

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | | Total Hours '000 | Share in TSA % |
|--------------------------------------|---------------|--------------|----|---------------|--------------|------------------|----------------|
| | | '000 | % | per head | per listener | | |
| All Radio | Q | 48682 | 90 | 19.4 | 21.5 | 1048578 | 100.0 |
| All BBC Radio | Q | 35197 | 65 | 10.4 | 15.9 | 560560 | 53.5 |
| All BBC Radio 15-44 | Q | 14206 | 56 | 5.7 | 10.1 | 144091 | 37.4 |
| All BBC Radio 45+ | Q | 20991 | 73 | 14.5 | 19.8 | 416469 | 62.8 |
| All BBC Network Radio ¹ | Q | 32180 | 60 | 8.9 | 15.0 | 481613 | 45.9 |
| BBC Local Radio | Q | 8891 | 16 | 1.5 | 8.9 | 78947 | 7.5 |
| All Commercial Radio | Q | 34957 | 65 | 8.5 | 13.2 | 460175 | 43.9 |
| All Commercial Radio 15-44 | Q | 18222 | 72 | 9.0 | 12.5 | 228015 | 59.1 |
| All Commercial Radio 45+ | Q | 16735 | 58 | 8.1 | 13.9 | 232161 | 35.0 |
| All National Commercial ¹ | Q | 18832 | 35 | 3.0 | 8.7 | 164225 | 15.7 |
| All Local Commercial (National TSA) | Q | 27066 | 50 | 5.5 | 10.9 | 295950 | 28.2 |
| Other Radio | Q | 4183 | 8 | 0.5 | 6.7 | 27843 | 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.

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Embargoed until 00.01 am
9th February 2017

QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 18th December 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 | 32180 | 60 | 8.9 | 15.0 | 481613 | 45.9 |
| BBC Radio 1 | Q | 54029 | 9562 | 18 | 1.1 | 6.4 | 60758 | 5.8 |
| BBC Radio 2 | Q | 54029 | 15051 | 28 | 3.4 | 12.1 | 181926 | 17.3 |
| BBC Radio 3 | Q | 54029 | 2120 | 4 | 0.3 | 6.8 | 14381 | 1.4 |
| BBC Radio 4 (including 4 Extra) | Q | 54029 | 11694 | 22 | 2.7 | 12.4 | 145104 | 13.8 |
| BBC Radio 4 | Q | 54029 | 11332 | 21 | 2.5 | 11.7 | 132985 | 12.7 |
| BBC Radio 4 Extra | Q | 54029 | 2184 | 4 | 0.2 | 5.5 | 12119 | 1.2 |
| BBC Radio 5 live (inc. sports extra) | Q | 54029 | 5958 | 11 | 0.8 | 6.8 | 40752 | 3.9 |
| BBC Radio 5 live | Q | 54029 | 5713 | 11 | 0.7 | 6.6 | 37617 | 3.6 |
| BBC Radio 5 live sports extra | Q | 54029 | 1167 | 2 | 0.1 | 2.7 | 3135 | 0.3 |
| BBC 6 Music | Q | 54029 | 2329 | 4 | 0.4 | 10.0 | 23277 | 2.2 |
| 1Xtra from the BBC | H | 54029 | 909 | 2 | 0.1 | 4.6 | 4192 | 0.4 |
| BBC Asian Network UK | H | 54029 | 632 | 1 | 0.1 | 6.8 | 4305 | 0.4 |
| BBC World Service | Q | 54029 | 1526 | 3 | 0.1 | 5.0 | 7574 | 0.7 |

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | 18832 | 35 | 3.0 | 8.7 | 164225 | 15.7 |
| Absolute Radio Network ² | H | 54029 | 4530 | 8 | 0.6 | 7.3 | 33073 | 3.2 |
| Absolute Radio | Q | 54029 | 2141 | 4 | 0.3 | 7.2 | 15520 | 1.5 |
| Absolute Radio 70s | H | 54029 | 270 | * | * | 4.8 | 1288 | 0.1 |
| Absolute 80s | Q | 54029 | 1529 | 3 | 0.2 | 5.9 | 8955 | 0.9 |
| Absolute Radio 90s | H | 54029 | 727 | 1 | 0.1 | 4.1 | 2971 | 0.3 |
| Absolute Radio Classic Rock | H | 54029 | 703 | 1 | 0.1 | 4.7 | 3316 | 0.3 |
| The Arrow | Q | 54029 | 95 | * | * | 6.2 | 588 | 0.1 |
| Capital Brand (UK) ⁶ | H | 54029 | 8473 | 16 | 0.9 | 5.7 | 48312 | 4.6 |
| Capital Network (UK) ² | H | 54029 | 7791 | 14 | 0.8 | 5.5 | 42627 | 4.1 |
| Capital XTRA (UK) ² | H | 54029 | 1299 | 2 | 0.1 | 4.4 | 5685 | 0.5 |
| Chill | Q | 54029 | 152 | * | * | 3.3 | 502 | * |
| Classic FM | Q | 54029 | 5365 | 10 | 0.7 | 6.6 | 35227 | 3.4 |
| Gold Network (UK) ² | H | 54029 | 1120 | 2 | 0.2 | 7.5 | 8367 | 0.8 |
| Heart Brand (UK) ⁹ | H | 54029 | 9282 | 17 | 1.2 | 7.2 | 66893 | 6.4 |
| Heart Extra | Q | 54029 | 437 | 1 | * | 4.4 | 1940 | 0.2 |
| Heart Network (UK) ² | H | 54029 | 8949 | 17 | 1.2 | 7.2 | 64494 | 6.2 |
| Heat | H | 54029 | 720 | 1 | * | 3.3 | 2347 | 0.2 |
| The Hits | H | 54029 | 605 | 1 | * | 3.2 | 1925 | 0.2 |
| Jazz FM (National) | H | 54029 | 541 | 1 | * | 3.7 | 1979 | 0.2 |
| Kerrang! | H | 54029 | 739 | 1 | 0.1 | 3.7 | 2745 | 0.3 |
| Kiss Network ⁵ | H | 54029 | 5237 | 10 | 0.6 | 6.0 | 31381 | 3.0 |
| Kiss Fresh | H | 54029 | 492 | 1 | * | 3.6 | 1790 | 0.2 |
| Kisstory | Q | 54029 | 1402 | 3 | 0.1 | 4.6 | 6414 | 0.6 |
| LBC Network (UK) ² | H | 54029 | 1686 | 3 | 0.3 | 10.5 | 17678 | 1.7 |
| Magic Network ⁸ | H | 54029 | 3648 | 7 | 0.4 | 5.3 | 19384 | 1.9 |
| Magic Chilled | H | 54029 | 235 | * | * | 3.9 | 906 | 0.1 |
| Mellow Magic | H | 54029 | 446 | 1 | * | 4.2 | 1853 | 0.2 |
| Planet Rock | Q | 54029 | 958 | 2 | 0.1 | 8.2 | 7880 | 0.8 |
| Smooth Brand (UK) ⁷ | H | 54029 | 5430 | 10 | 0.8 | 7.5 | 40564 | 3.9 |
| Smooth Extra | Q | 54029 | 810 | 1 | 0.1 | 7.4 | 5971 | 0.6 |
| Smooth Radio Network (UK) ² | H | 54029 | 4751 | 9 | 0.6 | 7.3 | 34574 | 3.3 |
| Sunrise Radio National | Q | 54029 | 461 | 1 | * | 4.7 | 2182 | 0.2 |
| talkRADIO | Q | 54029 | 252 | * | * | 2.4 | 615 | 0.1 |
| talkSPORT | Q | 54029 | 3007 | 6 | 0.3 | 6.1 | 18277 | 1.7 |
| talkSPORT2 | Q | 54029 | 294 | 1 | * | 2.9 | 844 | 0.1 |
| UCB 1 (was UCB UK) | Q | 54029 | 225 | * | * | 5.4 | 1219 | 0.1 |
| Virgin Radio | Q | 54029 | 324 | 1 | * | 2.3 | 758 | 0.1 |
| Radio X Network (UK) ² (was XFM Network (UK)) | H | 54029 | 1254 | 2 | 0.2 | 7.4 | 9311 | 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 December 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 | 9562 | 18 | 1.1 | 6.4 | 60758 | 5.8 |
| BBC Radio 2 | Q | 54029 | 15051 | 28 | 3.4 | 12.1 | 181926 | 17.3 |
| BBC Radio 3 | Q | 54029 | 2120 | 4 | 0.3 | 6.8 | 14381 | 1.4 |
| BBC Radio 4 (including 4 Extra) | Q | 54029 | 11694 | 22 | 2.7 | 12.4 | 145104 | 13.8 |
| BBC Radio 4 | Q | 54029 | 11332 | 21 | 2.5 | 11.7 | 132985 | 12.7 |
| BBC Radio 4 Extra | Q | 54029 | 2184 | 4 | 0.2 | 5.5 | 12119 | 1.2 |
| BBC Radio 5 live (inc. sports extra) | Q | 54029 | 5958 | 11 | 0.8 | 6.8 | 40752 | 3.9 |
| BBC Radio 5 live | Q | 54029 | 5713 | 11 | 0.7 | 6.6 | 37617 | 3.6 |
| BBC Radio 5 live sports extra | Q | 54029 | 1167 | 2 | 0.1 | 2.7 | 3135 | 0.3 |
| BBC 6 Music | Q | 54029 | 2329 | 4 | 0.4 | 10.0 | 23277 | 2.2 |
| 1Xtra from the BBC | H | 54029 | 909 | 2 | 0.1 | 4.6 | 4192 | 0.4 |
| BBC Asian Network UK | H | 54029 | 632 | 1 | 0.1 | 6.8 | 4305 | 0.4 |
| BBC World Service | Q | 54029 | 1526 | 3 | 0.1 | 5.0 | 7574 | 0.7 |
| NATIONAL REGIONAL | | | | | | | | |
| BBC Radio Scotland | H | 4527 | 952 | 21 | 1.6 | 7.5 | 7106 | 8.6 |
| BBC Radio Ulster ³ | H | 1490 | 521 | 35 | 4.2 | 11.9 | 6210 | 21.9 |
| BBC Radio Wales | H | 2600 | 375 | 14 | 1.3 | 9.3 | 3508 | 6.2 |
| BBC Radio Cymru | H | 2600 | 114 | 4 | 0.5 | 11.5 | 1313 | 2.3 |
| LOCAL | | | | | | | | |
| BBC Local Radio in England | Q | 43724 | 6552 | 15 | 1.3 | 8.7 | 57308 | 6.8 |
| BBC Radio Berkshire | H | 829 | 112 | 14 | 1.4 | 10.0 | 1121 | 7.1 |
| BBC Radio Bristol | H | 905 | 122 | 13 | 1.0 | 7.4 | 894 | 5.0 |
| BBC Radio Cambridgeshire | H | 752 | 109 | 14 | 1.3 | 8.8 | 958 | 5.6 |
| BBC Radio Cornwall | H | 465 | 125 | 27 | 3.4 | 12.8 | 1603 | 14.7 |
| BBC Coventry and Warwickshire | H | 706 | 73 | 10 | 0.8 | 7.4 | 538 | 4.9 |
| BBC Radio Cumbria | H | 405 | 116 | 29 | 2.6 | 9.2 | 1064 | 13.4 |
| BBC Radio Derby | H | 660 | 135 | 20 | 2.1 | 10.3 | 1393 | 10.5 |
| BBC Radio Devon | H | 985 | 208 | 21 | 2.0 | 9.7 | 2013 | 9.1 |
| BBC Essex | H | 1314 | 201 | 15 | 1.5 | 9.5 | 1910 | 7.3 |
| BBC Radio Gloucestershire | H | 507 | 85 | 17 | 1.4 | 8.2 | 697 | 6.2 |
| BBC Hereford & Worcester | H | 509 | 106 | 21 | 1.9 | 9.0 | 961 | 9.0 |
| BBC Radio Humberside | H | 766 | 186 | 24 | 2.7 | 11.1 | 2063 | 12.8 |
| BBC Radio Kent | H | 1490 | 235 | 16 | 1.5 | 9.2 | 2163 | 6.5 |
| BBC Radio Lancashire | H | 1190 | 190 | 16 | 1.1 | 7.0 | 1322 | 6.5 |

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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|---|---------------|-------------------------|--------------|----|---------------|--------------|------------------|----------------|
| | | | '000 | % | per head | per listener | | |
| BBC Radio Leeds | H | 1645 | 176 | 11 | 0.7 | 6.4 | 1122 | 3.9 |
| BBC Radio Leicester | H | 850 | 163 | 19 | 1.1 | 5.7 | 932 | 5.7 |
| BBC Radio Lincolnshire | H | 557 | 102 | 18 | 2.9 | 15.9 | 1626 | 12.5 |
| BBC Radio London (was BBC London 94.9) | Q | 12015 | 359 | 3 | 0.2 | 5.9 | 2113 | 1.0 |
| BBC Radio Manchester | H | 2230 | 266 | 12 | 1.0 | 8.7 | 2304 | 6.0 |
| BBC Radio Merseyside | H | 1677 | 275 | 16 | 2.1 | 12.6 | 3467 | 9.9 |
| BBC Radio Newcastle | H | 1448 | 286 | 20 | 1.2 | 5.9 | 1696 | 6.4 |
| BBC Radio Norfolk | H | 784 | 176 | 22 | 2.2 | 9.7 | 1713 | 10.0 |
| BBC Radio Northampton | H | 496 | 85 | 17 | 1.7 | 9.7 | 830 | 8.7 |
| BBC Radio Nottingham | H | 810 | 160 | 20 | 2.5 | 12.5 | 1994 | 11.9 |
| BBC Radio Oxford | H | 537 | 74 | 14 | 0.9 | 6.5 | 485 | 4.6 |
| BBC Radio Sheffield | H | 1304 | 222 | 17 | 0.9 | 5.2 | 1156 | 4.8 |
| BBC Radio Shropshire | H | 400 | 122 | 30 | 2.7 | 9.0 | 1100 | 12.7 |
| Total BBC Radio Solent | Y | 1793 | 270 | 15 | 1.7 | 11.3 | 3056 | 7.8 |
| BBC Somerset | H | 453 | 69 | 15 | 1.6 | 10.7 | 743 | 7.1 |
| BBC Radio Stoke | H | 618 | 128 | 21 | 1.8 | 8.8 | 1125 | 8.2 |
| BBC Radio Suffolk | H | 543 | 93 | 17 | 1.8 | 10.3 | 951 | 7.9 |
| BBC Sussex and BBC Surrey | H | 2595 | 279 | 11 | 0.8 | 7.4 | 2068 | 3.9 |
| BBC Radio Tees | H | 793 | 117 | 15 | 1.2 | 8.1 | 942 | 5.6 |
| BBC Three Counties Radio | H | 1372 | 180 | 13 | 0.9 | 7.1 | 1283 | 4.8 |
| BBC WM (Birmingham & Black Country) | H | 2385 | 232 | 10 | 1.0 | 9.8 | 2273 | 5.2 |
| BBC Radio Wiltshire/Swindon | H | 582 | 75 | 13 | 1.1 | 8.4 | 630 | 4.9 |
| BBC Radio York | H | 535 | 74 | 14 | 1.1 | 7.9 | 583 | 5.0 |
| BBC Radio Guernsey | Y | 53 | 18 | 33 | 3.7 | 11.0 | 194 | 17.1 |
| BBC Radio Jersey | Y | 87 | 33 | 38 | 3.3 | 8.7 | 285 | 17.5 |

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | 17597 | 33 | 2.9 | 8.9 | 157032 | 15.0 |
| Absolute Radio Network ² | H | 54029 | 4530 | 8 | 0.6 | 7.3 | 33073 | 3.2 |
| Absolute Radio | Q | 54029 | 2141 | 4 | 0.3 | 7.2 | 15520 | 1.5 |
| Absolute Radio (London) | Q | 12015 | 750 | 6 | 0.3 | 5.5 | 4125 | 2.0 |
| Absolute Radio (West Midlands) (was Planet Rock (West Midlands)) | H | 3727 | 251 | 7 | 0.6 | 8.2 | 2066 | 3.1 |
| Absolute Radio 70s | H | 54029 | 270 | * | * | 4.8 | 1288 | 0.1 |
| Absolute 80s | Q | 54029 | 1529 | 3 | 0.2 | 5.9 | 8955 | 0.9 |
| Absolute Radio 90s | H | 54029 | 727 | 1 | 0.1 | 4.1 | 2971 | 0.3 |
| Absolute Radio Classic Rock | H | 54029 | 703 | 1 | 0.1 | 4.7 | 3316 | 0.3 |
| Bauer City Network | H | 54029 | 6947 | 13 | 1.1 | 8.7 | 60303 | 5.8 |
| Radio Aire | H | 639 | 86 | 13 | 0.9 | 6.4 | 546 | 5.1 |
| Radio Aire 2 | H | 988 | 62 | 6 | 0.7 | 11.9 | 735 | 4.2 |
| Radio Aire 3 | Y | 640 | 3 | 1 | * | 2.6 | 9 | 0.1 |
| Radio Borders (Bauer Borders) | Y | 109 | 51 | 47 | 6.5 | 13.8 | 709 | 35.1 |
| C.F.M (Bauer Carlisle) | Y | 251 | 105 | 42 | 3.7 | 8.8 | 921 | 18.5 |
| Radio City | H | 1863 | 381 | 20 | 1.7 | 8.3 | 3158 | 7.9 |
| Radio City 2 | H | 1863 | 190 | 10 | 0.9 | 8.6 | 1633 | 4.1 |
| Radio City 3 | Y | 1862 | 10 | 1 | * | 6.4 | 66 | 0.2 |
| Radio City Talk | H | 1863 | 30 | 2 | 0.1 | 5.2 | 159 | 0.4 |
| Clyde 1 | H | 1900 | 624 | 33 | 3.4 | 10.3 | 6417 | 18.8 |
| Clyde 2 | H | 1900 | 134 | 7 | 0.4 | 5.1 | 677 | 2.0 |
| Clyde 3 | Y | 1900 | 27 | 1 | 0.1 | 3.9 | 106 | 0.3 |
| Cool FM | H | 1006 | 397 | 39 | 2.8 | 7.1 | 2831 | 15.0 |
| Downtown Network | H | 1490 | 317 | 21 | 1.8 | 8.6 | 2735 | 9.6 |
| Downtown Country | H | 1490 | 103 | 7 | 0.4 | 5.5 | 573 | 2.0 |
| Downtown Radio (DTR) | H | 1463 | 260 | 18 | 1.5 | 8.3 | 2162 | 7.7 |
| Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon) | H | 2606 | 349 | 13 | 1.1 | 8.1 | 2817 | 5.9 |
| Free Radio 80s (Birmingham & Black Country) | H | 2606 | 54 | 2 | 0.1 | 3.1 | 167 | 0.3 |
| Free Radio FM (Coventry & Warwickshire) (was Mercia) | H | 698 | 105 | 15 | 1.3 | 8.9 | 932 | 9.0 |
| Free Radio 80s (Coventry & Warwickshire) | H | 698 | 35 | 5 | 0.4 | 7.0 | 246 | 2.4 |

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 per head per listener | | Total Hours '000 | Share in TSA % |
|---|---------------|-------------------------|--------------|----|-------------------------------------|--------------|------------------|----------------|
| | | | '000 | % | per head | per listener | | |
| Free Radio FM (Herefordshire & Worcestershire) (was Wyvern) | Y | 478 | 82 | 17 | 1.6 | 9.2 | 755 | 7.4 |
| Free Radio 80s (Herefordshire & Worcestershire) | Y | 478 | 9 | 2 | 0.1 | 6.8 | 63 | 0.6 |
| Free Radio FM (Shropshire) (was Beacon) | Y | 378 | 80 | 21 | 1.8 | 8.6 | 685 | 8.7 |
| Free Radio 80s (Shropshire) | Y | 378 | 15 | 4 | 0.2 | 3.9 | 60 | 0.8 |
| Forth 1 | H | 1141 | 320 | 28 | 3.0 | 10.7 | 3422 | 17.4 |
| Forth 2 | H | 1141 | 72 | 6 | 0.5 | 7.8 | 560 | 2.9 |
| Forth 3 | Y | 1141 | 5 | * | * | 6.3 | 32 | 0.2 |
| Gem 106 (East Midlands) | H | 2422 | 478 | 20 | 1.3 | 6.7 | 3189 | 6.6 |
| Hallam FM | H | 1305 | 301 | 23 | 1.8 | 7.8 | 2366 | 10.1 |
| Hallam 2 | H | 1305 | 115 | 9 | 0.5 | 6.1 | 699 | 3.0 |
| Hallam 3 | Y | 1306 | 8 | 1 | * | 1.1 | 9 | * |
| The Hits | H | 54029 | 605 | 1 | * | 3.2 | 1925 | 0.2 |
| Key 103 | H | 2516 | 390 | 16 | 0.7 | 4.3 | 1687 | 3.8 |
| Key 2 | H | 2516 | 62 | 2 | 0.1 | 4.8 | 299 | 0.7 |
| Key 3 | Y | 2516 | 28 | 1 | * | 2.1 | 60 | 0.1 |
| Metro Radio | H | 1502 | 367 | 24 | 1.7 | 7.0 | 2570 | 9.3 |
| Metro 2 Radio | H | 1502 | 108 | 7 | 0.4 | 5.1 | 544 | 2.0 |
| Metro 3 Radio | Y | 1502 | 10 | 1 | * | 1.9 | 18 | 0.1 |
| Moray Firth Radio (Bauer Inverness) | Y | 251 | 124 | 50 | 5.2 | 10.5 | 1302 | 27.4 |
| Northsound 1 | Y | 348 | 124 | 36 | 3.8 | 10.7 | 1323 | 22.5 |
| Northsound 2 | Y | 348 | 21 | 6 | 0.5 | 7.6 | 162 | 2.8 |
| Rock FM | H | 1264 | 215 | 17 | 1.0 | 6.0 | 1285 | 5.4 |
| Rock FM 2 | H | 1125 | 61 | 5 | 0.2 | 3.3 | 198 | 1.0 |
| Rock FM 3 | Y | 1264 | 9 | 1 | * | 4.3 | 37 | 0.2 |
| Tay FM | Y | 394 | 135 | 34 | 3.2 | 9.4 | 1266 | 20.0 |
| Tay 2 | Y | 394 | 39 | 10 | 1.1 | 11.0 | 428 | 6.8 |
| Tay 3 | Y | 394 | 2 | * | * | 0.7 | 1 | * |
| TFM Radio | H | 821 | 144 | 18 | 1.2 | 6.5 | 945 | 5.4 |
| TFM 2 | H | 821 | 63 | 8 | 0.6 | 7.3 | 459 | 2.6 |
| TFM 3 | Y | 821 | 5 | 1 | * | 0.7 | 3 | * |
| Viking FM | H | 912 | 197 | 22 | 1.3 | 6.0 | 1188 | 6.0 |
| Viking 2 | H | 912 | 48 | 5 | 0.5 | 9.0 | 436 | 2.2 |
| Viking 3 | Y | 912 | 6 | 1 | * | 1.5 | 9 | * |
| Wave 105 FM (Bauer South Coast) | H | 1828 | 442 | 24 | 2.9 | 12.1 | 5331 | 13.7 |
| West Sound ³ (Bauer Southwest Scotland) | Y | 395 | 187 | 47 | 5.0 | 10.5 | 1960 | 24.0 |

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

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Survey Period Ending 18th December 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 | | |
| Heat | H | 54029 | 720 | 1 | * | 3.3 | 2347 | 0.2 |
| Kerrang! | H | 54029 | 739 | 1 | 0.1 | 3.7 | 2745 | 0.3 |
| Kiss Network ⁵ | H | 54029 | 5237 | 10 | 0.6 | 6.0 | 31381 | 3.0 |
| Kiss | Q | 54029 | 4373 | 8 | 0.4 | 5.2 | 22686 | 2.2 |
| Kiss (East) | H | 2136 | 444 | 21 | 1.3 | 6.4 | 2856 | 6.1 |
| Kiss (London) | Q | 12015 | 1860 | 15 | 0.8 | 5.1 | 9398 | 4.5 |
| Kiss (West) | H | 2450 | 423 | 17 | 1.0 | 5.6 | 2355 | 4.5 |
| Kiss Fresh | H | 54029 | 492 | 1 | * | 3.6 | 1790 | 0.2 |
| Kisstory | Q | 54029 | 1402 | 3 | 0.1 | 4.6 | 6414 | 0.6 |
| Magic Network ⁸ | H | 54029 | 3648 | 7 | 0.4 | 5.3 | 19384 | 1.9 |
| Magic ² | Q | 54029 | 3200 | 6 | 0.3 | 5.5 | 17614 | 1.7 |
| Magic (London) | Q | 12015 | 1723 | 14 | 0.8 | 5.7 | 9788 | 4.7 |
| Magic Chilled | H | 54029 | 235 | * | * | 3.9 | 906 | 0.1 |
| Mellow Magic | H | 54029 | 446 | 1 | * | 4.2 | 1853 | 0.2 |
| Planet Rock | Q | 54029 | 958 | 2 | 0.1 | 8.2 | 7880 | 0.8 |
| Total Global Radio (UK) | H | 54029 | 22740 | 42 | 3.8 | 9.0 | 204164 | 19.6 |
| The Arrow | Q | 54029 | 95 | * | * | 6.2 | 588 | 0.1 |
| Capital Brand (UK) ⁶ | H | 54029 | 8473 | 16 | 0.9 | 5.7 | 48312 | 4.6 |
| Capital Network (UK) ² | H | 54029 | 7791 | 14 | 0.8 | 5.5 | 42627 | 4.1 |
| Capital Birmingham | H | 2236 | 483 | 22 | 1.2 | 5.8 | 2792 | 7.0 |
| Capital East Midlands | H | 2284 | 536 | 23 | 1.3 | 5.5 | 2933 | 6.4 |
| Capital East Midlands - Derbyshire | H | 534 | 118 | 22 | 1.5 | 6.6 | 777 | 7.2 |
| Capital East Midlands - Leicestershire | H | 777 | 164 | 21 | 1.1 | 5.4 | 890 | 6.0 |
| Capital East Midlands - Nottinghamshire | H | 1021 | 260 | 25 | 1.3 | 4.9 | 1285 | 6.1 |
| Capital Liverpool | H | 1069 | 250 | 23 | 1.4 | 6.0 | 1498 | 6.9 |
| Capital London | Q | 12015 | 1730 | 14 | 0.6 | 4.4 | 7639 | 3.7 |
| Capital Manchester | H | 2946 | 559 | 19 | 1.0 | 5.5 | 3076 | 5.8 |
| Capital North East | H | 2236 | 497 | 22 | 1.5 | 6.8 | 3392 | 7.8 |
| Capital North West and Wales | H | 1033 | 163 | 16 | 1.5 | 9.2 | 1504 | 6.5 |
| Capital Scotland ⁴ | H | 2816 | 543 | 19 | 1.1 | 5.5 | 2970 | 6.0 |
| Capital South Coast | H | 1177 | 212 | 18 | 1.0 | 5.5 | 1176 | 4.9 |
| Capital South Wales ⁴ | H | 1041 | 208 | 20 | 0.9 | 4.4 | 915 | 4.1 |
| Capital Yorkshire | H | 4557 | 1092 | 24 | 1.8 | 7.3 | 8028 | 9.3 |
| Capital XTRA (UK) ² | H | 54029 | 1299 | 2 | 0.1 | 4.4 | 5685 | 0.5 |
| Capital XTRA (London) | Q | 12015 | 505 | 4 | 0.2 | 4.2 | 2133 | 1.0 |
| Chill | Q | 54029 | 152 | * | * | 3.3 | 502 | * |
| Classic FM | Q | 54029 | 5365 | 10 | 0.7 | 6.6 | 35227 | 3.4 |

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | | |
| Gold Network (UK) ² | H | 54029 | 1120 | 2 | 0.2 | 7.5 | 8367 | 0.8 |
| Gold East Midlands | H | 2271 | 82 | 4 | 0.4 | 11.3 | 926 | 2.0 |
| Gold London | Q | 12015 | 255 | 2 | 0.1 | 6.7 | 1712 | 0.8 |
| Gold Manchester | H | 2946 | 80 | 3 | 0.2 | 8.6 | 689 | 1.3 |
| Heart Brand (UK) ⁹ | H | 54029 | 9282 | 17 | 1.2 | 7.2 | 66893 | 6.4 |
| Heart Extra | Q | 54029 | 437 | 1 | * | 4.4 | 1940 | 0.2 |
| Heart Network (UK) ² | H | 54029 | 8949 | 17 | 1.2 | 7.2 | 64494 | 6.2 |
| Heart Cambridgeshire | H | 889 | 267 | 30 | 2.1 | 7.1 | 1905 | 9.6 |
| Heart East Anglia | H | 1226 | 254 | 21 | 1.5 | 7.2 | 1825 | 7.0 |
| Heart East Anglia - Norfolk | H | 664 | 136 | 20 | 1.4 | 6.7 | 905 | 6.6 |
| Heart East Anglia - Suffolk | H | 562 | 118 | 21 | 1.6 | 7.8 | 921 | 7.6 |
| Heart Essex | H | 1381 | 400 | 29 | 2.2 | 7.6 | 3024 | 11.1 |
| Heart Essex - Chelmsford & Southend | H | 1088 | 312 | 29 | 2.2 | 7.7 | 2391 | 11.3 |
| Heart Essex - Colchester | Y | 189 | 60 | 32 | 2.0 | 6.2 | 369 | 9.2 |
| Heart Essex - Harlow | Y | 104 | 20 | 19 | 1.8 | 9.6 | 190 | 9.8 |
| Heart Four Counties ³ | H | 2099 | 548 | 26 | 1.9 | 7.3 | 3984 | 9.7 |
| Heart Four Counties - Bedfordshire | Y | 323 | 98 | 30 | 1.7 | 5.7 | 558 | 8.9 |
| Heart Four Counties - Beds/Bucks/Herts | H | 749 | 157 | 21 | 1.4 | 6.7 | 1055 | 7.8 |
| Heart Four Counties - 96.6 FM Hertfordshire | Y | 364 | 33 | 9 | 0.5 | 5.7 | 191 | 2.4 |
| Heart Four Counties - Milton Keynes | Y | 252 | 91 | 36 | 2.6 | 7.1 | 650 | 12.2 |
| Heart Four Counties - Northamptonshire | H | 568 | 162 | 29 | 2.4 | 8.4 | 1367 | 12.5 |
| Heart Kent | H | 1264 | 346 | 27 | 2.0 | 7.3 | 2522 | 9.0 |
| Heart London | Q | 12015 | 1362 | 11 | 0.7 | 6.2 | 8400 | 4.1 |
| Heart North East | H | 2295 | 350 | 15 | 1.1 | 6.9 | 2416 | 5.4 |
| Heart North Wales ⁴ | H | 730 | 118 | 16 | 1.2 | 7.3 | 856 | 5.2 |
| Heart North West | H | 5637 | 646 | 11 | 0.9 | 8.1 | 5266 | 5.0 |
| Heart Scotland | H | 2816 | 393 | 14 | 1.0 | 7.3 | 2869 | 5.8 |
| Heart Solent | H | 1849 | 311 | 17 | 1.1 | 6.6 | 2037 | 5.1 |
| Heart South Wales | H | 1899 | 487 | 26 | 2.4 | 9.4 | 4571 | 11.2 |
| Heart South West | H | 1450 | 421 | 29 | 2.4 | 8.3 | 3489 | 10.6 |
| Heart South West - Cornwall | Y | 434 | 99 | 23 | 1.4 | 6.3 | 623 | 6.4 |
| Heart South West - Exeter | Y | 315 | 90 | 29 | 2.2 | 7.6 | 683 | 10.6 |
| Heart South West - North Devon | Y | 154 | 48 | 31 | 2.7 | 8.5 | 410 | 10.8 |
| Heart South West - Plymouth | Y | 305 | 104 | 34 | 3.3 | 9.5 | 995 | 13.6 |
| Heart South West - South Hams | Y | 38 | 10 | 27 | 1.6 | 5.9 | 60 | 7.0 |
| Heart South West - Torbay | Y | 207 | 58 | 28 | 1.8 | 6.5 | 379 | 8.5 |
| Heart Sussex | H | 1431 | 353 | 25 | 2.0 | 8.2 | 2885 | 9.7 |

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 Thames Valley | H | 1474 | 357 | 24 | 1.6 | 6.6 | 2363 | 8.0 |
| Heart Thames Valley - Berks & N.Hants | H | 778 | 211 | 27 | 1.9 | 7.0 | 1469 | 9.5 |
| Heart Thames Valley - Oxfordshire | H | 696 | 146 | 21 | 1.3 | 6.1 | 894 | 6.4 |
| Heart West Country | H | 2265 | 677 | 30 | 2.2 | 7.4 | 4980 | 10.2 |
| Heart West Country - Bristol/Weston & Bath | H | 929 | 248 | 27 | 1.5 | 5.5 | 1368 | 7.4 |
| Heart West Country - Gloucestershire | Y | 432 | 145 | 34 | 2.7 | 8.0 | 1164 | 12.1 |
| Heart West Country - Somerset | Y | 407 | 121 | 30 | 2.2 | 7.4 | 887 | 9.7 |
| Heart West Country - Wiltshire | Y | 499 | 178 | 36 | 3.1 | 8.7 | 1544 | 13.6 |
| Heart West Midlands | H | 3763 | 655 | 17 | 1.3 | 7.2 | 4722 | 7.1 |
| Heart Yorkshire ⁴ | H | 3154 | 450 | 14 | 1.1 | 7.9 | 3566 | 6.3 |
| LBC Network (UK) ² | H | 54029 | 1686 | 3 | 0.3 | 10.5 | 17678 | 1.7 |
| LBC 97.3 | Q | 12015 | 1055 | 9 | 0.9 | 10.8 | 11350 | 5.5 |
| LBC London News (was LBC News 1152) | Q | 12015 | 367 | 3 | 0.1 | 4.6 | 1677 | 0.8 |
| Smooth Brand (UK) ⁷ | H | 54029 | 5430 | 10 | 0.8 | 7.5 | 40564 | 3.9 |
| Smooth Extra | Q | 54029 | 810 | 1 | 0.1 | 7.4 | 5971 | 0.6 |
| Smooth Radio Network (UK) ² | H | 54029 | 4751 | 9 | 0.6 | 7.3 | 34574 | 3.3 |
| Smooth Radio Cambridgeshire | H | 889 | 59 | 7 | 0.7 | 10.9 | 640 | 3.2 |
| Smooth Radio Devon | H | 1038 | 33 | 3 | 0.2 | 7.1 | 235 | 1.0 |
| Smooth Radio East Anglia | H | 1226 | 42 | 3 | 0.3 | 8.9 | 378 | 1.5 |
| Smooth Radio East Midlands ⁴ | H | 2506 | 370 | 15 | 1.1 | 7.3 | 2720 | 5.3 |
| Smooth Radio Essex | H | 1381 | 47 | 3 | 0.2 | 6.5 | 305 | 1.1 |
| Smooth Radio Four Counties | H | 2099 | 56 | 3 | 0.2 | 7.0 | 389 | 0.9 |
| Smooth Radio Kent | H | 1264 | 41 | 3 | 0.1 | 4.6 | 186 | 0.7 |
| Smooth Radio London | Q | 12015 | 748 | 6 | 0.3 | 4.6 | 3454 | 1.7 |
| Smooth Radio North East ⁴ | H | 2295 | 561 | 24 | 2.1 | 8.6 | 4851 | 10.8 |
| Smooth Radio North West ⁴ | H | 5637 | 1019 | 18 | 1.5 | 8.2 | 8318 | 7.8 |
| Smooth Radio North West and Wales | H | 1033 | 85 | 8 | 0.5 | 6.6 | 559 | 2.4 |
| Smooth Radio Scotland | H | 1992 | 409 | 21 | 1.6 | 7.8 | 3194 | 8.9 |
| Smooth Radio Solent | H | 1849 | 55 | 3 | 0.2 | 6.5 | 359 | 0.9 |
| Smooth Radio South Wales | H | 1041 | 55 | 5 | 0.8 | 15.5 | 856 | 3.9 |
| Smooth Radio Sussex | H | 1431 | 62 | 4 | 0.2 | 5.0 | 309 | 1.0 |
| Smooth Radio Thames Valley | H | 1474 | 27 | 2 | 0.1 | 4.9 | 132 | 0.4 |
| Smooth Radio West Country | H | 2265 | 121 | 5 | 0.3 | 5.2 | 635 | 1.3 |
| Smooth Radio West Midlands | H | 3763 | 505 | 13 | 1.1 | 7.9 | 4010 | 6.0 |
| Radio X Network (UK) ² (was XFM Network (UK)) | H | 54029 | 1254 | 2 | 0.2 | 7.4 | 9311 | 0.9 |
| Radio X London (was XFM London) | Q | 12015 | 430 | 4 | 0.2 | 6.8 | 2907 | 1.4 |

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | | |
| Radio X Manchester (was XFM Manchester) | H | 2946 | 201 | 7 | 0.4 | 6.2 | 1242 | 2.3 |
| Sunrise Radio National | Q | 54029 | 461 | 1 | * | 4.7 | 2182 | 0.2 |
| Sunrise Radio London | H | 12015 | 234 | 2 | 0.1 | 4.0 | 934 | 0.5 |
| Wireless Group (inc. National Stations) | H | 54029 | 4549 | 8 | 0.6 | 7.0 | 31941 | 3.1 |
| Peak 107 FM | Y | 421 | 72 | 17 | 1.5 | 9.0 | 647 | 7.6 |
| Pulse 1 (was The Pulse) | H | 726 | 120 | 17 | 1.1 | 6.9 | 829 | 6.5 |
| Pulse 2 | H | 726 | 33 | 5 | 0.4 | 9.2 | 307 | 2.4 |
| Signal 107 | H | 1032 | 56 | 5 | 0.3 | 4.8 | 268 | 1.4 |
| Signal One | H | 799 | 265 | 33 | 2.7 | 8.0 | 2136 | 12.1 |
| Signal Two | H | 799 | 71 | 9 | 0.8 | 8.5 | 610 | 3.5 |
| Swansea Sound - 1170 MW | Y | 474 | 37 | 8 | 0.8 | 10.7 | 399 | 4.1 |
| talkRADIO | Q | 54029 | 252 | * | * | 2.4 | 615 | 0.1 |
| talkSPORT | Q | 54029 | 3007 | 6 | 0.3 | 6.1 | 18277 | 1.7 |
| talkSPORT2 | Q | 54029 | 294 | 1 | * | 2.9 | 844 | 0.1 |
| 107.4 Tower FM | Y | 440 | 38 | 9 | 0.4 | 4.6 | 177 | 2.5 |
| U105 | H | 891 | 210 | 24 | 2.6 | 10.8 | 2275 | 13.7 |
| Virgin Radio | Q | 54029 | 324 | 1 | * | 2.3 | 758 | 0.1 |
| 96.4 FM The Wave | Y | 474 | 119 | 25 | 2.0 | 7.9 | 939 | 9.7 |
| Radio Wave 96.5 FM | Y | 234 | 66 | 28 | 1.8 | 6.4 | 424 | 9.4 |
| 107.2 Wire FM | Y | 272 | 33 | 12 | 0.6 | 4.9 | 159 | 2.9 |
| 102.4 Wish FM | Y | 459 | 68 | 15 | 0.7 | 5.0 | 341 | 4.0 |

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | 53582 | 27037 | 50 | 5.5 | 10.9 | 295684 | 28.5 |
| Anglian Radio Group | Y | 1011 | 206 | 20 | 2.0 | 9.8 | 2029 | 9.2 |
| THE BEACH | Y | 182 | 59 | 33 | 2.5 | 7.8 | 460 | 11.6 |
| Dream 100 | Y | 134 | 37 | 28 | 3.1 | 11.0 | 411 | 14.5 |
| North Norfolk Radio | Y | 93 | 20 | 21 | 1.7 | 8.0 | 156 | 7.5 |
| Norwich 99.9fm | Y | 335 | 45 | 13 | 1.6 | 11.9 | 534 | 7.6 |
| Town 102 FM | Y | 291 | 46 | 16 | 1.6 | 10.2 | 468 | 7.1 |
| Total Celador Radio | H | 4036 | 567 | 14 | 0.9 | 6.6 | 3768 | 4.4 |
| The Breeze (Basingstoke / Newbury and Andover) | Y | 296 | 46 | 16 | 1.0 | 6.4 | 296 | 4.9 |
| The Breeze (Cheltenham) | Y | 169 | 11 | 7 | 0.6 | 9.0 | 103 | 2.8 |
| The Breeze (Solent/ East Hants and West Surrey) | H | 1110 | 69 | 6 | 0.7 | 11.6 | 794 | 3.5 |
| The Breeze South Devon | Y | 225 | 30 | 13 | 1.1 | 8.3 | 252 | 5.2 |
| The Breeze South West (Bristol/ Weston/ Bath and West Wilts) | H | 986 | 79 | 8 | 0.5 | 6.4 | 501 | 2.5 |
| The Breeze (Yeovil/ Shaftesbury and Bridgwater) | Y | 297 | 56 | 19 | 1.9 | 9.8 | 553 | 8.1 |
| Fire Radio | Y | 322 | 50 | 16 | 0.5 | 3.2 | 163 | 2.4 |
| Sam FM Bristol | H | 641 | 78 | 12 | 0.5 | 4.3 | 340 | 2.8 |
| Sam FM South Coast | H | 1755 | 171 | 10 | 0.4 | 4.2 | 721 | 1.9 |
| Sam FM Swindon | Y | 207 | 24 | 12 | 0.9 | 7.2 | 176 | 3.9 |
| Central FM | Y | 215 | 54 | 25 | 1.5 | 5.8 | 314 | 8.3 |
| Total Cheshire Radio | Y | 379 | 52 | 14 | 1.1 | 7.9 | 409 | 5.5 |
| Cheshire's Silk 106.9 | Y | 186 | 21 | 12 | 0.7 | 6.3 | 135 | 4.1 |
| Chester's Dee 106.3 (Dee on DAB) | Y | 193 | 30 | 16 | 1.4 | 9.1 | 274 | 6.6 |
| Chris Country | H | 12015 | 23 | * | * | 6.1 | 138 | 0.1 |
| Total CN Radio | Y | 280 | 123 | 44 | 4.0 | 9.2 | 1127 | 20.6 |
| The Bay | Y | 280 | 112 | 40 | 3.5 | 8.7 | 975 | 17.8 |
| Lakeland Radio | Y | 51 | 18 | 35 | 2.9 | 8.4 | 151 | 14.9 |
| Communicorp UK | H | 17901 | 3359 | 19 | 1.4 | 7.5 | 25148 | 7.4 |
| Capital Scotland | H | 2816 | 543 | 19 | 1.1 | 5.5 | 2970 | 6.0 |
| Capital South Wales | H | 1041 | 208 | 20 | 0.9 | 4.4 | 915 | 4.1 |
| Heart North Wales | H | 730 | 118 | 16 | 1.2 | 7.3 | 856 | 5.2 |
| Heart Yorkshire | H | 3154 | 450 | 14 | 1.1 | 7.9 | 3566 | 6.3 |
| Smooth Radio East Midlands | H | 2506 | 370 | 15 | 1.1 | 7.3 | 2720 | 5.3 |
| Smooth Radio North East | H | 2295 | 561 | 24 | 2.1 | 8.6 | 4851 | 10.8 |
| Smooth Radio North West | H | 5637 | 1019 | 18 | 1.5 | 8.2 | 8318 | 7.8 |
| XS Manchester (was 106.1 Real XS) | H | 2946 | 128 | 4 | 0.3 | 7.4 | 952 | 1.8 |

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | 48 | 6 | 0.4 | 5.7 | 276 | 1.7 |
| Connect DAB | Y | 568 | 3 | 1 | * | 5.8 | 20 | 0.2 |
| Connect FM (was Connect FM and Lite 106.8FM) | Y | 447 | 45 | 10 | 0.6 | 5.7 | 256 | 2.8 |
| Dilse Radio 1035am | H | 12015 | 39 | * | * | 4.4 | 169 | 0.1 |
| Radio Essex (was Southend & Chelmsford) | Y | 502 | 30 | 6 | 0.3 | 4.9 | 143 | 1.3 |
| Radio Essex DAB | Y | 1296 | 42 | 3 | 0.2 | 4.8 | 202 | 0.7 |
| Radio Exe | Y | 202 | 27 | 13 | 1.3 | 9.9 | 266 | 6.4 |
| 3FM | Y | 73 | 30 | 40 | 3.5 | 8.6 | 255 | 17.9 |
| Fun Kids (London) | H | 12015 | 46 | * | * | 1.3 | 57 | * |
| GO Radio | Y | 835 | 2 | * | * | 3.3 | 6 | * |
| IOW Radio | Y | 119 | 41 | 35 | 3.3 | 9.5 | 392 | 15.6 |
| 107 JACK fm Berkshire | Y | 238 | 18 | 8 | 0.4 | 5.8 | 105 | 2.3 |
| JACKfm Oxfordshire | H | 523 | 130 | 25 | 1.1 | 4.4 | 572 | 5.5 |
| JACKfm 2 Oxford | H | 510 | 64 | 13 | 0.5 | 3.9 | 250 | 2.5 |
| 106 JACKfm (Oxford) | H | 523 | 89 | 17 | 0.6 | 3.6 | 323 | 3.1 |
| JACK Surrey | H | 9199 | 44 | * | * | 3.9 | 172 | 0.1 |
| Jazz FM (National) | H | 54029 | 541 | 1 | * | 3.7 | 1979 | 0.2 |
| Kingdom FM | Y | 291 | 53 | 18 | 1.7 | 9.1 | 481 | 9.5 |
| kmfm Group | H | 1257 | 165 | 13 | 0.8 | 6.1 | 1009 | 3.6 |
| kmfm East | H | 574 | 81 | 14 | 0.8 | 5.8 | 468 | 3.7 |
| kmfm West | H | 683 | 84 | 12 | 0.8 | 6.4 | 541 | 3.5 |
| Lincs FM Group | Y | 2434 | 575 | 24 | 2.2 | 9.4 | 5418 | 10.9 |
| Dearne FM | Y | 239 | 45 | 19 | 1.4 | 7.5 | 338 | 7.1 |
| KCFM | Y | 440 | 73 | 17 | 1.2 | 7.2 | 525 | 5.6 |
| Lincs FM 102.2 ³ | H | 933 | 328 | 35 | 3.9 | 11.0 | 3620 | 17.9 |
| Ridings FM | Y | 303 | 33 | 11 | 0.8 | 7.2 | 234 | 4.3 |
| Rother FM | Y | 210 | 27 | 13 | 0.6 | 4.6 | 127 | 3.3 |
| Trax FM | Y | 376 | 77 | 20 | 1.3 | 6.5 | 500 | 6.9 |
| Lyca Radio 1458am | H | 12015 | 94 | 1 | 0.1 | 6.7 | 637 | 0.3 |
| Radio Mansfield 103.2 | Y | 160 | 31 | 19 | 1.5 | 7.9 | 242 | 6.8 |
| Manx Radio | Y | 73 | 37 | 51 | 5.5 | 10.7 | 401 | 28.2 |
| Mi-Soul | H | 12015 | 26 | * | * | 5.5 | 143 | 0.1 |
| More Radio (surveyed as Arrow FM) | Y | 121 | 11 | 9 | 0.5 | 5.5 | 63 | 2.3 |
| More Radio (surveyed as Sovereign FM) | Y | 158 | 19 | 12 | 0.6 | 4.8 | 94 | 2.5 |
| Nation Broadcasting (South and West Wales) | H | 1740 | 300 | 17 | 1.3 | 7.6 | 2292 | 6.1 |
| 106.3 Bridge FM | Y | 129 | 34 | 26 | 2.5 | 9.3 | 318 | 11.5 |

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

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|--------------------------------------|---------------|-------------------------|--------------|----|---------------|--------------|------------------|----------------|
| | | | '000 | % | per head | per listener | | |
| Radio Carmarthenshire and Scarlet FM | Y | 132 | 26 | 20 | 1.9 | 9.3 | 244 | 8.8 |
| Radio Ceredigion | Y | 80 | 17 | 21 | 1.1 | 5.3 | 88 | 5.1 |
| Dragon Radio | H | 1520 | 15 | 1 | 0.1 | 6.8 | 105 | 0.3 |
| Nation Radio | H | 1520 | 152 | 10 | 0.6 | 5.9 | 900 | 2.8 |
| 102.5 Radio Pembrokeshire | Y | 101 | 39 | 38 | 3.4 | 9.0 | 349 | 14.9 |
| Swansea Bay Radio (was Nation Hits!) | Y | 474 | 27 | 6 | 0.2 | 4.1 | 110 | 1.1 |
| Original 106 (Aberdeen) | Y | 348 | 75 | 21 | 1.8 | 8.4 | 630 | 10.7 |
| Panjab Radio | H | 12015 | 78 | 1 | 0.1 | 10.1 | 786 | 0.4 |
| Radio Plymouth | Y | 261 | 38 | 15 | 1.2 | 8.1 | 312 | 5.0 |
| Premier Christian Radio | Q | 12015 | 193 | 2 | 0.1 | 4.9 | 949 | 0.5 |
| Total Q Radio | H | 1187 | 272 | 23 | 1.6 | 6.9 | 1869 | 8.1 |
| Q Radio | H | 619 | 143 | 23 | 1.6 | 7.2 | 1020 | 8.5 |
| Q Radio (was Citybeat) | H | 569 | 129 | 23 | 1.5 | 6.6 | 849 | 7.7 |
| Total Quidem | Y | 1031 | 111 | 11 | 0.7 | 6.3 | 705 | 3.8 |
| 107.6 Banbury Sound | Y | 86 | 15 | 17 | 1.1 | 6.2 | 91 | 4.9 |
| Rugby FM | Y | 79 | 18 | 23 | 1.3 | 5.8 | 104 | 6.9 |
| 96.2 Touch FM - Coventry | Y | 312 | 14 | 4 | 0.2 | 3.8 | 53 | 1.3 |
| Touch FM Staffs | Y | 260 | 19 | 7 | 0.6 | 8.2 | 158 | 3.1 |
| 102 Touch FM - Warks Worcs Cotswolds | Y | 294 | 46 | 15 | 1.0 | 6.6 | 300 | 5.0 |
| Revolution 96.2 | Y | 482 | 21 | 4 | 0.4 | 8.2 | 172 | 2.3 |
| Thames Radio | Q | 12015 | 15 | * | * | 0.8 | 13 | * |
| Time FM 107.5 | Y | 460 | 25 | 5 | 0.3 | 6.1 | 151 | 2.0 |
| Tindle Radio Group | Y | 140 | 89 | 64 | 7.8 | 12.3 | 1094 | 39.6 |
| Channel 103 FM | Y | 87 | 55 | 63 | 6.5 | 10.2 | 564 | 34.6 |
| Island FM 104.7 | Y | 53 | 34 | 64 | 10.1 | 15.8 | 530 | 46.7 |
| UCB 1 (was UCB UK) | Q | 54029 | 225 | * | * | 5.4 | 1219 | 0.1 |
| Total UKRD | Y | 3873 | 892 | 23 | 1.9 | 8.1 | 7254 | 9.3 |
| 2BR | Y | 582 | 71 | 12 | 0.9 | 7.5 | 529 | 5.6 |
| Eagle Radio | H | 517 | 135 | 26 | 2.0 | 7.5 | 1008 | 10.5 |
| KL.FM 96.7 | Y | 186 | 67 | 36 | 4.2 | 11.7 | 781 | 17.7 |
| Minster FM | Y | 312 | 66 | 21 | 1.5 | 7.2 | 476 | 8.0 |
| Mix 96 | Y | 130 | 38 | 29 | 2.3 | 8.1 | 304 | 11.6 |
| Pirate FM | Y | 491 | 159 | 32 | 2.5 | 7.7 | 1223 | 10.8 |
| Pirate Oldies | Y | 744 | 17 | 2 | 0.2 | 8.3 | 138 | 0.8 |
| Spire FM | Y | 120 | 51 | 43 | 3.4 | 7.8 | 404 | 15.9 |
| Spirit FM | Y | 191 | 46 | 24 | 2.3 | 9.4 | 431 | 10.0 |
| Star North East | Y | 388 | 42 | 11 | 0.9 | 8.4 | 351 | 4.8 |

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 2016

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES

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|--------------------------|---------------|-------------------------|--------------|----|---------------|--------------|------------------|----------------|
| | | | '000 | % | per head | per listener | | |
| 97.2 Stray FM | Y | 141 | 47 | 33 | 2.1 | 6.4 | 297 | 9.8 |
| Sun FM | Y | 271 | 64 | 24 | 1.5 | 6.4 | 409 | 7.9 |
| Wessex FM | Y | 123 | 52 | 42 | 4.2 | 10.1 | 522 | 16.9 |
| Yorkshire Coast Radio | Y | 113 | 49 | 43 | 3.8 | 8.9 | 430 | 17.8 |
| Wave 102 | Y | 144 | 19 | 13 | 0.9 | 6.6 | 122 | 5.4 |
| The Wireless from Age UK | H | 12015 | 6 | * | * | 1.8 | 11 | * |
| Radio Yorkshire | Y | 2607 | 39 | 2 | 0.1 | 3.5 | 137 | 0.3 |
| YOUR Radio | Y | 210 | 24 | 11 | 0.6 | 5.4 | 128 | 3.2 |

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 18th December 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 | 34957 | 65 | 8.5 | 13.2 | 460175 | 43.9 |
| Children 10-14 | Q | 3612 | 2849 | 79 | 5.7 | 7.2 | 20468 | 68.0 |
| 15-24 | Q | 7998 | 5688 | 71 | 7.6 | 10.7 | 60652 | 63.3 |
| 25-44 | Q | 17267 | 12535 | 73 | 9.7 | 13.4 | 167362 | 57.7 |
| 45-64 | Q | 16856 | 11167 | 66 | 9.9 | 14.9 | 166726 | 42.7 |
| 65+ | Q | 11908 | 5568 | 47 | 5.5 | 11.8 | 65434 | 24.1 |
| Main Shoppers | Q | 46102 | 29380 | 64 | 8.5 | 13.4 | 393387 | 42.5 |
| Main Shoppers with children | Q | 13797 | 10186 | 74 | 9.7 | 13.1 | 133664 | 55.5 |
| ABC1 | Q | 29119 | 18632 | 64 | 7.0 | 11.0 | 205276 | 37.3 |
| C2DE | Q | 24910 | 16326 | 66 | 10.2 | 15.6 | 254899 | 51.2 |
| ALL BBC 15+ | Q | 54029 | 35197 | 65 | 10.4 | 15.9 | 560560 | 53.5 |
| Children 10-14 | Q | 3612 | 1877 | 52 | 2.5 | 4.8 | 8968 | 29.8 |
| 15-24 | Q | 7998 | 4142 | 52 | 4.0 | 7.8 | 32180 | 33.6 |
| 25-44 | Q | 17267 | 10064 | 58 | 6.5 | 11.1 | 111911 | 38.6 |
| 45-64 | Q | 16856 | 11880 | 70 | 12.7 | 18.0 | 214392 | 54.9 |
| 65+ | Q | 11908 | 9111 | 77 | 17.0 | 22.2 | 202077 | 74.3 |
| Main Shoppers | Q | 46102 | 30671 | 67 | 11.0 | 16.6 | 508651 | 54.9 |
| Main Shoppers with children | Q | 13797 | 8253 | 60 | 7.2 | 12.0 | 99393 | 41.2 |
| ABC1 | Q | 29119 | 21168 | 73 | 11.4 | 15.7 | 331369 | 60.2 |
| C2DE | Q | 24910 | 14029 | 56 | 9.2 | 16.3 | 229192 | 46.0 |

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 | 19th September 2016 - 18th December 2016 | 25,881 |
| H | 27th June 2016 - 18th December 2016 | 51,052 |
| Y | 28th December 2015 - 18th December 2016 | 102,799 |