

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

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

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All Radio	Q	47015	90	19.8	22.1	1037158	100.0
All BBC Radio	Q	35190	67	10.9	16.3	573178	55.3
All BBC Radio 15-44	Q	15583	62	7.0	11.4	177402	43.1
All BBC Radio 45+	Q	19606	72	14.6	20.2	395775	63.3
All BBC Network Radio ¹	Q	31994	61	9.4	15.3	490890	47.3
BBC Local Radio	Q	9138	17	1.6	9.0	82288	7.9
All Commercial Radio	Q	33223	63	8.4	13.2	438978	42.3
All Commercial Radio 15-44	Q	17828	71	8.8	12.4	221199	53.7
All Commercial Radio 45+	Q	15395	57	8.0	14.1	217779	34.8
All National Commercial ¹	Q	16244	31	2.5	8.1	130791	12.6
All Local Commercial (National TSA)	Q	26410	50	5.9	11.7	308187	29.7
Other Radio	Q	3080	6	0.5	8.1	25001	2.4

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.
For survey periods and other definitions please see back cover.

Embargoed until 00.01 am
31st January 2013

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

	Survey Period	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
		'000	%	per head	per listener		
All BBC Network Radio	Q	31994	61	9.4	15.3	490890	47.3
BBC Radio 1	Q	11091	21	1.5	6.9	76774	7.4
BBC Radio 2	Q	15109	29	3.5	12.1	182948	17.6
BBC Radio 3	Q	2061	4	0.3	6.5	13302	1.3
BBC Radio 4	Q	10754	21	2.5	12.1	129826	12.5
BBC Radio 4 (including 4 Extra)	Q	11012	21	2.7	12.7	139456	13.4
BBC Radio 4 Extra	Q	1685	3	0.2	5.7	9631	0.9
BBC Radio FIVE LIVE	Q	6124	12	0.9	7.3	44861	4.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	6272	12	0.9	7.6	47395	4.6
FIVE LIVE SPORTS EXTRA	Q	847	2	*	3.0	2534	0.2
BBC 6 Music	Q	1891	4	0.3	7.8	14737	1.4
1Xtra from the BBC	Q	1044	2	0.1	5.1	5324	0.5
BBC Asian Network UK	Q	453	1	0.1	6.8	3078	0.3
BBC World Service	Q	1462	3	0.2	5.4	7877	0.8
All National Commercial	Q	16244	31	2.5	8.1	130791	12.6
Total Absolute Radio	Q	1771	3	0.2	7.1	12565	1.2
Absolute Radio 60s	H	154	*	*	4.6	712	0.1
Absolute Radio 70s	H	164	*	*	4.3	708	0.1
Absolute 80s	Q	888	2	0.1	5.1	4571	0.4
Absolute Radio 90s	H	436	1	*	4.7	2039	0.2
Absolute Radio 00s	H	149	*	*	5.4	806	0.1
Absolute Radio Classic Rock	H	362	1	*	3.9	1410	0.1
Capital Network (UK) ²	H	6838	13	0.8	5.9	40380	3.9
Total Choice (UK) ²	H	748	1	0.1	4.6	3413	0.3
Classic FM	Q	5370	10	0.7	7.0	37462	3.6
Gold Network (UK) ²	H	1417	3	0.2	9.1	12903	1.3
Heart Network (UK) ²	H	7361	14	1.0	6.9	51018	5.0
Heat	Q	767	1	0.1	3.4	2640	0.3
The Hits	Q	905	2	0.1	3.8	3459	0.3
Jazz FM	Q	608	1	0.1	4.9	2996	0.3
Kerrang! UK ²	H	1280	2	0.1	4.5	5765	0.6
Kiss UK ²	H	4264	8	0.4	5.3	22676	2.2
Total LBC (UK) ²	H	1283	2	0.2	9.8	12516	1.2
Magic UK ²	Q	3727	7	0.5	6.5	24404	2.4
Planet Rock	Q	877	2	0.1	7.1	6265	0.6
Q	Q	196	*	*	4.1	807	0.1
Real Radio Brand UK ²	H	2346	4	0.4	8.2	19321	1.9
Smash Hits Radio	Q	992	2	0.1	3.4	3334	0.3
Smooth 70s	H	709	1	0.1	7.0	4983	0.5
Smooth Radio Brand UK ²	H	3276	6	0.5	7.7	25361	2.5
Sunrise Radio National	Q	361	1	*	6.1	2207	0.2
talkSPORT	Q	3034	6	0.3	6.0	18323	1.8
Total XFM (UK) ²	H	864	2	0.1	5.5	4751	0.5

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC NETWORK RADIO								
BBC Radio 1	Q	52352	11091	21	1.5	6.9	76774	7.4
BBC Radio 2	Q	52352	15109	29	3.5	12.1	182948	17.6
BBC Radio 3	Q	52352	2061	4	0.3	6.5	13302	1.3
BBC Radio 4	Q	52352	10754	21	2.5	12.1	129826	12.5
BBC Radio 4 (including 4 Extra)	Q	52352	11012	21	2.7	12.7	139456	13.4
BBC Radio 4 Extra	Q	52352	1685	3	0.2	5.7	9631	0.9
BBC Radio FIVE LIVE	Q	52352	6124	12	0.9	7.3	44861	4.3
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	Q	52352	6272	12	0.9	7.6	47395	4.6
FIVE LIVE SPORTS EXTRA	Q	52352	847	2	*	3.0	2534	0.2
BBC 6 Music	Q	52352	1891	4	0.3	7.8	14737	1.4
1Xtra from the BBC	Q	52352	1044	2	0.1	5.1	5324	0.5
BBC Asian Network UK	Q	52352	453	1	0.1	6.8	3078	0.3
BBC World Service	Q	52352	1462	3	0.2	5.4	7877	0.8
NATIONAL REGIONAL								
BBC Radio Scotland	H	4410	994	23	1.6	7.2	7207	8.6
BBC Radio Ulster ³	H	1466	507	35	3.8	11.1	5616	21.4
Total BBC Radio Wales/Cymru	H	2533	504	20	2.1	10.5	5287	10.0
BBC Radio Wales	H	2533	436	17	1.6	9.0	3928	7.4
BBC Radio Cymru	H	2533	125	5	0.5	10.9	1359	2.6
LOCAL								
BBC Local Radio in England	Q	42296	6935	16	1.5	9.1	63137	7.5
BBC Radio Berkshire	H	824	135	16	1.1	6.4	869	6.1
BBC Radio Bristol	H	925	150	16	1.4	8.7	1294	6.8
BBC Radio Cambridgeshire	H	723	116	16	1.4	8.9	1035	6.8
BBC Radio Cornwall	H	458	152	33	4.1	12.2	1864	16.1
BBC Coventry and Warwickshire	H	676	73	11	1.0	9.1	670	6.1
BBC Radio Cumbria	H	405	107	26	2.1	7.8	838	11.8
BBC Radio Derby	H	642	147	23	1.8	8.0	1175	8.5
BBC Radio Devon	H	980	225	23	2.1	9.3	2106	10.0

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 2 - RESULTS FOR INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Essex	H	1305	247	19	2.2	11.7	2899	9.7
BBC Radio Gloucestershire	H	492	112	23	2.6	11.2	1258	11.1
BBC Hereford & Worcester	H	493	94	19	1.8	9.3	874	9.3
BBC Radio Humberside	H	776	237	30	2.4	8.0	1892	13.6
BBC Radio Kent	H	1410	271	19	2.1	10.7	2900	8.3
BBC Radio Lancashire	H	1174	203	17	1.5	8.7	1759	8.4
BBC Radio Leeds	H	1670	205	12	0.8	6.1	1259	4.2
BBC Radio Leicester	H	816	172	21	1.6	7.8	1337	8.3
BBC Radio Lincolnshire	H	539	104	19	2.9	15.1	1568	12.9
BBC London 94.9	Q	11249	424	4	0.2	5.0	2110	1.0
BBC Radio Manchester	H	2169	208	10	0.6	6.1	1265	3.2
BBC Radio Merseyside	H	1624	323	20	2.6	13.1	4228	13.0
BBC Radio Newcastle	H	1453	335	23	1.9	8.3	2772	10.7
BBC Radio Norfolk	H	780	191	25	2.9	11.8	2265	12.7
BBC Radio Northampton	H	481	105	22	2.5	11.3	1195	12.5
BBC Radio Nottingham	H	804	181	22	2.4	10.8	1949	12.3
BBC Oxford 95.2FM	H	520	81	16	1.9	12.1	984	9.5
BBC Radio Sheffield	H	1284	249	19	1.4	7.3	1826	7.1
BBC Radio Shropshire	H	379	110	29	3.0	10.5	1156	14.5
Total BBC Radio Solent	Y	1738	285	16	1.6	9.9	2818	7.3
BBC Somerset	H	438	68	16	1.4	9.2	625	6.3
BBC Radio Stoke	H	599	141	24	2.3	9.8	1385	10.8
BBC Radio Suffolk	H	538	124	23	2.6	11.2	1391	11.5
BBC Sussex and BBC Surrey	H	2502	251	10	0.8	8.2	2061	3.6
BBC Radio Tees	H	791	115	15	1.1	7.4	855	6.3
BBC Three Counties Radio	H	1313	143	11	0.7	6.8	977	3.7
BBC WM (Birmingham & Black Country)	H	2280	220	10	0.9	9.2	2035	5.2
BBC Radio Wiltshire/Swindon	H	553	97	17	1.3	7.3	706	6.1
BBC Radio York	H	537	93	17	1.3	7.5	698	6.3
BBC Radio Guernsey	Y	54	22	41	4.8	11.7	259	23.4
BBC Radio Jersey	Y	82	28	34	3.7	10.9	300	18.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
NATIONAL								
Total Absolute Radio Network	Q	52352	3297	6	0.4	7.1	23512	2.3
Total Absolute Radio	Q	52352	1771	3	0.2	7.1	12565	1.2
Total Absolute Radio Network (London)	Q	11249	1272	11	0.9	8.3	10556	4.9
Total Absolute Radio (London)	Q	11249	890	8	0.6	7.9	7034	3.3
Absolute Radio London	Q	11249	686	6	0.3	5.4	3705	1.7
Absolute Radio National	Q	52352	1242	2	0.2	7.1	8860	0.9
Absolute Radio 60s	H	52352	154	*	*	4.6	712	0.1
Absolute Radio 70s	H	52352	164	*	*	4.3	708	0.1
Absolute 80s	Q	52352	888	2	0.1	5.1	4571	0.4
Absolute Radio 90s	H	52352	436	1	*	4.7	2039	0.2
Absolute Radio 00s	H	52352	149	*	*	5.4	806	0.1
Absolute Radio Classic Rock	H	52352	362	1	*	3.9	1410	0.1
Capital Network (UK)	H	52352	6838	13	0.8	5.9	40380	3.9
Total Choice (UK)	H	52352	748	1	0.1	4.6	3413	0.3
Classic FM	Q	52352	5370	10	0.7	7.0	37462	3.6
Gold Network (UK)	H	52352	1417	3	0.2	9.1	12903	1.3
Heart Network (UK)	H	52352	7361	14	1.0	6.9	51018	5.0
Heat	Q	52352	767	1	0.1	3.4	2640	0.3
The Hits	Q	52352	905	2	0.1	3.8	3459	0.3
Jazz FM	Q	52352	608	1	0.1	4.9	2996	0.3
Kerrang! UK	H	52352	1280	2	0.1	4.5	5765	0.6
Kiss UK	H	52352	4264	8	0.4	5.3	22676	2.2
Total LBC (UK)	H	52352	1283	2	0.2	9.8	12516	1.2
Magic UK	Q	52352	3727	7	0.5	6.5	24404	2.4
Planet Rock	Q	52352	877	2	0.1	7.1	6265	0.6
Q	Q	52352	196	*	*	4.1	807	0.1
Real Radio Brand UK	H	52352	2346	4	0.4	8.2	19321	1.9
Smash Hits Radio	Q	52352	992	2	0.1	3.4	3334	0.3
Smooth 70s	H	52352	709	1	0.1	7.0	4983	0.5
Smooth Radio Brand UK	H	52352	3276	6	0.5	7.7	25361	2.5
Sunrise Radio National	Q	52352	361	1	*	6.1	2207	0.2
talkSPORT	Q	52352	3034	6	0.3	6.0	18323	1.8
Total XFM (UK)	H	52352	864	2	0.1	5.5	4751	0.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 2012



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	51772	26351	51	5.9	11.7	307169	30.0
107.8 Arrow FM for Hastings	Y	116	23	20	1.3	6.4	149	5.0
Bauer Radio Total Portfolio	H	52352	13279	25	2.1	8.3	109860	10.7
Bauer Passion Portfolio	Q	52352	6455	12	0.7	5.9	37838	3.6
Bauer Passion Portfolio	Q	52352	2112	4	0.2	4.8	10239	1.0
Digital Stations								
Heat	Q	52352	767	1	0.1	3.4	2640	0.3
The Hits	Q	52352	905	2	0.1	3.8	3459	0.3
Q	Q	52352	196	*	*	4.1	807	0.1
Smash Hits Radio	Q	52352	992	2	0.1	3.4	3334	0.3
Total Bauer Radio ILR	H	37504	10380	28	2.3	8.3	86067	12.1
Bauer Place Portfolio Total	H	52352	8678	17	1.4	8.3	72103	7.0
FM Bauer Place Portfolio	H	28936	7176	25	2.0	7.9	56873	10.5
Bauer Place Portfolio England	H	23861	5488	23	1.8	7.9	43290	9.6
FM Bauer Place Portfolio England	H	23373	5023	21	1.6	7.3	36583	8.3
Bauer Place Portfolio - North East	H	2263	731	32	2.6	8.1	5889	14.6
Bauer Middlesbrough	H	818	231	28	2.2	7.8	1801	12.5
Bauer Newcastle	H	1508	503	33	2.7	8.1	4087	15.2
Bauer Place Portfolio - North West	H	5151	1329	26	2.1	8.1	10728	11.1
Bauer Liverpool (inc. City Talk)	H	1806	512	28	2.4	8.5	4347	12.0
Bauer Liverpool	H	1806	486	27	2.3	8.4	4080	11.2
Bauer Manchester	H	2445	572	23	1.9	8.0	4572	10.3
Bauer Preston	H	1391	284	20	1.5	7.3	2077	8.3
Bauer Place Portfolio - Yorkshire	H	3175	892	28	2.6	9.3	8302	13.7
Bauer Hull	H	918	273	30	2.2	7.5	2058	12.5
Bauer Leeds	H	1028	203	20	1.6	8.3	1689	8.9
Bauer Sheffield	H	1286	418	32	3.5	10.9	4566	17.4
Bauer Radio London (Magic 105.4/Kiss 100)	Q	11249	3287	29	1.9	6.6	21695	10.1
Kiss 100 FM	Q	11249	1816	16	0.8	5.0	9131	4.3
Magic 105.4	Q	11249	2031	18	1.1	6.2	12564	5.9
FM Bauer Place Portfolio North East	H	2263	575	25	1.7	6.9	3953	9.8
Metro Radio	H	1508	411	27	1.9	7.0	2898	10.8
TFM Radio	H	818	167	20	1.3	6.3	1055	7.3
C.F.M (Bauer Carlisle)	Y	247	83	34	3.3	10.0	824	19.4
Bauer FM Liverpool	H	1806	464	26	2.0	7.9	3647	10.1
Total City Talk/Magic 1548	H	1806	135	7	0.5	7.2	967	2.7
City Talk 105.9	H	1567	60	4	0.2	4.4	267	0.8
FM Bauer Place Portfolio North West	H	5001	1196	24	1.7	7.3	8682	9.3

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			'000	%	per head	per listener		
Radio City 96.7	H	1806	439	24	1.9	7.7	3380	9.3
Key 103 (Manchester)	H	2445	512	21	1.5	7.2	3702	8.4
97.4 Rock FM	H	1241	259	21	1.3	6.2	1600	7.5
FM Bauer Place Portfolio Yorkshire	H	2836	715	25	2.0	7.8	5578	10.5
96.3 Radio Aire	H	689	126	18	1.1	6.0	753	6.5
Hallam FM	H	1286	358	28	2.7	9.6	3420	13.1
96.9 Viking FM	H	918	231	25	1.5	6.1	1405	8.6
Bauer Northern Ireland	H	1441	588	41	3.9	9.6	5673	22.0
97.4 Cool FM	H	987	381	39	3.5	9.1	3478	19.8
Downtown Radio (DTR)	H	1441	267	19	1.5	8.2	2195	8.5
Bauer Place Portfolio - Scotland	H	4133	1754	42	4.5	10.5	18492	24.1
FM Bauer Place Portfolio Scotland	Y	4133	1505	36	3.3	9.1	13652	17.9
Bauer Radio Central Scotland	H	2874	1094	38	3.7	9.6	10501	21.0
Scotland's Greatest Hits Network	H	3564	451	13	1.1	8.6	3876	6.0
Bauer Glasgow	H	1854	722	39	3.7	9.4	6805	20.8
Clyde 1 FM	H	1854	624	34	2.8	8.3	5162	15.8
Clyde 2	H	1854	233	13	0.9	7.0	1643	5.0
Bauer Edinburgh	H	1118	378	34	3.3	9.8	3696	19.8
ForthOne	H	1118	346	31	2.6	8.4	2911	15.6
Forth2	H	1118	78	7	0.7	10.0	784	4.2
Moray Firth Radio (Bauer Inverness)	Y	235	108	46	5.2	11.3	1223	24.0
Bauer Aberdeen	Y	322	162	51	5.4	10.7	1739	24.8
Northsound One	Y	322	137	43	4.0	9.5	1297	18.5
Northsound Two	Y	322	55	17	1.4	8.1	442	6.3
Radio Borders (Bauer Borders)	Y	107	51	47	6.3	13.3	679	35.5
Bauer Dundee	Y	381	173	45	5.3	11.7	2031	26.5
Tay-FM	Y	381	130	34	2.9	8.4	1091	14.2
Tay-AM	Y	381	73	19	2.5	12.8	941	12.3
West Sound ³ (Bauer Southwest Scotland)	Y	389	178	46	4.3	9.3	1665	23.4
Kerrang! UK	H	52352	1280	2	0.1	4.5	5765	0.6
Kerrang! 105.2	H	3567	323	9	0.5	5.0	1614	2.6
Kiss UK	H	52352	4264	8	0.4	5.3	22676	2.2
Kiss East	H	2098	458	22	1.7	7.7	3531	7.6
Kiss West	H	2415	471	20	1.2	6.0	2807	5.7
Magic UK	Q	52352	3727	7	0.5	6.5	24404	2.4
Magic Network - North	H	10553	671	6	0.6	10.0	6706	3.4
Magic Network - North East	H	2263	217	10	0.9	8.9	1936	4.8
Magic 1152 (Newcastle)	H	1508	131	9	0.8	9.1	1190	4.4

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³ See note on back cover.

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			'000	%	per head	per listener		
Magic 1170 (Teesside)	H	818	87	11	0.9	8.6	746	5.2
Magic Network - North West	H	5115	197	4	0.4	10.4	2046	2.1
Magic 1548 (Liverpool)	H	1806	77	4	0.4	9.1	700	1.9
Magic 1152 (Manchester)	H	2445	88	4	0.4	9.9	869	2.0
Magic 999 (Preston)	H	1106	32	3	0.4	14.8	477	2.4
Magic Network - Yorkshire	H	3175	257	8	0.9	10.6	2724	4.5
Magic 828 (Leeds)	H	1028	98	9	0.9	9.6	936	5.0
Magic AM (Sheffield)	H	1286	94	7	0.9	12.2	1145	4.4
Magic 1161 (Hull)	H	918	68	7	0.7	9.6	653	4.0
Wave 105 FM (Bauer South Coast)	H	1777	344	19	2.2	11.3	3890	9.9
Triple Broadcast Co Group	Y	1441	68	5	0.3	6.0	409	1.3
Total Fire Radio	Y	1305	49	4	0.2	5.9	284	1.0
Fire Radio	Y	293	41	14	0.8	5.7	234	3.5
Fire Radio South Coast	Y	1011	7	1	0.1	6.9	51	0.2
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	20	15	0.9	6.3	125	3.9
Total Celador Radio	H	3121	473	15	1.1	7.4	3501	5.2
Celador Radio South	H	1853	252	14	0.9	7.0	1752	4.3
The Breeze (East and West)	H	1119	57	5	0.3	5.6	320	1.4
Jack FM South Coast (Was The Coast)	H	1708	205	12	0.8	7.0	1431	3.8
Celador Radio South West	H	1033	173	17	1.3	8.0	1385	6.3
The Breeze South West (North)	H	817	49	6	0.5	8.0	394	2.4
The Breeze South West (South) (was Midwest Radio)	Y	168	31	18	2.5	13.5	415	10.1
106 JACKfm (Bristol) (was Original 106)	H	655	109	17	1.0	6.2	673	5.0
Kestrel FM (North and South)	Y	234	52	22	1.7	7.6	397	8.3
KESTREL FM - was Delta Radio	Y	96	19	20	1.7	8.7	165	7.4
Kestrel FM	Y	138	33	24	1.7	6.9	232	9.0
Central FM	Y	207	60	29	1.5	5.2	309	8.6
Total Cheshire Radio	Y	364	56	15	0.9	6.2	344	4.7
Cheshire's Silk 106.9	Y	180	18	10	0.6	6.5	114	3.4
Chester's Dee 106.3	Y	184	38	21	1.3	6.1	230	5.9
Total CN Radio	Y	839	227	27	1.9	7.1	1599	9.5
The Bay	Y	286	94	33	2.9	8.9	842	13.8
Citybeat 96.7/102.5FM	H	554	112	20	1.1	5.4	599	5.7
Lakeland Radio	Y	50	14	28	2.2	7.7	111	9.9
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	44	11	0.7	7.1	309	3.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Radio Exe 107.3 FM (was Exeter FM)	Y	196	21	11	0.9	8.3	176	4.0
3FM	Y	72	27	38	3.8	10.0	270	16.1
Total Global Radio (UK)	H	52352	19257	37	3.1	8.4	161391	15.7
Total Choice (UK)	H	52352	748	1	0.1	4.6	3413	0.3
Choice FM London	Q	11249	568	5	0.3	5.2	2929	1.4
Classic FM	Q	52352	5370	10	0.7	7.0	37462	3.6
Capital Network (UK)	H	52352	6838	13	0.8	5.9	40380	3.9
Gold Network (UK)	H	52352	1417	3	0.2	9.1	12903	1.3
Heart Network (UK)	H	52352	7361	14	1.0	6.9	51018	5.0
Total LBC (UK)	H	52352	1283	2	0.2	9.8	12516	1.2
Total XFM (UK)	H	52352	864	2	0.1	5.5	4751	0.5
Global Radio London (ILR)	Q	11249	4479	40	3.4	8.5	38043	17.7
Global Radio (ILR)	H	42983	13353	31	2.6	8.3	110243	13.2
Capital Network (ILR)	H	30584	5808	19	1.2	6.1	35479	6.2
Capital Birmingham	H	2134	397	19	1.0	5.5	2172	6.0
Capital East Midlands	H	1973	496	25	2.0	7.9	3940	10.0
Capital London	Q	11249	1983	18	0.9	5.2	10379	4.8
Capital Manchester	H	2864	463	16	0.9	5.7	2643	5.2
Capital North East	H	2239	498	22	1.5	6.7	3319	8.4
Capital Scotland	H	2755	468	17	1.0	6.0	2822	6.0
Capital South Coast	H	1796	193	11	0.7	6.4	1228	3.1
Capital South Wales	H	1003	230	23	1.3	5.6	1278	6.5
Capital Yorkshire	H	4569	1090	24	1.6	6.9	7500	8.6
Gold Network (ILR)	H	29414	1064	4	0.3	9.4	10040	1.7
Gold Cambridgeshire	H	850	46	5	0.6	10.1	468	2.6
Gold Devon	H	1033	36	3	0.3	8.5	301	1.3
Gold East Anglia	H	1220	63	5	0.4	7.1	445	1.6
Gold East Midlands	H	1973	62	3	0.5	14.3	891	2.3
Gold Essex	H	1361	56	4	0.6	14.3	795	2.6
Gold Four Counties	H	2019	75	4	0.4	10.2	763	1.9
Gold Kent	H	1191	62	5	0.6	11.2	692	2.4
Gold London	Q	11249	298	3	0.2	7.5	2236	1.0
Gold Manchester	H	2864	102	4	0.3	8.0	813	1.6
Gold North West & Wales	Y	999	23	2	0.3	12.4	281	1.3
Gold Solent	H	1796	64	4	0.4	10.4	660	1.7
Gold South Wales	H	1003	75	8	0.8	10.1	757	3.9
Gold Sussex	H	1373	62	5	0.5	10.0	620	1.9
Gold Thames Valley	H	1439	41	3	0.2	6.2	254	0.9
Gold West Country	H	2195	105	5	0.6	11.6	1223	2.6
Heart Network (ILR)	H	27579	6562	24	1.7	7.2	47313	8.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Heart Cambridgeshire	H	850	257	30	2.3	7.5	1924	10.7
Heart East Anglia	H	1220	313	26	2.0	7.7	2422	8.8
Heart Essex	H	1361	458	34	2.9	8.7	3973	12.9
Heart Four Counties	H	2019	577	29	2.1	7.4	4265	10.7
Heart Kent	H	1191	356	30	2.3	7.8	2781	9.5
Heart London	Q	11249	1707	15	0.8	5.3	9097	4.2
Heart North West and Wales	H	998	244	24	2.0	8.1	1974	9.1
Heart Solent	H	1796	292	16	1.1	6.6	1934	4.9
Heart South West	H	1438	394	27	2.2	8.1	3208	9.8
Heart Sussex	H	1373	402	29	2.7	9.2	3687	11.5
Heart Thames Valley	H	1439	387	27	1.9	7.1	2756	9.9
Heart West Country	H	2195	643	29	2.3	7.9	5047	10.6
Heart West Midlands	H	3600	701	19	1.3	6.5	4556	7.2
LBC (ILR)	Q	11249	1124	10	1.0	9.6	10779	5.0
LBC 97.3	Q	11249	902	8	0.8	10.2	9160	4.3
LBC News 1152	Q	11249	411	4	0.1	3.9	1619	0.8
XFM (ILR)	H	14113	611	4	0.2	5.2	3189	1.2
XFM London	Q	11249	445	4	0.2	5.9	2624	1.2
XFM Manchester	H	2864	208	7	0.4	5.3	1104	2.2
IOW Radio	Y	122	40	33	3.3	10.1	405	14.2
JACK fm (Swindon) (was More Radio)	Y	197	7	3	0.3	10.2	69	1.8
JACKfm Oxfordshire	H	505	66	13	0.9	7.0	468	4.7
Glide FM 1079 (was Oxford's FM 107.9)	H	495	17	4	0.2	4.4	77	0.8
106 JACKfm (Oxford)	H	505	54	11	0.8	7.2	391	3.9
Kingdom FM	Y	287	87	30	2.7	8.8	763	13.1
kmfm Group	H	1043	148	14	1.2	8.4	1243	5.0
kmfm East	H	511	80	16	1.2	7.7	620	5.2
kmfm West	H	532	67	13	1.2	9.2	623	4.7
Lincs FM Group	H	2393	658	27	2.3	8.3	5439	11.2
Lincs FM 102.2 ³	H	906	342	38	3.7	9.8	3361	17.7
Lincs FM Group Yorkshire	Y	1503	321	21	1.6	7.5	2399	8.1
Dearne FM	Y	231	46	20	1.4	7.0	324	7.3
KCFM 99.8	Y	454	93	20	1.3	6.5	602	7.2
Ridings FM	Y	298	53	18	1.3	7.3	385	6.2
Rother FM	Y	206	36	17	1.5	8.6	306	7.5
Trax FM	Y	363	95	26	2.2	8.2	782	10.4
The Local Radio Company Group Total	Y	1984	526	27	2.2	8.2	4327	10.8
2BR	Y	178	55	31	2.0	6.4	350	12.7
Minster FM	Y	312	71	23	1.3	5.7	402	6.4

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Mix 96	Y	121	39	32	2.2	6.9	270	9.7
Spire FM	Y	115	47	40	3.9	9.6	446	17.5
Spirit FM	Y	218	55	25	2.3	9.0	492	9.4
Star North East	Y	382	52	14	1.0	7.3	382	5.3
Star NE - North (was Durham FM)	Y	213	21	10	0.7	7.4	156	4.0
Star NE - South (was Alpha 103.2)	Y	169	31	19	1.3	7.2	226	6.8
97.2 Stray FM	Y	145	50	35	2.6	7.4	372	12.4
Sun FM	Y	276	69	25	2.2	8.9	612	13.2
Wessex FM	Y	118	45	39	4.7	12.3	558	19.9
Yorkshire Coast Radio	Y	118	43	36	3.8	10.3	444	16.8
Radio Mansfield 103.2	Y	154	42	27	2.4	8.8	365	10.9
Manx Radio	Y	72	36	50	5.8	11.6	413	24.6
Original 106 (Aberdeen)	Y	322	42	13	1.0	7.4	316	4.5
Total Orion Midlands	H	6248	1118	18	1.3	7.2	8063	6.9
Orion Midlands FM	H	6248	1007	16	1.1	7.0	7033	6.0
Gem 106	H	2359	404	17	1.2	6.9	2771	5.8
Free Radio (West Midlands)	H	3981	714	18	1.3	7.4	5292	7.4
Free Radio FM (West Midlands)	H	3981	603	15	1.1	7.1	4262	6.0
Free Radio 80s (West Midlands)	H	3520	132	4	0.3	7.8	1030	1.7
Free Radio (Birmingham & Black Country)	H	2493	416	17	1.1	6.6	2734	6.2
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	336	13	0.8	6.2	2082	4.8
Free Radio 80s (Birmingham & Black Country)	H	2493	91	4	0.3	7.1	652	1.5
Free Radio (Coventry & Warwickshire)	H	667	123	18	1.7	9.5	1167	10.6
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	667	101	15	1.3	8.3	842	7.6
Free Radio 80s (Coventry & Warwickshire)	H	667	28	4	0.5	11.5	325	2.9
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	461	78	17	1.5	8.7	685	7.7
Free Radio (Shropshire)	Y	359	92	26	2.1	8.2	750	10.0
Free Radio FM (Shropshire) (was Beacon)	Y	359	84	24	1.9	8.2	697	9.2
Free Radio 80s (Shropshire)	Y	359	11	3	0.1	5.1	53	0.7

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
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Palm FM	Y	227	37	16	1.2	7.0	261	4.7
Radio Plymouth	Y	260	37	14	1.0	7.3	271	4.9
Premier Christian Radio	Q	11249	175	2	0.2	11.8	2069	1.0
Q Radio Network	Y	581	115	20	1.1	5.8	660	6.1
Q100.5 (Was Five FM)	Y	84	13	15	0.9	5.7	75	5.0
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	85	28	1.7	5.8	495	9.4
Q106 (was Six FM)	Y	95	7	7	0.5	6.9	49	2.6
Q107 (was Seven FM)	Y	148	10	7	0.3	4.3	42	1.4
Reading 107 FM	Y	238	18	8	0.4	5.4	97	2.5
Total Real and Smooth Ltd.	H	52352	5850	11	1.0	8.8	51339	5.0
Real and Smooth Ltd.	H	5306	1273	24	2.2	9.1	11572	11.6
North West Total								
Real and Smooth Ltd.	H	5267	1177	22	1.9	8.7	10244	10.4
North West Regional								
Real and Smooth Ltd. North East	H	2263	638	28	2.1	7.5	4754	11.8
Real and Smooth Ltd. Scotland	H	2919	748	26	2.5	9.7	7222	14.3
Total Real Radio UK	H	52352	2514	5	0.4	8.4	20995	2.0
Total Real Radio ILR Network	H	15607	2315	15	1.3	8.7	20050	6.9
Real Radio Brand UK	H	52352	2346	4	0.4	8.2	19321	1.9
Real Radio Brand ILR Network	H	15569	2147	14	1.2	8.6	18375	6.3
Real Radio North East - (was Century Radio)	H	2263	279	12	0.6	5.2	1458	3.6
Total Real Radio North West	H	5306	544	10	0.9	8.5	4639	4.7
Real Radio North West - (was Century Radio)	H	5267	416	8	0.6	8.0	3312	3.4
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	153	5	0.5	8.7	1328	2.6
Total Real Radio Scotland	H	2732	588	22	1.9	8.8	5157	11.0
Real Radio Scotland	H	2732	547	20	1.8	8.8	4810	10.3
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	70	9	0.4	4.9	347	2.4
Real Radio Wales	H	2533	510	20	1.8	9.2	4680	8.8
Real Radio Wales (North)	H	688	61	9	0.7	7.7	466	3.3
Real Radio Wales (South)	H	1844	450	24	2.3	9.4	4215	10.9
Real Radio Yorkshire	H	2904	397	14	1.4	10.5	4165	7.7
Total Smooth Radio UK	H	52352	3774	7	0.6	8.0	30344	3.0
Smooth Radio Brand UK	H	52352	3276	6	0.5	7.7	25361	2.5
Smooth Radio Brand ILR Network	H	26432	2727	10	0.8	8.0	21870	4.5
Smooth Radio Midlands	H	5752	692	12	1.1	9.2	6377	6.0

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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			'000	%	per head	per listener		
Smooth Radio East Midlands	H	2192	305	14	1.1	8.0	2450	5.6
Smooth Radio West Midlands	H	3600	389	11	1.1	10.2	3976	6.3
Smooth Radio Glasgow	H	1900	260	14	1.1	7.9	2065	6.1
Smooth Radio London	Q	11249	514	5	0.3	6.9	3548	1.7
Smooth Radio North East	H	2263	439	19	1.5	7.5	3296	8.2
Smooth Radio North West	H	5267	866	16	1.3	8.0	6932	7.0
96.2 The Revolution	H	518	32	6	0.4	6.6	212	2.1
Southend & Chelmsford Radio	Y	488	52	11	0.7	6.2	324	2.8
107.5 Sovereign Radio	Y	153	23	15	0.9	6.1	141	4.0
Sunrise Group National	H	52352	452	1	0.1	7.6	3413	0.3
Sunrise Group London	H	11250	327	3	0.2	8.3	2731	1.3
Buzz Asia 963 & 972AM	H	11250	88	1	*	3.7	323	0.2
Kismet Radio 1035 (Greater London)	Q	11249	69	1	*	6.6	451	0.2
Sunrise Radio (Greater London)	Q	11249	227	2	0.1	6.5	1462	0.7
Sunrise Radio National	Q	52352	361	1	*	6.1	2207	0.2
Time FM 106.6	Y	298	27	9	0.4	4.8	128	2.3
Tindle Radio Group	Y	1161	318	27	2.6	9.3	2972	11.3
Tindle Radio Anglia	Y	1025	238	23	2.0	8.6	2043	8.7
THE BEACH	Y	188	60	32	3.1	9.7	578	14.9
Dream 100	Y	144	45	31	3.1	9.8	440	12.7
North Norfolk Radio	Y	93	21	23	2.6	11.4	244	10.3
Norwich 99.9fm	Y	338	52	15	1.0	6.6	341	4.3
Town 102 FM	Y	283	61	21	1.6	7.2	439	6.9
Channel 103 FM	Y	82	48	58	6.7	11.6	553	34.0
Island FM 104.7	Y	54	32	59	6.9	11.7	376	34.0
Total Quidem	Y	1306	156	12	1.0	8.1	1255	5.1
Oak FM	Y	315	26	8	0.6	7.0	185	3.0
Total Touch Radio Network	Y	991	130	13	1.1	8.3	1070	5.8
107.6 Banbury Sound	Y	83	17	20	1.6	8.0	133	8.1
Rugby FM	Y	73	24	32	3.0	9.2	215	13.2
Touchradio Staffs	Y	250	29	11	0.9	8.1	232	4.5
96.2FM Touchradio - Coventry	Y	293	19	6	0.4	5.7	107	2.4
102FM Touchradio - Warks Worcs Cotswolds	Y	292	42	14	1.3	9.1	383	6.9
Town and Country Broadcasting (South and West Wales)	Y	1689	295	17	1.4	8.1	2385	6.7
106.3 Bridge FM	Y	123	35	28	2.4	8.4	294	11.2
Radio Carmarthenshire and Scarlet FM	Y	128	44	35	2.9	8.4	374	12.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 3 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Radio Ceredigion	Y	81	19	23	1.1	4.7	88	4.7
Nation Radio	H	1472	137	9	0.5	5.6	769	2.6
Nation 80s (was 102.1 Bay Radio)	Y	459	42	9	0.6	6.1	259	2.6
102.5 Radio Pembrokeshire	Y	95	43	45	5.0	11.1	474	18.2
Total UKRD	H	1846	432	23	1.9	8.2	3527	8.9
107 The Bee	Y	411	37	9	0.8	8.5	314	4.6
Pirate FM	Y	483	153	32	2.9	9.2	1418	11.8
Total Eagle	H	526	153	29	2.2	7.7	1179	10.1
Eagle Extra (formerly County Sound 1566MW)	H	526	12	2	0.2	8.3	98	0.8
96.4 Eagle Radio	H	526	145	27	2.1	7.5	1081	9.3
Total UKRD East	H	427	80	19	1.6	8.4	675	7.0
KL.FM 96.7	Y	150	50	33	3.0	9.2	458	14.1
Star Radio in Cambridge	Y	277	24	9	0.5	6.0	145	2.3
UTV Radio (inc. talkSPORT)	H	52352	4318	8	0.6	7.3	31465	3.1
UTV Radio (excl. talkSPORT)	H	6700	1413	21	1.8	8.6	12130	9.4
107.6 Juice FM	H	1033	248	24	1.6	6.7	1649	7.5
Peak 107 FM	Y	419	94	22	1.8	8.0	753	9.1
The Pulse/Pulse 2	H	866	171	20	1.2	6.3	1071	7.3
The Pulse	H	866	150	17	1.0	5.5	832	5.6
Pulse 2	H	866	58	7	0.3	4.1	239	1.6
Signal 107 (was 107.7 The Wolf)	H	966	57	6	0.4	7.2	413	2.2
Signal One & Signal Two	H	775	286	37	4.5	12.1	3450	20.5
Signal One	H	775	254	33	3.4	10.5	2673	15.9
Signal Two	H	775	82	11	1.0	9.5	778	4.6
Total Swansea Sound/ 96.4 FM The Wave	Y	459	160	35	3.3	9.4	1503	15.0
96.4 FM The Wave	Y	459	128	28	2.3	8.2	1055	10.6
Swansea Sound - 1170 MW	Y	459	51	11	1.0	8.7	448	4.5
U105	H	872	200	23	2.5	10.8	2155	14.1
Radio Wave 96.5 FM	Y	237	67	28	2.8	9.8	658	14.7
102.4 Wish/107.2 Wire/ 107.4 Tower FM	Y	1120	162	14	0.8	5.3	856	4.4
107.4 Tower FM	Y	434	49	11	0.8	7.0	342	4.3
107.2 Wire FM	Y	279	50	18	0.9	4.9	246	4.9
102.4 Wish FM	Y	466	63	13	0.6	4.3	268	3.6
Wave 102 FM	Y	156	28	18	1.6	9.1	253	7.9
Yorkshire Radio	H	4553	113	2	0.1	4.9	555	0.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 4 - UNITED KINGDOM

(Key Demographics)

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
ALL COMMERCIAL 15+	Q	52352	33223	63	8.4	13.2	438978	42.3
Children 10-14	Q	3453	2675	77	6.3	8.2	21892	72.3
15-24	Q	8181	5802	71	8.2	11.6	67269	60.6
25-44	Q	17079	12025	70	9.0	12.8	153930	51.2
45-64	Q	16191	10524	65	9.4	14.4	151833	40.7
65+	Q	10902	4871	45	6.0	13.5	65946	26.1
Main Shoppers	Q	42994	26808	62	8.4	13.4	359148	41.2
Main Shoppers with children	Q	13074	9338	71	9.4	13.1	122538	52.2
ABC1	Q	28654	18086	63	7.0	11.0	199446	36.2
C2DE	Q	23698	15137	64	10.1	15.8	239533	49.3
ALL BBC 15+	Q	52352	35190	67	10.9	16.3	573178	55.3
Children 10-14	Q	3453	1596	46	2.3	4.9	7810	25.8
15-24	Q	8181	4814	59	4.9	8.3	39731	35.8
25-44	Q	17079	10770	63	8.1	12.8	137671	45.8
45-64	Q	16191	11510	71	13.2	18.6	213666	57.3
65+	Q	10902	8096	74	16.7	22.5	182109	72.1
Main Shoppers	Q	42994	28964	67	11.5	17.0	492487	56.5
Main Shoppers with children	Q	13074	8153	62	8.0	12.9	105244	44.8
ABC1	Q	28654	21190	74	11.9	16.1	340645	61.8
C2DE	Q	23698	13999	59	9.8	16.6	232533	47.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

PART 5 - RESULTS FOR INDIVIDUAL COMMERCIAL SERVICES A-Z

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
96.3 Radio Aire	H	689	126	18	1.1	6.0	753	6.5
107.8 Arrow FM for Hastings	Y	116	23	20	1.3	6.4	149	5.0
107.6 Banbury Sound	Y	83	17	20	1.6	8.0	133	8.1
The Bay	Y	286	94	33	2.9	8.9	842	13.8
THE BEACH	Y	188	60	32	3.1	9.7	578	14.9
107 The Bee	Y	411	37	9	0.8	8.5	314	4.6
2BR	Y	178	55	31	2.0	6.4	350	12.7
The Breeze South West (North)	H	817	49	6	0.5	8.0	394	2.4
The Breeze South West (South) (was Midwest Radio)	Y	168	31	18	2.5	13.5	415	10.1
106.3 Bridge FM	Y	123	35	28	2.4	8.4	294	11.2
Buzz Asia 963 & 972AM	H	11250	88	1	*	3.7	323	0.2
Capital Birmingham	H	2134	397	19	1.0	5.5	2172	6.0
Capital East Midlands	H	1973	496	25	2.0	7.9	3940	10.0
Capital London	Q	11249	1983	18	0.9	5.2	10379	4.8
Capital Manchester	H	2864	463	16	0.9	5.7	2643	5.2
Capital North East	H	2239	498	22	1.5	6.7	3319	8.4
Capital Scotland	H	2755	468	17	1.0	6.0	2822	6.0
Capital South Coast	H	1796	193	11	0.7	6.4	1228	3.1
Capital South Wales	H	1003	230	23	1.3	5.6	1278	6.5
Capital Yorkshire	H	4569	1090	24	1.6	6.9	7500	8.6
Radio Carmarthenshire and Scarlet FM	Y	128	44	35	2.9	8.4	374	12.6
Central FM	Y	207	60	29	1.5	5.2	309	8.6
Radio Ceredigion	Y	81	19	23	1.1	4.7	88	4.7
C.F.M (Bauer Carlisle)	Y	247	83	34	3.3	10.0	824	19.4
Channel 103 FM	Y	82	48	58	6.7	11.6	553	34.0
Cheshire's Silk 106.9	Y	180	18	10	0.6	6.5	114	3.4
Chester's Dee 106.3	Y	184	38	21	1.3	6.1	230	5.9
Choice FM London	Q	11249	568	5	0.3	5.2	2929	1.4
Radio City 96.7	H	1806	439	24	1.9	7.7	3380	9.3
City Talk 105.9	H	1567	60	4	0.2	4.4	267	0.8
Citybeat 96.7/102.5FM	H	554	112	20	1.1	5.4	599	5.7
Clyde 1 FM	H	1854	624	34	2.8	8.3	5162	15.8
Clyde 2	H	1854	233	13	0.9	7.0	1643	5.0
Connect FM (was Connect FM and Lite 106.8FM)	Y	416	44	11	0.7	7.1	309	3.7
97.4 Cool FM	H	987	381	39	3.5	9.1	3478	19.8
Dearne FM	Y	231	46	20	1.4	7.0	324	7.3
Downtown Radio (DTR)	H	1441	267	19	1.5	8.2	2195	8.5

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2012

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Dream 100	Y	144	45	31	3.1	9.8	440	12.7
96.4 Eagle Radio	H	526	145	27	2.1	7.5	1081	9.3
Eagle Extra (formerly County Sound 1566MW)	H	526	12	2	0.2	8.3	98	0.8
Radio Exe 107.3 FM (was Exeter FM)	Y	196	21	11	0.9	8.3	176	4.0
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2493	336	13	0.8	6.2	2082	4.8
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	667	101	15	1.3	8.3	842	7.6
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	461	78	17	1.5	8.7	685	7.7
Free Radio FM (Shropshire) (was Beacon)	Y	359	84	24	1.9	8.2	697	9.2
Free Radio 80s (Birmingham & Black Country)	H	2493	91	4	0.3	7.1	652	1.5
Free Radio 80s (Coventry & Warwickshire)	H	667	28	4	0.5	11.5	325	2.9
Free Radio 80s (Shropshire)	Y	359	11	3	0.1	5.1	53	0.7
Fire Radio	Y	293	41	14	0.8	5.7	234	3.5
Fire Radio South Coast	Y	1011	7	1	0.1	6.9	51	0.2
3FM	Y	72	27	38	3.8	10.0	270	16.1
Forth2	H	1118	78	7	0.7	10.0	784	4.2
ForthOne	H	1118	346	31	2.6	8.4	2911	15.6
Gem 106	H	2359	404	17	1.2	6.9	2771	5.8
Glide FM 1079 (was Oxford's FM 107.9)	H	495	17	4	0.2	4.4	77	0.8
Gold Cambridgeshire	H	850	46	5	0.6	10.1	468	2.6
Gold Devon	H	1033	36	3	0.3	8.5	301	1.3
Gold East Anglia	H	1220	63	5	0.4	7.1	445	1.6
Gold East Midlands	H	1973	62	3	0.5	14.3	891	2.3
Gold Essex	H	1361	56	4	0.6	14.3	795	2.6
Gold Four Counties	H	2019	75	4	0.4	10.2	763	1.9
Gold Kent	H	1191	62	5	0.6	11.2	692	2.4
Gold London	Q	11249	298	3	0.2	7.5	2236	1.0
Gold Manchester	H	2864	102	4	0.3	8.0	813	1.6
Gold North West & Wales	Y	999	23	2	0.3	12.4	281	1.3
Gold Solent	H	1796	64	4	0.4	10.4	660	1.7
Gold South Wales	H	1003	75	8	0.8	10.1	757	3.9

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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Gold Sussex	H	1373	62	5	0.5	10.0	620	1.9
Gold Thames Valley	H	1439	41	3	0.2	6.2	254	0.9
Gold West Country	H	2195	105	5	0.6	11.6	1223	2.6
Hallam FM	H	1286	358	28	2.7	9.6	3420	13.1
Heart Cambridgeshire	H	850	257	30	2.3	7.5	1924	10.7
Heart East Anglia	H	1220	313	26	2.0	7.7	2422	8.8
Heart Essex	H	1361	458	34	2.9	8.7	3973	12.9
Heart Four Counties	H	2019	577	29	2.1	7.4	4265	10.7
Heart Kent	H	1191	356	30	2.3	7.8	2781	9.5
Heart London	Q	11249	1707	15	0.8	5.3	9097	4.2
Heart North West and Wales	H	998	244	24	2.0	8.1	1974	9.1
Heart Solent	H	1796	292	16	1.1	6.6	1934	4.9
Heart South West	H	1438	394	27	2.2	8.1	3208	9.8
Heart Sussex	H	1373	402	29	2.7	9.2	3687	11.5
Heart Thames Valley	H	1439	387	27	1.9	7.1	2756	9.9
Heart West Country	H	2195	643	29	2.3	7.9	5047	10.6
Heart West Midlands	H	3600	701	19	1.3	6.5	4556	7.2
IOW Radio	Y	122	40	33	3.3	10.1	405	14.2
Island FM 104.7	Y	54	32	59	6.9	11.7	376	34.0
Jack FM South Coast (Was The Coast)	H	1708	205	12	0.8	7.0	1431	3.8
JACK fm (Swindon) (was More Radio)	Y	197	7	3	0.3	10.2	69	1.8
106 JACKfm (Bristol) (was Original 106)	H	655	109	17	1.0	6.2	673	5.0
106 JACKfm (Oxford)	H	505	54	11	0.8	7.2	391	3.9
JACKfm Oxfordshire	H	505	66	13	0.9	7.0	468	4.7
107.6 Juice FM	H	1033	248	24	1.6	6.7	1649	7.5
KCFM 99.8	Y	454	93	20	1.3	6.5	602	7.2
Kerrang! 105.2	H	3567	323	9	0.5	5.0	1614	2.6
KESTREL FM - was Delta Radio	Y	96	19	20	1.7	8.7	165	7.4
Kestrel FM	Y	138	33	24	1.7	6.9	232	9.0
Key 103 (Manchester)	H	2445	512	21	1.5	7.2	3702	8.4
Kingdom FM	Y	287	87	30	2.7	8.8	763	13.1
Kismet Radio 1035 (Greater London)	Q	11249	69	1	*	6.6	451	0.2
Kiss 100 FM	Q	11249	1816	16	0.8	5.0	9131	4.3
Kiss East	H	2098	458	22	1.7	7.7	3531	7.6
Kiss West	H	2415	471	20	1.2	6.0	2807	5.7
KL.FM 96.7	Y	150	50	33	3.0	9.2	458	14.1
kmfm East	H	511	80	16	1.2	7.7	620	5.2
kmfm West	H	532	67	13	1.2	9.2	623	4.7
Lakeland Radio	Y	50	14	28	2.2	7.7	111	9.9

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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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LBC 97.3	Q	11249	902	8	0.8	10.2	9160	4.3
LBC News 1152	Q	11249	411	4	0.1	3.9	1619	0.8
Lincs FM 102.2 ³	H	906	342	38	3.7	9.8	3361	17.7
Magic 105.4	Q	11249	2031	18	1.1	6.2	12564	5.9
Magic 1152 (Manchester)	H	2445	88	4	0.4	9.9	869	2.0
Magic 1152 (Newcastle)	H	1508	131	9	0.8	9.1	1190	4.4
Magic 1161 (Hull)	H	918	68	7	0.7	9.6	653	4.0
Magic 1170 (Teesside)	H	818	87	11	0.9	8.6	746	5.2
Magic 1548 (Liverpool)	H	1806	77	4	0.4	9.1	700	1.9
Magic 828 (Leeds)	H	1028	98	9	0.9	9.6	936	5.0
Magic 999 (Preston)	H	1106	32	3	0.4	14.8	477	2.4
Magic AM (Sheffield)	H	1286	94	7	0.9	12.2	1145	4.4
Radio Mansfield 103.2	Y	154	42	27	2.4	8.8	365	10.9
Manx Radio	Y	72	36	50	5.8	11.6	413	24.6
Metro Radio	H	1508	411	27	1.9	7.0	2898	10.8
Minster FM	Y	312	71	23	1.3	5.7	402	6.4
Mix 96	Y	121	39	32	2.2	6.9	270	9.7
Nation Radio	H	1472	137	9	0.5	5.6	769	2.6
Nation 80s (was 102.1 Bay Radio)	Y	459	42	9	0.6	6.1	259	2.6
North Norfolk Radio	Y	93	21	23	2.6	11.4	244	10.3
Northsound One	Y	322	137	43	4.0	9.5	1297	18.5
Northsound Two	Y	322	55	17	1.4	8.1	442	6.3
Norwich 99.9fm	Y	338	52	15	1.0	6.6	341	4.3
Nova Radio - Weston (was Star Radio in North Somerset)	Y	136	20	15	0.9	6.3	125	3.9
Oak FM	Y	315	26	8	0.6	7.0	185	3.0
Original 106 (Aberdeen)	Y	322	42	13	1.0	7.4	316	4.5
Palm FM	Y	227	37	16	1.2	7.0	261	4.7
Peak 107 FM	Y	419	94	22	1.8	8.0	753	9.1
102.5 Radio Pembrokeshire	Y	95	43	45	5.0	11.1	474	18.2
Pirate FM	Y	483	153	32	2.9	9.2	1418	11.8
Radio Plymouth	Y	260	37	14	1.0	7.3	271	4.9
Premier Christian Radio	Q	11249	175	2	0.2	11.8	2069	1.0
The Pulse	H	866	150	17	1.0	5.5	832	5.6
Pulse 2	H	866	58	7	0.3	4.1	239	1.6
Q100.5 (Was Five FM)	Y	84	13	15	0.9	5.7	75	5.0
Q102.9FM/Q97.2FM/Q101.2FM	Y	299	85	28	1.7	5.8	495	9.4
Q106 (was Six FM)	Y	95	7	7	0.5	6.9	49	2.6
Q107 (was Seven FM)	Y	148	10	7	0.3	4.3	42	1.4

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



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			'000	%	per head	per listener		
Reading 107 FM	Y	238	18	8	0.4	5.4	97	2.5
Real Radio North East - (was Century Radio)	H	2263	279	12	0.6	5.2	1458	3.6
Real Radio North West - (was Century Radio)	H	5267	416	8	0.6	8.0	3312	3.4
Real Radio Scotland	H	2732	547	20	1.8	8.8	4810	10.3
Real Radio Wales (North)	H	688	61	9	0.7	7.7	466	3.3
Real Radio Wales (South)	H	1844	450	24	2.3	9.4	4215	10.9
Real Radio Yorkshire	H	2904	397	14	1.4	10.5	4165	7.7
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	70	9	0.4	4.9	347	2.4
106.1 Real XS Manchester (was 106.1 Rock Radio)	H	2864	153	5	0.5	8.7	1328	2.6
96.2 The Revolution	H	518	32	6	0.4	6.6	212	2.1
Ridings FM	Y	298	53	18	1.3	7.3	385	6.2
97.4 Rock FM	H	1241	259	21	1.3	6.2	1600	7.5
Rother FM	Y	206	36	17	1.5	8.6	306	7.5
Rugby FM	Y	73	24	32	3.0	9.2	215	13.2
Signal 107 (was 107.7 The Wolf)	H	966	57	6	0.4	7.2	413	2.2
Signal One	H	775	254	33	3.4	10.5	2673	15.9
Signal Two	H	775	82	11	1.0	9.5	778	4.6
Smooth Radio East Midlands	H	2192	305	14	1.1	8.0	2450	5.6
Smooth Radio Glasgow	H	1900	260	14	1.1	7.9	2065	6.1
Smooth Radio London	Q	11249	514	5	0.3	6.9	3548	1.7
Smooth Radio North East	H	2263	439	19	1.5	7.5	3296	8.2
Smooth Radio North West	H	5267	866	16	1.3	8.0	6932	7.0
Smooth Radio West Midlands	H	3600	389	11	1.1	10.2	3976	6.3
Southend & Chelmsford Radio	Y	488	52	11	0.7	6.2	324	2.8
107.5 Sovereign Radio	Y	153	23	15	0.9	6.1	141	4.0
Spire FM	Y	115	47	40	3.9	9.6	446	17.5
Spirit FM	Y	218	55	25	2.3	9.0	492	9.4
Star NE - North (was Durham FM)	Y	213	21	10	0.7	7.4	156	4.0
Star NE - South (was Alpha 103.2)	Y	169	31	19	1.3	7.2	226	6.8
Star Radio in Cambridge	Y	277	24	9	0.5	6.0	145	2.3
97.2 Stray FM	Y	145	50	35	2.6	7.4	372	12.4
Sun FM	Y	276	69	25	2.2	8.9	612	13.2
Sunrise Radio (Greater London)	Q	11249	227	2	0.1	6.5	1462	0.7
Swansea Sound - 1170 MW	Y	459	51	11	1.0	8.7	448	4.5
Tay-AM	Y	381	73	19	2.5	12.8	941	12.3
Tay-FM	Y	381	130	34	2.9	8.4	1091	14.2

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TFM Radio	H	818	167	20	1.3	6.3	1055	7.3
Time FM 106.6	Y	298	27	9	0.4	4.8	128	2.3
96.2FM Touchradio - Coventry	Y	293	19	6	0.4	5.7	107	2.4
102FM Touchradio - Works Worcs Cotswolds	Y	292	42	14	1.3	9.1	383	6.9
Touchradio Staffs	Y	250	29	11	0.9	8.1	232	4.5
107.4 Tower FM	Y	434	49	11	0.8	7.0	342	4.3
Town 102 FM	Y	283	61	21	1.6	7.2	439	6.9
Trax FM	Y	363	95	26	2.2	8.2	782	10.4
U105	H	872	200	23	2.5	10.8	2155	14.1
96.9 Viking FM	H	918	231	25	1.5	6.1	1405	8.6
96.4 FM The Wave	Y	459	128	28	2.3	8.2	1055	10.6
Wave 102 FM	Y	156	28	18	1.6	9.1	253	7.9
Wave 105 FM (Bauer South Coast)	H	1777	344	19	2.2	11.3	3890	9.9
Radio Wave 96.5 FM	Y	237	67	28	2.8	9.8	658	14.7
Wessex FM	Y	118	45	39	4.7	12.3	558	19.9
West Sound ³ (Bauer Southwest Scotland)	Y	389	178	46	4.3	9.3	1665	23.4
107.2 Wire FM	Y	279	50	18	0.9	4.9	246	4.9
102.4 Wish FM	Y	466	63	13	0.6	4.3	268	3.6
XFM London	Q	11249	445	4	0.2	5.9	2624	1.2
XFM Manchester	H	2864	208	7	0.4	5.3	1104	2.2
Yorkshire Coast Radio	Y	118	43	36	3.8	10.3	444	16.8
Yorkshire Radio	H	4553	113	2	0.1	4.9	555	0.6

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	17th September 2012 - 16th December 2012	26,585
H	25th June 2012 - 16th December 2012	52,543
Y	2nd January 2012 - 16th December 2012	105,214