

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	48063	90	19.5	21.5	1035333	100.0
All BBC Radio	Q	35314	66	10.7	16.1	568166	54.9
All BBC Radio 15-44	Q	15408	60	6.7	11.1	171370	40.8
All BBC Radio 45+	Q	19906	72	14.4	19.9	396796	64.5
All BBC Network Radio ¹	Q	32262	61	9.1	15.0	482606	46.6
BBC Local Radio	Q	9263	17	1.6	9.2	85559	8.3
All Commercial Radio	Q	34078	64	8.2	12.8	434769	42.0
All Commercial Radio 15-44	Q	18546	72	9.0	12.4	230430	54.9
All Commercial Radio 45+	Q	15532	56	7.4	13.2	204340	33.2
All National Commercial ¹	Q	16586	31	2.4	7.7	127651	12.3
All Local Commercial (National TSA)	Q	27246	51	5.8	11.3	307119	29.7
Other Radio	Q	3891	7	0.6	8.3	32398	3.1

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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Survey Period Ending 30th March 2014

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	32262	61	9.1	15.0	482606	46.6
BBC Radio 1	Q	10532	20	1.3	6.6	69075	6.7
BBC Radio 2	Q	15568	29	3.5	11.9	185364	17.9
BBC Radio 3	Q	2087	4	0.3	6.6	13855	1.3
BBC Radio 4	Q	10954	21	2.4	11.6	126630	12.2
BBC Radio 4 (including 4 Extra)	Q	11244	21	2.6	12.2	137094	13.2
BBC Radio 4 Extra	Q	1664	3	0.2	6.3	10464	1.0
BBC Radio 5 live	Q	6174	12	0.8	7.0	42940	4.1
BBC Radio 5 live (inc. sports extra)	Q	6327	12	0.8	7.1	44989	4.3
BBC Radio 5 live sports extra	Q	817	2	*	2.5	2048	0.2
BBC 6 Music	Q	1927	4	0.3	8.9	17141	1.7
1Xtra from the BBC	Q	1102	2	0.1	4.8	5259	0.5
BBC Asian Network UK	Q	478	1	0.1	6.1	2895	0.3
BBC World Service	Q	1303	2	0.1	5.3	6935	0.7
All National Commercial	Q	16586	31	2.4	7.7	127651	12.3
Total Absolute Radio	Q	1854	3	0.3	7.4	13692	1.3
Absolute Radio 60s	H	194	*	*	4.7	906	0.1
Absolute Radio 70s	H	192	*	*	3.7	711	0.1
Absolute 80s	Q	1063	2	0.1	5.1	5471	0.5
Absolute Radio 90s	H	553	1	*	4.2	2345	0.2
Absolute Radio 00s	H	123	*	*	4.5	555	0.1
Absolute Radio Classic Rock	H	375	1	*	4.1	1548	0.2
Capital Network (UK) & Total Capital XTRA (UK)	H	7844	15	0.9	5.8	45687	4.4
Capital Network (UK) ²	H	7319	14	0.8	5.6	41310	4.0
Total Capital XTRA (UK) ²	H	898	2	0.1	4.9	4376	0.4
Classic FM	Q	5307	10	0.6	6.4	33910	3.3
Gold Network (UK) ²	H	772	1	0.1	7.9	6069	0.6
Heart Network (UK) ²	H	9126	17	1.2	7.0	63575	6.2
Heat	Q	780	1	0.1	3.6	2821	0.3
The Hits	Q	950	2	0.1	2.8	2697	0.3
Jazz FM	Q	500	1	*	4.5	2233	0.2
Kerrang!	H	977	2	0.1	4.0	3909	0.4
Kiss UK ²	H	4612	9	0.5	5.6	25767	2.5
Kiss Fresh (Was Smash Hits)	Q	418	1	*	4.9	2044	0.2
Kisstory	Q	933	2	0.1	4.2	3873	0.4
LBC UK and LBC News 1152 ²	H	1229	2	0.3	10.9	13397	1.3
Magic UK ²	Q	3432	6	0.4	6.4	21856	2.1
Planet Rock UK ²	Q	1085	2	0.1	6.8	7342	0.7
Smooth Radio Network UK ²	H	4311	8	0.6	7.8	33422	3.2
talkSPORT	Q	3196	6	0.4	6.4	20502	2.0
Total XFM (UK) ²	H	883	2	0.1	5.1	4466	0.4

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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	53205	10532	20	1.3	6.6	69075	6.7
BBC Radio 2	Q	53205	15568	29	3.5	11.9	185364	17.9
BBC Radio 3	Q	53205	2087	4	0.3	6.6	13855	1.3
BBC Radio 4	Q	53205	10954	21	2.4	11.6	126630	12.2
BBC Radio 4 (including 4 Extra)	Q	53205	11244	21	2.6	12.2	137094	13.2
BBC Radio 4 Extra	Q	53205	1664	3	0.2	6.3	10464	1.0
BBC Radio 5 live	Q	53205	6174	12	0.8	7.0	42940	4.1
BBC Radio 5 live (inc. sports extra)	Q	53205	6327	12	0.8	7.1	44989	4.3
BBC Radio 5 live sports extra	Q	53205	817	2	*	2.5	2048	0.2
BBC 6 Music	Q	53205	1927	4	0.3	8.9	17141	1.7
1Xtra from the BBC	Q	53205	1102	2	0.1	4.8	5259	0.5
BBC Asian Network UK	Q	53205	478	1	0.1	6.1	2895	0.3
BBC World Service	Q	53205	1303	2	0.1	5.3	6935	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4455	923	21	1.4	6.7	6170	8.1
BBC Radio Ulster ³	H	1480	530	36	4.1	11.3	6009	21.5
Total BBC Radio Wales/Cymru	H	2580	571	22	2.1	9.3	5304	9.8
BBC Radio Wales	H	2580	472	18	1.5	8.0	3786	7.0
BBC Radio Cymru	H	2580	143	6	0.6	10.6	1518	2.8
LOCAL								
BBC Local Radio in England	Q	43021	6917	16	1.5	9.5	65471	7.8
BBC Radio Berkshire	H	817	142	17	1.3	7.6	1090	7.3
BBC Radio Bristol	H	888	101	11	1.0	8.9	899	5.2
BBC Radio Cambridgeshire	H	737	143	19	1.8	9.3	1329	8.0
BBC Radio Cornwall	H	458	154	34	4.2	12.4	1908	15.5
BBC Coventry and Warwickshire	H	690	96	14	1.3	9.1	873	7.3
BBC Radio Cumbria	H	407	121	30	2.4	8.0	973	11.7
BBC Radio Derby	H	653	157	24	1.9	8.0	1248	9.2
BBC Radio Devon	H	971	208	21	2.3	10.8	2245	10.2

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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	218	17	2.1	12.4	2714	9.5
BBC Radio Gloucestershire	H	499	85	17	1.6	9.2	776	7.0
BBC Hereford & Worcester	H	502	102	20	2.0	10.1	1026	10.5
BBC Radio Humberside	H	765	205	27	3.2	12.1	2481	13.4
BBC Radio Kent	H	1452	254	17	1.7	9.7	2475	7.5
BBC Radio Lancashire	H	1187	212	18	1.6	9.0	1909	7.6
BBC Radio Leeds	H	1641	222	14	0.9	6.5	1440	4.9
BBC Radio Leicester	H	834	168	20	2.1	10.3	1726	9.9
BBC Radio Lincolnshire	H	550	120	22	2.8	12.8	1532	12.5
BBC London 94.9	Q	11702	443	4	0.2	6.3	2803	1.3
BBC Radio Manchester	H	2204	201	9	0.7	7.2	1439	3.6
BBC Radio Merseyside	H	1664	368	22	2.4	11.0	4063	12.2
BBC Radio Newcastle	H	1443	334	23	1.9	8.2	2742	10.4
BBC Radio Norfolk	H	772	175	23	2.4	10.8	1879	11.3
BBC Radio Northampton	H	486	84	17	1.9	11.1	928	9.6
BBC Radio Nottingham	H	799	168	21	2.2	10.4	1751	11.8
BBC Radio Oxford	H	523	79	15	1.3	8.8	690	7.5
BBC Radio Sheffield	H	1292	242	19	1.5	7.9	1911	7.7
BBC Radio Shropshire	H	395	116	29	2.8	9.6	1112	13.9
Total BBC Radio Solent	Y	1769	294	17	1.7	10.2	2993	8.2
BBC Somerset	H	445	71	16	1.2	7.7	540	5.6
BBC Radio Stoke	H	614	156	25	2.5	9.7	1512	11.7
BBC Radio Suffolk	H	541	129	24	2.5	10.4	1331	11.7
BBC Sussex and BBC Surrey	H	2547	251	10	0.7	7.4	1861	3.6
BBC Radio Tees	H	793	134	17	1.3	7.9	1062	7.3
BBC Three Counties Radio	H	1330	173	13	1.1	8.6	1479	5.5
BBC WM (Birmingham & Black Country)	H	2355	260	11	1.0	8.7	2263	5.4
BBC Radio Wiltshire/Swindon	H	570	107	19	1.5	8.2	883	6.8
BBC Radio York	H	530	88	17	1.4	8.3	727	7.3
BBC Radio Guernsey	Y	55	22	41	3.9	9.6	215	20.2
BBC Radio Jersey	Y	85	30	36	3.3	9.3	280	17.0

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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	3543	7	0.5	7.2	25643	2.5
Total Absolute Radio	Q	53205	1854	3	0.3	7.4	13692	1.3
Absolute Radio National	Q	53205	1362	3	0.2	7.7	10470	1.0
Absolute Radio 60s	H	53205	194	*	*	4.7	906	0.1
Absolute Radio 70s	H	53205	192	*	*	3.7	711	0.1
Absolute 80s	Q	53205	1063	2	0.1	5.1	5471	0.5
Absolute Radio 90s	H	53205	553	1	*	4.2	2345	0.2
Absolute Radio 00s	H	53205	123	*	*	4.5	555	0.1
Absolute Radio Classic Rock	H	53205	375	1	*	4.1	1548	0.2
Capital Network (UK) & Total Capital XTRA (UK)	H	53205	7844	15	0.9	5.8	45687	4.4
Capital Network (UK)	H	53205	7319	14	0.8	5.6	41310	4.0
Total Capital XTRA (UK)	H	53205	898	2	0.1	4.9	4376	0.4
Classic FM	Q	53205	5307	10	0.6	6.4	33910	3.3
Gold Network (UK)	H	53205	772	1	0.1	7.9	6069	0.6
Heart Network (UK)	H	53205	9126	17	1.2	7.0	63575	6.2
Heat	Q	53205	780	1	0.1	3.6	2821	0.3
The Hits	Q	53205	950	2	0.1	2.8	2697	0.3
Jazz FM	Q	53205	500	1	*	4.5	2233	0.2
Kerrang!	H	53205	977	2	0.1	4.0	3909	0.4
Kiss UK	H	53205	4612	9	0.5	5.6	25767	2.5
Kiss Fresh (Was Smash Hits)	Q	53205	418	1	*	4.9	2044	0.2
Kisstory	Q	53205	933	2	0.1	4.2	3873	0.4
LBC UK and LBC News 1152	H	53205	1229	2	0.3	10.9	13397	1.3
Magic UK	Q	53205	3432	6	0.4	6.4	21856	2.1
Planet Rock UK	Q	53205	1085	2	0.1	6.8	7342	0.7
Smooth Radio Network UK	H	53205	4311	8	0.6	7.8	33422	3.2
talkSPORT	Q	53205	3196	6	0.4	6.4	20502	2.0
Total XFM (UK)	H	53205	883	2	0.1	5.1	4466	0.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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		
LOCAL								
All Local Commercial Radio (ILR)	Q	52673	27167	52	5.8	11.3	306489	29.9
Anglian Radio Group	Y	1003	218	22	1.8	8.4	1825	8.4
THE BEACH	Y	181	56	31	3.0	9.6	541	13.8
Dream 100	Y	135	36	27	2.7	10.2	369	11.4
North Norfolk Radio	Y	92	23	25	2.4	9.7	221	9.7
Norwich 99.9fm	Y	328	46	14	1.1	7.5	346	5.0
Town 102 FM	Y	288	57	20	1.2	6.1	348	5.7
107.8 Arrow FM for Hastings	Y	119	22	19	1.5	7.8	175	6.4
Bauer Radio Total Portfolio	H	53205	16142	30	2.5	8.4	134919	13.1
Bauer Passion Portfolio	Q	53205	9520	18	1.3	7.3	69466	6.7
Total Absolute Radio Network	Q	53205	3543	7	0.5	7.2	25643	2.5
Total Absolute Radio	Q	53205	1854	3	0.3	7.4	13692	1.3
Total Absolute Radio Network (London)	Q	11702	1235	11	0.7	6.9	8583	4.0
Total Absolute Radio (London)	Q	11702	887	8	0.5	6.5	5789	2.7
Absolute Radio National	Q	53205	1362	3	0.2	7.7	10470	1.0
Absolute Radio London	Q	11702	646	6	0.3	5.0	3222	1.5
Absolute Radio 60s	H	53205	194	*	*	4.7	906	0.1
Absolute Radio 70s	H	53205	192	*	*	3.7	711	0.1
Absolute 80s	Q	53205	1063	2	0.1	5.1	5471	0.5
Absolute Radio 90s	H	53205	553	1	*	4.2	2345	0.2
Absolute Radio 00s	H	53205	123	*	*	4.5	555	0.1
Absolute Radio Classic Rock	H	53205	375	1	*	4.1	1548	0.2
Heat	Q	53205	780	1	0.1	3.6	2821	0.3
The Hits	Q	53205	950	2	0.1	2.8	2697	0.3
Kiss Fresh (Was Smash Hits)	Q	53205	418	1	*	4.9	2044	0.2
Kisstory	Q	53205	933	2	0.1	4.2	3873	0.4
Planet Rock UK	Q	53205	1085	2	0.1	6.8	7342	0.7
Planet Rock 105.2	H	3673	250	7	0.5	6.8	1695	2.5
Bauer Rock Portfolio	H	53205	1959	4	0.2	6.0	11780	1.1
Total Bauer Radio ILR	H	38198	10716	28	2.1	7.6	81638	11.4
Bauer Place Portfolio Total	H	53205	8647	16	1.3	7.8	67045	6.5
FM Bauer Place Portfolio	H	29519	7197	24	1.8	7.4	53433	9.8
Bauer Place Portfolio England	H	24385	5581	23	1.7	7.5	41830	9.1
FM Bauer Place Portfolio England	H	23892	5127	21	1.5	6.9	35342	7.9
Bauer Place Portfolio - North East	H	2253	712	32	2.8	8.9	6348	15.4
Bauer Middlesbrough	H	820	227	28	1.9	6.9	1561	10.4

Source: RAJAR/Ipsos MORI/RSMB

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			'000	%	per head	per listener		
Bauer Newcastle	H	1498	487	33	3.2	9.8	4787	17.6
Bauer Place Portfolio - North West	H	5244	1540	29	2.1	7.3	11218	11.0
Bauer Liverpool (inc. City Talk)	H	1849	529	29	2.3	7.9	4183	11.0
Bauer Liverpool	H	1849	500	27	2.2	8.0	4008	10.6
Bauer Manchester	H	2487	733	29	2.2	7.5	5509	12.3
Bauer Preston	H	1409	321	23	1.2	5.3	1701	5.7
Bauer Place Portfolio - Yorkshire	H	3134	915	29	2.6	8.8	8067	12.5
Bauer Hull	H	911	282	31	2.7	8.8	2473	11.6
Bauer Leeds	H	990	195	20	1.6	8.3	1617	8.5
Bauer Sheffield	H	1292	446	34	3.1	9.0	4029	16.0
Bauer Radio London (Magic 105.4/Kiss 100/ Absolute London)	Q	11702	3667	31	2.1	6.8	24890	11.6
Kiss 100 FM	Q	11702	1841	16	0.9	5.6	10343	4.8
Magic 105.4 (London)	Q	11702	1943	17	1.0	5.8	11325	5.3
FM Bauer Place Portfolio North East	H	2253	591	26	2.0	7.5	4443	10.8
Metro Radio	H	1498	417	28	2.4	8.7	3633	13.4
TFM Radio	H	820	175	21	1.0	4.6	811	5.4
C.F.M (Bauer Carlisle)	Y	252	111	44	4.2	9.5	1050	20.9
Bauer FM Liverpool	H	1849	480	26	1.9	7.2	3454	9.1
Total City Talk/Magic 1548	H	1849	135	7	0.5	6.7	905	2.4
City Talk 105.9	H	1607	62	4	0.1	2.8	175	0.5
FM Bauer Place Portfolio North West	H	5097	1398	27	1.8	6.7	9397	9.6
Radio City 96.7	H	1849	447	24	1.8	7.3	3278	8.6
Key 103 (Manchester)	H	2487	660	27	1.8	7.0	4593	10.2
97.4 Rock FM	H	1262	306	24	1.2	5.0	1525	6.0
FM Bauer Place Portfolio Yorkshire	H	2788	720	26	1.9	7.4	5304	9.2
96.3 Radio Aire	H	644	114	18	1.0	5.9	675	5.6
Hallam FM	H	1292	386	30	2.3	7.7	2956	11.7
96.9 Viking FM	H	911	224	25	1.8	7.5	1674	7.8
Bauer Northern Ireland	H	1456	574	39	3.4	8.6	4920	17.8
97.4 Cool FM	H	1001	361	36	2.7	7.4	2664	14.7
Downtown Radio (DTR)	H	1456	293	20	1.5	7.7	2256	8.2
Bauer Place Portfolio - Scotland	H	4181	1661	40	3.7	9.4	15572	22.1
FM Bauer Place Portfolio Scotland	Y	4181	1494	36	3.3	9.2	13698	18.8
Bauer Radio Central Scotland	H	2905	993	34	2.8	8.1	8052	16.9

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			'000	%	per head	per listener		
Scotland's Greatest Hits Network	H	3608	335	9	0.7	7.2	2401	4.0
Bauer Glasgow	H	1867	626	34	2.7	8.1	5037	16.8
Clyde 1 FM	H	1867	563	30	2.3	7.7	4320	14.4
Clyde 2	H	1867	144	8	0.4	5.0	717	2.4
Bauer Edinburgh	H	1136	371	33	2.7	8.1	3015	15.5
ForthOne	H	1136	336	30	2.3	7.9	2655	13.6
Forth2	H	1136	68	6	0.3	5.3	360	1.8
Moray Firth Radio (Bauer Inverness)	Y	237	109	46	4.7	10.3	1119	24.3
Bauer Aberdeen	Y	330	148	45	4.3	9.5	1409	23.0
Northsound One	Y	330	129	39	3.5	8.9	1147	18.8
Northsound Two	Y	330	34	10	0.8	7.7	262	4.3
Radio Borders (Bauer Borders)	Y	108	57	53	6.4	12.1	693	32.4
Bauer Dundee	Y	386	195	51	6.0	12.0	2330	31.8
Tay-FM	Y	386	148	38	3.6	9.4	1388	19.0
Tay-AM	Y	386	82	21	2.4	11.4	942	12.9
West Sound ³ (Bauer Southwest Scotland)	Y	390	176	45	4.8	10.6	1864	26.7
Kerrang!	H	53205	977	2	0.1	4.0	3909	0.4
Kiss UK	H	53205	4612	9	0.5	5.6	25767	2.5
Kiss East	H	2104	448	21	1.6	7.3	3279	7.1
Kiss West	H	2409	455	19	0.9	4.6	2096	4.3
Magic UK	Q	53205	3432	6	0.4	6.4	21856	2.1
Magic Network - North	H	10595	664	6	0.6	9.8	6488	3.1
Magic Network - North East	H	2253	203	9	0.8	9.4	1904	4.6
Magic 1152 (Newcastle)	H	1498	122	8	0.8	9.5	1154	4.2
Magic 1170 (Teesside)	H	820	83	10	0.9	9.0	750	5.0
Magic Network - North West	H	5208	188	4	0.3	9.7	1822	1.8
Magic 1548 (Liverpool)	H	1849	81	4	0.4	9.0	729	1.9
Magic 1152 (Manchester)	H	2487	83	3	0.4	11.0	916	2.0
Magic 999 (Preston)	H	1122	23	2	0.2	7.6	176	0.7
Magic Network - Yorkshire	H	3134	273	9	0.9	10.1	2763	4.3
Magic 828 (Leeds)	H	990	98	10	1.0	9.6	942	4.9
Magic AM (Sheffield)	H	1292	96	7	0.8	11.2	1073	4.2
Magic 1161 (Hull)	H	911	84	9	0.9	9.5	800	3.7
Wave 105 FM (Bauer South Coast)	H	1800	404	22	2.3	10.2	4112	11.5
Total Celador Radio	H	3432	554	16	1.2	7.3	4068	5.8

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 Breeze (Basingstoke and North Hampshire)	Y	143	26	18	0.9	4.7	122	4.4
Celador Radio South	H	1844	257	14	0.9	6.4	1650	4.5
The Breeze (Solent/ East Hants and West Surrey)	H	1089	59	5	0.4	7.8	460	2.1
Jack FM South Coast	H	1728	211	12	0.7	5.7	1190	3.5
Celador Radio South West	H	1243	236	19	1.7	8.8	2069	8.0
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	967	76	8	0.5	5.8	444	2.3
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	291	54	19	2.3	12.3	665	9.5
106 JACKfm (Bristol)	H	628	116	19	1.1	6.1	708	5.8
JACK fm (Swindon)	Y	203	32	16	1.4	9.1	290	6.6
Central FM	Y	210	49	23	1.3	5.5	266	7.4
Total Cheshire Radio	Y	378	67	18	1.3	7.2	482	6.6
Cheshire's Silk 106.9	Y	185	22	12	0.8	6.3	142	4.1
Chester's Dee 106.3	Y	193	44	23	1.8	7.7	340	8.8
Total CN Radio	Y	851	269	32	2.6	8.3	2220	13.8
The Bay	Y	281	109	39	3.5	9.0	979	16.2
Citybeat 96.7/102.5FM	H	570	136	24	1.6	6.9	939	9.2
Lakeland Radio	Y	51	21	41	3.2	7.9	163	13.6
Communicorp UK	H	17758	3042	17	1.3	7.4	22478	6.8
Capital Scotland	H	2787	534	19	1.2	6.5	3481	7.7
Capital South Wales	H	1029	171	17	1.0	5.8	984	5.1
Real Radio Yorkshire (now Heart Yorkshire)	H	3134	332	11	0.8	7.8	2579	4.4
Real Radio Wales (North) (now Heart Wales (North))	H	725	63	9	0.6	6.6	419	2.7
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2914	186	6	0.3	4.6	853	1.6
Smooth Radio East Midlands	H	2470	364	15	1.2	8.2	2977	6.1
Smooth Radio North East	H	2290	398	17	1.5	8.4	3365	8.0
Smooth Radio North West	H	5593	1035	19	1.4	7.6	7821	7.3
Total Connect	H	763	43	6	0.4	6.3	270	1.7
Connect DAB	H	557	8	1	0.1	3.4	28	0.3
Connect FM (was Connect FM and Lite 106.8FM)	Y	438	47	11	0.6	5.2	247	2.5
Radio Essex DAB	H	1268	49	4	0.1	3.2	157	0.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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		
Radio Exe 107.3 FM (was Exeter FM)	Y	195	22	11	0.7	6.2	135	3.2
Total Fire Radio	Y	1326	47	4	0.1	4.0	185	0.7
Fire Radio	Y	316	39	12	0.5	4.4	170	2.5
Fire Radio South Coast	Y	1010	8	1	*	1.9	15	0.1
3FM	Y	72	26	36	3.8	10.6	273	17.8
Total Global Radio (UK)	H	53205	21418	40	3.4	8.4	179014	17.4
Classic FM	Q	53205	5307	10	0.6	6.4	33910	3.3
Capital Network (UK) & Total Capital XTRA (UK)	H	53205	7844	15	0.9	5.8	45687	4.4
Capital Network (UK)	H	53205	7319	14	0.8	5.6	41310	4.0
Capital Birmingham	H	2209	462	21	1.3	6.0	2768	7.1
Capital East Midlands	H	2235	486	22	1.3	5.9	2876	6.5
Capital London	Q	11702	1908	16	0.8	5.0	9485	4.4
Capital Manchester	H	2914	627	22	1.3	5.9	3704	7.0
Capital North East	H	2230	421	19	1.2	6.5	2742	6.7
Capital Scotland ⁴	H	2787	534	19	1.2	6.5	3481	7.7
Capital South Coast	H	1161	213	18	1.0	5.4	1149	5.0
Capital South Wales ⁴	H	1029	171	17	1.0	5.8	984	5.1
Capital Yorkshire	H	4532	1019	22	1.7	7.4	7568	8.5
Total Capital XTRA (UK)	H	53205	898	2	0.1	4.9	4376	0.4
Capital XTRA (Was Choice FM)	Q	11702	411	4	0.1	4.3	1755	0.8
Gold Network (UK)	H	53205	772	1	0.1	7.9	6069	0.6
Gold East Midlands	H	2235	98	4	0.5	12.1	1180	2.7
Gold London	Q	11702	304	3	0.2	6.9	2097	1.0
Gold Manchester	H	2914	90	3	0.1	4.7	419	0.8
Heart Network (UK)	H	53205	9126	17	1.2	7.0	63575	6.2
Heart Cambridgeshire	H	872	286	33	2.4	7.2	2064	10.7
Heart East Anglia	H	1211	273	23	1.5	6.9	1874	7.1
Heart Essex	H	1352	453	34	2.6	7.9	3569	12.3
Heart Four Counties ³	H	2042	497	24	1.8	7.5	3712	8.8
Heart Kent	H	1232	362	29	2.3	8.0	2891	10.6
Heart London	Q	11702	1807	15	1.0	6.3	11398	5.3
Heart North West and Wales (now Capital North West and Wales)	H	1026	212	21	1.3	6.4	1365	6.4
Heart Solent	H	1824	323	18	1.0	5.7	1826	4.9
Heart South West	H	1429	453	32	2.3	7.1	3234	9.4
Heart Cornwall	Y	459	102	22	1.7	7.6	776	6.3

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 Sussex	H	1399	401	29	2.2	7.8	3115	10.7
Heart Thames Valley	H	1443	365	25	1.8	7.2	2632	9.6
Heart West Country	H	2221	659	30	2.5	8.4	5508	11.6
Heart West Midlands	H	3708	717	19	1.3	6.7	4805	7.1
Real Radio North East (now Heart North East)	H	2290	249	11	0.6	5.5	1364	3.3
Real Radio North West (now Heart North West)	H	5593	505	9	0.6	7.0	3533	3.3
Real Radio Scotland (now Heart Scotland)	H	2787	499	18	1.3	7.0	3515	7.7
Real Radio Wales (now Heart Wales)	H	2608	493	19	1.9	9.9	4896	9.0
Real Radio Wales (North) ⁴ (now Heart Wales (North))	H	725	63	9	0.6	6.6	419	2.7
Real Radio Wales (South) (now Heart Wales (South))	H	1884	430	23	2.4	10.4	4477	11.6
Real Radio Yorkshire ⁴ (now Heart Yorkshire)	H	3134	332	11	0.8	7.8	2579	4.4
LBC UK and LBC News 1152	H	53205	1229	2	0.3	10.9	13397	1.3
LBC (ILR)	Q	11702	1126	10	1.1	11.0	12340	5.8
LBC 97.3	Q	11702	1012	9	1.0	11.1	11252	5.2
LBC News 1152	Q	11702	286	2	0.1	3.8	1088	0.5
Smooth Radio Network UK	H	53205	4311	8	0.6	7.8	33422	3.2
Gold Cambridgeshire (now Smooth Radio Cambridgeshire)	H	872	45	5	0.6	10.6	480	2.5
Gold Devon (now Smooth Radio Devon)	H	1023	33	3	0.2	5.4	179	0.8
Gold East Anglia (now Smooth Radio East Anglia)	H	1211	66	5	0.5	8.7	577	2.2
Gold Essex (now Smooth Radio Essex)	H	1352	52	4	0.3	8.9	461	1.6
Gold Four Counties (now Smooth Radio Four Counties)	H	2042	73	4	0.3	8.5	621	1.5
Gold Kent (now Smooth Radio Kent)	H	1232	60	5	0.4	7.5	453	1.7
Gold North West and Wales (now Smooth Radio North West and Wales)	H	1026	14	1	0.1	9.1	128	0.6
Gold Solent (now Smooth Radio Solent)	H	1824	74	4	0.4	9.8	729	2.0

Source: RAJAR/Ipsos MORI/RSMB

⁴ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 South Wales (now Smooth Radio South Wales)	H	1029	53	5	0.4	7.9	418	2.2
Gold Sussex (now Smooth Radio Sussex)	H	1399	44	3	0.2	7.8	341	1.2
Gold Thames Valley (now Smooth Radio Thames Valley)	H	1443	32	2	0.2	7.9	250	0.9
Gold West Country (now Smooth Radio West Country)	H	2221	115	5	0.5	10.3	1180	2.5
Smooth Radio Glasgow	H	1961	272	14	1.0	6.9	1888	6.0
Smooth Radio London	Q	11702	565	5	0.3	6.5	3644	1.7
Smooth Radio Midlands	H	6138	824	13	1.1	8.5	7030	6.1
Smooth Radio East Midlands ⁴	H	2470	364	15	1.2	8.2	2977	6.1
Smooth Radio West Midlands	H	3708	461	12	1.1	8.8	4057	6.0
Smooth Radio North East ⁴	H	2290	398	17	1.5	8.4	3365	8.0
Smooth Radio North West ⁴	H	5593	1035	19	1.4	7.6	7821	7.3
Total XFM (UK)	H	53205	883	2	0.1	5.1	4466	0.4
96.3 Real XS Glasgow (now XFM Scotland)	H	831	69	8	0.5	6.1	420	3.4
XFM London	Q	11702	427	4	0.2	6.6	2818	1.3
XFM Manchester	H	2914	166	6	0.2	3.5	577	1.1
IOW Radio	Y	119	40	34	2.3	6.8	275	11.5
JACKfm Oxfordshire	H	509	88	17	0.7	4.0	351	3.9
JACKfm 2 Oxford (was Glide FM 107.9)	H	497	21	4	0.1	3.0	62	0.7
106 JACKfm (Oxford)	H	509	71	14	0.6	4.1	289	3.2
Kingdom FM	Y	289	62	21	1.6	7.4	458	8.6
kmfm Group	H	1081	149	14	0.6	4.2	620	2.6
kmfm East	H	524	76	14	0.6	4.2	320	2.8
kmfm West	H	557	74	13	0.5	4.1	301	2.4
Lincs FM Group	H	2417	626	26	2.5	9.8	6151	11.6
Lincs FM 102.2 ³	H	924	312	34	3.8	11.1	3475	16.5
Lincs FM Group Yorkshire	Y	1509	317	21	1.8	8.3	2642	8.1
Dearne FM	Y	235	55	23	1.7	7.5	410	9.0
KCFM 99.8	Y	442	85	19	1.7	8.9	764	7.3
Ridings FM	Y	300	42	14	1.4	9.9	412	6.6
Rother FM	Y	208	47	22	1.5	6.9	321	7.2
Trax FM	Y	374	89	24	2.0	8.3	735	9.1
The Local Radio Company Group Total	Y	1983	535	27	2.3	8.6	4595	11.6

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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		
2BR	Y	180	62	34	3.3	9.5	586	16.4
Minster FM	Y	306	69	23	1.8	8.2	566	9.7
Mix 96	Y	124	43	34	2.5	7.2	309	11.5
Spire FM	Y	117	40	34	2.4	6.9	277	12.0
Spirit FM	Y	217	51	24	2.2	9.4	485	11.7
Star North East	Y	387	50	13	1.0	7.5	378	5.0
Star NE - North (was Durham FM)	Y	212	16	8	0.5	6.0	98	2.3
Star NE - South (was Alpha 103.2)	Y	175	34	19	1.6	8.3	280	8.6
97.2 Stray FM	Y	144	51	36	2.4	6.8	350	11.2
Sun FM	Y	271	69	25	2.3	9.0	618	12.5
Wessex FM	Y	123	48	39	4.3	11.0	528	18.0
Yorkshire Coast Radio	Y	114	51	44	4.4	9.9	499	20.0
Radio Mansfield 103.2	Y	159	44	28	2.4	8.6	383	11.4
Manx Radio	Y	72	39	54	5.9	11.0	426	27.9
Original 106 (Aberdeen)	Y	330	66	20	2.0	9.8	649	10.6
Total Orion Midlands	H	6394	1183	18	1.3	7.1	8397	7.0
Orion Midlands FM	H	6394	1102	17	1.2	7.1	7838	6.5
Gem 106	H	2384	478	20	1.5	7.3	3506	7.4
Free Radio (West Midlands)	H	4101	705	17	1.2	6.9	4892	6.5
Free Radio FM (West Midlands)	H	4101	625	15	1.1	6.9	4332	5.8
Free Radio 80s (West Midlands)	H	3630	117	3	0.2	4.8	560	0.9
Free Radio (Birmingham & Black Country)	H	2574	425	17	1.1	6.8	2900	6.2
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2574	373	14	1.0	6.6	2477	5.3
Free Radio 80s (Birmingham & Black Country)	H	2574	82	3	0.2	5.2	423	0.9
Free Radio (Coventry & Warwickshire)	H	680	99	14	0.9	6.2	615	5.2
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	680	78	11	0.8	7.1	548	4.7
Free Radio 80s (Coventry & Warwickshire)	H	680	23	3	0.1	3.0	68	0.6
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	471	98	21	1.8	8.7	845	9.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 (Shropshire)	Y	375	99	26	2.4	8.9	881	11.3
Free Radio FM (Shropshire) (was Beacon)	Y	375	85	23	2.1	9.1	771	9.9
Free Radio 80s (Shropshire)	Y	375	23	6	0.3	4.9	111	1.4
Palm FM	Y	222	48	22	2.0	9.3	448	8.5
Radio Plymouth	Y	259	41	16	0.9	5.8	239	4.3
Premier Christian Radio	Q	11702	97	1	0.1	8.9	865	0.4
Q Radio Network	H	615	91	15	1.2	8.4	766	6.3
Total Quidem	Y	1329	180	14	0.9	6.8	1226	4.8
Oak FM	Y	319	29	9	0.5	5.3	154	2.4
Total Touch Radio Network	Y	1010	151	15	1.1	7.1	1072	5.7
107.6 Banbury Sound	Y	83	17	21	1.7	8.1	140	8.3
Rugby FM	Y	78	21	26	2.4	9.1	187	11.8
Touch FM Staffs	Y	255	32	13	0.8	6.3	203	3.7
96.2 Touch FM - Coventry	Y	298	32	11	0.6	5.6	182	3.9
102 Touch FM - Warks Worcs Cotswolds	Y	295	48	16	1.2	7.4	360	6.7
Reading 107 FM	Y	235	19	8	0.3	3.2	62	1.6
96.2 The Revolution	H	521	33	6	0.7	10.6	349	3.8
Southend & Chelmsford Radio	Y	493	55	11	0.8	7.3	407	3.6
107.5 Sovereign Radio	Y	154	24	16	1.0	6.6	161	4.9
Sunrise Radio	H	11702	112	1	0.1	6.0	665	0.3
Time FM 106.6	Y	303	22	7	0.3	4.0	88	1.9
Tindle Radio Group	Y	140	88	63	7.6	12.0	1058	39.0
Channel 103 FM	Y	85	53	63	6.9	10.9	584	35.4
Island FM 104.7	Y	55	35	64	8.6	13.6	474	44.6
Town and Country Broadcasting (South and West Wales)	Y	1726	302	17	1.2	6.8	2046	5.7
106.3 Bridge FM	Y	128	39	30	2.0	6.5	251	10.3
Radio Carmarthenshire and Scarlet FM	Y	130	40	30	2.1	7.0	277	9.2
Radio Ceredigion	Y	79	17	22	1.8	8.2	140	7.1
Nation Hits! (was Nation 80s)	Y	472	31	7	0.4	6.2	194	1.8
Nation Radio	H	1506	169	11	0.4	3.9	664	2.2
102.5 Radio Pembrokeshire	Y	100	44	44	4.5	10.3	454	18.4
Total UKRD	H	1628	440	27	2.6	9.5	4177	11.5
The Bee	Y	451	52	11	1.1	9.5	494	5.9

Source: RAJAR/Ipsos MORI/R SMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 Eagle	H	540	161	30	2.3	7.6	1229	11.3
Eagle Extra	H	540	5	1	*	1.8	9	0.1
96.4 Eagle Radio	H	540	158	29	2.3	7.7	1221	11.2
KL.FM 96.7	Y	153	47	31	3.5	11.4	538	14.8
Pirate FM	Y	483	177	37	3.8	10.3	1813	13.9
UTV Radio (inc. talkSPORT)	H	53205	4426	8	0.6	7.5	33152	3.2
UTV Radio (excl. talkSPORT)	H	6875	1392	20	1.8	9.1	12676	9.6
107.6 Juice FM	H	1061	230	22	1.6	7.6	1744	8.0
Peak 107 FM	Y	420	100	24	1.9	8.1	813	9.3
The Pulse/Pulse 2	H	880	148	17	1.3	7.9	1173	8.0
The Pulse	H	880	133	15	1.1	7.0	938	6.4
Pulse 2	H	880	28	3	0.3	8.3	235	1.6
Signal 107	H	1021	30	3	0.3	9.6	286	1.5
Signal One & Signal Two	H	794	332	42	5.1	12.2	4043	24.4
Signal One	H	794	302	38	3.9	10.1	3066	18.5
Signal Two	H	794	71	9	1.2	13.7	977	5.9
Total Swansea Sound/ 96.4 FM The Wave	Y	472	175	37	3.6	9.7	1684	15.7
96.4 FM The Wave	Y	472	140	30	2.6	8.8	1233	11.5
Swansea Sound - 1170 MW	Y	472	59	12	1.0	7.7	451	4.2
U105	H	887	192	22	2.3	10.5	2022	12.6
Radio Wave 96.5 FM	Y	235	81	35	3.3	9.6	780	16.8
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1156	158	14	0.8	5.7	898	4.3
107.4 Tower FM	Y	451	49	11	0.6	5.9	290	3.9
107.2 Wire FM	Y	288	49	17	0.8	4.8	239	4.4
102.4 Wish FM	Y	476	60	13	0.8	6.2	368	4.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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	34078	64	8.2	12.8	434769	42.0
Children 10-14	Q	3521	2766	79	5.6	7.2	19856	65.5
15-24	Q	8313	6082	73	8.0	10.9	66578	58.8
25-44	Q	17360	12464	72	9.4	13.1	163852	53.5
45-64	Q	16345	10650	65	8.8	13.6	144583	40.0
65+	Q	11187	4881	44	5.3	12.2	59757	23.6
Main Shoppers	Q	44013	27655	63	8.2	13.1	361496	41.0
Main Shoppers with children	Q	13316	9669	73	9.6	13.2	127276	53.0
ABC1	Q	29047	18791	65	7.0	10.8	202828	36.1
C2DE	Q	24158	15287	63	9.6	15.2	231941	49.0
ALL BBC 15+	Q	53205	35314	66	10.7	16.1	568166	54.9
Children 10-14	Q	3521	1874	53	2.8	5.2	9765	32.2
15-24	Q	8313	4872	59	5.1	8.7	42354	37.4
25-44	Q	17360	10536	61	7.4	12.2	129016	42.1
45-64	Q	16345	11535	71	12.6	17.9	206665	57.1
65+	Q	11187	8370	75	17.0	22.7	190131	75.0
Main Shoppers	Q	44013	29173	66	11.2	16.9	492348	55.8
Main Shoppers with children	Q	13316	7984	60	7.7	12.9	103025	42.9
ABC1	Q	29047	21441	74	11.9	16.1	344947	61.4
C2DE	Q	24158	13872	57	9.2	16.1	223219	47.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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	646	6	0.3	5.0	3222	1.5
96.3 Radio Aire	H	644	114	18	1.0	5.9	675	5.6
107.8 Arrow FM for Hastings	Y	119	22	19	1.5	7.8	175	6.4
107.6 Banbury Sound	Y	83	17	21	1.7	8.1	140	8.3
The Bay	Y	281	109	39	3.5	9.0	979	16.2
THE BEACH	Y	181	56	31	3.0	9.6	541	13.8
The Bee	Y	451	52	11	1.1	9.5	494	5.9
Radio Borders (Bauer Borders)	Y	108	57	53	6.4	12.1	693	32.4
2BR	Y	180	62	34	3.3	9.5	586	16.4
The Breeze	Y	143	26	18	0.9	4.7	122	4.4
(Basingstoke and North Hampshire)								
The Breeze (Solent/ East Hants and West Surrey)	H	1089	59	5	0.4	7.8	460	2.1
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	967	76	8	0.5	5.8	444	2.3
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	291	54	19	2.3	12.3	665	9.5
106.3 Bridge FM	Y	128	39	30	2.0	6.5	251	10.3
Capital Birmingham	H	2209	462	21	1.3	6.0	2768	7.1
Capital East Midlands	H	2235	486	22	1.3	5.9	2876	6.5
Capital London	Q	11702	1908	16	0.8	5.0	9485	4.4
Capital Manchester	H	2914	627	22	1.3	5.9	3704	7.0
Capital North East	H	2230	421	19	1.2	6.5	2742	6.7
Capital Scotland	H	2787	534	19	1.2	6.5	3481	7.7
Capital South Coast	H	1161	213	18	1.0	5.4	1149	5.0
Capital South Wales	H	1029	171	17	1.0	5.8	984	5.1
Capital Yorkshire	H	4532	1019	22	1.7	7.4	7568	8.5
Capital XTRA (Was Choice FM)	Q	11702	411	4	0.1	4.3	1755	0.8
Radio Carmarthenshire and Scarlet FM	Y	130	40	30	2.1	7.0	277	9.2
Central FM	Y	210	49	23	1.3	5.5	266	7.4
Radio Ceredigion	Y	79	17	22	1.8	8.2	140	7.1
C.F.M (Bauer Carlisle)	Y	252	111	44	4.2	9.5	1050	20.9
Channel 103 FM	Y	85	53	63	6.9	10.9	584	35.4
Cheshire's Silk 106.9	Y	185	22	12	0.8	6.3	142	4.1
Chester's Dee 106.3	Y	193	44	23	1.8	7.7	340	8.8
Radio City 96.7	H	1849	447	24	1.8	7.3	3278	8.6
City Talk 105.9	H	1607	62	4	0.1	2.8	175	0.5
Citybeat 96.7/102.5FM	H	570	136	24	1.6	6.9	939	9.2
Clyde 1 FM	H	1867	563	30	2.3	7.7	4320	14.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

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Clyde 2	H	1867	144	8	0.4	5.0	717	2.4
Connect DAB	H	557	8	1	0.1	3.4	28	0.3
Connect FM (was Connect FM and Lite 106.8FM)	Y	438	47	11	0.6	5.2	247	2.5
97.4 Cool FM	H	1001	361	36	2.7	7.4	2664	14.7
Dearne FM	Y	235	55	23	1.7	7.5	410	9.0
Downtown Radio (DTR)	H	1456	293	20	1.5	7.7	2256	8.2
Dream 100	Y	135	36	27	2.7	10.2	369	11.4
96.4 Eagle Radio	H	540	158	29	2.3	7.7	1221	11.2
Eagle Extra	H	540	5	1	*	1.8	9	0.1
Radio Essex DAB	H	1268	49	4	0.1	3.2	157	0.6
Radio Exe 107.3 FM (was Exeter FM)	Y	195	22	11	0.7	6.2	135	3.2
Fire Radio	Y	316	39	12	0.5	4.4	170	2.5
Fire Radio South Coast	Y	1010	8	1	*	1.9	15	0.1
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2574	373	14	1.0	6.6	2477	5.3
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	680	78	11	0.8	7.1	548	4.7
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	471	98	21	1.8	8.7	845	9.3
Free Radio FM (Shropshire) (was Beacon)	Y	375	85	23	2.1	9.1	771	9.9
Free Radio 80s (Birmingham & Black Country)	H	2574	82	3	0.2	5.2	423	0.9
Free Radio 80s (Coventry & Warwickshire)	H	680	23	3	0.1	3.0	68	0.6
Free Radio 80s (Shropshire)	Y	375	23	6	0.3	4.9	111	1.4
3FM	Y	72	26	36	3.8	10.6	273	17.8
Forth2	H	1136	68	6	0.3	5.3	360	1.8
ForthOne	H	1136	336	30	2.3	7.9	2655	13.6
Gem 106	H	2384	478	20	1.5	7.3	3506	7.4
Gold Cambridgeshire (now Smooth Radio Cambridgeshire)	H	872	45	5	0.6	10.6	480	2.5
Gold Devon (now Smooth Radio Devon)	H	1023	33	3	0.2	5.4	179	0.8
Gold East Anglia (now Smooth Radio East Anglia)	H	1211	66	5	0.5	8.7	577	2.2
Gold East Midlands	H	2235	98	4	0.5	12.1	1180	2.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

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 Essex (now Smooth Radio Essex)	H	1352	52	4	0.3	8.9	461	1.6
Gold Four Counties (now Smooth Radio Four Counties)	H	2042	73	4	0.3	8.5	621	1.5
Gold Kent (now Smooth Radio Kent)	H	1232	60	5	0.4	7.5	453	1.7
Gold London	Q	11702	304	3	0.2	6.9	2097	1.0
Gold Manchester	H	2914	90	3	0.1	4.7	419	0.8
Gold North West and Wales (now Smooth Radio North West and Wales)	H	1026	14	1	0.1	9.1	128	0.6
Gold Solent (now Smooth Radio Solent)	H	1824	74	4	0.4	9.8	729	2.0
Gold South Wales (now Smooth Radio South Wales)	H	1029	53	5	0.4	7.9	418	2.2
Gold Sussex (now Smooth Radio Sussex)	H	1399	44	3	0.2	7.8	341	1.2
Gold Thames Valley (now Smooth Radio Thames Valley)	H	1443	32	2	0.2	7.9	250	0.9
Gold West Country (now Smooth Radio West Country)	H	2221	115	5	0.5	10.3	1180	2.5
Hallam FM	H	1292	386	30	2.3	7.7	2956	11.7
Heart Cambridgeshire	H	872	286	33	2.4	7.2	2064	10.7
Heart Cornwall	Y	459	102	22	1.7	7.6	776	6.3
Heart East Anglia	H	1211	273	23	1.5	6.9	1874	7.1
Heart Essex	H	1352	453	34	2.6	7.9	3569	12.3
Heart Four Counties ³	H	2042	497	24	1.8	7.5	3712	8.8
Heart Kent	H	1232	362	29	2.3	8.0	2891	10.6
Heart London	Q	11702	1807	15	1.0	6.3	11398	5.3
Heart North West and Wales (now Capital North West and Wales)	H	1026	212	21	1.3	6.4	1365	6.4
Heart Solent	H	1824	323	18	1.0	5.7	1826	4.9
Heart South West	H	1429	453	32	2.3	7.1	3234	9.4
Heart Sussex	H	1399	401	29	2.2	7.8	3115	10.7
Heart Thames Valley	H	1443	365	25	1.8	7.2	2632	9.6
Heart West Country	H	2221	659	30	2.5	8.4	5508	11.6
Heart West Midlands	H	3708	717	19	1.3	6.7	4805	7.1
IOW Radio	Y	119	40	34	2.3	6.8	275	11.5
Island FM 104.7	Y	55	35	64	8.6	13.6	474	44.6
Jack FM South Coast	H	1728	211	12	0.7	5.7	1190	3.5
JACK fm (Swindon)	Y	203	32	16	1.4	9.1	290	6.6
106 JACKfm (Bristol)	H	628	116	19	1.1	6.1	708	5.8
106 JACKfm (Oxford)	H	509	71	14	0.6	4.1	289	3.2

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

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			'000	%	per head	per listener		
JACKfm 2 Oxford (was Glide FM 107.9)	H	497	21	4	0.1	3.0	62	0.7
JACKfm Oxfordshire	H	509	88	17	0.7	4.0	351	3.9
107.6 Juice FM	H	1061	230	22	1.6	7.6	1744	8.0
KCFM 99.8	Y	442	85	19	1.7	8.9	764	7.3
Key 103 (Manchester)	H	2487	660	27	1.8	7.0	4593	10.2
Kingdom FM	Y	289	62	21	1.6	7.4	458	8.6
Kiss 100 FM	Q	11702	1841	16	0.9	5.6	10343	4.8
Kiss East	H	2104	448	21	1.6	7.3	3279	7.1
Kiss West	H	2409	455	19	0.9	4.6	2096	4.3
KL.FM 96.7	Y	153	47	31	3.5	11.4	538	14.8
kmfm East	H	524	76	14	0.6	4.2	320	2.8
kmfm West	H	557	74	13	0.5	4.1	301	2.4
Lakeland Radio	Y	51	21	41	3.2	7.9	163	13.6
LBC 97.3	Q	11702	1012	9	1.0	11.1	11252	5.2
LBC News 1152	Q	11702	286	2	0.1	3.8	1088	0.5
Lincs FM 102.2 ³	H	924	312	34	3.8	11.1	3475	16.5
Magic 105.4 (London)	Q	11702	1943	17	1.0	5.8	11325	5.3
Magic 1152 (Manchester)	H	2487	83	3	0.4	11.0	916	2.0
Magic 1152 (Newcastle)	H	1498	122	8	0.8	9.5	1154	4.2
Magic 1161 (Hull)	H	911	84	9	0.9	9.5	800	3.7
Magic 1170 (Teesside)	H	820	83	10	0.9	9.0	750	5.0
Magic 1548 (Liverpool)	H	1849	81	4	0.4	9.0	729	1.9
Magic 828 (Leeds)	H	990	98	10	1.0	9.6	942	4.9
Magic 999 (Preston)	H	1122	23	2	0.2	7.6	176	0.7
Magic AM (Sheffield)	H	1292	96	7	0.8	11.2	1073	4.2
Radio Mansfield 103.2	Y	159	44	28	2.4	8.6	383	11.4
Manx Radio	Y	72	39	54	5.9	11.0	426	27.9
Metro Radio	H	1498	417	28	2.4	8.7	3633	13.4
Minster FM	Y	306	69	23	1.8	8.2	566	9.7
Mix 96	Y	124	43	34	2.5	7.2	309	11.5
Moray Firth Radio (Bauer Inverness)	Y	237	109	46	4.7	10.3	1119	24.3
Nation Hits! (was Nation 80s)	Y	472	31	7	0.4	6.2	194	1.8
Nation Radio	H	1506	169	11	0.4	3.9	664	2.2
North Norfolk Radio	Y	92	23	25	2.4	9.7	221	9.7
Northsound One	Y	330	129	39	3.5	8.9	1147	18.8
Northsound Two	Y	330	34	10	0.8	7.7	262	4.3
Norwich 99.9fm	Y	328	46	14	1.1	7.5	346	5.0
Oak FM	Y	319	29	9	0.5	5.3	154	2.4
Original 106 (Aberdeen)	Y	330	66	20	2.0	9.8	649	10.6

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 30th March 2014

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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			'000	%	per head	per listener		
Palm FM	Y	222	48	22	2.0	9.3	448	8.5
Peak 107 FM	Y	420	100	24	1.9	8.1	813	9.3
102.5 Radio Pembrokeshire	Y	100	44	44	4.5	10.3	454	18.4
Pirate FM	Y	483	177	37	3.8	10.3	1813	13.9
Planet Rock 105.2	H	3673	250	7	0.5	6.8	1695	2.5
Radio Plymouth	Y	259	41	16	0.9	5.8	239	4.3
Premier Christian Radio	Q	11702	97	1	0.1	8.9	865	0.4
The Pulse	H	880	133	15	1.1	7.0	938	6.4
Pulse 2	H	880	28	3	0.3	8.3	235	1.6
Q Radio Network	H	615	91	15	1.2	8.4	766	6.3
Reading 107 FM	Y	235	19	8	0.3	3.2	62	1.6
Real Radio North East (now Heart North East)	H	2290	249	11	0.6	5.5	1364	3.3
Real Radio North West (now Heart North West)	H	5593	505	9	0.6	7.0	3533	3.3
Real Radio Scotland (now Heart Scotland)	H	2787	499	18	1.3	7.0	3515	7.7
Real Radio Wales (North) (now Heart Wales (North))	H	725	63	9	0.6	6.6	419	2.7
Real Radio Wales (South) (now Heart Wales (South))	H	1884	430	23	2.4	10.4	4477	11.6
Real Radio Yorkshire (now Heart Yorkshire)	H	3134	332	11	0.8	7.8	2579	4.4
96.3 Real XS Glasgow (now XFM Scotland)	H	831	69	8	0.5	6.1	420	3.4
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2914	186	6	0.3	4.6	853	1.6
96.2 The Revolution	H	521	33	6	0.7	10.6	349	3.8
Ridings FM	Y	300	42	14	1.4	9.9	412	6.6
97.4 Rock FM	H	1262	306	24	1.2	5.0	1525	6.0
Rother FM	Y	208	47	22	1.5	6.9	321	7.2
Rugby FM	Y	78	21	26	2.4	9.1	187	11.8
Signal 107	H	1021	30	3	0.3	9.6	286	1.5
Signal One	H	794	302	38	3.9	10.1	3066	18.5
Signal Two	H	794	71	9	1.2	13.7	977	5.9
Smooth Radio East Midlands	H	2470	364	15	1.2	8.2	2977	6.1
Smooth Radio Glasgow	H	1961	272	14	1.0	6.9	1888	6.0
Smooth Radio London	Q	11702	565	5	0.3	6.5	3644	1.7
Smooth Radio North East	H	2290	398	17	1.5	8.4	3365	8.0
Smooth Radio North West	H	5593	1035	19	1.4	7.6	7821	7.3

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Smooth Radio West Midlands	H	3708	461	12	1.1	8.8	4057	6.0
Southend & Chelmsford Radio	Y	493	55	11	0.8	7.3	407	3.6
107.5 Sovereign Radio	Y	154	24	16	1.0	6.6	161	4.9
Spire FM	Y	117	40	34	2.4	6.9	277	12.0
Spirit FM	Y	217	51	24	2.2	9.4	485	11.7
Star NE - North (was Durham FM)	Y	212	16	8	0.5	6.0	98	2.3
Star NE - South (was Alpha 103.2)	Y	175	34	19	1.6	8.3	280	8.6
97.2 Stray FM	Y	144	51	36	2.4	6.8	350	11.2
Sun FM	Y	271	69	25	2.3	9.0	618	12.5
Sunrise Radio	H	11702	112	1	0.1	6.0	665	0.3
Swansea Sound - 1170 MW	Y	472	59	12	1.0	7.7	451	4.2
Tay-AM	Y	386	82	21	2.4	11.4	942	12.9
Tay-FM	Y	386	148	38	3.6	9.4	1388	19.0
TFM Radio	H	820	175	21	1.0	4.6	811	5.4
Time FM 106.6	Y	303	22	7	0.3	4.0	88	1.9
96.2 Touch FM - Coventry	Y	298	32	11	0.6	5.6	182	3.9
102 Touch FM - Warks Worcs Cotswolds	Y	295	48	16	1.2	7.4	360	6.7
Touch FM Staffs	Y	255	32	13	0.8	6.3	203	3.7
107.4 Tower FM	Y	451	49	11	0.6	5.9	290	3.9
Town 102 FM	Y	288	57	20	1.2	6.1	348	5.7
Trax FM	Y	374	89	24	2.0	8.3	735	9.1
U105	H	887	192	22	2.3	10.5	2022	12.6
96.9 Viking FM	H	911	224	25	1.8	7.5	1674	7.8
96.4 FM The Wave	Y	472	140	30	2.6	8.8	1233	11.5
Wave 105 FM (Bauer South Coast)	H	1800	404	22	2.3	10.2	4112	11.5
Radio Wave 96.5 FM	Y	235	81	35	3.3	9.6	780	16.8
Wessex FM	Y	123	48	39	4.3	11.0	528	18.0
West Sound ³ (Bauer Southwest Scotland)	Y	390	176	45	4.8	10.6	1864	26.7
107.2 Wire FM	Y	288	49	17	0.8	4.8	239	4.4
102.4 Wish FM	Y	476	60	13	0.8	6.2	368	4.2
XFM London	Q	11702	427	4	0.2	6.6	2818	1.3
XFM Manchester	H	2914	166	6	0.2	3.5	577	1.1
Yorkshire Coast Radio	Y	114	51	44	4.4	9.9	499	20.0

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.

(4) Station owned by Communicorp Group Limited.

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	30th December 2013 - 30th March 2014	25,649
H	16th September 2013 - 30th March 2014	52,203
Y	1st April 2013 - 30th March 2014	104,028