

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 2018

## PART 1 - UNITED KINGDOM (INCLUDING CHANNEL ISLANDS AND ISLE OF MAN) Adults aged 15 and over: population 54,752,000

	Survey Period	Weekly Reach		Average Hours per head per listener		Total Hours '000	Share in TSA %
		'000	%				
All Radio	Q	48401	88	18.3	20.7	1002202	100.0
All BBC Radio	Q	33966	62	9.3	15.0	510579	50.9
All BBC Radio 15-44	Q	13260	52	4.9	9.3	123485	34.9
All BBC Radio 45+	Q	20705	70	13.1	18.7	387094	59.7
All BBC Network Radio <sup>1</sup>	Q	31146	57	8.2	14.4	447166	44.6
BBC Local Radio	Q	7799	14	1.2	8.1	63413	6.3
All Commercial Radio	Q	35577	65	8.5	13.1	466266	46.5
All Commercial Radio 15-44	Q	17897	71	8.7	12.3	219766	62.0
All Commercial Radio 45+	Q	17680	60	8.4	13.9	246500	38.0
All National Commercial <sup>1</sup>	Q	20800	38	3.4	9.0	186625	18.6
All Local Commercial (National TSA)	Q	26281	48	5.1	10.6	279640	27.9
Other Radio	Q	3535	6	0.5	7.2	25357	2.5

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  
7th February 2019

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 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	54752	31146	57	8.2	14.4	447166	44.6
BBC Radio 1	Q	54752	9375	17	1.0	6.1	56867	5.7
BBC Radio 2	Q	54752	14889	27	3.3	12.2	181702	18.1
BBC Radio 3	Q	54752	1826	3	0.2	6.6	11977	1.2
BBC Radio 4 (including 4 Extra)	Q	54752	10855	20	2.3	11.7	127153	12.7
BBC Radio 4	Q	54752	10484	19	2.1	10.7	112609	11.2
BBC Radio 4 Extra	Q	54752	2130	4	0.3	6.8	14544	1.5
BBC Radio 5 live (inc. sports extra)	Q	54752	5111	9	0.6	6.6	33645	3.4
BBC Radio 5 live	Q	54752	4965	9	0.6	6.6	32678	3.3
BBC Radio 5 live sports extra	Q	54752	667	1	*	1.4	967	0.1
BBC 6 Music	Q	54752	2295	4	0.4	9.0	20558	2.1
1Xtra from the BBC	H	54752	1056	2	0.1	4.7	4930	0.5
BBC Asian Network UK	H	54752	527	1	0.1	5.3	2784	0.3
BBC World Service	Q	54752	1556	3	0.1	5.3	8188	0.8

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING

Survey Period Ending 16th December 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	54752	20800	38	3.4	9.0	186625	18.6
Absolute Radio Network <sup>2</sup>	H	54752	4751	9	0.6	7.1	33822	3.3
Absolute Radio	Q	54752	2387	4	0.3	7.1	16987	1.7
Absolute Radio 70s	H	54752	229	*	*	4.1	948	0.1
Absolute 80s	Q	54752	1479	3	0.1	5.1	7542	0.8
Absolute Radio 90s	H	54752	969	2	0.1	4.4	4255	0.4
Absolute Classic Rock	H	54752	773	1	0.1	4.7	3664	0.4
The Arrow	Q	54752	45	*	*	7.2	322	*
Capital Brand (UK) <sup>6</sup>	H	54752	8251	15	0.8	5.3	43487	4.3
Capital Network (UK) <sup>2</sup>	H	54752	7266	13	0.7	5.0	36227	3.6
Capital XTRA (UK) <sup>2</sup>	H	54752	1792	3	0.1	4.1	7260	0.7
Classic FM	Q	54752	5309	10	0.7	6.9	36439	3.6
Gold Network (UK) <sup>2</sup>	H	54752	1253	2	0.2	7.6	9561	0.9
Heart Brand (UK) <sup>9</sup>	H	54752	9743	18	1.2	6.7	65716	6.5
Heart 80s	Q	54752	1312	2	0.1	4.1	5444	0.5
Heart Extra	Q	54752	583	1	*	4.3	2526	0.3
Heart Network (UK) <sup>2</sup>	H	54752	8537	16	1.1	6.7	57577	5.7
Heat	H	54752	652	1	*	4.0	2628	0.3
Hits Radio <sup>2</sup>	H	54752	804	1	0.1	4.2	3388	0.3
Jack Radio	Q	54752	32	*	*	6.5	209	*
Jazz FM	H	54752	589	1	*	3.7	2206	0.2
Kerrang!	H	54752	582	1	*	4.1	2408	0.2
Kiss Network <sup>5</sup>	H	54752	5573	10	0.5	5.4	30001	3.0
Kiss Fresh	H	54752	620	1	*	3.0	1834	0.2
Kisstory	Q	54752	1805	3	0.1	4.1	7343	0.7
LBC Network (UK) <sup>2</sup>	H	54752	2206	4	0.4	9.9	21732	2.1
Magic Network <sup>8</sup>	H	54752	4219	8	0.4	5.7	24058	2.4
Magic Chilled	H	54752	337	1	*	3.8	1285	0.1
Magic Soul	H	54752	307	1	*	5.1	1571	0.2
Mellow Magic	H	54752	603	1	*	4.4	2667	0.3
Panjab Radio	H	54752	187	*	*	3.2	590	0.1
Planet Rock	Q	54752	1092	2	0.1	6.7	7262	0.7
Smooth Brand (UK) <sup>7</sup>	H	54752	5832	11	0.8	7.4	43001	4.2
Smooth Extra	Q	54752	908	2	0.1	5.6	5092	0.5
Smooth Radio Network (UK) <sup>2</sup>	H	54752	5103	9	0.7	7.4	37712	3.7
Sunrise Radio National	H	54752	303	1	*	4.6	1389	0.1
talkRADIO	H	54752	302	1	*	4.3	1289	0.1
talkSPORT	H	54752	2959	5	0.4	6.6	19392	1.9
talkSPORT2	H	54752	326	1	*	4.0	1299	0.1
Union JACK	Q	54752	153	*	*	4.7	720	0.1
Virgin Radio	H	54752	447	1	*	3.8	1686	0.2
Radio X Network (UK) <sup>2</sup>	H	54752	1648	3	0.3	8.8	14446	1.4

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 16th December 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	54752	9375	17	1.0	6.1	56867	5.7
BBC Radio 2	Q	54752	14889	27	3.3	12.2	181702	18.1
BBC Radio 3	Q	54752	1826	3	0.2	6.6	11977	1.2
BBC Radio 4 (including 4 Extra)	Q	54752	10855	20	2.3	11.7	127153	12.7
BBC Radio 4	Q	54752	10484	19	2.1	10.7	112609	11.2
BBC Radio 4 Extra	Q	54752	2130	4	0.3	6.8	14544	1.5
BBC Radio 5 live (inc. sports extra)	Q	54752	5111	9	0.6	6.6	33645	3.4
BBC Radio 5 live	Q	54752	4965	9	0.6	6.6	32678	3.3
BBC Radio 5 live sports extra	Q	54752	667	1	*	1.4	967	0.1
BBC 6 Music	Q	54752	2295	4	0.4	9.0	20558	2.1
1Xtra from the BBC	H	54752	1056	2	0.1	4.7	4930	0.5
BBC Asian Network UK	H	54752	527	1	0.1	5.3	2784	0.3
BBC World Service	Q	54752	1556	3	0.1	5.3	8188	0.8
<b>NATIONAL REGIONAL</b>								
BBC Radio Scotland	H	4580	749	16	1.1	6.9	5202	6.7
BBC Radio Ulster <sup>3</sup>	H	1510	524	35	3.8	10.8	5662	19.9
BBC Radio Wales	H	2618	316	12	0.8	6.8	2147	4.0
BBC Radio Cymru	H	2618	124	5	0.4	9.1	1136	2.1
<b>LOCAL</b>								
BBC Local Radio in England	Q	44345	5951	13	1.1	8.1	47986	5.9
BBC Radio Berkshire	H	831	94	11	0.8	7.3	693	5.1
BBC Radio Bristol	H	925	122	13	1.0	7.5	915	5.1
BBC Radio Cambridgeshire	H	766	124	16	1.3	7.9	982	6.5
BBC Radio Cornwall	H	470	114	24	2.8	11.7	1328	12.5
BBC Coventry and Warwickshire	H	722	64	9	0.7	7.9	501	4.0
BBC Radio Cumbria	H	404	83	20	1.7	8.1	667	9.2
BBC Radio Derby	H	664	124	19	1.8	9.4	1167	9.4
BBC Radio Devon	H	998	154	15	1.7	11.1	1716	8.0
BBC Essex	H	1330	178	13	1.8	13.6	2422	8.5
BBC Radio Gloucestershire	H	515	82	16	1.2	7.5	615	5.7
BBC Hereford & Worcester	H	515	105	20	1.5	7.3	768	7.0
BBC Radio Humberside	H	766	120	16	1.4	8.7	1040	6.5
BBC Radio Kent	H	1518	179	12	0.9	7.3	1313	4.1
BBC Radio Lancashire	H	1193	164	14	1.2	8.8	1444	6.2

Source: RAJAR/Ipsos MORI/RSMB

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

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Survey Period Ending 16th December 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	1664	216	13	0.7	5.7	1234	4.3
BBC Radio Leicester	H	871	167	19	1.2	6.3	1049	6.2
BBC Radio Lincolnshire	H	564	102	18	2.6	14.5	1476	11.4
BBC Radio London	Q	12261	565	5	0.2	4.3	2436	1.2
BBC Radio Manchester	H	2261	203	9	0.6	6.6	1341	3.8
BBC Radio Merseyside	H	1688	288	17	2.0	11.9	3434	10.4
BBC Radio Newcastle	H	1457	198	14	0.7	5.5	1091	5.0
BBC Radio Norfolk	H	793	160	20	1.8	9.0	1435	8.6
BBC Radio Northampton	H	507	90	18	1.9	10.7	958	8.9
BBC Radio Nottingham	H	822	151	18	1.7	9.1	1374	8.6
BBC Radio Oxford	H	546	61	11	0.7	6.1	371	3.8
BBC Radio Sheffield	H	1319	260	20	1.5	7.5	1939	7.9
BBC Radio Shropshire	H	406	109	27	2.4	8.9	970	12.4
Total BBC Radio Solent	Y	1819	218	12	1.1	9.4	2044	5.3
BBC Somerset	H	459	68	15	1.3	9.1	620	6.0
BBC Radio Stoke	H	621	111	18	1.3	7.3	807	6.0
BBC Radio Suffolk	H	547	104	19	1.8	9.6	1004	8.3
BBC Sussex and BBC Surrey	H	2630	248	9	0.8	8.7	2161	4.2
BBC Radio Tees	H	793	102	13	0.7	5.6	573	4.0
BBC Three Counties Radio	H	1405	137	10	0.9	9.0	1231	4.6
BBC WM 95.6	H	2412	225	9	0.7	7.8	1768	4.2
BBC Radio Wiltshire/Swindon	H	585	80	14	1.1	8.1	644	5.3
BBC Radio York	H	538	72	13	1.1	7.9	569	5.6
BBC Radio Guernsey	Y	53	17	33	3.3	10.0	174	17.9
BBC Radio Jersey	Y	89	24	27	2.8	10.6	252	17.0

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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	54752	17937	33	2.9	8.7	156120	15.4
Absolute Radio Network <sup>2</sup>	H	54752	4751	9	0.6	7.1	33822	3.3
Absolute Radio	Q	54752	2387	4	0.3	7.1	16987	1.7
Absolute Radio (London)	Q	12261	726	6	0.4	6.8	4902	2.4
Absolute Radio (West Midlands) (was Planet Rock (West Midlands))	H	3778	273	7	0.5	6.9	1896	2.8
Absolute Radio 70s	H	54752	229	*	*	4.1	948	0.1
Absolute 80s	Q	54752	1479	3	0.1	5.1	7542	0.8
Absolute Radio 90s	H	54752	969	2	0.1	4.4	4255	0.4
Absolute Classic Rock	H	54752	773	1	0.1	4.7	3664	0.4
Hits Radio Brand	H	54752	6162	11	1.0	8.6	53222	5.3
Radio Aire	H	648	74	11	0.7	5.9	434	4.1
Radio Borders	Y	110	48	44	4.9	11.3	545	32.1
CFM	Y	251	84	34	2.4	7.1	596	13.1
Radio City	H	1875	311	17	0.9	5.6	1736	4.7
Radio City Talk	H	1875	40	2	0.1	4.8	193	0.5
Clyde 1	H	1925	535	28	2.5	9.0	4800	14.4
Clyde 2	H	1925	140	7	0.7	9.0	1260	3.8
Cool FM	H	1510	486	32	2.7	8.3	4020	14.1
Downtown Network	H	1510	328	22	1.9	8.7	2840	10.0
Downtown Country	H	1510	143	9	0.6	6.4	913	3.2
Downtown Radio	H	1482	243	16	1.3	7.9	1928	6.9
Forth 1	H	1163	315	27	2.5	9.2	2891	16.5
Forth 2	H	1163	70	6	0.6	10.4	731	4.2
Free Radio FM (Birmingham & Black Country)	H	2634	253	10	0.6	6.3	1586	3.4
Free Radio 80s (Birmingham & Black Country)	H	2634	71	3	0.2	6.7	474	1.0
Free Radio FM (Cov & Warks)	H	714	141	20	1.5	7.7	1093	9.0
Free Radio FM (Herefordshire & Worcestershire)	Y	484	83	17	1.1	6.6	550	5.4
Free Radio FM (Shropshire)	Y	384	74	19	1.3	6.8	500	6.9
Free Radio 80s (Shropshire)	Y	384	7	2	0.1	4.8	35	0.5
Gem	H	2463	469	19	1.4	7.6	3565	7.5
Greatest Hits Radio (Cov & Warks) (surveyed as Free Radio 80s (Coventry & Warwickshire))	H	714	7	1	*	5.1	33	0.3

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Greatest Hits Radio (E.Yorks & N.Lincs) (surveyed as Viking 2)	H	912	56	6	0.5	7.9	443	2.4
Greatest Hits Radio (Heref & Worcs) (surveyed as Free Radio 80s (Herefordshire & Worcestershire))	Y	484	10	2	0.2	7.9	77	0.8
Greatest Hits Radio (Lancashire) (surveyed as Rock FM 2)	H	1128	46	4	0.2	5.7	266	1.2
Greatest Hits Radio (L'pool N-West & N.Wales) (surveyed as Radio City 2)	H	1875	218	12	1.3	11.2	2436	6.6
Greatest Hits Radio (Manchester) (surveyed as Key Radio)	H	2548	58	2	0.1	3.5	205	0.5
Greatest Hits Radio (North East) (surveyed as Metro 2 Radio)	H	1511	67	4	0.3	7.5	497	2.2
Greatest Hits Radio (S.Yorks) (surveyed as Hallam 2)	H	1320	108	8	0.7	9.0	963	4.0
Greatest Hits Radio (Teesside) (surveyed as TFM 2)	H	821	45	5	0.5	10.1	450	3.1
Greatest Hits Radio (W.Yorks) (surveyed as Radio Aire 2)	H	1003	42	4	0.4	9.6	407	2.5
Hallam FM	H	1320	284	22	1.3	6.3	1778	7.4
Hits Radio <sup>2</sup>	H	54752	804	1	0.1	4.2	3388	0.3
Hits Radio (Manchester) (was Key 103)	H	2548	271	11	0.7	6.1	1658	4.1
Metro Radio	H	1511	278	18	1.2	6.6	1835	8.0
MFR	Y	254	121	47	5.0	10.6	1272	25.4
Northsound 1	Y	351	138	39	2.7	6.9	953	15.0
Northsound 2	Y	351	28	8	0.7	8.3	232	3.7
Rock FM	H	1268	202	16	1.2	7.7	1560	6.5
Tay FM	Y	396	147	37	3.2	8.6	1265	17.2
Tay 2	Y	396	45	11	1.0	8.5	379	5.2
TFM	H	821	134	16	0.8	4.8	644	4.4
Viking FM	H	912	136	15	0.8	5.5	743	4.0
Wave 105	H	1856	356	19	2.2	11.4	4049	10.6
West Sound (inc West FM) <sup>3</sup>	Y	396	179	45	4.7	10.3	1841	25.9
Heat	H	54752	652	1	*	4.0	2628	0.3
Jazz FM	H	54752	589	1	*	3.7	2206	0.2
Kerrang!	H	54752	582	1	*	4.1	2408	0.2

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Kiss Network <sup>5</sup>	H	54752	5573	10	0.5	5.4	30001	3.0
Kiss	Q	54752	4054	7	0.3	4.5	18356	1.8
Kiss (East)	H	2183	374	17	1.0	6.0	2251	5.0
Kiss (London)	Q	12261	1631	13	0.6	4.6	7425	3.7
Kiss (West)	H	2490	449	18	0.9	4.9	2203	4.5
Kiss Fresh	H	54752	620	1	*	3.0	1834	0.2
Kisstory	Q	54752	1805	3	0.1	4.1	7343	0.7
Magic Network <sup>8</sup>	H	54752	4219	8	0.4	5.7	24058	2.4
Magic <sup>2</sup>	Q	54752	3443	6	0.3	5.4	18447	1.8
Magic (London)	Q	12261	1606	13	0.7	5.1	8140	4.0
Magic Chilled	H	54752	337	1	*	3.8	1285	0.1
Magic Soul	H	54752	307	1	*	5.1	1571	0.2
Mellow Magic	H	54752	603	1	*	4.4	2667	0.3
Planet Rock	Q	54752	1092	2	0.1	6.7	7262	0.7
Total Global Radio (UK)	H	54752	23661	43	3.8	8.9	210258	20.8
The Arrow	Q	54752	45	*	*	7.2	322	*
2BR	Y	306	86	28	1.7	6.1	522	10.2
Capital Brand (UK) <sup>6</sup>	H	54752	8251	15	0.8	5.3	43487	4.3
Capital Network (UK) <sup>2</sup>	H	54752	7266	13	0.7	5.0	36227	3.6
Capital Birmingham <sup>10</sup>	H	2264	393	17	1.0	6.0	2362	6.0
Capital Brighton <sup>10</sup>	Y	379	50	13	0.5	3.5	174	2.6
(Surveyed as Juice 107.2)								
Capital East Midlands <sup>10</sup>	H	2322	473	20	1.1	5.5	2600	5.8
Capital East Midlands - Derbyshire	H	538	107	20	1.0	5.2	559	5.4
Capital East Midlands - Leicestershire	H	797	176	22	1.0	4.5	796	5.1
Capital East Midlands - Nottinghamshire	H	1037	195	19	1.2	6.5	1259	6.2
Capital Liverpool <sup>10</sup>	H	1077	203	19	1.4	7.6	1549	7.1
Capital London	Q	12261	1866	15	0.6	4.0	7553	3.7
Capital Manchester <sup>10</sup>	H	2979	500	17	0.9	5.5	2737	5.7
Capital North East <sup>10</sup>	H	2249	414	18	1.0	5.3	2194	6.0
Capital North West and Wales <sup>10</sup>	H	1036	130	12	0.8	6.3	810	3.4
Capital Scotland <sup>11</sup>	H	2862	567	20	1.3	6.5	3688	7.9
Capital South Coast <sup>10</sup>	H	1196	214	18	1.0	5.8	1235	5.0
Capital South Wales <sup>11</sup>	H	1054	224	21	1.3	6.3	1403	7.3
Capital Yorkshire <sup>10</sup>	H	4633	951	21	1.0	5.1	4845	5.7
Capital XTRA (UK) <sup>2</sup>	H	54752	1792	3	0.1	4.1	7260	0.7
Capital XTRA (London)	Q	12261	816	7	0.3	3.9	3179	1.6

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,5,6,8,10,11</sup> See note on back cover.



# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Classic FM	Q	54752	5309	10	0.7	6.9	36439	3.6
Gold Network (UK) <sup>2</sup>	H	54752	1253	2	0.2	7.6	9561	0.9
Gold East Midlands	H	2309	98	4	0.5	10.7	1044	2.3
Gold London	Q	12261	296	2	0.2	8.4	2479	1.2
Gold Manchester	H	2979	99	3	0.3	9.0	883	1.9
Heart Brand (UK) <sup>9</sup>	H	54752	9743	18	1.2	6.7	65716	6.5
Heart 80s	Q	54752	1312	2	0.1	4.1	5444	0.5
Heart Extra	Q	54752	583	1	*	4.3	2526	0.3
Heart Network (UK) <sup>2</sup>	H	54752	8537	16	1.1	6.7	57577	5.7
Heart Cambridgeshire	H	902	199	22	1.8	8.1	1608	8.5
Heart East Anglia	H	1238	258	21	1.3	6.2	1596	6.1
Heart East Anglia - Norfolk	H	673	145	22	1.6	7.3	1066	7.6
Heart East Anglia - Suffolk	H	565	112	20	0.9	4.7	529	4.4
Heart Essex	H	1399	339	24	1.6	6.6	2229	7.5
Heart Essex	H	1100	262	24	1.6	6.7	1746	7.5
- Chelmsford & Southend								
Heart Essex - Colchester	Y	193	52	27	1.5	5.5	283	7.3
Heart Essex - Harlow	Y	105	24	23	2.0	9.0	214	9.6
Heart Four Counties	H	2145	476	22	1.4	6.1	2925	7.2
Heart Four Counties	Y	332	79	24	1.5	6.3	501	8.0
- Bedfordshire								
Heart Four Counties	H	767	134	17	1.0	5.8	777	5.7
- Beds/Bucks/Herts								
Heart Four Counties	Y	368	32	9	0.5	5.9	188	2.8
- 96.6 FM Hertfordshire								
Heart Four Counties	Y	256	70	27	1.6	5.8	407	7.6
- Milton Keynes								
Heart Four Counties	H	582	157	27	2.0	7.3	1153	9.7
- Northamptonshire								
Heart Kent	H	1287	313	24	1.7	6.9	2159	8.0
Heart London	Q	12261	1523	12	0.8	6.2	9399	4.6
Heart North East	H	2304	315	14	0.9	6.7	2116	5.6
Heart North Lancs & Cumbria	Y	281	64	23	1.8	7.9	505	9.9
Heart North Wales <sup>4</sup>	H	731	118	16	1.0	6.5	767	4.5
Heart North West	H	5686	656	12	0.8	7.1	4675	4.6
Heart Scotland	H	2862	400	14	0.7	5.3	2114	4.5
Heart Solent	H	1877	337	18	1.4	7.5	2540	6.5
Heart Solent - Dorset	H	632	143	23	1.8	7.8	1118	8.2
Heart Solent - Hampshire	H	1245	194	16	1.1	7.3	1422	5.6
Heart South Wales	H	1916	463	24	2.0	8.1	3758	10.1
Heart South West	H	1468	367	25	2.0	7.9	2891	9.0
Heart South West - Cornwall	Y	440	113	26	2.0	7.7	864	8.5
Heart South West - Exeter	Y	323	76	24	1.8	7.7	588	8.8

Source: RAJAR/Ipsos MORI/RSMB

<sup>2,4,9</sup> See note on back cover.

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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 South West - North Devon	Y	154	40	26	2.3	8.8	356	10.1
Heart South West - Plymouth	Y	305	74	24	1.8	7.3	540	8.6
Heart South West - South Hams	Y	38	10	26	1.8	6.8	68	8.0
Heart South West - Torbay	Y	207	54	26	1.9	7.4	399	8.4
Heart Sussex	H	1418	381	27	1.9	6.9	2642	9.3
Heart Sussex - North	Y	288	50	17	1.2	7.1	355	6.2
Heart Sussex - South	H	1131	320	28	1.8	6.4	2054	9.0
Heart Thames Valley	H	1495	301	20	1.4	6.9	2077	7.8
Heart Thames Valley - Berks & N.Hants	H	784	203	26	1.8	7.1	1447	10.9
Heart Thames Valley - Oxfordshire	H	711	98	14	0.9	6.5	630	4.8
Heart West Country	H	2301	620	27	1.8	6.7	4151	8.9
Heart West Country - Bristol/Weston & Bath	H	949	241	25	1.5	6.0	1434	7.8
Heart West Country - Gloucestershire	Y	438	124	28	1.9	6.8	849	9.3
Heart West Country - Somerset	Y	412	108	26	1.9	7.4	799	8.9
Heart West Country - Wiltshire	Y	503	134	27	2.3	8.6	1153	11.3
Heart West Midlands	H	3813	630	17	1.2	7.2	4538	6.6
Heart Yorkshire <sup>4</sup>	H	3187	444	14	1.1	7.6	3385	6.0
LBC Network (UK) <sup>2</sup>	H	54752	2206	4	0.4	9.9	21732	2.1
LBC 97.3	Q	12261	1147	9	0.9	9.7	11119	5.5
LBC London News	Q	12261	462	4	0.2	6.1	2814	1.4
Smooth Brand (UK) <sup>7</sup>	H	54752	5832	11	0.8	7.4	43001	4.2
Smooth Extra	Q	54752	908	2	0.1	5.6	5092	0.5
Smooth Radio Network (UK) <sup>2</sup>	H	54752	5103	9	0.7	7.4	37712	3.7
Smooth Radio Cambridgeshire	H	902	39	4	0.2	4.9	191	1.0
Smooth Radio Devon	H	1051	35	3	0.3	8.6	296	1.3
Smooth Radio East Anglia	H	1238	71	6	0.4	7.5	527	2.0
Smooth Radio East Midlands <sup>4</sup>	H	2640	436	17	1.1	6.4	2791	5.4
Smooth Radio Essex	H	1399	50	4	0.2	6.7	337	1.1
Smooth Radio Four Counties	H	2145	78	4	0.3	7.1	555	1.4
Smooth Radio Kent	H	1287	52	4	0.3	8.0	417	1.5
Smooth Radio Lake District	Y	51	11	21	1.3	6.4	68	6.8
Smooth Radio London	Q	12261	818	7	0.5	7.3	5985	3.0
Smooth Radio North East <sup>4</sup>	H	2304	528	23	2.1	9.4	4942	13.2
Smooth Radio North West <sup>4</sup>	H	5686	1071	19	1.4	7.2	7749	7.6
Smooth Radio North West and Wales	H	1036	58	6	0.3	5.4	314	1.3
Smooth Radio Scotland	H	1846	337	18	1.5	8.4	2814	8.9
Smooth Radio Solent	H	1877	70	4	0.3	9.1	638	1.6
Smooth Radio South Wales	H	1054	71	7	0.7	10.5	748	3.9

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Smooth Radio Sussex	H	1455	40	3	0.2	6.3	250	0.9
Smooth Radio Thames Valley	H	1495	41	3	0.1	4.6	190	0.7
Smooth Radio West Country	H	2301	108	5	0.4	7.9	860	1.8
Smooth Radio West Midlands	H	3813	497	13	1.0	7.8	3865	5.6
Radio X Network (UK) <sup>2</sup>	H	54752	1648	3	0.3	8.8	14446	1.4
Radio X London	Q	12261	480	4	0.3	7.3	3527	1.7
Radio X Manchester	H	2979	189	6	0.6	9.6	1814	3.8
Sunrise Radio National	H	54752	303	1	*	4.6	1389	0.1
Sunrise Radio London	H	12260	165	1	0.1	4.7	775	0.4
Wireless Group (inc. National Stations)	H	54752	4800	9	0.6	6.9	33331	3.3
Peak 107 FM	Y	422	85	20	1.9	9.6	818	9.5
Pulse 1 (was The Pulse)	H	731	108	15	1.7	11.3	1217	9.0
Pulse 2	H	731	31	4	0.4	8.5	261	1.9
Pulse 80's	Y	731	11	1	*	3.1	33	0.3
Scottish Sun 80s	Y	2862	11	*	*	5.5	58	0.1
Scottish Sun Greatest Hits	Y	2862	7	*	*	4.8	34	0.1
Scottish Sun Hits	Y	2862	5	*	*	4.6	22	*
Signal 80's	Y	805	16	2	0.1	4.4	68	0.4
Signal 107	H	1040	58	6	0.3	5.4	313	1.5
Signal One	H	805	224	28	2.5	8.8	1980	11.5
Signal Two	H	805	48	6	1.0	16.5	790	4.6
Swansea Sound - 1170 MW	Y	479	53	11	1.0	8.7	459	4.7
talkRADIO	H	54752	302	1	*	4.3	1289	0.1
talkSPORT	H	54752	2959	5	0.4	6.6	19392	1.9
talkSPORT2	H	54752	326	1	*	4.0	1299	0.1
107.4 Tower FM	Y	442	35	8	0.5	6.5	225	3.1
U105 (Greater Belfast)	H	903	221	24	1.8	7.5	1661	10.2
U105 (Outside Belfast)	Y	607	29	5	0.2	5.2	151	1.2
Virgin Radio	H	54752	447	1	*	3.8	1686	0.2
96.4 FM The Wave	Y	479	145	30	2.2	7.1	1031	10.6
Radio Wave 96.5 FM	Y	232	59	26	2.0	7.7	459	11.1
Wave 80's	Y	479	12	2	0.1	5.5	66	0.7
107.2 Wire FM	Y	276	33	12	0.8	6.9	230	4.2
102.4 Wish FM	Y	462	66	14	0.4	3.2	207	2.6

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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	54348	26235	48	5.1	10.7	279485	28.1
Total Celador Radio	H	6529	836	13	0.8	6.3	5247	4.0
THE BEACH	Y	182	45	25	2.5	10.3	463	12.3
The Breeze (Cheltenham and Gloucester)	Y	296	26	9	0.4	4.6	122	2.0
The Breeze (Solent/ East Hants and West Surrey)	H	1303	74	6	0.3	5.1	382	1.4
The Breeze South Devon	Y	257	36	14	1.0	7.3	266	4.5
The Breeze South West (Bristol/ Weston/ Bath and West Wilts)	H	1072	98	9	0.3	3.8	373	1.7
The Breeze Thames Valley	H	706	51	7	0.4	5.8	293	2.5
The Breeze (Yeovil/ Shaftesbury and Bridgwater)	Y	470	70	15	1.4	9.1	639	6.2
Dream 100	Y	276	32	12	1.0	8.5	269	4.7
Fire Radio	Y	426	65	15	0.8	4.9	320	3.7
North Norfolk Radio	Y	93	17	19	1.3	7.1	122	6.0
Radio Norwich	Y	359	39	11	0.7	6.0	236	3.3
Sam FM Bristol	H	820	107	13	0.4	3.3	354	2.3
Sam FM South Coast	H	2174	167	8	0.5	6.6	1105	2.5
Sam FM Swindon	Y	269	18	7	0.4	6.0	110	2.3
Sam FM Thames Valley	Y	783	3	*	*	1.9	6	*
Town 102 <sup>12</sup>	Y	291	31	11	0.7	6.2	191	2.9
Central FM	Y	217	45	21	1.9	8.9	403	11.6
Communicorp UK	H	18181	3449	19	1.4	7.4	25389	7.8
Capital Scotland	H	2862	567	20	1.3	6.5	3688	7.9
Capital South Wales	H	1054	224	21	1.3	6.3	1403	7.3
Heart North Wales	H	731	118	16	1.0	6.5	767	4.5
Heart Yorkshire	H	3187	444	14	1.1	7.6	3385	6.0
Smooth Radio East Midlands	H	2640	436	17	1.1	6.4	2791	5.4
Smooth Radio North East	H	2304	528	23	2.1	9.4	4942	13.2
Smooth Radio North West	H	5686	1071	19	1.4	7.2	7749	7.6
XS Manchester	H	2979	90	3	0.2	7.4	664	1.4
TOTAL Connect	Y	2048	66	3	0.2	7.4	486	1.2
Connect FM Herts Beds and Bucks	Y	1563	12	1	*	2.5	30	0.1
Connect FM (was Connect FM and Lite 106.8FM)	Y	485	54	11	0.9	8.5	455	4.2
Total Dee Radio Group	Y	1387	47	3	0.2	7.0	325	1.1
Cheshire's Silk 106.9	Y	186	12	7	0.4	6.4	79	2.4
Chester's Dee 106.3 (Dee on DAB)	Y	195	27	14	1.1	8.0	214	4.7
Love 80s Liverpool	Y	1006	8	1	*	4.2	33	0.2

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Total Radio Essex	Y	1313	61	5	0.4	7.8	475	1.8
Radio Essex (was Southend & Chelmsford)	Y	504	24	5	0.5	10.2	248	2.5
Radio Essex DAB	Y	1313	41	3	0.2	5.6	227	0.9
Radio Exe	Y	210	21	10	0.5	4.8	102	2.6
3FM	Y	69	25	36	3.8	10.5	265	18.8
Fosse 107	Y	349	22	6	0.4	5.8	127	1.8
Fun Kids (London)	H	12260	43	*	*	2.4	104	0.1
IOW Radio	Y	120	39	33	2.4	7.5	293	11.8
Jack Radio	Q	54752	32	*	*	6.5	209	*
JACK/UNION JACK TOTAL (national+local)	H	54752	201	*	*	4.5	904	0.1
JACK Oxfordshire Local (TOTAL)	Y	533	105	20	1.2	6.0	631	6.3
JACK 2 Hits Oxfordshire	Y	519	50	10	0.4	3.7	185	1.9
106 JACKfm (Oxford)	H	535	52	10	0.4	3.7	191	2.0
Jack 3	Y	533	6	1	0.1	11.0	69	0.7
Union JACK	Q	54752	153	*	*	4.7	720	0.1
Kingdom FM	Y	293	49	17	1.1	6.3	308	6.3
kmfm Group	H	1279	200	16	1.0	6.4	1269	4.8
kmfm East	H	586	89	15	0.8	5.5	490	4.1
kmfm West	H	693	111	16	1.1	7.0	779	5.2
Lincs FM Group	Y	2471	530	21	2.0	9.4	4966	10.0
Dearne FM	Y	242	46	19	1.2	6.2	283	5.9
KCFM	Y	463	64	14	1.2	8.7	552	6.3
Lincs FM 102.2 <sup>3</sup>	H	941	254	27	3.0	11.0	2785	13.2
Ridings FM	Y	305	47	15	1.2	7.9	374	6.3
Rother FM	Y	210	29	14	1.1	8.0	229	5.4
Trax FM	Y	377	76	20	2.0	9.8	741	10.3
Total Lyca	Y	12260	139	1	0.1	8.0	1111	0.5
Dilse Radio 1035am	Y	12260	43	*	*	6.6	284	0.1
Lyca Radio 1458am	Y	12260	83	1	*	4.6	380	0.2
Time FM 107.5	Y	472	27	6	0.9	16.2	446	5.6
Radio Mansfield 103.2	Y	162	26	16	1.5	9.4	244	7.2
Manx Radio	Y	69	29	42	3.9	9.3	272	19.3
Mi-Soul	H	12260	76	1	0.1	11.1	845	0.4
More Radio	H	516	49	9	0.6	6.3	308	2.9
Nation Broadcasting Group	H	15148	388	3	0.2	6.3	2434	0.9
106.3 Bridge FM	Y	131	29	22	1.7	7.8	227	8.8
Radio Carmarthenshire	Y	140	32	23	1.5	6.6	211	7.4
Radio Ceredigion	Y	79	16	21	1.0	5.1	83	5.5

Source: RAJAR/Ipsos MORI/RSMB

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

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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		
Chris Country Radio	H	12260	49	*	*	5.0	248	0.1
Dragon Radio Wales	Y	2618	32	1	0.1	5.9	188	0.3
Nation Radio London (was Thames Radio)	H	12260	4	*	*	1.8	7	*
Nation Radio North Wales	Y	533	1	*	*	1.4	1	*
Nation Radio South Wales	Y	1676	136	8	0.3	4.1	562	1.7
102.5 Radio Pembrokeshire	Y	103	38	37	2.1	5.7	217	9.3
Sun FM Radio	Y	270	54	20	1.9	9.5	511	11.8
Swansea Bay Radio	Y	479	32	7	0.3	4.2	134	1.4
Original 106 (Aberdeen)	Y	351	85	24	1.9	7.8	666	10.5
Panda Radio (was Spectrum Sino)	H	12260	9	*	*	0.8	7	*
Panjab Radio	H	54752	187	*	*	3.2	590	0.1
Radio Plymouth	Y	263	30	11	0.8	6.7	202	3.7
Premier Christian Radio	Q	12261	227	2	0.2	9.1	2067	1.0
Total Q Radio	H	1206	276	23	1.8	7.9	2171	9.6
Q Radio	H	630	145	23	1.6	7.1	1023	8.3
Q Radio Belfast	H	576	131	23	2.0	8.8	1149	11.1
Total Quidem	Y	1050	102	10	0.6	6.1	616	3.2
107.6 Banbury Sound	Y	85	10	12	0.6	4.6	48	2.7
Rugby FM	Y	80	18	23	1.8	8.0	145	8.8
96.2 Touch FM - Coventry	Y	327	17	5	0.2	3.6	61	1.3
Touch FM Staffs	Y	261	26	10	0.5	4.8	123	2.4
102 Touch FM - Warks Worcs Cotswolds	Y	297	31	10	0.8	7.9	240	3.7
Revolution 96.2	Y	486	23	5	0.2	5.0	114	1.4
Star Radio (Cambridge and Ely)	Y	288	24	8	0.5	5.9	142	2.9
Tindle Radio Group	Y	142	82	58	6.4	11.1	909	37.1
Channel 103 FM	Y	89	50	56	5.9	10.6	530	35.8
Island FM 104.7	Y	53	32	61	7.2	11.8	379	39.2
Total UKRD	Y	2450	722	29	2.4	8.1	5852	11.6
Eagle Radio	H	509	129	25	1.8	7.1	922	10.0
KL.FM 96.7	Y	188	71	38	4.2	11.1	790	18.8
Minster FM	Y	361	77	21	1.7	7.8	600	9.1
Mix 96	Y	136	48	35	3.0	8.5	404	14.4
Pirate FM	Y	496	162	33	2.5	7.8	1264	11.2
Spire FM	Y	121	38	32	1.9	6.1	236	8.5
Spirit FM	Y	194	43	22	1.7	7.6	324	8.3
97.2 Stray FM	Y	207	54	26	1.7	6.6	351	8.5
Wessex FM	Y	125	50	40	3.6	9.1	455	15.1
Yorkshire Coast Radio	Y	112	57	51	5.2	10.2	584	24.4
Wave FM	Y	234	28	12	0.9	7.3	200	4.7

Source: RAJAR/Ipsos MORI/RSMB

# QUARTERLY SUMMARY OF RADIO LISTENING



Survey Period Ending 16th December 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	54752	35577	65	8.5	13.1	466266	46.5
Children 10-14	Q	3870	2875	74	4.6	6.2	17930	69.8
15-24	Q	7864	5323	68	6.9	10.1	53947	64.7
25-44	Q	17445	12574	72	9.5	13.2	165818	61.2
45-64	Q	17215	11712	68	9.9	14.5	170134	43.9
65+	Q	12228	5968	49	6.2	12.8	76366	29.3
Main Shoppers	Q	47191	30473	65	8.7	13.5	411570	45.9
Main Shoppers with children	Q	14053	10472	75	10.0	13.4	140590	59.6
ABC1	Q	29824	19361	65	7.0	10.8	208957	39.9
C2DE	Q	24929	16216	65	10.3	15.9	257308	53.8
ALL BBC 15+	Q	54752	33966	62	9.3	15.0	510579	50.9
Children 10-14	Q	3870	1859	48	1.9	4.0	7359	28.6
15-24	Q	7864	3899	50	3.4	6.9	26767	32.1
25-44	Q	17445	9361	54	5.5	10.3	96718	35.7
45-64	Q	17215	11979	70	12.1	17.3	207689	53.6
65+	Q	12228	8726	71	14.7	20.6	179405	68.8
Main Shoppers	Q	47191	29658	63	9.8	15.7	464408	51.8
Main Shoppers with children	Q	14053	7861	56	6.4	11.4	89446	37.9
ABC1	Q	29824	20797	70	10.2	14.6	303721	58.0
C2DE	Q	24929	13168	53	8.3	15.7	206858	43.2

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.
- (12) Please note this includes listening to AM/FM, a platform no longer available to this Station.

## 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	17th September 2018 - 16th December 2018	25,056
H	25th June 2018 - 16th December 2018	48,358
Y	1st January 2018 - 16th December 2018	94,892