	1	0.1	4.8	3536	0.3
Classic FM	Q	52352	5584	11	0.8	7.1	39580	3.8
Gold Network (UK)	H	52352	1340	3	0.2	9.1	12157	1.2
Heart Network (UK)	H	52352	7229	14	1.0	6.9	49896	4.8
Heat	Q	52352	652	1	*	3.8	2486	0.2
The Hits	Q	52352	877	2	0.1	4.6	4004	0.4
Jazz FM	Q	52352	604	1	0.1	5.4	3293	0.3
Kerrang! UK	H	52352	1224	2	0.1	4.9	5968	0.6
Kiss UK	H	52352	4119	8	0.4	5.1	21169	2.0
Total LBC (UK)	H	52352	1180	2	0.2	9.7	11445	1.1
Magic UK	Q	52352	3454	7	0.4	6.6	22657	2.2
Planet Rock	Q	52352	896	2	0.1	6.6	5881	0.6
Q	Q	52352	212	*	*	2.8	584	0.1
Real Radio Brand UK	H	52352	2142	4	0.3	7.7	16510	1.6
Smash Hits Radio	Q	52352	942	2	0.1	2.9	2713	0.3
Smooth 70s	H	52352	681	1	0.1	7.4	5006	0.5
Smooth Radio Brand UK	H	52352	3139	6	0.5	7.7	24097	2.3
Sunrise Radio National	Q	52352	492	1	0.1	7.0	3439	0.3
talkSPORT	Q	52352	2914	6	0.4	6.6	19249	1.9
Total XFM (UK)	H	52352	960	2	0.1	5.5	5256	0.5

Source: RAJAR/Ipsos MORI/RSMB

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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		
<b>LOCAL</b>								
All Local Commercial Radio (ILR)	Q	51747	26363	51	5.8	11.3	298613	29.2
Anglian Radio Group	Y	1025	240	23	1.9	8.2	1971	8.4
THE BEACH	Y	188	59	32	2.6	8.3	492	12.9
Dream 100	Y	144	46	32	3.4	10.5	487	13.5
North Norfolk Radio	Y	93	21	23	2.7	11.9	250	11.0
Norwich 99.9fm	Y	338	53	16	0.9	6.0	318	4.1
Town 102 FM	Y	283	61	21	1.5	7.0	424	6.7
107.8 Arrow FM for Hastings	Y	116	20	17	1.1	6.6	133	4.7
Bauer Radio Total Portfolio	H	52352	13749	26	2.2	8.3	114760	11.1
Bauer Passion Portfolio	Q	52352	6707	13	0.8	6.2	41309	4.0
Bauer Passion Portfolio	Q	52352	2798	5	0.3	5.4	15085	1.5
Digital Stations								
Heat	Q	52352	652	1	*	3.8	2486	0.2
The Hits	Q	52352	877	2	0.1	4.6	4004	0.4
Planet Rock	Q	52352	896	2	0.1	6.6	5881	0.6
Smash Hits Radio	Q	52352	942	2	0.1	2.9	2713	0.3
Q	Q	52352	212	*	*	2.8	584	0.1
Total Bauer Radio ILR	H	37504	10210	27	2.2	8.2	84112	11.7
Bauer Place Portfolio Total	H	52352	8548	16	1.4	8.3	71174	6.9
FM Bauer Place Portfolio	H	28936	7156	25	2.0	7.9	56557	10.3
Bauer Place Portfolio England	H	23862	5417	23	1.8	7.9	42822	9.4
FM Bauer Place Portfolio England	H	23373	4974	21	1.5	7.2	35627	8.0
Bauer Place Portfolio - North East	H	2263	728	32	2.7	8.4	6097	15.1
Bauer Middlesbrough	H	818	228	28	2.2	7.9	1793	12.5
Bauer Newcastle	H	1508	503	33	2.9	8.6	4304	15.8
Bauer Place Portfolio - North West	H	5150	1254	24	2.0	8.1	10215	10.6
Bauer Liverpool (inc. City Talk)	H	1806	494	27	2.5	9.3	4574	12.7
Bauer Liverpool	H	1806	464	26	2.3	8.9	4109	11.4
Bauer Manchester	H	2445	535	22	1.8	8.1	4345	9.8
Bauer Preston	H	1391	268	19	1.3	6.6	1762	7.1
Bauer Place Portfolio - Yorkshire	H	3175	937	29	2.7	9.0	8431	13.4
Bauer Hull	H	918	279	30	2.3	7.5	2083	11.9
Bauer Leeds	H	1029	228	22	1.7	7.8	1780	9.2
Bauer Sheffield	H	1286	433	34	3.6	10.6	4575	16.7
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11250	3057	27	1.8	6.6	20240	9.5
Kiss 100 FM	Q	11250	1621	14	0.7	5.1	8336	3.9
Magic 105.4	Q	11250	1861	17	1.1	6.4	11904	5.6
FM Bauer Place Portfolio North East	H	2263	600	27	1.7	6.5	3929	9.7
Metro Radio	H	1508	434	29	1.9	6.6	2878	10.6

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

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TFM Radio	H	818	169	21	1.3	6.2	1051	7.3
C.F.M (Bauer Carlisle)	Y	247	91	37	3.2	8.7	791	18.2
Bauer FM Liverpool	H	1806	450	25	2.0	8.2	3677	10.2
Total City Talk/Magic 1548	H	1806	139	8	0.8	9.8	1361	3.8
City Talk 105.9	H	1568	67	4	0.3	7.0	465	1.5
FM Bauer Place Portfolio North West	H	5001	1140	23	1.6	7.2	8162	8.8
Radio City 96.7	H	1806	419	23	1.8	7.7	3212	8.9
Key 103 (Manchester)	H	2445	491	20	1.5	7.4	3625	8.2
97.4 Rock FM	H	1241	243	20	1.1	5.5	1325	6.2
FM Bauer Place Portfolio Yorkshire	H	2836	736	26	1.9	7.4	5458	9.7
96.3 Radio Aire	H	689	140	20	1.1	5.3	733	5.8
Hallam FM	H	1286	369	29	2.6	9.0	3317	12.1
96.9 Viking FM	H	918	228	25	1.5	6.2	1408	8.1
Bauer Northern Ireland	H	1441	626	43	3.8	8.7	5431	21.4
97.4 Cool FM	H	986	408	41	3.4	8.3	3394	19.8
Downtown Radio (DTR)	H	1441	292	20	1.4	7.0	2037	8.0
Bauer Place Portfolio - Scotland	H	4133	1706	41	4.6	11.0	18812	24.8
FM Bauer Place Portfolio Scotland	Y	4133	1526	37	3.5	9.4	14278	19.0
Bauer Radio Central Scotland	H	2872	1037	36	4.0	11.0	11448	22.4
Scotland's Greatest Hits Network	H	3564	368	10	0.9	9.0	3314	5.1
Bauer Glasgow	H	1853	661	36	3.6	10.2	6743	20.5
Clyde 1 FM	H	1853	601	32	2.9	9.1	5449	16.5
Clyde 2	H	1853	171	9	0.7	7.6	1294	3.9
Bauer Edinburgh	H	1118	377	34	4.2	12.5	4705	23.8
ForthOne	H	1118	348	31	3.6	11.7	4054	20.5
Forth2	H	1118	71	6	0.6	9.2	651	3.3
Moray Firth Radio (Bauer Inverness)	Y	235	111	47	5.0	10.7	1179	23.6
Bauer Aberdeen	Y	322	169	52	5.7	10.9	1832	27.4
Northsound One	Y	322	141	44	4.3	9.8	1379	20.6
Northsound Two	Y	322	59	18	1.4	7.7	453	6.8
Radio Borders (Bauer Borders)	Y	108	47	44	5.2	11.8	559	31.4
Bauer Dundee	Y	381	181	47	5.7	12.1	2179	27.0
Tay-FM	Y	381	138	36	3.1	8.6	1184	14.7
Tay-AM	Y	381	75	20	2.6	13.3	994	12.3
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	388	179	46	4.4	9.4	1692	24.0
Kerrang! UK	H	52352	1224	2	0.1	4.9	5968	0.6
Kerrang! 105.2	H	3566	320	9	0.5	5.8	1873	2.8

Source: RAJAR/Ipsos MORI/RSMB

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



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Survey Period Ending 31st March 2013

## 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		
Kiss UK	H	52352	4119	8	0.4	5.1	21169	2.0
Kiss East	H	2098	476	23	1.7	7.6	3598	7.7
Kiss West	H	2415	456	19	1.1	5.6	2573	5.2
Magic UK	Q	52352	3454	7	0.4	6.6	22657	2.2
Magic Network - North	H	10553	671	6	0.7	10.7	7194	3.6
Magic Network - North East	H	2263	204	9	1.0	10.6	2168	5.4
Magic 1152 (Newcastle)	H	1508	119	8	0.9	12.0	1426	5.2
Magic 1170 (Teesside)	H	818	86	10	0.9	8.7	742	5.2
Magic Network - North West	H	5115	177	3	0.4	11.6	2053	2.1
Magic 1548 (Liverpool)	H	1806	77	4	0.5	11.7	897	2.5
Magic 1152 (Manchester)	H	2445	71	3	0.3	10.1	720	1.6
Magic 999 (Preston)	H	1106	30	3	0.4	14.7	437	2.2
Magic Network - Yorkshire	H	3175	289	9	0.9	10.3	2973	4.7
Magic 828 (Leeds)	H	1029	110	11	1.0	9.5	1046	5.4
Magic AM (Sheffield)	H	1286	102	8	1.0	12.3	1258	4.6
Magic 1161 (Hull)	H	918	80	9	0.7	8.4	675	3.9
Wave 105 FM (Bauer South Coast)	H	1777	393	22	2.3	10.2	4014	10.8
Total Celador Radio	H	3257	525	16	1.0	6.5	3416	5.0
The Breeze (Basingstoke and North Hampshire) (was Kestrel FM)	Y	139	30	22	1.5	7.0	212	8.1
The Breeze (East Hampshire & South West Surrey) (was Kestrel FM)	Y	95	17	18	1.4	8.0	135	6.1
Celador Radio South	H	1852	260	14	0.8	5.4	1392	3.6
The Breeze (South)	H	1119	76	7	0.3	4.0	306	1.4
Jack FM South Coast (Was The Coast)	H	1708	196	11	0.6	5.6	1086	3.0
Celador Radio South West	H	1170	222	19	1.4	7.3	1626	6.4
The Breeze South West (North)	H	817	62	8	0.7	9.0	558	3.2
The Breeze South West (South) (was Midwest Radio)	Y	169	29	17	2.2	13.2	378	10.0
106 JACKfm (Bristol) (was Original 106)	H	655	125	19	1.1	5.8	724	5.3
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	20	15	1.1	7.5	151	4.7
Central FM	Y	207	56	27	1.3	4.8	268	7.8
Total Cheshire Radio	Y	365	58	16	0.9	5.7	332	4.5
Cheshire's Silk 106.9	Y	179	21	12	0.7	6.1	130	3.8
Chester's Dee 106.3	Y	185	37	20	1.1	5.5	202	5.0
Total CN Radio	Y	839	235	28	1.8	6.5	1523	9.4
The Bay	Y	286	101	35	2.6	7.4	745	12.6

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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 %
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Citybeat 96.7/102.5FM	H	554	126	23	1.0	4.4	557	5.5
Lakeland Radio	Y	50	15	29	2.4	8.0	119	10.8
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	46	11	1.0	8.7	404	4.8
Radio Exe 107.3 FM (was Exeter FM)	Y	197	22	11	1.0	8.9	196	4.6
Total Fire Radio	Y	1305	48	4	0.2	5.8	280	1.0
Fire Radio	Y	294	41	14	0.8	5.7	234	3.6
Fire Radio South Coast	Y	1011	7	1	*	6.6	47	0.2
3FM	Y	71	29	40	4.0	9.8	280	17.2
Total Global Radio (UK)	H	52352	19333	37	3.1	8.3	161148	15.6
Total Choice (UK)	H	52352	737	1	0.1	4.8	3536	0.3
Choice FM London	Q	11250	473	4	0.2	4.9	2331	1.1
Classic FM	Q	52352	5584	11	0.8	7.1	39580	3.8
Capital Network (UK)	H	52352	6932	13	0.8	5.9	40770	3.9
Gold Network (UK)	H	52352	1340	3	0.2	9.1	12157	1.2
Heart Network (UK)	H	52352	7229	14	1.0	6.9	49896	4.8
Total LBC (UK)	H	52352	1180	2	0.2	9.7	11445	1.1
Total XFM (UK)	H	52352	960	2	0.1	5.5	5256	0.5
Global Radio London (ILR)	Q	11250	4434	39	3.4	8.6	37919	17.7
Global Radio (ILR)	H	42986	13341	31	2.6	8.2	109913	13.0
Capital Network (ILR)	H	30585	5916	19	1.2	6.1	36252	6.3
Capital Birmingham	H	2135	444	21	1.4	6.7	2962	7.5
Capital East Midlands	H	1973	481	24	1.8	7.3	3522	9.1
Capital London	Q	11250	1950	17	0.8	4.6	9043	4.2
Capital Manchester	H	2864	477	17	1.0	6.2	2940	5.7
Capital North East	H	2238	500	22	1.3	6.0	2999	7.5
Capital Scotland	H	2756	474	17	1.1	6.5	3074	6.3
Capital South Coast	H	1797	228	13	0.9	7.0	1588	4.2
Capital South Wales	H	1003	203	20	1.1	5.2	1060	5.5
Capital Yorkshire	H	4569	1128	25	1.8	7.1	8003	9.0
Gold Network (ILR)	H	29417	993	3	0.3	10.1	10002	1.7
Gold Cambridgeshire	H	849	41	5	0.5	9.4	391	2.1
Gold Devon	H	1033	42	4	0.4	9.0	375	1.6
Gold East Anglia	H	1220	61	5	0.4	7.8	475	1.7
Gold East Midlands	H	1973	66	3	0.5	14.2	936	2.4
Gold Essex	H	1360	50	4	0.5	14.0	695	2.2
Gold Four Counties	H	2018	66	3	0.4	10.9	712	1.8
Gold Kent	H	1192	60	5	0.4	8.7	528	1.8
Gold London	Q	11250	363	3	0.3	9.9	3580	1.7
Gold Manchester	H	2864	88	3	0.4	13.1	1144	2.2

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Gold North West & Wales	H	999	18	2	0.2	10.4	193	0.9
Gold Solent	H	1797	56	3	0.4	11.5	640	1.7
Gold South Wales	H	1003	68	7	0.7	10.8	730	3.8
Gold Sussex	H	1372	48	3	0.3	8.0	384	1.2
Gold Thames Valley	H	1438	33	2	0.3	11.4	370	1.3
Gold West Country	H	2198	83	4	0.4	9.7	810	1.7
Heart Network (ILR)	H	27583	6489	24	1.7	7.2	46549	8.4
Heart Cambridgeshire	H	849	256	30	2.3	7.7	1967	10.3
Heart East Anglia	H	1220	316	26	1.7	6.4	2029	7.5
Heart Essex	H	1360	445	33	2.6	8.1	3580	11.4
Heart Four Counties	H	2018	602	30	2.0	6.7	4013	10.1
Heart Kent	H	1192	368	31	2.3	7.5	2770	9.6
Heart London	Q	11250	1750	16	0.8	5.2	9034	4.2
Heart North West and Wales	H	999	216	22	1.5	7.1	1539	7.5
Heart Solent	H	1797	281	16	1.2	7.4	2071	5.4
Heart South West	H	1438	408	28	2.3	8.3	3372	9.8
Heart Sussex	H	1372	380	28	2.2	8.0	3055	9.7
Heart Thames Valley	H	1438	353	25	1.8	7.3	2591	8.9
Heart West Country	H	2198	625	28	2.4	8.6	5344	11.3
Heart West Midlands	H	3601	736	20	1.5	7.2	5312	7.9
LBC (ILR)	Q	11250	1014	9	1.0	10.9	11087	5.2
LBC 97.3	Q	11250	931	8	0.9	10.5	9787	4.6
LBC News 1152	Q	11250	283	3	0.1	4.6	1300	0.6
XFM (ILR)	H	14113	710	5	0.3	5.3	3752	1.4
XFM London	Q	11250	574	5	0.3	5.0	2843	1.3
XFM Manchester	H	2864	206	7	0.4	4.9	1020	2.0
IOW Radio	Y	122	44	36	3.1	8.6	374	13.5
JACK fm (Swindon) (was More Radio)	Y	197	9	5	0.3	7.4	67	1.7
JACKfm Oxfordshire	H	506	77	15	1.1	6.9	531	5.1
Glide FM 1079 (was Oxford's FM 107.9)	H	495	16	3	0.1	3.1	51	0.5
106 JACKfm (Oxford)	H	506	68	13	1.0	7.1	480	4.6
Kingdom FM	Y	287	83	29	2.6	9.1	758	13.0
kmfm Group	H	1045	163	16	1.2	7.4	1212	4.8
kmfm East	H	512	91	18	1.3	7.1	649	5.5
kmfm West	H	533	72	13	1.1	7.9	563	4.3
Lincs FM Group	H	2394	632	26	2.4	9.3	5847	11.6
Lincs FM 102.2 <sup>3</sup>	H	906	346	38	4.1	10.7	3715	18.4
Lincs FM Group Yorkshire	Y	1503	302	20	1.5	7.4	2248	7.5

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Dearne FM	Y	232	45	19	1.6	8.3	375	8.2
KCFM 99.8	Y	453	83	18	0.9	4.7	386	4.7
Ridings FM	Y	299	51	17	1.5	8.7	447	7.1
Rother FM	Y	207	36	18	1.6	9.2	335	7.8
Trax FM	Y	363	87	24	1.9	8.1	705	9.3
The Local Radio Company Group Total	Y	1983	526	27	2.2	8.3	4338	11.0
2BR	Y	177	47	26	1.5	5.9	275	9.6
Minster FM	Y	313	69	22	1.4	6.2	423	7.0
Mix 96	Y	121	37	30	2.1	6.9	254	9.5
Spire FM	Y	116	47	41	4.2	10.4	490	19.3
Spirit FM	Y	218	56	26	2.2	8.6	479	9.7
Star North East	Y	382	50	13	0.9	6.8	339	4.7
Star NE - North (was Durham FM)	Y	213	21	10	0.7	7.1	151	3.9
Star NE - South (was Alpha 103.2)	Y	169	29	17	1.1	6.6	188	5.8
97.2 Stray FM	Y	144	56	39	3.3	8.6	480	15.9
Sun FM	Y	277	72	26	2.2	8.6	618	12.9
Wessex FM	Y	118	46	39	4.5	11.6	533	19.6
Yorkshire Coast Radio	Y	117	47	40	3.8	9.6	447	16.8
Radio Mansfield 103.2	Y	154	41	27	2.3	8.7	357	10.8
Manx Radio	Y	71	38	53	5.6	10.6	399	24.5
Original 106 (Aberdeen)	Y	322	53	16	0.9	5.5	287	4.3
Total Orion Midlands	H	6249	1139	18	1.4	7.4	8480	7.1
Orion Midlands FM	H	6249	1063	17	1.2	7.3	7776	6.5
Gem 106	H	2359	441	19	1.3	7.1	3153	6.7
Free Radio (West Midlands)	H	3981	698	18	1.3	7.6	5327	7.1
Free Radio FM (West Midlands)	H	3981	622	16	1.2	7.4	4623	6.2
Free Radio 80s (West Midlands)	H	3520	100	3	0.2	7.0	704	1.1
Free Radio (Birmingham & Black Country)	H	2493	421	17	1.3	7.4	3122	6.7
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	368	15	1.1	7.1	2628	5.6
Free Radio 80s (Birmingham & Black Country)	H	2493	67	3	0.2	7.4	494	1.1
Free Radio (Coventry & Warwickshire)	H	668	99	15	1.3	8.5	843	7.4
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	668	85	13	1.0	8.2	699	6.1

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Free Radio 80s (Coventry & Warwickshire)	H	668	19	3	0.2	7.7	144	1.3
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	460	73	16	1.4	8.8	643	7.2
Free Radio (Shropshire)	Y	359	91	25	2.1	8.2	749	10.1
Free Radio FM (Shropshire) (was Beacon)	Y	359	81	23	1.9	8.4	681	9.2
Free Radio 80s (Shropshire)	Y	359	14	4	0.2	4.9	68	0.9
Palm FM	Y	227	35	16	1.1	6.8	243	4.4
Radio Plymouth	Y	260	38	15	0.8	5.8	219	3.9
Premier Christian Radio	Q	11250	138	1	0.1	7.1	979	0.5
Q Radio Network	Y	581	110	19	1.2	6.4	701	6.4
Q100.5 (Was Five FM)	Y	84	14	16	1.1	6.7	92	5.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	80	27	1.8	6.8	540	9.8
Q106 (was Six FM)	Y	95	6	7	0.4	5.3	34	1.8
Q107 (was Seven FM)	Y	148	10	7	0.2	3.4	35	1.2
Reading 107 FM	Y	238	18	8	0.4	5.0	92	2.4
Total Real and Smooth Ltd.	H	52352	5574	11	0.9	8.5	47324	4.6
Real and Smooth Ltd. North West Total	H	5306	1172	22	1.9	8.6	10068	10.1
Real and Smooth Ltd. North West Regional	H	5267	1050	20	1.6	8.3	8671	8.8
Real and Smooth Ltd. North East	H	2263	582	26	2.1	8.1	4695	11.6
Real and Smooth Ltd. Scotland	H	2918	689	24	2.3	9.6	6641	12.8
Total Real Radio UK	H	52352	2326	4	0.3	7.8	18220	1.8
Total Real Radio ILR Network	H	15607	2152	14	1.1	8.0	17231	5.9
Real Radio Brand UK	H	52352	2142	4	0.3	7.7	16510	1.6
Real Radio Brand ILR Network	H	15568	1967	13	1.0	7.9	15521	5.3
Real Radio North East - (was Century Radio)	H	2263	261	12	0.7	6.1	1582	3.9
Total Real Radio North West	H	5306	511	10	0.8	8.2	4180	4.2
Real Radio North West - (was Century Radio)	H	5267	361	7	0.5	7.7	2784	2.8
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	170	6	0.5	8.2	1397	2.7
Total Real Radio Scotland	H	2732	506	19	1.6	8.7	4395	9.1
Real Radio Scotland	H	2732	472	17	1.5	8.6	4082	8.5
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	58	7	0.4	5.4	313	2.2

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

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Real Radio Wales	H	2533	531	21	1.7	8.1	4315	8.4
Real Radio Wales (North)	H	688	70	10	0.6	6.0	418	3.0
Real Radio Wales (South)	H	1845	461	25	2.1	8.4	3898	10.4
Real Radio Yorkshire	H	2903	350	12	1.0	7.9	2772	5.0
Total Smooth Radio UK	H	52352	3639	7	0.6	8.0	29104	2.8
Smooth Radio Brand UK	H	52352	3139	6	0.5	7.7	24097	2.3
Smooth Radio Brand ILR Network	H	26432	2595	10	0.8	8.0	20837	4.2
Smooth Radio Midlands	H	5752	675	12	1.2	9.9	6717	6.2
Smooth Radio East Midlands	H	2192	298	14	1.1	7.8	2315	5.4
Smooth Radio West Midlands	H	3601	381	11	1.2	11.6	4431	6.6
Smooth Radio Glasgow	H	1900	278	15	1.2	8.1	2246	6.7
Smooth Radio London	Q	11250	430	4	0.2	5.6	2405	1.1
Smooth Radio North East	H	2263	394	17	1.4	7.9	3113	7.7
Smooth Radio North West	H	5267	783	15	1.1	7.5	5888	6.0
96.2 The Revolution	H	518	37	7	0.7	10.3	385	4.2
Southend & Chelmsford Radio	Y	489	48	10	0.8	8.2	392	3.4
107.5 Sovereign Radio	Y	153	21	14	0.7	5.2	108	3.1
Sunrise Group National	H	52352	480	1	0.1	7.0	3368	0.3
Sunrise Group London	H	11249	349	3	0.2	7.6	2636	1.2
Buzz Asia 963 & 972AM	H	11249	60	1	*	2.9	174	0.1
Kismet Radio 1035 (Greater London)	Q	11250	89	1	*	4.7	415	0.2
Sunrise Radio (Greater London)	Q	11250	348	3	0.2	7.6	2664	1.2
Sunrise Radio National	Q	52352	492	1	0.1	7.0	3439	0.3
Time FM 106.6	Y	298	23	8	0.5	6.1	142	2.6
Tindle Radio Group	Y	136	82	60	7.2	12.0	976	34.9
Channel 103 FM	Y	82	49	60	6.9	11.5	562	33.9
Island FM 104.7	Y	54	33	60	7.6	12.7	414	36.4
Total Quidem	Y	1306	171	13	1.0	7.9	1359	5.5
Oak FM	Y	316	31	10	0.7	7.0	216	3.5
Total Touch Radio Network	Y	991	140	14	1.2	8.1	1143	6.1
107.6 Banbury Sound	Y	84	17	20	1.4	7.3	121	7.2
Rugby FM	Y	72	25	35	2.8	8.0	202	13.2
Touch FM Staffs	Y	250	32	13	1.2	9.0	293	5.5
96.2 Touch FM - Coventry	Y	293	20	7	0.3	4.8	94	2.1
102 Touch FM - Warks Worcs Cotswolds	Y	292	46	16	1.5	9.4	433	7.8
Town and Country Broadcasting (South and West Wales)	Y	1688	301	18	1.4	7.6	2299	6.6
106.3 Bridge FM	Y	122	36	29	2.4	8.4	298	12.0

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# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

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			'000	%	per head	per listener		
Radio Carmarthenshire and Scarlet FM	Y	128	46	36	3.0	8.4	383	12.7
Radio Ceredigion	Y	81	20	25	1.1	4.3	87	4.6
Nation Hits! (was Nation 80s)	Y	459	45	10	0.5	5.3	236	2.4
Nation Radio	H	1472	124	8	0.5	5.5	679	2.4
102.5 Radio Pembrokeshire	Y	95	42	44	5.2	11.7	495	19.1
Total UKRD	H	1847	407	22	1.8	8.0	3236	8.1
The Bee	Y	411	39	10	0.7	7.2	280	4.3
Pirate FM	Y	483	152	31	2.8	9.0	1371	11.2
Total Eagle	H	525	153	29	2.2	7.4	1142	9.4
Eagle Extra (formerly County Sound 1566MW)	H	525	16	3	0.3	8.7	140	1.2
96.4 Eagle Radio	H	525	142	27	1.9	7.1	1002	8.3
Total UKRD East	H	427	74	17	1.3	7.2	535	5.6
KL.FM 96.7	Y	150	52	35	3.1	9.0	471	15.3
Star Radio in Cambridge	Y	277	25	9	0.4	4.2	104	1.7
UTV Radio (inc. talkSPORT)	H	52352	4223	8	0.6	7.2	30537	3.0
UTV Radio (excl. talkSPORT)	H	6725	1401	21	1.8	8.5	11877	9.2
107.6 Juice FM	H	1034	221	21	1.6	7.7	1706	8.0
Peak 107 FM	Y	419	91	22	1.7	7.8	708	8.4
The Pulse/Pulse 2	H	867	164	19	1.1	5.6	924	6.4
The Pulse	H	867	144	17	0.9	5.1	743	5.1
Pulse 2	H	867	48	5	0.2	3.8	181	1.2
Signal 107 (was 107.7 The Wolf)	H	991	53	5	0.3	6.1	325	1.6
Signal One & Signal Two	H	775	303	39	4.2	10.7	3234	19.4
Signal One	H	775	277	36	3.3	9.1	2527	15.1
Signal Two	H	775	68	9	0.9	10.4	707	4.2
Total Swansea Sound/ 96.4 FM The Wave	Y	459	164	36	3.5	9.7	1587	16.0
96.4 FM The Wave	Y	459	133	29	2.4	8.3	1105	11.2
Swansea Sound - 1170 MW	Y	459	50	11	1.0	9.6	482	4.9
U105	H	872	204	23	2.3	10.0	2049	13.6
Radio Wave 96.5 FM	Y	237	66	28	2.7	9.6	640	13.8
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1120	156	14	0.7	4.7	737	3.8
107.4 Tower FM	Y	434	50	11	0.6	5.6	280	3.7
107.2 Wire FM	Y	278	42	15	0.6	3.9	164	3.3
102.4 Wish FM	Y	466	65	14	0.6	4.5	293	3.7
Wave 102 FM	Y	157	29	19	1.5	8.3	240	7.2
Yorkshire Radio	H	4553	99	2	0.1	4.1	411	0.5

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# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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	52352	33499	64	8.3	12.9	433474	41.9
Children 10-14	Q	3453	2720	79	6.0	7.6	20565	66.2
15-24	Q	8181	5915	72	8.1	11.2	66318	60.6
25-44	Q	17079	12223	72	9.0	12.6	153514	51.3
45-64	Q	16191	10535	65	9.4	14.4	152130	41.1
65+	Q	10902	4827	44	5.6	12.7	61511	24.1
Main Shoppers	Q	43507	27285	63	8.2	13.1	356656	40.6
Main Shoppers with children	Q	12958	9630	74	9.3	12.5	120850	52.1
ABC1	Q	28654	18484	65	7.0	10.9	201884	36.4
C2DE	Q	23698	15016	63	9.8	15.4	231590	48.3
ALL BBC 15+	Q	52352	35069	67	11.0	16.4	575757	55.7
Children 10-14	Q	3453	1705	49	2.5	5.0	8567	27.6
15-24	Q	8181	4645	57	4.9	8.7	40360	36.9
25-44	Q	17079	10492	61	8.0	13.0	136100	45.4
45-64	Q	16191	11684	72	13.0	18.0	209801	56.7
65+	Q	10902	8248	76	17.4	23.0	189495	74.2
Main Shoppers	Q	43507	29369	68	11.5	17.1	501355	57.0
Main Shoppers with children	Q	12958	7840	61	8.0	13.2	103836	44.8
ABC1	Q	28654	21345	74	11.9	16.0	341583	61.5
C2DE	Q	23698	13724	58	9.9	17.1	234174	48.9

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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	689	140	20	1.1	5.3	733	5.8
107.8 Arrow FM for Hastings	Y	116	20	17	1.1	6.6	133	4.7
107.6 Banbury Sound	Y	84	17	20	1.4	7.3	121	7.2
The Bay	Y	286	101	35	2.6	7.4	745	12.6
THE BEACH	Y	188	59	32	2.6	8.3	492	12.9
The Bee	Y	411	39	10	0.7	7.2	280	4.3
2BR	Y	177	47	26	1.5	5.9	275	9.6
The Breeze (Basingstoke and North Hampshire) (was Kestrel FM)	Y	139	30	22	1.5	7.0	212	8.1
The Breeze (East Hampshire & South West Surrey) (was Kestrel FM)	Y	95	17	18	1.4	8.0	135	6.1
The Breeze South West (North)	H	817	62	8	0.7	9.0	558	3.2
The Breeze South West (South) (was Midwest Radio)	Y	169	29	17	2.2	13.2	378	10.0
106.3 Bridge FM	Y	122	36	29	2.4	8.4	298	12.0
Buzz Asia 963 & 972AM	H	11249	60	1	*	2.9	174	0.1
Capital Birmingham	H	2135	444	21	1.4	6.7	2962	7.5
Capital East Midlands	H	1973	481	24	1.8	7.3	3522	9.1
Capital London	Q	11250	1950	17	0.8	4.6	9043	4.2
Capital Manchester	H	2864	477	17	1.0	6.2	2940	5.7
Capital North East	H	2238	500	22	1.3	6.0	2999	7.5
Capital Scotland	H	2756	474	17	1.1	6.5	3074	6.3
Capital South Coast	H	1797	228	13	0.9	7.0	1588	4.2
Capital South Wales	H	1003	203	20	1.1	5.2	1060	5.5
Capital Yorkshire	H	4569	1128	25	1.8	7.1	8003	9.0
Radio Carmarthenshire and Scarlet FM	Y	128	46	36	3.0	8.4	383	12.7
Central FM	Y	207	56	27	1.3	4.8	268	7.8
Radio Ceredigion	Y	81	20	25	1.1	4.3	87	4.6
C.F.M (Bauer Carlisle)	Y	247	91	37	3.2	8.7	791	18.2
Channel 103 FM	Y	82	49	60	6.9	11.5	562	33.9
Cheshire's Silk 106.9	Y	179	21	12	0.7	6.1	130	3.8
Chester's Dee 106.3	Y	185	37	20	1.1	5.5	202	5.0
Choice FM London	Q	11250	473	4	0.2	4.9	2331	1.1
Radio City 96.7	H	1806	419	23	1.8	7.7	3212	8.9
City Talk 105.9	H	1568	67	4	0.3	7.0	465	1.5
Citybeat 96.7/102.5FM	H	554	126	23	1.0	4.4	557	5.5
Clyde 1 FM	H	1853	601	32	2.9	9.1	5449	16.5
Clyde 2	H	1853	171	9	0.7	7.6	1294	3.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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		
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	46	11	1.0	8.7	404	4.8
97.4 Cool FM	H	986	408	41	3.4	8.3	3394	19.8
Dearne FM	Y	232	45	19	1.6	8.3	375	8.2
Downtown Radio (DTR)	H	1441	292	20	1.4	7.0	2037	8.0
Dream 100	Y	144	46	32	3.4	10.5	487	13.5
96.4 Eagle Radio	H	525	142	27	1.9	7.1	1002	8.3
Eagle Extra (formerly County Sound 1566MW)	H	525	16	3	0.3	8.7	140	1.2
Radio Exe 107.3 FM (was Exeter FM)	Y	197	22	11	1.0	8.9	196	4.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	368	15	1.1	7.1	2628	5.6
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	668	85	13	1.0	8.2	699	6.1
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	460	73	16	1.4	8.8	643	7.2
Free Radio FM (Shropshire) (was Beacon)	Y	359	81	23	1.9	8.4	681	9.2
Free Radio 80s (Birmingham & Black Country)	H	2493	67	3	0.2	7.4	494	1.1
Free Radio 80s (Coventry & Warwickshire)	H	668	19	3	0.2	7.7	144	1.3
Free Radio 80s (Shropshire)	Y	359	14	4	0.2	4.9	68	0.9
Fire Radio	Y	294	41	14	0.8	5.7	234	3.6
Fire Radio South Coast	Y	1011	7	1	*	6.6	47	0.2
3FM	Y	71	29	40	4.0	9.8	280	17.2
Forth2	H	1118	71	6	0.6	9.2	651	3.3
ForthOne	H	1118	348	31	3.6	11.7	4054	20.5
Gem 106	H	2359	441	19	1.3	7.1	3153	6.7
Glide FM 1079 (was Oxford's FM 107.9)	H	495	16	3	0.1	3.1	51	0.5
Gold Cambridgeshire	H	849	41	5	0.5	9.4	391	2.1
Gold Devon	H	1033	42	4	0.4	9.0	375	1.6
Gold East Anglia	H	1220	61	5	0.4	7.8	475	1.7
Gold East Midlands	H	1973	66	3	0.5	14.2	936	2.4
Gold Essex	H	1360	50	4	0.5	14.0	695	2.2
Gold Four Counties	H	2018	66	3	0.4	10.9	712	1.8
Gold Kent	H	1192	60	5	0.4	8.7	528	1.8

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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		
Gold London	Q	11250	363	3	0.3	9.9	3580	1.7
Gold Manchester	H	2864	88	3	0.4	13.1	1144	2.2
Gold North West & Wales	H	999	18	2	0.2	10.4	193	0.9
Gold Solent	H	1797	56	3	0.4	11.5	640	1.7
Gold South Wales	H	1003	68	7	0.7	10.8	730	3.8
Gold Sussex	H	1372	48	3	0.3	8.0	384	1.2
Gold Thames Valley	H	1438	33	2	0.3	11.4	370	1.3
Gold West Country	H	2198	83	4	0.4	9.7	810	1.7
Hallam FM	H	1286	369	29	2.6	9.0	3317	12.1
Heart Cambridgeshire	H	849	256	30	2.3	7.7	1967	10.3
Heart East Anglia	H	1220	316	26	1.7	6.4	2029	7.5
Heart Essex	H	1360	445	33	2.6	8.1	3580	11.4
Heart Four Counties	H	2018	602	30	2.0	6.7	4013	10.1
Heart Kent	H	1192	368	31	2.3	7.5	2770	9.6
Heart London	Q	11250	1750	16	0.8	5.2	9034	4.2
Heart North West and Wales	H	999	216	22	1.5	7.1	1539	7.5
Heart Solent	H	1797	281	16	1.2	7.4	2071	5.4
Heart South West	H	1438	408	28	2.3	8.3	3372	9.8
Heart Sussex	H	1372	380	28	2.2	8.0	3055	9.7
Heart Thames Valley	H	1438	353	25	1.8	7.3	2591	8.9
Heart West Country	H	2198	625	28	2.4	8.6	5344	11.3
Heart West Midlands	H	3601	736	20	1.5	7.2	5312	7.9
IOW Radio	Y	122	44	36	3.1	8.6	374	13.5
Island FM 104.7	Y	54	33	60	7.6	12.7	414	36.4
Jack FM South Coast (Was The Coast)	H	1708	196	11	0.6	5.6	1086	3.0
JACK fm (Swindon) (was More Radio)	Y	197	9	5	0.3	7.4	67	1.7
106 JACKfm (Bristol) (was Original 106)	H	655	125	19	1.1	5.8	724	5.3
106 JACKfm (Oxford)	H	506	68	13	1.0	7.1	480	4.6
JACKfm Oxfordshire	H	506	77	15	1.1	6.9	531	5.1
107.6 Juice FM	H	1034	221	21	1.6	7.7	1706	8.0
KCFM 99.8	Y	453	83	18	0.9	4.7	386	4.7
Kerrang! 105.2	H	3566	320	9	0.5	5.8	1873	2.8
Key 103 (Manchester)	H	2445	491	20	1.5	7.4	3625	8.2
Kingdom FM	Y	287	83	29	2.6	9.1	758	13.0
Kismet Radio 1035 (Greater London)	Q	11250	89	1	*	4.7	415	0.2
Kiss 100 FM	Q	11250	1621	14	0.7	5.1	8336	3.9
Kiss East	H	2098	476	23	1.7	7.6	3598	7.7
Kiss West	H	2415	456	19	1.1	5.6	2573	5.2
KL.FM 96.7	Y	150	52	35	3.1	9.0	471	15.3

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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		
kmfm East	H	512	91	18	1.3	7.1	649	5.5
kmfm West	H	533	72	13	1.1	7.9	563	4.3
Lakeland Radio	Y	50	15	29	2.4	8.0	119	10.8
LBC 97.3	Q	11250	931	8	0.9	10.5	9787	4.6
LBC News 1152	Q	11250	283	3	0.1	4.6	1300	0.6
Lincs FM 102.2 <sup>3</sup>	H	906	346	38	4.1	10.7	3715	18.4
Magic 105.4	Q	11250	1861	17	1.1	6.4	11904	5.6
Magic 1152 (Manchester)	H	2445	71	3	0.3	10.1	720	1.6
Magic 1152 (Newcastle)	H	1508	119	8	0.9	12.0	1426	5.2
Magic 1161 (Hull)	H	918	80	9	0.7	8.4	675	3.9
Magic 1170 (Teesside)	H	818	86	10	0.9	8.7	742	5.2
Magic 1548 (Liverpool)	H	1806	77	4	0.5	11.7	897	2.5
Magic 828 (Leeds)	H	1029	110	11	1.0	9.5	1046	5.4
Magic 999 (Preston)	H	1106	30	3	0.4	14.7	437	2.2
Magic AM (Sheffield)	H	1286	102	8	1.0	12.3	1258	4.6
Radio Mansfield 103.2	Y	154	41	27	2.3	8.7	357	10.8
Manx Radio	Y	71	38	53	5.6	10.6	399	24.5
Metro Radio	H	1508	434	29	1.9	6.6	2878	10.6
Minster FM	Y	313	69	22	1.4	6.2	423	7.0
Mix 96	Y	121	37	30	2.1	6.9	254	9.5
Nation Hits! (was Nation 80s)	Y	459	45	10	0.5	5.3	236	2.4
Nation Radio	H	1472	124	8	0.5	5.5	679	2.4
North Norfolk Radio	Y	93	21	23	2.7	11.9	250	11.0
Northsound One	Y	322	141	44	4.3	9.8	1379	20.6
Northsound Two	Y	322	59	18	1.4	7.7	453	6.8
Norwich 99.9fm	Y	338	53	16	0.9	6.0	318	4.1
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	20	15	1.1	7.5	151	4.7
Oak FM	Y	316	31	10	0.7	7.0	216	3.5
Original 106 (Aberdeen)	Y	322	53	16	0.9	5.5	287	4.3
Palm FM	Y	227	35	16	1.1	6.8	243	4.4
Peak 107 FM	Y	419	91	22	1.7	7.8	708	8.4
102.5 Radio Pembrokeshire	Y	95	42	44	5.2	11.7	495	19.1
Pirate FM	Y	483	152	31	2.8	9.0	1371	11.2
Radio Plymouth	Y	260	38	15	0.8	5.8	219	3.9
Premier Christian Radio	Q	11250	138	1	0.1	7.1	979	0.5
The Pulse	H	867	144	17	0.9	5.1	743	5.1
Pulse 2	H	867	48	5	0.2	3.8	181	1.2
Q100.5 (Was Five FM)	Y	84	14	16	1.1	6.7	92	5.9
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	80	27	1.8	6.8	540	9.8

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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		
Q106 (was Six FM)	Y	95	6	7	0.4	5.3	34	1.8
Q107 (was Seven FM)	Y	148	10	7	0.2	3.4	35	1.2
Reading 107 FM	Y	238	18	8	0.4	5.0	92	2.4
Real Radio North East - (was Century Radio)	H	2263	261	12	0.7	6.1	1582	3.9
Real Radio North West - (was Century Radio)	H	5267	361	7	0.5	7.7	2784	2.8
Real Radio Scotland	H	2732	472	17	1.5	8.6	4082	8.5
Real Radio Wales (North)	H	688	70	10	0.6	6.0	418	3.0
Real Radio Wales (South)	H	1845	461	25	2.1	8.4	3898	10.4
Real Radio Yorkshire	H	2903	350	12	1.0	7.9	2772	5.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	58	7	0.4	5.4	313	2.2
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	170	6	0.5	8.2	1397	2.7
96.2 The Revolution	H	518	37	7	0.7	10.3	385	4.2
Ridings FM	Y	299	51	17	1.5	8.7	447	7.1
97.4 Rock FM	H	1241	243	20	1.1	5.5	1325	6.2
Rother FM	Y	207	36	18	1.6	9.2	335	7.8
Rugby FM	Y	72	25	35	2.8	8.0	202	13.2
Signal 107 (was 107.7 The Wolf)	H	991	53	5	0.3	6.1	325	1.6
Signal One	H	775	277	36	3.3	9.1	2527	15.1
Signal Two	H	775	68	9	0.9	10.4	707	4.2
Smooth Radio East Midlands	H	2192	298	14	1.1	7.8	2315	5.4
Smooth Radio Glasgow	H	1900	278	15	1.2	8.1	2246	6.7
Smooth Radio London	Q	11250	430	4	0.2	5.6	2405	1.1
Smooth Radio North East	H	2263	394	17	1.4	7.9	3113	7.7
Smooth Radio North West	H	5267	783	15	1.1	7.5	5888	6.0
Smooth Radio West Midlands	H	3601	381	11	1.2	11.6	4431	6.6
Southend & Chelmsford Radio	Y	489	48	10	0.8	8.2	392	3.4
107.5 Sovereign Radio	Y	153	21	14	0.7	5.2	108	3.1
Spire FM	Y	116	47	41	4.2	10.4	490	19.3
Spirit FM	Y	218	56	26	2.2	8.6	479	9.7
Star NE - North (was Durham FM)	Y	213	21	10	0.7	7.1	151	3.9
Star NE - South (was Alpha 103.2)	Y	169	29	17	1.1	6.6	188	5.8
Star Radio in Cambridge	Y	277	25	9	0.4	4.2	104	1.7
97.2 Stray FM	Y	144	56	39	3.3	8.6	480	15.9
Sun FM	Y	277	72	26	2.2	8.6	618	12.9
Sunrise Radio (Greater London)	Q	11250	348	3	0.2	7.6	2664	1.2
Swansea Sound - 1170 MW	Y	459	50	11	1.0	9.6	482	4.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 31st March 2013

## 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		
Tay-AM	Y	381	75	20	2.6	13.3	994	12.3
Tay-FM	Y	381	138	36	3.1	8.6	1184	14.7
TFM Radio	H	818	169	21	1.3	6.2	1051	7.3
Time FM 106.6	Y	298	23	8	0.5	6.1	142	2.6
96.2 Touch FM - Coventry	Y	293	20	7	0.3	4.8	94	2.1
102 Touch FM - Works Worcs Cotswolds	Y	292	46	16	1.5	9.4	433	7.8
Touch FM Staffs	Y	250	32	13	1.2	9.0	293	5.5
107.4 Tower FM	Y	434	50	11	0.6	5.6	280	3.7
Town 102 FM	Y	283	61	21	1.5	7.0	424	6.7
Trax FM	Y	363	87	24	1.9	8.1	705	9.3
U105	H	872	204	23	2.3	10.0	2049	13.6
96.9 Viking FM	H	918	228	25	1.5	6.2	1408	8.1
96.4 FM The Wave	Y	459	133	29	2.4	8.3	1105	11.2
Wave 102 FM	Y	157	29	19	1.5	8.3	240	7.2
Wave 105 FM (Bauer South Coast)	H	1777	393	22	2.3	10.2	4014	10.8
Radio Wave 96.5 FM	Y	237	66	28	2.7	9.6	640	13.8
Wessex FM	Y	118	46	39	4.5	11.6	533	19.6
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	388	179	46	4.4	9.4	1692	24.0
107.2 Wire FM	Y	278	42	15	0.6	3.9	164	3.3
102.4 Wish FM	Y	466	65	14	0.6	4.5	293	3.7
XFM London	Q	11250	574	5	0.3	5.0	2843	1.3
XFM Manchester	H	2864	206	7	0.4	4.9	1020	2.0
Yorkshire Coast Radio	Y	117	47	40	3.8	9.6	447	16.8
Yorkshire Radio	H	4553	99	2	0.1	4.1	411	0.5

Source: RAJAR/Ipsos MORI/RSMB

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

# DEFINITIONS

(1) Audiences in local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals.

(2) National groups that are a combination of analogue and digital broadcast.

(3) Audience to 'Opt-out' services included.

## 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	31st December 2012 - 31st March 2013	24,698
H	17th September 2012 - 31st March 2013	51,283
Y	2nd April 2012 - 31st March 2013	103,466