

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 54,029,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	48165	89	19.2	21.5	1037657	100.0
All BBC Radio	Q	34823	64	9.9	15.3	534097	51.5
All BBC Radio 15-44	Q	14248	56	5.8	10.3	146226	36.7
All BBC Radio 45+	Q	20575	72	13.5	18.9	387871	60.7
All BBC Network Radio ¹	Q	32107	59	8.5	14.4	460922	44.4
BBC Local Radio	Q	8429	16	1.4	8.7	73174	7.1
All Commercial Radio	Q	34762	64	8.8	13.7	475608	45.8
All Commercial Radio 15-44	Q	18096	72	9.4	13.2	238287	59.8
All Commercial Radio 45+	Q	16666	58	8.3	14.2	237321	37.1
All National Commercial ¹	Q	19503	36	3.3	9.1	177576	17.1
All Local Commercial (National TSA)	Q	26781	50	5.5	11.1	298032	28.7
Other Radio	Q	3933	7	0.5	7.1	27953	2.7

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

For survey periods and other definitions please see back cover.

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

©Rajar 2016. Any use of information in this press release must acknowledge the source as "RAJAR/Ipsos MORI/RSMB."

Embargoed until 00.01 am
27th October 2016

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 2 - NATIONAL SERVICES

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
All BBC Network Radio ¹	Q	54029	32107	59	8.5	14.4	460922	44.4
BBC Radio 1	Q	54029	9873	18	1.1	6.3	62017	6.0
BBC Radio 2	Q	54029	15144	28	3.2	11.4	173115	16.7
BBC Radio 3	Q	54029	1977	4	0.2	6.2	12294	1.2
BBC Radio 4 (including 4 Extra)	Q	54029	11632	22	2.5	11.5	133621	12.9
BBC Radio 4	Q	54029	11227	21	2.3	10.9	122676	11.8
BBC Radio 4 Extra	Q	54029	2043	4	0.2	5.4	10945	1.1
BBC Radio 5 live (inc. sports extra)	Q	54029	5975	11	0.8	7.1	42128	4.1
BBC Radio 5 live	Q	54029	5502	10	0.7	6.5	35958	3.5
BBC Radio 5 live sports extra	Q	54029	1601	3	0.1	3.9	6170	0.6
BBC 6 Music	Q	54029	2342	4	0.4	9.3	21861	2.1
1Xtra from the BBC	H	54029	1026	2	0.1	4.5	4616	0.4
BBC Asian Network UK	H	54029	662	1	0.1	6.4	4252	0.4
BBC World Service	Q	54029	1537	3	0.1	4.8	7402	0.7

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th September 2016



PART 2 - NATIONAL SERVICES

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
All National Commercial ¹	Q	54029	19503	36	3.3	9.1	177576	17.1
Absolute Radio Network ²	H	54029	4471	8	0.6	7.0	31401	3.0
Absolute Radio	Q	54029	2643	5	0.3	6.8	17996	1.7
Absolute Radio 70s	H	54029	280	1	*	4.1	1147	0.1
Absolute 80s	Q	54029	1458	3	0.1	5.5	8080	0.8
Absolute Radio 90s	H	54029	703	1	0.1	3.9	2716	0.3
Absolute Radio Classic Rock	H	54029	646	1	0.1	4.4	2856	0.3
The Arrow	Q	54029	76	*	*	9.3	701	0.1
Capital Brand (UK) ⁶	H	54029	8740	16	0.9	5.7	50056	4.8
Capital Network (UK) ²	H	54029	8055	15	0.8	5.4	43775	4.2
Capital XTRA (UK) ²	H	54029	1324	2	0.1	4.7	6281	0.6
Chill	Q	54029	237	*	*	3.9	931	0.1
Classic FM	Q	54029	5281	10	0.7	6.8	35920	3.5
Gold Network (UK) ²	H	54029	1154	2	0.2	8.3	9608	0.9
Heart Brand (UK) ⁹	Q	54029	9602	18	1.2	6.9	66534	6.4
Heart Extra	Q	54029	664	1	0.1	4.5	2969	0.3
Heart Network (UK) ²	H	54029	9101	17	1.2	7.1	64300	6.2
Heat	H	54029	841	2	0.1	3.8	3203	0.3
The Hits	H	54029	738	1	*	3.2	2389	0.2
Jazz FM (National)	H	54029	556	1	*	3.7	2081	0.2
Kerrang!	H	54029	769	1	0.1	4.1	3186	0.3
Kiss Network ⁵	H	54029	5425	10	0.6	5.8	31193	3.0
Kiss Fresh	H	54029	611	1	*	3.1	1899	0.2
Kisstory	Q	54029	1611	3	0.2	5.5	8920	0.9
LBC Network (UK) ²	H	54029	1801	3	0.3	10.2	18330	1.8
Magic Network ⁸	H	54029	3684	7	0.4	5.2	19193	1.8
Magic Chilled	H	54029	240	*	*	3.6	866	0.1
Mellow Magic	H	54029	424	1	*	3.9	1653	0.2
Planet Rock	Q	54029	1060	2	0.1	7.5	7967	0.8
Smooth Brand (UK) ⁷	H	54029	5479	10	0.8	7.6	41393	4.0
Smooth Extra	Q	54029	1070	2	0.1	5.5	5868	0.6
Smooth Radio Network (UK) ²	H	54029	4749	9	0.7	7.5	35595	3.4
Sunrise Radio National	Q	54029	326	1	*	4.0	1307	0.1
talkRADIO	Q	54029	304	1	*	4.5	1368	0.1
talkSPORT	Q	54029	2857	5	0.4	7.4	21113	2.0
talkSPORT2	Q	54029	250	*	*	3.5	886	0.1
UCB 1 (was UCB UK)	Q	54029	191	*	*	6.7	1280	0.1
Virgin Radio	Q	54029	345	1	*	3.6	1253	0.1
Radio X Network (UK) ² (was XFM Network (UK))	H	54029	1265	2	0.2	7.2	9110	0.9

Source: RAJAR/Ipsos MORI/RSMB

^{1,2,5,6,7,8,9} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 3 - INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	54029	9873	18	1.1	6.3	62017	6.0
BBC Radio 2	Q	54029	15144	28	3.2	11.4	173115	16.7
BBC Radio 3	Q	54029	1977	4	0.2	6.2	12294	1.2
BBC Radio 4 (including 4 Extra)	Q	54029	11632	22	2.5	11.5	133621	12.9
BBC Radio 4	Q	54029	11227	21	2.3	10.9	122676	11.8
BBC Radio 4 Extra	Q	54029	2043	4	0.2	5.4	10945	1.1
BBC Radio 5 live (inc. sports extra)	Q	54029	5975	11	0.8	7.1	42128	4.1
BBC Radio 5 live	Q	54029	5502	10	0.7	6.5	35958	3.5
BBC Radio 5 live sports extra	Q	54029	1601	3	0.1	3.9	6170	0.6
BBC 6 Music	Q	54029	2342	4	0.4	9.3	21861	2.1
1Xtra from the BBC	H	54029	1026	2	0.1	4.5	4616	0.4
BBC Asian Network UK	H	54029	662	1	0.1	6.4	4252	0.4
BBC World Service	Q	54029	1537	3	0.1	4.8	7402	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4528	901	20	1.3	6.3	5697	7.1
BBC Radio Ulster ³	H	1489	504	34	4.1	12.2	6172	21.3
BBC Radio Wales	H	2600	340	13	1.3	9.9	3357	6.1
BBC Radio Cymru	H	2600	101	4	0.4	10.4	1051	1.9
LOCAL								
BBC Local Radio in England	Q	43723	6345	15	1.2	8.6	54327	6.5
BBC Radio Berkshire	H	828	113	14	1.2	8.5	959	5.9
BBC Radio Bristol	H	905	125	14	1.1	7.9	988	5.9
BBC Radio Cambridgeshire	H	754	118	16	1.2	7.9	939	5.8
BBC Radio Cornwall	H	465	133	29	3.4	12.1	1604	15.0
BBC Coventry and Warwickshire	H	706	77	11	0.6	5.9	457	4.5
BBC Radio Cumbria	H	406	114	28	2.6	9.3	1057	12.5
BBC Radio Derby	H	658	134	20	2.1	10.4	1394	10.7
BBC Radio Devon	H	985	189	19	2.1	10.8	2035	9.5
BBC Essex	H	1314	193	15	1.6	11.2	2149	7.6
BBC Radio Gloucestershire	H	508	86	17	1.4	8.6	735	6.6
BBC Hereford & Worcester	H	509	113	22	2.2	10.0	1124	9.8
BBC Radio Humberside	H	765	161	21	2.2	10.4	1668	10.4
BBC Radio Kent	H	1491	231	15	1.2	7.8	1795	5.4
BBC Radio Lancashire	H	1188	211	18	1.6	9.0	1897	9.0

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 3 - INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Leeds	H	1645	194	12	0.8	6.7	1301	4.4
BBC Radio Leicester	H	849	133	16	0.9	5.5	730	4.7
BBC Radio Lincolnshire	H	557	96	17	2.5	14.7	1412	11.1
BBC Radio London (was BBC London 94.9)	Q	12015	424	4	0.2	5.2	2210	1.1
BBC Radio Manchester	H	2230	248	11	1.0	8.8	2180	5.7
BBC Radio Merseyside	H	1677	267	16	1.9	12.2	3250	9.6
BBC Radio Newcastle	H	1448	276	19	1.3	6.8	1867	7.0
BBC Radio Norfolk	H	785	158	20	2.1	10.7	1683	9.5
BBC Radio Northampton	H	496	78	16	1.7	10.9	852	8.4
BBC Radio Nottingham	H	809	159	20	2.2	11.3	1797	10.2
BBC Radio Oxford	H	538	75	14	1.0	7.2	538	5.1
BBC Radio Sheffield	H	1305	211	16	0.9	5.7	1202	5.3
BBC Radio Shropshire	H	400	118	29	2.8	9.6	1133	13.4
Total BBC Radio Solent	Y	1794	272	15	1.7	11.1	3012	7.8
BBC Somerset	H	453	64	14	1.4	10.2	650	6.3
BBC Radio Stoke	H	617	108	18	1.4	8.1	874	6.5
BBC Radio Suffolk	H	543	106	19	1.8	9.2	972	8.5
BBC Sussex and BBC Surrey	H	2594	246	9	0.6	6.6	1623	3.1
BBC Radio Tees	H	794	147	19	1.1	5.7	842	5.5
BBC Three Counties Radio	H	1372	173	13	0.8	6.7	1165	4.4
BBC WM (Birmingham & Black Country)	H	2385	220	9	0.8	8.3	1819	4.1
BBC Radio Wiltshire/Swindon	H	581	64	11	0.9	7.9	506	3.9
BBC Radio York	H	535	75	14	1.0	7.3	547	5.0
BBC Radio Guernsey	Y	53	19	35	3.7	10.6	198	17.8
BBC Radio Jersey	Y	87	33	38	3.3	8.7	288	17.8

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Bauer Radio - Total	H	54029	17873	33	2.9	8.8	156567	15.1
Absolute Radio Network ²	H	54029	4471	8	0.6	7.0	31401	3.0
Absolute Radio	Q	54029	2643	5	0.3	6.8	17996	1.7
Absolute Radio (London)	Q	12015	894	7	0.4	5.3	4707	2.3
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3728	242	6	0.4	6.5	1573	2.3
Absolute Radio 70s	H	54029	280	1	*	4.1	1147	0.1
Absolute 80s	Q	54029	1458	3	0.1	5.5	8080	0.8
Absolute Radio 90s	H	54029	703	1	0.1	3.9	2716	0.3
Absolute Radio Classic Rock	H	54029	646	1	0.1	4.4	2856	0.3
Bauer City Network	H	54029	6999	13	1.1	8.6	60344	5.8
Radio Aire	H	639	79	12	0.7	6.0	470	4.1
Radio Aire 2 (was Magic 828 (Leeds))	H	988	62	6	0.9	13.9	857	4.6
Radio Aire 3	Y	639	4	1	*	2.0	8	0.1
Radio Borders (Bauer Borders)	Y	109	54	50	6.2	12.4	674	34.3
C.F.M (Bauer Carlisle)	Y	252	108	43	3.9	9.2	991	17.8
Radio City	H	1862	368	20	1.5	7.6	2799	7.3
Radio City 2 (was Magic 1548 (Liverpool))	H	1862	181	10	0.6	6.6	1189	3.1
Radio City 3	Y	1862	14	1	*	5.1	70	0.2
City Talk 105.9	H	1862	45	2	0.1	3.5	158	0.4
Clyde 1	H	1900	660	35	3.0	8.7	5752	16.9
Clyde 2	H	1900	162	9	0.5	5.4	883	2.6
Clyde 3	Y	1901	21	1	*	4.2	90	0.3
Cool FM	H	1006	400	40	3.3	8.4	3360	17.6
Downtown Network	H	1489	306	21	2.1	10.1	3081	10.6
Downtown Country	Y	1489	99	7	0.5	7.3	724	2.6
Downtown Radio (DTR)	H	1463	245	17	1.5	9.2	2251	7.9
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2605	352	13	1.1	8.0	2799	5.7
Free Radio 80s (Birmingham & Black Country)	H	2605	72	3	0.1	4.5	322	0.7
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	698	94	13	0.9	6.8	632	6.2
Free Radio 80s (Coventry & Warwickshire)	H	698	31	4	0.3	6.5	201	2.0

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	477	90	19	1.6	8.7	780	7.6
Free Radio 80s (Herefordshire & Worcestershire)	Y	477	11	2	0.1	6.3	67	0.7
Free Radio FM (Shropshire) (was Beacon)	Y	379	83	22	1.8	8.5	700	8.9
Free Radio 80s (Shropshire)	Y	379	17	5	0.3	6.3	109	1.4
Forth 1	H	1140	325	29	2.4	8.3	2710	13.8
Forth 2	H	1140	53	5	0.4	7.5	400	2.0
Forth 3	Y	1141	7	1	*	5.8	42	0.2
Gem 106 (East Midlands)	H	2422	479	20	1.3	6.7	3206	6.7
Hallam FM	H	1306	286	22	2.0	9.0	2566	11.5
Hallam 2 (was Magic AM (Sheffield))	H	1306	100	8	0.5	5.9	589	2.6
Hallam 3	Y	1305	11	1	*	1.7	19	0.1
The Hits	H	54029	738	1	*	3.2	2389	0.2
Key 103	H	2516	356	14	0.7	5.0	1786	4.1
Key 2 (was Magic 1152 (Manchester))	H	2516	72	3	0.1	4.2	299	0.7
Key 3	Y	2515	33	1	*	3.4	110	0.3
Metro Radio	H	1502	300	20	1.5	7.5	2238	8.2
Metro 2 Radio (was Magic 1152 (Newcastle))	H	1502	116	8	0.4	5.2	607	2.2
Metro 3 Radio	Y	1502	9	1	*	2.4	21	0.1
Moray Firth Radio (Bauer Inverness)	Y	251	124	49	4.9	9.9	1222	24.7
Northsound 1	Y	348	121	35	3.5	10.2	1231	20.7
Northsound 2	Y	348	26	7	0.6	8.8	225	3.8
Rock FM	H	1264	193	15	0.8	5.0	960	4.0
Rock FM 2 (was Magic 999 (Preston))	H	1124	56	5	0.1	2.4	135	0.6
Rock FM 3	Y	1264	9	1	*	3.8	34	0.1
Tay FM	Y	394	133	34	3.2	9.4	1249	20.2
Tay 2	Y	394	38	10	1.2	12.5	479	7.8
Tay 3	Y	394	2	1	*	0.5	1	*
TFM Radio	H	821	146	18	1.2	6.6	958	6.1
TFM 2 (was Magic 1170 (Teesside))	H	821	74	9	0.9	9.8	727	4.6
TFM 3	Y	820	8	1	*	0.9	7	*
Viking FM	H	912	218	24	1.6	6.6	1449	7.5
Viking 2 (was Magic 1161 (Hull))	H	912	60	7	0.9	13.2	797	4.1

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Viking 3	Y	912	6	1	*	2.4	13	0.1
Wave 105 FM (Bauer South Coast)	H	1827	423	23	3.0	13.0	5483	13.6
West Sound ³ (Bauer Southwest Scotland)	Y	396	192	48	4.5	9.3	1789	22.4
Heat	H	54029	841	2	0.1	3.8	3203	0.3
Kerrang!	H	54029	769	1	0.1	4.1	3186	0.3
Kiss Network ⁵	H	54029	5425	10	0.6	5.8	31193	3.0
Kiss	Q	54029	4326	8	0.4	4.9	21123	2.0
Kiss (East)	H	2137	448	21	1.3	6.1	2734	5.9
Kiss (London)	Q	12015	1818	15	0.8	5.0	9177	4.4
Kiss (West)	H	2450	459	19	0.9	4.8	2194	4.4
Kiss Fresh	H	54029	611	1	*	3.1	1899	0.2
Kisstory	Q	54029	1611	3	0.2	5.5	8920	0.9
Magic Network ⁸	H	54029	3684	7	0.4	5.2	19193	1.8
Magic ²	Q	54029	3391	6	0.3	4.7	15798	1.5
Magic (London)	Q	12015	1804	15	0.7	4.7	8516	4.1
Magic Chilled	H	54029	240	*	*	3.6	866	0.1
Mellow Magic	H	54029	424	1	*	3.9	1653	0.2
Planet Rock	Q	54029	1060	2	0.1	7.5	7967	0.8
Total Global Radio (UK)	H	54029	23014	43	3.9	9.0	208062	20.0
The Arrow	Q	54029	76	*	*	9.3	701	0.1
Capital Brand (UK) ⁶	H	54029	8740	16	0.9	5.7	50056	4.8
Capital Network (UK) ²	H	54029	8055	15	0.8	5.4	43775	4.2
Capital Birmingham	H	2237	499	22	1.2	5.2	2588	6.4
Capital East Midlands	H	2281	540	24	1.7	7.0	3767	8.3
Capital East Midlands - Derbyshire	H	532	106	20	1.3	6.8	717	6.9
Capital East Midlands - Leicestershire	H	778	172	22	1.7	7.6	1301	9.5
Capital East Midlands - Nottinghamshire	H	1021	268	26	1.7	6.6	1768	8.0
Capital Liverpool (was 107.6 Juice FM)	H	1068	239	22	1.5	6.5	1565	7.4
Capital London	Q	12015	2013	17	0.7	4.4	8834	4.3
Capital Manchester	H	2945	498	17	1.0	5.7	2832	5.5
Capital North East	H	2236	504	23	1.6	7.0	3521	8.5
Capital North West and Wales	H	1034	176	17	0.8	5.0	878	3.9
Capital Scotland ⁴	H	2816	594	21	1.2	5.5	3295	6.7
Capital South Coast	H	1179	212	18	1.0	5.4	1145	4.5
Capital South Wales ⁴	H	1041	201	19	0.9	4.9	979	4.5

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,4,5,6,8} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Capital Yorkshire	H	4556	1089	24	1.7	7.3	7932	9.2
Capital XTRA (UK) ²	H	54029	1324	2	0.1	4.7	6281	0.6
Capital XTRA (London)	Q	12015	568	5	0.3	5.5	3101	1.5
Chill	Q	54029	237	*	*	3.9	931	0.1
Classic FM	Q	54029	5281	10	0.7	6.8	35920	3.5
Gold Network (UK) ²	H	54029	1154	2	0.2	8.3	9608	0.9
Gold East Midlands	H	2270	75	3	0.4	12.1	909	2.0
Gold London	Q	12015	312	3	0.2	7.4	2318	1.1
Gold Manchester	H	2945	80	3	0.2	6.6	529	1.0
Heart Brand (UK) ⁹	Q	54029	9602	18	1.2	6.9	66534	6.4
Heart Extra	Q	54029	664	1	0.1	4.5	2969	0.3
Heart Network (UK) ²	H	54029	9101	17	1.2	7.1	64300	6.2
Heart Cambridgeshire	H	889	274	31	2.3	7.5	2043	10.9
Heart East Anglia	H	1226	274	22	1.6	7.3	1988	7.6
Heart East Anglia - Norfolk	H	664	138	21	1.6	7.8	1075	7.2
Heart East Anglia - Suffolk	H	562	136	24	1.6	6.7	913	8.0
Heart Essex	H	1381	415	30	2.4	8.0	3310	11.4
Heart Essex - Chelmsford & Southend	H	1088	327	30	2.5	8.3	2699	11.8
Heart Essex - Colchester	Y	188	58	31	1.8	6.0	347	8.5
Heart Essex - Harlow	Y	144	20	14	1.3	9.5	189	6.7
Heart Four Counties ³	H	2099	559	27	2.1	7.8	4372	10.6
Heart Four Counties - Bedfordshire	Y	417	108	26	1.8	6.8	739	9.4
Heart Four Counties - Beds/Bucks/Herts	H	750	142	19	1.6	8.7	1237	9.4
Heart Four Counties - 96.6 FM Hertfordshire	Y	364	32	9	0.5	5.5	174	2.4
Heart Four Counties - Milton Keynes	Y	252	81	32	2.4	7.6	611	11.8
Heart Four Counties - Northamptonshire	H	569	168	30	2.4	8.1	1355	11.6
Heart Kent	H	1263	365	29	2.1	7.3	2675	9.6
Heart London	Q	12015	1683	14	0.8	5.5	9179	4.4
Heart North East	H	2295	340	15	0.9	6.3	2153	5.0
Heart North Wales ⁴	H	731	120	16	1.1	7.0	837	5.1
Heart North West	H	5637	606	11	0.8	7.6	4589	4.4
Heart Scotland	H	2816	410	15	1.2	8.0	3263	6.7
Heart Solent	H	1849	301	16	0.9	5.8	1738	4.2
Heart South Wales	H	1899	484	25	2.1	8.4	4056	10.4
Heart South West	H	1450	395	27	2.2	7.9	3136	9.8
Heart South West - Cornwall	Y	466	104	22	1.7	7.6	790	7.3

Source: RAJAR/Ipsos MORI/RSMB

^{2,3,4,9} See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Heart South West - Exeter	Y	315	89	28	2.3	8.2	733	11.4
Heart South West - North Devon	Y	154	45	29	2.5	8.5	380	9.8
Heart South West - Plymouth	Y	346	88	25	2.2	8.5	748	9.0
Heart South West - South Hams	Y	66	11	16	1.2	7.4	80	5.2
Heart South West - Torbay	Y	225	64	29	1.9	6.7	433	8.8
Heart Sussex	H	1431	355	25	1.8	7.4	2621	9.0
Heart Thames Valley	H	1474	386	26	1.9	7.3	2818	9.6
Heart Thames Valley - Berks & N.Hants	H	778	235	30	2.2	7.4	1736	11.4
Heart Thames Valley - Oxfordshire	H	696	151	22	1.6	7.2	1082	7.7
Heart West Country	H	2265	686	30	2.4	7.9	5384	11.4
Heart West Country - Bristol/Weston & Bath	H	929	230	25	1.5	6.2	1428	8.2
Heart West Country - Gloucestershire	Y	432	139	32	3.0	9.4	1304	13.9
Heart West Country - Somerset	Y	408	129	32	2.5	8.0	1029	11.1
Heart West Country - Wiltshire	Y	499	166	33	2.8	8.5	1405	12.5
Heart West Midlands	H	3763	663	18	1.1	6.4	4210	6.2
Heart Yorkshire ⁴	H	3154	432	14	1.2	9.0	3882	6.9
LBC Network (UK) ²	H	54029	1801	3	0.3	10.2	18330	1.8
LBC 97.3	Q	12015	991	8	0.9	10.6	10518	5.1
LBC London News (was LBC News 1152)	Q	12015	464	4	0.2	5.0	2323	1.1
Smooth Brand (UK) ⁷	H	54029	5479	10	0.8	7.6	41393	4.0
Smooth Extra	Q	54029	1070	2	0.1	5.5	5868	0.6
Smooth Radio Network (UK) ²	H	54029	4749	9	0.7	7.5	35595	3.4
Smooth Radio Cambridgeshire	H	889	73	8	0.9	11.2	822	4.4
Smooth Radio Devon	H	1038	36	3	0.3	8.2	291	1.3
Smooth Radio East Anglia	H	1226	47	4	0.5	12.6	585	2.2
Smooth Radio East Midlands ⁴	H	2507	395	16	1.3	8.5	3358	6.6
Smooth Radio Essex	H	1381	68	5	0.4	8.5	582	2.0
Smooth Radio Four Counties	H	2099	57	3	0.2	7.1	404	1.0
Smooth Radio Kent	H	1263	64	5	0.6	12.4	794	2.9
Smooth Radio London	Q	12015	710	6	0.3	4.4	3145	1.5
Smooth Radio North East ⁴	H	2295	467	20	1.7	8.2	3840	9.0
Smooth Radio North West ⁴	H	5637	1028	18	1.4	7.5	7698	7.4
Smooth Radio North West and Wales	H	1034	90	9	0.6	6.3	573	2.6
Smooth Radio Scotland	H	1992	420	21	1.4	6.8	2858	8.0
Smooth Radio Solent	H	1849	79	4	0.4	8.3	660	1.6
Smooth Radio South Wales	H	1041	63	6	0.8	13.6	865	4.0

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Smooth Radio Sussex	H	1431	56	4	0.2	4.7	267	0.9
Smooth Radio Thames Valley	H	1474	42	3	0.2	6.0	250	0.9
Smooth Radio West Country	H	2265	90	4	0.2	6.1	545	1.2
Smooth Radio West Midlands	H	3763	479	13	1.1	8.5	4062	6.0
Radio X Network (UK) ² (was XFM Network (UK))	H	54029	1265	2	0.2	7.2	9110	0.9
Radio X London (was XFM London)	Q	12015	378	3	0.2	6.8	2558	1.2
Radio X Manchester (was XFM Manchester)	H	2945	155	5	0.3	5.2	798	1.5
Sunrise Radio National	Q	54029	326	1	*	4.0	1307	0.1
Sunrise Radio London	H	12015	215	2	0.1	3.9	843	0.4
Wireless Group (inc. National Stations)	H	54029	4595	9	0.6	7.2	33238	3.2
Peak 107 FM	Y	421	70	17	1.5	8.8	619	7.3
Pulse 1 (was The Pulse)	H	726	107	15	1.3	8.6	913	7.2
Pulse 2	H	726	35	5	0.6	11.5	400	3.1
Signal 107	H	1033	50	5	0.3	6.1	310	1.6
Signal One	H	800	251	31	2.7	8.6	2162	12.6
Signal Two	H	800	63	8	0.9	12.0	752	4.4
Swansea Sound - 1170 MW	Y	474	36	8	0.8	10.3	372	3.9
talkRADIO	Q	54029	304	1	*	4.5	1368	0.1
talkSPORT	Q	54029	2857	5	0.4	7.4	21113	2.0
talkSPORT2	Q	54029	250	*	*	3.5	886	0.1
107.4 Tower FM	Y	441	39	9	0.3	3.0	119	1.6
U105	H	891	182	20	2.1	10.2	1854	11.0
Virgin Radio	Q	54029	345	1	*	3.6	1253	0.1
96.4 FM The Wave	Y	474	136	29	2.3	8.1	1097	11.6
Radio Wave 96.5 FM	Y	234	70	30	2.2	7.4	518	11.6
107.2 Wire FM	Y	273	28	10	0.6	5.8	163	3.4
102.4 Wish FM	Y	460	71	15	0.9	6.0	430	5.0

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
All Local Commercial Radio (ILR)	Q	53584	26647	50	5.5	11.1	296208	28.8
Anglian Radio Group	Y	1011	219	22	1.9	8.8	1934	8.8
THE BEACH	Y	181	61	33	3.2	9.5	573	13.6
Dream 100	Y	135	42	31	3.0	9.5	402	13.7
North Norfolk Radio	Y	93	19	20	1.8	8.9	168	8.2
Norwich 99.9fm	Y	334	45	13	1.2	8.5	385	5.4
Town 102 FM	Y	291	52	18	1.4	7.8	406	6.5
Total Celador Radio	H	4035	597	15	1.0	6.6	3910	4.6
The Breeze (Basingstoke / Newbury and Andover)	Y	296	48	16	1.2	7.4	351	5.7
The Breeze (Cheltenham)	Y	169	17	10	0.9	8.8	149	4.2
The Breeze (Solent/ East Hants and West Surrey)	H	1108	72	7	0.7	10.3	742	3.0
The Breeze South Devon (was Palm FM)	Y	225	30	13	1.1	8.6	256	5.2
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	987	83	8	0.5	6.2	513	2.7
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	297	52	18	1.7	9.5	493	7.3
Fire Radio	Y	323	54	17	0.5	3.2	170	2.6
Sam FM Bristol	H	641	80	12	0.4	3.4	273	2.3
Sam FM South Coast	H	1753	148	8	0.5	5.7	851	2.2
Sam FM Swindon	Y	206	28	13	0.7	5.5	152	3.2
Central FM	Y	214	53	25	1.6	6.5	347	8.8
Total Cheshire Radio	Y	380	57	15	1.3	8.3	477	6.4
Cheshire's Silk 106.9	Y	186	21	11	0.6	5.8	120	3.7
Chester's Dee 106.3 (Dee on DAB)	Y	194	36	19	1.8	9.8	357	8.5
Chris Country	Q	12015	35	*	*	8.2	282	0.1
Total CN Radio	Y	280	115	41	3.6	8.8	1017	19.3
The Bay	Y	280	104	37	3.1	8.3	865	16.4
Lakeland Radio	Y	52	19	36	2.9	8.2	152	15.6
Communicorp UK	H	17901	3303	18	1.4	7.4	24488	7.3
Capital Scotland	H	2816	594	21	1.2	5.5	3295	6.7
Capital South Wales	H	1041	201	19	0.9	4.9	979	4.5
Heart North Wales	H	731	120	16	1.1	7.0	837	5.1
Heart Yorkshire	H	3154	432	14	1.2	9.0	3882	6.9
Smooth Radio East Midlands	H	2507	395	16	1.3	8.5	3358	6.6
Smooth Radio North East	H	2295	467	20	1.7	8.2	3840	9.0
Smooth Radio North West	H	5637	1028	18	1.4	7.5	7698	7.4
XS Manchester (was 106.1 Real XS)	H	2945	102	3	0.2	5.9	599	1.2

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Total Connect	Y	778	49	6	0.3	5.2	256	1.7
Connect DAB	Y	568	3	1	*	8.2	28	0.2
Connect FM (was Connect FM and Lite 106.8FM)	Y	448	45	10	0.5	5.0	227	2.6
Dilse Radio 1035am	H	12015	60	1	*	6.3	379	0.2
Radio Essex (was Southend & Chelmsford)	Y	502	27	5	0.3	6.5	173	1.5
Radio Essex DAB	Y	1297	41	3	0.2	5.1	208	0.8
Radio Exe	Y	202	30	15	1.4	9.4	282	7.1
Fun Kids (London)	H	12015	26	*	*	1.6	43	*
3FM	Y	73	31	42	3.8	9.0	277	19.7
IOW Radio	Y	119	41	35	2.8	8.1	335	13.4
JACK	H	9199	46	*	*	4.6	208	0.1
107 JACK fm Berkshire	Y	238	18	8	0.3	3.8	70	1.6
JACKfm Oxfordshire	H	525	128	24	1.6	6.7	862	8.3
JACKfm 2 Oxford	H	511	78	15	0.7	4.6	360	3.6
106 JACKfm (Oxford)	H	525	79	15	1.0	6.3	502	4.8
Jazz FM (National)	H	54029	556	1	*	3.7	2081	0.2
Kingdom FM	Y	291	50	17	1.4	7.9	397	8.5
kmfm Group	H	1256	160	13	0.6	4.9	784	2.8
kmfm East	H	574	87	15	0.8	5.3	459	3.7
kmfm West	H	683	73	11	0.5	4.5	326	2.1
Lincs FM Group	Y	2434	567	23	2.2	9.5	5400	10.8
Dearne FM	Y	239	49	20	1.6	7.9	389	8.2
KCFM	Y	440	79	18	1.3	7.4	580	6.3
Lincs FM 102.2 ³	H	934	314	34	3.8	11.4	3574	17.2
Ridings FM	Y	302	32	11	0.8	7.2	229	4.0
Rother FM	Y	210	27	13	0.5	4.2	111	2.7
Trax FM	Y	376	68	18	1.1	6.3	427	6.0
Lyca Radio 1458am	H	12015	139	1	0.1	6.6	920	0.4
Radio Mansfield 103.2	Y	160	27	17	1.1	6.5	176	5.0
Manx Radio	Y	73	35	48	4.7	9.8	347	24.6
Mi-Soul	H	12015	31	*	*	16.3	505	0.2
More Radio (surveyed as Arrow FM)	Y	121	12	10	0.6	6.0	74	2.7
More Radio (surveyed as Sovereign FM)	Y	158	20	13	0.7	5.5	110	2.9
Nation Broadcasting (South and West Wales)	H	1740	275	16	1.2	7.7	2119	5.9
106.3 Bridge FM	Y	129	34	26	2.1	8.1	274	10.2

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Radio Carmarthenshire and Scarlet FM	Y	132	28	21	2.0	9.6	269	9.6
Radio Ceredigion	Y	79	17	21	1.0	4.6	76	4.2
Dragon Radio (surveyed as Nation Gold)	H	1519	11	1	0.1	7.4	81	0.3
Nation Radio	H	1519	135	9	0.5	5.8	787	2.5
102.5 Radio Pembrokeshire	Y	101	40	39	3.0	7.8	309	12.3
Swansea Bay Radio (was Nation Hits!)	Y	474	21	4	0.2	5.0	105	1.1
Original 106 (Aberdeen)	Y	348	66	19	1.6	8.3	554	9.3
Panjab Radio	H	12015	92	1	0.1	7.6	702	0.3
Radio Plymouth	Y	260	39	15	1.2	7.9	306	5.1
Premier Christian Radio	Q	12015	174	1	0.1	5.0	875	0.4
Total Q Radio	H	1187	249	21	1.9	9.2	2286	9.7
Q Radio	H	618	125	20	2.0	9.9	1229	9.7
Q Radio (was Citybeat)	H	569	125	22	1.9	8.5	1056	9.8
Total Quidem	Y	1030	120	12	0.8	6.6	794	4.6
107.6 Banbury Sound	Y	85	14	17	1.0	6.1	88	5.1
Rugby FM	Y	80	20	25	1.5	5.9	117	7.8
96.2 Touch FM - Coventry	Y	313	17	5	0.2	3.6	60	1.6
Touch FM Staffs	Y	258	24	9	0.9	9.3	226	4.5
102 Touch FM - Warks Worcs Cotswolds	Y	294	45	15	1.0	6.7	303	5.7
96.2 The Revolution	Y	482	22	5	0.4	9.2	202	2.6
Time FM 107.5	Y	460	23	5	0.4	8.3	188	2.9
Tindle Radio Group	Y	140	91	65	8.2	12.5	1145	41.9
Channel 103 FM	Y	87	56	65	6.9	10.6	597	36.9
Island FM 104.7	Y	53	35	66	10.3	15.6	547	49.2
UCB 1 (was UCB UK)	Q	54029	191	*	*	6.7	1280	0.1
Total UKRD	Y	3624	923	25	2.0	7.7	7067	9.7
2BR (was The Bee)	Y	451	33	7	0.5	6.3	205	2.7
2BR	Y	179	53	30	2.0	6.7	356	12.0
Eagle Radio	H	546	136	25	1.8	7.0	958	9.3
KL.FM 96.7	Y	186	62	33	3.8	11.3	703	15.5
Minster FM	Y	311	72	23	1.5	6.7	481	8.1
Mix 96	Y	130	42	32	2.4	7.4	307	12.2
Pirate FM	Y	491	155	32	2.4	7.7	1196	10.4
Spire FM	Y	121	53	44	3.6	8.1	429	16.8
Spirit FM	Y	220	57	26	2.0	7.7	435	9.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Star North East	Y	388	47	12	0.8	6.9	322	4.4
97.2 Stray FM	Y	141	47	34	1.9	5.5	260	8.9
Sun FM	Y	270	70	26	1.9	7.5	523	10.0
Wessex FM	Y	123	54	44	3.7	8.4	452	14.5
Yorkshire Coast Radio	Y	113	50	45	4.6	10.2	516	21.3
Wave 102	Y	144	20	14	0.8	6.0	118	5.7
The Wireless from Age UK	H	12015	6	*	*	1.2	7	*
Radio Yorkshire	H	2606	42	2	0.1	4.1	170	0.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th September 2016

PART 6 - DEMOGRAPHIC ANALYSIS

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	54029	34762	64	8.8	13.7	475608	45.8
Children 10-14	Q	3612	2740	76	7.1	9.3	25528	65.4
15-24	Q	7998	5640	71	8.0	11.3	63825	65.4
25-44	Q	17268	12456	72	10.1	14.0	174462	58.0
45-64	Q	16855	11148	66	9.8	14.8	165351	44.2
65+	Q	11908	5518	46	6.0	13.0	71970	27.1
Main Shoppers	Q	45067	28655	64	9.0	14.1	403408	44.6
Main Shoppers with children	Q	12999	9647	74	10.7	14.5	139512	58.0
ABC1	Q	29119	18600	64	7.4	11.6	216116	39.2
C2DE	Q	24910	16161	65	10.4	16.1	259493	53.4
ALL BBC 15+	Q	54029	34823	64	9.9	15.3	534097	51.5
Children 10-14	Q	3612	1996	55	3.4	6.2	12346	31.6
15-24	Q	7998	4259	53	3.8	7.2	30648	31.4
25-44	Q	17268	9989	58	6.7	11.6	115577	38.4
45-64	Q	16855	11771	70	11.9	17.0	199780	53.4
65+	Q	11908	8804	74	15.8	21.4	188091	70.9
Main Shoppers	Q	45067	29266	65	10.6	16.3	476479	52.7
Main Shoppers with children	Q	12999	7519	58	7.2	12.4	93317	38.8
ABC1	Q	29119	21222	73	11.1	15.3	324487	58.8
C2DE	Q	24910	13601	55	8.4	15.4	209610	43.1

Source: RAJAR/Ipsos MORI/RSMB

DEFINITIONS

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

AREAS

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

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

TERMS

WEEKLY REACH	The number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week
AVERAGE HOURS	The total hours of listening to a station during the course of a week, averaged: PER HEAD - across the total adult population of the UK/area PER LISTENER - across all those listening to the station for at least 5 minutes
TOTAL HOURS	The overall number of hours of adult listening to a station in the UK/area in an average week
SHARE IN TSA	The percentage of total listening time accounted for by a station in the UK/area in an average week

SURVEY PERIODS

CODE	FIELDWORK DATES	SAMPLE SIZE (Adults 15+)
Q	27th June 2016 - 18th September 2016	25,171
H	4th April 2016 - 18th September 2016	50,806
Y	21st September 2015 - 18th September 2016	102,533