

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 54,466,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	49153	90	18.8	20.8	1024585	100.0
All BBC Radio	Q	35007	64	9.8	15.2	531890	51.9
All BBC Radio 15-44	Q	14067	56	5.3	9.6	135194	36.4
All BBC Radio 45+	Q	20940	72	13.6	18.9	396696	60.8
All BBC Network Radio <sup>1</sup>	Q	32148	59	8.4	14.2	456910	44.6
BBC Local Radio	Q	8573	16	1.4	8.7	74980	7.3
All Commercial Radio	Q	35968	66	8.5	12.8	460293	44.9
All Commercial Radio 15-44	Q	18310	72	8.7	12.1	220995	59.4
All Commercial Radio 45+	Q	17658	61	8.2	13.6	239299	36.7
All National Commercial <sup>1</sup>	Q	20656	38	3.3	8.7	179801	17.5
All Local Commercial (National TSA)	Q	26871	49	5.1	10.4	280492	27.4
Other Radio	Q	4132	8	0.6	7.8	32401	3.2

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.

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Embargoed until 00.01 am  
17th May 2018

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 1st April 2018



## 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	54466	32148	59	8.4	14.2	456910	44.6
BBC Radio 1	Q	54466	9467	17	1.0	6.0	57043	5.6
BBC Radio 2	Q	54466	15413	28	3.3	11.7	180396	17.6
BBC Radio 3	Q	54466	1933	4	0.2	6.1	11834	1.2
BBC Radio 4 (including 4 Extra)	Q	54466	11378	21	2.5	11.8	134480	13.1
BBC Radio 4	Q	54466	10915	20	2.3	11.3	123231	12.0
BBC Radio 4 Extra	Q	54466	2081	4	0.2	5.4	11249	1.1
BBC Radio 5 live (inc. sports extra)	Q	54466	5349	10	0.6	6.3	33646	3.3
BBC Radio 5 live	Q	54466	5142	9	0.6	6.2	31852	3.1
BBC Radio 5 live sports extra	Q	54466	969	2	*	1.9	1794	0.2
BBC 6 Music	Q	54466	2531	5	0.4	9.5	24151	2.4
1Xtra from the BBC	H	54466	1017	2	0.1	4.5	4593	0.4
BBC Asian Network UK	H	54466	628	1	0.1	5.0	3115	0.3
BBC World Service	Q	54466	1433	3	0.1	5.3	7566	0.7

Source: RAJAR/Ipsos MORI/RSMB

<sup>1</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 1st April 2018



## 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 <sup>1</sup>	Q	54466	20656	38	3.3	8.7	179801	17.5
Absolute Radio Network <sup>2</sup>	H	54466	4547	8	0.6	7.1	32490	3.1
Absolute Radio	Q	54466	2418	4	0.3	7.7	18514	1.8
Absolute Radio 70s	H	54466	251	*	*	4.0	992	0.1
Absolute 80s	Q	54466	1560	3	0.1	4.7	7257	0.7
Absolute Radio 90s	H	54466	684	1	0.1	4.2	2855	0.3
Absolute Radio Classic Rock	H	54466	681	1	0.1	4.6	3156	0.3
The Arrow	Q	54466	62	*	*	3.7	225	*
Capital Brand (UK) <sup>6</sup>	H	54466	8237	15	0.8	5.3	43583	4.2
Capital Network (UK) <sup>2</sup>	H	54466	7402	14	0.7	5.1	37759	3.7
Capital XTRA (UK) <sup>2</sup>	H	54466	1651	3	0.1	3.5	5824	0.6
Classic FM	Q	54466	5579	10	0.7	6.9	38246	3.7
Gold Network (UK) <sup>2</sup>	H	54466	1145	2	0.2	8.2	9403	0.9
Heart Brand (UK) <sup>9</sup>	H	54466	9507	17	1.2	7.0	66513	6.4
Heart 80s	Q	54466	1399	3	0.1	4.1	5744	0.6
Heart Extra	Q	54466	479	1	*	3.5	1691	0.2
Heart Network (UK) <sup>2</sup>	H	54466	8428	15	1.1	7.0	58863	5.7
Heat	H	54466	560	1	*	3.7	2079	0.2
The Hits	H	54466	507	1	*	3.2	1608	0.2
Jazz FM	Q	54466	591	1	*	2.8	1682	0.2
Kerrang!	H	54466	617	1	0.1	4.7	2881	0.3
Kiss Network <sup>5</sup>	H	54466	5523	10	0.5	5.3	29125	2.8
Kiss Fresh	H	54466	595	1	*	2.7	1601	0.2
Kisstory	Q	54466	1851	3	0.1	3.5	6510	0.6
LBC Network (UK) <sup>2</sup>	H	54466	2161	4	0.4	9.4	20415	2.0
Magic Network <sup>8</sup>	H	54466	3764	7	0.4	5.3	20053	1.9
Magic Chilled	H	54466	259	*	*	3.6	923	0.1
Magic Soul	H	54466	299	1	*	3.5	1048	0.1
Mellow Magic	H	54466	432	1	*	3.9	1689	0.2
Planet Rock	Q	54466	1061	2	0.2	8.9	9448	0.9
Smooth Brand (UK) <sup>7</sup>	H	54466	5490	10	0.7	6.9	37866	3.7
Smooth Extra	Q	54466	910	2	0.1	6.7	6134	0.6
Smooth Radio Network (UK) <sup>2</sup>	H	54466	4943	9	0.6	6.7	33111	3.2
Sunrise Radio National	H	54466	360	1	*	5.4	1945	0.2
talkRADIO	Q	54466	316	1	*	5.9	1872	0.2
talkSPORT	Q	54466	3118	6	0.4	6.7	20895	2.0
talkSPORT2	Q	54466	314	1	*	3.6	1135	0.1
Union JACK	Q	54466	114	*	*	4.3	491	*
Virgin Radio	H	54466	427	1	*	3.8	1632	0.2
Radio X Network (UK) <sup>2</sup>	H	54466	1580	3	0.2	7.7	12153	1.2

Source: RAJAR/Ipsos MORI/RSMB

<sup>1,2,5,6,7,8,9</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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	54466	9467	17	1.0	6.0	57043	5.6
BBC Radio 2	Q	54466	15413	28	3.3	11.7	180396	17.6
BBC Radio 3	Q	54466	1933	4	0.2	6.1	11834	1.2
BBC Radio 4 (including 4 Extra)	Q	54466	11378	21	2.5	11.8	134480	13.1
BBC Radio 4	Q	54466	10915	20	2.3	11.3	123231	12.0
BBC Radio 4 Extra	Q	54466	2081	4	0.2	5.4	11249	1.1
BBC Radio 5 live (inc. sports extra)	Q	54466	5349	10	0.6	6.3	33646	3.3
BBC Radio 5 live	Q	54466	5142	9	0.6	6.2	31852	3.1
BBC Radio 5 live sports extra	Q	54466	969	2	*	1.9	1794	0.2
BBC 6 Music	Q	54466	2531	5	0.4	9.5	24151	2.4
1Xtra from the BBC	H	54466	1017	2	0.1	4.5	4593	0.4
BBC Asian Network UK	H	54466	628	1	0.1	5.0	3115	0.3
BBC World Service	Q	54466	1433	3	0.1	5.3	7566	0.7
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4540	910	20	1.4	6.9	6264	7.4
BBC Radio Ulster <sup>3</sup>	H	1505	580	39	3.9	10.2	5885	21.7
BBC Radio Wales	H	2597	365	14	1.2	8.5	3122	6.1
BBC Radio Cymru	H	2597	121	5	0.6	12.4	1499	2.9
<b>LOCAL</b>								
BBC Local Radio in England	Q	44128	6191	14	1.2	8.7	53683	6.5
BBC Radio Berkshire	H	828	159	19	1.2	6.4	1023	6.7
BBC Radio Bristol	H	919	132	14	0.9	6.5	861	4.8
BBC Radio Cambridgeshire	H	762	72	9	1.2	12.6	908	5.9
BBC Radio Cornwall	H	468	120	26	3.1	12.0	1437	13.3
BBC Coventry and Warwickshire	H	717	76	11	0.7	7.1	536	4.4
BBC Radio Cumbria	H	405	93	23	2.4	10.3	960	12.6
BBC Radio Derby	H	662	141	21	1.8	8.7	1221	7.9
BBC Radio Devon	H	994	201	20	2.2	11.0	2214	9.7
BBC Essex	H	1324	194	15	1.4	9.9	1911	6.9
BBC Radio Gloucestershire	H	513	93	18	1.3	7.0	652	5.9
BBC Hereford & Worcester	H	513	115	22	2.1	9.4	1081	10.1
BBC Radio Humberside	H	764	155	20	1.3	6.2	958	6.5
BBC Radio Kent	H	1507	188	12	1.3	10.4	1963	5.8
BBC Radio Lancashire	H	1192	139	12	1.1	9.4	1303	6.0

Source: RAJAR/Ipsos MORI/RSMB

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

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Survey Period Ending 1st April 2018

## 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	1657	197	12	0.9	7.9	1546	5.3
BBC Radio Leicester	H	863	164	19	1.4	7.5	1228	6.6
BBC Radio Lincolnshire	H	561	74	13	1.7	13.0	965	8.0
BBC Radio London	Q	12182	454	4	0.2	4.6	2081	1.0
BBC Radio Manchester	H	2250	230	10	0.9	8.6	1991	5.6
BBC Radio Merseyside	H	1685	287	17	2.3	13.4	3858	11.7
BBC Radio Newcastle	H	1454	248	17	0.9	5.5	1356	6.0
BBC Radio Norfolk	H	789	189	24	2.6	10.8	2042	11.3
BBC Radio Northampton	H	501	75	15	1.8	12.0	897	8.7
BBC Radio Nottingham	H	818	160	20	1.8	9.4	1508	8.7
BBC Radio Oxford	H	543	77	14	1.5	10.3	795	7.5
BBC Radio Sheffield	H	1314	263	20	1.2	5.9	1554	6.4
BBC Radio Shropshire	H	404	88	22	1.4	6.5	571	6.7
Total BBC Radio Solent	Y	1809	266	15	1.6	10.8	2867	7.4
BBC Somerset	H	457	68	15	0.8	5.6	381	3.9
BBC Radio Stoke	H	618	129	21	2.3	11.0	1410	10.7
BBC Radio Suffolk	H	546	103	19	2.1	11.0	1133	9.3
BBC Sussex and BBC Surrey	H	2617	244	9	1.1	12.0	2938	5.4
BBC Radio Tees	H	792	113	14	0.9	6.0	678	4.9
BBC Three Counties Radio	H	1393	146	11	1.1	10.4	1523	5.9
BBC WM 95.6	H	2401	206	9	1.0	11.8	2423	6.4
BBC Radio Wiltshire/Swindon	H	586	81	14	1.3	9.0	735	5.9
BBC Radio York	H	539	83	15	1.3	8.4	694	6.0
BBC Radio Guernsey	Y	52	19	36	3.5	9.7	182	18.4
BBC Radio Jersey	Y	87	27	31	3.6	11.3	311	16.6

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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	54466	17489	32	2.8	8.6	150896	14.6
Absolute Radio Network <sup>2</sup>	H	54466	4547	8	0.6	7.1	32490	3.1
Absolute Radio	Q	54466	2418	4	0.3	7.7	18514	1.8
Absolute Radio (London)	Q	12182	952	8	0.5	6.7	6421	3.1
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3759	226	6	0.6	9.2	2074	3.3
Absolute Radio 70s	H	54466	251	*	*	4.0	992	0.1
Absolute 80s	Q	54466	1560	3	0.1	4.7	7257	0.7
Absolute Radio 90s	H	54466	684	1	0.1	4.2	2855	0.3
Absolute Radio Classic Rock	H	54466	681	1	0.1	4.6	3156	0.3
Bauer City Network	H	54466	6593	12	1.0	8.4	55646	5.4
Radio Aire	H	646	83	13	0.7	5.8	477	4.4
Radio Aire 2	H	996	56	6	0.4	6.5	365	2.0
Radio Borders (Bauer Borders)	Y	109	52	48	4.9	10.2	530	27.2
C.F.M (Bauer Carlisle)	Y	252	108	43	3.4	8.0	862	16.6
Radio City	H	1871	346	18	1.3	6.9	2401	6.3
Radio City 2	H	1871	198	11	1.3	12.0	2370	6.2
Radio City Talk	H	1871	53	3	0.1	3.1	166	0.4
Clyde 1	H	1906	486	25	2.3	9.0	4362	12.8
Clyde 2	H	1906	111	6	0.7	11.9	1314	3.9
Cool FM	H	1505	482	32	2.4	7.6	3680	13.6
Downtown Network	H	1505	319	21	1.9	9.1	2899	10.7
Downtown Country	H	1505	120	8	0.5	5.9	710	2.6
Downtown Radio (DTR)	H	1478	258	17	1.5	8.5	2189	8.2
Forth 1	H	1146	326	28	2.3	8.2	2659	13.5
Forth 2	H	1146	79	7	0.7	9.7	772	3.9
Free Radio FM (Birmingham & Black Country) (was BRMB and Beacon)	H	2622	289	11	0.7	6.6	1906	4.5
Free Radio 80s (Birmingham & Black Country)	H	2622	46	2	0.1	5.8	267	0.6
Free Radio FM (Coventry & Warwickshire) (was Mercia)	H	708	124	18	1.3	7.6	940	7.9
Free Radio 80s (Coventry & Warwickshire)	H	708	16	2	0.2	6.6	109	0.9
Free Radio FM (Herefordshire & Worcestershire) (was Wyvern)	Y	481	85	18	1.0	5.4	464	4.9

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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 80s (Herefordshire & Worcestershire)	Y	481	8	2	0.1	3.0	25	0.3
Free Radio FM (Shropshire) (was Beacon)	Y	382	71	18	1.5	8.3	585	7.3
Free Radio 80s (Shropshire)	Y	382	13	3	0.1	4.2	54	0.7
Gem 106 (East Midlands)	H	2448	524	21	1.5	7.0	3666	6.8
Hallam FM	H	1314	340	26	2.1	8.1	2755	11.1
Hallam 2	H	1314	107	8	0.6	7.6	810	3.3
The Hits	H	54466	507	1	*	3.2	1608	0.2
Key 103	H	2535	383	15	0.9	6.2	2355	5.6
Key 2	H	2535	105	4	0.2	5.6	580	1.4
Metro Radio	H	1509	298	20	1.2	6.1	1827	7.7
Metro 2 Radio	H	1509	63	4	0.3	6.4	408	1.7
Moray Firth Radio (Bauer Inverness)	Y	251	116	46	4.5	9.8	1132	23.5
Northsound 1	Y	350	138	39	3.4	8.6	1187	18.3
Northsound 2	Y	350	21	6	0.6	9.1	194	3.0
Rock FM	H	1267	191	15	0.6	4.3	816	3.6
Rock FM 2	H	1127	44	4	0.2	4.9	217	1.1
Tay FM	Y	394	128	33	2.8	8.7	1112	14.4
Tay 2	Y	394	41	10	1.0	9.6	396	5.1
TFM Radio	H	820	97	12	0.6	5.1	500	3.4
TFM 2	H	820	36	4	0.2	4.5	158	1.1
Viking FM	H	911	201	22	1.8	8.0	1605	9.4
Viking 2	H	911	83	9	0.5	5.7	474	2.8
Wave 105 FM (Bauer South Coast)	H	1844	407	22	2.5	11.3	4595	11.9
West Sound <sup>3</sup> (Bauer Southwest Scotland)	Y	394	175	44	4.8	10.9	1902	27.6
Heat	H	54466	560	1	*	3.7	2079	0.2
Kerrang!	H	54466	617	1	0.1	4.7	2881	0.3
Kiss Network <sup>5</sup>	H	54466	5523	10	0.5	5.3	29125	2.8
Kiss	Q	54466	4437	8	0.4	4.6	20451	2.0
Kiss (East)	H	2175	413	19	1.0	5.4	2217	4.8
Kiss (London)	Q	12182	1949	16	0.8	4.9	9595	4.6
Kiss (West)	H	2470	420	17	0.8	4.8	2029	4.1
Kiss Fresh	H	54466	595	1	*	2.7	1601	0.2
Kisstory	Q	54466	1851	3	0.1	3.5	6510	0.6
Magic Network <sup>8</sup>	H	54466	3764	7	0.4	5.3	20053	1.9
Magic <sup>2</sup>	Q	54466	2967	5	0.3	5.1	15024	1.5
Magic (London)	Q	12182	1371	11	0.6	5.6	7633	3.7
Magic Chilled	H	54466	259	*	*	3.6	923	0.1

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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		
Magic Soul	H	54466	299	1	*	3.5	1048	0.1
Mellow Magic	H	54466	432	1	*	3.9	1689	0.2
Planet Rock	Q	54466	1061	2	0.2	8.9	9448	0.9
Total Global Radio (UK)	H	54466	23671	43	3.8	8.8	208441	20.2
The Arrow	Q	54466	62	*	*	3.7	225	*
Capital Brand (UK) <sup>6</sup>	H	54466	8237	15	0.8	5.3	43583	4.2
Capital Network (UK) <sup>2</sup>	H	54466	7402	14	0.7	5.1	37759	3.7
Capital Birmingham <sup>10</sup>	H	2253	430	19	1.1	5.7	2473	7.1
Capital East Midlands <sup>10</sup>	H	2306	563	24	1.4	5.9	3313	6.5
Capital East Midlands - Derbyshire	H	536	119	22	1.4	6.4	763	6.0
Capital East Midlands - Leicestershire	H	789	179	23	1.2	5.5	984	5.8
Capital East Midlands - Nottinghamshire	H	1031	270	26	1.6	5.9	1599	7.3
Capital Liverpool <sup>10</sup>	H	1074	211	20	1.3	6.5	1376	6.5
Capital London	Q	12182	2138	18	0.7	4.2	8989	4.4
Capital Manchester <sup>10</sup>	H	2967	511	17	0.8	4.8	2449	5.0
Capital North East <sup>10</sup>	H	2245	445	20	0.9	4.7	2095	5.7
Capital North West and Wales <sup>10</sup>	H	1033	131	13	0.7	5.6	736	3.4
Capital Scotland <sup>11</sup>	H	2828	488	17	1.1	6.1	2990	6.0
Capital South Coast <sup>10</sup>	H	1188	204	17	0.9	5.0	1016	4.1
Capital South Wales <sup>11</sup>	H	1041	175	17	0.8	5.0	875	4.5
Capital Yorkshire <sup>10</sup>	H	4582	1050	23	1.4	6.1	6385	7.4
Capital XTRA (UK) <sup>2</sup>	H	54466	1651	3	0.1	3.5	5824	0.6
Capital XTRA (London)	Q	12182	709	6	0.2	2.8	1977	1.0
Classic FM	Q	54466	5579	10	0.7	6.9	38246	3.7
Gold Network (UK) <sup>2</sup>	H	54466	1145	2	0.2	8.2	9403	0.9
Gold East Midlands	H	2294	118	5	0.6	11.7	1381	2.7
Gold London	Q	12182	245	2	0.2	7.8	1908	0.9
Gold Manchester	H	2967	64	2	0.2	7.5	475	1.0
Heart Brand (UK) <sup>9</sup>	H	54466	9507	17	1.2	7.0	66513	6.4
Heart 80s	Q	54466	1399	3	0.1	4.1	5744	0.6
Heart Extra	Q	54466	479	1	*	3.5	1691	0.2
Heart Network (UK) <sup>2</sup>	H	54466	8428	15	1.1	7.0	58863	5.7
Heart Cambridgeshire	H	899	212	24	1.6	6.7	1417	7.5
Heart East Anglia	H	1234	239	19	1.3	6.8	1627	6.1
Heart East Anglia - Norfolk	H	670	135	20	1.5	7.2	973	6.7
Heart East Anglia - Suffolk	H	564	104	19	1.2	6.3	654	5.3
Heart Essex	H	1392	350	25	2.4	9.6	3343	11.9

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,6,9,10,11</sup> See note on back cover.



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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 Essex	H	1096	275	25	2.4	9.4	2594	11.9
- Chelmsford & Southend								
Heart Essex - Colchester	Y	193	45	24	1.8	7.9	356	9.3
Heart Essex - Harlow	Y	104	24	24	1.9	8.1	199	9.4
Heart Four Counties	H	2129	432	20	1.5	7.2	3094	7.5
Heart Four Counties - Bedfordshire	Y	330	81	25	1.5	6.0	485	7.2
Heart Four Counties - Beds/Bucks/Herts	H	761	108	14	0.9	6.1	655	4.8
Heart Four Counties - 96.6 FM Hertfordshire	Y	368	34	9	0.7	7.6	263	3.9
Heart Four Counties - Milton Keynes	Y	255	73	29	1.6	5.6	412	8.3
Heart Four Counties - Northamptonshire	H	576	152	26	2.2	8.2	1246	10.5
Heart Kent	H	1277	341	27	2.2	8.4	2854	9.7
Heart London	Q	12182	1493	12	0.8	6.7	10061	4.9
Heart North East	H	2299	320	14	1.0	7.0	2256	6.0
Heart North Lancs & Cumbria (surveyed as The Bay)	Y	281	91	32	2.1	6.5	589	11.6
Heart North Wales <sup>4</sup>	H	728	142	19	1.4	7.1	1006	6.6
Heart North West	H	5667	626	11	0.8	7.1	4426	4.3
Heart Scotland	H	2828	420	15	1.0	6.7	2803	5.6
Heart Solent	H	1866	273	15	0.7	5.1	1398	3.5
Heart Solent - Dorset	H	629	104	17	0.7	4.4	460	3.5
Heart Solent - Hampshire	H	1237	169	14	0.8	5.6	939	3.6
Heart South Wales	H	1899	399	21	1.8	8.6	3451	9.4
Heart South West	H	1462	396	27	1.9	7.2	2844	8.5
Heart South West - Cornwall	Y	437	109	25	1.7	7.0	762	7.8
Heart South West - Exeter	Y	321	79	24	1.7	7.0	552	7.5
Heart South West - North Devon	Y	154	43	28	2.3	8.1	348	9.9
Heart South West - Plymouth	Y	305	85	28	2.3	8.1	686	10.2
Heart South West - South Hams	Y	38	9	23	1.9	8.3	74	8.4
Heart South West - Torbay	Y	208	57	28	1.8	6.7	381	7.7
Heart Sussex	H	1410	298	21	1.4	6.6	1960	6.4
Heart Sussex - North	Y	286	29	10	0.7	6.5	191	3.1
Heart Sussex - South	H	1123	267	24	1.6	6.8	1815	7.5
Heart Thames Valley	H	1487	314	21	1.3	6.4	2003	7.2
Heart Thames Valley - Berks & N.Hants	H	782	157	20	1.5	7.3	1149	8.2
Heart Thames Valley - Oxfordshire	H	705	157	22	1.2	5.4	853	6.1
Heart West Country	H	2290	540	24	1.8	7.7	4162	8.7

Source: RAJAR/Ipsos MORI/RSMB

<sup>4</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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 West Country - Bristol/Weston & Bath	H	942	168	18	1.1	6.2	1042	5.6
Heart West Country - Gloucestershire	Y	436	130	30	2.5	8.5	1101	11.1
Heart West Country - Somerset	Y	410	103	25	2.0	7.8	803	8.9
Heart West Country - Wiltshire	Y	503	166	33	2.8	8.4	1389	13.0
Heart West Midlands	H	3794	617	16	1.1	6.8	4166	6.5
Heart Yorkshire <sup>4</sup>	H	3174	451	14	1.0	7.3	3303	5.7
LBC Network (UK) <sup>2</sup>	H	54466	2161	4	0.4	9.4	20415	2.0
LBC 97.3	Q	12182	1255	10	0.9	8.9	11156	5.4
LBC London News	Q	12182	477	4	0.2	5.6	2651	1.3
Smooth Brand (UK) <sup>7</sup>	H	54466	5490	10	0.7	6.9	37866	3.7
Smooth Extra	Q	54466	910	2	0.1	6.7	6134	0.6
Smooth Radio Network (UK) <sup>2</sup>	H	54466	4943	9	0.6	6.7	33111	3.2
Smooth Radio Cambridgeshire	H	899	43	5	0.4	8.2	349	1.9
Smooth Radio Devon	H	1047	35	3	0.1	4.2	145	0.6
Smooth Radio East Anglia	H	1234	67	5	0.3	6.2	417	1.6
Smooth Radio East Midlands <sup>4</sup>	H	2533	457	18	1.3	7.0	3188	5.9
Smooth Radio Essex	H	1392	40	3	0.1	4.2	168	0.6
Smooth Radio Four Counties	H	2129	60	3	0.2	6.4	380	0.9
Smooth Radio Kent	H	1277	54	4	0.3	6.7	364	1.2
Smooth Radio Lake District (surveyed as Lakeland Radio)	Y	52	15	28	2.0	7.1	103	10.4
Smooth Radio London	Q	12182	851	7	0.4	5.2	4432	2.1
Smooth Radio North East <sup>4</sup>	H	2299	519	23	1.4	6.3	3288	8.7
Smooth Radio North West <sup>4</sup>	H	5667	1066	19	1.1	6.1	6510	6.4
Smooth Radio North West and Wales	H	1033	57	6	0.3	5.5	314	1.4
Smooth Radio Scotland	H	1828	399	22	1.8	8.3	3325	10.3
Smooth Radio Solent	H	1866	72	4	0.3	6.5	469	1.2
Smooth Radio South Wales	H	1041	47	5	0.2	4.2	200	1.0
Smooth Radio Sussex	H	1446	49	3	0.1	4.4	215	0.7
Smooth Radio Thames Valley	H	1487	38	3	0.2	7.3	280	1.0
Smooth Radio West Country	H	2290	111	5	0.3	6.0	663	1.4
Smooth Radio West Midlands	H	3794	519	14	1.3	9.4	4902	7.6
Radio X Network (UK) <sup>2</sup>	H	54466	1580	3	0.2	7.7	12153	1.2
Radio X London	Q	12182	531	4	0.3	7.0	3720	1.8
Radio X Manchester	H	2967	199	7	0.4	6.2	1244	2.5
Sunrise Radio National	H	54466	360	1	*	5.4	1945	0.2
Sunrise Radio London	H	12182	210	2	0.1	6.4	1352	0.6
Wireless Group (inc. National Stations)	H	54466	4622	8	0.6	6.7	30919	3.0
Peak 107 FM	Y	422	58	14	1.0	7.0	403	4.7

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,4,7</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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		
Pulse 1 (was The Pulse)	H	729	109	15	1.1	7.3	793	6.7
Pulse 2	H	729	49	7	0.4	5.8	283	2.4
Signal 107	H	1035	55	5	0.2	4.6	254	1.3
Signal One	H	802	249	31	2.5	8.1	2005	11.9
Signal Two	H	802	61	8	0.6	7.9	482	2.9
Swansea Sound - 1170 MW	Y	475	41	9	1.0	11.3	456	4.3
talkRADIO	Q	54466	316	1	*	5.9	1872	0.2
talkSPORT	Q	54466	3118	6	0.4	6.7	20895	2.0
talkSPORT2	Q	54466	314	1	*	3.6	1135	0.1
107.4 Tower FM	Y	440	22	5	0.4	7.7	169	2.1
U105	H	900	172	19	1.7	8.8	1521	10.0
Virgin Radio	H	54466	427	1	*	3.8	1632	0.2
96.4 FM The Wave	Y	475	118	25	1.6	6.3	743	7.1
Radio Wave 96.5 FM	Y	233	55	23	2.2	9.3	506	12.1
107.2 Wire FM	Y	273	32	12	0.6	5.2	167	2.9
102.4 Wish FM	Y	461	66	14	0.6	3.9	260	2.9

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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	54064	26748	49	5.2	10.4	279074	27.5
Total Celador Radio	H	5601	798	14	0.9	6.3	5039	4.4
THE BEACH	Y	182	48	26	3.5	13.2	630	14.5
The Breeze (Cheltenham)	Y	170	16	9	0.5	4.9	77	2.1
The Breeze (Solent/ East Hants and West Surrey)	H	1296	78	6	0.5	7.7	607	2.2
The Breeze South Devon	Y	227	38	17	1.6	9.6	369	6.9
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	1067	80	8	0.3	4.0	324	1.5
The Breeze Thames Valley	H	705	68	10	0.5	5.6	383	3.1
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	337	56	17	1.6	9.6	538	7.1
Dream 100	Y	135	38	28	3.2	11.4	434	14.2
Fire Radio	Y	326	45	14	0.6	4.5	204	3.1
North Norfolk Radio	Y	93	16	18	1.5	8.2	136	6.0
Radio Norwich	Y	339	47	14	0.9	6.6	314	4.1
Sam FM Bristol	H	652	97	15	0.6	3.8	368	3.0
Sam FM South Coast	H	1771	141	8	0.4	5.2	725	2.0
Sam FM Swindon	Y	207	19	9	0.6	7.1	132	3.3
Town 102 FM	Y	291	38	13	0.8	5.7	220	3.6
Central FM	Y	215	38	17	1.0	5.7	214	5.7
Chris Country Radio	H	12182	34	*	*	9.8	330	0.2
Communicorp UK	H	17998	3391	19	1.2	6.5	21976	6.6
Capital Scotland	H	2828	488	17	1.1	6.1	2990	6.0
Capital South Wales	H	1041	175	17	0.8	5.0	875	4.5
Heart North Wales	H	728	142	19	1.4	7.1	1006	6.6
Heart Yorkshire	H	3174	451	14	1.0	7.3	3303	5.7
Smooth Radio East Midlands	H	2533	457	18	1.3	7.0	3188	5.9
Smooth Radio North East	H	2299	519	23	1.4	6.3	3288	8.7
Smooth Radio North West	H	5667	1066	19	1.1	6.1	6510	6.4
XS Manchester	H	2967	114	4	0.3	7.2	816	1.7
Connect FM (was Connect FM and Lite 106.8FM)	Y	453	49	11	0.9	8.5	411	4.5
Total Dee Radio Group	Y	381	42	11	0.9	7.9	332	4.3
Cheshire's Silk 106.9	Y	186	13	7	0.4	6.1	81	2.6
Chester's Dee 106.3 (Dee on DAB)	Y	195	29	15	1.3	8.8	252	5.4
Encore Radio	H	13909	30	*	*	4.5	134	0.1
Total Radio Essex	Y	1306	53	4	0.3	6.8	364	1.3
Radio Essex (was Southend & Chelmsford)	Y	502	28	6	0.3	5.9	169	1.5

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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 Essex DAB	Y	1306	30	2	0.1	6.5	195	0.7
Radio Exe	Y	208	30	15	1.1	7.7	232	5.1
3FM	Y	69	27	40	3.6	9.0	245	17.6
Fun Kids (London)	H	12182	59	*	*	1.6	91	*
IOW Radio	Y	120	38	32	1.8	5.7	216	8.6
JACK/UNION JACK TOTAL (national+local)	H	54466	223	*	*	5.5	1233	0.1
JACK Oxfordshire Local (TOTAL)	H	529	124	23	1.4	6.0	745	7.2
JACK 2 Oxfordshire	H	516	65	13	0.6	4.7	307	3.1
106 JACKfm (Oxford)	H	529	83	16	0.8	5.3	438	4.2
Union JACK	Q	54466	114	*	*	4.3	491	*
Jazz FM	Q	54466	591	1	*	2.8	1682	0.2
Kingdom FM	Y	291	53	18	1.4	7.5	394	7.4
kmfm Group	H	1269	178	14	0.9	6.6	1185	4.0
kmfm East	H	580	90	16	1.0	6.8	609	4.6
kmfm West	H	689	88	13	0.8	6.5	576	3.6
Lincs FM Group	Y	2440	545	22	2.3	10.1	5492	10.7
Dearne FM	Y	242	51	21	1.8	8.4	429	8.8
KCFM	Y	439	78	18	1.3	7.6	588	6.3
Lincs FM 102.2 <sup>3</sup>	H	938	279	30	3.2	10.8	3004	15.2
Ridings FM	Y	304	33	11	0.9	8.7	287	4.3
Rother FM	Y	210	29	14	0.9	6.6	193	4.6
Trax FM	Y	376	73	19	2.4	12.5	910	11.7
Total Lyca	H	12182	133	1	0.1	4.8	647	0.3
Dilse Radio 1035am	H	12182	37	*	*	3.0	111	0.1
Lyca Radio 1458am	H	12182	107	1	*	3.4	361	0.2
Time FM 107.5	Y	466	23	5	0.4	8.0	186	2.4
Radio Mansfield 103.2	Y	161	27	17	1.6	9.6	258	7.0
Manx Radio	Y	69	32	47	4.4	9.5	303	21.7
Mi-Soul	H	12182	80	1	*	5.6	449	0.2
More Radio	H	514	49	10	0.6	5.9	291	2.4
Nation Broadcasting (Wales)	H	2597	280	11	0.6	5.6	1567	3.1
106.3 Bridge FM	Y	129	37	28	2.5	8.9	325	10.7
Radio Carmarthenshire	Y	132	30	23	1.4	6.2	189	6.9
Radio Ceredigion	Y	79	13	16	0.9	5.6	71	4.9
Dragon Radio Wales	Y	2598	29	1	0.1	4.9	141	0.3
Nation Radio (South Wales)	Y	1520	116	8	0.3	4.5	523	1.8
102.5 Radio Pembrokeshire	Y	102	42	41	2.5	6.0	250	11.2
Swansea Bay Radio	Y	475	40	8	0.3	3.3	134	1.3
Original 106 (Aberdeen)	Y	350	71	20	1.2	6.1	435	6.7

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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		
Panda Radio (surveyed as Spectrum Sino)	H	12182	7	*	*	4.3	30	*
Panjab Radio	H	12182	88	1	*	5.9	519	0.2
Radio Plymouth	Y	262	33	13	1.1	8.8	292	5.1
Premier Christian Radio	Q	12182	158	1	0.2	18.1	2850	1.4
Total Q Radio	H	1203	231	19	1.5	7.8	1798	8.4
Q Radio	H	628	118	19	1.6	8.5	999	8.3
Q Radio Belfast	H	575	113	20	1.4	7.0	800	8.5
Total Quidem	Y	1043	123	12	0.8	6.6	806	4.3
107.6 Banbury Sound	Y	85	16	19	0.9	4.9	78	4.6
Rugby FM	Y	80	19	24	1.7	7.0	135	8.9
96.2 Touch FM - Coventry	Y	322	23	7	0.2	2.8	64	1.3
Touch FM Staffs	Y	259	23	9	0.6	6.3	144	2.7
102 Touch FM - Warks Worcs Cotswolds	Y	297	42	14	1.3	9.2	384	7.1
Rathergood Radio	Y	362	24	7	0.3	5.2	124	1.9
Rathergood Radio DAB	H	539	0.4	*	*	0.5	0.2	*
Revolution 96.2	Y	484	15	3	0.2	7.4	107	1.4
Thames Radio (London)	H	12182	13	*	*	8.4	108	0.1
Tindle Radio Group	Y	140	82	59	7.1	12.2	997	34.8
Channel 103 FM	Y	87	53	61	7.6	12.4	660	35.3
Island FM 104.7	Y	52	29	55	6.4	11.8	336	34.0
Total UKRD	Y	3184	823	26	2.0	7.9	6498	10.3
2BR	H	583	82	14	1.3	9.0	735	7.5
Eagle Radio	H	507	108	21	1.6	7.3	791	8.7
KL.FM 96.7	Y	186	61	33	3.7	11.2	688	14.4
Minster FM	Y	316	69	22	1.6	7.2	493	8.2
Mix 96	Y	134	40	30	2.0	6.7	266	10.5
Pirate FM	Y	494	165	33	2.5	7.5	1231	11.0
Spire FM	Y	121	40	33	2.3	6.9	279	10.2
Spirit FM	Y	192	53	28	1.7	6.0	319	8.1
97.2 Stray FM	Y	140	42	30	2.3	7.6	320	10.1
Sun FM	Y	271	59	22	1.6	7.4	438	10.1
Wessex FM	Y	124	51	41	3.5	8.6	438	14.8
Yorkshire Coast Radio	Y	112	54	48	4.2	8.7	472	18.6
Wave FM (surveyed as Wave 102)	Y	145	26	18	1.4	8.0	207	7.6

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 1st April 2018

## 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	54466	35968	66	8.5	12.8	460293	44.9
Children 10-14	Q	3733	2887	77	4.9	6.3	18270	64.6
15-24	Q	7941	5589	70	6.9	9.8	54816	65.3
25-44	Q	17394	12721	73	9.6	13.1	166179	57.7
45-64	Q	17066	11722	69	9.6	13.9	163417	43.1
65+	Q	12066	5936	49	6.3	12.8	75882	27.8
Main Shoppers	Q	45810	29806	65	8.5	13.1	391542	43.8
Main Shoppers with children	Q	13454	10061	75	9.7	12.9	130280	54.9
ABC1	Q	29405	19076	65	7.1	11.0	210244	39.4
C2DE	Q	25061	16892	67	10.0	14.8	250049	50.9
ALL BBC 15+	Q	54466	35007	64	9.8	15.2	531890	51.9
Children 10-14	Q	3733	1991	53	2.5	4.7	9326	33.0
15-24	Q	7941	4100	52	3.2	6.2	25585	30.5
25-44	Q	17394	9967	57	6.3	11.0	109609	38.1
45-64	Q	17066	11826	69	12.1	17.4	205779	54.3
65+	Q	12066	9114	76	15.8	20.9	190917	69.8
Main Shoppers	Q	45810	29848	65	10.3	15.8	473061	52.9
Main Shoppers with children	Q	13454	7905	59	7.3	12.4	98250	41.4
ABC1	Q	29405	21083	72	10.5	14.7	309442	58.0
C2DE	Q	25061	13924	56	8.9	16.0	222449	45.3

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 80s & Heart Extra.
- (10) This includes listening to Capital UK.
- (11) Station owned by Communicorp Group Limited and includes listening to Capital UK.

## 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	1st January 2018 - 1st April 2018	22,219
H	18th September 2017 - 1st April 2018	48,227
Y	3rd April 2017 - 1st April 2018	97,293