

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	48232	89	18.9	21.2	1023354	100.0
All BBC Radio	Q	34182	63	10.0	15.8	540157	52.8
All BBC Radio 15-44	Q	13803	55	5.5	10.1	139700	37.8
All BBC Radio 45+	Q	20379	71	13.9	19.7	400458	61.3
All BBC Network Radio ¹	Q	31405	58	8.7	15.0	471434	46.1
BBC Local Radio	Q	8264	15	1.3	8.3	68723	6.7
All Commercial Radio	Q	34534	64	8.4	13.2	456489	44.6
All Commercial Radio 15-44	Q	17663	70	8.7	12.4	219184	59.2
All Commercial Radio 45+	Q	16872	59	8.3	14.1	237305	36.3
All National Commercial ¹	Q	18709	35	3.0	8.8	163867	16.0
All Local Commercial (National TSA)	Q	26662	49	5.4	11.0	292622	28.6
Other Radio	Q	3747	7	0.5	7.1	26708	2.6

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 2017. Any use of information in this press release must acknowledge the source as "RAJAR/Ipsos MORI/RSMB."

Embargoed until 00.01 am
18th May 2017

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	31405	58	8.7	15.0	471434	46.1
BBC Radio 1	Q	54029	9103	17	1.1	6.3	57302	5.6
BBC Radio 2	Q	54029	15020	28	3.4	12.3	185010	18.1
BBC Radio 3	Q	54029	1884	3	0.2	6.1	11520	1.1
BBC Radio 4 (including 4 Extra)	Q	54029	11524	21	2.6	12.2	140544	13.7
BBC Radio 4	Q	54029	11113	21	2.4	11.5	128321	12.5
BBC Radio 4 Extra	Q	54029	2019	4	0.2	6.1	12224	1.2
BBC Radio 5 live (inc. sports extra)	Q	54029	5555	10	0.7	6.9	38198	3.7
BBC Radio 5 live	Q	54029	5341	10	0.7	6.9	36604	3.6
BBC Radio 5 live sports extra	Q	54029	830	2	*	1.9	1594	0.2
BBC 6 Music	Q	54029	2351	4	0.4	10.0	23408	2.3
1Xtra from the BBC	H	54029	939	2	0.1	4.7	4397	0.4
BBC Asian Network UK	H	54029	623	1	0.1	5.9	3677	0.4
BBC World Service	Q	54029	1334	2	0.1	5.5	7395	0.7

Source: RAJAR/Ipsos MORI/RSMB

¹ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	18709	35	3.0	8.8	163867	16.0
Absolute Radio Network ²	H	54029	4242	8	0.6	7.8	33146	3.2
Absolute Radio	Q	54029	2170	4	0.3	8.0	17400	1.7
Absolute Radio 70s	H	54029	291	1	*	5.0	1467	0.1
Absolute 80s	Q	54029	1359	3	0.2	6.0	8165	0.8
Absolute Radio 90s	H	54029	637	1	0.1	4.3	2749	0.3
Absolute Radio Classic Rock	H	54029	673	1	0.1	5.6	3745	0.4
The Arrow	Q	54029	47	*	*	4.5	211	*
Capital Brand (UK) ⁶	H	54029	8306	15	0.9	5.7	47265	4.6
Capital Network (UK) ²	H	54029	7761	14	0.8	5.5	42866	4.1
Capital XTRA (UK) ²	H	54029	1130	2	0.1	3.9	4399	0.4
Chill	Q	54029	147	*	*	3.0	436	*
Classic FM	Q	54029	5363	10	0.6	6.5	34721	3.4
Gold Network (UK) ²	H	54029	1143	2	0.2	7.6	8672	0.8
Heart Brand (UK) ⁹	H	54029	8960	17	1.3	7.6	67694	6.6
Heart Extra	Q	54029	527	1	*	4.3	2255	0.2
Heart Network (UK) ²	H	54029	8715	16	1.2	7.5	65585	6.3
Heat	H	54029	594	1	*	3.3	1983	0.2
The Hits	H	54029	592	1	*	3.2	1891	0.2
Jazz FM	H	54029	469	1	*	3.6	1674	0.2
Kerrang!	H	54029	595	1	*	4.2	2494	0.2
Kiss Network ⁵	H	54029	5068	9	0.5	5.6	28219	2.7
Kiss Fresh	H	54029	487	1	*	3.0	1478	0.1
Kisstory	Q	54029	1551	3	0.1	4.1	6377	0.6
LBC Network (UK) ²	H	54029	1779	3	0.4	10.9	19309	1.9
Magic Network ⁸	H	54029	3559	7	0.4	5.8	20603	2.0
Magic Chilled	H	54029	202	*	*	3.7	753	0.1
Magic Soul	Q	54029	242	*	*	5.4	1311	0.1
Mellow Magic	H	54029	470	1	*	4.7	2206	0.2
Planet Rock	Q	54029	1026	2	0.1	7.6	7836	0.8
Smooth Brand (UK) ⁷	H	54029	5359	10	0.7	7.3	38967	3.8
Smooth Extra	Q	54029	662	1	0.1	5.9	3897	0.4
Smooth Radio Network (UK) ²	H	54029	4891	9	0.6	7.0	34008	3.3
Sunrise Radio National	Q	54029	362	1	*	7.4	2690	0.3
talkRADIO	Q	54029	238	*	*	3.1	732	0.1
talkSPORT	Q	54029	2729	5	0.3	6.7	18410	1.8
talkSPORT2	Q	54029	271	1	*	2.8	757	0.1
UCB 1	Q	54029	178	*	*	10.8	1931	0.2
Union JACK	Q	54029	71	*	*	3.7	265	*
Virgin Radio	Q	54029	373	1	*	2.8	1038	0.1
Radio X Network (UK) ² (was XFM Network (UK))	H	54029	1318	2	0.2	7.3	9622	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 2nd April 2017

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	9103	17	1.1	6.3	57302	5.6
BBC Radio 2	Q	54029	15020	28	3.4	12.3	185010	18.1
BBC Radio 3	Q	54029	1884	3	0.2	6.1	11520	1.1
BBC Radio 4 (including 4 Extra)	Q	54029	11524	21	2.6	12.2	140544	13.7
BBC Radio 4	Q	54029	11113	21	2.4	11.5	128321	12.5
BBC Radio 4 Extra	Q	54029	2019	4	0.2	6.1	12224	1.2
BBC Radio 5 live (inc. sports extra)	Q	54029	5555	10	0.7	6.9	38198	3.7
BBC Radio 5 live	Q	54029	5341	10	0.7	6.9	36604	3.6
BBC Radio 5 live sports extra	Q	54029	830	2	*	1.9	1594	0.2
BBC 6 Music	Q	54029	2351	4	0.4	10.0	23408	2.3
1Xtra from the BBC	H	54029	939	2	0.1	4.7	4397	0.4
BBC Asian Network UK	H	54029	623	1	0.1	5.9	3677	0.4
BBC World Service	Q	54029	1334	2	0.1	5.5	7395	0.7
NATIONAL REGIONAL								
BBC Radio Scotland	H	4528	957	21	1.7	8.0	7664	9.4
BBC Radio Ulster ³	H	1489	518	35	3.9	11.2	5817	21.6
BBC Radio Wales	H	2600	373	14	1.0	7.2	2694	5.1
BBC Radio Cymru	H	2600	119	5	0.5	11.6	1381	2.6
LOCAL								
BBC Local Radio in England	Q	43722	6203	14	1.2	8.2	50661	6.1
BBC Radio Berkshire	H	829	115	14	1.3	9.7	1117	7.0
BBC Radio Bristol	H	908	127	14	0.9	6.4	818	4.4
BBC Radio Cambridgeshire	H	754	110	15	1.2	8.5	934	5.5
BBC Radio Cornwall	H	465	123	26	3.2	12.1	1487	14.1
BBC Coventry and Warwickshire	H	707	75	11	0.9	8.5	636	5.5
BBC Radio Cumbria	H	406	119	29	2.3	8.0	954	12.8
BBC Radio Derby	H	660	136	21	1.8	8.7	1173	8.7
BBC Radio Devon	H	986	208	21	2.1	9.7	2027	9.7
BBC Essex	H	1314	185	14	1.4	10.0	1842	6.8
BBC Radio Gloucestershire	H	508	90	18	2.0	11.3	1017	9.3
BBC Hereford & Worcester	H	510	106	21	1.8	8.8	927	8.9
BBC Radio Humberside	H	766	165	22	2.3	10.6	1754	10.7
BBC Radio Kent	H	1490	271	18	1.6	9.1	2457	7.1
BBC Radio Lancashire	H	1190	183	15	1.0	6.3	1150	5.4

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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 per head per listener		Total Hours '000	Share in TSA %
			'000	%				
BBC Radio Leeds	H	1645	213	13	1.0	7.6	1617	5.4
BBC Radio Leicester	H	850	166	20	1.3	6.7	1117	6.5
BBC Radio Lincolnshire	H	557	100	18	2.7	14.8	1480	11.5
BBC Radio London (was BBC London 94.9)	Q	12014	329	3	0.1	4.0	1304	0.6
BBC Radio Manchester	H	2230	218	10	0.7	7.5	1633	4.5
BBC Radio Merseyside	H	1677	289	17	2.1	12.0	3474	10.0
BBC Radio Newcastle	H	1448	300	21	1.3	6.3	1900	7.0
BBC Radio Norfolk	H	785	186	24	2.1	8.8	1626	9.3
BBC Radio Northampton	H	496	87	18	1.6	9.4	816	8.9
BBC Radio Nottingham	H	810	151	19	1.9	10.2	1540	9.5
BBC Radio Oxford	H	538	72	13	1.0	7.3	529	4.9
BBC Radio Sheffield	H	1305	208	16	0.9	5.3	1113	4.4
BBC Radio Shropshire	H	401	115	29	2.8	9.6	1107	12.9
Total BBC Radio Solent	Y	1793	262	15	1.4	9.9	2595	6.8
BBC Somerset	H	454	62	14	1.3	9.2	569	5.6
BBC Radio Stoke	H	617	139	22	1.5	6.8	944	7.5
BBC Radio Suffolk	H	544	93	17	1.8	10.8	1003	8.5
BBC Sussex and BBC Surrey	H	2594	277	11	0.9	8.2	2258	4.3
BBC Radio Tees	H	793	120	15	1.3	8.3	997	6.1
BBC Three Counties Radio	H	1371	150	11	0.9	8.0	1211	4.6
BBC WM (Birmingham & Black Country)	H	2385	234	10	1.0	9.8	2303	5.5
BBC Radio Wiltshire/Swindon	H	582	101	17	1.3	7.3	739	5.7
BBC Radio York	H	535	80	15	1.5	10.4	829	7.2
BBC Radio Guernsey	Y	52	17	32	3.5	11.1	184	16.5
BBC Radio Jersey	Y	86	32	37	3.5	9.3	299	18.6

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	16947	31	2.8	8.9	151134	14.6
Absolute Radio Network ²	H	54029	4242	8	0.6	7.8	33146	3.2
Absolute Radio	Q	54029	2170	4	0.3	8.0	17400	1.7
Absolute Radio (London)	Q	12014	773	6	0.4	6.8	5221	2.5
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3728	221	6	0.5	9.2	2025	3.1
Absolute Radio 70s	H	54029	291	1	*	5.0	1467	0.1
Absolute 80s	Q	54029	1359	3	0.2	6.0	8165	0.8
Absolute Radio 90s	H	54029	637	1	0.1	4.3	2749	0.3
Absolute Radio Classic Rock	H	54029	673	1	0.1	5.6	3745	0.4
Bauer City Network	H	54029	6807	13	1.1	8.4	57145	5.5
Radio Aire	H	640	85	13	0.9	6.6	565	5.3
Radio Aire 2	H	989	69	7	0.7	10.5	719	4.2
Radio Aire 3	Y	640	1	*	*	4.2	5	*
Radio Borders (Bauer Borders)	Y	109	52	47	6.4	13.4	696	33.5
C.F.M (Bauer Carlisle)	Y	251	109	44	3.9	9.0	985	20.3
Radio City	H	1862	389	21	1.6	7.7	3016	7.7
Radio City 2	H	1862	200	11	0.9	8.1	1623	4.2
Radio City 3	Y	1863	7	*	*	1.9	13	*
Radio City Talk	H	1862	33	2	0.1	4.0	131	0.3
Clyde 1	H	1901	608	32	3.0	9.4	5717	16.1
Clyde 2	H	1901	123	6	0.4	6.7	816	2.3
Clyde 3	Y	1900	23	1	0.1	4.5	105	0.3
Cool FM	H	1489	473	32	2.2	7.0	3329	12.4
Downtown Network	H	1489	325	22	1.7	7.7	2501	9.3
Downtown Country	H	1489	103	7	0.3	4.7	491	1.8
Downtown Radio (DTR)	H	1462	268	18	1.4	7.5	2010	7.6
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2606	267	10	0.8	7.6	2023	4.4
Free Radio 80s (Birmingham & Black Country)	H	2606	53	2	0.1	4.8	257	0.6
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	697	115	17	1.7	10.4	1197	10.8
Free Radio 80s (Coventry & Warwickshire)	H	697	30	4	0.3	6.8	204	1.8

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	478	81	17	1.6	9.2	746	7.3
Free Radio 80s (Herefordshire & Worcestershire)	Y	478	7	1	0.1	5.0	34	0.3
Free Radio FM (Shropshire) (was Beacon)	Y	379	77	20	1.7	8.3	635	7.9
Free Radio 80s (Shropshire)	Y	379	14	4	0.2	6.5	88	1.1
Forth 1	H	1141	323	28	2.8	9.9	3191	16.9
Forth 2	H	1141	78	7	0.6	9.5	737	3.9
Forth 3	Y	1140	1	*	*	1.5	2	*
Gem 106 (East Midlands)	H	2423	493	20	1.5	7.1	3517	7.2
Hallam FM	H	1307	306	23	1.6	6.8	2079	8.3
Hallam 2	H	1307	90	7	0.4	6.1	544	2.2
Hallam 3	Y	1306	8	1	*	1.1	8	*
The Hits	H	54029	592	1	*	3.2	1891	0.2
Key 103	H	2516	399	16	0.7	4.7	1862	4.5
Key 2	H	2516	38	2	0.1	4.7	180	0.4
Key 3	Y	2515	22	1	*	2.5	55	0.1
Metro Radio	H	1502	381	25	1.9	7.6	2887	10.2
Metro 2 Radio	H	1502	100	7	0.4	6.2	622	2.2
Metro 3 Radio	Y	1502	7	*	*	1.7	11	*
Moray Firth Radio (Bauer Inverness)	Y	251	128	51	5.6	10.9	1402	28.4
Northsound 1	Y	348	118	34	3.7	10.9	1287	22.7
Northsound 2	Y	348	22	6	0.4	6.5	145	2.6
Rock FM	H	1265	214	17	0.9	5.1	1103	4.3
Rock FM 2	H	1124	50	4	0.2	4.0	202	0.9
Rock FM 3	Y	1265	7	1	*	1.3	9	*
Tay FM	Y	394	138	35	2.9	8.4	1157	18.0
Tay 2	Y	394	41	10	1.0	9.8	407	6.3
Tay 3	Y	394	1	*	*	1.6	2	*
TFM Radio	H	821	135	16	1.0	6.2	836	4.9
TFM 2	H	821	46	6	0.3	5.9	272	1.6
TFM 3	Y	820	4	*	*	2.1	8	*
Viking FM	H	913	171	19	1.2	6.4	1097	5.7
Viking 2	H	913	48	5	0.2	3.8	184	1.0
Viking 3	Y	913	6	1	*	1.4	8	*
Wave 105 FM (Bauer South Coast)	H	1827	404	22	2.5	11.2	4540	12.1
West Sound ³ (Bauer Southwest Scotland)	Y	396	182	46	5.1	11.2	2034	24.5

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	594	1	*	3.3	1983	0.2
Kerrang!	H	54029	595	1	*	4.2	2494	0.2
Kiss Network ⁵	H	54029	5068	9	0.5	5.6	28219	2.7
Kiss	Q	54029	3990	7	0.3	4.6	18542	1.8
Kiss (East)	H	2137	419	20	1.4	7.0	2944	6.3
Kiss (London)	Q	12014	1800	15	0.7	4.7	8385	4.0
Kiss (West)	H	2450	389	16	0.9	5.6	2173	4.3
Kiss Fresh	H	54029	487	1	*	3.0	1478	0.1
Kisstory	Q	54029	1551	3	0.1	4.1	6377	0.6
Magic Network ⁸	H	54029	3559	7	0.4	5.8	20603	2.0
Magic ²	Q	54029	2932	5	0.3	5.5	16160	1.6
Magic (London)	Q	12014	1454	12	0.7	5.5	7997	3.8
Magic Chilled	H	54029	202	*	*	3.7	753	0.1
Magic Soul	Q	54029	242	*	*	5.4	1311	0.1
Mellow Magic	H	54029	470	1	*	4.7	2206	0.2
Planet Rock	Q	54029	1026	2	0.1	7.6	7836	0.8
Total Global Radio (UK)	H	54029	22664	42	3.8	8.9	202825	19.6
The Arrow	Q	54029	47	*	*	4.5	211	*
Capital Brand (UK) ⁶	H	54029	8306	15	0.9	5.7	47265	4.6
Capital Network (UK) ²	H	54029	7761	14	0.8	5.5	42866	4.1
Capital Birmingham	H	2236	479	21	1.3	6.1	2900	7.5
Capital East Midlands	H	2284	547	24	1.3	5.4	2950	6.3
Capital East Midlands - Derbyshire	H	534	115	22	1.3	5.8	668	6.3
Capital East Midlands - Leicestershire	H	777	149	19	1.0	5.2	779	5.0
Capital East Midlands - Nottinghamshire	H	1022	292	29	1.5	5.4	1574	7.4
Capital Liverpool	H	1069	214	20	1.0	5.1	1095	5.2
Capital London	Q	12014	2240	19	0.9	4.8	10782	5.2
Capital Manchester	H	2947	604	20	1.2	5.6	3408	6.7
Capital North East	H	2235	518	23	1.5	6.5	3347	7.7
Capital North West and Wales	H	1034	192	19	1.6	8.4	1625	7.2
Capital Scotland ⁴	H	2815	544	19	1.2	6.2	3353	6.7
Capital South Coast	H	1177	225	19	1.2	6.2	1389	5.8
Capital South Wales ⁴	H	1040	192	18	1.0	5.2	1000	5.1
Capital Yorkshire	H	4557	1109	24	1.5	6.3	7031	8.0
Capital XTRA (UK) ²	H	54029	1130	2	0.1	3.9	4399	0.4
Capital XTRA (London)	Q	12014	380	3	0.1	4.5	1709	0.8
Chill	Q	54029	147	*	*	3.0	436	*

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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		
Classic FM	Q	54029	5363	10	0.6	6.5	34721	3.4
Gold Network (UK) ²	H	54029	1143	2	0.2	7.6	8672	0.8
Gold East Midlands	H	2271	82	4	0.4	11.0	901	1.9
Gold London	Q	12014	341	3	0.2	8.2	2792	1.3
Gold Manchester	H	2947	73	2	0.3	13.2	967	1.9
Heart Brand (UK) ⁹	H	54029	8960	17	1.3	7.6	67694	6.6
Heart Extra	Q	54029	527	1	*	4.3	2255	0.2
Heart Network (UK) ²	H	54029	8715	16	1.2	7.5	65585	6.3
Heart Cambridgeshire	H	890	253	28	2.3	8.2	2075	10.0
Heart East Anglia	H	1226	260	21	1.6	7.5	1949	7.4
Heart East Anglia - Norfolk	H	665	141	21	1.4	6.5	909	6.3
Heart East Anglia - Suffolk	H	562	119	21	1.9	8.7	1040	8.8
Heart Essex	H	1381	384	28	2.4	8.5	3264	11.6
Heart Essex - Chelmsford & Southend	H	1089	318	29	2.5	8.7	2757	12.3
Heart Essex - Colchester	Y	189	59	31	2.0	6.5	381	9.7
Heart Essex - Harlow	Y	103	23	22	2.2	9.7	224	10.6
Heart Four Counties	H	2099	541	26	1.8	7.1	3846	9.5
Heart Four Counties - Bedfordshire	Y	323	93	29	1.9	6.6	616	9.5
Heart Four Counties - Beds/Bucks/Herts	H	750	172	23	1.4	5.9	1020	7.4
Heart Four Counties - 96.6 FM Hertfordshire	Y	364	39	11	0.7	6.1	239	3.1
Heart Four Counties - Milton Keynes	Y	251	84	33	2.5	7.5	634	12.0
Heart Four Counties - Northamptonshire	H	569	159	28	2.4	8.5	1360	13.0
Heart Kent	H	1265	336	27	2.0	7.7	2587	8.9
Heart London	Q	12014	1395	12	0.8	6.6	9248	4.4
Heart North East	H	2295	360	16	1.2	7.7	2772	6.2
Heart North Wales ⁴	H	729	130	18	1.8	10.1	1306	8.3
Heart North West	H	5636	665	12	1.0	8.4	5599	5.3
Heart Scotland	H	2815	387	14	1.2	8.6	3323	6.6
Heart Solent	H	1850	328	18	1.2	6.5	2140	5.7
Heart South Wales	H	1899	451	24	2.4	9.9	4477	11.9
Heart South West	H	1451	410	28	2.0	7.0	2886	9.2
Heart South West - Cornwall	Y	434	107	25	1.6	6.4	685	7.0
Heart South West - Exeter	Y	314	82	26	2.1	8.1	665	10.1
Heart South West - North Devon	Y	154	46	30	2.4	8.3	377	10.6
Heart South West - Plymouth	Y	305	97	32	2.8	8.7	843	12.5
Heart South West - South Hams	Y	38	10	28	1.6	5.7	60	7.0
Heart South West - Torbay	Y	207	61	30	2.1	7.2	440	9.8

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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 Sussex	H	1431	377	26	2.0	7.7	2914	9.2
Heart Thames Valley	H	1475	354	24	1.8	7.4	2623	9.1
Heart Thames Valley - Berks & N.Hants	H	778	210	27	2.4	8.8	1857	12.7
Heart Thames Valley - Oxfordshire	H	697	144	21	1.1	5.3	766	5.5
Heart West Country	H	2266	606	27	2.1	7.8	4732	9.7
Heart West Country - Bristol/Weston & Bath	H	930	227	24	1.5	6.2	1403	7.4
Heart West Country - Gloucestershire	Y	432	143	33	2.9	8.8	1257	13.3
Heart West Country - Somerset	Y	407	114	28	2.2	7.7	878	9.6
Heart West Country - Wiltshire	Y	498	165	33	3.1	9.5	1565	13.8
Heart West Midlands	H	3762	637	17	1.1	6.5	4172	6.3
Heart Yorkshire ⁴	H	3153	438	14	1.2	8.4	3689	6.2
LBC Network (UK) ²	H	54029	1779	3	0.4	10.9	19309	1.9
LBC 97.3	Q	12014	1072	9	1.0	10.7	11496	5.5
LBC London News (was LBC News 1152)	Q	12014	474	4	0.2	4.3	2056	1.0
Smooth Brand (UK) ⁷	H	54029	5359	10	0.7	7.3	38967	3.8
Smooth Extra	Q	54029	662	1	0.1	5.9	3897	0.4
Smooth Radio Network (UK) ²	H	54029	4891	9	0.6	7.0	34008	3.3
Smooth Radio Cambridgeshire	H	890	57	6	0.4	6.5	368	1.8
Smooth Radio Devon	H	1038	33	3	0.2	5.0	166	0.7
Smooth Radio East Anglia	H	1226	49	4	0.3	6.6	324	1.2
Smooth Radio East Midlands ⁴	H	2506	413	16	1.3	8.0	3297	6.5
Smooth Radio Essex	H	1381	40	3	0.2	6.4	257	0.9
Smooth Radio Four Counties	H	2099	60	3	0.2	5.7	342	0.8
Smooth Radio Kent	H	1265	39	3	0.2	6.6	255	0.9
Smooth Radio London	Q	12014	798	7	0.4	5.5	4417	2.1
Smooth Radio North East ⁴	H	2295	579	25	2.1	8.2	4740	10.6
Smooth Radio North West ⁴	H	5636	1102	20	1.4	7.0	7675	7.3
Smooth Radio North West and Wales	H	1034	71	7	0.4	5.8	413	1.8
Smooth Radio Scotland	H	1992	390	20	1.7	8.9	3461	9.2
Smooth Radio Solent	H	1850	63	3	0.2	7.2	452	1.2
Smooth Radio South Wales	H	1040	59	6	0.5	9.0	533	2.7
Smooth Radio Sussex	H	1431	56	4	0.2	4.5	250	0.8
Smooth Radio Thames Valley	H	1475	23	2	*	3.1	70	0.2
Smooth Radio West Country	H	2266	106	5	0.3	6.1	650	1.3
Smooth Radio West Midlands	H	3762	517	14	1.1	7.9	4067	6.2

Source: RAJAR/Ipsos MORI/RSMB

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

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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 Network (UK) ² (was XFM Network (UK))	H	54029	1318	2	0.2	7.3	9622	0.9
Radio X London (was XFM London)	Q	12014	378	3	0.2	5.4	2045	1.0
Radio X Manchester (was XFM Manchester)	H	2947	226	8	0.5	6.2	1413	2.8
Sunrise Radio National	Q	54029	362	1	*	7.4	2690	0.3
Sunrise Radio London	H	12015	228	2	0.1	5.7	1288	0.6
Wireless Group (inc. National Stations)	H	54029	4445	8	0.6	6.9	30503	3.0
Peak 107 FM	Y	421	67	16	1.3	8.4	568	6.8
Pulse 1 (was The Pulse)	H	725	121	17	1.1	6.6	800	5.8
Pulse 2	H	725	31	4	0.3	6.0	185	1.3
Signal 107	H	1031	53	5	0.3	5.0	265	1.4
Signal One	H	800	265	33	2.9	8.9	2352	14.0
Signal Two	H	800	73	9	0.9	10.0	734	4.4
Swansea Sound - 1170 MW	Y	475	46	10	0.9	9.6	440	4.3
talkRADIO	Q	54029	238	*	*	3.1	732	0.1
talkSPORT	Q	54029	2729	5	0.3	6.7	18410	1.8
talkSPORT2	Q	54029	271	1	*	2.8	757	0.1
107.4 Tower FM	Y	440	38	9	0.5	5.7	215	3.0
U105	H	890	193	22	2.2	10.1	1944	12.1
Virgin Radio	Q	54029	373	1	*	2.8	1038	0.1
96.4 FM The Wave	Y	475	126	26	2.4	9.2	1150	11.3
Radio Wave 96.5 FM	Y	233	68	29	1.8	6.1	415	8.6
107.2 Wire FM	Y	273	35	13	0.8	6.4	227	4.1
102.4 Wish FM	Y	460	70	15	0.7	4.7	331	3.6

Source: RAJAR/Ipsos MORI/RSMB

² See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	26618	50	5.5	11.0	292372	28.8
Total Celador Radio	H	5085	743	15	1.0	7.0	5203	4.9
THE BEACH	Y	182	57	31	2.4	7.8	440	11.1
The Breeze (Basingstoke / Newbury and Andover)	Y	295	51	17	1.1	6.6	336	5.8
The Breeze (Cheltenham)	Y	169	11	7	0.3	4.7	51	1.4
The Breeze (Solent/ East Hants and West Surrey)	H	1110	70	6	0.4	5.7	399	1.8
The Breeze South Devon	Y	224	28	12	1.0	7.7	214	4.4
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	987	77	8	0.5	6.1	472	2.3
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	334	64	19	2.0	10.2	652	8.3
Dream 100	Y	134	32	24	2.9	12.2	396	13.7
Fire Radio	Y	322	46	14	0.5	3.5	161	2.4
North Norfolk Radio	Y	92	18	19	1.6	8.3	148	7.4
Norwich 99.9fm	Y	335	53	16	1.6	10.0	528	7.4
Sam FM Bristol	H	641	81	13	0.5	3.8	305	2.5
Sam FM South Coast	H	1755	166	9	0.4	4.0	655	1.8
Sam FM Swindon	Y	206	17	8	0.5	6.2	106	2.4
Town 102 FM	Y	291	40	14	1.5	10.9	438	6.9
Central FM	Y	215	50	23	1.3	5.7	283	7.3
Total Cheshire Radio	Y	380	49	13	1.0	7.6	368	4.8
Cheshire's Silk 106.9	Y	185	18	10	0.6	6.3	114	3.5
Chester's Dee 106.3 (Dee on DAB)	Y	194	30	16	1.3	8.4	254	5.9
Chris Country	H	12015	23	*	*	5.9	134	0.1
Total CN Radio	Y	280	108	39	3.1	8.2	880	16.8
The Bay	Y	280	97	35	2.7	7.8	758	14.5
Lakeland Radio	Y	51	16	31	2.4	7.7	122	12.5
Communicorp UK	H	17901	3486	19	1.4	7.4	25762	7.6
Capital Scotland	H	2815	544	19	1.2	6.2	3353	6.7
Capital South Wales	H	1040	192	18	1.0	5.2	1000	5.1
Heart North Wales	H	729	130	18	1.8	10.1	1306	8.3
Heart Yorkshire	H	3153	438	14	1.2	8.4	3689	6.2
Smooth Radio East Midlands	H	2506	413	16	1.3	8.0	3297	6.5
Smooth Radio North East	H	2295	579	25	2.1	8.2	4740	10.6
Smooth Radio North West	H	5636	1102	20	1.4	7.0	7675	7.3
XS Manchester (was 106.1 Real XS)	H	2947	117	4	0.2	6.0	703	1.4

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	779	50	6	0.4	6.1	305	1.9
Connect DAB	Y	569	6	1	*	4.9	27	0.2
Connect FM (was Connect FM and Lite 106.8FM)	Y	447	45	10	0.6	6.2	278	2.9
Dilse Radio 1035am	H	12015	61	1	0.1	13.9	853	0.4
Radio Essex (was Southend & Chelmsford)	Y	502	26	5	0.3	5.3	137	1.3
Radio Essex DAB	Y	1296	41	3	0.2	5.3	216	0.8
Radio Exe	Y	202	26	13	1.4	11.4	290	6.8
3FM	Y	74	28	38	3.2	8.3	236	16.5
Fun Kids (London)	H	12015	32	*	*	1.6	52	*
GO Radio	Y	834	1	*	*	6.6	5	*
IOW Radio	Y	120	43	35	2.8	8.0	342	13.7
107 JACK fm Berkshire	Y	238	23	10	0.6	5.8	134	3.1
JACKfm Oxfordshire	H	524	106	20	0.8	3.9	411	3.9
JACK 2 Oxfordshire	H	511	45	9	0.3	3.2	144	1.4
106 JACKfm (Oxford)	H	524	81	15	0.5	3.3	267	2.5
JACK Surrey	H	9200	42	*	*	4.2	178	0.1
Jazz FM	H	54029	469	1	*	3.6	1674	0.2
Kingdom FM	Y	290	61	21	1.7	8.3	502	9.8
kmfm Group	H	1257	169	13	0.9	6.8	1156	4.0
kmfm East	H	574	79	14	0.9	6.4	505	3.7
kmfm West	H	683	90	13	1.0	7.2	651	4.3
Lincs FM Group	Y	2434	563	23	2.3	9.9	5596	11.2
Dearne FM	Y	239	39	16	1.4	8.6	335	6.8
KCFM	Y	440	74	17	1.4	8.1	605	6.3
Lincs FM 102.2 ³	H	934	294	31	3.6	11.6	3398	16.6
Ridings FM	Y	302	36	12	0.8	6.9	246	4.3
Rother FM	Y	210	35	17	1.2	7.1	249	6.7
Trax FM	Y	376	74	20	1.3	6.7	501	7.1
Lyca Radio 1458am	H	12015	92	1	*	5.8	537	0.3
Radio Mansfield 103.2	Y	160	31	19	1.7	8.6	265	7.5
Manx Radio	Y	74	37	51	5.5	11.0	410	28.7
Mi-Soul	H	12015	36	*	*	4.4	157	0.1
More Radio (surveyed as Arrow FM)	Y	121	7	6	0.3	5.4	39	1.4
More Radio (surveyed as Sovereign FM)	Y	158	16	10	0.4	4.0	62	1.6
Nation Broadcasting (Wales)	H	2600	258	10	0.7	6.8	1763	3.3
106.3 Bridge FM	Y	128	32	25	2.3	9.2	294	10.2
Radio Carmarthenshire	Y	132	26	20	1.9	9.5	248	8.9

Source: RAJAR/Ipsos MORI/RSMB

³ See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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 Ceredigion	Y	79	17	21	1.1	5.4	91	5.3
Dragon Radio Wales	H	2600	17	1	*	2.7	45	0.1
Nation Radio Wales	H	1519	109	7	0.4	5.3	582	2.0
102.5 Radio Pembrokeshire	Y	101	36	35	3.0	8.5	303	13.2
Swansea Bay Radio	Y	475	38	8	0.4	5.1	196	1.9
Original 106 (Aberdeen)	Y	348	75	21	1.7	7.8	584	10.3
Panjab Radio	H	12015	57	*	0.1	11.6	664	0.3
Radio Plymouth	Y	261	34	13	1.0	7.9	269	4.7
Premier Christian Radio	Q	12014	173	1	0.2	13.0	2246	1.1
Total Q Radio	H	1189	289	24	1.7	6.9	1985	8.9
Q Radio	H	620	154	25	1.7	6.7	1039	9.0
Q Radio (was Citybeat)	H	569	135	24	1.7	7.0	946	8.8
Total Quidem	Y	1030	100	10	0.5	5.6	557	3.1
107.6 Banbury Sound	Y	86	13	15	0.8	5.5	71	4.0
Rugby FM	Y	78	18	23	1.4	6.1	112	6.9
96.2 Touch FM - Coventry	Y	312	10	3	0.1	3.9	40	1.0
Touch FM Staffs	Y	259	18	7	0.4	6.4	115	2.5
102 Touch FM	Y	293	41	14	0.7	5.3	219	3.6
- Warks Worcs Cotswolds								
Revolution 96.2	Y	482	18	4	0.4	11.8	216	2.9
Share Radio	H	13125	17	*	*	2.4	40	*
Spectrum Sino	H	12015	2	*	*	1.8	3	*
Star North East	Y	360	33	9	0.8	9.1	301	4.4
Thames Radio (London)	Q	12014	4	*	*	4.6	16	*
Time FM 107.5	Y	459	23	5	0.3	5.3	123	1.6
Tindle Radio Group	Y	139	83	60	7.0	11.6	971	35.7
Channel 103 FM	Y	86	52	61	5.7	9.3	488	30.4
Island FM 104.7	Y	52	31	59	9.2	15.6	483	43.5
UCB 1	Q	54029	178	*	*	10.8	1931	0.2
Total UKRD	Y	3441	864	25	2.1	8.3	7202	10.3
2BR	H	582	68	12	0.9	7.3	499	5.4
Eagle Radio	H	505	134	27	1.8	6.8	908	9.5
KL.FM 96.7	Y	186	69	37	4.3	11.7	801	18.0
Minster FM	Y	312	74	24	2.1	9.0	667	10.7
Mix 96	Y	130	35	27	2.1	7.9	277	10.2
My Music Radio	Y	712	16	2	0.2	7.9	122	0.8
(surveyed as Pirate Oldies)								
Pirate FM	Y	491	158	32	2.5	7.8	1232	11.0
Spire FM	Y	121	53	44	3.3	7.6	399	15.5
Spirit FM	Y	190	47	25	2.8	11.3	530	12.3

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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		
97.2 Stray FM	Y	141	47	33	1.7	5.1	237	7.9
Sun FM	Y	271	67	25	1.8	7.4	491	9.6
Wessex FM	Y	123	51	41	3.8	9.1	465	15.8
Yorkshire Coast Radio	Y	113	51	45	4.2	9.4	478	19.4
Union JACK	Q	54029	71	*	*	3.7	265	*
Wave 102	Y	144	21	15	0.9	6.1	130	5.6
Radio Yorkshire	Y	2607	36	1	*	3.5	127	0.3
YOUR Radio	Y	210	18	8	0.5	6.3	111	2.9

Source: RAJAR/Ipsos MORI/RSMB

QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 2nd April 2017

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	34534	64	8.4	13.2	456489	44.6
Children 10-14	Q	3612	2826	78	5.2	6.6	18603	66.3
15-24	Q	7999	5530	69	7.2	10.5	57797	63.0
25-44	Q	17267	12133	70	9.3	13.3	161387	58.0
45-64	Q	16856	11312	67	9.8	14.6	164988	43.0
65+	Q	11908	5560	47	6.1	13.0	72318	26.8
Main Shoppers	Q	45697	28890	63	8.6	13.6	393760	43.7
Main Shoppers with children	Q	13755	10101	73	10.0	13.6	137812	58.0
ABC1	Q	29119	18631	64	7.1	11.1	206738	39.0
C2DE	Q	24911	15903	64	10.0	15.7	249751	50.6
ALL BBC 15+	Q	54029	34182	63	10.0	15.8	540157	52.8
Children 10-14	Q	3612	1947	54	2.4	4.4	8577	30.6
15-24	Q	7999	4277	53	3.9	7.3	31127	33.9
25-44	Q	17267	9526	55	6.3	11.4	108573	39.0
45-64	Q	16856	11606	69	12.3	17.9	207769	54.2
65+	Q	11908	8773	74	16.2	22.0	192689	71.4
Main Shoppers	Q	45697	29251	64	10.6	16.5	483893	53.7
Main Shoppers with children	Q	13755	7828	57	6.7	11.8	92470	38.9
ABC1	Q	29119	20545	71	10.7	15.2	311622	58.8
C2DE	Q	24911	13637	55	9.2	16.8	228535	46.3

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, Mellow Magic and Magic Soul.
- (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	2nd January 2017 - 2nd April 2017	24,484
H	19th September 2016 - 2nd April 2017	50,365
Y	4th April 2016 - 2nd April 2017	101,171