

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 55,675,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	49495	89	18.2	20.4	1012038	100.0
All BBC Radio	Q	34629	62	9.2	14.9	514704	50.9
All BBC Radio 15-44	Q	12867	50	4.4	8.8	112658	34.9
All BBC Radio 45+	Q	21762	72	13.3	18.5	402046	58.3
All BBC Network Radio <sup>1</sup>	Q	31580	57	8.1	14.3	452694	44.7
BBC Local Radio	Q	9164	16	1.1	6.8	62010	6.1
All Commercial Radio	Q	36806	66	8.6	12.9	476501	47.1
All Commercial Radio 15-44	Q	17629	69	7.9	11.4	201144	62.4
All Commercial Radio 45+	Q	19177	64	9.1	14.4	275357	39.9
All National Commercial <sup>1</sup>	Q	24502	44	4.2	9.6	234949	23.2
All Local Commercial (National TSA)	Q	24427	44	4.3	9.9	241552	23.9
Other Radio	Q	2913	5	0.4	7.2	20833	2.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>1</sup> 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 2021. Any use of information in this press release must acknowledge the source as "RAJAR/Ipsos MORI/RSMB."

Embargoed until 00.01 am  
28th October 2021

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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 <sup>1</sup>	Q	55675	31580	57	8.1	14.3	452694	44.7
BBC Radio 1	Q	55675	8251	15	1.0	6.5	53506	5.3
BBC Radio 2	Q	55675	14596	26	2.9	11.3	164232	16.2
BBC Radio 3	Q	55675	2165	4	0.3	7.6	16467	1.6
BBC Radio 4 (including 4 Extra)	Q	55675	11228	20	2.5	12.3	138120	13.6
BBC Radio 4	Q	55675	10762	19	2.2	11.4	122893	12.1
BBC Radio 4 Extra	Q	55675	2036	4	0.3	7.5	15227	1.5
BBC Radio 5 live (inc. sports extra)	Q	55675	6579	12	0.7	6.2	40855	4.0
BBC Radio 5 live	Q	55675	5909	11	0.6	5.9	35080	3.5
BBC Radio 5 live sports extra	Q	55675	1697	3	0.1	3.4	5775	0.6
BBC 6 Music	Q	55675	2687	5	0.5	10.1	27004	2.7
1Xtra from the BBC	H	55675	880	2	0.1	3.8	3361	0.3
BBC Asian Network UK	H	55675	533	1	*	4.5	2385	0.2
BBC World Service	Q	55675	1394	3	0.1	5.2	7300	0.7
All National Commercial <sup>1</sup>	Q	55675	24502	44	4.2	9.6	234949	23.2
Absolute Radio Network <sup>2</sup>	H	55675	5189	9	0.6	6.8	35521	3.5
Absolute Radio	Q	55675	2583	5	0.3	6.1	15850	1.6
Absolute Radio 60s	H	55675	98	*	*	3.7	365	*
Absolute Radio 70s	H	55675	309	1	*	3.2	980	0.1
Absolute 80s	Q	55675	1690	3	0.1	4.6	7812	0.8
Absolute Radio 90s	H	55675	950	2	0.1	4.4	4213	0.4
Absolute Radio 00s	H	55675	165	*	*	3.4	568	0.1
Absolute Radio 10s	Q	55675	15	*	*	2.0	29	*
Absolute Classic Rock	H	55675	895	2	0.1	4.9	4372	0.4
Absolute Radio Country (was Country Hits Radio)	H	55675	220	*	*	5.2	1145	0.1
Boom Radio	Q	55675	233	*	*	7.8	1812	0.2
Capital Brand (UK) <sup>6</sup>	H	55675	7627	14	0.6	4.7	35808	3.6
Capital Network (UK) <sup>2</sup>	H	55675	6528	12	0.5	4.5	29490	2.9
Capital XTRA Brand UK <sup>2</sup>	H	55675	1669	3	0.1	3.5	5875	0.6
Capital XTRA (UK) <sup>2</sup>	H	55675	1538	3	0.1	3.3	5050	0.5
Capital XTRA Reloaded	Q	55675	214	*	*	3.1	656	0.1
Capital Dance	Q	55675	287	1	*	3.2	916	0.1
Classic FM	Q	55675	5077	9	0.8	8.6	43875	4.3
Gold Network (UK) <sup>2</sup>	H	55675	1290	2	0.2	7.9	10136	1.0
Greatest Hits Network <sup>2</sup>	H	55675	3213	6	0.4	7.7	24780	2.5
Greatest Hits Radio <sup>2</sup>	H	55675	2894	5	0.4	7.5	21564	2.1
Heart Brand (UK) <sup>9</sup>	H	55675	10027	18	1.1	6.2	62450	6.2
Heart 70s	Q	55675	301	1	*	3.4	1014	0.1
Heart 80s	Q	55675	1493	3	0.1	4.2	6228	0.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>1,2,6,9</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Heart 90s	Q	55675	555	1	*	3.8	2099	0.2
Heart Dance	Q	55675	464	1	*	3.8	1747	0.2
Heart Network (UK) <sup>2</sup>	H	55675	8496	15	0.9	6.2	52621	5.2
Heat	H	55675	402	1	*	3.9	1584	0.2
Hits Radio Brand <sup>12</sup>	H	55675	8711	16	1.3	8.4	73308	7.3
Hits Radio Network <sup>2</sup>	H	55675	6155	11	0.9	7.9	48527	4.8
Hits Radio <sup>2</sup>	H	55675	851	2	0.1	5.3	4498	0.4
Jazz FM	H	55675	469	1	*	4.2	1984	0.2
Kerrang!	H	55675	473	1	*	4.4	2084	0.2
Kiss Network <sup>5</sup>	H	55675	4741	9	0.4	4.8	22653	2.3
Kiss Fresh	H	55675	416	1	*	2.7	1144	0.1
Kisstory	Q	55675	2255	4	0.2	4.3	9745	1.0
LBC Brand (UK) <sup>2</sup>	H	55675	3051	5	0.5	9.8	29861	3.0
Magic Network <sup>8</sup>	H	55675	4127	7	0.5	6.2	25381	2.5
Magic at the Musicals	Q	55675	184	*	*	3.8	696	0.1
Magic Chilled	H	55675	237	*	*	4.4	1036	0.1
Magic Soul	H	55675	355	1	*	6.6	2352	0.2
Mellow Magic	H	55675	481	1	*	5.2	2510	0.2
Planet Rock	Q	55675	1332	2	0.2	8.3	10999	1.1
Scala Radio	H	55675	399	1	*	6.1	2418	0.2
Smooth Brand (UK) <sup>7</sup>	H	55675	5925	11	0.7	6.6	39019	3.9
Smooth Radio Chill	Q	55675	377	1	*	4.6	1726	0.2
Smooth Radio Country	Q	55675	216	*	*	6.2	1335	0.1
Smooth Radio Network (UK) <sup>2</sup>	H	55675	5474	10	0.7	6.6	36277	3.6
Sunrise Radio National	Y	55675	387	1	*	4.7	1813	0.2
talkRADIO	H	55675	450	1	0.1	7.7	3477	0.3
talkSPORT Network <sup>2</sup>	H	55675	3001	5	0.3	6.4	19276	1.9
Times Radio	Q	55675	637	1	0.1	5.5	3497	0.3
Union JACK	H	55675	143	*	*	5.2	738	0.1
Union Jack Dance (was JACK Radio)	H	55675	88	*	*	2.5	224	*
Union JACK Rock	Q	55675	52	*	*	4.5	234	*
Virgin Network	Q	55675	2247	4	0.2	5.2	11751	1.2
Radio X Network (UK) <sup>2</sup>	H	55675	1940	3	0.3	8.3	16049	1.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,5,7,8,12</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
<b>BBC NETWORK RADIO</b>								
BBC Radio 1	Q	55675	8251	15	1.0	6.5	53506	5.3
BBC Radio 2	Q	55675	14596	26	2.9	11.3	164232	16.2
BBC Radio 3	Q	55675	2165	4	0.3	7.6	16467	1.6
BBC Radio 4 (including 4 Extra)	Q	55675	11228	20	2.5	12.3	138120	13.6
BBC Radio 4	Q	55675	10762	19	2.2	11.4	122893	12.1
BBC Radio 4 Extra	Q	55675	2036	4	0.3	7.5	15227	1.5
BBC Radio 5 live (inc. sports extra)	Q	55675	6579	12	0.7	6.2	40855	4.0
BBC Radio 5 live	Q	55675	5909	11	0.6	5.9	35080	3.5
BBC Radio 5 live sports extra	Q	55675	1697	3	0.1	3.4	5775	0.6
BBC 6 Music	Q	55675	2687	5	0.5	10.1	27004	2.7
1Xtra from the BBC	H	55675	880	2	0.1	3.8	3361	0.3
BBC Asian Network UK	H	55675	533	1	*	4.5	2385	0.2
BBC World Service	Q	55675	1394	3	0.1	5.2	7300	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4621	933	20	1.2	5.9	5547	7.1
BBC Radio Ulster <sup>3</sup>	H	1538	517	34	3.6	10.6	5500	19.9
BBC Radio Wales	H	2637	382	14	1.1	7.9	3001	5.9
BBC Radio Cymru <sup>3</sup>	H	2637	147	6	0.6	11.4	1673	3.3
<b>LOCAL</b>								
BBC Local Radio in England	Q	45352	6713	15	1.0	6.4	43240	5.3
BBC Radio Berkshire	H	935	122	13	0.8	6.4	788	5.1
BBC Radio Bristol	H	930	112	12	0.8	6.8	760	4.1
BBC Radio Cambridgeshire	H	851	87	10	1.3	12.9	1126	6.0
BBC Radio Cornwall	H	487	120	25	3.4	14.0	1678	16.0
BBC CWR	H	839	66	8	0.3	3.9	259	1.8
BBC Radio Cumbria	H	421	93	22	1.7	7.7	710	8.6
BBC Radio Derby	H	682	120	18	1.7	9.7	1164	9.9
BBC Radio Devon	H	1026	186	18	2.0	11.2	2076	10.1
BBC Essex	H	1428	196	14	1.1	8.2	1602	5.8
BBC Radio Gloucestershire	H	520	88	17	1.8	10.5	925	8.6
BBC Hereford & Worcester	H	532	96	18	1.2	6.4	616	6.7
BBC Radio Humberside	H	771	154	20	1.4	7.1	1103	7.7
BBC Radio Kent	H	1749	219	13	0.7	5.3	1156	3.3
BBC Radio Lancashire	H	1219	164	13	1.0	7.6	1249	6.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>3</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## PART 3 - INDIVIDUAL BBC SERVICES

Results are shown based on each station's Editorial Area

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
BBC Radio Leeds	H	1709	234	14	0.7	4.8	1129	3.9
BBC Radio Leicester	H	870	140	16	1.0	6.1	853	5.9
BBC Radio Lincolnshire	H	580	99	17	1.5	8.6	850	6.9
BBC Radio London	Q	12369	978	8	0.2	2.8	2779	1.3
BBC Radio Manchester	H	2305	238	10	0.6	5.5	1301	3.5
BBC Radio Merseyside	H	1718	271	16	1.6	10.4	2821	8.8
BBC Radio Newcastle	H	1487	247	17	1.0	6.0	1482	6.3
BBC Radio Norfolk	H	906	152	17	1.3	7.6	1154	5.9
BBC Radio Northampton	H	541	96	18	1.7	9.3	896	7.3
BBC Radio Nottingham	H	1102	193	18	1.5	8.3	1601	7.7
BBC Radio Oxford	H	546	72	13	0.9	6.9	495	5.0
BBC Radio Sheffield	H	1345	216	16	1.2	7.7	1673	6.4
BBC Radio Shropshire	H	431	96	22	2.2	9.7	928	11.3
Total BBC Radio Solent	Y	1895	245	13	1.2	9.0	2195	5.9
BBC Somerset	H	473	50	11	0.9	8.9	449	4.6
BBC Radio Stoke	H	699	138	20	1.7	8.5	1169	8.3
BBC Radio Suffolk	H	623	108	17	1.7	9.8	1063	8.3
BBC Sussex and BBC Surrey	H	2668	248	9	0.8	8.1	2008	3.9
BBC Radio Tees	H	801	115	14	0.6	4.3	494	3.4
BBC Three Counties Radio	H	1410	128	9	0.8	9.1	1155	4.5
BBC WM 95.6	H	2450	219	9	0.6	6.2	1363	3.5
BBC Radio Wiltshire/Swindon	H	644	70	11	0.6	5.6	392	2.6
BBC Radio York	H	600	66	11	0.7	6.0	400	3.7
BBC Radio Guernsey	Y	53	17	33	3.1	9.4	162	16.0
BBC Radio Jersey	Y	92	25	28	2.6	9.6	245	14.0

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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	55675	19538	35	3.1	9.0	175225	17.4
Absolute Radio Network <sup>2</sup>	H	55675	5189	9	0.6	6.8	35521	3.5
Absolute Radio	Q	55675	2583	5	0.3	6.1	15850	1.6
Absolute Radio 60s	H	55675	98	*	*	3.7	365	*
Absolute Radio 70s	H	55675	309	1	*	3.2	980	0.1
Absolute 80s	Q	55675	1690	3	0.1	4.6	7812	0.8
Absolute Radio 90s	H	55675	950	2	0.1	4.4	4213	0.4
Absolute Radio 00s	H	55675	165	*	*	3.4	568	0.1
Absolute Radio 10s	Q	55675	15	*	*	2.0	29	*
Absolute Classic Rock	H	55675	895	2	0.1	4.9	4372	0.4
Absolute Radio Country (was Country Hits Radio)	H	55675	220	*	*	5.2	1145	0.1
Hits Radio Brand <sup>12</sup>	H	55675	8711	16	1.3	8.4	73308	7.3
Greatest Hits Network <sup>2</sup>	H	55675	3213	6	0.4	7.7	24780	2.5
Greatest Hits Radio	H	55675	2894	5	0.4	7.5	21564	2.1
Greatest Hits Radio (Barnsley) was Dearne FM	Y	248	40	16	1.8	11.4	456	9.3
Greatest Hits Radio (Berkshire & North Hampshire) was The Breeze (Berkshire & North Hampshire)	H	828	69	8	0.7	7.8	541	3.6
Greatest Hits Radio (Black Country & Shropshire) was Signal 107	H	1075	40	4	0.3	6.9	275	1.4
Greatest Hits Radio (Blackpool) was Radio Wave 96.5 FM	Y	237	44	19	1.5	7.9	349	7.2
Greatest Hits Radio (Bolton) was 107.4 Tower FM	Y	451	29	6	0.5	7.9	231	2.9
Greatest Hits Radio (Bradford & West Yorkshire) was Pulse 2	H	737	40	5	0.3	6.0	239	1.9
Greatest Hits Radio (Bristol & Bath) was The Breeze (West Country)	H	1085	84	8	0.5	6.5	541	2.5
Greatest Hits Radio (Bucks Beds & Herts) was Mix 96	Y	147	40	27	1.7	6.3	253	8.8
Greatest Hits Radio (Cornwall) was Pirate 80s	Y	515	18	4	0.3	8.2	152	1.4
Greatest Hits Radio (Coventry & Warwickshire)	H	748	20	3	0.1	4.7	96	0.8
Greatest Hits Radio (Devon) was The Breeze South Devon	Y	267	37	14	1.2	8.6	317	5.0

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,12</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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	%				
Greatest Hits Radio (Doncaster) was Trax FM	Y	387	64	17	1.3	7.9	504	6.7
Greatest Hits Radio (Dorset) was Wessex FM	Y	130	44	34	2.7	7.9	348	11.7
Greatest Hits Radio (East Midlands)	H	2535	46	2	0.1	5.9	270	0.6
Greatest Hits Radio (Essex) was Dream 100	Y	288	51	18	1.4	7.6	389	6.4
Greatest Hits Radio (Gloucestershire) was The Breeze (Cheltenham and Gloucester)	Y	302	13	4	0.3	6.3	84	1.3
Greatest Hits Radio (Great Yarmouth) was The Beach	Y	172	44	26	1.9	7.6	335	9.2
Greatest Hits Radio (Harrogate & Yorkshire Dales) was 97.2 Stray FM	Y	213	50	24	1.7	7.2	365	8.1
Greatest Hits Radio (Herefordshire & Worcestershire)	Y	505	15	3	0.2	7.6	114	1.2
Greatest Hits Radio (Lancashire)	H	1151	42	4	0.3	8.9	370	1.9
Greatest Hits Radio (Leeds & West Yorkshire)	H	1019	73	7	0.6	7.9	579	3.5
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)	H	963	60	6	0.5	8.7	519	2.6
Greatest Hits Radio (Liverpool)	H	1906	156	8	0.9	10.4	1624	4.5
Greatest Hits Radio (London)	Q	12369	548	4	0.3	6.0	3278	1.6
Greatest Hits Radio (Manchester & Oldham)	H	2595	90	3	0.2	5.1	460	1.1
Greatest Hits Radio (North Derbyshire) was Peak 107 FM	Y	427	57	13	1.2	9.0	518	6.2
Greatest Hits Radio (North Norfolk) was North Norfolk Radio	Y	98	15	15	1.2	7.7	117	5.1
Greatest Hits Radio (Norwich) was Radio Norwich	Y	379	38	10	1.0	9.6	361	4.9
Greatest Hits Radio (Plymouth) was Radio Plymouth	Y	260	40	15	1.0	6.8	268	4.7

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Greatest Hits Radio (Rotherham) was Rother FM	Y	213	27	13	1.0	8.0	217	5.4
Greatest Hits Radio (Salisbury) was Spire FM	Y	124	38	30	2.2	7.4	278	9.6
Greatest Hits Radio (Somerset) was The Breeze (South West)	Y	482	59	12	1.1	8.9	526	5.2
Greatest Hits Radio (South Wales) was Swansea Sound - 1170 MW	Y	483	26	5	0.3	6.4	165	1.9
Greatest Hits Radio (South Yorkshire)	H	1348	89	7	0.6	9.7	862	3.3
Greatest Hits Radio (Staffordshire & Cheshire) was Signal Two	H	825	46	6	0.7	12.0	555	3.4
Greatest Hits Radio (Surrey & East Hampshire) was Eagle Radio	H	513	71	14	0.9	6.7	476	4.9
Greatest Hits Radio (Swindon) was SAMfm Swindon	Y	278	25	9	0.4	4.2	105	1.9
Greatest Hits Radio (Teesside)	H	829	36	4	0.3	6.7	240	1.6
Greatest Hits Radio (Tyne & Wear)	H	1536	50	3	0.2	6.6	325	1.3
Greatest Hits Radio (Wakefield) was Ridings FM	Y	317	33	10	0.9	8.6	281	4.9
Greatest Hits Radio (Warrington) was 107.2 Wire FM	Y	280	34	12	0.8	6.3	212	4.2
Greatest Hits Radio (West Midlands)	H	3883	222	6	0.4	7.0	1546	2.4
Greatest Hits Radio (West Norfolk) was KL.FM 96.7	Y	189	47	25	2.0	7.9	370	8.9
Greatest Hits Radio (West Sussex) was Spirit FM	Y	199	51	26	2.3	8.9	455	11.0
Greatest Hits Radio (Wigan & St Helens) was 102.4 Wish FM	Y	463	47	10	0.6	5.9	282	3.6
Greatest Hits Radio (York & North Yorkshire) was Minster FM	Y	370	66	18	1.4	7.6	502	8.0
Greatest Hits Radio (Yorkshire Coast) was Yorkshire Coast Radio	Y	114	44	38	3.3	8.6	374	15.9

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Clyde 2	H	1948	111	6	0.7	13.1	1457	4.2
Downtown Country	H	1538	114	7	0.6	8.3	948	3.4
Forth 2	H	1188	39	3	0.2	4.9	190	1.1
Northsound 2	Y	343	25	7	0.5	7.3	184	2.7
Tay 2	Y	395	36	9	0.8	9.3	334	5.2
Hits Radio Network <sup>2</sup>	H	55675	6155	11	0.9	7.9	48527	4.8
Hits Radio <sup>2</sup>	H	55675	851	2	0.1	5.3	4498	0.4
Hits Radio (Bournemouth & Poole) (was Fire Radio)	Y	420	42	10	0.5	5.2	220	2.7
Hits Radio (Bristol & South West) (was SAMfm)	H	842	82	10	0.8	8.0	650	4.0
Hits Radio (Manchester)	H	2595	248	10	0.7	7.1	1767	4.2
Hits Radio (Suffolk) was Town 102	Y	309	7	2	0.1	6.0	41	0.6
96.4 FM The Wave	Y	483	111	23	1.9	8.1	902	10.4
Radio Borders	Y	112	44	40	5.2	13.0	580	30.3
CFM	Y	253	78	31	2.9	9.4	728	14.5
Radio City	H	1906	290	15	1.1	7.1	2056	5.7
Clyde 1	H	1948	618	32	2.9	9.1	5608	16.2
Cool FM	H	1538	492	32	2.3	7.3	3575	12.9
Downtown Radio	H	1538	281	18	1.3	7.2	2012	7.3
Forth 1	H	1188	322	27	2.5	9.3	3010	17.5
Free Radio (Birmingham)	H	2285	139	6	0.4	6.8	941	2.6
Free Radio (Black Country & Shropshire)	H	1568	100	6	0.4	6.2	621	2.2
Free Radio (Coventry & Warwickshire)	H	748	115	15	1.0	6.2	714	5.8
Free Radio (Herefordshire & Worcestershire)	Y	505	70	14	0.8	6.1	429	4.5
Gem	H	2535	371	15	1.1	7.3	2694	5.9
Hallam FM	H	1348	359	27	2.0	7.4	2637	10.0
Lincs FM	H	963	238	25	2.6	10.5	2488	12.5
Metro Radio	H	1536	314	20	1.2	6.0	1869	7.6
MFR	Y	255	112	44	5.1	11.5	1288	27.8
Northsound 1	Y	343	134	39	3.6	9.1	1219	17.8
Pirate FM	Y	515	143	28	2.0	7.3	1038	9.6
Pulse 1	H	1395	131	9	0.5	5.6	732	3.1
Rock FM	H	1292	197	15	1.0	6.6	1293	5.8
Signal One	H	825	184	22	2.0	8.9	1634	10.1
Tay FM	Y	395	130	33	2.5	7.7	994	15.5
TFM	H	829	97	12	0.6	5.3	510	3.4
Viking FM	H	921	162	18	1.0	5.8	934	5.5

Source: RAJAR/Ipsos MORI/RSMB

<sup>2</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Wave 105	H	1866	247	13	1.3	9.7	2401	6.7
West Sound (inc West FM) <sup>3</sup>	Y	397	164	41	3.4	8.2	1352	20.9
Heat	H	55675	402	1	*	3.9	1584	0.2
Jazz FM	H	55675	469	1	*	4.2	1984	0.2
Kerrang!	H	55675	473	1	*	4.4	2084	0.2
Kiss Network <sup>5</sup>	H	55675	4741	9	0.4	4.8	22653	2.3
Kiss	Q	55675	2771	5	0.2	3.7	10362	1.0
Kiss (East)	H	2228	226	10	0.6	6.2	1408	3.0
Kiss (London)	Q	12369	1069	9	0.3	3.4	3651	1.8
Kiss (West)	H	2549	313	12	0.5	4.3	1342	2.6
Kiss Fresh	H	55675	416	1	*	2.7	1144	0.1
Kisstory	Q	55675	2255	4	0.2	4.3	9745	1.0
Magic Network <sup>8</sup>	H	55675	4127	7	0.5	6.2	25381	2.5
Magic <sup>2</sup>	Q	55675	3450	6	0.3	5.5	19078	1.9
Magic (London)	Q	12369	1596	13	0.8	6.0	9612	4.7
Magic at the Musicals	Q	55675	184	*	*	3.8	696	0.1
Magic Chilled	H	55675	237	*	*	4.4	1036	0.1
Magic Soul	H	55675	355	1	*	6.6	2352	0.2
Mellow Magic	H	55675	481	1	*	5.2	2510	0.2
Planet Rock	Q	55675	1332	2	0.2	8.3	10999	1.1
Scala Radio	H	55675	399	1	*	6.1	2418	0.2
Total Global Radio (UK)	H	55675	24161	43	3.9	8.9	215027	21.4
Capital Brand (UK) <sup>6</sup>	H	55675	7627	14	0.6	4.7	35808	3.6
Capital Dance	Q	55675	287	1	*	3.2	916	0.1
Capital Network (UK) <sup>2</sup>	H	55675	6528	12	0.5	4.5	29490	2.9
Capital Liverpool <sup>10</sup>	H	1099	175	16	0.8	4.8	840	4.1
Capital London <sup>10</sup>	Q	12369	1786	14	0.6	3.9	7001	3.4
Capital Mid Counties	Y	1112	97	9	0.4	4.3	416	2.2
Capital Mid Counties - North <sup>10</sup>	Y	268	22	8	0.4	5.0	109	2.2
Capital Mid Counties - South <sup>10</sup>	H	843	83	10	0.4	4.1	339	2.3
Capital Midlands	H	4696	848	18	0.9	4.8	4079	5.1
Capital Birmingham <sup>10</sup>	H	2309	401	17	0.7	3.9	1583	4.3
Capital East Midlands <sup>10</sup>	H	2387	447	19	1.0	5.6	2496	5.8
Capital East Midlands - Derbyshire	H	560	79	14	0.7	4.9	385	3.9
Capital East Midlands - Leicestershire	H	824	165	20	0.9	4.6	765	5.6
Capital East Midlands - Nottinghamshire	H	1054	204	19	1.3	6.6	1348	6.6
Capital North East <sup>10</sup>	H	2279	427	19	1.0	5.2	2209	5.8
Capital North West	H	3638	512	14	0.7	4.7	2385	4.0
Capital Lancashire <sup>10</sup>	H	602	66	11	0.6	5.2	343	3.5
Capital Manchester <sup>10</sup>	H	3036	446	15	0.7	4.6	2042	4.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,3,5,6,8,10</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## PART 4 - NATIONAL COMMERCIAL GROUPS

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

	Survey Period	Adults (15+) Pop'n '000	Weekly Reach		Average Hours		Total Hours '000	Share in TSA %
			'000	%	per head	per listener		
Capital North West and Wales <sup>10</sup>	H	1048	107	10	0.6	6.0	639	3.0
Capital Scotland <sup>11</sup>	H	2910	426	15	0.7	4.5	1936	4.1
Capital South	H	1598	189	12	0.5	3.9	745	2.6
Capital Brighton <sup>10</sup>	Y	388	19	5	0.3	5.2	101	1.4
Capital South Coast <sup>10</sup>	H	1209	171	14	0.5	3.8	657	2.9
Capital South Wales <sup>11</sup>	H	1066	159	15	0.9	6.1	967	4.8
Capital Yorkshire <sup>10</sup>	H	4710	834	18	0.9	4.9	4111	4.8
Capital XTRA Brand UK <sup>2</sup>	H	55675	1669	3	0.1	3.5	5875	0.6
Capital XTRA (UK) <sup>2</sup>	H	55675	1538	3	0.1	3.3	5050	0.5
Capital XTRA (London)	Q	12369	614	5	0.2	3.6	2207	1.1
Capital XTRA Reloaded	Q	55675	214	*	*	3.1	656	0.1
Classic FM	Q	55675	5077	9	0.8	8.6	43875	4.3
Gold Network (UK) <sup>2</sup>	H	55675	1290	2	0.2	7.9	10136	1.0
Gold Cambridgeshire	H	907	49	5	0.5	9.0	442	2.2
Gold East Midlands	H	2972	117	4	0.5	11.8	1386	2.5
Gold London	Q	12369	272	2	0.2	7.3	1972	1.0
Gold Manchester	H	3036	65	2	0.2	9.6	623	1.2
Heart Brand (UK) <sup>9</sup>	H	55675	10027	18	1.1	6.2	62450	6.2
Heart 70s	Q	55675	301	1	*	3.4	1014	0.1
Heart 80s	Q	55675	1493	3	0.1	4.2	6228	0.6
Heart 90s	Q	55675	555	1	*	3.8	2099	0.2
Heart Dance	Q	55675	464	1	*	3.8	1747	0.2
Heart Network (UK) <sup>2</sup>	H	55675	8496	15	0.9	6.2	52621	5.2
Heart East	H	5755	1178	20	1.5	7.2	8429	7.2
Heart Cambridgeshire <sup>10</sup>	H	907	205	23	1.6	7.2	1473	7.3
Heart East Anglia	H	1284	235	18	1.3	7.2	1690	6.3
Heart East Anglia - Norfolk <sup>10</sup>	H	691	132	19	1.5	8.0	1060	7.0
Heart East Anglia - Suffolk <sup>10</sup>	H	594	103	17	1.1	6.1	630	5.3
Heart Essex	H	1428	251	18	1.0	5.8	1467	5.4
Heart Essex <sup>10</sup>	H	1124	208	19	1.1	5.9	1233	5.9
- Chelmsford & Southend								
Heart Essex - Colchester <sup>10</sup>	Y	202	33	16	1.0	6.0	198	4.7
Heart Essex - Harlow <sup>10</sup>	Y	102	18	18	1.3	7.4	137	6.2
Heart Four Counties	H	2280	489	21	1.7	7.8	3800	8.5
Heart Four Counties <sup>10</sup>	Y	338	89	26	1.7	6.5	579	8.6
- Bedfordshire								
Heart Four Counties <sup>10</sup>	H	761	151	20	1.5	7.3	1106	8.3
- Beds/Bucks/Herts								
Heart Four Counties <sup>11</sup>	H	723	33	5	0.3	6.4	210	1.6
- 96.6 FM Hertfordshire								
Heart Four Counties <sup>10</sup>	Y	259	59	23	1.5	6.5	379	7.3
- Milton Keynes								

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,9,10,11</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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 Four Counties <sup>10</sup> - Northamptonshire	H	598	175	29	2.8	9.7	1687	12.6
Heart London <sup>10</sup>	Q	12369	1916	15	0.8	5.3	10249	5.0
Heart North East <sup>10</sup>	H	2338	318	14	0.8	5.9	1880	4.8
Heart North Wales <sup>11</sup>	H	730	83	11	0.8	7.2	597	3.9
Heart North West Group	H	6085	678	11	0.7	6.4	4344	4.1
Heart North Lancs & Cumbria	Y	285	71	25	2.0	7.9	564	11.0
Heart North West <sup>10</sup>	H	5800	612	11	0.6	6.1	3728	3.7
Heart Scotland	H	2877	413	14	0.8	5.3	2200	4.7
Heart Scotland East <sup>10</sup>	H	1218	139	11	0.6	4.9	686	3.9
Heart Scotland West <sup>10</sup>	H	1660	274	16	0.9	5.5	1515	5.2
Heart South	H	6165	1203	20	1.2	6.4	7672	6.5
Heart Kent <sup>10</sup>	H	1309	256	20	1.5	7.6	1950	7.3
Heart Solent	H	1889	338	18	1.0	5.5	1865	5.1
Heart Solent - Dorset <sup>10</sup>	H	631	106	17	1.0	6.0	643	4.9
Heart Solent - Hampshire <sup>10</sup>	H	1258	231	18	1.0	5.3	1222	5.2
Heart Sussex	H	1443	282	20	1.3	6.5	1837	6.6
Heart Sussex - North <sup>10</sup>	Y	291	44	15	1.3	8.7	380	7.0
Heart Sussex - South <sup>10</sup>	H	1152	251	22	1.4	6.4	1606	7.2
Heart Thames Valley	H	1525	327	21	1.3	6.2	2019	7.3
Heart Thames Valley <sup>10</sup> - Berks & N.Hants	H	801	191	24	1.4	6.0	1148	8.1
Heart Thames Valley <sup>10</sup> - Oxfordshire	H	723	137	19	1.2	6.4	872	6.4
Heart South Wales <sup>10</sup>	H	1937	395	20	1.6	7.9	3131	8.5
Heart West	H	3888	873	22	1.4	6.3	5508	6.8
Heart South West	H	1513	336	22	1.4	6.2	2082	6.7
Heart South West - Cornwall <sup>10</sup>	Y	456	100	22	1.3	5.8	578	6.0
Heart South West - Exeter <sup>10</sup>	Y	337	69	21	1.2	5.8	401	6.5
Heart South West <sup>10</sup> - North Devon	Y	160	32	20	1.3	6.4	202	6.2
Heart South West <sup>10</sup> - Plymouth & South Hams	Y	346	90	26	1.9	7.2	645	8.5
Heart South West - Torbay <sup>10</sup>	Y	215	47	22	1.5	6.8	323	6.2
Heart West Country	H	2375	537	23	1.4	6.4	3426	6.9
Heart West Country <sup>10</sup> - Bristol/Weston & Bath	H	979	219	22	1.2	5.4	1179	6.1
Heart West Country <sup>10</sup> - Gloucestershire	Y	442	102	23	1.3	5.6	569	6.1
Heart West Country - Somerset <sup>10</sup>	Y	431	103	24	1.7	7.1	728	8.0
Heart West Country - Wiltshire <sup>10</sup>	Y	525	120	23	1.5	6.4	769	6.8
Heart West Midlands <sup>10</sup>	H	3923	598	15	0.9	5.9	3553	5.5
Heart Yorkshire <sup>11</sup>	H	3239	462	14	0.8	5.7	2638	4.5

Source: RAJAR/Ipsos MORI/RSMB

<sup>10,11</sup>See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
LBC Brand (UK) <sup>2</sup>	H	55675	3051	5	0.5	9.8	29861	3.0
LBC (UK)	H	55675	2568	5	0.5	10.6	27274	2.7
LBC London	Q	12369	1564	13	1.3	10.6	16644	8.1
LBC News (UK)	H	55675	806	1	*	3.2	2587	0.3
LBC News (London) <sup>10</sup>	Q	12369	484	4	0.1	3.2	1532	0.7
Smooth Brand (UK) <sup>7</sup>	H	55675	5925	11	0.7	6.6	39019	3.9
Smooth Radio Chill	Q	55675	377	1	*	4.6	1726	0.2
Smooth Radio Country	Q	55675	216	*	*	6.2	1335	0.1
Smooth Radio Network (UK) <sup>2</sup>	H	55675	5474	10	0.7	6.6	36277	3.6
Smooth Radio Devon	H	1078	38	4	0.2	7.0	264	1.2
Smooth Radio East Anglia	H	1284	71	6	0.4	7.4	528	2.0
Smooth Radio East Midlands <sup>11</sup>	H	3212	477	15	1.2	8.3	3982	6.5
Smooth Radio Essex	H	1428	50	4	0.3	8.2	409	1.5
Smooth Radio Kent	H	1309	54	4	0.3	6.1	331	1.2
Smooth Radio Lake District <sup>10</sup>	Y	53	8	15	0.9	5.7	45	4.4
Smooth Radio London <sup>10</sup>	Q	12369	1040	8	0.3	4.1	4217	2.0
Smooth Radio North East <sup>11</sup>	H	2338	532	23	1.6	7.0	3733	9.5
Smooth Radio North West <sup>11</sup>	H	5800	980	17	1.2	7.3	7165	7.2
Smooth Radio North West and Wales	H	1048	94	9	0.8	9.4	884	4.1
Smooth Radio Scotland <sup>11</sup>	H	1871	339	18	1.4	7.7	2611	7.9
Smooth Radio Solent	H	1889	89	5	0.2	4.0	360	1.0
Smooth Radio South Wales	H	1066	83	8	0.5	6.0	500	2.5
Smooth Radio Sussex	H	1481	80	5	0.2	4.3	342	1.2
Smooth Radio Thames Valley	H	1525	43	3	0.1	5.0	218	0.8
Smooth Radio Three Counties	H	1567	54	3	0.3	7.4	400	1.4
Smooth Radio West Country	H	2375	102	4	0.4	8.8	903	1.8
Smooth Radio West Midlands <sup>11</sup>	H	3923	504	13	0.8	6.6	3326	5.2
Radio X Network (UK) <sup>2</sup>	H	55675	1940	3	0.3	8.3	16049	1.6
Radio X London	Q	12369	559	5	0.3	7.3	4096	2.0
Radio X Manchester	H	3036	213	7	0.5	7.2	1526	3.1
Sunrise Radio National	Y	55675	387	1	*	4.7	1813	0.2
Sunrise Radio London	Y	12369	175	1	0.1	4.1	715	0.4
Total Wireless	Q	55675	6015	11	0.7	6.3	38077	3.8
Wireless National Network	Q	55675	5806	10	0.6	6.2	35752	3.5
talkRADIO	H	55675	450	1	0.1	7.7	3477	0.3
talkSPORT Network <sup>2</sup>	H	55675	3001	5	0.3	6.4	19276	1.9
talkSPORT	H	55675	2740	5	0.3	6.5	17808	1.8
talkSPORT2	H	55675	499	1	*	2.9	1468	0.1
Times Radio	Q	55675	637	1	0.1	5.5	3497	0.3
Virgin Network	Q	55675	2247	4	0.2	5.2	11751	1.2
Virgin Anthems	Q	55675	388	1	*	2.7	1032	0.1
Virgin Chilled	Q	55675	447	1	*	1.9	836	0.1

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,7,10,11</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Virgin Radio	Q	55675	1631	3	0.2	5.9	9613	0.9
Virgin Radio Groove	Q	55675	45	*	*	6.0	270	*
Scottish Sun 80s	H	4621	13	*	*	1.7	22	*
Scottish Sun Greatest Hits	H	4621	8	*	*	2.0	16	*
Scottish Sun Hits	H	4621	5	*	*	3.8	20	*
U105 (Greater Belfast)	H	923	196	21	2.1	10.0	1956	11.6
U105 (Outside Belfast)	Y	615	27	4	0.3	7.0	185	1.8

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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	55518	24419	44	4.4	9.9	241528	23.9
Boom Radio	Q	55675	233	*	*	7.8	1812	0.2
Central FM	Y	219	44	20	1.7	8.4	368	10.0
Chris Country Radio	H	12368	28	*	*	4.1	113	0.1
Communicorp UK	H	19741	3224	16	1.1	6.8	21867	6.3
Capital Scotland	H	2910	426	15	0.7	4.5	1936	4.1
Capital South Wales	H	1066	159	15	0.9	6.1	967	4.8
Heart Four Counties - 96.6 FM Hertfordshire	H	723	33	5	0.3	6.4	210	1.6
Heart North Wales	H	730	83	11	0.8	7.2	597	3.9
Heart Yorkshire	H	3239	462	14	0.8	5.7	2638	4.5
Smooth Radio East Midlands	H	3212	477	15	1.2	8.3	3982	6.5
Smooth Radio North East	H	2338	532	23	1.6	7.0	3733	9.5
Smooth Radio North West	H	5800	980	17	1.2	7.3	7165	7.2
XS Manchester	H	3036	106	4	0.2	6.0	639	1.3
Total Dee Radio Group	Y	2000	57	3	0.2	6.2	357	1.1
Cheshire's Silk 106.9	Y	190	16	8	0.5	6.3	100	2.9
Chester's Dee 106.3 (Dee on DAB)	Y	199	32	16	1.2	7.2	229	5.6
Love 80s Liverpool	Y	1026	6	1	*	3.6	22	0.1
Love 80s Manchester	Y	585	3	1	*	1.6	5	0.1
Total Radio Essex	H	1337	101	8	0.5	6.3	634	2.5
Radio Essex	H	743	63	8	0.5	5.6	352	2.5
Radio Essex DAB	Y	1337	52	4	0.2	5.0	259	1.0
3FM	Y	69	25	36	3.0	8.3	204	14.3
Fosse 107	Y	365	12	3	0.2	7.1	88	1.4
Fun Kids (London)	H	12368	50	*	*	3.3	165	0.1
IOW Radio	Y	124	41	33	2.5	7.4	306	11.7
Total JACK	H	55675	317	1	*	4.7	1493	0.1
JACK Local	Y	533	85	16	0.8	5.0	428	4.3
JACK 2 Hits	Y	533	29	5	0.2	3.2	92	0.9
106 JACKfm (Oxford)	Y	533	65	12	0.6	4.8	313	3.2
JACK 3 Chill	Y	533	3	1	*	6.8	22	0.2
Union JACK	H	55675	143	*	*	5.2	738	0.1
Union Jack Dance (was JACK Radio)	H	55675	88	*	*	2.5	224	*
Union JACK Rock	Q	55675	52	*	*	4.5	234	*
Kingdom FM	Y	293	49	17	0.8	5.0	246	6.4
KMFM	H	1359	182	13	0.7	5.6	1015	3.6
Total Lyca	H	12368	142	1	0.1	6.4	905	0.4
1458 Lyca Radio	H	12368	86	1	*	4.6	391	0.2

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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		
Lyca Gold (surveyed as 1035 Dilse Radio)	H	12368	38	*	*	4.7	179	0.1
Time FM 107.5	Y	479	30	6	0.6	10.3	308	4.2
Radio Mansfield 103.2	Y	166	28	17	1.1	6.6	185	5.5
Manx Radio	Y	69	28	41	4.1	10.0	282	19.8
Mi-Soul	H	12368	35	*	*	11.9	419	0.2
More Radio	H	519	61	12	0.9	7.6	467	4.2
Nation Broadcasting Group	H	20108	597	3	0.2	7.0	4197	1.2
106.3 Bridge FM	Y	135	22	17	1.1	6.6	147	6.2
Radio Carmarthenshire	Y	140	21	15	0.9	6.4	132	5.2
Dragon Radio Wales	Y	2637	46	2	0.1	6.3	288	0.6
Greatest Hits Radio (Hull and East Yorkshire) was KCFM	Y	466	47	10	0.9	8.5	398	5.0
Greatest Hits Radio (Ipswich) surveyed as Ipswich 102	Y	309	30	10	0.5	5.4	160	2.5
Greatest Hits Radio (South Coast) was Sam FM (South Coast)	H	2196	165	8	0.5	6.6	1081	2.5
Hits Radio (South Coast) was The Breeze (Solent)	H	1215	35	3	0.2	6.8	237	1.0
Nation Radio Scotland	H	1871	33	2	0.2	12.6	422	1.3
Nation Radio UK	H	12368	13	*	*	1.7	21	*
Nation Radio Wales	H	1776	155	9	0.5	6.0	939	2.8
102.5 Radio Pembrokeshire	Y	104	31	30	1.8	6.0	187	8.5
Sun FM Radio	Y	269	47	17	1.6	9.4	436	10.2
Swansea Bay Radio	Y	483	24	5	0.2	4.8	114	1.3
Original 106 (Aberdeen)	Y	343	79	23	2.8	12.2	962	14.1
Total Panjab Radio	H	12368	103	1	*	3.1	316	0.2
Asian FX	H	12368	26	*	*	2.6	67	*
Panjab Radio	H	12368	78	1	*	3.2	249	0.1
Premier Christian Radio	Q	12369	84	1	*	4.9	409	0.2
Pure Radio (was Wave FM)	Y	214	14	6	0.3	4.1	57	1.8
Q Radio	H	1538	292	19	1.4	7.2	2108	7.6
Radio Exe	Y	753	34	4	0.3	6.8	228	1.5
Tindle Radio Group	Y	145	81	56	6.4	11.5	926	33.5
Channel 103 FM	Y	92	54	59	6.3	10.7	580	33.1
Island FM 104.7	Y	53	26	50	6.6	13.1	346	34.1
The Voice	Y	160	14	9	0.7	8.1	113	3.5

Source: RAJAR/Ipsos MORI/RSMB



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 19th September 2021

## 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	55675	36806	66	8.6	12.9	476501	47.1
Children 10-14	Q	4140	2990	72	5.3	7.3	21773	77.4
15-24	Q	7828	4826	62	5.4	8.8	42593	62.6
25-44	Q	17676	12803	72	9.0	12.4	158551	62.3
45-64	Q	17391	12162	70	10.3	14.8	179938	47.0
65+	Q	12779	7015	55	7.5	13.6	95419	31.1
Main Shoppers	Q	48630	32242	66	8.8	13.3	429616	46.4
Main Shoppers with children	Q	12161	9191	76	10.2	13.5	123960	61.1
ABC1	Q	30775	19839	64	7.4	11.5	228342	42.0
C2DE	Q	24900	16967	68	10.0	14.6	248159	53.0
ALL BBC 15+	Q	55675	34629	62	9.2	14.9	514704	50.9
Children 10-14	Q	4140	1596	39	1.4	3.7	5909	21.0
15-24	Q	7828	3453	44	3.0	6.7	23166	34.1
25-44	Q	17676	9414	53	5.1	9.5	89493	35.2
45-64	Q	17391	12030	69	11.2	16.2	195428	51.0
65+	Q	12779	9732	76	16.2	21.2	206618	67.4
Main Shoppers	Q	48630	31034	64	9.8	15.4	478416	51.6
Main Shoppers with children	Q	12161	6916	57	6.1	10.8	74371	36.7
ABC1	Q	30775	20921	68	9.9	14.6	305899	56.2
C2DE	Q	24900	13707	55	8.4	15.2	208805	44.6

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), Capital XTRA Reloaded & Capital Dance.
- (7) Includes Smooth Radio Network (UK), Smooth Radio Chill & Smooth Radio Country.
- (8) Includes Magic Chilled, Mellow Magic, Magic Soul & Magic at the Musicals.
- (9) Includes Heart Network (UK), Heart 70s, 80s, 90s & Heart Dance.
- (10) Includes listening to the national station.
- (11) Station owned by Communicorp Group Limited and includes listening to the national station.
- (12) Includes Greatest Hits Network and Hits Radio Network.

## 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 * (No. of diaries)
Q	5th April 2021 - 19th September 2021	76,823
H	30th December 2019 - 20th March 2020 + 5th April 2021 - 19th September 2021	101,680
Y	24th June 2019 - 20th March 2020 + 5th April 2021 - 19th September 2021	150,065

\*please note that Sample Sizes refer to the number of diaries rather than participants, and includes panellists who may contribute up to 3 diaries per Quarter.