

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 2013

PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 53,205,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All Radio	Q	48375	91	19.4	21.3	1029690	100.0
All BBC Radio	Q	36219	68	10.7	15.7	568433	55.2
All BBC Radio 15-44	Q	15948	62	6.7	10.8	172950	42.2
All BBC Radio 45+	Q	20271	74	14.4	19.5	395483	63.8
All BBC Network Radio ¹	Q	33126	62	9.1	14.5	481969	46.8
BBC Local Radio	Q	9321	18	1.6	9.3	86464	8.4
All Commercial Radio	Q	34914	66	8.1	12.4	433520	42.1
All Commercial Radio 15-44	Q	18750	73	8.7	11.9	223169	54.4
All Commercial Radio 45+	Q	16164	59	7.6	13.0	210351	34.0
All National Commercial ¹	Q	17635	33	2.6	7.8	136744	13.3
All Local Commercial (National TSA)	Q	27594	52	5.6	10.8	296776	28.8
Other Radio	Q	3472	7	0.5	8.0	27737	2.7

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 53,205,000

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	33126	62	9.1	14.5	481969	46.8
BBC Radio 1	Q	10969	21	1.3	6.4	70628	6.9
BBC Radio 2	Q	15513	29	3.4	11.7	181022	17.6
BBC Radio 3	Q	1992	4	0.2	5.6	11127	1.1
BBC Radio 4	Q	11205	21	2.4	11.5	128922	12.5
BBC Radio 4 (including 4 Extra)	Q	11494	22	2.6	12.1	138704	13.5
BBC Radio 4 Extra	Q	1646	3	0.2	5.9	9782	1.0
BBC Radio FIVE LIVE	Q	6285	12	0.8	6.9	43388	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6529	12	0.9	7.0	46002	4.5
FIVE LIVE SPORTS EXTRA	Q	889	2	*	2.9	2614	0.3
BBC 6 Music	Q	1962	4	0.3	9.0	17688	1.7
1Xtra from the BBC	Q	1094	2	0.1	4.6	5069	0.5
BBC Asian Network UK	Q	668	1	0.1	6.8	4515	0.4
BBC World Service	Q	1413	3	0.1	5.1	7215	0.7
All National Commercial	Q	17635	33	2.6	7.8	136744	13.3
Total Absolute Radio	Q	1767	3	0.2	7.0	12324	1.2
Absolute Radio 60s	H	197	*	*	3.9	769	0.1
Absolute Radio 70s	H	181	*	*	3.5	631	0.1
Absolute 80s	Q	1183	2	0.1	4.9	5825	0.6
Absolute Radio 90s	H	568	1	0.1	4.7	2679	0.3
Absolute Radio 00s	H	145	*	*	3.3	485	*
Absolute Radio Classic Rock	H	364	1	*	3.8	1375	0.1
Capital Network (UK) ²	H	7501	14	0.8	5.8	43578	4.2
Total Capital XTRA (UK) ²	H	854	2	0.1	4.9	4160	0.4
Classic FM	Q	5634	11	0.7	6.5	36536	3.5
Gold Network (UK) ²	H	1363	3	0.2	8.3	11299	1.1
Heart Network (UK) ²	H	7300	14	0.9	6.5	47356	4.6
Heat	Q	714	1	*	3.4	2464	0.2
The Hits	Q	910	2	0.1	4.2	3803	0.4
Jazz FM	Q	681	1	0.1	4.5	3070	0.3
Kerrang! ²	H	1021	2	0.1	4.2	4311	0.4
Kiss UK ²	H	5036	9	0.5	5.3	26905	2.6
Kiss Fresh (Was Smash Hits)	Q	387	1	*	3.2	1224	0.1
Kisstory	Q	927	2	0.1	4.4	4077	0.4
Total LBC (UK) ²	H	1248	2	0.2	10.1	12584	1.2
Magic UK ²	Q	3596	7	0.4	6.1	22038	2.1
Planet Rock UK	Q	1143	2	0.2	7.2	8245	0.8
Real Radio Brand UK ²	H	2373	4	0.3	7.6	17971	1.7
Smooth 70s	H	804	2	0.1	5.9	4775	0.5
Smooth Radio Brand UK ²	H	3383	6	0.5	7.1	24106	2.3
Sunrise Radio National	Q	521	1	0.1	6.8	3522	0.3
talkSPORT	Q	3212	6	0.4	6.3	20264	2.0
Total XFM (UK) ²	H	929	2	0.1	3.9	3577	0.3

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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 per head per listener		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	53205	10969	21	1.3	6.4	70628	6.9
BBC Radio 2	Q	53205	15513	29	3.4	11.7	181022	17.6
BBC Radio 3	Q	53205	1992	4	0.2	5.6	11127	1.1
BBC Radio 4	Q	53205	11205	21	2.4	11.5	128922	12.5
BBC Radio 4 (including 4 Extra)	Q	53205	11494	22	2.6	12.1	138704	13.5
BBC Radio 4 Extra	Q	53205	1646	3	0.2	5.9	9782	1.0
BBC Radio FIVE LIVE	Q	53205	6285	12	0.8	6.9	43388	4.2
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	53205	6529	12	0.9	7.0	46002	4.5
FIVE LIVE SPORTS EXTRA	Q	53205	889	2	*	2.9	2614	0.3
BBC 6 Music	Q	53205	1962	4	0.3	9.0	17688	1.7
1Xtra from the BBC	Q	53205	1094	2	0.1	4.6	5069	0.5
BBC Asian Network UK	Q	53205	668	1	0.1	6.8	4515	0.4
BBC World Service	Q	53205	1413	3	0.1	5.1	7215	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4456	868	19	1.3	6.6	5755	7.3
BBC Radio Ulster ³	H	1481	524	35	3.4	9.6	5020	19.7
Total BBC Radio Wales/Cymru	H	2580	559	22	2.2	10.1	5661	10.7
BBC Radio Wales	H	2580	466	18	1.6	8.9	4133	7.8
BBC Radio Cymru	H	2580	140	5	0.6	10.9	1528	2.9
LOCAL								
BBC Local Radio in England	Q	43022	7091	16	1.6	9.5	67173	8.0
BBC Radio Berkshire	H	818	109	13	1.0	7.2	785	5.3
BBC Radio Bristol	H	888	115	13	1.2	9.3	1070	6.1
BBC Radio Cambridgeshire	H	737	147	20	1.5	7.7	1129	7.3
BBC Radio Cornwall	H	458	159	35	4.3	12.5	1986	16.7
BBC Coventry and Warwickshire	H	690	116	17	1.5	9.2	1063	8.4
BBC Radio Cumbria	H	408	127	31	2.4	7.8	995	11.9
BBC Radio Derby	H	653	160	24	2.1	8.6	1366	10.0
BBC Radio Devon	H	971	221	23	2.7	11.7	2587	12.0

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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	1289	222	17	1.9	11.0	2439	8.7
BBC Radio Gloucestershire	H	498	85	17	1.9	11.3	954	8.2
BBC Hereford & Worcester	H	502	96	19	1.9	9.9	943	9.5
BBC Radio Humberside	H	765	186	24	2.9	12.1	2254	12.6
BBC Radio Kent	H	1453	259	18	1.9	10.8	2807	8.8
BBC Radio Lancashire	H	1187	228	19	1.5	8.0	1835	7.5
BBC Radio Leeds	H	1641	239	15	0.9	6.3	1513	5.3
BBC Radio Leicester	H	835	144	17	1.5	8.7	1253	7.1
BBC Radio Lincolnshire	H	550	120	22	2.8	12.7	1522	12.0
BBC London 94.9	Q	11702	465	4	0.3	7.3	3385	1.7
BBC Radio Manchester	H	2204	210	10	0.7	7.0	1458	3.9
BBC Radio Merseyside	H	1664	344	21	2.6	12.8	4394	13.6
BBC Radio Newcastle	H	1443	369	26	2.3	9.0	3309	11.9
BBC Radio Norfolk	H	772	176	23	2.8	12.4	2174	12.6
BBC Radio Northampton	H	486	92	19	2.3	12.3	1132	11.4
BBC Radio Nottingham	H	800	193	24	2.8	11.5	2213	13.8
BBC Radio Oxford	H	524	77	15	1.3	9.0	693	6.8
BBC Radio Sheffield	H	1291	241	19	1.5	8.1	1942	7.5
BBC Radio Shropshire	H	395	108	27	2.3	8.4	903	11.0
Total BBC Radio Solent	Y	1768	297	17	1.8	10.6	3135	8.5
BBC Somerset	H	444	75	17	1.6	9.8	733	7.4
BBC Radio Stoke	H	614	157	26	2.5	9.6	1509	11.3
BBC Radio Suffolk	H	540	122	23	2.3	10.0	1218	10.5
BBC Sussex and BBC Surrey	H	2547	236	9	0.7	7.6	1789	3.7
BBC Radio Tees	H	793	143	18	1.4	7.7	1096	6.9
BBC Three Counties Radio	H	1331	154	12	1.0	8.5	1311	5.1
BBC WM (Birmingham & Black Country)	H	2356	233	10	0.7	7.5	1754	4.1
BBC Radio Wiltshire/Swindon	H	570	108	19	1.6	8.3	890	7.3
BBC Radio York	H	531	81	15	1.3	8.7	708	6.6
BBC Radio Guernsey	Y	54	22	40	4.2	10.7	230	21.0
BBC Radio Jersey	Y	84	29	34	3.3	9.8	282	16.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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	53205	3545	7	0.4	6.7	23743	2.3
Total Absolute Radio	Q	53205	1767	3	0.2	7.0	12324	1.2
Total Absolute Radio Network (London)	Q	11702	1204	10	0.6	5.8	7007	3.4
Total Absolute Radio (London)	Q	11702	809	7	0.4	5.9	4761	2.3
Absolute Radio London	Q	11702	593	5	0.2	4.5	2677	1.3
Absolute Radio National	Q	53205	1310	2	0.2	7.4	9647	0.9
Absolute Radio 60s	H	53205	197	*	*	3.9	769	0.1
Absolute Radio 70s	H	53205	181	*	*	3.5	631	0.1
Absolute 80s	Q	53205	1183	2	0.1	4.9	5825	0.6
Absolute Radio 90s	H	53205	568	1	0.1	4.7	2679	0.3
Absolute Radio 00s	H	53205	145	*	*	3.3	485	*
Absolute Radio Classic Rock	H	53205	364	1	*	3.8	1375	0.1
Capital Network (UK)	H	53205	7501	14	0.8	5.8	43578	4.2
Total Capital XTRA (UK)	H	53205	854	2	0.1	4.9	4160	0.4
Classic FM	Q	53205	5634	11	0.7	6.5	36536	3.5
Gold Network (UK)	H	53205	1363	3	0.2	8.3	11299	1.1
Heart Network (UK)	H	53205	7300	14	0.9	6.5	47356	4.6
Heat	Q	53205	714	1	*	3.4	2464	0.2
The Hits	Q	53205	910	2	0.1	4.2	3803	0.4
Jazz FM	Q	53205	681	1	0.1	4.5	3070	0.3
Kerrang!	H	53205	1021	2	0.1	4.2	4311	0.4
Kiss UK	H	53205	5036	9	0.5	5.3	26905	2.6
Kiss Fresh (Was Smash Hits)	Q	53205	387	1	*	3.2	1224	0.1
Kisstory	Q	53205	927	2	0.1	4.4	4077	0.4
Total LBC (UK)	H	53205	1248	2	0.2	10.1	12584	1.2
Magic UK	Q	53205	3596	7	0.4	6.1	22038	2.1
Planet Rock UK	Q	53205	1143	2	0.2	7.2	8245	0.8
Real Radio Brand UK	H	53205	2373	4	0.3	7.6	17971	1.7
Smooth 70s	H	53205	804	2	0.1	5.9	4775	0.5
Smooth Radio Brand UK	H	53205	3383	6	0.5	7.1	24106	2.3
Sunrise Radio National	Q	53205	521	1	0.1	6.8	3522	0.3
talkSPORT	Q	53205	3212	6	0.4	6.3	20264	2.0
Total XFM (UK)	H	53205	929	2	0.1	3.9	3577	0.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 2013

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

LOCAL	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	52629	27540	52	5.6	10.8	296267	29.2
Anglian Radio Group	Y	1002	223	22	1.9	8.3	1862	8.4
THE BEACH	Y	182	56	31	2.8	9.2	514	13.2
Dream 100	Y	134	40	30	3.3	10.9	441	13.3
North Norfolk Radio	Y	93	22	24	2.7	11.3	252	11.0
Norwich 99.9fm	Y	328	47	14	0.9	6.4	298	4.3
Town 102 FM	Y	288	58	20	1.2	6.2	357	5.7
107.8 Arrow FM for Hastings	Y	119	21	18	1.3	7.6	158	5.7
Bauer Radio Total Portfolio	H	53205	14454	27	2.2	8.0	115055	11.2
Bauer Passion Portfolio	Q	53205	7217	14	0.8	6.2	44453	4.3
Heat	Q	53205	714	1	*	3.4	2464	0.2
The Hits	Q	53205	910	2	0.1	4.2	3803	0.4
Kiss Fresh (Was Smash Hits)	Q	53205	387	1	*	3.2	1224	0.1
Kisstory	Q	53205	927	2	0.1	4.4	4077	0.4
Planet Rock UK	Q	53205	1143	2	0.2	7.2	8245	0.8
Planet Rock 105.2	H	3672	256	7	0.5	7.3	1860	2.7
Bauer Rock Portfolio	H	53205	2041	4	0.2	6.3	12911	1.3
Total Bauer Radio ILR	H	38197	10615	28	2.1	7.7	81685	11.4
Bauer Place Portfolio Total	H	53205	8782	17	1.3	7.9	69478	6.8
FM Bauer Place Portfolio	H	29519	7255	25	1.8	7.5	54295	10.0
Bauer Place Portfolio England	H	24385	5585	23	1.7	7.6	42219	9.3
FM Bauer Place Portfolio England	H	23893	5083	21	1.5	6.9	35146	7.9
Bauer Place Portfolio - North East	H	2254	754	33	3.0	8.9	6720	15.3
Bauer Middlesbrough	H	820	228	28	2.2	7.8	1785	11.0
Bauer Newcastle	H	1498	528	35	3.3	9.3	4936	16.8
Bauer Place Portfolio - North West	H	5244	1396	27	1.8	6.7	9399	9.5
Bauer Liverpool (inc. City Talk)	H	1849	502	27	2.0	7.5	3756	10.4
Bauer Liverpool	H	1849	459	25	1.9	7.6	3495	9.6
Bauer Manchester	H	2487	653	26	1.7	6.4	4202	9.6
Bauer Preston	H	1409	302	21	1.2	5.6	1702	6.1
Bauer Place Portfolio - Yorkshire	H	3133	969	31	2.9	9.4	9150	14.2
Bauer Hull	H	911	286	31	3.0	9.7	2772	13.1
Bauer Leeds	H	990	228	23	2.3	9.8	2234	11.9
Bauer Sheffield	H	1292	465	36	3.3	9.1	4250	16.4
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11702	3196	27	1.6	6.0	19164	9.4
Kiss 100 FM	Q	11702	1825	16	0.8	5.1	9393	4.6
Magic 105.4 (London)	Q	11702	1756	15	0.8	5.6	9772	4.8
FM Bauer Place Portfolio North East	H	2254	619	27	1.9	6.9	4297	9.8
Metro Radio	H	1498	450	30	2.2	7.3	3283	11.2

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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		
TFM Radio	H	820	172	21	1.2	5.9	1013	6.2
C.F.M (Bauer Carlisle)	Y	251	111	44	3.9	8.7	971	19.0
Bauer FM Liverpool	H	1849	444	24	1.6	6.6	2942	8.1
Total City Talk/Magic 1548	H	1849	161	9	0.6	6.7	1074	3.0
City Talk 105.9	H	1607	79	5	0.2	3.3	261	0.8
FM Bauer Place Portfolio North West	H	5096	1232	24	1.5	6.1	7540	8.0
Radio City 96.7	H	1849	398	22	1.5	6.7	2682	7.4
Key 103 (Manchester)	H	2487	570	23	1.3	5.9	3344	7.7
97.4 Rock FM	H	1262	280	22	1.2	5.4	1515	6.3
FM Bauer Place Portfolio Yorkshire	H	2788	763	27	2.3	8.3	6360	11.1
96.3 Radio Aire	H	645	126	20	1.7	8.6	1082	9.3
Hallam FM	H	1292	410	32	2.6	8.1	3306	12.8
96.9 Viking FM	H	911	227	25	2.2	8.7	1972	9.3
Bauer Northern Ireland	H	1457	637	44	3.6	8.2	5251	20.9
97.4 Cool FM	H	1001	393	39	3.1	7.8	3069	18.1
Downtown Radio (DTR)	H	1457	318	22	1.5	6.9	2182	8.7
Bauer Place Portfolio - Scotland	H	4181	1710	41	4.0	9.8	16845	22.9
FM Bauer Place Portfolio Scotland	Y	4181	1523	36	3.5	9.5	14535	19.6
Bauer Radio Central Scotland	H	2907	999	34	3.0	8.8	8766	17.9
Scotland's Greatest Hits Network	H	3609	364	10	0.8	8.1	2947	4.7
Bauer Glasgow	H	1868	644	34	2.9	8.5	5478	17.9
Clyde 1 FM	H	1868	580	31	2.4	7.7	4494	14.7
Clyde 2	H	1868	168	9	0.5	5.9	984	3.2
Bauer Edinburgh	H	1137	357	31	2.9	9.2	3288	16.3
ForthOne	H	1137	320	28	2.4	8.5	2725	13.5
Forth2	H	1137	74	6	0.5	7.6	563	2.8
Moray Firth Radio (Bauer Inverness)	Y	236	116	49	4.7	9.5	1102	23.1
Bauer Aberdeen	Y	330	157	48	4.8	10.1	1582	26.4
Northsound One	Y	330	136	41	3.6	8.8	1200	20.0
Northsound Two	Y	330	40	12	1.2	9.5	381	6.4
Radio Borders (Bauer Borders)	Y	108	54	50	5.6	11.3	607	30.7
Bauer Dundee	Y	385	201	52	6.2	11.8	2376	30.7
Tay-FM	Y	385	153	40	3.7	9.3	1430	18.5
Tay-AM	Y	385	82	21	2.5	11.5	946	12.2
West Sound ³ (Bauer Southwest Scotland)	Y	390	177	45	4.9	10.8	1914	28.1
Kerrang!	H	53205	1021	2	0.1	4.2	4311	0.4
Kiss UK	H	53205	5036	9	0.5	5.3	26905	2.6

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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			'000	%	per head	per listener		
Kiss East	H	2104	447	21	1.5	7.1	3168	7.0
Kiss West	H	2410	492	20	1.1	5.3	2622	5.4
Magic UK	Q	53205	3596	7	0.4	6.1	22038	2.1
Magic Network - North	H	10595	739	7	0.7	9.6	7073	3.4
Magic Network - North East	H	2254	233	10	1.1	10.4	2424	5.5
Magic 1152 (Newcastle)	H	1498	147	10	1.1	11.2	1653	5.6
Magic 1170 (Teesside)	H	820	86	10	0.9	9.0	771	4.7
Magic Network - North West	H	5207	211	4	0.4	8.8	1859	1.9
Magic 1548 (Liverpool)	H	1849	92	5	0.4	8.8	814	2.2
Magic 1152 (Manchester)	H	2487	94	4	0.3	9.1	858	2.0
Magic 999 (Preston)	H	1123	26	2	0.2	7.1	187	0.8
Magic Network - Yorkshire	H	3133	295	9	0.9	9.5	2790	4.3
Magic 828 (Leeds)	H	990	124	13	1.2	9.3	1152	6.1
Magic AM (Sheffield)	H	1292	91	7	0.7	10.4	944	3.7
Magic 1161 (Hull)	H	911	89	10	0.9	9.0	800	3.8
Wave 105 FM (Bauer South Coast)	H	1801	438	24	2.5	10.3	4520	12.1
Total Celador Radio	H	3432	617	18	1.3	7.0	4331	6.1
The Breeze (Basingstoke and North Hampshire) (was Kestrel FM)	Y	144	26	18	0.9	4.9	127	4.7
Celador Radio South	H	1844	306	17	1.0	6.1	1852	4.8
The Breeze (South)	H	1090	72	7	0.5	7.3	529	2.4
Jack FM South Coast (Was The Coast)	H	1728	245	14	0.8	5.4	1322	3.7
Celador Radio South West	H	1242	249	20	1.6	8.1	2009	7.7
The Breeze South West (North)	H	966	92	10	0.6	6.0	558	2.9
The Breeze South West (South) (was Midwest Radio)	Y	290	49	17	2.0	11.6	567	8.8
106 JACKfm (Bristol) (was Original 106)	H	628	122	19	1.2	6.0	732	6.0
JACK fm (Swindon) (was More Radio)	Y	202	32	16	1.3	8.2	267	6.5
Central FM	Y	210	49	23	1.2	5.2	253	7.5
Total Cheshire Radio	Y	377	68	18	1.3	7.0	472	6.1
Cheshire's Silk 106.9	Y	184	21	11	0.6	5.4	111	3.2
Chester's Dee 106.3	Y	193	47	24	1.9	7.7	361	8.6
Total CN Radio	Y	851	280	33	2.3	7.1	1994	12.5
The Bay	Y	282	118	42	3.1	7.4	868	14.6
Citybeat 96.7/102.5FM	H	570	147	26	1.5	5.9	867	8.6
Lakeland Radio	Y	51	21	41	3.0	7.5	155	13.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Connect FM (was Connect FM and Lite 106.8FM)	Y	438	51	12	0.9	7.5	386	3.9
Total Essex	H	1268	47	4	0.2	4.7	223	0.8
Radio Exe 107.3 FM (was Exeter FM)	Y	194	24	13	0.8	6.3	154	3.7
Total Fire Radio	Y	1325	52	4	0.2	4.8	247	0.9
Fire Radio	Y	316	46	15	0.7	5.1	234	3.2
Fire Radio South Coast	Y	1009	6	1	*	2.3	14	0.1
3FM	Y	71	30	42	3.8	9.0	272	17.8
Total Global Radio (UK)	H	53205	19955	38	3.0	7.9	157324	15.3
Capital Network (UK)	H	53205	7501	14	0.8	5.8	43578	4.2
Total Capital XTRA (UK)	H	53205	854	2	0.1	4.9	4160	0.4
Capital XTRA (Was Choice FM)	Q	11702	470	4	0.2	5.5	2590	1.3
Classic FM	Q	53205	5634	11	0.7	6.5	36536	3.5
Gold Network (UK)	H	53205	1363	3	0.2	8.3	11299	1.1
Heart Network (UK)	H	53205	7300	14	0.9	6.5	47356	4.6
Total LBC (UK)	H	53205	1248	2	0.2	10.1	12584	1.2
Total XFM (UK)	H	53205	929	2	0.1	3.9	3577	0.3
Global Radio London (ILR)	Q	11702	4506	39	3.1	8.1	36300	17.8
Global Radio (ILR)	H	43731	13752	31	2.5	7.8	107584	12.9
Capital Network (ILR)	H	30558	6236	20	1.2	6.0	37593	6.7
Capital Birmingham	H	2209	481	22	1.3	5.8	2785	7.0
Capital East Midlands	H	1992	478	24	1.9	7.8	3715	9.2
Capital London	Q	11702	2156	18	0.9	4.7	10182	5.0
Capital Manchester	H	2914	626	21	1.3	6.0	3760	7.4
Capital North East	H	2231	455	20	1.5	7.3	3307	7.6
Capital Scotland	H	2788	552	20	1.3	6.6	3659	7.7
Capital South Coast	H	1162	231	20	1.3	6.8	1561	6.6
Capital South Wales	H	1030	212	21	1.3	6.2	1323	6.7
Capital Yorkshire	H	4531	1062	23	1.7	7.1	7555	8.5
Gold Network (ILR)	H	30068	1007	3	0.3	8.8	8854	1.5
Gold Cambridgeshire	H	872	41	5	0.5	9.7	396	2.1
Gold Devon	H	1023	35	3	0.3	9.6	332	1.5
Gold East Anglia	H	1212	66	5	0.5	9.9	652	2.5
Gold East Midlands	H	1992	66	3	0.2	6.1	402	1.0
Gold Essex	H	1352	39	3	0.3	11.1	434	1.5
Gold Four Counties	H	2042	58	3	0.3	8.9	514	1.3
Gold Kent	H	1231	58	5	0.5	9.9	575	2.1
Gold London	Q	11702	274	2	0.2	9.6	2645	1.3
Gold Manchester	H	2914	108	4	0.2	6.2	671	1.3
Gold North West & Wales	H	1027	20	2	0.1	4.7	93	0.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Gold Solent	H	1824	68	4	0.4	9.8	664	1.7
Gold South Wales	H	1030	49	5	0.3	6.6	327	1.7
Gold Sussex	H	1399	53	4	0.4	10.5	558	2.0
Gold Thames Valley	H	1443	31	2	0.1	5.8	183	0.6
Gold West Country	H	2189	112	5	0.5	10.7	1189	2.6
Heart Network (ILR)	H	28246	6463	23	1.6	6.8	44075	8.1
Heart Cambridgeshire	H	872	248	29	1.9	6.5	1623	8.7
Heart East Anglia	H	1212	286	24	1.8	7.5	2132	8.1
Heart Essex	H	1352	437	32	2.5	7.8	3418	12.0
Heart Four Counties	H	2042	505	25	1.8	7.4	3746	9.3
Heart Kent	H	1231	359	29	2.3	7.7	2772	10.2
Heart London	Q	11702	1557	13	0.6	4.9	7582	3.7
Heart North West and Wales	H	1027	212	21	1.8	8.5	1811	8.5
Heart Solent	H	1824	330	18	1.0	5.7	1873	4.9
Heart South West	H	1429	428	30	2.6	8.6	3689	11.0
Heart Sussex	H	1399	377	27	2.1	7.8	2933	10.6
Heart Thames Valley	H	1443	327	23	1.7	7.4	2407	8.4
Heart West Country	H	2189	606	28	2.0	7.3	4452	9.6
Heart West Midlands	H	3707	768	21	1.3	6.3	4818	6.9
LBC (ILR)	Q	11702	1051	9	1.0	10.9	11435	5.6
LBC 97.3	Q	11702	958	8	0.9	10.6	10134	5.0
LBC News 1152	Q	11702	236	2	0.1	5.5	1301	0.6
XFM (ILR)	H	14616	665	5	0.2	3.8	2504	1.0
XFM London	Q	11702	440	4	0.2	4.2	1866	0.9
XFM Manchester	H	2914	199	7	0.2	3.1	623	1.2
IOW Radio	Y	119	41	34	2.4	7.1	288	11.7
JACKfm Oxfordshire	H	511	107	21	1.0	4.8	516	5.2
Glide FM 107.9 (was Oxford's FM 107.9)	H	498	30	6	0.1	2.0	59	0.6
106 JACKfm (Oxford)	H	511	86	17	0.9	5.3	457	4.6
Kingdom FM	Y	290	61	21	1.5	7.2	441	8.2
kmfm Group	H	1080	153	14	0.8	5.8	885	3.7
kmfm East	H	523	82	16	0.9	5.9	484	4.3
kmfm West	H	557	71	13	0.7	5.7	401	3.2
Lincs FM Group	H	2416	604	25	2.6	10.3	6189	11.7
Lincs FM 102.2 ³	H	924	316	34	4.1	12.0	3782	18.3
Lincs FM Group Yorkshire	Y	1510	304	20	1.7	8.4	2560	8.0
Dearne FM	Y	235	60	25	2.0	7.9	475	9.7
KCFM 99.8	Y	442	78	18	1.5	8.3	650	6.5
Ridings FM	Y	300	37	12	1.4	11.2	414	7.0

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Rother FM	Y	208	42	20	1.3	6.6	275	6.1
Trax FM	Y	374	88	23	2.0	8.5	745	9.6
The Local Radio Company Group Total	Y	1983	538	27	2.4	8.8	4750	12.0
2BR	Y	181	62	34	2.9	8.4	516	14.5
Minster FM	Y	305	73	24	1.9	8.0	590	9.6
Mix 96	Y	125	42	34	2.7	8.1	343	12.1
Spire FM	Y	119	43	36	2.7	7.6	325	14.4
Spirit FM	Y	216	46	21	2.3	10.7	492	12.3
Star North East	Y	387	49	13	0.9	7.0	342	4.5
Star NE - North (was Durham FM)	Y	212	20	10	0.6	6.0	122	2.8
Star NE - South (was Alpha 103.2)	Y	175	28	16	1.3	7.8	221	6.7
97.2 Stray FM	Y	142	52	36	2.8	7.7	401	12.8
Sun FM	Y	272	71	26	2.6	9.9	707	14.3
Wessex FM	Y	123	48	39	4.6	11.6	563	20.0
Yorkshire Coast Radio	Y	114	51	45	4.1	9.3	471	19.0
Radio Mansfield 103.2	Y	159	44	28	2.3	8.3	366	10.8
Manx Radio	Y	71	40	55	5.9	10.7	422	27.6
MKFM	H	1730	7	*	*	1.2	8	*
Original 106 (Aberdeen)	Y	330	66	20	1.6	8.1	537	9.0
Total Orion Midlands	H	6393	1217	19	1.6	8.2	9961	8.0
Orion Midlands FM	H	6393	1127	18	1.5	8.4	9438	7.6
Gem 106	H	2384	510	21	1.9	8.9	4519	9.3
Free Radio (West Midlands)	H	4100	707	17	1.3	7.7	5442	7.0
Free Radio FM (West Midlands)	H	4100	617	15	1.2	8.0	4920	6.3
Free Radio 80s (West Midlands)	H	3629	119	3	0.1	4.4	523	0.8
Free Radio (Birmingham & Black Country)	H	2574	390	15	1.0	6.9	2681	5.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2574	331	13	0.9	7.1	2338	4.9
Free Radio 80s (Birmingham & Black Country)	H	2574	74	3	0.1	4.6	343	0.7
Free Radio (Coventry & Warwickshire)	H	681	114	17	1.4	8.3	946	7.5
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	681	96	14	1.2	8.7	839	6.6
Free Radio 80s (Coventry & Warwickshire)	H	681	25	4	0.2	4.4	108	0.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 15th December 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		
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	471	97	21	1.8	8.9	869	9.1
Free Radio (Shropshire)	Y	375	102	27	2.4	9.0	915	11.8
Free Radio FM (Shropshire) (was Beacon)	Y	375	86	23	2.1	9.2	789	10.2
Free Radio 80s (Shropshire)	Y	375	24	6	0.3	5.3	126	1.6
Palm FM	Y	222	43	20	1.6	8.2	355	6.9
Radio Plymouth	Y	259	38	15	0.9	5.8	224	4.0
Premier Christian Radio	Q	11702	160	1	0.1	7.1	1141	0.6
Q Radio Network	H	616	110	18	1.5	8.1	894	8.1
Total Quidem	Y	1329	186	14	1.1	7.7	1435	5.6
Oak FM	Y	321	26	8	0.5	6.8	173	2.8
Total Touch Radio Network	Y	1009	160	16	1.3	7.9	1263	6.5
107.6 Banbury Sound	Y	83	16	20	1.3	6.3	105	6.0
Rugby FM	Y	78	22	29	2.6	9.1	203	13.0
Touch FM Staffs	Y	256	35	14	1.1	7.8	274	4.9
96.2 Touch FM - Coventry	Y	297	31	10	0.6	5.8	178	3.7
102 Touch FM - Warks Worcs Cotswolds	Y	295	55	19	1.7	9.1	502	8.9
Reading 107 FM	Y	235	19	8	0.3	3.9	74	2.0
Total Real and Smooth Ltd.	H	53205	6103	11	0.9	7.9	48246	4.7
Real and Smooth Ltd. North West Total	H	5408	1355	25	2.0	7.9	10673	10.5
Real and Smooth Ltd. North West Regional	H	5370	1247	23	1.8	7.9	9813	9.7
Real and Smooth Ltd. North East	H	2254	597	26	2.4	8.9	5308	12.1
Real and Smooth Ltd. Scotland	H	2952	765	26	2.4	9.3	7113	14.2
Total Real Radio UK	H	53205	2553	5	0.4	7.6	19364	1.9
Total Real Radio ILR Network	H	15754	2288	15	1.1	7.9	18057	6.1
Real Radio Brand UK	H	53205	2373	4	0.3	7.6	17971	1.7
Real Radio Brand ILR Network	H	15716	2108	13	1.1	7.9	16664	5.6
Real Radio North East - (was Century Radio)	H	2254	257	11	0.8	6.7	1714	3.9
Total Real Radio North West	H	5408	609	11	0.8	7.0	4283	4.2
Real Radio North West - (was Century Radio)	H	5370	472	9	0.6	7.2	3423	3.4
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2914	150	5	0.3	5.7	860	1.7
Total Real Radio Scotland	H	2764	611	22	1.9	8.6	5281	11.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Real Radio Scotland	H	2764	567	21	1.7	8.4	4748	10.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	832	70	8	0.6	7.6	533	3.8
Real Radio Wales	H	2580	491	19	1.6	8.5	4176	7.9
Real Radio Wales (North)	H	697	67	10	0.8	8.3	555	4.0
Real Radio Wales (South)	H	1884	424	23	1.9	8.5	3620	9.3
Real Radio Yorkshire	H	2879	326	11	0.9	8.1	2643	5.0
Total Smooth Radio UK	H	53205	3987	7	0.5	7.2	28882	2.8
Smooth Radio Brand UK	H	53205	3383	6	0.5	7.1	24106	2.3
Smooth Radio Brand ILR Network	H	27120	2725	10	0.7	7.4	20128	4.1
Smooth Radio Midlands	H	5878	698	12	1.0	8.8	6151	5.4
Smooth Radio East Midlands	H	2211	302	14	1.1	8.4	2521	5.6
Smooth Radio West Midlands	H	3707	398	11	1.0	9.1	3635	5.2
Smooth Radio Glasgow	H	1915	259	14	1.0	7.1	1832	5.9
Smooth Radio London	Q	11702	441	4	0.2	5.2	2293	1.1
Smooth Radio North East	H	2254	406	18	1.6	8.9	3594	8.2
Smooth Radio North West	H	5370	900	17	1.2	7.1	6390	6.3
96.2 The Revolution	H	521	34	7	0.5	7.3	248	2.7
Southend & Chelmsford Radio	Y	492	48	10	0.8	8.0	387	3.4
107.5 Sovereign Radio	Y	154	24	15	0.8	5.3	125	3.8
Sunrise Group National	H	53205	605	1	0.1	7.6	4592	0.4
Sunrise Group London	H	11702	470	4	0.3	8.4	3943	1.9
Buzz Asia 963 & 972AM	H	11702	109	1	0.1	7.3	800	0.4
Kismet Radio 1035 (Greater London)	Q	11702	88	1	*	1.8	157	0.1
Sunrise Radio (Greater London)	Q	11702	382	3	0.2	7.4	2819	1.4
Sunrise Radio National	Q	53205	521	1	0.1	6.8	3522	0.3
Time FM 106.6	Y	303	22	7	0.3	4.4	96	1.9
Tindle Radio Group	Y	139	88	64	7.8	12.3	1084	38.7
Channel 103 FM	Y	84	54	64	7.2	11.3	609	35.8
Island FM 104.7	Y	54	35	64	8.7	13.7	475	43.3
Town and Country Broadcasting (South and West Wales)	Y	1726	303	18	1.2	7.1	2156	6.0
106.3 Bridge FM	Y	128	38	30	2.1	7.1	275	11.8
Radio Carmarthenshire and Scarlet FM	Y	132	44	33	2.7	8.2	358	11.8
Radio Ceredigion	Y	79	19	24	1.6	6.7	125	6.7
Nation Hits! (was Nation 80s)	Y	472	38	8	0.4	5.5	207	2.0
Nation Radio	H	1507	150	10	0.5	4.8	715	2.3
102.5 Radio Pembrokeshire	Y	101	45	45	4.8	10.7	484	19.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Total UKRD	H	1628	434	27	2.3	8.7	3772	10.7
The Bee	Y	452	51	11	1.0	9.3	472	5.9
Total Eagle	H	541	146	27	1.8	6.6	961	9.8
Eagle Extra	H	541	3	1	*	1.7	6	0.1
96.4 Eagle Radio	H	541	143	26	1.8	6.7	955	9.7
KL.FM 96.7	Y	153	46	30	2.6	8.7	398	11.6
Pirate FM	Y	484	174	36	3.5	9.7	1686	13.1
UTV Radio (inc. talkSPORT)	H	53205	4383	8	0.6	7.4	32472	3.2
UTV Radio (excl. talkSPORT)	H	6875	1425	21	1.8	8.5	12053	9.3
107.6 Juice FM	H	1062	211	20	1.2	6.1	1294	6.0
Peak 107 FM	Y	419	104	25	2.1	8.4	869	9.9
The Pulse/Pulse 2	H	879	134	15	0.9	6.2	823	6.2
The Pulse	H	879	120	14	0.8	5.5	663	5.0
Pulse 2	H	879	31	4	0.2	5.1	160	1.2
Signal 107	H	1020	40	4	0.3	7.4	299	1.6
Signal One & Signal Two	H	794	322	41	4.3	10.6	3432	19.7
Signal One	H	794	304	38	3.6	9.5	2878	16.5
Signal Two	H	794	65	8	0.7	8.6	554	3.2
Total Swansea Sound/	Y	472	185	39	4.0	10.3	1901	18.1
96.4 FM The Wave								
96.4 FM The Wave	Y	472	150	32	2.9	9.0	1356	12.9
Swansea Sound - 1170 MW	Y	472	57	12	1.2	9.5	544	5.2
U105	H	887	195	22	2.1	9.7	1890	12.5
Radio Wave 96.5 FM	Y	235	80	34	3.2	9.3	750	16.2
102.4 Wish/107.2 Wire/	Y	1156	170	15	0.8	5.3	900	4.4
107.4 Tower FM								
107.4 Tower FM	Y	452	52	12	0.7	5.9	308	4.1
107.2 Wire FM	Y	288	51	18	0.8	4.5	229	4.4
102.4 Wish FM	Y	476	68	14	0.8	5.4	362	4.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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	53205	34914	66	8.1	12.4	433520	42.1
Children 10-14	Q	3521	2736	78	6.0	7.7	21187	69.5
15-24	Q	8314	6229	75	8.4	11.2	70005	62.2
25-44	Q	17359	12521	72	8.8	12.2	153164	51.4
45-64	Q	16345	11021	67	9.1	13.5	148746	40.6
65+	Q	11187	5144	46	5.5	12.0	61605	24.4
Main Shoppers	Q	43867	28197	64	8.1	12.6	356386	40.7
Main Shoppers with children	Q	13511	9994	74	9.2	12.4	123998	51.0
ABC1	Q	29048	18955	65	6.7	10.3	195427	35.4
C2DE	Q	24157	15959	66	9.9	14.9	238093	49.8
ALL BBC 15+	Q	53205	36219	68	10.7	15.7	568433	55.2
Children 10-14	Q	3521	1793	51	2.4	4.7	8390	27.5
15-24	Q	8314	4897	59	4.7	7.9	38694	34.4
25-44	Q	17359	11052	64	7.7	12.1	134257	45.1
45-64	Q	16345	11858	73	12.7	17.6	208118	56.8
65+	Q	11187	8413	75	16.7	22.3	187365	74.1
Main Shoppers	Q	43867	30039	68	11.3	16.5	495894	56.6
Main Shoppers with children	Q	13511	8542	63	8.1	12.8	109398	45.0
ABC1	Q	29048	22045	76	11.9	15.6	344351	62.4
C2DE	Q	24157	14175	59	9.3	15.8	224082	46.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 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		
Absolute Radio London	Q	11702	593	5	0.2	4.5	2677	1.3
96.3 Radio Aire	H	645	126	20	1.7	8.6	1082	9.3
107.8 Arrow FM for Hastings	Y	119	21	18	1.3	7.6	158	5.7
107.6 Banbury Sound	Y	83	16	20	1.3	6.3	105	6.0
The Bay	Y	282	118	42	3.1	7.4	868	14.6
THE BEACH	Y	182	56	31	2.8	9.2	514	13.2
The Bee	Y	452	51	11	1.0	9.3	472	5.9
Radio Borders (Bauer Borders)	Y	108	54	50	5.6	11.3	607	30.7
2BR	Y	181	62	34	2.9	8.4	516	14.5
The Breeze (Basingstoke and North Hampshire) (was Kestrel FM)	Y	144	26	18	0.9	4.9	127	4.7
The Breeze (South)	H	1090	72	7	0.5	7.3	529	2.4
The Breeze South West (North)	H	966	92	10	0.6	6.0	558	2.9
The Breeze South West (South) (was Midwest Radio)	Y	290	49	17	2.0	11.6	567	8.8
106.3 Bridge FM	Y	128	38	30	2.1	7.1	275	11.8
Buzz Asia 963 & 972AM	H	11702	109	1	0.1	7.3	800	0.4
Capital Birmingham	H	2209	481	22	1.3	5.8	2785	7.0
Capital East Midlands	H	1992	478	24	1.9	7.8	3715	9.2
Capital London	Q	11702	2156	18	0.9	4.7	10182	5.0
Capital Manchester	H	2914	626	21	1.3	6.0	3760	7.4
Capital North East	H	2231	455	20	1.5	7.3	3307	7.6
Capital Scotland	H	2788	552	20	1.3	6.6	3659	7.7
Capital South Coast	H	1162	231	20	1.3	6.8	1561	6.6
Capital South Wales	H	1030	212	21	1.3	6.2	1323	6.7
Capital Yorkshire	H	4531	1062	23	1.7	7.1	7555	8.5
Capital XTRA (Was Choice FM)	Q	11702	470	4	0.2	5.5	2590	1.3
Radio Carmarthenshire and Scarlet FM	Y	132	44	33	2.7	8.2	358	11.8
Central FM	Y	210	49	23	1.2	5.2	253	7.5
Radio Ceredigion	Y	79	19	24	1.6	6.7	125	6.7
C.F.M (Bauer Carlisle)	Y	251	111	44	3.9	8.7	971	19.0
Channel 103 FM	Y	84	54	64	7.2	11.3	609	35.8
Cheshire's Silk 106.9	Y	184	21	11	0.6	5.4	111	3.2
Chester's Dee 106.3	Y	193	47	24	1.9	7.7	361	8.6
Radio City 96.7	H	1849	398	22	1.5	6.7	2682	7.4
City Talk 105.9	H	1607	79	5	0.2	3.3	261	0.8
Citybeat 96.7/102.5FM	H	570	147	26	1.5	5.9	867	8.6
Clyde 1 FM	H	1868	580	31	2.4	7.7	4494	14.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 2013

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Clyde 2	H	1868	168	9	0.5	5.9	984	3.2
Connect FM (was Connect FM and Lite 106.8FM)	Y	438	51	12	0.9	7.5	386	3.9
97.4 Cool FM	H	1001	393	39	3.1	7.8	3069	18.1
Dearne FM	Y	235	60	25	2.0	7.9	475	9.7
Downtown Radio (DTR)	H	1457	318	22	1.5	6.9	2182	8.7
Dream 100	Y	134	40	30	3.3	10.9	441	13.3
96.4 Eagle Radio	H	541	143	26	1.8	6.7	955	9.7
Eagle Extra	H	541	3	1	*	1.7	6	0.1
Total Essex	H	1268	47	4	0.2	4.7	223	0.8
Radio Exe 107.3 FM (was Exeter FM)	Y	194	24	13	0.8	6.3	154	3.7
Fire Radio	Y	316	46	15	0.7	5.1	234	3.2
Fire Radio South Coast	Y	1009	6	1	*	2.3	14	0.1
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2574	331	13	0.9	7.1	2338	4.9
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	681	96	14	1.2	8.7	839	6.6
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	471	97	21	1.8	8.9	869	9.1
Free Radio FM (Shropshire) (was Beacon)	Y	375	86	23	2.1	9.2	789	10.2
Free Radio 80s (Birmingham & Black Country)	H	2574	74	3	0.1	4.6	343	0.7
Free Radio 80s (Coventry & Warwickshire)	H	681	25	4	0.2	4.4	108	0.9
Free Radio 80s (Shropshire)	Y	375	24	6	0.3	5.3	126	1.6
3FM	Y	71	30	42	3.8	9.0	272	17.8
Forth2	H	1137	74	6	0.5	7.6	563	2.8
ForthOne	H	1137	320	28	2.4	8.5	2725	13.5
Gem 106	H	2384	510	21	1.9	8.9	4519	9.3
Glide FM 1079 (was Oxford's FM 107.9)	H	498	30	6	0.1	2.0	59	0.6
Gold Cambridgeshire	H	872	41	5	0.5	9.7	396	2.1
Gold Devon	H	1023	35	3	0.3	9.6	332	1.5
Gold East Anglia	H	1212	66	5	0.5	9.9	652	2.5
Gold East Midlands	H	1992	66	3	0.2	6.1	402	1.0
Gold Essex	H	1352	39	3	0.3	11.1	434	1.5
Gold Four Counties	H	2042	58	3	0.3	8.9	514	1.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 15th December 2013

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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Gold Kent	H	1231	58	5	0.5	9.9	575	2.1
Gold London	Q	11702	274	2	0.2	9.6	2645	1.3
Gold Manchester	H	2914	108	4	0.2	6.2	671	1.3
Gold North West & Wales	H	1027	20	2	0.1	4.7	93	0.4
Gold Solent	H	1824	68	4	0.4	9.8	664	1.7
Gold South Wales	H	1030	49	5	0.3	6.6	327	1.7
Gold Sussex	H	1399	53	4	0.4	10.5	558	2.0
Gold Thames Valley	H	1443	31	2	0.1	5.8	183	0.6
Gold West Country	H	2189	112	5	0.5	10.7	1189	2.6
Hallam FM	H	1292	410	32	2.6	8.1	3306	12.8
Heart Cambridgeshire	H	872	248	29	1.9	6.5	1623	8.7
Heart East Anglia	H	1212	286	24	1.8	7.5	2132	8.1
Heart Essex	H	1352	437	32	2.5	7.8	3418	12.0
Heart Four Counties	H	2042	505	25	1.8	7.4	3746	9.3
Heart Kent	H	1231	359	29	2.3	7.7	2772	10.2
Heart London	Q	11702	1557	13	0.6	4.9	7582	3.7
Heart North West and Wales	H	1027	212	21	1.8	8.5	1811	8.5
Heart Solent	H	1824	330	18	1.0	5.7	1873	4.9
Heart South West	H	1429	428	30	2.6	8.6	3689	11.0
Heart Sussex	H	1399	377	27	2.1	7.8	2933	10.6
Heart Thames Valley	H	1443	327	23	1.7	7.4	2407	8.4
Heart West Country	H	2189	606	28	2.0	7.3	4452	9.6
Heart West Midlands	H	3707	768	21	1.3	6.3	4818	6.9
IOW Radio	Y	119	41	34	2.4	7.1	288	11.7
Island FM 104.7	Y	54	35	64	8.7	13.7	475	43.3
Jack FM South Coast (Was The Coast)	H	1728	245	14	0.8	5.4	1322	3.7
JACK fm (Swindon) (was More Radio)	Y	202	32	16	1.3	8.2	267	6.5
106 JACKfm (Bristol) (was Original 106)	H	628	122	19	1.2	6.0	732	6.0
106 JACKfm (Oxford)	H	511	86	17	0.9	5.3	457	4.6
JACKfm Oxfordshire	H	511	107	21	1.0	4.8	516	5.2
107.6 Juice FM	H	1062	211	20	1.2	6.1	1294	6.0
KCFM 99.8	Y	442	78	18	1.5	8.3	650	6.5
Key 103 (Manchester)	H	2487	570	23	1.3	5.9	3344	7.7
Kingdom FM	Y	290	61	21	1.5	7.2	441	8.2
Kismet Radio 1035 (Greater London)	Q	11702	88	1	*	1.8	157	0.1
Kiss 100 FM	Q	11702	1825	16	0.8	5.1	9393	4.6
Kiss East	H	2104	447	21	1.5	7.1	3168	7.0
Kiss West	H	2410	492	20	1.1	5.3	2622	5.4
KL.FM 96.7	Y	153	46	30	2.6	8.7	398	11.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



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PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

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kmfm East	H	523	82	16	0.9	5.9	484	4.3
kmfm West	H	557	71	13	0.7	5.7	401	3.2
Lakeland Radio	Y	51	21	41	3.0	7.5	155	13.4
LBC 97.3	Q	11702	958	8	0.9	10.6	10134	5.0
LBC News 1152	Q	11702	236	2	0.1	5.5	1301	0.6
Lincs FM 102.2 ³	H	924	316	34	4.1	12.0	3782	18.3
Magic 105.4 (London)	Q	11702	1756	15	0.8	5.6	9772	4.8
Magic 1152 (Manchester)	H	2487	94	4	0.3	9.1	858	2.0
Magic 1152 (Newcastle)	H	1498	147	10	1.1	11.2	1653	5.6
Magic 1161 (Hull)	H	911	89	10	0.9	9.0	800	3.8
Magic 1170 (Teesside)	H	820	86	10	0.9	9.0	771	4.7
Magic 1548 (Liverpool)	H	1849	92	5	0.4	8.8	814	2.2
Magic 828 (Leeds)	H	990	124	13	1.2	9.3	1152	6.1
Magic 999 (Preston)	H	1123	26	2	0.2	7.1	187	0.8
Magic AM (Sheffield)	H	1292	91	7	0.7	10.4	944	3.7
Radio Mansfield 103.2	Y	159	44	28	2.3	8.3	366	10.8
Manx Radio	Y	71	40	55	5.9	10.7	422	27.6
Metro Radio	H	1498	450	30	2.2	7.3	3283	11.2
Minster FM	Y	305	73	24	1.9	8.0	590	9.6
Mix 96	Y	125	42	34	2.7	8.1	343	12.1
MKFM	H	1730	7	*	*	1.2	8	*
Moray Firth Radio (Bauer Inverness)	Y	236	116	49	4.7	9.5	1102	23.1
Nation Hits! (was Nation 80s)	Y	472	38	8	0.4	5.5	207	2.0
Nation Radio	H	1507	150	10	0.5	4.8	715	2.3
North Norfolk Radio	Y	93	22	24	2.7	11.3	252	11.0
Northsound One	Y	330	136	41	3.6	8.8	1200	20.0
Northsound Two	Y	330	40	12	1.2	9.5	381	6.4
Norwich 99.9fm	Y	328	47	14	0.9	6.4	298	4.3
Oak FM	Y	321	26	8	0.5	6.8	173	2.8
Original 106 (Aberdeen)	Y	330	66	20	1.6	8.1	537	9.0
Palm FM	Y	222	43	20	1.6	8.2	355	6.9
Peak 107 FM	Y	419	104	25	2.1	8.4	869	9.9
102.5 Radio Pembrokeshire	Y	101	45	45	4.8	10.7	484	19.5
Pirate FM	Y	484	174	36	3.5	9.7	1686	13.1
Planet Rock 105.2	H	3672	256	7	0.5	7.3	1860	2.7
Radio Plymouth	Y	259	38	15	0.9	5.8	224	4.0
Premier Christian Radio	Q	11702	160	1	0.1	7.1	1141	0.6
The Pulse	H	879	120	14	0.8	5.5	663	5.0
Pulse 2	H	879	31	4	0.2	5.1	160	1.2
Q Radio Network	H	616	110	18	1.5	8.1	894	8.1

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



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PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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Reading 107 FM	Y	235	19	8	0.3	3.9	74	2.0
Real Radio North East - (was Century Radio)	H	2254	257	11	0.8	6.7	1714	3.9
Real Radio North West - (was Century Radio)	H	5370	472	9	0.6	7.2	3423	3.4
Real Radio Scotland	H	2764	567	21	1.7	8.4	4748	10.0
Real Radio Wales (North)	H	697	67	10	0.8	8.3	555	4.0
Real Radio Wales (South)	H	1884	424	23	1.9	8.5	3620	9.3
Real Radio Yorkshire	H	2879	326	11	0.9	8.1	2643	5.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	832	70	8	0.6	7.6	533	3.8
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2914	150	5	0.3	5.7	860	1.7
96.2 The Revolution	H	521	34	7	0.5	7.3	248	2.7
Ridings FM	Y	300	37	12	1.4	11.2	414	7.0
97.4 Rock FM	H	1262	280	22	1.2	5.4	1515	6.3
Rother FM	Y	208	42	20	1.3	6.6	275	6.1
Rugby FM	Y	78	22	29	2.6	9.1	203	13.0
Signal 107	H	1020	40	4	0.3	7.4	299	1.6
Signal One	H	794	304	38	3.6	9.5	2878	16.5
Signal Two	H	794	65	8	0.7	8.6	554	3.2
Smooth Radio East Midlands	H	2211	302	14	1.1	8.4	2521	5.6
Smooth Radio Glasgow	H	1915	259	14	1.0	7.1	1832	5.9
Smooth Radio London	Q	11702	441	4	0.2	5.2	2293	1.1
Smooth Radio North East	H	2254	406	18	1.6	8.9	3594	8.2
Smooth Radio North West	H	5370	900	17	1.2	7.1	6390	6.3
Smooth Radio West Midlands	H	3707	398	11	1.0	9.1	3635	5.2
Southend & Chelmsford Radio	Y	492	48	10	0.8	8.0	387	3.4
107.5 Sovereign Radio	Y	154	24	15	0.8	5.3	125	3.8
Spire FM	Y	119	43	36	2.7	7.6	325	14.4
Spirit FM	Y	216	46	21	2.3	10.7	492	12.3
Star NE - North (was Durham FM)	Y	212	20	10	0.6	6.0	122	2.8
Star NE - South (was Alpha 103.2)	Y	175	28	16	1.3	7.8	221	6.7
97.2 Stray FM	Y	142	52	36	2.8	7.7	401	12.8
Sun FM	Y	272	71	26	2.6	9.9	707	14.3
Sunrise Radio (Greater London)	Q	11702	382	3	0.2	7.4	2819	1.4
Swansea Sound - 1170 MW	Y	472	57	12	1.2	9.5	544	5.2
Tay-AM	Y	385	82	21	2.5	11.5	946	12.2
Tay-FM	Y	385	153	40	3.7	9.3	1430	18.5
TFM Radio	H	820	172	21	1.2	5.9	1013	6.2

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Time FM 106.6	Y	303	22	7	0.3	4.4	96	1.9
96.2 Touch FM - Coventry	Y	297	31	10	0.6	5.8	178	3.7
102 Touch FM - Warks Worcs Cotswolds	Y	295	55	19	1.7	9.1	502	8.9
Touch FM Staffs	Y	256	35	14	1.1	7.8	274	4.9
107.4 Tower FM	Y	452	52	12	0.7	5.9	308	4.1
Town 102 FM	Y	288	58	20	1.2	6.2	357	5.7
Trax FM	Y	374	88	23	2.0	8.5	745	9.6
U105	H	887	195	22	2.1	9.7	1890	12.5
96.9 Viking FM	H	911	227	25	2.2	8.7	1972	9.3
96.4 FM The Wave	Y	472	150	32	2.9	9.0	1356	12.9
Wave 105 FM (Bauer South Coast)	H	1801	438	24	2.5	10.3	4520	12.1
Radio Wave 96.5 FM	Y	235	80	34	3.2	9.3	750	16.2
Wessex FM	Y	123	48	39	4.6	11.6	563	20.0
West Sound ³ (Bauer Southwest Scotland)	Y	390	177	45	4.9	10.8	1914	28.1
107.2 Wire FM	Y	288	51	18	0.8	4.5	229	4.4
102.4 Wish FM	Y	476	68	14	0.8	5.4	362	4.2
XFM London	Q	11702	440	4	0.2	4.2	1866	0.9
XFM Manchester	H	2914	199	7	0.2	3.1	623	1.2
Yorkshire Coast Radio	Y	114	51	45	4.1	9.3	471	19.0

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.

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	16th September 2013 - 15th December 2013	26,554
H	24th June 2013 - 15th December 2013	52,686
Y	31st December 2012 - 15th December 2013	103,077