

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 1

S1. Which of the following ITV regions do you live in?**Base: All respondents**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Anglia	110 7%	44 6%	66 8%	17 10%	18 6%	27 7%	23 7%	13 5%	12 6%	110 100% pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Border	21 1%	7 1%	14 2%	2 1%	3 1%	8 2%	3 1%	3 1%	2 1%	- -	21 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Central	255 16%	121 16%	134 16%	32 18%	49 16%	66 17%	42 13%	30 12%	36 18%	- -	- -	255 100% ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Granada	216 13%	107 14%	109 13%	30 17%	38 13%	48 13%	37 12%	38 16%	25 12%	- -	- -	- -	216 100% iklmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
London	161 10%	83 11%	78 9%	17 10%	38 13%	37 10%	33 11%	19 8%	17 8%	- -	- -	- -	- -	161 100% iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Meridian	177 11%	69 9%	108 13% ^a	16 9%	40 13%	44 11%	32 10%	27 11%	18 9%	- -	- -	- -	- -	- -	177 100% iklmop qrstu	- -	- -	- -	- -	- -	- -
TyneTees	93 6%	40 5%	53 6%	9 5%	14 5%	21 5%	21 7%	17 7%	11 5%	- -	- -	- -	- -	- -	- -	93 100% iklmn pqrstu	- -	- -	- -	- -	- -
Wales	84 5%	37 5%	46 5%	8 5%	16 5%	19 5%	18 6%	12 5%	11 5%	- -	- -	- -	- -	- -	- -	- -	84 100% iklmn oqrstu	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
West	64 4%	38 5% ^b	26 3%	8 5%	10 3%	15 4%	12 4%	9 4%	10 5%	- -	- -	- -	- -	- -	- -	- -	- -	64 100% ^{iklmnoprs tu}	- -	- -	- -
Westcountry	44 3%	24 3%	20 2%	6 3%	11 4%	10 3%	10 3%	4 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	44 100% ^{iklmnopq stu}	- -	- -
Yorkshire	175 11%	81 11%	94 11%	21 12%	24 8%	43 11%	37 12%	28 11%	22 11%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	175 100% ^{iklmn opqrstu}	- -
STV	155 10%	76 10%	79 9%	9 5%	29 10%	32 8%	29 9%	33 13% ^{ce}	23 11% ^c	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	155 100% ^{iklmnopqr su}
UTV	66 4%	35 5%	31 4%	1 1%	12 4% ^c	13 3% ^c	15 5% ^c	12 5% ^c	13 6% ^c	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 1

S1. Which of the following ITV regions do you live in?**Base: All respondents**

	Total	ITV region UTV (u)
Base	1621	66*
Anglia	110 7%	- -
Border	21 1%	- -
Central	255 16%	- -
Granada	216 13%	- -
London	161 10%	- -
Meridian	177 11%	- -
TyneTees	93 6%	- -
Wales	84 5%	- -

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Table 1
S1. Which of the following ITV regions do you live in?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
West	64 4%	- -
Westcountry	44 3%	- -
Yorkshire	175 11%	- -
STV	155 10%	- -
UTV	66 4%	66 100%iklmnopqrst

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Absolutes/col percents

Table 2

Q1. Do you listen to any of these types of radio station for at least 15 minutes each week?**Base: All respondents**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Any local commercial radio station (e.g. Heart, Sun FM, Key 103)	1621 100%	762 100%	858 100%	176 100%	302 100%	383 100%	312 100%	245 100%	203 100%	110 100%	21 100%	255 100%	216 100%	161 100%	177 100%	93 100%	84 100%	64 100%	44 100%	175 100%	155 100%
Any BBC national station (e.g. BBC Radio 2, BBC Radio 4)	938 58%	493 65%b	445 52%	123 70%efgh	189 63%fgh	226 59%g	168 54%	125 51%	107 53%	63 57%	11 52%	155 61%otu	112 52%	103 64%lotu	101 57%u	44 47%	56 67%lotu	50 78%iklmnost u	30 68%lotu	107 61%otu	78 50%
Any national commercial radio station (e.g. Classic FM, talkSPORT, Absolute 80s)	697 43%	409 54%b	288 34%	80 45%gh	141 47%gh	189 49%gh	144 46%gh	81 33%	62 31%	44 40%	11 52%	124 49%nptu	97 45%	86 53%inopt u	66 37%	36 39%	30 36%	29 45%	17 39%	76 43%	59 38%
Any BBC local / regional station (e.g. BBC Radio Sussex, BBC Radio Scotland)	430 27%	261 34%b	169 20%	54 31%	84 28%	93 24%	71 23%	70 29%	58 29%	25 23%	10 48%	82 32%ln	41 19%	48 30%ln	36 20%	22 24%	18 21%	20 31%l	9 20%	52 30%ln	46 30%l
Other type of radio station (e.g. community radio)	109 7%	63 8%b	46 5%	16 9%h	29 10%h	26 7%	18 6%	13 5%	7 3%	4 4%	3 14%	25 10%inop	11 5%	14 9%	8 5%	3 3%	2 2%	8 13%ilnop	2 5%	12 7%	9 6%
Don't listen to the radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Any local commercial radio station (e.g. Heart, Sun FM, Key 103)	1621 100%	66 100%
Any BBC national station (e.g. BBC Radio 2, BBC Radio 4)	938 58%	28 42%
Any national commercial radio station (e.g. Classic FM, talkSPORT, Absolute 80s)	697 43%	22 33%
Any BBC local / regional station (e.g. BBC Radio Sussex, BBC Radio Scotland)	430 27%	21 32%
Other type of radio station (e.g. community radio)	109 7%	8 12%
Don't listen to the radio	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Anglia Heart (G)	100 6%	42 6%	58 7%	17 10%h	18 6%	24 6%	20 6%	12 5%	9 4%	100 91%klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
Smooth Radio (G)	22 1%	9 1%	13 2%	2 1%	1 *	8 2%d	3 1%	3 1%	5 2%d	22 20%klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
KL.FM (O)	8 *	3 *	5 1%	2 1%	-	1 *	4 1%d	-	1 *	8 7%klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
North Norfolk Radio (O)	4 *	3 *	1 *	1 1%	1 *	1 *	-	1 *	-	4 4%klmns t	-	-	-	-	-	-	-	-	-	-	-
Radio Norwich 99.9 (O)	12 1%	7 1%	5 1%	4 2%dg	1 *	4 1%	2 1%	-	1 *	12 11%klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
The Beach (O)	8 *	4 1%	4 *	-	1 *	5 1%	1 *	1 *	-	8 7%klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
Town 102 (O)	5 *	2 *	3 *	-	1 *	3 1%	1 *	-	-	5 5%klmno pst	-	-	-	-	-	-	-	-	-	-	-
Dream 100 (O)	5 *	3 *	2 *	-	1 *	2 1%	-	-	2 1%	5 5%klmno pst	-	-	-	-	-	-	-	-	-	-	-
Connect FM (O)	5 *	2 *	3 *	-	-	3 1%	1 *	1 *	-	5 5%klmno pst	-	-	-	-	-	-	-	-	-	-	-

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Radio Essex (O)	5 *	2 *	3 *	1 1%	2 1%	2 1%	- -	- -	- -	5 5%klmno pst	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Star Radio (O)	3 *	2 *	1 *	- -	- -	1 *	2 1%	- -	- -	3 3%klmns t	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Border																					
Smooth Radio (was Lakeland Radio) (G)	3 *	1 *	2 *	1 1%	- -	1 *	1 *	- -	- -	- -	3 14%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heart (was The Bay) (G)	7 *	3 *	4 *	2 1%	1 *	2 1%	2 1%	- -	- -	- -	7 33%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CFM (B)	13 1%	4 1%	9 1%	1 1%	3 1%	5 1%	1 *	2 1%	1 *	- -	13 62%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Borders (B)	7 *	3 *	4 *	1 1%	- -	3 1%	1 *	1 *	1 *	- -	7 33%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Central																					
Heart (G)	149 9%	77 10%	72 8%	23 13%g	30 10%	39 10%	26 8%	14 6%	17 8%	- -	- -	149 58%ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	111 7%	46 6%	65 8%	26 15%efgh	31 10%fgh	29 8%gh	16 5%g	4 2%	5 2%	- -	- -	111 44%ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	111 7%	63 8%b	48 6%	17 10%	16 5%	21 5%	18 6%	16 7%	23 11%def	- -	- -	111 44%ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
GEM 106 (B)	43 3%	22 3%	21 2%	9 5%fh	8 3%	11 3%	5 2%	7 3%	3 1%	- -	- -	43 17%ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Free Radio (B)	69 4%	38 5%	31 4%	8 5%	20 7% ^{gh}	17 4%	13 4%	6 2%	5 2%	-	-	69 27% ^{ilmno pqrstu}	-	-	-	-	-	-	-	-	-
Free Radio 80s (B)	27 2%	14 2%	13 2%	1 1%	8 3%	8 2%	5 2%	2 1%	3 1%	-	-	27 11% ^{ilmno pqrstu}	-	-	-	-	-	-	-	-	-
Sunshine Radio (O)	15 1%	8 1%	7 1%	- -	6 2%	4 1%	2 1%	2 1%	1 *	-	-	15 6% ^{ilmno pqstu}	-	-	-	-	-	-	-	-	-
Fosse 107 (O)	8 *	6 1%	2 *	1 1%	4 1% ^f	3 1%	- -	- -	- -	-	-	8 3% ^{lmnst}	-	-	-	-	-	-	-	-	-
Rugby FM (O)	11 1%	8 1%	3 *	2 1%	4 1%	4 1%	1 *	- -	- -	-	-	11 4% ^{ilmno st}	-	-	-	-	-	-	-	-	-
Touch FM (O)	23 1%	11 1%	12 1%	5 3% ^e	8 3% ^e	2 1%	4 1%	2 1%	2 1%	-	-	23 9% ^{ilmno pqrstu}	-	-	-	-	-	-	-	-	-
Signal 107 (O)	16 1%	9 1%	7 1%	1 1%	8 3% ^{gh}	4 1%	2 1%	1 *	- -	-	-	16 6% ^{ilmno pqstu}	-	-	-	-	-	-	-	-	-
Radio XL (O)	15 1%	10 1%	5 1%	3 2% ^g	4 1%	4 1%	4 1%	- -	- -	-	-	15 6% ^{ilmno pqstu}	-	-	-	-	-	-	-	-	-
Sabras Radio (O)	11 1%	7 1%	4 *	1 1%	5 2% ^g	4 1%	1 *	- -	- -	-	-	11 4% ^{ilmno st}	-	-	-	-	-	-	-	-	-

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Rutland Radio (O)	6 *	4 1%	2 *	2 1%	3 1%	1 *	- -	- -	- -	- -	- -	6 2%lns	- -	- -	- -	- -	- -	- -	- -	- -	- -
Peak FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	28 2%	17 2%	11 1%	2 1%	8 3%	9 2%	5 2%	3 1%	1 *	- -	- -	28 11%ilmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mansfield 103.2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 2 (O)	13 1%	6 1%	7 1%	1 1%	5 2%	2 1%	1 *	2 1%	2 1%	- -	- -	13 5%ilmno pst	- -	- -	- -	- -	- -	- -	- -	- -	- -
Granada																					
Heart (G)	102 6%	51 7%	51 6%	15 9%h	22 7%h	28 7%h	20 6%	11 4%	6 3%	- -	- -	- -	102 47%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	77 5%	36 5%	41 5%	20 11%defgh	18 6%gh	20 5%gh	15 5%gh	2 1%	2 1%	- -	- -	- -	77 36%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	80 5%	44 6%	36 4%	8 5%	13 4%	19 5%	14 4%	17 7%	9 4%	- -	- -	- -	80 37%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -

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	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Key 103 (B)	64 4%	33 4%	31 4%	11 6%f	14 5%	18 5%	8 3%	7 3%	6 3%	- -	- -	- -	64 30%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Key 2 (B)	7 *	3 *	4 *	2 1%	- -	3 1%	2 1%	- -	- -	- -	- -	- -	7 3%kmnst	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM (B)	40 2%	22 3%	18 2%	4 2%h	11 4%gh	15 4%gh	8 3%h	2 1%	- -	- -	- -	- -	40 19%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM 2 (B)	9 1%	5 1%	4 *	2 1%	2 1%	3 1%	2 1%	- -	- -	- -	- -	- -	9 4%ikmno st	- -	- -	- -	- -	- -	- -	- -	- -
Radio City (B)	33 2%	20 3%	13 2%	6 3%	6 2%	7 2%	8 3%	3 1%	3 1%	- -	- -	- -	33 15%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Radio City 2 (B)	15 1%	9 1%	6 1%	2 1%	2 1%	4 1%	3 1%	2 1%	2 1%	- -	- -	- -	15 7%ikmno pqstu	- -	- -	- -	- -	- -	- -	- -	- -
Radio City Talk (B)	13 1%	6 1%	7 1%	2 1%	2 1%	3 1%	5 2%	1 *	- -	- -	- -	- -	13 6%ikmno pqstu	- -	- -	- -	- -	- -	- -	- -	- -
The Revolution (O)	8 *	4 1%	4 *	1 1%	3 1%	1 *	- -	2 1%	1 *	- -	- -	- -	8 4%ikmns t	- -	- -	- -	- -	- -	- -	- -	- -
Asian Sound (O)	4 *	2 *	2 *	1 1%	1 *	1 *	- -	- -	1 *	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Silk FM (O)	3 *	3 *	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Dee 106.3 (O)	2 *	2 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Imagine FM (O)	3 *	3 *	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
XS Manchester (O)	26 2%	15 2%	11 1%	4 2%h	6 2%h	10 3%h	3 1%	3 1%	- -	- -	- -	- -	26 12%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
2BR (O)	9 1%	1 *	8 1%a	1 1%	1 *	3 1%	2 1%	1 *	1 *	- -	- -	- -	9 4%ikmno st	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	10 1%	7 1%	3 *	3 2%g	3 1%	2 1%	2 1%	- -	- -	- -	- -	- -	10 5%ikmno pst	- -	- -	- -	- -	- -	- -	- -	- -
Signal 2 (O)	4 *	3 *	1 *	1 1%	- -	2 1%	1 *	- -	- -	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -
Radio Wave (O)	12 1%	8 1%	4 *	- -	3 1%	5 1%	1 *	- -	3 1%	- -	- -	- -	12 6%ikmno pst	- -	- -	- -	- -	- -	- -	- -	- -
Tower FM (O)	13 1%	6 1%	7 1%	1 1%	2 1%	3 1%	3 1%	2 1%	2 1%	- -	- -	- -	13 6%ikmno pqstu	- -	- -	- -	- -	- -	- -	- -	- -
Wish FM (O)	24 1%	15 2%	9 1%	2 1%	9 3%f	5 1%	1 *	4 2%	3 1%	- -	- -	- -	24 11%ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
WIRE FM (O)	11 1%	3 *	8 1%	1 1%	3 1%	2 1%	2 1%	2 1%	1 *	- -	- -	- -	11 5%ikmno pst	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	4 *	1 *	3 *	1 1%	- -	1 *	1 *	1 *	- -	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -
London																					
Heart (G)	112 7%	54 7%	58 7%	11 6%	29 10%h	29 8%h	22 7%	14 6%	7 3%	- -	- -	- -	- -	112 70%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	88 5%	45 6%	43 5%	12 7%gh	27 9%gh	24 6%gh	18 6%h	6 2%	1 *	- -	- -	- -	- -	88 55%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	66 4%	31 4%	35 4%	6 3%	17 6%	15 4%	13 4%	10 4%	5 2%	- -	- -	- -	- -	66 41%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
LBC 97.3 (G)	45 3%	29 4%b	16 2%	2 1%	13 4%	10 3%	11 4%	5 2%	4 2%	- -	- -	- -	- -	45 28%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
LBC News (G)	38 2%	23 3%	15 2%	6 3%h	13 4%egh	6 2%	10 3%h	2 1%	1 *	- -	- -	- -	- -	38 24%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Capital Xtra (G)	45 3%	23 3%	22 3%	11 6%efgh	20 7%efgh	9 2%h	4 1%	1 *	- -	- -	- -	- -	- -	45 28%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Magic 105.4 (B)	86 5%	43 6%	43 5%	10 6%	23 8%g	21 5%	16 5%	7 3%	9 4%	-	-	-	-	86 53%iklnop qrstu	-	-	-	-	-	-	-
Time 107.5 (O)	12 1%	7 1%	5 1%	1 1%	8 3%fgh	3 1%	-	-	-	-	-	-	-	12 7%iklnop qrstu	-	-	-	-	-	-	-
Radio Jackie (O)	16 1%	8 1%	8 1%	-	7 2%cgh	5 1%	4 1%	-	-	-	-	-	-	16 10%iklnop qrstu	-	-	-	-	-	-	-
London Greek Radio (O)	13 1%	7 1%	6 1%	1 1%	6 2%gh	4 1%	2 1%	-	-	-	-	-	-	13 8%iklnop qrstu	-	-	-	-	-	-	-
Sunrise Radio (O)	22 1%	12 2%	10 1%	1 1%	8 3%h	8 2%h	3 1%	2 1%	-	-	-	-	-	22 14%iklnop qrstu	-	-	-	-	-	-	-
Lyca Radio (O)	9 1%	4 1%	5 1%	-	4 1%f	4 1%	-	1 *	-	-	-	-	-	9 6%iklnop st	-	-	-	-	-	-	-
Lyca Dil Se (O)	9 1%	5 1%	4 *	-	6 2%fh	2 1%	-	1 *	-	-	-	-	-	9 6%iklnop st	-	-	-	-	-	-	-
Panjab Radio (O)	12 1%	4 1%	8 1%	-	6 2%h	4 1%	1 *	1 *	-	-	-	-	-	12 7%iklnop qrstu	-	-	-	-	-	-	-

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Love Sport (O)	16 1%	6 1%	10 1%	1 1%	9 3% <i>fgh</i>	6 2% <i>fg</i>	- -	- -	- -	- -	- -	- -	- -	16 10% <i>iklnop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -	- -
Radio Essex (O)	16 1%	9 1%	7 1%	1 1%	8 3% <i>fg</i>	5 1%	1 *	- -	1 *	- -	- -	- -	- -	16 10% <i>iklnop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -	- -
Bob FM (O)	11 1%	4 1%	7 1%	- -	8 3% <i>cefgh</i>	2 1%	- -	1 *	- -	- -	- -	- -	- -	11 7% <i>iklnop</i> <i>qstu</i>	- -	- -	- -	- -	- -	- -	- -
<u>Meridian</u>																					
Heart (G)	140 9%	54 7%	86 10% <i>a</i>	12 7%	31 10%	40 10%	27 9%	16 7%	14 7%	- -	- -	- -	- -	- -	140 79% <i>iklmop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -
Capital FM (G)	62 4%	24 3%	38 4%	11 6% <i>h</i>	23 8% <i>efgh</i>	12 3% <i>h</i>	9 3% <i>h</i>	7 3% <i>h</i>	- -	- -	- -	- -	- -	- -	62 35% <i>iklmop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	31 2%	17 2%	14 2%	3 2%	4 1%	11 3% <i>f</i>	2 1%	7 3% <i>f</i>	4 2%	- -	- -	- -	- -	- -	31 18% <i>iklmop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -
The Breeze (O)	15 1%	5 1%	10 1%	- -	7 2% <i>cf</i>	3 1%	1 *	2 1%	2 1%	- -	- -	- -	- -	- -	15 8% <i>iklmop</i> <i>qrstu</i>	- -	- -	- -	- -	- -	- -
Jack FM (O)	14 1%	6 1%	8 1%	2 1%	5 2%	4 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	14 8% <i>iklmop</i> <i>qstu</i>	- -	- -	- -	- -	- -	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Jack FM 2 (O)	6 *	2 *	4 *	2 1%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	6 3%klmst	- -	- -	- -	- -	- -	- -
Banbury Sound (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More Radio (O)	5 *	1 *	4 *	1 1%	- -	1 *	- -	1 *	2 1%	- -	- -	- -	- -	- -	5 3%klmst	- -	- -	- -	- -	- -	- -
Eagle Radio (O)	8 *	5 1%	3 *	- -	2 1%	1 *	1 *	2 1%	2 1%	- -	- -	- -	- -	- -	8 5%iklmop st	- -	- -	- -	- -	- -	- -
Spirit FM (O)	4 *	1 *	3 *	- -	2 1%	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	4 2%kls	- -	- -	- -	- -	- -	- -
KMFM (O)	18 1%	9 1%	9 1%	2 1%	6 2%	2 1%	5 2%	2 1%	1 *	- -	- -	- -	- -	- -	18 10%iklmop qrstu	- -	- -	- -	- -	- -	- -
Isle of Wight Radio (O)	5 *	2 *	3 *	- -	2 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	5 3%klmst	- -	- -	- -	- -	- -	- -
Juice 107.2 (O)	6 *	1 *	5 1%	2 1%	- -	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	6 3%klmst	- -	- -	- -	- -	- -	- -
Bob FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mix 96 (O)	5 *	- -	5 1%a	1 1%	1 *	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	5 3%klmst	- -	- -	- -	- -	- -	- -
Wessex FM (O)	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Spire FM (O)	2 *	-	2 *	-	1 *	1 *	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Wave 105 (B)	27 2%	12 2%	15 2%	1 1%	9 3%h	5 1%	4 1%	7 3%	1 *	-	-	-	-	-	27 15%iklmop qrstu	-	-	-	-	-	-
Sam FM (O)	15 1%	5 1%	10 1%	-	6 2%h	6 2%	2 1%	1 *	-	-	-	-	-	-	15 8%iklmop qrstu	-	-	-	-	-	-
Fire Radio (O)	4 *	-	4 *	-	3 1%	1 *	-	-	-	-	-	-	-	-	4 2%kls	-	-	-	-	-	-
TyneTees																					
Heart (G)	52 3%	23 3%	29 3%	4 2%	10 3%	13 3%	14 4%h	9 4%	2 1%	-	-	-	-	-	-	52 56%iklmn pqrstu	-	-	-	-	-
Capital FM (G)	45 3%	16 2%	29 3%	6 3%h	11 4%h	13 3%h	9 3%	5 2%	1 *	-	-	-	-	-	-	45 48%iklmn pqrstu	-	-	-	-	-
Smooth Radio (G)	47 3%	27 4%	20 2%	4 2%	4 1%	12 3%	9 3%	8 3%	10 5%d	-	-	-	-	-	-	47 51%iklmn pqrstu	-	-	-	-	-
Metro Radio (B)	49 3%	27 4%	22 3%	4 2%	7 2%	17 4%h	12 4%	7 3%	2 1%	-	-	-	-	-	-	49 53%iklmn pqrstu	-	-	-	-	-

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Metro Radio 2 (B)	12 1%	7 1%	5 1%	- -	- -	6 2% ^d	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	12 13% ^{iklmn} pqrstu	- -	- -	- -	- -	- -
TFM (B)	18 1%	10 1%	8 1%	2 1%	3 1%	4 1%	4 1%	4 2%	1 *	- -	- -	- -	- -	- -	- -	18 19% ^{iklmn} pqrstu	- -	- -	- -	- -	- -
TFM 2 (B)	7 *	6 1% ^b	1 *	- -	- -	4 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	7 8% ^{iklmn} pqstu	- -	- -	- -	- -	- -
Sun FM (O)	9 1%	7 1%	2 *	- -	- -	5 1% ^d	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	9 10% ^{iklmn} pqrstu	- -	- -	- -	- -	- -
Rather Good Radio (O)	3 *	2 *	1 *	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3% ^{klmns} t	- -	- -	- -	- -	- -
Minster FM Northallerton (O)	5 *	2 *	3 *	1 1%	1 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 5% ^{iklmn} pst	- -	- -	- -	- -	- -
Wales																					
Heart (G)	61 4%	26 3%	34 4%	7 4%	13 4%	14 4%	15 5%	6 2%	6 3%	- -	- -	- -	- -	- -	- -	- -	61 73% ^{iklmn} oqrstu	- -	- -	- -	- -
Capital FM (G)	33 2%	14 2%	19 2%	5 3% ^h	10 3% ^{gh}	10 3% ^h	6 2% ^h	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	33 39% ^{iklmn} oqrstu	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Smooth Radio (G)	14 1%	9 1%	5 1%	- -	1 *	5 1%	4 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	14 17%iklmn oqrstu	- -	- -	- -	- -
Nation Radio (O)	17 1%	6 1%	11 1%	3 2%	3 1%	5 1%	5 2%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	17 20%iklmn oqrstu	- -	- -	- -	- -
Radio Ceredigion (O)	2 *	2 *	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%klms	- -	- -	- -	- -
Radio Pembrokeshire (O)	6 *	4 1%	2 *	- -	1 *	1 *	1 *	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	6 7%iklmn oqrstu	- -	- -	- -	- -
Radio Carmarthenshire (O)	4 *	2 *	2 *	1 1%	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	4 5%iklmn ost	- -	- -	- -	- -
The Wave (O)	27 2%	11 1%	16 2%	2 1%	4 1%	9 2%	6 2%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	27 32%iklmn oqrstu	- -	- -	- -	- -
Swansea Sound (O)	15 1%	8 1%	7 1%	1 1%	1 *	6 2%	4 1%	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	15 18%iklmn oqrstu	- -	- -	- -	- -
Bridge FM (O)	8 *	4 1%	4 *	1 1%	1 *	2 1%	3 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	8 10%iklmn oqrstu	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
<u>West</u>																					
Heart (G)	49 3%	27 4%	22 3%	6 3%	8 3%	12 3%	11 4%	6 2%	6 3%	-	-	-	-	-	-	-	-	49 77% i k l m n o p r s t u	-	-	-
Smooth Radio (G)	15 1%	10 1%	5 1%	2 1%	3 1%	4 1%	1 *	2 1%	3 1%	-	-	-	-	-	-	-	-	15 23% i k l m n o p r s t u	-	-	-
Sam FM (O)	14 1%	11 1% ^b	3 *	2 1%	1 *	6 2%	1 *	2 1%	2 1%	-	-	-	-	-	-	-	-	14 22% i k l m n o p r s t u	-	-	-
The Breeze (O)	13 1%	7 1%	6 1%	3 2%	1 *	3 1%	2 1%	2 1%	2 1%	-	-	-	-	-	-	-	-	13 20% i k l m n o p r s t u	-	-	-
<u>Westcountry</u>																					
Heart (G)	37 2%	20 3%	17 2%	6 3%	10 3%	8 2%	8 3%	3 1%	2 1%	-	-	-	-	-	-	-	-	-	37 84% i k l m n o p q s t u	-	-
Smooth Radio (G)	11 1%	8 1%	3 *	2 1%	3 1%	2 1%	3 1%	- -	1 *	-	-	-	-	-	-	-	-	-	11 25% i k l m n o p q s t u	-	-
Pirate FM (O)	11 1%	8 1%	3 *	2 1%	2 1%	1 *	4 1%	2 1%	- -	-	-	-	-	-	-	-	-	-	11 25% i k l m n o p q s t u	-	-
The Breeze (O)	10 1%	7 1%	3 *	3 2% ^g	2 1%	3 1%	1 *	- -	1 *	-	-	-	-	-	-	-	-	-	10 23% i k l m n o p q s t u	-	-
Radio Exe (O)	4 *	3 *	1 *	1 1%	2 1%	- -	1 *	- -	- -	-	-	-	-	-	-	-	-	-	4 9% i k l m n o p q s t u	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Radio Plymouth (O)	3 *	3 *	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 7% iklmnopq stu	- -	- -
<u>Yorkshire</u>																					
Heart (G)	80 5%	34 4%	46 5%	12 7%h	17 6%h	25 7%h	15 5%h	9 4%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	80 46% iklmn opqrtu	- -
Capital FM (G)	69 4%	25 3%	44 5%	15 9%dfgh	11 4%	24 6%gh	11 4%	5 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	69 39% iklmn opqrtu	- -
Smooth Radio (G)	32 2%	17 2%	15 2%	7 4%	4 1%	8 2%	4 1%	4 2%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	32 18% iklmn opqrtu	- -
Radio Aire (B)	21 1%	12 2%	9 1%	3 2%	3 1%	7 2%	3 1%	4 2%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 12% iklmn opqrtu	- -
Radio Aire 2 (B)	7 *	5 1%	2 *	- -	- -	2 1%	1 *	1 *	3 1% ^d	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 4% iklmn t	- -
Viking FM (B)	25 2%	15 2%	10 1%	2 1%	5 2%	10 3%f	2 1%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 14% iklmn opqrtu	- -
Viking 2 (B)	8 *	6 1%	2 *	1 1%	2 1%	1 *	1 *	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5% iklmn opt	- -
Hallam FM (B)	34 2%	16 2%	18 2%	5 3%	9 3%	4 1%	10 3%e	4 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	34 19% iklmn opqrtu	- -
Hallam 2 (B)	9 1%	6 1%	3 *	1 1%	2 1%	3 1%	2 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 5% iklmn opt	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Pulse 1 (O)	21 1%	10 1%	11 1%	1 1%	4 1%	9 2%	2 1%	3 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 12%iklmn opqru	-
Pulse 2 (O)	6 *	4 1%	2 *	1 1%	- -	4 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 3%klmnt	-
Compass FM (O)	3 *	3 *	- -	1 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%k	-
Lincs FM (O)	16 1%	11 1%	5 1%	1 1%	- -	6 2%d	3 1%	5 2%d	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 9%iklmn opqru	-
Yorkshire Coast Radio (O)	14 1%	7 1%	7 1%	1 1%	1 *	7 2%	1 *	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	14 8%iklmn opqru	-
Dearne FM (O)	9 1%	6 1%	3 *	- -	3 1%	3 1%	2 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 5%iklmn opt	-
Rother FM (O)	11 1%	4 1%	7 1%	2 1%	2 1%	2 1%	2 1%	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 6%iklmn opqru	-
Ridings FM (O)	6 *	5 1%	1 *	2 1%	1 *	2 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 3%klmnt	-
Sunrise FM (O)	6 *	4 1%	2 *	1 1%	2 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 3%klmnt	-
Minster FM (O)	11 1%	6 1%	5 1%	- -	1 *	5 1%	2 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 6%iklmn opqru	-

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Stray FM (O)	13 1%	9 1%	4 *	4 2%f	2 1%	3 1%	1 *	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 7%iklmn opqtu	- -
KCFM (O)	13 1%	10 1%b	3 *	2 1%	2 1%	3 1%	4 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 7%iklmn opqtu	- -
Trax FM (O)	13 1%	7 1%	6 1%	1 1%	3 1%	5 1%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 7%iklmn opqtu	- -
Mansfield 103.2 (O)	5 *	3 *	2 *	- -	- -	3 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 3%klmnt	- -
Peak FM (O)	9 1%	6 1%	3 *	2 1%	- -	1 *	1 *	2 1%	3 1%d	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 5%iklmn opt	- -
STV																					
Heart (G)	46 3%	19 2%	27 3%	4 2%	11 4%	8 2%	11 4%	5 2%	7 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	46 30%iklmnopqr su
Capital FM (G)	42 3%	18 2%	24 3%	5 3%	15 5%gh	11 3%	7 2%	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	42 27%iklmnopqr su
Smooth Radio (G)	34 2%	13 2%	21 2%	2 1%	8 3%	5 1%	5 2%	9 4%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	34 22%iklmnopqr su
Forth 1 (B)	32 2%	18 2%	14 2%	2 1%	5 2%	8 2%	4 1%	5 2%	8 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	32 21%iklmnopqr su

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Forth 2 (B)	13 1%	6 1%	7 1%	- -	2 1%	2 1%	2 1%	4 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 8%iklmnopqr su
Clyde 1 (B)	54 3%	27 4%	27 3%	4 2%	14 5%	9 2%	12 4%	11 4%	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	54 35%iklmnopqr su
Clyde 2 (B)	17 1%	5 1%	12 1%	1 1%	5 2%	1 *	2 1%	4 2%	4 2%e	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	17 11%iklmnopqr su
Northsound 1 (B)	9 1%	5 1%	4 *	- -	4 1%f	3 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 6%iklmnopsu
Northsound 2 (B)	7 *	4 1%	3 *	1 1%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 5%iklmnops
Moray Firth Radio (B)	8 *	4 1%	4 *	2 1%	2 1%	1 *	2 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%iklmnops
MFR 2 (B)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Tay FM (B)	13 1%	5 1%	8 1%	- -	2 1%	3 1%	2 1%	4 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 8%iklmnopqr su
Tay 2 (B)	6 *	3 *	3 *	1 1%	1 *	2 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 4%iklmns

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
West FM (B)	16 1%	8 1%	8 1%	- -	2 1%	4 1%	1 *	7 3%cdf	2 1%	-	-	-	-	-	-	-	-	-	-	-	16 10%iklmnopqr su
Central FM (O)	6 *	2 *	4 *	1 1%	3 1%	- -	1 *	1 *	- -	-	-	-	-	-	-	-	-	-	-	-	6 4%iklmns
Kingdom FM (O)	9 1%	6 1%	3 *	1 1%	3 1%	1 *	2 1%	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	9 6%iklmnopsu
Wave 102 (O)	7 *	2 *	5 1%	2 1%e	3 1%	- -	1 *	- -	1 *	-	-	-	-	-	-	-	-	-	-	-	7 5%iklmnops
Your Radio (O)	2 *	1 *	1 *	- -	2 1%	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-	2 1%
Original 106 (O)	10 1%	3 *	7 1%	1 1%	4 1%f	3 1%	- -	2 1%	- -	-	-	-	-	-	-	-	-	-	-	-	10 6%iklmnopqs u
Argyll FM (O)	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-	1 1%
Cuillin FM (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-	1 1%
Heartland FM (O)	4 *	2 *	2 *	2 1%e	1 *	- -	- -	1 *	- -	-	-	-	-	-	-	-	-	-	-	-	4 3%klmns
Isles FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lochbroom FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
NECR (O)	3 *	- -	3 *	3 2%defg	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%kl
Oban FM (O)	2 *	- -	2 *	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
Radio North Angus (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
SIBC (O)	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Two Lochs Radio (O)	2 *	- -	2 *	2 1%e	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
Waves Radio Peterhead (O)	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
West Sound (B)	10 1%	5 1%	5 1%	- -	4 1%	1 *	1 *	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 6%iklmnopqs u
UTV																					
Downtown Radio (B)	32 2%	19 2%	13 2%	1 1%	3 1%	7 2%	8 3%	8 3%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cool FM (B)	35 2%	17 2%	18 2%	1 1%	9 3%	8 2%	10 3%	4 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Q Radio (O)	28 2%	13 2%	15 2%	- -	7 2% c	10 3% c	5 2%	5 2%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
U105 (O)	21 1%	11 1%	10 1%	- -	3 1%	4 1%	5 2%	4 2%	5 2% ^c	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Anglia		
Heart (G)	100 6%	- -
Smooth Radio (G)	22 1%	- -
KL.FM (O)	8 *	- -
North Norfolk Radio (O)	4 *	- -
Radio Norwich 99.9 (O)	12 1%	- -
The Beach (O)	8 *	- -
Town 102 (O)	5 *	- -
Dream 100 (O)	5 *	- -
Connect FM (O)	5 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Radio Essex (O)	5 *	- -
Star Radio (O)	3 *	- -
Border		
Smooth Radio (was Lakeland Radio) (G)	3 *	- -
Heart (was The Bay) (G)	7 *	- -
CFM (B)	13 1%	- -
Radio Borders (B)	7 *	- -
Central		
Heart (G)	149 9%	- -
Capital FM (G)	111 7%	- -
Smooth Radio (G)	111 7%	- -
GEM 106 (B)	43 3%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Free Radio (B)	69 4%	- -
Free Radio 80s (B)	27 2%	- -
Sunshine Radio (O)	15 1%	- -
Fosse 107 (O)	8 *	- -
Rugby FM (O)	11 1%	- -
Touch FM (O)	23 1%	- -
Signal 107 (O)	16 1%	- -
Radio XL (O)	15 1%	- -
Sabras Radio (O)	11 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Rutland Radio (O)	6	-
	*	-
Peak FM (O)	-	-
	-	-
High Peak Radio (O)	-	-
	-	-
Signal 1 (O)	28	-
	2%	-
Mansfield 103.2 (O)	-	-
	-	-
Signal 2 (O)	13	-
	1%	-
<u>Granada</u>		
Heart (G)	102	-
	6%	-
Capital FM (G)	77	-
	5%	-
Smooth Radio (G)	80	-
	5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Key 103 (B)	64 4%	- -
Key 2 (B)	7 *	- -
Rock FM (B)	40 2%	- -
Rock FM 2 (B)	9 1%	- -
Radio City (B)	33 2%	- -
Radio City 2 (B)	15 1%	- -
Radio City Talk (B)	13 1%	- -
The Revolution (O)	8 *	- -
Asian Sound (O)	4 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Silk FM (O)	3 *	- -
Dee 106.3 (O)	2 *	- -
Imagine FM (O)	3 *	- -
XS Manchester (O)	26 2%	- -
2BR (O)	9 1%	- -
Signal 1 (O)	10 1%	- -
Signal 2 (O)	4 *	- -
Radio Wave (O)	12 1%	- -
Tower FM (O)	13 1%	- -
Wish FM (O)	24 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
WIRE FM (O)	11 1%	- -
High Peak Radio (O)	4 *	- -
<u>London</u>		
Heart (G)	112 7%	- -
Capital FM (G)	88 5%	- -
Smooth Radio (G)	66 4%	- -
LBC 97.3 (G)	45 3%	- -
LBC News (G)	38 2%	- -
Capital Xtra (G)	45 3%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Magic 105.4 (B)	86 5%	- -
Time 107.5 (O)	12 1%	- -
Radio Jackie (O)	16 1%	- -
London Greek Radio (O)	13 1%	- -
Sunrise Radio (O)	22 1%	- -
Lyca Radio (O)	9 1%	- -
Lyca Dil Se (O)	9 1%	- -
Panjab Radio (O)	12 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Love Sport (O)	16 1%	- -
Radio Essex (O)	16 1%	- -
Bob FM (O)	11 1%	- -
Meridian		
Heart (G)	140 9%	- -
Capital FM (G)	62 4%	- -
Smooth Radio (G)	31 2%	- -
The Breeze (O)	15 1%	- -
Jack FM (O)	14 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Jack FM 2 (O)	6 *	- -
Banbury Sound (O)	- -	- -
More Radio (O)	5 *	- -
Eagle Radio (O)	8 *	- -
Spirit FM (O)	4 *	- -
KMFM (O)	18 1%	- -
Isle of Wight Radio (O)	5 *	- -
Juice 107.2 (O)	6 *	- -
Bob FM (O)	- -	- -
Mix 96 (O)	5 *	- -
Wessex FM (O)	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Spire FM (O)	2 *	- -
Wave 105 (B)	27 2%	- -
Sam FM (O)	15 1%	- -
Fire Radio (O)	4 *	- -
<u>TyneTeess</u>		
Heart (G)	52 3%	- -
Capital FM (G)	45 3%	- -
Smooth Radio (G)	47 3%	- -
Metro Radio (B)	49 3%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Metro Radio 2 (B)	12 1%	- -
TFM (B)	18 1%	- -
TFM 2 (B)	7 *	- -
Sun FM (O)	9 1%	- -
Rather Good Radio (O)	3 *	- -
Minster FM Northallerton (O)	5 *	- -
<u>Wales</u>		
Heart (G)	61 4%	- -
Capital FM (G)	33 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Smooth Radio (G)	14 1%	- -
Nation Radio (O)	17 1%	- -
Radio Ceredigion (O)	2 *	- -
Radio Pembrokeshire (O)	6 *	- -
Radio Carmarthenshire (O)	4 *	- -
The Wave (O)	27 2%	- -
Swansea Sound (O)	15 1%	- -
Bridge FM (O)	8 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
<u>West</u>		
Heart (G)	49 3%	- -
Smooth Radio (G)	15 1%	- -
Sam FM (O)	14 1%	- -
The Breeze (O)	13 1%	- -
<u>Westcountry</u>		
Heart (G)	37 2%	- -
Smooth Radio (G)	11 1%	- -
Pirate FM (O)	11 1%	- -
The Breeze (O)	10 1%	- -
Radio Exe (O)	4 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Radio Plymouth (O)	3 *	- -
<u>Yorkshire</u>		
Heart (G)	80 5%	- -
Capital FM (G)	69 4%	- -
Smooth Radio (G)	32 2%	- -
Radio Aire (B)	21 1%	- -
Radio Aire 2 (B)	7 *	- -
Viking FM (B)	25 2%	- -
Viking 2 (B)	8 *	- -
Hallam FM (B)	34 2%	- -
Hallam 2 (B)	9 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Pulse 1 (O)	21	-
	1%	-
Pulse 2 (O)	6	-
	*	-
Compass FM (O)	3	-
	*	-
Lincs FM (O)	16	-
	1%	-
Yorkshire Coast Radio (O)	14	-
	1%	-
Deerne FM (O)	9	-
	1%	-
Rother FM (O)	11	-
	1%	-
Ridings FM (O)	6	-
	*	-
Sunrise FM (O)	6	-
	*	-
Minster FM (O)	11	-
	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 3

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Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Stray FM (O)	13 1%	- -
KCFM (O)	13 1%	- -
Trax FM (O)	13 1%	- -
Mansfield 103.2 (O)	5 *	- -
Peak FM (O)	9 1%	- -
STV		
Heart (G)	46 3%	- -
Capital FM (G)	42 3%	- -
Smooth Radio (G)	34 2%	- -
Forth 1 (B)	32 2%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Absolutes/col percents

Table 3

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Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Forth 2 (B)	13 1%	- -
Clyde 1 (B)	54 3%	- -
Clyde 2 (B)	17 1%	- -
Northsound 1 (B)	9 1%	- -
Northsound 2 (B)	7 *	- -
Moray Firth Radio (B)	8 *	- -
MFR 2 (B)	1 *	- -
Tay FM (B)	13 1%	- -
Tay 2 (B)	6 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
West FM (B)	16 1%	- -
Central FM (O)	6 *	- -
Kingdom FM (O)	9 1%	- -
Wave 102 (O)	7 *	- -
Your Radio (O)	2 *	- -
Original 106 (O)	10 1%	- -
Argyll FM (O)	1 *	- -
Cuillin FM (O)	1 *	- -
Heartland FM (O)	4 *	- -
Isles FM (O)	-	-
Lochbroom FM (O)	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
NECR (O)	3 *	- -
Oban FM (O)	2 *	- -
Radio North Angus (O)	1 *	- -
SIBC (O)	1 *	- -
Two Lochs Radio (O)	2 *	- -
Waves Radio Peterhead (O)	1 *	- -
West Sound (B)	10 1%	- -
UTV		
Downtown Radio (B)	32 2%	32 48%iklmnopqrst
Cool FM (B)	35 2%	35 53%iklmnopqrst
Q Radio (O)	28 2%	28 42%iklmnopqrst

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 3

Q2a. You said that you listen to local commercial radio at least once a week. Which, if any, of these local radio stations do you tend to listen to regularly?

Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
U105 (O)	21 1%	21 32%iklmnopqrst

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Anglia																					
Heart (G)	90 6%	37 5%	53 6%	17 10% gh	17 6%	22 6%	17 5%	10 4%	7 3%	90 82% klmno pqrstu	-	-	-	-	-	-	-	-	-	-	-
Smooth Radio (G)	6 *	2 *	4 *	- -	- -	1 *	1 *	1 *	3 1% d	6 5% klmno pst	-	-	-	-	-	-	-	-	-	-	-
KL.FM (O)	3 *	- -	3 *	- -	- -	- -	2 1%	- -	1 *	3 3% klmns t	-	-	-	-	-	-	-	-	-	-	-
North Norfolk Radio (O)	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 1%	-	-	-	-	-	-	-	-	-	-	-
Radio Norwich 99.9 (O)	2 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	2 2% kl	-	-	-	-	-	-	-	-	-	-	-
The Beach (O)	4 *	2 *	2 *	- -	1 *	1 *	1 *	1 *	- -	4 4% klmns t	-	-	-	-	-	-	-	-	-	-	-
Town 102 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-
Dream 100 (O)	3 *	1 *	2 *	- -	- -	2 1%	- -	- -	1 *	3 3% klmns t	-	-	-	-	-	-	-	-	-	-	-
Connect FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-
Radio Essex (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-
Star Radio (O)	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 1%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Border																					
Smooth Radio (was Lakeland Radio) (G)	1* -	-	1*	1 1%	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-
Heart (was The Bay) (G)	4* -	2*	2*	1 1%	-	1*	2 1%	-	-	-	4 19%	-	-	-	-	-	-	-	-	-	-
CFM (B)	11 1%	3* -	8 1%	-	3 1%	4 1%	1* -	2 1%	1* -	-	11 52%	-	-	-	-	-	-	-	-	-	-
Radio Borders (B)	5* -	2* -	3* -	-	-	3 1%	-	1* -	1* -	-	5 24%	-	-	-	-	-	-	-	-	-	-
Central																					
Heart (G)	82 5%	38 5%	44 5%	12 7%	13 4%	22 6%	17 5%	8 3%	10 5%	-	-	82 32% ilmno pqrstu	-	-	-	-	-	-	-	-	-
Capital FM (G)	50 3%	20 3%	30 3%	13 7% efgh	19 6% efgh	10 3% g	7 2% g	-	1* -	-	-	50 20% ilmno pqrstu	-	-	-	-	-	-	-	-	-
Smooth Radio (G)	43 3%	23 3%	20 2%	3 2% d	-	5 1% d	6 2% d	11 4% de	18 9% cdef	-	-	43 17% ilmno pqrstu	-	-	-	-	-	-	-	-	-
GEM 106 (B)	26 2%	14 2%	12 1%	4 2%	3 1%	9 2%	3 1%	5 2%	2 1%	-	-	26 10% ilmno pqrstu	-	-	-	-	-	-	-	-	-
Free Radio (B)	25 2%	14 2%	11 1%	-	6 2%	9 2% c	6 2%	2 1%	2 1%	-	-	25 10% ilmno pqrstu	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Free Radio 80s (B)	5 *	2 *	3 *	- -	2 1%	2 1%	- -	- -	1 *	- -	- -	5 2%l	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sunshine Radio (O)	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fosse 107 (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rugby FM (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Touch FM (O)	4 *	2 *	2 *	- -	1 *	- -	1 *	2 1%	- -	- -	- -	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 107 (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio XL (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sabraz Radio (O)	3 *	1 *	2 *	- -	2 1%	- -	1 *	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rutland Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Peak FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	9 1%	3 *	6 1%	- -	2 1%	5 1%	1 *	- -	1 *	- -	- -	9 4%ilms t	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mansfield 103.2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Signal 2 (O)	3 *	1 *	2 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Granada																					
Heart (G)	48 3%	25 3%	23 3%	9 5%	7 2%	10 3%	10 3%	7 3%	5 2%	- -	- -	- -	48 22% ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	37 2%	17 2%	20 2%	10 6% efgh	11 4% gh	8 2% h	7 2% h	1 *	- -	- -	- -	- -	37 17% ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	33 2%	17 2%	16 2%	1 1%	5 2%	5 1%	4 1%	14 6% cdefh	4 2%	- -	- -	- -	33 15% ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Key 103 (B)	27 2%	15 2%	12 1%	3 2%	4 1%	9 2%	3 1%	4 2%	4 2%	- -	- -	- -	27 13% ikmno pqrstu	- -	- -	- -	- -	- -	- -	- -	- -
Key 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM (B)	16 1%	8 1%	8 1%	2 1%	3 1%	5 1%	5 2%	1 *	- -	- -	- -	- -	16 7% ikmno pqstu	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio City (B)	7 *	4 1%	3 *	2 1%	- -	2 1%	1 *	1 *	1 *	- -	- -	- -	7 3% kmnst	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Radio City 2 (B)	6 *	4 1%	2 *	- -	1 *	2 1%	- -	2 1%	1 *	- -	- -	- -	6 3%kmnst	- -	- -	- -	- -	- -	- -	- -	- -
Radio City Talk (B)	2 *	1 *	1 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
The Revolution (O)	3 *	1 *	2 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Asian Sound (O)	2 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Silk FM (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
Dee 106.3 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Imagine FM (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
XS Manchester (O)	7 *	3 *	4 *	1 1%	1 *	1 *	1 *	3 1%	- -	- -	- -	- -	7 3%kmnst	- -	- -	- -	- -	- -	- -	- -	- -
2BR (O)	6 *	- -	6 1%a	1 1%	- -	2 1%	1 *	1 *	1 *	- -	- -	- -	6 3%kmnst	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	3 *	3 *	- -	1 1%	1 *	- -	1 *	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
Signal 2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Wave (O)	4 *	3 *	1 *	- -	- -	- -	1 *	- -	3 1%de	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Tower FM (O)	4 *	1 *	3 *	- -	- -	- -	1 *	1 *	2 1%	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -
Wish FM (O)	4 *	2 *	2 *	- -	3 1%	- -	- -	- -	1 *	- -	- -	- -	4 2%k	- -	- -	- -	- -	- -	- -	- -	- -
WIRE FM (O)	3 *	- -	3 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	2 *	- -	2 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
London																					
Heart (G)	42 3%	21 3%	21 2%	4 2%	6 2%	12 3%	11 4%	5 2%	4 2%	- -	- -	- -	- -	42 26%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	34 2%	18 2%	16 2%	5 3%	8 3%	9 2%	8 3%	3 1%	1 *	- -	- -	- -	- -	34 21%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	13 1%	5 1%	8 1%	- -	- -	2 1%	2 1%	5 2%d	4 2%d	- -	- -	- -	- -	13 8%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
LBC 97.3 (G)	16 1%	10 1%	6 1%	1 1%	2 1%	2 1%	7 2%eh	4 2%	- -	- -	- -	- -	- -	16 10%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
LBC News (G)	5 *	4 1%	1 *	2 1%e	2 1%	- -	- -	- -	1 *	- -	- -	- -	- -	5 3%klnst	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Capital Xtra (G)	12 1%	6 1%	6 1%	3 2%fg	6 2%fgh	3 1%	- -	- -	- -	- -	- -	- -	- -	12 7%iklnop qstu	- -	- -	- -	- -	- -	- -	- -
Magic 105.4 (B)	26 2%	12 2%	14 2%	2 1%	9 3%g	4 1%	4 1%	1 *	6 3%g	- -	- -	- -	- -	26 16%iklnop qrstu	- -	- -	- -	- -	- -	- -	- -
Time 107.5 (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Radio Jackie (O)	2 *	- -	2 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -
London Greek Radio (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Sunrise Radio (O)	4 *	2 *	2 *	- -	- -	3 1%	- -	1 *	- -	- -	- -	- -	- -	4 2%klnst	- -	- -	- -	- -	- -	- -	- -
Lyca Radio (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Lyca Dil Se (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Panjab Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Love Sport (O)	3 *	1 *	2 *	- -	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	3 2%kl	- -	- -	- -	- -	- -	- -	- -
Radio Essex (O)	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Bob FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Meridian Heart (G)	90 6%	35 5%	55 6%	7 4%	13 4%	27 7%	20 6%	11 4%	12 6%	- -	- -	- -	- -	- -	90 51% iklmop qrstu	- -	- -	- -	- -	- -	- -
Capital FM (G)	26 2%	9 1%	17 2%	5 3% gh	14 5% efgh	3 1%	4 1%	- -	- -	- -	- -	- -	- -	- -	26 15% iklmop qrstu	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	12 1%	5 1%	7 1%	- -	- -	4 1%	1 *	6 2% cdf	1 *	- -	- -	- -	- -	- -	12 7% iklmop qstu	- -	- -	- -	- -	- -	- -
The Breeze (O)	5 *	1 *	4 *	- -	1 *	2 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	5 3% klmst	- -	- -	- -	- -	- -	- -
Jack FM (O)	5 *	3 *	2 *	1 1%	- -	3 1%	- -	1 *	- -	- -	- -	- -	- -	- -	5 3% klmst	- -	- -	- -	- -	- -	- -
Jack FM 2 (O)	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Banbury Sound (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More Radio (O)	4 *	1 *	3 *	- -	- -	1 *	- -	1 *	2 1%	- -	- -	- -	- -	- -	4 2% kls	- -	- -	- -	- -	- -	- -
Eagle Radio (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Spirit FM (O)	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
KMFM (O)	8 *	5 1%	3 *	2 1%	3 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	8 5%iklmop st	- -	- -	- -	- -	- -	- -
Isle of Wight Radio (O)	1 *	1 *	-	- -	- -	-	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Juice 107.2 (O)	1 *	- -	1 *	- -	- -	-	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Bob FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mix 96 (O)	4 *	- -	4 *	1 1%	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	4 2%kls	- -	- -	- -	- -	- -	- -
Wessex FM (O)	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Spire FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Wave 105 (B)	9 1%	6 1%	3 *	- -	2 1%	- -	2 1%	5 2%eh	- -	- -	- -	- -	- -	- -	9 5%iklmop st	- -	- -	- -	- -	- -	- -
Sam FM (O)	6 *	2 *	4 *	- -	3 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	6 3%klmst	- -	- -	- -	- -	- -	- -
Fire Radio (O)	2 *	- -	2 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
TyneTees																					
Heart (G)	19 1%	6 1%	13 2%	- -	4 1%	4 1%	9 3%ch	2 1%	- -	- -	- -	- -	- -	- -	- -	19 20%iklmn pqrstu	- -	- -	- -	- -	- -

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Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Capital FM (G)	21 1%	5 1%	16 2%a	3 2%	6 2%h	6 2%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	21 23%iklmn pqrstu	- -	- -	- -	- -	- -
Smooth Radio (G)	21 1%	13 2%	8 1%	1 1%	1 *	2 1%	3 1%	5 2%	9 4% cdef	- -	- -	- -	- -	- -	- -	21 23%iklmn pqrstu	- -	- -	- -	- -	- -
Metro Radio (B)	20 1%	12 2%	8 1%	3 2%	2 1%	8 2%	3 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	20 22%iklmn pqrstu	- -	- -	- -	- -	- -
Metro Radio 2 (B)	4 *	1 *	3 *	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	4 4%iklmn st	- -	- -	- -	- -	- -
TFM (B)	5 *	2 *	3 *	1 1%	1 *	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	5 5%iklmn pst	- -	- -	- -	- -	- -
TFM 2 (B)	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Sun FM (O)	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Rather Good Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Minster FM Northallerton (O)	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Wales																					
Heart (G)	33 2%	14 2%	18 2%	3 2%	5 2%	8 2%	9 3%	3 1%	5 2%	- -	- -	- -	- -	- -	- -	- -	33 39%iklmn oqrstu	- -	- -	- -	- -

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Q2b. And which do you listen to most often?
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	Gender			Age						ITV region											
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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Capital FM (G)	15 1%	6 1%	9 1%	3 2%	6 2%h	2 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	15 18%iklmn oqrstu	- -	- -	- -	- -
Smooth Radio (G)	6 *	5 1%	1 *	- -	- -	1 *	2 1%	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	6 7%iklmn oqrstu	- -	- -	- -	- -
Nation Radio (O)	3 *	2 *	1 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	3 4%iklmn st	- -	- -	- -	- -
Radio Ceredigion (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire (O)	2 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	2 2%klms	- -	- -	- -	- -
Radio Carmarthenshire (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Wave (O)	17 1%	4 1%	13 2%	1 1%	3 1%	6 2%	3 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	17 20%iklmn oqrstu	- -	- -	- -	- -
Swansea Sound (O)	4 *	3 *	1 *	- -	- -	1 *	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	4 5%iklmn ost	- -	- -	- -	- -
Bridge FM (O)	4 *	2 *	2 *	1 1%	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 5%iklmn ost	- -	- -	- -	- -

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
<u>West</u> Heart (G)	42 3%	24 3%	18 2%	5 3%	7 2%	10 3%	10 3%	4 2%	6 3%	-	-	-	-	-	-	-	-	42 66% i k l m n o p r s t u	-	-	-
Smooth Radio (G)	9 1%	6 1%	3 *	1 1%	1 *	2 1%	1 *	2 1%	2 1%	-	-	-	-	-	-	-	-	9 14% i k l m n o p r s t u	-	-	-
Sam FM (O)	6 *	5 1%	1 *	- -	1 *	2 1%	- -	2 1%	1 *	-	-	-	-	-	-	-	-	6 9% i k l m n o p r s t u	-	-	-
The Breeze (O)	7 *	3 *	4 *	2 1%	1 *	1 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	7 11% i k l m n o p r s t u	-	-	-
<u>Westcountry</u> Heart (G)	28 2%	14 2%	14 2%	5 3%	8 3%	7 2%	5 2%	2 1%	1 *	-	-	-	-	-	-	-	-	-	28 64% i k l m n o p q s t u	-	-
Smooth Radio (G)	3 *	1 *	2 *	- -	1 *	- -	1 *	- -	1 *	-	-	-	-	-	-	-	-	-	3 7% i k l m n o p q s t u	-	-
Pirate FM (O)	5 *	4 1%	1 *	- -	- -	- -	3 1%	2 1%	- -	-	-	-	-	-	-	-	-	-	5 11% i k l m n o p q s t u	-	-
The Breeze (O)	5 *	3 *	2 *	1 1%	- -	3 1%	- -	- -	1 *	-	-	-	-	-	-	-	-	-	5 11% i k l m n o p q s t u	-	-
Radio Exe (O)	2 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	-	-	-	-	-	-	-	-	-	2 5% i k l m n o s t	-	-

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Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Radio Plymouth (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%klms	- -	- -
Yorkshire Heart (G)	35 2%	18 2%	17 2%	2 1%	8 3%	10 3%	6 2%	7 3%	2 1%	-	-	-	-	-	-	-	-	-	-	35 20%iklmn opqrtu	- -
Capital FM (G)	38 2%	7 1%	31 4%a	11 6%dfgh	4 1%	14 4%g	6 2%	1 *	2 1%	-	-	-	-	-	-	-	-	-	-	38 22%iklmn opqrtu	- -
Smooth Radio (G)	8 *	3 *	5 1%	2 1%	-	2 1%	-	1 *	3 1%df	-	-	-	-	-	-	-	-	-	-	8 5%iklmn opt	- -
Radio Aire (B)	7 *	4 1%	3 *	1 1%	-	3 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 4%iklmn t	- -
Radio Aire 2 (B)	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-
Viking FM (B)	11 1%	5 1%	6 1%	- -	3 1%	2 1%	1 *	2 1%	3 1%	-	-	-	-	-	-	-	-	-	-	11 6%iklmn opqtu	- -
Viking 2 (B)	4 *	4 1%b	- -	- -	- -	- -	1 *	2 1%	1 *	-	-	-	-	-	-	-	-	-	-	4 2%kln	-
Hallam FM (B)	15 1%	7 1%	8 1%	2 1%	3 1%	1 *	5 2%	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	15 9%iklmn opqrtu	- -
Hallam 2 (B)	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-

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Q2b. And which do you listen to most often?
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	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Pulse 1 (O)	7 *	4 1%	3 *	- -	1 *	2 1%	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 4%iklmn t	- -
Pulse 2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Compass FM (O)	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Lincs FM (O)	8 *	5 1%	3 *	- -	- -	2 1%	2 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%iklmn opt	- -
Yorkshire Coast Radio (O)	4 *	1 *	3 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%kln	- -
Dearne FM (O)	3 *	3 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%k	- -
Rother FM (O)	3 *	2 *	1 *	- -	- -	- -	2 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%k	- -
Ridings FM (O)	2 *	2 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Sunrise FM (O)	2 *	1 *	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Minster FM (O)	4 *	1 *	3 *	- -	- -	- -	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%kln	- -
Stray FM (O)	8 *	5 1%	3 *	2 1%	2 1%	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%iklmn opt	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
KCFM (O)	3 *	2 *	1 *	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%k	- -
Trax FM (O)	4 *	3 *	1 *	1 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%kl	- -
Mansfield 103.2 (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Peak FM (O)	5 *	2 *	3 *	- -	- -	1 *	1 *	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 3%klm	- -
STV																					
Heart (G)	21 1%	7 1%	14 2%	4 2%	4 1%	2 1%	5 2%	4 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 14%iklmnopqr su
Capital FM (G)	16 1%	6 1%	10 1%	2 1%	5 2%g	6 2%g	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 10%iklmnopqr su
Smooth Radio (G)	17 1%	8 1%	9 1%	1 1%	3 1%	1 *	3 1%	6 2%e	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	17 11%iklmnopqr su
Forth 1 (B)	21 1%	13 2%	8 1%	- -	2 1%	7 2%	3 1%	4 2%	5 2%c	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 14%iklmnopqr su
Forth 2 (B)	7 *	2 *	5 1%	- -	- -	- -	2 1%	2 1%	3 1%de	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 5%iklmnops

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Clyde 1 (B)	26 2%	15 2%	11 1%	2 1%	6 2%	6 2%	6 2%	5 2%	1 *	-	-	-	-	-	-	-	-	-	-	-	26 17% iklmnopqr su
Clyde 2 (B)	5 *	3 *	2 *	-	1 *	-	-	1 *	3 1%ef	-	-	-	-	-	-	-	-	-	-	-	5 3% klmns
Northsound 1 (B)	7 *	5 1%	2 *	-	3 1%	3 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	7 5% iklmnops
Northsound 2 (B)	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Moray Firth Radio (B)	4 *	3 *	1 *	-	1 *	-	2 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	4 3% klmns
MFR 2 (B)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tay FM (B)	9 1%	3 *	6 1%	-	2 1%	2 1%	1 *	3 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	9 6% iklmnopqsu
Tay 2 (B)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West FM (B)	12 1%	6 1%	6 1%	-	1 *	3 1%	1 *	5 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	12 8% iklmnopqs u
Central FM (O)	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Kingdom FM (O)	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Wave 102 (O)	2 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
Your Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Original 106 (O)	3 *	1 *	2 *	- -	- -	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%kl
Argyll FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cuillin FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heartland FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Isles FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lochbroom FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NECR (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Oban FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio North Angus (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIBC (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Two Lochs Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Waves Radio Peterhead (O)	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
West Sound (B)	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
UTV																					
Downtown Radio (B)	16 1%	9 1%	7 1%	- -	1 *	3 1%	3 1%	4 2%	5 2%cd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cool FM (B)	25 2%	12 2%	13 2%	1 1%	7 2%	4 1%	8 3%	2 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Q Radio (O)	13 1%	8 1%	5 1%	- -	2 1%	4 1%	3 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
U105 (O)	12 1%	6 1%	6 1%	- -	2 1%	2 1%	1 *	3 1%	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Anglia		
Heart (G)	90 6%	- -
Smooth Radio (G)	6 *	- -
KL.FM (O)	3 *	- -
North Norfolk Radio (O)	1 *	- -
Radio Norwich 99.9 (O)	2 *	- -
The Beach (O)	4 *	- -
Town 102 (O)	- -	- -
Dream 100 (O)	3 *	- -
Connect FM (O)	- -	- -
Radio Essex (O)	- -	- -
Star Radio (O)	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4

Q2b. And which do you listen to most often?**Base: All respondents**

	Total	ITV region UTV (u)
Base	1621	66*
<u>Border</u>		
Smooth Radio (was Lakeland Radio) (G)	1 *	- -
Heart (was The Bay) (G)	4 *	- -
CFM (B)	11 1%	- -
Radio Borders (B)	5 *	- -
<u>Central</u>		
Heart (G)	82 5%	- -
Capital FM (G)	50 3%	- -
Smooth Radio (G)	43 3%	- -
GEM 106 (B)	26 2%	- -
Free Radio (B)	25 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Free Radio 80s (B)	5	-
	*	-
Sunshine Radio (O)	1	-
	*	-
Fosse 107 (O)	1	-
	*	-
Rugby FM (O)	1	-
	*	-
Touch FM (O)	4	-
	*	-
Signal 107 (O)	1	-
	*	-
Radio XL (O)	1	-
	*	-
Sabres Radio (O)	3	-
	*	-
Rutland Radio (O)	-	-
	-	-
Peak FM (O)	-	-
	-	-
High Peak Radio (O)	-	-
	-	-
Signal 1 (O)	9	-
	1%	-
Mansfield 103.2 (O)	-	-
	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Signal 2 (O)	3	-
	*	-
<u>Granada</u>		
Heart (G)	48	-
	3%	-
Capital FM (G)	37	-
	2%	-
Smooth Radio (G)	33	-
	2%	-
Key 103 (B)	27	-
	2%	-
Key 2 (B)	-	-
	-	-
Rock FM (B)	16	-
	1%	-
Rock FM 2 (B)	-	-
	-	-
Radio City (B)	7	-
	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Radio City 2 (B)	6 *	- -
Radio City Talk (B)	2 *	- -
The Revolution (O)	3 *	- -
Asian Sound (O)	2 *	- -
Silk FM (O)	1 *	- -
Dee 106.3 (O)	- -	- -
Imagine FM (O)	1 *	- -
XS Manchester (O)	7 *	- -
2BR (O)	6 *	- -
Signal 1 (O)	3 *	- -
Signal 2 (O)	- -	- -
Radio Wave (O)	4 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Tower FM (O)	4 *	- -
Wish FM (O)	4 *	- -
WIRE FM (O)	3 *	- -
High Peak Radio (O)	2 *	- -
<u>London</u>		
Heart (G)	42 3%	- -
Capital FM (G)	34 2%	- -
Smooth Radio (G)	13 1%	- -
LBC 97.3 (G)	16 1%	- -
LBC News (G)	5 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Capital Xtra (G)	12 1%	- -
Magic 105.4 (B)	26 2%	- -
Time 107.5 (O)	1 *	- -
Radio Jackie (O)	2 *	- -
London Greek Radio (O)	1 *	- -
Sunrise Radio (O)	4 *	- -
Lyca Radio (O)	1 *	- -
Lyca Dil Se (O)	- -	- -
Panjab Radio (O)	- -	- -
Love Sport (O)	3 *	- -
Radio Essex (O)	1 *	- -
Bob FM (O)	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Meridian		
Heart (G)	90 6%	- -
Capital FM (G)	26 2%	- -
Smooth Radio (G)	12 1%	- -
The Breeze (O)	5 *	- -
Jack FM (O)	5 *	- -
Jack FM 2 (O)	1 *	- -
Banbury Sound (O)	- -	- -
More Radio (O)	4 *	- -
Eagle Radio (O)	1 *	- -
Spirit FM (O)	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
KMFM (O)	8 *	- -
Isle of Wight Radio (O)	1 *	- -
Juice 107.2 (O)	1 *	- -
Bob FM (O)	- -	- -
Mix 96 (O)	4 *	- -
Wessex FM (O)	1 *	- -
Spire FM (O)	- -	- -
Wave 105 (B)	9 1%	- -
Sam FM (O)	6 *	- -
Fire Radio (O)	2 *	- -
<u>TyneTees</u>		
Heart (G)	19 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Capital FM (G)	21 1%	- -
Smooth Radio (G)	21 1%	- -
Metro Radio (B)	20 1%	- -
Metro Radio 2 (B)	4 *	- -
TFM (B)	5 *	- -
TFM 2 (B)	1 *	- -
Sun FM (O)	1 *	- -
Rather Good Radio (O)	- -	- -
Minster FM Northallerton (O)	1 *	- -
Wales		
Heart (G)	33 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Capital FM (G)	15 1%	- -
Smooth Radio (G)	6 *	- -
Nation Radio (O)	3 *	- -
Radio Ceredigion (O)	- -	- -
Radio Pembrokeshire (O)	2 *	- -
Radio Carmarthenshire (O)	- -	- -
The Wave (O)	17 1%	- -
Swansea Sound (O)	4 *	- -
Bridge FM (O)	4 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
<u>West</u>		
Heart (G)	42 3%	- -
Smooth Radio (G)	9 1%	- -
Sam FM (O)	6 *	- -
The Breeze (O)	7 *	- -
<u>Westcountry</u>		
Heart (G)	28 2%	- -
Smooth Radio (G)	3 *	- -
Pirate FM (O)	5 *	- -
The Breeze (O)	5 *	- -
Radio Exe (O)	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Radio Plymouth (O)	1 *	- -
<u>Yorkshire</u>		
Heart (G)	35 2%	- -
Capital FM (G)	38 2%	- -
Smooth Radio (G)	8 *	- -
Radio Aire (B)	7 *	- -
Radio Aire 2 (B)	1 *	- -
Viking FM (B)	11 1%	- -
Viking 2 (B)	4 *	- -
Hallam FM (B)	15 1%	- -
Hallam 2 (B)	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Pulse 1 (O)	7 *	- -
Pulse 2 (O)	- -	- -
Compass FM (O)	1 *	- -
Lincs FM (O)	8 *	- -
Yorkshire Coast Radio (O)	4 *	- -
Deerne FM (O)	3 *	- -
Rother FM (O)	3 *	- -
Ridings FM (O)	2 *	- -
Sunrise FM (O)	2 *	- -
Minster FM (O)	4 *	- -
Stray FM (O)	8 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
KCFM (O)	3 *	- -
Trax FM (O)	4 *	- -
Mansfield 103.2 (O)	1 *	- -
Peak FM (O)	5 *	- -
STV		
Heart (G)	21 1%	- -
Capital FM (G)	16 1%	- -
Smooth Radio (G)	17 1%	- -
Forth 1 (B)	21 1%	- -
Forth 2 (B)	7 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Clyde 1 (B)	26 2%	- -
Clyde 2 (B)	5 *	- -
Northsound 1 (B)	7 *	- -
Northsound 2 (B)	1 *	- -
Moray Firth Radio (B)	4 *	- -
MFR 2 (B)	- -	- -
Tay FM (B)	9 1%	- -
Tay 2 (B)	- -	- -
West FM (B)	12 1%	- -
Central FM (O)	1 *	- -
Kingdom FM (O)	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Wave 102 (O)	2	-
	*	-
Your Radio (O)	-	-
	-	-
Original 106 (O)	3	-
	*	-
Argyll FM (O)	-	-
	-	-
Cuillin FM (O)	-	-
	-	-
Heartland FM (O)	-	-
	-	-
Isles FM (O)	-	-
	-	-
Lochbroom FM (O)	-	-
	-	-
NECR (O)	-	-
	-	-
Oban FM (O)	-	-
	-	-
Radio North Angus (O)	-	-
	-	-
SIBC (O)	-	-
	-	-
Two Lochs Radio (O)	-	-
	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 4
Q2b. And which do you listen to most often?
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Waves Radio Peterhead (O)	1 *	- -
West Sound (B)	1 *	- -
UTV		
Downtown Radio (B)	16 1%	16 24%iklmnopqrst
Cool FM (B)	25 2%	25 38%iklmnopqrst
Q Radio (O)	13 1%	13 20%iklmnopqrst
U105 (O)	12 1%	12 18%iklmnopqrst

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Anglia																					
Heart (G)	9 1%	4 1%	5 1%	- -	1 *	1 *	3 2%	2 2%	2 3%	9 21%klmno pstu	-	-	-	-	-	-	-	-	-	-	-
Smooth Radio (G)	9 1%	4 1%	5 1%	1 1%	1 *	4 2%	1 1%	1 1%	1 1%	9 21%klmno pstu	-	-	-	-	-	-	-	-	-	-	-
KL.FM (O)	5 1%	3 1%	2 *	2 2%	- -	1 *	2 1%	- -	- -	5 12%klmno pst	-	-	-	-	-	-	-	-	-	-	-
North Norfolk Radio (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 2%	-	-	-	-	-	-	-	-	-	-	-
Radio Norwich 99.9 (O)	6 1%	3 1%	3 1%	3 2%e	1 *	- -	1 1%	- -	1 1%	6 14%klmno pstu	-	-	-	-	-	-	-	-	-	-	-
The Beach (O)	3 *	2 *	1 *	- -	- -	3 1%	- -	- -	- -	3 7%klmno st	-	-	-	-	-	-	-	-	-	-	-
Town 102 (O)	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	2 5%klmns t	-	-	-	-	-	-	-	-	-	-	-
Dream 100 (O)	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Connect FM (O)	3 *	1 *	2 *	- -	- -	2 1%	- -	1 1%	- -	3 7%klmno st	-	-	-	-	-	-	-	-	-	-	-
Radio Essex (O)	3 *	1 *	2 *	1 1%	1 *	1 *	- -	- -	- -	3 7%klmno st	-	-	-	-	-	-	-	-	-	-	-

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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Star Radio (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Border																					
Smooth Radio (was Lakeland Radio) (G)	2 *	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	2 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heart (was The Bay) (G)	3 *	1 *	2 *	1 1%	1 *	1 *	- -	- -	- -	- -	3 38%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CFM (B)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 13%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Borders (B)	2 *	1 *	1 *	1 1%	- -	- -	1 1%	- -	- -	- -	2 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Central																					
Heart (G)	37 4%	22 5%	15 3%	6 5%	9 4%	9 4%	5 3%	3 3%	5 6%	- -	- -	37 24% ilmno pstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	34 4%	12 2%	22 5%	7 6%	5 2%	13 5%	5 3%	3 3%	1 1%	- -	- -	34 22% ilmno pstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	28 3%	16 3%	12 3%	4 3%	5 2%	8 3%	5 3%	2 2%	4 5%	- -	- -	28 18% ilmno pstu	- -	- -	- -	- -	- -	- -	- -	- -	- -
GEM 106 (B)	11 1%	6 1%	5 1%	2 2%	3 1%	1 *	2 1%	2 2%	1 1%	- -	- -	11 7% lmnop st	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free Radio (B)	15 2%	8 2%	7 1%	4 3%	6 3%	3 1%	1 1%	1 1%	- -	- -	- -	15 10% ilmno pst	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

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Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Free Radio 80s (B)	6 1%	4 1%	2 *	1 1%	- -	1 *	2 1%	1 1%	1 1%	- -	- -	6 4%lmns	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sunshine Radio (O)	3 *	2 *	1 *	- -	1 *	- -	1 1%	- -	1 1%	- -	- -	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fosse 107 (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rugby FM (O)	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Touch FM (O)	7 1%	4 1%	3 1%	2 2%	2 1%	1 *	1 1%	- -	1 1%	- -	- -	7 4%lmnst	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 107 (O)	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio XL (O)	4 *	3 1%	1 *	- -	1 *	2 1%	1 1%	- -	- -	- -	- -	4 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sabras Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rutland Radio (O)	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Peak FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	4 *	3 1%	1 *	- -	1 *	- -	- -	3 3%ef	- -	- -	- -	4 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mansfield 103.2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Signal 2 (O)	2 *	- -	2 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Granada																					
Heart (G)	27 3%	14 3%	13 3%	2 2%	7 3%	10 4%	6 3%	1 1%	1 1%	- -	- -	- -	27 20%ikmno pstu	- -	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	18 2%	8 2%	10 2%	5 4%	3 1%	5 2%	4 2%	1 1%	- -	- -	- -	- -	18 13%ikmno pstu	- -	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	20 2%	13 3%	7 1%	1 1%	1 *	6 2%	5 3%	3 3%	4 5%d	- -	- -	- -	20 15%ikmno pstu	- -	- -	- -	- -	- -	- -	- -	- -
Key 103 (B)	20 2%	10 2%	10 2%	5 4%e	5 2%	2 1%	5 3%	1 1%	2 3%	- -	- -	- -	20 15%ikmno pstu	- -	- -	- -	- -	- -	- -	- -	- -
Key 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM (B)	8 1%	4 1%	4 1%	- -	4 2%	2 1%	2 1%	- -	- -	- -	- -	- -	8 6%kmnst	- -	- -	- -	- -	- -	- -	- -	- -
Rock FM 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio City (B)	13 1%	7 1%	6 1%	3 2%	1 *	3 1%	3 2%	2 2%	1 1%	- -	- -	- -	13 9%ikmno pst	- -	- -	- -	- -	- -	- -	- -	- -
Radio City 2 (B)	4 *	2 *	2 *	1 1%	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	4 3%k	- -	- -	- -	- -	- -	- -	- -	- -

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Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Radio City Talk (B)	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
The Revolution (O)	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Asian Sound (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Silk FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dee 106.3 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Imagine FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
XS Manchester (O)	4 *	2 *	2 *	1 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	4 3%k	- -	- -	- -	- -	- -	- -	- -	- -
2BR (O)	2 *	- -	2 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Signal 1 (O)	2 *	2 *	- -	2 2%e	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Signal 2 (O)	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Radio Wave (O)	4 *	2 *	2 *	- -	1 *	3 1%	- -	- -	- -	- -	- -	- -	4 3%k	- -	- -	- -	- -	- -	- -	- -	- -
Tower FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Wish FM (O)	9 1%	7 1%	2 *	- -	1 *	3 1%	- -	4 4%cdf	1 1%	- -	- -	- -	9 7%kmnos t	- -	- -	- -	- -	- -	- -	- -	- -
WIRE FM (O)	2 *	- -	2 *	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
High Peak Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
London																					
Heart (G)	30 3%	13 3%	17 4%	3 2%	9 4%	6 2%	4 2%	5 5%	3 4%	- -	- -	- -	- -	30 24%iklnop stu	- -	- -	- -	- -	- -	- -	- -
Capital FM (G)	29 3%	18 4%	11 2%	3 2%	10 5%h	8 3%	6 3%	2 2%	- -	- -	- -	- -	- -	29 23%iklnop stu	- -	- -	- -	- -	- -	- -	- -
Smooth Radio (G)	11 1%	8 2%	3 1%	1 1%	1 *	2 1%	3 2%	3 3%	1 1%	- -	- -	- -	- -	11 9%iklnop st	- -	- -	- -	- -	- -	- -	- -
LBC 97.3 (G)	7 1%	5 1%	2 *	1 1%	1 *	1 *	1 1%	1 1%	2 3%	- -	- -	- -	- -	7 6%klnst	- -	- -	- -	- -	- -	- -	- -
LBC News (G)	7 1%	4 1%	3 1%	- -	1 *	- -	5 3%e	1 1%	- -	- -	- -	- -	- -	7 6%klnst	- -	- -	- -	- -	- -	- -	- -
Capital Xtra (G)	9 1%	3 1%	6 1%	4 3%ef	4 2%	1 *	- -	- -	- -	- -	- -	- -	- -	9 7%klnops t	- -	- -	- -	- -	- -	- -	- -
Magic 105.4 (B)	20 2%	9 2%	11 2%	2 2%	3 1%	6 2%	6 3%	1 1%	2 3%	- -	- -	- -	- -	20 16%iklnop stu	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Time 107.5 (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Jackie (O)	4	1	3	-	1	2	1	-	-	-	-	-	-	4	-	-	-	-	-	-	-
	*	*	1%	-	*	1%	1%	-	-	-	-	-	-	3%kl	-	-	-	-	-	-	-
London Greek Radio (O)	3	1	2	-	-	2	1	-	-	-	-	-	-	3	-	-	-	-	-	-	-
	*	*	*	-	-	1%	1%	-	-	-	-	-	-	2%	-	-	-	-	-	-	-
Sunrise Radio (O)	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	*	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
Lyca Radio (O)	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
Lyca Dil Se (O)	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-
Panjab Radio (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Love Sport (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Essex (O)	2	1	1	1	1	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	*	*	*	1%	*	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-
Bob FM (O)	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
Meridian																					
Heart (G)	41	17	24	4	16	11	5	4	1	-	-	-	-	-	41	-	-	-	-	-	-
	4%	3%	5%	3%	8%fh	4%	3%	4%	1%	-	-	-	-	-	39%iklmop stu	-	-	-	-	-	-
Capital FM (G)	22	9	13	4	4	6	4	4	-	-	-	-	-	-	22	-	-	-	-	-	-
	2%	2%	3%	3%	2%	2%	2%	4%	-	-	-	-	-	-	21%iklmop stu	-	-	-	-	-	-

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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Smooth Radio (G)	12 1%	8 2%	4 1%	1 1%	2 1%	5 2%	1 1%	1 1%	2 3%	- -	- -	- -	- -	- -	12 12% st	iklmop	- -	- -	- -	- -	- -
The Breeze (O)	5 1%	2 *	3 1%	-	2 1%	1 *	1 1%	-	1 1%	- -	- -	- -	- -	- -	5 5%klmst	- -	- -	- -	- -	- -	- -
Jack FM (O)	2 *	1 *	1 *	-	1 *	-	1 1%	-	-	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -
Jack FM 2 (O)	1 *	1 *	-	1 1%	-	-	-	-	-	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Banbury Sound (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Eagle Radio (O)	4 *	3 1%	1 *	-	1 *	-	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	4 4%klms	- -	- -	- -	- -	- -	- -
Spirit FM (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
KMFM (O)	6 1%	2 *	4 1%	-	1 *	1 *	3 2%	-	1 1%	- -	- -	- -	- -	- -	6 6%klmst	- -	- -	- -	- -	- -	- -
Isle of Wight Radio (O)	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Juice 107.2 (O)	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Bob FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Mix 96 (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wessex FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spire FM (O)	1 *	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Wave 105 (B)	4 *	-	4 1%a	-	-	2 1%	1 1%	1 1%	-	-	-	-	-	-	4 4%klms	-	-	-	-	-	-
Sam FM (O)	3 *	2 *	1 *	-	1 *	-	1 1%	1 1%	-	-	-	-	-	-	3 3%kl	-	-	-	-	-	-
Fire Radio (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<u>TyneTees</u>																					
Heart (G)	16 2%	8 2%	8 2%	1 1%	2 1%	3 1%	3 2%	5 5%de	2 3%	-	-	-	-	-	-	16 25%iklmn pstu	-	-	-	-	-
Capital FM (G)	16 2%	5 1%	11 2%	3 2%	5 2%	4 2%	4 2%	-	-	-	-	-	-	-	-	16 25%iklmn pstu	-	-	-	-	-
Smooth Radio (G)	10 1%	7 1%	3 1%	-	1 *	4 2%	2 1%	2 2%	1 1%	-	-	-	-	-	-	10 16%iklmn pstu	-	-	-	-	-
Metro Radio (B)	15 2%	9 2%	6 1%	1 1%	1 *	5 2%	5 3%	2 2%	1 1%	-	-	-	-	-	-	15 24%iklmn pstu	-	-	-	-	-
Metro Radio 2 (B)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
TFM (B)	4 *	1 *	3 1%	- -	2 1%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	4 6%klmns t	- -	- -	- -	- -	- -
TFM 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sun FM (O)	2 *	2 *	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	2 3%klm	- -	- -	- -	- -	- -
Rather Good Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Minster FM Northallerton (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Wales																					
Heart (G)	21 2%	10 2%	11 2%	2 2%	7 3%	3 1%	5 3%	3 3%	1 1%	- -	- -	- -	- -	- -	- -	- -	21 39%iklmn ostu	- -	- -	- -	- -
Capital FM (G)	9 1%	3 1%	6 1%	- -	3 1%	4 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 17%iklmn ostu	- -	- -	- -	- -
Smooth Radio (G)	3 *	1 *	2 *	- -	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 6%klmns t	- -	- -	- -	- -
Nation Radio (O)	5 1%	1 *	4 1%	1 1%	- -	3 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 9%iklmn ost	- -	- -	- -	- -
Radio Ceredigion (O)	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -
Radio Pembrokeshire (O)	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -

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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Radio Carmarthenshire (O)	2* -	- -	2* -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 4%klm	- -	- -	- -	- -
The Wave (O)	6 1%	4 1%	2* -	1 1%	- -	2 1%	1 1%	- -	2 3% ^d	- -	- -	- -	- -	- -	- -	- -	6 11%iklmn ost	- -	- -	- -	- -
Swansea Sound (O)	4* -	3 1%	1* -	- -	- -	3 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 7%klmno st	- -	- -	- -	- -
Bridge FM (O)	2* -	1* -	1* -	- -	- -	1* -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 4%klm	- -	- -	- -	- -
West																					
Heart (G)	6 1%	2* -	4 1%	- -	1* -	2 1%	1 1%	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 32%	- -	- -	- -
Smooth Radio (G)	4* -	3 1%	1* -	- -	2 1%	1* -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	4 21%	- -	- -	- -
Sam FM (O)	4* -	3 1%	1* -	1 1%	- -	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	4 21%	- -	- -	- -
The Breeze (O)	5 1%	3 1%	2* -	1 1%	- -	1* -	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	5 26%	- -	- -	- -
Westcountry																					
Heart (G)	9 1%	6 1%	3 1%	1 1%	2 1%	1* -	3 2%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 38%	- -	- -
Smooth Radio (G)	6 1%	5 1%	1* -	2 2%	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 25%	- -	- -
Pirate FM (O)	5 1%	3 1%	2* -	2 2%	1* -	1* -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 21%	- -	- -
The Breeze (O)	3* -	2* -	1* -	1 1%	1* -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 13%	- -	- -

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Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Radio Exe (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Plymouth (O)	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
<u>Yorkshire</u>																					
Heart (G)	24 3%	8 2%	16 3%	5 4%	4 2%	6 2%	7 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	24 23%iklmn optu	-
Capital FM (G)	19 2%	12 2%	7 1%	2 2%	4 2%	5 2%	4 2%	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	19 18%iklmn optu	-
Smooth Radio (G)	8 1%	3 1%	5 1%	2 2%	1 *	1 *	1 1%	1 1%	2 3%	-	-	-	-	-	-	-	-	-	-	8 8%klmno pt	-
Radio Aire (B)	5 1%	3 1%	2 *	-	1 *	1 *	-	3 3% ^f	-	-	-	-	-	-	-	-	-	-	-	5 5%klmnt	-
Radio Aire 2 (B)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Viking FM (B)	4 *	1 *	3 1%	-	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%klmn	-
Viking 2 (B)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hallam FM (B)	11 1%	3 1%	8 2%	2 2%	4 2%	1 *	3 2%	-	1 1%	-	-	-	-	-	-	-	-	-	-	11 11%iklmn opt	-
Hallam 2 (B)	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Pulse 1 (O)	4 *	1 *	3 1%	- -	- -	3 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 4%klmn	- -
Pulse 2 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Compass FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lincs FM (O)	3 *	2 *	1 *	- -	- -	1 *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%kl	- -
Yorkshire Coast Radio (O)	3 *	2 *	1 *	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%kl	- -
Dearne FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rother FM (O)	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Ridings FM (O)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Sunrise FM (O)	2 *	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Minster FM (O)	5 1%	4 1%	1 *	- -	- -	4 2%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 5%klmnt	- -
Stray FM (O)	2 *	1 *	1 *	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
KCFM (O)	6 1%	6 1%b	- -	2 2%e	1 *	- -	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 6%klmnt	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Trax FM (O)	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Mansfield 103.2 (O)	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Peak FM (O)	2 *	2 *	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
STV																					
Heart (G)	16 2%	9 2%	7 1%	- -	3 1%	3 1%	5 3%	- -	5 6%	- cdeg	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 18%iklmnopsu
Capital FM (G)	16 2%	6 1%	10 2%	3 2%	5 2%	4 2%	3 2%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 18%iklmnopsu
Smooth Radio (G)	8 1%	2 *	6 1%	- -	2 1%	1 *	- -	3 3%	2 3%	- f	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 9%klmnops
Forth 1 (B)	6 1%	3 1%	3 1%	1 1%	1 *	- -	1 1%	- -	3 4%	- defg	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 7%klmnos
Forth 2 (B)	3 *	3 1%	- -	- -	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%klm
Clyde 1 (B)	16 2%	7 1%	9 2%	1 1%	4 2%	2 1%	3 2%	5 5%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 18%iklmnopsu
Clyde 2 (B)	4 *	1 *	3 1%	- -	2 1%	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 4%klmns

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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ONLINE Fieldwork : 29th March - 4th April 2018

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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Northsound 1 (B)	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Northsound 2 (B)	3 *	2 *	1 *	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%klm
Moray Firth Radio (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MFR 2 (B)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tay FM (B)	2 *	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%
Tay 2 (B)	3 *	1 *	2 *	1 1%	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%klm
West FM (B)	2 *	1 *	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%
Central FM (O)	2 *	1 *	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%
Kingdom FM (O)	3 *	3 1%	- -	- -	- -	- -	2 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%klm
Wave 102 (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Your Radio (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Original 106 (O)	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%
Argyll FM (O)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Cuillin FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heartland FM (O)	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Isles FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lochbroom FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NECR (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oban FM (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio North Angus (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIBC (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Two Lochs Radio (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waves Radio Peterhead (O)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Sound (B)	3 *	3 1%	-	-	1 *	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	3 3%klm
UTV																					
Downtown Radio (B)	7 1%	6 1%	1 *	1 1%	-	-	4 2%de	2 2%e	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	957	486	471	122	206	252	187	110	80*	42*	8**	156	137	126	104	63*	54*	19**	24**	103	91*
Cool FM (B)	9 1%	4 1%	5 1%	- -	1 *	4 2%	2 1%	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Q Radio (O)	11 1%	3 1%	8 2%	- -	4 2%	6 2%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
U105 (O)	3 *	1 *	2 *	- -	1 *	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Anglia		
Heart (G)	9 1%	- -
Smooth Radio (G)	9 1%	- -
KL.FM (O)	5 1%	- -
North Norfolk Radio (O)	1 *	- -
Radio Norwich 99.9 (O)	6 1%	- -
The Beach (O)	3 *	- -
Town 102 (O)	2 *	- -
Dream 100 (O)	1 *	- -
Connect FM (O)	3 *	- -
Radio Essex (O)	3 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Star Radio (O)	-	-
	-	-
<u>Border</u>		
Smooth Radio (was	2	-
Lakeland Radio) (G)	*	-
Heart (was The Bay) (G)	3	-
	*	-
CFM (B)	1	-
	*	-
Radio Borders (B)	2	-
	*	-
<u>Central</u>		
Heart (G)	37	-
	4%	-
Capital FM (G)	34	-
	4%	-
Smooth Radio (G)	28	-
	3%	-
GEM 106 (B)	11	-
	1%	-
Free Radio (B)	15	-
	2%	-

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Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Free Radio 80s (B)	6 1%	- -
Sunshine Radio (O)	3 *	- -
Fosse 107 (O)	1 *	- -
Rugby FM (O)	1 *	- -
Touch FM (O)	7 1%	- -
Signal 107 (O)	2 *	- -
Radio XL (O)	4 *	- -
Sabres Radio (O)	- -	- -
Rutland Radio (O)	1 *	- -
Peak FM (O)	- -	- -
High Peak Radio (O)	- -	- -
Signal 1 (O)	4 *	- -
Mansfield 103.2 (O)	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Signal 2 (O)	2	-
	*	-
<u>Granada</u>		
Heart (G)	27	-
	3%	-
Capital FM (G)	18	-
	2%	-
Smooth Radio (G)	20	-
	2%	-
Key 103 (B)	20	-
	2%	-
Key 2 (B)	-	-
	-	-
Rock FM (B)	8	-
	1%	-
Rock FM 2 (B)	-	-
	-	-
Radio City (B)	13	-
	1%	-
Radio City 2 (B)	4	-
	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Radio City Talk (B)	1 *	- -
The Revolution (O)	1 *	- -
Asian Sound (O)	1 *	- -
Silk FM (O)	- -	- -
Dee 106.3 (O)	- -	- -
Imagine FM (O)	- -	- -
XS Manchester (O)	4 *	- -
2BR (O)	2 *	- -
Signal 1 (O)	2 *	- -
Signal 2 (O)	1 *	- -
Radio Wave (O)	4 *	- -
Tower FM (O)	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Wish FM (O)	9 1%	- -
WIRE FM (O)	2 *	- -
High Peak Radio (O)	- -	- -
<u>London</u>		
Heart (G)	30 3%	- -
Capital FM (G)	29 3%	- -
Smooth Radio (G)	11 1%	- -
LBC 97.3 (G)	7 1%	- -
LBC News (G)	7 1%	- -
Capital Xtra (G)	9 1%	- -
Magic 105.4 (B)	20 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Time 107.5 (O)	-	-
	-	-
Radio Jackie (O)	4	-
	*	-
London Greek Radio (O)	3	-
	*	-
Sunrise Radio (O)	1	-
	*	-
Lyca Radio (O)	1	-
	*	-
Lyca Dil Se (O)	1	-
	*	-
Panjab Radio (O)	-	-
	-	-
Love Sport (O)	-	-
	-	-
Radio Essex (O)	2	-
	*	-
Bob FM (O)	1	-
	*	-
<u>Meridian</u>		
Heart (G)	41	-
	4%	-
Capital FM (G)	22	-
	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Smooth Radio (G)	12 1%	- -
The Breeze (O)	5 1%	- -
Jack FM (O)	2 *	- -
Jack FM 2 (O)	1 *	- -
Banbury Sound (O)	- -	- -
More Radio (O)	- -	- -
Eagle Radio (O)	4 *	- -
Spirit FM (O)	1 *	- -
KMFM (O)	6 1%	- -
Isle of Wight Radio (O)	1 *	- -
Juice 107.2 (O)	1 *	- -
Bob FM (O)	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Mix 96 (O)	-	-
	-	-
Wessex FM (O)	-	-
	-	-
Spire FM (O)	1	-
	*	-
Wave 105 (B)	4	-
	*	-
Sam FM (O)	3	-
	*	-
Fire Radio (O)	-	-
	-	-
<u>TyneTees</u>		
Heart (G)	16	-
	2%	-
Capital FM (G)	16	-
	2%	-
Smooth Radio (G)	10	-
	1%	-
Metro Radio (B)	15	-
	2%	-
Metro Radio 2 (B)	-	-
	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
TFM (B)	4	-
	*	-
TFM 2 (B)	-	-
	-	-
Sun FM (O)	2	-
	*	-
Rather Good Radio (O)	-	-
	-	-
Minster FM	-	-
Northallerton (O)	-	-
Wales		
Heart (G)	21	-
	2%	-
Capital FM (G)	9	-
	1%	-
Smooth Radio (G)	3	-
	*	-
Nation Radio (O)	5	-
	1%	-
Radio Ceredigion (O)	1	-
	*	-
Radio Pembrokeshire (O)	1	-
	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Radio Carmarthenshire (O)	2 *	- -
The Wave (O)	6 1%	- -
Swansea Sound (O)	4 *	- -
Bridge FM (O)	2 *	- -
<u>West</u>		
Heart (G)	6 1%	- -
Smooth Radio (G)	4 *	- -
Sam FM (O)	4 *	- -
The Breeze (O)	5 1%	- -
<u>Westcountry</u>		
Heart (G)	9 1%	- -
Smooth Radio (G)	6 1%	- -
Pirate FM (O)	5 1%	- -
The Breeze (O)	3 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5
Q2c. And which do you listen to second most often?
Base: All respondents who answered more than one

	Total	ITV region UTV (u)
Base	957	30*
Radio Exe (O)	-	-
	-	-
Radio Plymouth (O)	1	-
	*	-
<u>Yorkshire</u>		
Heart (G)	24	-
	3%	-
Capital FM (G)	19	-
	2%	-
Smooth Radio (G)	8	-
	1%	-
Radio Aire (B)	5	-
	1%	-
Radio Aire 2 (B)	-	-
	-	-
Viking FM (B)	4	-
	*	-
Viking 2 (B)	-	-
	-	-
Hallam FM (B)	11	-
	1%	-
Hallam 2 (B)	1	-
	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Pulse 1 (O)	4 *	- -
Pulse 2 (O)	- -	- -
Compass FM (O)	- -	- -
Lincs FM (O)	3 *	- -
Yorkshire Coast Radio (O)	3 *	- -
Deerne FM (O)	- -	- -
Rother FM (O)	1 *	- -
Ridings FM (O)	1 *	- -
Sunrise FM (O)	2 *	- -
Minster FM (O)	5 1%	- -
Stray FM (O)	2 *	- -
KCFM (O)	6 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Trax FM (O)	1 *	- -
Mansfield 103.2 (O)	1 *	- -
Peak FM (O)	2 *	- -
STV		
Heart (G)	16 2%	- -
Capital FM (G)	16 2%	- -
Smooth Radio (G)	8 1%	- -
Forth 1 (B)	6 1%	- -
Forth 2 (B)	3 *	- -
Clyde 1 (B)	16 2%	- -
Clyde 2 (B)	4 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Northsound 1 (B)	1 *	- -
Northsound 2 (B)	3 *	- -
Moray Firth Radio (B)	- -	- -
MFR 2 (B)	- -	- -
Tay FM (B)	2 *	- -
Tay 2 (B)	3 *	- -
West FM (B)	2 *	- -
Central FM (O)	2 *	- -
Kingdom FM (O)	3 *	- -
Wave 102 (O)	- -	- -
Your Radio (O)	- -	- -
Original 106 (O)	2 *	- -
Argyll FM (O)	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Cuillin FM (O)	-	-
Heartland FM (O)	1	-
	*	-
Isles FM (O)	-	-
Lochbroom FM (O)	-	-
NECR (O)	-	-
Oban FM (O)	-	-
Radio North Angus (O)	-	-
SIBC (O)	-	-
Two Lochs Radio (O)	-	-
Waves Radio Peterhead (O)	-	-
West Sound (B)	3	-
	*	-
UTV		
Downtown Radio (B)	7	7
	1%	23%iklmnopst

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 5

Q2c. And which do you listen to second most often?**Base: All respondents who answered more than one**

	Total	ITV region UTV (u)
Base	957	30*
Cool FM (B)	9 1%	9 30%iklmnopst
Q Radio (O)	11 1%	11 37%iklmnopst
U105 (O)	3 *	3 10%iklmnopst

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 6
NET: Breakfast or Afternoon Drive - Summary
Base: All respondents who listen radio

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
Total - listen at Breakfast or Afternoon Drive	1798	1054	541	181	306	413	211	202	331	1798	1054	541	181	306	413	211	202	331
	70%	69% ^c	70% ^c	62%	73% ^c	72% ^c	73% ^c	71% ^c	68%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Global listeners (Total) - listen at Breakfast or Afternoon Drive	1054	1054	541	181	306	-	-	-	-	1054	1054	541	181	306	-	-	-	-
	41%	69% ^{cefg}	70% ^{cefg}	62% ^{efgh}	73% ^{cefg}	-	-	-	-	59% ^{inopq}	100% ^{inopq}	100% ^{inopq}	100% ^{inopq}	100% ^{inopq}	-	-	-	-
Any Heart - listen at Breakfast or Afternoon Drive	541	541	541	-	-	-	-	-	-	541	541	541	-	-	-	-	-	-
	21%	36% ^{cdefgh}	70% ^{acdefgh}	-	-	-	-	-	-	30% ^{lmnopq}	51% ^{ilmno}	100% ^{ijlmnop}	-	-	-	-	-	-
Any Smooth - listen at Breakfast or Afternoon Drive	181	181	-	181	-	-	-	-	-	181	181	-	181	-	-	-	-	-
	7%	12% ^{bdefgh}	-	62% ^{abdefgh}	-	-	-	-	-	10% ^{kmnopq}	17% ^{ikmnopq}	-	100% ^{ijkmnop}	-	-	-	-	-
Any Capital - listen at Breakfast or Afternoon Drive	306	306	-	-	306	-	-	-	-	306	306	-	-	306	-	-	-	-
	12%	20% ^{bcefg}	-	-	73% ^{abcefg}	-	-	-	-	17% ^{klnopq}	29% ^{iklnopq}	-	-	100% ^{ijklnop}	-	-	-	-
Total Bauer - listen at Breakfast or Afternoon Drive	413	-	-	-	-	413	211	202	-	413	-	-	-	-	413	211	202	-
	16%	-	-	-	-	72% ^{abcdh}	73% ^{abcdh}	71% ^{abcdh}	-	23% ^{jklmq}	-	-	-	-	100% ^{ijklmq}	100% ^{ijklmq}	100% ^{ijklmq}	-
Bauer City 1 - listen at Breakfast or Afternoon Drive	211	-	-	-	-	211	211	-	-	211	-	-	-	-	211	211	-	-
	8%	-	-	-	-	37% ^{abcdgh}	73% ^{abcdgh}	-	-	12% ^{jklmpq}	-	-	-	-	51% ^{ijklmpq}	100% ^{ijklmpq}	-	-
Other Bauer - listen at Breakfast or Afternoon Drive	202	-	-	-	-	202	-	202	-	202	-	-	-	-	202	-	202	-
	8%	-	-	-	-	35% ^{abcdfh}	-	71% ^{abcdfh}	-	11% ^{jklmq}	-	-	-	-	49% ^{ijklmq}	-	100% ^{ijklmq}	-
Other listeners (Total) - listen at Breakfast or Afternoon Drive	331	-	-	-	-	-	-	-	331	331	-	-	-	-	-	-	-	331
	13%	-	-	-	-	-	-	-	68% ^{abcde}	18% ^{ijklmnop}	-	-	-	-	-	-	-	100% ^{ijklmnop}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 7

Q3a. Please indicate when you tend to listen to ... during the week...

Base: All respondents who listen radio

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
Breakfast show (e.g. 6am-10am)	1291 50%	748 49% ^c	393 51% ^c	117 40%	214 51% ^c	316 55% ^{ach}	170 59% ^{abcdh}	146 52% ^c	227 47%	1291 72% ^l	748 71% ^l	393 73% ^l	117 65%	214 70%	316 77% ^{ijlmq}	170 81% ^{ijklmn}	146 72%	227 69%
Mid-morning show (e.g. 10am-1pm)	914 35%	548 36% ^d	285 37% ^d	118 40% ^{def}	131 31%	188 33%	92 32%	96 34%	178 37%	501 28%	304 29% ^m	158 29%	61 34% ^{mno}	73 24%	102 25%	50 24%	52 26%	95 29%
Afternoon show (e.g. 1pm-4pm)	888 34%	527 35%	272 35%	99 34%	144 34%	174 30%	89 31%	85 30%	187 39% ^{efg}	531 30%	315 30%	160 30%	53 29%	93 30%	111 27%	56 27%	55 27%	105 32%
Afternoon Drive-time (e.g. 4pm-7pm)	1083 42%	643 42%	318 41%	109 37%	203 48% ^{abcef}	238 42% ^f	108 37%	130 46% ^{cef}	202 42%	1083 60% ^o	643 61% ^o	318 59%	109 60%	203 66% ^{ijkno}	238 58% ^o	108 51%	130 64% ^{no}	202 61% ^o
Evening show (e.g. 7pm-10pm)	503 20%	312 20% ^{bf}	136 18%	66 23% ^f	101 24% ^{abef}	98 17% ^f	39 13%	59 21% ^{ef}	93 19% ^f	345 19% ^o	212 20% ^{ko}	92 17%	34 19%	79 26% ^{ijkno}	66 16%	28 13%	38 19%	67 20% ^o
Late/overnight (10pm-6am)	196 8%	115 8% ^b	45 6%	32 11% ^{abd}	28 7%	45 8%	19 7%	26 9%	36 7%	127 7% ^k	73 7% ^k	28 5%	19 10% ^{jk}	18 6%	27 7%	12 6%	15 7%	27 8%
NET: Breakfast or Afternoon Drive	1798 70%	1054 69% ^c	541 70% ^c	181 62%	306 73% ^c	413 72% ^c	211 73% ^c	202 71% ^c	331 68%	1798 100%	1054 100%	541 100%	181 100%	306 100%	413 100%	211 100%	202 100%	331 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 8

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
Morning	1382	798	426	146	206	320	170	150	264	1088	625	333	106	168	257	138	119	206
	54%	52%	55% ^{ad}	50%	49%	56% ^d	59% ^{acd}	53%	55%	61% ^m	59%	62%	59%	55%	62% ^m	65% ^m	59%	62%
Afternoon	1279	769	393	133	227	263	133	130	247	875	531	270	85	164	186	92	94	158
	50%	51%	51%	45%	54% ^{cefg}	46%	46%	46%	51%	49%	50%	50%	47%	54% ^{no}	45%	44%	47%	48%
Evening	599	383	166	88	115	116	45	71	100	416	262	117	51	84	83	33	50	71
	23%	25% ^{befh}	21% ^f	30% ^{abefh}	27% ^{befh}	20% ^f	16%	25% ^{ef}	21%	23% ^o	25% ^{iko}	22%	28% ^{no}	27% ^{no}	20% ^o	16%	25% ^{no}	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 9
Q4a. Why do you listen to ...?
Base: All respondents who listen radio

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
It plays music I like	1857 72%	1142 75%efh	589 76%efh	237 81%aefh	315 75%fh	404 71%fh	188 65%	216 76%efh	311 64%	1313 73%o	798 76%inoq	418 77%inoq	139 77%o	240 78%inoq	286 69%	137 65%	149 74%n	229 69%
It's good background listening	1096 43%	662 43%df	345 45%df	154 53%abdefh	153 36%	226 40%f	93 32%	133 47%def	208 43%df	784 44%mo	475 45%mo	249 46%mo	101 56%ijkmn	116 38%	168 41%o	67 32%	101 50%mn	141 43%o
It provides local traffic and travel updates	820 32%	350 23%	198 26%acd	56 19%	83 20%	242 42%abcdg	140 48%abcdg	102 36%abcd	228 47%abcdg	648 36%ijklm	287 27%q	162 30%jm	45 25%	69 23%	182 44%ijklm	102 48%ijklm	80 40%ijklm	179 54%ijklmnp
I like the presenters	758 29%	431 28%c	229 30%c	50 17%	132 31%c	193 34%ach	104 36%abch	89 31%c	134 28%c	610 34%l	352 33%l	197 36%jl	34 19%	104 34%l	157 38%ilq	88 42%ijlq	69 34%l	101 31%l
It provides local news headlines	756 29%	308 20%	177 23%acd	50 17%	72 17%	239 42%abcdg	138 48%abcdg	101 36%abcd	209 43%abcdg	586 33%ijklm	250 24%q	147 27%jm	36 20%	59 19%	181 44%ijklm	100 47%ijklm	81 40%ijklm	155 47%ijklm
It provides local weather information	657 25%	273 18%d	155 20%ad	48 16%	56 13%	212 37%abcdg	121 42%abcdg	91 32%abcd	172 36%abcd	517 29%ijklm	229 22%q	135 25%jm	37 20%	45 15%	157 38%ijklm	86 41%ijklm	71 35%ijklm	131 40%ijklm
It provides UK news headlines	606 24%	336 22%	159 21%	61 21%	89 21%	140 24%	69 24%	71 25%	130 27%abd	463 26%q	269 26%q	132 24%	50 28%	65 21%	93 23%	47 22%	46 23%	101 31%ikmno
The presenters talk about events in my local area	531 21%	195 13%	108 14%	28 10%	53 13%	168 29%abcdg	97 34%abcdg	71 25%abcd	168 35%abcdg	423 24%ijklm	161 15%	93 17%	24 13%	41 13%	135 33%ijklm	77 36%ijklm	58 29%ijklm	127 38%ijklmp
The presenters talk about places I'm familiar with in my local area	491 19%	182 12%c	100 13%c	18 6%	61 14%c	160 28%abcd	85 29%abcd	75 27%abcd	149 31%abcd	399 22%ijklm	157 15%l	86 16%l	14 8%	54 18%l	131 32%ijklm	69 33%ijklm	62 31%ijklm	111 34%ijklm
The advertising is relevant to my local area	339 13%	110 7%	61 8%	18 6%	28 7%	111 19%abcd	62 21%abcd	49 17%abcd	118 24%abcdg	262 15%ijklm	94 9%	52 10%	16 9%	24 8%	82 20%ijklm	46 22%ijklm	36 18%ijklm	86 26%ijklmnp

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 9

Q4a. Why do you listen to ...?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
It provides breaking news as it happens	333 13%	185 12%	90 12%	26 9%	49 12%	80 14% ^c	39 13%	41 14% ^c	68 14% ^c	260 14%	147 14%	75 14%	21 12%	35 11%	64 15%	31 15%	33 16%	49 15%
It provides local sports updates	294 11%	106 7%	49 6%	17 6%	35 8%	99 17% ^{abcdg}	59 20% ^{abcdg}	40 14% ^{abcd}	89 18% ^{abcd}	238 13% ^{ijkl}	93 9%	42 8%	15 8%	32 10%	79 19% ^{ijklm}	47 22% ^{ijklm}	32 16% ^{ijkl}	66 20% ^{ijklm}
It has a presence at events in my local area	291 11%	95 6% ^c	51 7% ^c	8 3%	35 8% ^{ac}	90 16% ^{abcdg}	57 20% ^{abcdeg}	33 12% ^{abc}	106 22% ^{abcdeg}	227 13% ^{ijklm}	79 7% ^l	44 8% ^l	6 3%	28 9% ^l	63 15% ^{ijklm}	39 18% ^{ijklm}	24 12% ^{jl}	85 26% ^{ijklmnp}
It has competitions to win big prizes	256 10%	135 9% ^c	80 10% ^{ac}	9 3%	44 10% ^c	71 12% ^{ac}	38 13% ^{ac}	33 12% ^c	50 10% ^c	203 11% ^{jl}	106 10% ^l	59 11% ^l	9 5%	37 12% ^l	59 14% ^{ijl}	31 15% ^{jl}	28 14% ^l	38 11% ^l
The presenters talk about celebrity gossip	186 7%	120 8% ^c	52 7% ^c	9 3%	57 14% ^{abcefg}	35 6%	17 6%	18 6%	31 6% ^c	150 8%	92 9% ^l	41 8%	9 5%	40 13% ^{ijklnpq}	32 8%	17 8%	15 7%	26 8%
Someone else chooses the station	159 6%	91 6% ^c	44 6%	10 3%	35 8% ^{ac}	32 6%	17 6%	15 5%	36 7% ^c	107 6%	64 6%	30 6%	9 5%	24 8%	21 5%	11 5%	10 5%	22 7%
Other	54 2%	31 2%	14 2%	8 3%	9 2%	10 2%	4 1%	6 2%	13 3%	38 2%	20 2%	11 2%	3 2%	6 2%	8 2%	3 1%	5 2%	10 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 10

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
It plays music I like	1388 54%	897 59%efh	448 58%efh	200 68%abdefgh	249 59%efh	278 49%f	114 39%	164 58%efh	213 44%	943 52%noq	607 58%inoq	303 56%inoq	116 64%inopq	188 61%inopq	185 45%o	81 38%	104 51%no	151 46%
It's good background listening	325 13%	217 14%ef	119 15%ef	47 16%ef	50 12%f	52 9%f	18 6%	34 12%ef	56 12%f	220 12%o	143 14%io	80 15%ioq	27 15%o	35 11%o	44 11%o	13 6%	31 15%no	33 10%
I like the presenters	152 6%	78 5%c	42 5%c	3 1%	25 6%c	50 9%abcgh	34 12%abcdegh	16 6%	24 5%c	129 7%lq	70 7%l	39 7%l	3 2%	21 7%l	45 11%ijklpq	29 14%ijklmq	16 8%l	14 4%
It provides local traffic and travel updates	128 5%	51 3%	33 4%	6 2%	11 3%	41 7%abcdg	28 10%abcdeg	13 5%	36 7%abcd	102 6%ijlm	40 4%	25 5%	4 2%	10 3%	29 7%jlm	20 9%ijklmp	9 4%	33 10%ijklmp
It provides local news headlines	121 5%	34 2%	22 3%	5 2%	7 2%	45 8%abcdg	33 11%abcdeg	12 4%ad	42 9%abcdg	88 5%jm	27 3%	19 4%	4 2%	4 1%	34 8%ijklmp	23 11%ijklmp	11 5%jm	27 8%ijklm
Someone else chooses the station	84 3%	45 3%	27 3%	7 2%	10 2%	18 3%	10 3%	8 3%	21 4%	49 3%	28 3%	17 3%	7 4%	4 1%	10 2%	6 3%	4 2%	11 3%
It provides UK news headlines	62 2%	35 2%b	8 1%	3 1%	13 3%b	13 2%	7 2%	6 2%	14 3%b	43 2%k	27 3%k	7 1%	3 2%	8 3%	6 1%	4 2%	2 1%	10 3%
The presenters talk about events in my local area	49 2%	16 1%	7 1%	2 1%	6 1%	15 3%ab	11 4%abcd	4 1%	18 4%abcd	29 2%jk	8 1%	4 1%	2 1%	2 1%	10 2%jkp	8 4%ijkm	2 1%	11 3%ijkm
The presenters talk about places I'm familiar with in my local area	48 2%	21 1%	10 1%	2 1%	9 2%	16 3%abc	10 3%abc	6 2%	11 2%	43 2%jk	16 2%	6 1%	2 1%	8 3%	16 4%ijk	10 5%ijkl	6 3%	11 3%jk
It provides breaking news as it happens	37 1%	24 2%c	10 1%	1 *	5 1%	8 1%	3 1%	5 2%	5 1%	31 2%	19 2%	8 1%	1 1%	3 1%	7 2%	3 1%	4 2%	5 2%
It provides local sports updates	33 1%	10 1%	4 1%	-	5 1%	13 2%abc	9 3%abc	4 1%c	10 2%abc	24 1%jk	7 1%	3 1%	-	4 1%	11 3%ijkl	7 3%ijkl	4 2%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 10

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
The presenters talk about celebrity gossip	24 1%	22 1% ^{egh}	7 1%	5 2% ^{egh}	10 2% ^{befgh}	1 *	1 *	- -	1 *	16 1%	15 1% ^{ikq}	4 1%	5 3% ^{iknpq}	6 2% ^{inpq}	1 *	1 *	- -	- -
The advertising is relevant to my local area	24 1%	13 1%	5 1%	2 1%	5 1%	4 1%	2 1%	2 1%	7 1%	13 1%	9 1%	5 1%	1 1%	3 1%	2 *	- -	2 1%	2 1%
It has competitions to win big prizes	23 1%	18 1%	14 2% ^{aeg}	1 *	3 1%	2 *	2 1%	- -	3 1%	14 1%	12 1%	9 2% ⁱⁿ	1 1%	2 1%	1 *	1 *	- -	1 *
It provides local weather information	22 1%	9 1%	3 *	3 1%	2 *	6 1%	3 1%	3 1%	7 1% ^b	17 1% ^j	6 1%	2 *	3 2% ^m	- -	6 1% ^m	3 1% ^m	3 1% ^m	5 2% ^m
It has a presence at events in my local area	17 1%	7 *	4 1%	- -	3 1%	3 1%	2 1%	1 *	7 1% ^{ac}	11 1%	5 *	2 *	- -	3 1%	1 *	1 *	- -	5 2% ⁱ
Other	41 2%	25 2%	11 1%	6 2%	8 2%	7 1%	2 1%	5 2%	9 2%	26 1%	15 1%	8 1%	2 1%	5 2%	5 1%	1 *	4 2%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 11

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
It provides local traffic and travel updates	1159 45%	605 40%	332 43%ac	103 35%	158 38%	296 52%abcd	150 52%abcd	146 52%abcd	258 53%abcd	905 50%ijlm	486 46%lm	271 50%jm	78 43%	126 41%	222 54%jlm	114 54%jlm	108 53%lm	197 60%ijklm
It provides local news headlines	1096 43%	528 35%	281 36%	99 34%	138 33%	304 53%abcd	165 57%abcd	139 49%abcd	264 55%abcd	826 46%jkml	398 38%	211 39%	72 40%	105 34%	230 56%ijklm	125 59%ijklm	105 52%jkml	198 60%ijklm
It provides local weather information	932 36%	448 29%	246 32%ad	81 28%	109 26%	261 46%abcd	139 48%abcd	122 43%abcd	223 46%abcd	720 40%jkml	362 34%lm	198 37%lm	61 34%	91 30%	197 48%ijklm	105 50%ijklm	92 46%jkml	161 49%ijklm
The presenters talk about places I'm familiar with in my local area	833 32%	401 26%c	218 28%c	63 22%	111 26%	232 41%abcd	126 44%abcd	106 37%abcd	200 41%abcd	648 36%ijlm	318 30%l	179 33%jl	43 24%	88 29%	178 43%ijklm	97 46%ijklm	81 40%ijlm	152 46%ijklm
The presenters talk about events in my local area	828 32%	353 23%	196 25%a	61 21%	92 22%	250 44%abcdg	144 50%abcddeg	106 37%abcd	225 46%abcdg	644 36%jkml	283 27%	155 29%	46 25%	78 25%	192 46%ijklmp	111 53%ijklmnp	81 40%jkml	169 51%ijklmp
The advertising is relevant to my local area	620 24%	272 18%c	149 19%c	37 13%	84 20%c	175 31%abcd	90 31%abcd	85 30%abcd	173 36%abcd	475 26%jkml	208 20%	117 22%	29 16%	61 20%	138 33%ijklm	71 34%ijklm	67 33%ijklm	129 39%ijklm
It has a presence at events in my local area	489 19%	216 14%	113 15%	32 11%	68 16%c	133 23%abcd	75 26%abcd	58 20%abc	140 29%abcddeg	378 21%jkli	174 17%	91 17%	26 14%	55 18%	95 23%jkl	52 25%jkl	43 21%	109 33%ijklmnp
The presenters are based in a studio in my area	440 17%	151 10%c	73 9%c	14 5%	57 14%abc	146 26%abcd	83 29%abcd	63 22%abcd	143 30%abcdg	348 19%jkli	123 12%l	55 10%	12 7%	50 16%jkl	117 28%ijklm	67 32%ijklm	50 25%ijklm	108 33%ijklm
It provides local sports updates	421 16%	159 10%	77 10%	24 8%	53 13%	142 25%abcd	76 26%abcd	66 23%abcd	120 25%abcd	326 18%jkml	126 12%	60 11%	20 11%	43 14%	114 28%ijklm	62 29%ijklm	52 26%ijklm	86 26%ijklm
The name of the station reflects my area	307 12%	115 8%b	45 6%	23 8%	40 10%b	92 16%abcdg	64 22%abcddeg	28 10%b	100 21%abcdg	225 13%jkml	86 8%k	34 6%	18 10%	28 9%	67 16%ijklmp	46 22%ijklmnp	21 10%	72 22%ijklmp

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 11

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
Other	33 1%	19 1% ^b	5 1%	6 2% ^b	6 1%	8 1%	4 1%	4 1%	6 1%	16 1%	7 1%	2 *	2 1%	2 1%	5 1%	4 2% ^k	1 *	4 1%
It doesn't feel local	276 11%	234 15% ^{efgh}	110 14% ^{efgh}	69 24% ^{abdefgh}	53 13% ^{efh}	30 5% ^{fh}	6 2%	24 8% ^{efh}	12 2%	168 9% ^{noq}	142 13% ^{inopq}	69 13% ^{inoq}	32 18% ^{inopq}	38 12% ^{inoq}	19 5% ^o	2 1%	17 8% ^{noq}	7 2%
Don't know	155 6%	113 7% ^{efh}	55 7% ^{efh}	31 11% ^{adefgh}	25 6%	22 4%	10 3%	12 4%	20 4%	81 5% ^{nq}	64 6% ^{inpq}	32 6% ^{npq}	14 8% ^{inopq}	18 6% ^{npq}	10 2%	6 3%	4 2%	7 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 12

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
It provides local news headlines	509 20%	258 17%	137 18%	53 18%	64 15%	140 24%abcd	77 27%abcd	63 22%ad	111 23%abd	351 20%jkm	170 16%	90 17%	33 18%	43 14%	104 25%ijkm	55 26%ijkm	49 24%jkm	77 23%jkm
It provides local traffic and travel updates	439 17%	278 18%	150 19%e	50 17%	70 17%	85 15%	44 15%	41 14%	76 16%	334 19%	214 20%in	116 21%inp	38 21%	53 17%	65 16%	35 17%	30 15%	55 17%
The presenters talk about places I'm familiar with in my local area	306 12%	175 11%	94 12%	30 10%	47 11%	63 11%	37 13%	26 9%	68 14%g	231 13%	127 12%	73 13%	18 10%	33 11%	54 13%	33 16%	21 10%	50 15%
The presenters talk about events in my local area	255 10%	122 8%	68 9%	18 6%	36 9%	75 13%abcd	34 12%ac	41 14%abcd	58 12%ac	198 11%j	97 9%	51 9%	17 9%	29 9%	56 14%jk	26 12%	30 15%jk	45 14%j
It provides local weather information	126 5%	79 5%	35 5%	11 4%	30 7%ae	22 4%	11 4%	11 4%	25 5%	89 5%	59 6%	26 5%	7 4%	23 8%ino	14 3%	6 3%	8 4%	16 5%
The presenters are based in a studio in my area	122 5%	44 3%	20 3%	4 1%	17 4%c	40 7%abcd	20 7%abc	20 7%abc	38 8%abcd	86 5%jk	32 3%	12 2%	4 2%	14 5%	26 6%jkl	13 6%jk	13 6%jkl	28 8%ijklm
The advertising is relevant to my local area	100 4%	66 4%cef	33 4%ef	6 2%	27 6%acefg	13 2%	5 2%	8 3%	21 4%	67 4%	42 4%	23 4%	3 2%	16 5%lno	10 2%	3 1%	7 3%	15 5%o
It has a presence at events in my local area	92 4%	52 3%c	27 3%c	3 1%	20 5%c	25 4%c	13 4%c	12 4%c	15 3%	70 4%	42 4%	22 4%	3 2%	16 5%l	17 4%	9 4%	8 4%	11 3%
The name of the station reflects my area	87 3%	47 3%	23 3%	9 3%	13 3%	20 3%	14 5%	6 2%	20 4%	60 3%	35 3%	15 3%	7 4%	11 4%	13 3%p	10 5%	3 1%	12 4%
It provides local sports updates	83 3%	35 2%	17 2%	3 1%	13 3%	32 6%abc	16 6%abc	16 6%abc	16 3%c	51 3%j	23 2%	10 2%	3 2%	10 3%	22 5%ijklq	11 5%ijkq	11 5%ijklq	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 12

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio**

	Total	Global listeners (Total) (a)	Any Heart (b)	Any Smooth (c)	Any Capital (d)	Total Bauer (e)	Bauer City 1 (f)	Other Bauer (g)	Other listeners (Total) (h)	Total - listen at Breakfast or Afternoon Drive (i)	Global listeners (Total) - listen at Breakfast or Afternoon Drive (j)	Any Heart - listen at Breakfast or Afternoon Drive (k)	Any Smooth - listen at Breakfast or Afternoon Drive (l)	Any Capital - listen at Breakfast or Afternoon Drive (m)	Total Bauer - listen at Breakfast or Afternoon Drive (n)	Bauer City 1 - listen at Breakfast or Afternoon Drive (o)	Other Bauer - listen at Breakfast or Afternoon Drive (p)	Other listeners (Total) - listen at Breakfast or Afternoon Drive (q)
Base	2578	1522	774	293	421	572	289	283	484	1798	1054	541	181	306	413	211	202	331
Other	28 1%	19 1% ^b	5 1%	6 2% ^b	6 1%	5 1%	2 1%	3 1%	4 1%	12 1%	7 1%	2 *	2 1%	2 1%	3 1%	2 1%	1 *	2 1%
It doesn't feel local	276 11%	234 15% ^{efgh}	110 14% ^{efgh}	69 24% ^{abdefgh}	53 13% ^{efh}	30 5% ^{fh}	6 2%	24 8% ^{efh}	12 2%	168 9% ^{noq}	142 13% ^{inopq}	69 13% ^{inoq}	32 18% ^{inopq}	38 12% ^{inoq}	19 5% ^o	2 1%	17 8% ^{noq}	7 2%
Don't know	155 6%	113 7% ^{efh}	55 7% ^{efh}	31 11% ^{adefgh}	25 6%	22 4%	10 3%	12 4%	20 4%	81 5% ^{nq}	64 6% ^{inpq}	32 6% ^{npq}	14 8% ^{inopq}	18 6% ^{npq}	10 2%	6 3%	4 2%	7 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q
Overlap formulae used.

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 13

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
Breakfast show (e.g. 6am-10am)	748 49%	362 51%	386 47%	99 48%h	160 52%h	181 50%h	166 56%gh	88 46%h	54 36%	59 52%	7 70%	144 53%	80 44%	102 47%	105 52%	52 50%	41 47%	32 52%	27 59%	57 43%	42 45%
Mid-morning show (e.g. 10am-1pm)	548 36%	254 36%	294 36%	66 32%	104 34%	132 36%f	86 29%	80 42%cf	80 53%cd	36 32%	1 10%	99 36%	79 43%iop	86 40%p	69 34%	31 30%	23 26%	19 31%	18 39%	51 39%	36 38%
Afternoon show (e.g. 1pm-4pm)	527 35%	250 35%	277 34%	66 32%	118 38%fg	148 41%cfg	89 30%	51 27%	55 36%	37 32%	2 20%	104 38%	71 39% ^s	82 38%	61 30%	39 38%	32 37%	19 31%	13 28%	37 28%	30 32%
Afternoon Drive-time (e.g. 4pm-7pm)	643 42%	291 41%	352 43%	102 50%fgh	154 50%fgh	171 47%fgh	115 38%h	61 32%	40 26%	37 32%	5 50%	123 45%i	77 42%	83 39%	93 46%i	43 42%	41 47%i	30 49%i	21 46%	56 42%	34 36%
Evening show (e.g. 7pm-10pm)	312 20%	153 22%	158 19%	54 26%h	65 21%h	85 23%h	58 19%h	36 19%h	14 9%	18 16%	1 10%	55 20%	36 20%	49 23%	48 24%	28 27%ist	20 23%	14 23%	8 17%	21 16%	14 15%
Late/overnight (10pm-6am)	115 8%	60 8%	55 7%	18 9%	28 9%	19 5%	17 6%	19 10%e	14 9%	8 7%	1 10%	22 8%	11 6%	30 14%kl ^{nps}	13 6%	9 9%	2 2%	3 5%	2 4%	8 6%	6 6%
NET: Breakfast or Afternoon Drive	1054 69%	497 70%	557 68%	153 74%gh	229 74%gh	259 71%gh	214 72%gh	119 63%	80 53%	78 68%	9 90%	205 75%lm st	120 66%	140 65%	141 69%	70 68%	65 75%	46 75%	37 80% ^{mst}	84 64%	59 63%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 13

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV region UTV (u)
Base	1522	-**
Breakfast show (e.g. 6am-10am)	748 49%	- -
Mid-morning show (e.g. 10am-1pm)	548 36%	- -
Afternoon show (e.g. 1pm-4pm)	527 35%	- -
Afternoon Drive-time (e.g. 4pm-7pm)	643 42%	- -
Evening show (e.g. 7pm- 10pm)	312 20%	- -
Late/overnight (10pm- 6am)	115 8%	- -
NET: Breakfast or Afternoon Drive	1054 69%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 14

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Global listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
Morning	798 52%	383 54%	415 51%	85 41%	159 51% ^c	173 47%	176 59% ^{ce}	107 56% ^{ce}	98 64% ^{cde}	63 55%	5 50%	143 52%	91 50%	118 55%	109 54%	50 49%	37 43%	36 59%	25 54%	62 47%	59 63% ^{lops}
Afternoon	769 51%	354 50%	414 51%	117 57% ^{fgh}	168 54% ^{fgh}	219 60% ^{fgh}	124 41%	77 41%	64 42%	52 46%	7 70%	145 53% ^t	94 51%	112 52%	98 48%	56 54%	45 52%	31 51%	21 46%	70 53%	38 40%
Evening	383 25%	183 26%	200 25%	64 31% ^{gh}	88 28% ^{gh}	102 28% ^{gh}	71 24% ^h	37 19%	21 14%	24 21%	2 20%	76 28% ^t	48 26%	67 31% st	50 25%	29 28%	20 23%	14 23%	10 22%	27 20%	16 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 14

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV region UTV (u)
Base	1522	-**
Morning	798 52%	- -
Afternoon	769 51%	- -
Evening	383 25%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 15

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
It plays music I like	1142 75%	507 72%	635 78%a	154 75%	235 76%	265 73%	222 74%	146 77%	120 79%	78 68%	7 70%	212 77% m	155 85% imr	125 58%	158 78% m	87 84% imr	69 79% m	45 74% m	32 70%	101 77% m	73 78% m
It's good background listening	662 43%	306 43%	356 44%	92 45%	125 40%	151 41%	121 40%	93 49%	80 53% def	58 51% t	4 40%	117 43%	81 44%	86 40%	94 46%	45 44%	35 40%	29 48%	28 61% klmpst	51 39%	34 36%
I like the presenters	431 28%	203 29%	228 28%	51 25%	93 30% h	100 27%	110 37% cegh	47 25%	30 20%	25 22%	2 20%	69 25%	52 28%	74 34% ik	59 29%	26 25%	25 29%	22 36% i	19 41% iks	34 26%	24 26%
It provides local traffic and travel updates	350 23%	167 24%	183 22%	39 19%	59 19%	68 19%	78 26% de	58 31% cde	48 32% cde	32 28% ls	3 30%	67 24% s	32 17%	52 24% s	48 24% s	19 18%	19 22%	27 44% iklmnops t	18 39% klmnops t	17 13%	16 17%
It provides UK news headlines	336 22%	180 25% b	156 19%	36 17%	62 20%	63 17%	80 27% cde	48 25% e	47 31% cde	20 18%	1 10%	59 22% l	24 13%	66 31% iklt	48 24% lt	26 25% lt	17 20%	23 38% iklnprst	9 20%	31 23% lt	12 13%
It provides local news headlines	308 20%	139 20%	168 21%	34 17%	54 17%	76 21%	62 21%	43 23%	39 26% cd	28 25% l	- -	55 20% l	22 12%	37 17%	44 22% l	23 22% l	24 28% lm	21 34% klmnst	14 30% lm	23 17%	17 18%
It provides local weather information	273 18%	135 19%	138 17%	32 16%	47 15%	43 12%	65 22% de	42 22% de	44 29% cde	20 18% l	3 30%	53 19% l	15 8%	42 20% l	40 20% l	20 19% l	15 17% l	25 41% iklmnops t	12 26% lst	17 13%	11 12%
The presenters talk about events in my local area	195 13%	86 12%	109 13%	24 12%	34 11%	45 12%	51 17% dg	20 11%	21 14%	14 12% t	1 10%	35 13% t	19 10%	40 19% lst	26 13% t	18 17% st	11 13% t	11 18% st	6 13%	10 8%	4 4%
It provides breaking news as it happens	185 12%	96 14%	89 11%	19 9%	24 8%	45 12%	46 15% cd	26 14% d	25 16% cd	11 10%	2 20%	28 10%	19 10%	47 22% iklno pst	26 13%	8 8%	9 10%	11 18% os	6 13%	9 7%	9 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 15

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
The presenters talk about places I'm familiar with in my local area	182 12%	85 12%	97 12%	25 12%	40 13%	40 11%	40 13%	20 11%	17 11%	8 7%	1 10%	35 13%	19 10%	32 15%ist	24 12%	14 14%	15 17%ist	13 21%ilst	5 11%	10 8%	6 6%
It has competitions to win big prizes	135 9%	70 10%	65 8%	32 16%efgh	32 10%h	27 7%	24 8%	14 7%	6 4%	12 11%	- -	18 7%	18 10%	18 8%	22 11%	5 5%	11 13%	5 8%	8 17%kot	13 10%	5 5%
The presenters talk about celebrity gossip	120 8%	53 7%	67 8%	28 14%efgh	29 9%g	28 8%g	22 7%g	5 3%	8 5%	4 4%	- -	23 8%	17 9%	22 10%i	14 7%	5 5%	10 11%i	6 10%	2 4%	8 6%	9 10%
The advertising is relevant to my local area	110 7%	56 8%	54 7%	16 8%	25 8%	26 7%	22 7%	14 7%	7 5%	9 8%	- -	18 7%	11 6%	14 7%	23 11%st	5 5%	4 5%	9 15%klmopst	8 17%klmopst	4 3%	5 5%
It provides local sports updates	106 7%	79 11%b	27 3%	8 4%	20 6%	27 7%	29 10%c	11 6%	11 7%	6 5%	- -	15 5%	9 5%	24 11%kls	14 7%	8 8%	7 8%	7 11%	4 9%	6 5%	6 6%
It has a presence at events in my local area	95 6%	44 6%	51 6%	14 7%	21 7%	28 8%	17 6%	8 4%	7 5%	5 4%	1 10%	18 7%	9 5%	14 7%	14 7%	6 6%	5 6%	10 16%iklmnops t	5 11%t	6 5%	2 2%
Someone else chooses the station	91 6%	43 6%	48 6%	13 6%	19 6%	27 7%h	17 6%	11 6%	4 3%	6 5%	- -	15 5%	17 9%o	15 7%	10 5%	2 2%	5 6%	6 10%o	2 4%	8 6%	5 5%
Other	31 2%	17 2%	14 2%	1 *	3 1%	10 3%	6 2%	2 1%	9 6%cdfg	1 1%	- -	3 1%	3 2%	3 1%	7 3%	6 6%ikm	2 2%	2 3%	1 2%	2 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 15

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV region UTV (u)
Base	1522	-**
It plays music I like	1142 75%	- -
It's good background listening	662 43%	- -
I like the presenters	431 28%	- -
It provides local traffic and travel updates	350 23%	- -
It provides UK news headlines	336 22%	- -
It provides local news headlines	308 20%	- -
It provides local weather information	273 18%	- -
The presenters talk about events in my local area	195 13%	- -
It provides breaking news as it happens	185 12%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 15

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	1522	-**
The presenters talk about places I'm familiar with in my local area	182 12%	- -
It has competitions to win big prizes	135 9%	- -
The presenters talk about celebrity gossip	120 8%	- -
The advertising is relevant to my local area	110 7%	- -
It provides local sports updates	106 7%	- -
It has a presence at events in my local area	95 6%	- -
Someone else chooses the station	91 6%	- -
Other	31 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 16

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
It plays music I like	897 59%	377 53%	520 64%a	125 61%	195 63%f	203 56%	161 54%	117 62%	96 63%	59 52%	7 70%	168 61%mq	123 67%imqr	93 43%	120 59%mr	75 73%ikmn	56 64%mq	29 48%	19 41%	85 64%imqr	63 67%imqr
It's good background listening	217 14%	100 14%	117 14%	24 12%	47 15%	60 16%	36 12%	29 15%	21 14%	25 22%klno s	1 10%	34 12%	23 13%	33 15%	24 12%	12 12%	11 13%	11 18%	15 33%klmnops t	15 11%	13 14%
I like the presenters	78 5%	47 7%b	31 4%	9 4%	14 5%	17 5%	26 9%deh	9 5%	3 2%	6 5%	- -	13 5%	7 4%	19 9%lno	7 3%	1 1%	6 7%o	3 5%	2 4%	7 5%	7 7%o
It provides local traffic and travel updates	51 3%	31 4%b	20 2%	7 3%	3 1%	13 4%d	15 5%d	7 4%d	6 4%d	7 6%kot	1 10%	6 2%	5 3%	9 4%t	6 3%	1 1%	3 3%	6 10%klno	4 9%kot	3 2%	- -
Someone else chooses the station	45 3%	20 3%	25 3%	4 2%	7 2%	15 4%	9 3%	7 4%	3 2%	4 4%	- -	7 3%	10 5%o	4 2%	6 3%	- -	3 3%	4 7%o	1 2%	4 3%	2 2%
It provides UK news headlines	35 2%	20 3%	15 2%	4 2%	7 2%	5 1%	9 3%	7 4%	3 2%	- -	- -	3 1%	1 1%	17 8%iklnop qs	6 3%	2 2%	1 1%	- -	- -	2 2%	3 3%
It provides local news headlines	34 2%	15 2%	18 2%	4 2%	7 2%	10 3%	7 2%	2 1%	4 3%	4 4% m	- -	9 3% m	2 1%	1 *	6 3% m	2 2%	2 2%	1 2%	- -	4 3%	3 3%
It provides breaking news as it happens	24 2%	14 2%	10 1%	4 2%	2 1%	8 2%	8 3% d	1 1%	1 1%	- -	- -	4 1%	1 1%	9 4% ilot	7 3% il	- -	1 1%	- -	1 2%	1 1%	- -
The presenters talk about celebrity gossip	22 1%	9 1%	13 2%	9 4% efgh	5 2%	5 1%	3 1%	- -	- -	1 1%	- -	6 2%	1 1%	5 2%	3 1%	- -	1 1%	1 2%	- -	2 2%	2 2%
The presenters talk about places I'm familiar with in my local area	21 1%	11 2%	10 1%	5 2%	3 1%	7 2%	2 1%	1 1%	3 2%	1 1%	- -	8 3%	2 1%	5 2%	1 *	- -	- -	1 2%	- -	3 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 16

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
It has competitions to win big prizes	18 1%	12 2%	6 1%	2 1%	5 2%	4 1%	5 2%	2 1%	- -	3 3%	- -	3 1%	2 1%	1 *	1 *	1 1%	1 1%	- -	1 2%	5 4%mn	- -
The presenters talk about events in my local area	16 1%	8 1%	8 1%	2 1%	3 1%	- -	7 2%e	1 1%	3 2%e	2 2%	- -	3 1%	1 1%	6 3%	2 1%	1 1%	- -	1 2%	- -	- -	- -
The advertising is relevant to my local area	13 1%	8 1%	5 1%	1 *	3 1%	4 1%	4 1%	- -	1 1%	- -	- -	5 2%	- -	4 2%	2 1%	1 1%	- -	1 2%	- -	- -	- -
It provides local sports updates	10 1%	9 1%b	1 *	1 *	4 1%f	1 *	- -	3 2%f	1 1%	1 1%	- -	1 *	1 1%	4 2%	2 1%	- -	1 1%	- -	- -	- -	- -
It provides local weather information	9 1%	8 1%b	1 *	2 1%	- -	4 1%	1 *	2 1%	- -	1 1%	- -	1 *	- -	1 *	2 1%	2 2%	- -	1 2%	1 2%l	- -	- -
It has a presence at events in my local area	7 *	4 1%	3 *	2 1%	2 1%	3 1%	- -	- -	- -	- -	1 10%	1 *	1 1%	2 1%	1 *	- -	- -	- -	1 2%	- -	- -
Other	25 2%	14 2%	11 1%	1 *	3 1%	6 2%	6 2%	2 1%	7 5%cdg	- -	- -	2 1%	3 2%	2 1%	7 3%ik	5 5%ikms	1 1%	2 3%	1 2%	1 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 16

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV region UTV (u)
Base	1522	-**
It plays music I like	897 59%	- -
It's good background listening	217 14%	- -
I like the presenters	78 5%	- -
It provides local traffic and travel updates	51 3%	- -
Someone else chooses the station	45 3%	- -
It provides UK news headlines	35 2%	- -
It provides local news headlines	34 2%	- -
It provides breaking news as it happens	24 2%	- -
The presenters talk about celebrity gossip	22 1%	- -
The presenters talk about places I'm familiar with in my local area	21 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 16

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	1522	-**
It has competitions to win big prizes	18 1%	- -
The presenters talk about events in my local area	16 1%	- -
The advertising is relevant to my local area	13 1%	- -
It provides local sports updates	10 1%	- -
It provides local weather information	9 1%	- -
It has a presence at events in my local area	7 *	- -
Other	25 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 17

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
It provides local traffic and travel updates	605 40%	275 39%	329 40%	72 35%	101 33%	149 41%d	135 45%cd	84 44%d	64 42%d	49 43%	6 60%	103 38%	66 36%	85 40%	97 48%klpt	38 37%	29 33%	29 48%	21 46%	52 39%	30 32%
It provides local news headlines	528 35%	246 35%	282 35%	57 28%	99 32%	123 34%	119 40%cd	68 36%	62 41%c	41 36%	5 50%	107 39%l	53 29%	68 32%	79 39%l	40 39%	24 28%	21 34%	16 35%	47 36%	27 29%
It provides local weather information	448 29%	211 30%	237 29%	57 28%	77 25%	98 27%	92 31%	66 35%d	58 38%cde	27 24%	4 40%	81 30%	43 23%	72 33%l	68 33%l	32 31%	20 23%	23 38%l	17 37%	35 27%	26 28%
The presenters talk about places I'm familiar with in my local area	401 26%	167 24%	234 29%a	44 21%	74 24%	93 25%	93 31%cd	53 28%	44 29%	31 27%	3 30%	72 26%	46 25%	50 23%	56 28%s	33 32%st	29 33%st	25 41%klmnst	15 33%s	24 18%	17 18%
The presenters talk about events in my local area	353 23%	157 22%	196 24%	48 23%	63 20%	85 23%	76 25%	40 21%	41 27%	30 26%t	4 40%	64 23%t	43 23%t	39 18%	55 27%mt	26 25%t	21 24%t	22 36%kmst	15 33%mt	23 17%	11 12%
The advertising is relevant to my local area	272 18%	136 19%	136 17%	42 20%h	58 19%	63 17%	56 19%	35 18%	18 12%	30 26%klot	2 20%	45 16%	22 12%	40 19%	44 22%lt	15 15%	19 22%lt	10 16%	12 26%lt	23 17%	10 11%
It has a presence at events in my local area	216 14%	97 14%	119 15%	24 12%	42 14%	61 17%h	51 17%h	23 12%	15 10%	13 11%	- -	43 16%t	19 10%	27 13%	42 21%ilmst	18 17%t	11 13%	11 18%t	13 28%iklmpt	14 11%	5 5%
It provides local sports updates	159 10%	107 15%b	52 6%	17 8%	33 11%	38 10%	35 12%	19 10%	17 11%	9 8%	1 10%	30 11%l	10 5%	27 13%l	14 7%	15 15%ln	11 13%l	11 18%iln	10 22%iklns	12 9%	9 10%
The presenters are based in a studio in my area	151 10%	72 10%	79 10%	22 11%	34 11%	36 10%	31 10%	18 9%	10 7%	7 6%	1 10%	24 9%	19 10%	35 16%iknpt	16 8%	11 11%	6 7%	8 13%	6 13%	13 10%	5 5%
The name of the station reflects my area	115 8%	73 10%b	42 5%	13 6%	20 6%	33 9%g	32 11%g	8 4%	9 6%	6 5%	- -	25 9%n	8 4%	34 16%iklnst	9 4%	9 9%	7 8%	5 8%	4 9%	5 4%	3 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 17

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Global listeners (Total)

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
Other	19 1%	10 1%	9 1%	- -	5 2%	3 1%	4 1%	2 1%	5 3%ce	- -	- -	1 *	2 1%	6 3%k	3 1%	1 1%	2 2%	- -	- -	4 3%k	- -
It doesn't feel local	234 15%	107 15%	127 16%	30 15%	49 16%	51 14%	35 12%	40 21%ef	29 19%f	12 11%	2 20%	31 11%	38 21%ikm	24 11%	37 18%km	18 17%	14 16%	6 10%	7 15%	28 21%ikm	17 18%
Don't know	113 7%	39 6%	74 9%a	10 5%	26 8%	22 6%	24 8%	16 8%	15 10%	9 8%	1 10%	25 9%	16 9%	13 6%	12 6%	8 8%	6 7%	5 8%	3 7%	5 4%	10 11% s

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 17

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Global listeners (Total)

	Total	ITV region UTV (u)
Base	1522	-**
It provides local traffic and travel updates	605 40%	- -
It provides local news headlines	528 35%	- -
It provides local weather information	448 29%	- -
The presenters talk about places I'm familiar with in my local area	401 26%	- -
The presenters talk about events in my local area	353 23%	- -
The advertising is relevant to my local area	272 18%	- -
It has a presence at events in my local area	216 14%	- -
It provides local sports updates	159 10%	- -
The presenters are based in a studio in my area	151 10%	- -
The name of the station reflects my area	115 8%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 17

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Global listeners (Total)

	Total	ITV <u>region</u> UTV (u)
Base	1522	-**
Other	19	-
	1%	-
It doesn't feel local	234	-
	15%	-
Don't know	113	-
	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 18

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
It provides local traffic and travel updates	278 18%	125 18%	152 19%	39 19%	49 16%	65 18%	57 19%	43 23%	25 16%	24 21%	4 40%	43 16%	29 16%	40 19%	44 22%	18 17%	12 14%	12 20%	9 20%	25 19%	18 19%
It provides local news headlines	258 17%	129 18%	129 16%	25 12%	41 13%	67 18%	59 20%cd	31 16%	35 23%cd	23 20%	- -	58 21% m	30 16%	30 14%	30 15%	20 19%	11 13%	8 13%	6 13%	22 17%	20 21%
The presenters talk about places I'm familiar with in my local area	175 11%	76 11%	99 12%	23 11%	29 9%	41 11%	39 13%	24 13%	19 13%	16 14%	2 20%	30 11%	19 10%	22 10%	24 12%	14 14%	15 17% st	12 20% mst	5 11%	9 7%	7 7%
The presenters talk about events in my local area	122 8%	52 7%	70 9%	25 12% gh	25 8%	29 8%	27 9% h	11 6%	5 3%	8 7%	- -	21 8%	15 8%	13 6%	18 9%	7 7%	9 10%	9 15% mt	6 13%	12 9%	4 4%
It provides local weather information	79 5%	39 6%	40 5%	16 8% g	17 5%	19 5%	13 4%	5 3%	9 6%	5 4%	- -	16 6%	4 2%	16 7% l	9 4%	3 3%	4 5%	2 3%	2 4%	8 6%	10 11% lno
The advertising is relevant to my local area	66 4%	35 5%	31 4%	13 6% fgh	20 6% fgh	22 6% fgh	7 2%	2 1%	2 1%	8 7% q	- -	15 5%	9 5%	10 5%	7 3%	4 4%	4 5%	- -	1 2%	6 5%	2 2%
It has a presence at events in my local area	52 3%	20 3%	32 4%	5 2%	18 6% gh	16 4% h	9 3%	3 2%	1 1%	3 3%	- -	12 4% t	7 4%	10 5% t	10 5% t	2 2%	2 2%	2 3%	2 4% t	2 2%	- -
The name of the station reflects my area	47 3%	30 4% b	17 2%	7 3%	8 3%	12 3%	11 4%	4 2%	5 3%	1 1%	- -	9 3%	6 3%	9 4%	7 3%	3 3%	4 5%	2 3%	2 4%	2 2%	2 2%
The presenters are based in a studio in my area	44 3%	19 3%	25 3%	7 3% h	15 5% h	9 2%	9 3% h	4 2%	- -	3 3%	- -	6 2%	7 4% n	15 7% knpt	1 *	3 3%	1 1%	1 2%	1 2%	5 4% n	1 1%
It provides local sports updates	35 2%	26 4% b	9 1%	6 3%	8 3%	9 2%	5 2%	5 3%	2 1%	2 2%	1 10%	7 3%	1 1%	7 3% n	1 *	2 2%	3 3% n	2 3%	2 4% ln	4 3%	3 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 18

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Global listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1522	707	814	206	310	365	299	190	152	114	10**	274	183	215	203	103	87*	61*	46*	132	94*
Other	19 1%	10 1%	9 1%	- -	5 2%	3 1%	4 1%	2 1%	5 3%ce	- -	- -	1 *	2 1%	6 3%k	3 1%	1 1%	2 2%	- -	- -	4 3%k	- -
It doesn't feel local	234 15%	107 15%	127 16%	30 15%	49 16%	51 14%	35 12%	40 21%ef	29 19%f	12 11%	2 20%	31 11%	38 21%ikm	24 11%	37 18%km	18 17%	14 16%	6 10%	7 15%	28 21%ikm	17 18%
Don't know	113 7%	39 6%	74 9%a	10 5%	26 8%	22 6%	24 8%	16 8%	15 10%	9 8%	1 10%	25 9%	16 9%	13 6%	12 6%	8 8%	6 7%	5 8%	3 7%	5 4%	10 11% s

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 18

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	1522	-**
It provides local traffic and travel updates	278 18%	- -
It provides local news headlines	258 17%	- -
The presenters talk about places I'm familiar with in my local area	175 11%	- -
The presenters talk about events in my local area	122 8%	- -
It provides local weather information	79 5%	- -
The advertising is relevant to my local area	66 4%	- -
It has a presence at events in my local area	52 3%	- -
The name of the station reflects my area	47 3%	- -
The presenters are based in a studio in my area	44 3%	- -
It provides local sports updates	35 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 18

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Global listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	1522	-**
Other	19	-
	1%	-
It doesn't feel local	234	-
	15%	-
Don't know	113	-
	7%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 19

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Any Heart**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
Breakfast show (e.g. 6am-10am)	393 51%	195 55%b	198 47%	43 46%	80 52%h	105 55%h	97 58%gh	41 45%	27 36%	54 55% ^s	5 71%	64 54% ^s	30 40%	30 42%	69 53%	20 57%	28 52%	28 58% ^s	23 62% ^{lms}	22 37%	20 53%
Mid-morning show (e.g. 10am-1pm)	285 37%	129 36%	156 37%	38 40%	55 36%	69 36%	49 29%	33 36%	41 55% ^{defg}	30 30%	1 14%	47 39%	34 45% ⁱ	30 42%	50 38%	11 31%	17 31%	16 33%	15 41%	23 39%	11 29%
Afternoon show (e.g. 1pm-4pm)	272 35%	130 37%	142 34%	34 36%	56 36%	76 40% ^g	52 31%	25 27%	29 39%	33 33%	1 14%	47 39%	29 39%	26 36%	43 33%	14 40%	19 35%	15 31%	13 35%	20 34%	12 32%
Afternoon Drive-time (e.g. 4pm-7pm)	318 41%	149 42%	169 41%	41 44% ^h	76 49% ^{fgh}	90 47% ^{gh}	64 38% ^h	30 33%	17 23%	35 35%	3 43%	47 39%	33 44% ^t	28 39%	59 45% ^t	12 34%	23 43%	25 52% ^t	18 49% ^t	26 44% ^t	9 24%
Evening show (e.g. 7pm-10pm)	136 18%	66 19%	69 17%	25 27% ^{fh}	25 16%	39 20%	24 14%	15 16%	8 11%	16 16%	1 14%	21 18%	13 17%	11 15%	26 20%	10 29%	8 15%	10 21%	6 16%	9 15%	5 13%
Late/overnight (10pm-6am)	45 6%	25 7%	20 5%	8 9%	10 6%	7 4%	10 6%	6 7%	4 5%	7 7%	1 14%	8 7%	2 3%	7 10%	6 5%	3 9%	1 2%	2 4%	1 3%	5 8%	2 5%
NET: Breakfast or Afternoon Drive	541 70%	262 74% ^b	279 67%	66 70% ^h	114 74% ^{gh}	142 74% ^{gh}	123 73% ^{gh}	56 61%	40 53%	71 72%	6 86%	89 75% ^{lt}	46 61%	45 63%	92 70%	23 66%	41 76%	39 81% ^{lmst}	31 84% ^{lmst}	36 61%	22 58%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 19

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Any Heart**

	Total	ITV region UTV (u)
Base	774	-**
Breakfast show (e.g. 6am-10am)	393 51%	- -
Mid-morning show (e.g. 10am-1pm)	285 37%	- -
Afternoon show (e.g. 1pm-4pm)	272 35%	- -
Afternoon Drive-time (e.g. 4pm-7pm)	318 41%	- -
Evening show (e.g. 7pm- 10pm)	136 18%	- -
Late/overnight (10pm- 6am)	45 6%	- -
NET: Breakfast or Afternoon Drive	541 70%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 20

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Heart**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
Morning	426 55%	201 56%	225 54%	41 44%	83 54%	93 49%	103 61%ce	57 62%ce	49 65%ce	55 56%	3 43%	65 55%	37 49%	36 50%	74 56%	19 54%	28 52%	30 63%	22 59%	29 49%	28 74%klmps
Afternoon	393 51%	184 52%	208 50%	56 60%fgh	83 54%fg	114 60%fgh	72 43%	37 40%	31 41%	47 47%	4 57%	62 52%t	37 49%t	45 63%t	67 51%t	18 51%	26 48%	24 50%	20 54%t	32 54%t	11 29%
Evening	166 21%	81 23%	85 20%	29 31%fgh	35 23%h	49 26%gh	33 20%h	13 14%	7 9%	20 20%	2 29%	30 25%	18 24%	15 21%	31 24%	9 26%	8 15%	10 21%	5 14%	14 24%	4 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 20

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Heart**

	Total	ITV region UTV (u)
Base	774	-**
Morning	426 55%	- -
Afternoon	393 51%	- -
Evening	166 21%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 21
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Heart

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
It plays music I like	589 76%	255 72%	334 80%a	75 80%	114 74%	142 74%	132 79%	70 76%	56 75%	67 68%	6 86%	94 79%	60 80%	52 72%	104 79%i	30 86%ir	44 81%	33 69%	24 65%	46 78%	29 76%
It's good background listening	345 45%	153 43%	192 46%	42 45%	68 44%	88 46%	66 39%	46 50%	35 47%	49 49%	2 29%	48 40%	30 40%	30 42%	63 48%	13 37%	22 41%	23 48%	23 62%klmop	25 42%	17 45%
I like the presenters	229 30%	102 29%	127 30%	24 26%	50 32%	51 27%	63 38%cegh	23 25%	18 24%	25 25%	1 14%	36 30%	21 28%	24 33%	40 31%	10 29%	13 24%	20 42%is	17 46%ipst	13 22%	9 24%
It provides local traffic and travel updates	198 26%	96 27%	102 24%	19 20%	30 19%	44 23%	43 26%	34 37%cde	28 37%cde	30 30%st	1 14%	28 24%	14 19%	13 18%	37 28%	7 20%	12 22%	24 50%iklmnops t	17 46%klmnops t	9 15%	6 16%
It provides local news headlines	177 23%	77 22%	99 24%	19 20%	30 19%	48 25%	33 20%	29 32%df	18 24%	28 28%klm	- -	20 17%	6 8%	7 10%	38 29%klm	9 26%lm	17 31%klm	20 42%klmst	14 38%klms	11 19%	7 18%
It provides UK news headlines	159 21%	84 24%	75 18%	15 16%	28 18%	30 16%	45 27%ce	23 25%	18 24%	18 18%	1 14%	21 18%	10 13%	9 13%	35 27%lmt	8 23%	9 17%	18 38%iklmpt	9 24%	17 29%lmt	4 11%
It provides local weather information	155 20%	74 21%	81 19%	17 18%	28 18%	28 15%	35 21%	26 28%e	21 28%e	20 20%l	2 29%	23 19%l	6 8%	9 13%	32 24%lm	7 20%	9 17%	23 48%iklmnops t	11 30%lmt	9 15%	4 11%
The presenters talk about events in my local area	108 14%	47 13%	61 15%	11 12%	18 12%	28 15%	27 16%	10 11%	14 19%	13 13%	1 14%	16 13%	7 9%	12 17%st	23 18%st	6 17%	8 15%	11 23%lst	6 16%	3 5%	2 5%
The presenters talk about places I'm familiar with in my local area	100 13%	47 13%	53 13%	11 12%	18 12%	25 13%	25 15%	10 11%	11 15%	7 7%	1 14%	16 13%	6 8%	10 14%	18 14%	7 20%i	9 17%	12 25%ilst	5 14%	6 10%	3 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 21
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Heart

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
It provides breaking news as it happens	90 12%	44 12%	46 11%	5 5%	13 8%	23 12%	20 12%	12 13%	17 23%	11 cdef	1 14%	15 13%	6 8%	8 11%	19 15%	4 11%	6 11%	10 21%	5 14%	3 5%	2 5%
It has competitions to win big prizes	80 10%	39 11%	41 10%	19 20%	21 efgh	15 14%	11 f	8 9%	6 8%	11 11%	-	11 9%	7 9%	5 7%	15 11%	3 9%	7 13%	4 8%	8 22%	7 kmt	2 12%
The advertising is relevant to my local area	61 8%	28 8%	33 8%	8 9%	11 7%	15 8%	16 10%	8 9%	3 4%	8 8%	-	6 5%	5 7%	3 4%	16 12%	1 ks	4 7%	8 17%	8 kmst	1 22%	1 ikmost
The presenters talk about celebrity gossip	52 7%	21 6%	31 7%	9 10%	12 g	14 7%	9 5%	2 2%	6 8%	4 4%	-	12 10%	4 5%	4 6%	9 7%	2 6%	6 11%	4 8%	2 5%	1 2%	4 11%
It has a presence at events in my local area	51 7%	26 7%	25 6%	9 10%	7 5%	16 8%	10 6%	5 5%	4 5%	5 5%	1 14%	7 6%	2 3%	4 6%	10 8%	3 9%	2 4%	8 17%	5 iklpt	3 14%	1 5%
It provides local sports updates	49 6%	40 11%	9 2%	2 2%	6 4%	13 7%	14 8%	7 8%	7 9%	5 c	-	5 4%	-	7 10%	8 6%	4 11%	4 7%	6 13%	4 11%	3 5%	3 8%
Someone else chooses the station	44 6%	24 7%	20 5%	6 6%	8 5%	12 6%	9 5%	7 8%	2 3%	6 6%	-	4 3%	11 15%	1 kmns	6 5%	2 6%	4 7%	4 8%	2 5%	2 3%	2 5%
Other	14 2%	9 3%	5 1%	-	3 2%	5 3%	2 1%	-	4 5%	1 cg	-	2 2%	-	1 1%	2 2%	3 9%	2 iklms	2 4%	1 4%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 21
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Heart

	Total	ITV region UTV (u)
Base	774	-**
It plays music I like	589 76%	- -
It's good background listening	345 45%	- -
I like the presenters	229 30%	- -
It provides local traffic and travel updates	198 26%	- -
It provides local news headlines	177 23%	- -
It provides UK news headlines	159 21%	- -
It provides local weather information	155 20%	- -
The presenters talk about events in my local area	108 14%	- -
The presenters talk about places I'm familiar with in my local area	100 13%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 21
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Heart

	Total	ITV region UTV (u)
Base	774	-**
It provides breaking news as it happens	90 12%	- -
It has competitions to win big prizes	80 10%	- -
The advertising is relevant to my local area	61 8%	- -
The presenters talk about celebrity gossip	52 7%	- -
It has a presence at events in my local area	51 7%	- -
It provides local sports updates	49 6%	- -
Someone else chooses the station	44 6%	- -
Other	14 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 22

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Heart**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
It plays music I like	448 58%	182 51%	266 64%a	59 63%	95 62%	104 54%	95 57%	52 57%	43 57%	50 51%	6 86%	73 61%qr	48 64%qr	40 56%r	77 59%r	25 71%lqr	34 63%r	21 44%	13 35%	39 66%qr	22 58%
It's good background listening	119 15%	53 15%	66 16%	9 10%	24 16%	37 19%c	23 14%	15 16%	11 15%	20 20%	- -	14 12%	9 12%	14 19%	15 11%	3 9%	6 11%	10 21%	12 32%knops	7 12%	9 24%
I like the presenters	42 5%	21 6%	21 5%	4 4%	8 5%	8 4%	15 9%	5 5%	2 3%	6 6%	- -	8 7%	3 4%	6 8%	6 5%	- -	3 6%	3 6%	2 5%	2 3%	3 8%
It provides local traffic and travel updates	33 4%	22 6%b	11 3%	5 5%	2 1%	9 5%	7 4%	5 5%	5 7%d	6 6%	- -	2 2%	3 4%	2 3%	6 5%	- -	2 4%	6 13%kmot	4 11%kt	2 3%	- -
Someone else chooses the station	27 3%	14 4%	13 3%	3 3%	4 3%	9 5%	5 3%	5 5%	1 1%	4 4%	- -	2 2%	8 11%kmos	1 1%	5 4%	- -	2 4%	2 4%	1 3%	1 2%	1 3%
It provides local news headlines	22 3%	11 3%	10 2%	2 2%	5 3%	8 4%	3 2%	2 2%	2 3%	4 4%	- -	4 3%	1 1%	- -	5 4%	1 3%	2 4%	1 2%	- -	2 3%	2 5%
It has competitions to win big prizes	14 2%	9 3%	5 1%	2 2%	3 2%	4 2%	4 2%	1 1%	- -	3 3%n	- -	2 2%	1 1%	1 1%	- -	1 3%	1 2%	- -	1 3%	4 7%n	- -
It provides breaking news as it happens	10 1%	5 1%	5 1%	3 3%	1 1%	3 2%	1 1%	1 1%	1 1%	- -	- -	3 3%	- -	- -	5 4%	- -	1 2%	- -	1 3%	- -	- -
The presenters talk about places I'm familiar with in my local area	10 1%	7 2%	3 1%	3 3%	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	- -	3 3%	1 1%	2 3%	1 1%	- -	- -	1 2%	- -	1 2%	- -
It provides UK news headlines	8 1%	4 1%	4 1%	1 1%	1 1%	- -	3 2%	1 1%	2 3%e	- -	- -	1 1%	- -	1 1%	3 2%	1 3%	- -	- -	- -	1 2%	1 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 22

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Heart**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
The presenters talk about events in my local area	7 1%	4 1%	3 1%	- -	2 1%	- -	3 2%	- -	2 3%e	2 2%	- -	1 1%	1 1%	- -	2 2%	- -	- -	1 2%	- -	- -	- -
The presenters talk about celebrity gossip	7 1%	3 1%	4 1%	2 2%	1 1%	2 1%	2 1%	- -	- -	1 1%	- -	2 2%	- -	2 3%	1 1%	- -	1 2%	- -	- -	- -	- -
The advertising is relevant to my local area	5 1%	4 1%	1 *	- -	1 1%	1 1%	3 2%	- -	- -	- -	- -	1 1%	- -	1 1%	2 2%	- -	- -	1 2%	- -	- -	- -
It provides local sports updates	4 1%	4 1%b	- -	- -	1 1%	- -	- -	2 2%e	1 1%	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 2%	- -	- -	- -	- -
It has a presence at events in my local area	4 1%	3 1%	1 *	1 1%	1 1%	2 1%	- -	- -	- -	- -	1 14%	1 1%	- -	1 1%	- -	- -	- -	- -	1 3%	- -	- -
It provides local weather information	3 *	3 1%	- -	- -	- -	- -	1 1%	2 2%e	- -	1 1%	- -	- -	- -	- -	- -	1 3%	- -	- -	1 3%	- -	- -
Other	11 1%	7 2%	4 1%	- -	3 2%	2 1%	2 1%	- -	4 5%ceg	- -	- -	2 2%	- -	- -	2 2%	3 9%iklmn s	1 2%	2 4%i	1 3%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 22

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Heart**

	Total	ITV region UTV (u)
Base	774	-**
It plays music I like	448 58%	- -
It's good background listening	119 15%	- -
I like the presenters	42 5%	- -
It provides local traffic and travel updates	33 4%	- -
Someone else chooses the station	27 3%	- -
It provides local news headlines	22 3%	- -
It has competitions to win big prizes	14 2%	- -
It provides breaking news as it happens	10 1%	- -
The presenters talk about places I'm familiar with in my local area	10 1%	- -
It provides UK news headlines	8 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 22

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Heart**

	Total	ITV region UTV (u)
Base	774	-**
The presenters talk about events in my local area	7 1%	- -
The presenters talk about celebrity gossip	7 1%	- -
The advertising is relevant to my local area	5 1%	- -
It provides local sports updates	4 1%	- -
It has a presence at events in my local area	4 1%	- -
It provides local weather information	3 *	- -
Other	11 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 23

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Heart

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
It provides local traffic and travel updates	332 43%	152 43%	179 43%	39 41%	50 32%	89 47%d	78 46%d	42 46%d	34 45%	44 44%	4 57%	44 37%	30 40%	33 46%	71 54%kpst	13 37%	20 37%	23 48%	16 43%	21 36%	13 34%
It provides local news headlines	281 36%	130 37%	151 36%	30 32%	45 29%	70 37%	70 42%d	33 36%	33 44%d	36 36%	3 43%	45 38%	22 29%	20 28%	60 46%lmp	14 40%	16 30%	17 35%	15 41%	19 32%	14 37%
It provides local weather information	246 32%	116 33%	130 31%	28 30%	41 27%	63 33%	46 27%	34 37%	34 45%cdf	26 26%	3 43%	34 29%	20 27%	23 32%	51 39%i	12 34%	14 26%	19 40%	15 41%	17 29%	12 32%
The presenters talk about places I'm familiar with in my local area	218 28%	92 26%	126 30%	23 24%	38 25%	56 29%	50 30%	24 26%	27 36%	29 29%s	2 29%	33 28%s	15 20%	17 24%	43 33%s	12 34%s	16 30%s	21 44%klms	13 35%s	8 14%	9 24%
The presenters talk about events in my local area	196 25%	89 25%	107 26%	21 22%	36 23%	51 27%	43 26%	18 20%	27 36%dg	28 28% _{mst}	2 29%	27 23%	17 23%	9 13%	44 34% _{mst}	7 20%	17 31% _{mst}	20 42%klmost	13 35% _{mst}	8 14%	4 11%
The advertising is relevant to my local area	149 19%	77 22%	72 17%	18 19%	31 20%	39 20%	29 17%	20 22%	12 16%	28 28%kls	1 14%	17 14%	10 13%	14 19%	31 24%s	5 14%	14 26%s	8 17%	11 30%kls	5 8%	5 13%
It has a presence at events in my local area	113 15%	53 15%	60 14%	11 12%	18 12%	38 20%d	26 15%	10 11%	10 13%	13 13%	- -	20 17%lst	4 5%	8 11%	29 22%lst	7 20%lst	6 11%	10 21%lst	12 32%iklmpst	3 5%	1 3%
It provides local sports updates	77 10%	57 16%b	20 5%	8 9%	16 10%	16 8%	15 9%	12 13%	10 13%	8 8%	1 14%	10 8%	3 4%	6 8%	9 7%	6 17%l	9 17%ln	8 17%ln	10 27%iklmnst	5 8%	2 5%
The presenters are based in a studio in my area	73 9%	35 10%	38 9%	10 11%	13 8%	18 9%	15 9%	9 10%	8 11%	7 7%	- -	9 8%	8 11%	8 11%	15 11%	5 14%	3 6%	7 15%	5 14%	5 8%	1 3%
The name of the station reflects my area	45 6%	30 8%b	15 4%	5 5%	8 5%	12 6%	16 10%g	2 2%	2 3%	5 5%	- -	11 9%s	4 5%	6 8%s	5 4%	2 6%	5 9%s	2 4%	3 8%s	- -	2 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 23

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Heart

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
Other	5 1%	3 1%	2 *	- -	1 1%	2 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	2 3%	1 1%	- -	- -	- -	- -	1 2%	- -
It doesn't feel local	110 14%	47 13%	63 15%	14 15%	26 17%	19 10%	21 13%	17 18%e	13 17%	9 9%	1 14%	12 10%	20 27%ikmn q	9 13%	17 13%	5 14%	8 15%	4 8%	5 14%	15 25%iknq	5 13%
Don't know	55 7%	17 5%	38 9%a	5 5%	15 10%	9 5%	13 8%	8 9%	5 7%	7 7%	1 14%	11 9%	6 8%	6 8%	5 4%	3 9%	4 7%	4 8%	3 8%	2 3%	3 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 23

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Heart

	Total	ITV region UTV (u)
Base	774	-.**
It provides local traffic and travel updates	332 43%	- -
It provides local news headlines	281 36%	- -
It provides local weather information	246 32%	- -
The presenters talk about places I'm familiar with in my local area	218 28%	- -
The presenters talk about events in my local area	196 25%	- -
The advertising is relevant to my local area	149 19%	- -
It has a presence at events in my local area	113 15%	- -
It provides local sports updates	77 10%	- -
The presenters are based in a studio in my area	73 9%	- -
The name of the station reflects my area	45 6%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 23

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Heart

	Total	ITV <u>region</u> UTV (u)
Base	774	-**
Other	5 1%	- -
It doesn't feel local	110 14%	- -
Don't know	55 7%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 24
Q5b. And what is the main reason ... feels local to you?
Base: All respondents who listen radio
Any Heart

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
It provides local traffic and travel updates	150 19%	70 20%	79 19%	20 21%	24 16%	39 20%	33 20%	23 25%	11 15%	21 21%	3 43%	18 15%	11 15%	13 18%	32 24%p	7 20%	6 11%	9 19%	8 22%	13 22%	9 24%
It provides local news headlines	137 18%	64 18%	73 18%	13 14%	20 13%	34 18%	34 20%	15 16%	21 28%cd	19 19%	- -	23 19%	14 19%	11 15%	22 17%	8 23%	10 19%	6 13%	5 14%	8 14%	11 29%
The presenters talk about places I'm familiar with in my local area	94 12%	43 12%	51 12%	13 14%	14 9%	26 14%	21 13%	9 10%	11 15%	15 15%l	1 14%	14 12%	3 4%	9 13%	14 11%	7 20%l	8 15%l	11 23%lns	4 11%	4 7%	4 11%
The presenters talk about events in my local area	68 9%	32 9%	36 9%	10 11%	14 9%	16 8%	18 11%	6 7%	4 5%	7 7%	- -	11 9%	6 8%	4 6%	15 11%o	- -	6 11%o	8 17%o	4 11%	5 8%	2 5%
It provides local weather information	35 5%	17 5%	18 4%	4 4%	7 5%	12 6%	5 3%	2 2%	5 7%	5 5%	- -	6 5%	1 1%	3 4%	8 6%	2 6%	1 2%	2 4%	1 3%	5 8%	1 3%
The advertising is relevant to my local area	33 4%	19 5%	14 3%	6 6%	11 7%	8 4%	5 3%	2 2%	1 1%	8 8%q	- -	6 5%	3 4%	2 3%	6 5%	1 3%	3 6%	- -	1 3%	2 3%	1 3%
It has a presence at events in my local area	27 3%	10 3%	17 4%	2 2%	7 5%	9 5%	6 4%	2 2%	1 1%	3 3%	- -	8 7% _s	2 3%	4 6%	5 4%	- -	2 4%	1 2%	2 5%	- -	- -
The name of the station reflects my area	23 3%	13 4%	10 2%	2 2%	5 3%	6 3%	7 4%	2 2%	1 1%	1 1%	- -	4 3%	4 5%	3 4%	4 3%	1 3%	3 6%	- -	1 3%	- -	2 5%
The presenters are based in a studio in my area	20 3%	9 3%	11 3%	1 1%	7 5%	7 4%	3 2%	2 2%	- -	3 3%	- -	4 3%	3 4%	3 4%	1 1%	1 3%	1 2%	1 2%	1 3%	2 3%	- -
It provides local sports updates	17 2%	12 3% _b	5 1%	4 4%f	3 2%	4 2%	1 1%	4 4%f	1 1%	1 1%	1 14%	2 2%	1 1%	3 4%	1 1%	- -	2 4%	2 4%	2 5%	2 3%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 24

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Heart**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	774	356	417	94*	154	191	168	92*	75*	99*	7**	119	75*	72*	131	35*	54*	48*	37*	59*	38*
Other	5 1%	3 1%	2 *	- -	1 1%	2 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	2 3%	1 1%	- -	- -	- -	- -	1 2%	- -
It doesn't feel local	110 14%	47 13%	63 15%	14 15%	26 17%	19 10%	21 13%	17 18%e	13 17%	9 9%	1 14%	12 10%	20 27%ikmn q	9 13%	17 13%	5 14%	8 15%	4 8%	5 14%	15 25%iknq	5 13%
Don't know	55 7%	17 5%	38 9%a	5 5%	15 10%	9 5%	13 8%	8 9%	5 7%	7 7%	1 14%	11 9%	6 8%	6 8%	5 4%	3 9%	4 7%	4 8%	3 8%	2 3%	3 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 24

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Heart**

	Total	ITV <u>region</u> UTV (u)
Base	774	-**
It provides local traffic and travel updates	150 19%	- -
It provides local news headlines	137 18%	- -
The presenters talk about places I'm familiar with in my local area	94 12%	- -
The presenters talk about events in my local area	68 9%	- -
It provides local weather information	35 5%	- -
The advertising is relevant to my local area	33 4%	- -
It has a presence at events in my local area	27 3%	- -
The name of the station reflects my area	23 3%	- -
The presenters are based in a studio in my area	20 3%	- -
It provides local sports updates	17 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 24

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Heart**

	Total	ITV <u>region</u> UTV (u)
Base	774	-**
Other	5 1%	- -
It doesn't feel local	110 14%	- -
Don't know	55 7%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 25

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
Breakfast show (e.g. 6am-10am)	117 40%	70 44%	47 35%	13 59%	11 39%	22 37%	19 41%	29 42%	23 34%	5 33%	2 67%	33 46%	22 42%	8 33%	8 33%	13 42%	3 33%	4 31%	4 44%	5 31%	10 40%
Mid-morning show (e.g. 10am-1pm)	118 40%	62 39%	56 42%	7 32%	8 29%	23 38%	13 28%	34 49%f	33 49%f	6 40%	- -	27 38%	26 49%	11 46%	9 38%	10 32%	1 11%	3 23%	3 33%	8 50%	14 56%
Afternoon show (e.g. 1pm-4pm)	99 34%	58 36%	41 31%	3 14%	10 36%	27 45%	13 28%	20 29%	26 38%	4 27%	1 33%	30 42%	22 42%	8 33%	6 25%	13 42%	3 33%	4 31%	- -	4 25%	4 16%
Afternoon Drive-time (e.g. 4pm-7pm)	109 37%	55 35%	54 40%	9 41%	12 43%	23 38%	23 50%gh	21 30%	21 31%	2 13%	2 67%	29 41%	16 30%	10 42%	7 29%	15 48%	5 56%	5 38%	3 33%	6 38%	9 36%
Evening show (e.g. 7pm- 10pm)	66 23%	38 24%	28 21%	6 27%	7 25%	18 30%h	12 26%h	18 26%h	5 7%	2 13%	- -	13 18%	12 23%	5 21%	8 33%	9 29%	3 33%	4 31%	2 22%	4 25%	4 16%
Late/overnight (10pm- 6am)	32 11%	16 10%	16 12%	3 14%	2 7%	5 8%	2 4%	10 14%	10 15%	1 7%	- -	8 11%	6 11%	4 17%	4 17%	3 10%	- -	1 8%	1 11%	1 6%	3 12%
NET: Breakfast or Afternoon Drive	181 62%	98 62%	83 62%	17 77%	20 71%	36 60%	31 67%	41 59%	36 53%	7 47%	3 100%	51 72%	30 57%	14 58%	13 54%	21 68%	7 78%	7 54%	6 67%	8 50%	14 56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 25

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Any Smooth**

	Total	ITV region UTV (u)
Base	293	-**
Breakfast show (e.g. 6am-10am)	117 40%	- -
Mid-morning show (e.g. 10am-1pm)	118 40%	- -
Afternoon show (e.g. 1pm-4pm)	99 34%	- -
Afternoon Drive-time (e.g. 4pm-7pm)	109 37%	- -
Evening show (e.g. 7pm- 10pm)	66 23%	- -
Late/overnight (10pm- 6am)	32 11%	- -
NET: Breakfast or Afternoon Drive	181 62%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 26

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
Morning	146 50%	85 53%	61 46%	11 50%	13 46%	24 40%	22 48%	34 49%	42 62%e	8 53%	2 67%	35 49%	27 51%	13 54%	12 50%	13 42%	4 44%	6 46%	3 33%	8 50%	15 60%
Afternoon	133 45%	68 43%	65 49%	7 32%	18 64%	34 57%g	20 43%	25 36%	29 43%	5 33%	3 100%	35 49%	27 51%	11 46%	7 29%	16 52%	3 33%	7 54%	1 11%	8 50%	10 40%
Evening	88 30%	45 28%	43 32%	8 36%	9 32%	22 37%h	14 30%	21 30%	14 21%	4 27%	- -	19 27%	17 32%	6 25%	9 38%	9 29%	5 56%	4 31%	5 56%	4 25%	6 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 26

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Smooth**

	Total	ITV <u>region</u> UTV (u)
Base	293	-**
Morning	146 50%	- -
Afternoon	133 45%	- -
Evening	88 30%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 27
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Smooth

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It plays music I like	237 81%	130 82%	107 80%	13 59%	21 75%	45 75%	38 83%	59 86%	61 90%e	11 73%	1 33%	55 77%	47 89%	19 79%	18 75%	27 87%	6 67%	12 92%	8 89%	12 75%	21 84%
It's good background listening	154 53%	89 56%	65 49%	14 64%	10 36%	26 43%	25 54%	37 54%	42 62%e	9 60%	2 67%	38 54%	27 51%	14 58%	12 50%	17 55%	6 67%	6 46%	5 56%	7 44%	11 44%
It provides UK news headlines	61 21%	32 20%	29 22%	3 14%	3 11%	8 13%	8 17%	14 20%	25 37%efg	2 13%	- -	20 28%l	6 11%	5 21%	4 17%	11 35%l	2 22%	5 38%	- -	2 13%	4 16%
It provides local traffic and travel updates	56 19%	29 18%	27 20%	4 18%	- -	7 12%	8 17%	18 26%e	19 28%e	2 13%	2 67%	21 30%	8 15%	5 21%	4 17%	6 19%	- -	3 23%	1 11%	- -	4 16%
I like the presenters	50 17%	30 19%	20 15%	1 5%	5 18%	8 13%	14 30%eh	13 19%	9 13%	- -	1 33%	12 17%	10 19%	2 8%	6 25%	6 19%	2 22%	2 15%	2 22%	1 6%	6 24%
It provides local news headlines	50 17%	24 15%	26 19%	3 14%	4 14%	5 8%	7 15%	10 14%	21 31%eg	- -	- -	18 25%	8 15%	3 13%	2 8%	8 26%	1 11%	1 8%	- -	2 13%	7 28%
It provides local weather information	48 16%	28 18%	20 15%	1 5%	1 4%	5 8%	9 20%	10 14%	22 32%eg	- -	1 33%	22 31%l	2 4%	3 13%	2 8%	6 19%l	2 22%	2 15%	1 11%	2 13%	5 20%
The presenters talk about events in my local area	28 10%	14 9%	14 10%	2 9%	1 4%	7 12%	6 13%	6 9%	6 9%	1 7%	- -	12 17%	4 8%	2 8%	- -	6 19%	- -	- -	- -	1 6%	2 8%
It provides breaking news as it happens	26 9%	12 8%	14 10%	3 14%	2 7%	5 8%	2 4%	7 10%	7 10%	- -	1 33%	7 10%	4 8%	3 13%	2 8%	2 6%	- -	1 8%	1 11%	1 6%	4 16%
The advertising is relevant to my local area	18 6%	10 6%	8 6%	2 9%	3 11%	2 3%	3 7%	4 6%	4 6%	1 7%	- -	6 8%	1 2%	- -	2 8%	3 10%	- -	1 8%	- -	- -	4 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 27
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Smooth

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
The presenters talk about places I'm familiar with in my local area	18 6%	9 6%	9 7%	1 5%	1 4%	- -	3 7%e	7 10%e	6 9%e	1 7%	- -	7 10%	2 4%	2 8%	1 4%	2 6%	- -	1 8%	- -	- -	2 8%
It provides local sports updates	17 6%	10 6%	7 5%	- -	3 11%	5 8%	4 9%	2 3%	3 4%	1 7%	- -	3 4%	2 4%	1 4%	2 8%	3 10%	1 11%	1 8%	- -	1 6%	2 8%
Someone else chooses the station	10 3%	3 2%	7 5%	1 5%	1 4%	3 5%	2 4%	2 3%	1 1%	- -	- -	6 8%	2 4%	- -	- -	- -	- -	2 15%	- -	- -	- -
The presenters talk about celebrity gossip	9 3%	4 3%	5 4%	3 14%	2 7%	3 5%	- -	- -	1 1%	- -	- -	2 3%	2 4%	- -	1 4%	- -	- -	2 15%	- -	- -	2 8%
It has competitions to win big prizes	9 3%	6 4%	3 2%	1 5%	- -	1 2%	4 9%h	3 4%	- -	1 7%	- -	- -	3 6%k	1 4%	1 4%	1 3%	- -	1 8%	- -	1 6%	- -
It has a presence at events in my local area	8 3%	4 3%	4 3%	- -	- -	4 7%	1 2%	1 1%	2 3%	- -	- -	2 3%	1 2%	- -	- -	3 10%	- -	2 15%	- -	- -	- -
Other	8 3%	2 1%	6 4%	- -	- -	1 2%	- -	2 3%	5 7%	- -	- -	- -	2 4%	1 4%	1 4%	3 10%k	- -	- -	- -	1 6%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 27

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Any Smooth**

	Total	ITV region UTV (u)
Base	293	-**
It plays music I like	237 81%	- -
It's good background listening	154 53%	- -
It provides UK news headlines	61 21%	- -
It provides local traffic and travel updates	56 19%	- -
I like the presenters	50 17%	- -
It provides local news headlines	50 17%	- -
It provides local weather information	48 16%	- -
The presenters talk about events in my local area	28 10%	- -
It provides breaking news as it happens	26 9%	- -
The advertising is relevant to my local area	18 6%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 27
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Any Smooth

	Total	ITV region UTV (u)
Base	293	-**
The presenters talk about places I'm familiar with in my local area	18 6%	- -
It provides local sports updates	17 6%	- -
Someone else chooses the station	10 3%	- -
The presenters talk about celebrity gossip	9 3%	- -
It has competitions to win big prizes	9 3%	- -
It has a presence at events in my local area	8 3%	- -
Other	8 3%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 28

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It plays music I like	200 68%	109 69%	91 68%	12 55%	19 68%	37 62%	30 65%	52 75%	50 74%	9 60%	1 33%	46 65%	37 70%	16 67%	16 67%	24 77%	6 67%	8 62%	6 67%	12 75%	19 76%
It's good background listening	47 16%	28 18%	19 14%	4 18%	4 14%	12 20%	7 15%	12 17%	8 12%	5 33%	1 33%	8 11%	8 15%	5 21%	3 13%	3 10%	3 33%	1 8%	3 33%	4 25%	3 12%
Someone else chooses the station	7 2%	2 1%	5 4%	- -	1 4%	3 5%	2 4%	- -	1 1%	- -	- -	4 6%	1 2%	- -	- -	- -	- -	2 15%	- -	- -	- -
It provides local traffic and travel updates	6 2%	4 3%	2 1%	- -	- -	2 3%	2 4%	1 1%	1 1%	1 7%	1 33%	2 3%	- -	2 8%	- -	- -	- -	- -	- -	- -	- -
The presenters talk about celebrity gossip	5 2%	3 2%	2 1%	3 14%	1 4%	1 2%	- -	- -	- -	- -	- -	2 3%	1 2%	- -	- -	- -	- -	1 8%	- -	- -	1 4%
It provides local news headlines	5 2%	2 1%	3 2%	- -	2 7%	- -	1 2%	- -	2 3%	- -	- -	2 3%	1 2%	- -	1 4%	- -	- -	- -	- -	- -	1 4%
I like the presenters	3 1%	2 1%	1 1%	1 5%	1 4%	- -	- -	1 1%	- -	- -	- -	2 3%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -
It provides local weather information	3 1%	2 1%	1 1%	1 5%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	2 8%	- -	- -	1 8%	- -	- -	- -
It provides UK news headlines	3 1%	2 1%	1 1%	- -	- -	1 2%	1 2%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -	- -	- -	1 4%
The presenters talk about events in my local area	2 1%	1 1%	1 1%	- -	- -	- -	2 4%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -	- -	- -	- -
The advertising is relevant to my local area	2 1%	1 1%	1 1%	1 5%	- -	- -	- -	- -	1 1%	- -	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
The presenters talk about places I'm familiar with in my local area	2 1%	- -	2 1%	- -	- -	- -	- -	- -	2 3%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 28

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It has competitions to win big prizes	1*	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
It provides breaking news as it happens	1*	-	1 1%	-	-	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
It provides local sports updates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has a presence at events in my local area	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 2%	2 1%	4 3%	-	-	1 2%	-	2 3%	3 4%	-	-	-	2 4%	1 4%	1 4%	2 6%k	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 28

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Smooth**

	Total	ITV region UTV (u)
Base	293	-**
It plays music I like	200 68%	- -
It's good background listening	47 16%	- -
Someone else chooses the station	7 2%	- -
It provides local traffic and travel updates	6 2%	- -
The presenters talk about celebrity gossip	5 2%	- -
It provides local news headlines	5 2%	- -
I like the presenters	3 1%	- -
It provides local weather information	3 1%	- -
It provides UK news headlines	3 1%	- -
The presenters talk about events in my local area	2 1%	- -
The advertising is relevant to my local area	2 1%	- -
The presenters talk about places I'm familiar with in my local area	2 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 28

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Smooth**

	Total	ITV region UTV (u)
Base	293	-**
It has competitions to win big prizes	1 *	- -
It provides breaking news as it happens	1 *	- -
It provides local sports updates	- -	- -
It has a presence at events in my local area	- -	- -
Other	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 29

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It provides local traffic and travel updates	103 35%	55 35%	48 36%	6 27%	5 18%	17 28%	19 41%	30 43%	26 38%	5 33%	2 67%	31 44%	17 32%	5 21%	9 38%	9 29%	2 22%	6 46%	5 56%	5 31%	7 28%
It provides local news headlines	99 34%	54 34%	45 34%	6 27%	6 21%	20 33%	14 30%	25 36%	28 41%	5 33%	2 67%	34 48%l	16 30%	4 17%	6 25%	13 42%	1 11%	4 31%	1 11%	5 31%	8 32%
It provides local weather information	81 28%	43 27%	38 28%	5 23%	6 21%	12 20%	10 22%	26 38%e	22 32%	1 7%	1 33%	27 38%l	10 19%	4 17%	6 25%	12 39%	1 11%	4 31%	2 22%	6 38%	7 28%
The presenters talk about places I'm familiar with in my local area	63 22%	32 20%	31 23%	1 5%	6 21%	9 15%	14 30%	17 25%	16 24%	2 13%	1 33%	21 30%	12 23%	4 17%	3 13%	9 29%	1 11%	4 31%	2 22%	2 13%	2 8%
The presenters talk about events in my local area	61 21%	31 19%	30 22%	7 32%	7 25%	6 10%	12 26%e	15 22%	14 21%	2 13%	2 67%	17 24%	12 23%	4 17%	3 13%	10 32%	- -	2 15%	2 22%	3 19%	4 16%
The advertising is relevant to my local area	37 13%	20 13%	17 13%	3 14%	5 18%	5 8%	9 20%	9 13%	6 9%	2 13%	1 33%	11 15%	4 8%	2 8%	4 17%	5 16%	1 11%	2 15%	1 11%	1 6%	3 12%
It has a presence at events in my local area	32 11%	17 11%	15 11%	3 14%	3 11%	5 8%	8 17%	8 12%	5 7%	- -	- -	9 13%	5 9%	2 8%	4 17%	7 23%	- -	1 8%	1 11%	1 6%	2 8%
It provides local sports updates	24 8%	15 9%	9 7%	1 5%	1 4%	4 7%	6 13%	5 7%	7 10%	1 7%	- -	6 8%	2 4%	1 4%	1 4%	6 19%l	- -	3 23%	- -	2 13%	2 8%
The name of the station reflects my area	23 8%	17 11%	6 4%	1 5%	1 4%	8 13%g	4 9%	2 3%	7 10%	1 7%	- -	6 8%	2 4%	1 4%	1 4%	6 19%l	- -	3 23%	1 11%	1 6%	1 4%
The presenters are based in a studio in my area	14 5%	6 4%	8 6%	1 5%	2 7%	3 5%	3 7%	3 4%	2 3%	- -	1 33%	4 6%	1 2%	1 4%	- -	2 6%	- -	1 8%	1 11%	1 6%	2 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 29

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Smooth

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
Other	6	3	3	-	-	-	1	2	3	-	-	-	1	2	1	1	1	-	-	-	-
	2%	2%	2%	-	-	-	2%	3%	4%	-	-	-	2%	8%	4%	3%	11%	-	-	-	-
It doesn't feel local	69	38	31	4	9	16	5	19	16	3	1	11	12	8	7	7	4	2	2	6	6
	24%	24%	23%	18%	32%	27%f	11%	28%f	24%	20%	33%	15%	23%	33%	29%	23%	44%	15%	22%	38%	24%
Don't know	31	13	18	2	3	6	5	8	7	2	-	7	7	1	3	4	-	1	-	2	4
	11%	8%	13%	9%	11%	10%	11%	12%	10%	13%	-	10%	13%	4%	13%	13%	-	8%	-	13%	16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 29

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Smooth

	Total	ITV <u>region</u> UTV (u)
Base	293	-.**
It provides local traffic and travel updates	103 35%	- -
It provides local news headlines	99 34%	- -
It provides local weather information	81 28%	- -
The presenters talk about places I'm familiar with in my local area	63 22%	- -
The presenters talk about events in my local area	61 21%	- -
The advertising is relevant to my local area	37 13%	- -
It has a presence at events in my local area	32 11%	- -
It provides local sports updates	24 8%	- -
The name of the station reflects my area	23 8%	- -
The presenters are based in a studio in my area	14 5%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 29

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Smooth

	Total	ITV <u>region</u> UTV (u)
Base	293	-**
Other	6 2%	- -
It doesn't feel local	69 24%	- -
Don't know	31 11%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 30

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It provides local news headlines	53 18%	33 21%	20 15%	3 14%	- -	14 23%	9 20%	13 19%	14 21%	4 27%	- -	22 31%	9 17%	2 8%	2 8%	6 19%	- -	2 15%	1 11%	1 6%	4 16%
It provides local traffic and travel updates	50 17%	23 14%	27 20%	4 18%	4 14%	11 18%	7 15%	13 19%	11 16%	3 20%	1 33%	10 14%	10 19%	3 13%	6 25%	4 13%	2 22%	3 23%	1 11%	4 25%	3 12%
The presenters talk about places I'm familiar with in my local area	30 10%	16 10%	14 10%	1 5%	2 7%	4 7%	8 17%	8 12%	7 10%	1 7%	1 33%	10 14%	7 13%	2 8%	3 13%	1 3%	1 11%	1 8%	1 11%	1 6%	1 4%
The presenters talk about events in my local area	18 6%	9 6%	9 7%	4 18%	4 14%	2 3%	5 11%h	2 3%	1 1%	1 7%	- -	3 4%	3 6%	2 8%	1 4%	3 10%	- -	1 8%	2 22%	1 6%	1 4%
It provides local weather information	11 4%	6 4%	5 4%	2 9%	1 4%	- -	2 4%	3 4%	3 4%	- -	- -	2 3%	- -	1 4%	1 4%	- -	1 11%	- -	1 11%	1 6%	4 16%
The name of the station reflects my area	9 3%	8 5%b	1 1%	1 5%	- -	3 5%	1 2%	- -	4 6%g	- -	- -	2 3%	1 2%	1 4%	- -	2 6%	- -	2 15%	1 11%	- -	- -
The advertising is relevant to my local area	6 2%	4 3%	2 1%	- -	3 11%	2 3%	- -	- -	1 1%	- -	- -	2 3%	2 4%	1 4%	- -	1 3%	- -	- -	- -	- -	- -
The presenters are based in a studio in my area	4 1%	2 1%	2 1%	- -	2 7%	- -	1 2%	1 1%	- -	- -	- -	1 1%	- -	1 4%	- -	1 3%	- -	- -	- -	- -	1 4%
It has a presence at events in my local area	3 1%	2 1%	1 1%	1 5%	- -	1 2%	1 2%	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -	1 8%	- -	- -	- -
It provides local sports updates	3 1%	2 1%	1 1%	- -	- -	1 2%	1 2%	- -	1 1%	1 7%	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	1 4%
Other	6 2%	3 2%	3 2%	- -	- -	- -	1 2%	2 3%	3 4%	- -	- -	- -	1 2%	2 8%	1 4%	1 3%	1 11%	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 30

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Smooth**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	293	159	134	22**	28**	60*	46*	69*	68*	15**	3**	71*	53*	24**	24**	31*	9**	13**	9**	16**	25**
It doesn't feel local	69 24%	38 24%	31 23%	4 18%	9 32%	16 27% ^f	5 11%	19 28% ^f	16 24%	3 20%	1 33%	11 15%	12 23%	8 33%	7 29%	7 23%	4 44%	2 15%	2 22%	6 38%	6 24%
Don't know	31 11%	13 8%	18 13%	2 9%	3 11%	6 10%	5 11%	8 12%	7 10%	2 13%	- -	7 10%	7 13%	1 4%	3 13%	4 13%	- -	1 8%	- -	2 13%	4 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 30

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Smooth**

	Total	ITV <u>region</u> UTV (u)
Base	293	-.**
It provides local news headlines	53 18%	- -
It provides local traffic and travel updates	50 17%	- -
The presenters talk about places I'm familiar with in my local area	30 10%	- -
The presenters talk about events in my local area	18 6%	- -
It provides local weather information	11 4%	- -
The name of the station reflects my area	9 3%	- -
The advertising is relevant to my local area	6 2%	- -
The presenters are based in a studio in my area	4 1%	- -
It has a presence at events in my local area	3 1%	- -
It provides local sports updates	3 1%	- -
Other	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 30

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Smooth**

	Total	ITV <u>region</u> UTV (u)
Base	293	-**
It doesn't feel local	69 24%	- -
Don't know	31 11%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 31

Q3a. Please indicate when you tend to listen to ... during the week...

Base: All respondents who listen radio

Any Capital

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
Breakfast show (e.g. 6am-10am)	214 51%	83 49%	131 52%	42 49%	67 55%	51 46%	40 56%	12 50%	2 33%	-	-	47 56%	28 51%	40 48%	28 58%	19 51%	10 42%	-	-	30 53%	12 38%
Mid-morning show (e.g. 10am-1pm)	131 31%	56 33%	75 30%	19 22%	41 34%	39 35% _c	18 25%	10 42%	4 67%	-	-	25 30%	19 35%	31 37%	10 21%	10 27%	5 21%	-	-	20 35%	11 34%
Afternoon show (e.g. 1pm-4pm)	144 34%	55 32%	89 35%	28 33%	49 40% _f	44 40% _f	17 24%	6 25%	-	-	-	27 32%	20 36%	36 43% _{ns}	12 25%	12 32%	10 42%	-	-	13 23%	14 44% _s
Afternoon Drive-time (e.g. 4pm-7pm)	203 48%	77 45%	126 50%	50 58% _f	65 53% _f	56 50% _f	25 35%	7 29%	-	-	-	47 56% _m	28 51%	32 38%	27 56% _m	16 43%	13 54%	-	-	24 42%	16 50%
Evening show (e.g. 7pm- 10pm)	101 24%	45 26%	56 22%	22 26%	31 25%	27 24%	16 22%	4 17%	1 17%	-	-	21 25%	11 20%	23 27%	14 29%	9 24%	9 38%	-	-	8 14%	6 19%
Late/overnight (10pm- 6am)	28 7%	14 8%	14 6%	7 8%	13 11% _f	6 5%	1 1%	1 4%	-	-	-	6 7%	3 5%	9 11%	3 6%	3 8%	1 4%	-	-	2 4%	1 3%
NET: Breakfast or Afternoon Drive	306 73%	121 71%	185 74%	68 79%	93 76%	78 70%	49 68%	16 67%	2 33%	-	-	65 77%	44 80%	55 65%	36 75%	26 70%	17 71%	-	-	40 70%	23 72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 31

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Any Capital**

	Total	ITV <u>region</u> UTV (u)
Base	421	-**
Breakfast show (e.g. 6am-10am)	214 51%	- -
Mid-morning show (e.g. 10am-1pm)	131 31%	- -
Afternoon show (e.g. 1pm-4pm)	144 34%	- -
Afternoon Drive-time (e.g. 4pm-7pm)	203 48%	- -
Evening show (e.g. 7pm- 10pm)	101 24%	- -
Late/overnight (10pm- 6am)	28 7%	- -
NET: Breakfast or Afternoon Drive	306 73%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 32

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
Morning	206 49%	84 49%	122 49%	31 36%	61 50% ^c	54 49%	46 64% ^{ce}	10 42%	4 67%	-	-	43 51%	27 49%	49 58%	23 48%	18 49%	5 21%	-	-	25 44%	16 50%
Afternoon	227 54%	92 54%	135 54%	52 60% ^f	63 52%	69 62% ^f	27 38%	14 58%	2 33%	-	-	48 57%	30 55%	40 48%	24 50%	22 59%	16 67%	-	-	30 53%	17 53%
Evening	115 27%	50 29%	65 26%	26 30%	41 34%	29 26%	16 22%	3 13%	-	-	-	27 32% ^s	13 24%	31 37% ^s	10 21%	11 30%	7 29%	-	-	9 16%	7 22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 32

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Any Capital**

	Total	ITV <u>region</u> UTV (u)
Base	421	-**
Morning	206 49%	- -
Afternoon	227 54%	- -
Evening	115 27%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 33

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It plays music I like	315 75%	121 71%	194 77%	66 77%	100 82%e	78 70%	51 71%	17 71%	3 50%	-	-	63 75%	48 87% _m	53 63%	36 75%	30 81%	19 79%	-	-	43 75%	23 72%
It's good background listening	153 36%	59 35%	94 37%	35 41%	44 36%	36 32%	27 38%	9 38%	2 33%	-	-	31 37%	24 44% _t	31 37%	19 40%	15 41%	7 29%	-	-	19 33%	7 22%
I like the presenters	132 31%	60 35%	72 29%	25 29%	35 29%	38 34%	25 35%	8 33%	1 17%	-	-	21 25%	21 38%	28 33%	13 27%	10 27%	10 42%	-	-	20 35%	9 28%
It provides UK news headlines	89 21%	46 27% _b	43 17%	16 19%	27 22%	22 20%	17 24%	6 25%	1 17%	-	-	18 21%	8 15%	25 30% _l	9 19%	7 19%	6 25%	-	-	12 21%	4 13%
It provides local traffic and travel updates	83 20%	32 19%	51 20%	15 17%	27 22%	17 15%	21 29% _e	3 13%	-	-	-	18 21%	10 18%	21 25%	7 15%	6 16%	7 29%	-	-	8 14%	6 19%
It provides local news headlines	72 17%	33 19%	39 16%	12 14%	19 16%	22 20%	17 24%	2 8%	-	-	-	17 20%	8 15%	18 21%	4 8%	6 16%	6 25%	-	-	10 18%	3 9%
The presenters talk about places I'm familiar with in my local area	61 14%	28 16%	33 13%	13 15%	21 17%	15 14%	10 14%	2 8%	-	-	-	12 14%	11 20% _{st}	17 20% _{st}	5 10%	5 14%	6 25%	-	-	4 7%	1 3%
The presenters talk about celebrity gossip	57 14%	27 16%	30 12%	16 19%	15 12%	11 10%	11 15%	3 13%	1 17%	-	-	9 11%	11 20%	16 19%	4 8%	3 8%	4 17%	-	-	7 12%	3 9%
It provides local weather information	56 13%	25 15%	31 12%	11 13%	16 13%	10 9%	15 21% _e	4 17%	-	-	-	8 10%	7 13%	16 19%	6 13%	7 19%	4 17%	-	-	6 11%	2 6%
The presenters talk about events in my local area	53 13%	21 12%	32 13%	10 12%	14 11%	10 9%	15 21% _e	4 17%	-	-	-	7 8%	8 15% _t	20 24% _{knst}	3 6%	6 16% _t	3 13%	-	-	6 11%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 33

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It provides breaking news as it happens	49 12%	28 16%b	21 8%	10 12%	6 5%	15 14%d	15 21%d	3 13%	-	-	-	6 7%	9 16%	16 19%k	5 10%	2 5%	3 13%	-	-	5 9%	3 9%
It has competitions to win big prizes	44 10%	23 14%	21 8%	11 13%	10 8%	11 10%	9 13%	3 13%	-	-	-	7 8%	8 15%	10 12%	6 13%	1 3%	4 17%	-	-	5 9%	3 9%
It has a presence at events in my local area	35 8%	14 8%	21 8%	5 6%	14 11%	8 7%	5 7%	2 8%	1 17%	-	-	9 11%o	6 11%o	9 11%o	4 8%	-	3 13%	-	-	3 5%	1 3%
It provides local sports updates	35 8%	24 14%b	11 4%	6 7%	9 7%	9 8%	9 13%	2 8%	-	-	-	7 8%	7 13%	11 13%	4 8%	1 3%	2 8%	-	-	2 4%	1 3%
Someone else chooses the station	35 8%	14 8%	21 8%	6 7%	10 8%	12 11%	4 6%	2 8%	1 17%	-	-	5 6%	4 7%	12 14%o	4 8%	-	1 4%	-	-	6 11%o	3 9%
The advertising is relevant to my local area	28 7%	16 9%	12 5%	6 7%	10 8%f	9 8%	1 1%	2 8%	-	-	-	6 7%	5 9%	8 10%	5 10%	1 3%	-	-	-	3 5%	-
Other	9 2%	6 4%	3 1%	1 1%	-	4 4%d	4 6%d	-	-	-	-	1 1%	1 2%	1 1%	4 8%km	-	-	-	-	1 2%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 33

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Total	ITV <u>region</u> UTV (u)
Base	421	-**
It plays music I like	315 75%	- -
It's good background listening	153 36%	- -
I like the presenters	132 31%	- -
It provides UK news headlines	89 21%	- -
It provides local traffic and travel updates	83 20%	- -
It provides local news headlines	72 17%	- -
The presenters talk about places I'm familiar with in my local area	61 14%	- -
The presenters talk about celebrity gossip	57 14%	- -
It provides local weather information	56 13%	- -
The presenters talk about events in my local area	53 13%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 33

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Total	ITV <u>region</u> UTV (u)
Base	421	-**
It provides breaking news as it happens	49 12%	- -
It has competitions to win big prizes	44 10%	- -
It has a presence at events in my local area	35 8%	- -
It provides local sports updates	35 8%	- -
Someone else chooses the station	35 8%	- -
The advertising is relevant to my local area	28 7%	- -
Other	9 2%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 34

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It plays music I like	249 59%	86 51%	163 65%a	54 63%	81 66%f	62 56%	36 50%	13 54%	3 50%	-	-	49 58%	38 69%m	37 44%	27 56%	26 70%m	16 67%	-	-	34 60%	22 69%m
It's good background listening	50 12%	20 12%	30 12%	10 12%	19 16%	11 10%	6 8%	2 8%	2 33%	-	-	12 14%	6 11%	12 14%	6 13%	6 16%	2 8%	-	-	4 7%	2 6%
I like the presenters	25 6%	19 11%b	6 2%	4 5%	3 2%	8 7%	8 11%d	2 8%	-	-	-	3 4%	4 7%	5 6%	-	1 3%	3 13%	-	-	5 9%n	4 13%n
It provides UK news headlines	13 3%	6 4%	7 3%	1 1%	5 4%	4 4%	2 3%	1 4%	-	-	-	1 1%	1 2%	5 6%	3 6%	-	1 4%	-	-	1 2%	1 3%
It provides local traffic and travel updates	11 3%	4 2%	7 3%	2 2%	1 1%	2 2%	5 7%d	1 4%	-	-	-	2 2%	2 4%	4 5%	-	1 3%	1 4%	-	-	1 2%	-
Someone else chooses the station	10 2%	3 2%	7 3%	1 1%	2 2%	3 3%	1 1%	2 8%	1 17%	-	-	1 1%	1 2%	2 2%	1 2%	-	1 4%	-	-	3 5%	1 3%
The presenters talk about celebrity gossip	10 2%	3 2%	7 3%	4 5%	3 2%	2 2%	1 1%	-	-	-	-	2 2%	-	3 4%	2 4%	-	-	-	-	2 4%	1 3%
The presenters talk about places I'm familiar with in my local area	9 2%	4 2%	5 2%	2 2%	1 1%	5 5%	1 1%	-	-	-	-	4 5%	-	3 4%	-	-	-	-	-	2 4%	-
It provides local news headlines	7 2%	2 1%	5 2%	2 2%	-	2 2%	3 4%d	-	-	-	-	3 4%	-	1 1%	-	1 3%	-	-	-	2 4%	-
The presenters talk about events in my local area	6 1%	2 1%	4 2%	2 2%	1 1%	-	2 3%	1 4%	-	-	-	1 1%	-	5 6%	-	-	-	-	-	-	-
The advertising is relevant to my local area	5 1%	2 1%	3 1%	-	1 1%	3 3%	1 1%	-	-	-	-	2 2%	-	2 2%	-	1 3%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 34

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It provides local sports updates	5 1%	4 2%	1 *	1 1%	2 2%	1 1%	-	1 4%	-	-	-	1 1%	1 2%	2 2%	1 2%	-	-	-	-	-	-
It provides breaking news as it happens	5 1%	5 3%b	-	1 1%	-	2 2%	2 3%	-	-	-	-	1 1%	-	1 1%	2 4%	-	-	-	-	1 2%	-
It has competitions to win big prizes	3 1%	2 1%	1 *	-	2 2%	-	-	1 4%	-	-	-	1 1%	-	-	1 2%	-	-	-	-	1 2%	-
It has a presence at events in my local area	3 1%	1 1%	2 1%	1 1%	1 1%	1 1%	-	-	-	-	-	-	1 2%	1 1%	1 2%	-	-	-	-	-	-
It provides local weather information	2 *	2 1%	-	-	-	2 2%	-	-	-	-	-	1 1%	-	-	-	1 3%	-	-	-	-	-
Other	8 2%	5 3%	3 1%	1 1%	-	3 3%	4 6%d	-	-	-	-	-	1 2%	1 1%	4 8%km	-	-	-	-	1 2%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 34

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Total	ITV region UTV (u)
Base	421	-**
It plays music I like	249 59%	- -
It's good background listening	50 12%	- -
I like the presenters	25 6%	- -
It provides UK news headlines	13 3%	- -
It provides local traffic and travel updates	11 3%	- -
Someone else chooses the station	10 2%	- -
The presenters talk about celebrity gossip	10 2%	- -
The presenters talk about places I'm familiar with in my local area	9 2%	- -
It provides local news headlines	7 2%	- -
The presenters talk about events in my local area	6 1%	- -
The advertising is relevant to my local area	5 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 34

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Any Capital**

	Total	ITV region UTV (u)
Base	421	-**
It provides local sports updates	5 1%	-
It provides breaking news as it happens	5 1%	-
It has competitions to win big prizes	3 1%	-
It has a presence at events in my local area	3 1%	-
It provides local weather information	2 *	-
Other	8 2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 35

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Any Capital**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It provides local traffic and travel updates	158 38%	62 36%	96 38%	27 31%	45 37%	43 39%	31 43%	10 42%	2 33%	-	-	28 33%	19 35%	35 42%	17 35%	16 43%	7 29%	-	-	26 46%	10 31%
It provides local news headlines	138 33%	56 33%	82 33%	21 24%	47 39% _c	32 29%	30 42% _c	8 33%	-	-	-	28 33%	15 27%	34 40% _t	13 27%	13 35%	7 29%	-	-	23 40% _t	5 16%
The presenters talk about places I'm familiar with in my local area	111 26%	38 22%	73 29%	18 21%	30 25%	27 24%	24 33%	11 46%	1 17%	-	-	18 21%	19 35%	20 24%	10 21%	12 32%	12 50%	-	-	14 25%	6 19%
It provides local weather information	109 26%	45 26%	64 25%	23 27%	30 25%	22 20%	28 39% _{de}	5 21%	1 17%	-	-	20 24%	13 24%	33 39% _{ks}	11 23%	8 22%	5 21%	-	-	12 21%	7 22%
The presenters talk about events in my local area	92 22%	35 21%	57 23%	20 23%	20 16%	27 24%	18 25%	7 29%	-	-	-	20 24%	14 25%	22 26%	8 17%	9 24%	4 17%	-	-	12 21%	3 9%
The advertising is relevant to my local area	84 20%	37 22%	47 19%	21 24%	21 17%	19 17%	18 25%	5 21%	-	-	-	17 20%	8 15%	22 26% _t	9 19%	5 14%	4 17%	-	-	17 30% _t	2 6%
It has a presence at events in my local area	68 16%	24 14%	44 18%	10 12%	20 16%	17 15%	16 22%	5 21%	-	-	-	14 17%	10 18%	14 17%	9 19%	4 11%	5 21%	-	-	10 18%	2 6%
The presenters are based in a studio in my area	57 14%	26 15%	31 12%	10 12%	19 16%	14 13%	9 13%	5 21%	-	-	-	11 13% _n	10 18% _n	19 23% _{nt}	1 2%	4 11%	3 13%	-	-	7 12%	2 6%
It provides local sports updates	53 13%	30 18% _b	23 9%	8 9%	15 12%	16 14%	12 17%	2 8%	-	-	-	14 17%	5 9%	15 18%	4 8%	3 8%	2 8%	-	-	5 9%	5 16%
The name of the station reflects my area	40 10%	20 12%	20 8%	6 7%	9 7%	12 11%	11 15%	2 8%	-	-	-	8 10%	2 4%	20 24% _{klnost}	3 6%	1 3%	2 8%	-	-	4 7%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 35

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Capital

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
Other	6	4	2	-	2	1	2	-	1	-	-	1	-	-	1	-	1	-	-	3	-
	1%	2%	1%	-	2%	1%	3%	-	17%	-	-	1%	-	-	2%	-	4%	-	-	5% ^m	-
It doesn't feel local	53	20	33	12	14	15	9	3	-	-	-	8	6	4	13	6	2	-	-	7	7
	13%	12%	13%	14%	11%	14%	13%	13%	-	-	-	10%	11%	5%	27% ^{klm}	16% ^m	8%	-	-	12%	22% ^m
Don't know	25	8	17	2	8	7	6	-	2	-	-	7	3	4	4	1	2	-	-	1	3
	6%	5%	7%	2%	7%	6%	8%	-	33%	-	-	8%	5%	5%	8%	3%	8%	-	-	2%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 35

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Capital

	Total	ITV region UTV (u)
Base	421	-.**
It provides local traffic and travel updates	158 38%	- -
It provides local news headlines	138 33%	- -
The presenters talk about places I'm familiar with in my local area	111 26%	- -
It provides local weather information	109 26%	- -
The presenters talk about events in my local area	92 22%	- -
The advertising is relevant to my local area	84 20%	- -
It has a presence at events in my local area	68 16%	- -
The presenters are based in a studio in my area	57 14%	- -
It provides local sports updates	53 13%	- -
The name of the station reflects my area	40 10%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 35

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Any Capital

	Total	ITV region UTV (u)
Base	421	-**
Other	6 1%	- -
It doesn't feel local	53 13%	- -
Don't know	25 6%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 36

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
It provides local traffic and travel updates	70 17%	27 16%	43 17%	15 17%	20 16%	15 14%	13 18%	6 25%	1 17%	- -	- -	15 18%	8 15%	16 19%	6 13%	7 19%	4 17%	- -	- -	8 14%	6 19%
It provides local news headlines	64 15%	30 18%	34 14%	9 10%	20 16%	18 16%	15 21%	2 8%	- -	- -	- -	13 15%	7 13%	13 15%	6 13%	6 16%	1 4%	- -	- -	13 23%	5 16%
The presenters talk about places I'm familiar with in my local area	47 11%	14 8%	33 13%	7 8%	13 11%	11 10%	8 11%	7 29%	1 17%	- -	- -	6 7%	9 16%	7 8%	7 15%	6 16%	6 25%	- -	- -	4 7%	2 6%
The presenters talk about events in my local area	36 9%	11 6%	25 10%	11 13%	7 6%	11 10%	4 6%	3 13%	- -	- -	- -	7 8%	6 11%	7 8%	2 4%	4 11%	3 13%	- -	- -	6 11%	1 3%
It provides local weather information	30 7%	14 8%	16 6%	9 10%	9 7%	7 6%	4 6%	- -	1 17%	- -	- -	8 10%	3 5%	9 11%	- -	1 3%	2 8%	- -	- -	2 4%	5 16%
The advertising is relevant to my local area	27 6%	12 7%	15 6%	7 8%	6 5%	12 11%	2 3%	- -	- -	- -	- -	7 8%	4 7%	7 8%	1 2%	2 5%	1 4%	- -	- -	4 7%	1 3%
It has a presence at events in my local area	20 5%	6 4%	14 6%	2 2%	10 8%	5 5%	2 3%	1 4%	- -	- -	- -	3 4%	4 7%	4 5%	5 10%	2 5%	- -	- -	- -	2 4%	- -
The presenters are based in a studio in my area	17 4%	7 4%	10 4%	6 7%	6 5%	2 2%	2 3%	1 4%	- -	- -	- -	1 1%	4 7%	8 10%	- -	1 3%	- -	- -	- -	3 5%	- -
The name of the station reflects my area	13 3%	7 4%	6 2%	4 5%	3 2%	3 3%	3 4%	- -	- -	- -	- -	3 4%	1 2%	3 4%	3 6%	- -	1 4%	- -	- -	2 4%	- -
It provides local sports updates	13 3%	10 6%	3 1%	2 2%	4 3%	4 4%	2 3%	1 4%	- -	- -	- -	5 6%	- -	2 2%	- -	1 3%	1 4%	- -	- -	2 4%	2 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 36

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Capital**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	421	170	251	86*	122	111	72*	24**	6**	-**	-**	84*	55*	84*	48*	37*	24**	-**	-**	57*	32*
Other	6	4	2	-	2	1	2	-	1	-	-	1	-	-	1	-	1	-	-	3	-
	1%	2%	1%	-	2%	1%	3%	-	17%	-	-	1%	-	-	2%	-	4%	-	-	5% _m	-
It doesn't feel local	53	20	33	12	14	15	9	3	-	-	-	8	6	4	13	6	2	-	-	7	7
	13%	12%	13%	14%	11%	14%	13%	13%	-	-	-	10%	11%	5%	27% _{klm}	16% _m	8%	-	-	12%	22% _m
Don't know	25	8	17	2	8	7	6	-	2	-	-	7	3	4	4	1	2	-	-	1	3
	6%	5%	7%	2%	7%	6%	8%	-	33%	-	-	8%	5%	5%	8%	3%	8%	-	-	2%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 36

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Capital**

	Total	ITV region UTV (u)
Base	421	-.**
It provides local traffic and travel updates	70 17%	- -
It provides local news headlines	64 15%	- -
The presenters talk about places I'm familiar with in my local area	47 11%	- -
The presenters talk about events in my local area	36 9%	- -
It provides local weather information	30 7%	- -
The advertising is relevant to my local area	27 6%	- -
It has a presence at events in my local area	20 5%	- -
The presenters are based in a studio in my area	17 4%	- -
The name of the station reflects my area	13 3%	- -
It provides local sports updates	13 3%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 36

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Any Capital**

	Total	ITV <u>region</u> UTV (u)
Base	421	-**
Other	6 1%	- -
It doesn't feel local	53 13%	- -
Don't know	25 6%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 37

Q3a. Please indicate when you tend to listen to ... during the week...

Base: All respondents who listen radio

Total Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
Breakfast show (e.g. 6am-10am)	316 55%	171 58%	145 52%	26 52%	57 52%	88 65%h	65 58%	50 53%	30 43%	-	15 79%	51 58%	54 52%	22 48%	8 62%	31 63%	-	-	-	32 53%	74 54%
Mid-morning show (e.g. 10am-1pm)	188 33%	102 35%	86 31%	11 22%	31 28%	41 30%	34 30%	36 38%	35 51%cd	-	8 42%	20 23%	40 38%k	16 35%	7 54%	16 33%	-	-	-	19 32%	45 33%
Afternoon show (e.g. 1pm-4pm)	174 30%	85 29%	89 32%	12 24%	46 42%cefg h	40 29%	33 29%	24 25%	19 28%	-	7 37%	28 32%	34 33%	13 28%	4 31%	15 31%	-	-	-	21 35%	34 25%
Afternoon Drive-time (e.g. 4pm-7pm)	238 42%	133 45%	105 38%	28 56%gh	50 46%gh	65 48%gh	48 42%h	28 29%	19 28%	-	5 26%	48 55%ls	41 39%	17 37%	8 62%	19 39%	-	-	-	20 33%	56 41%
Evening show (e.g. 7pm-10pm)	98 17%	57 19%	41 15%	8 16%	18 17%	22 16%	25 22%h	19 20%h	6 9%	-	-	16 18%	10 10%	14 30%ls	2 15%	10 20%	-	-	-	6 10%	23 17%
Late/overnight (10pm-6am)	45 8%	21 7%	24 9%	2 4%	12 11%	10 7%	12 11%	7 7%	2 3%	-	1 5%	6 7%	4 4%	6 13%ls	1 8%	10 20%klst	-	-	-	1 2%	7 5%
NET: Breakfast or Afternoon Drive	413 72%	219 74%	194 70%	36 72%	85 78%h	105 77%h	82 73%h	65 68%	40 58%	-	16 84%	71 81%mu	71 68%	29 63%	11 85%	37 76%	-	-	-	41 68%	100 74%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 37

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Total Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
Breakfast show (e.g. 6am-10am)	316 55%	29 51%
Mid-morning show (e.g. 10am-1pm)	188 33%	17 30%
Afternoon show (e.g. 1pm-4pm)	174 30%	18 32%
Afternoon Drive-time (e.g. 4pm-7pm)	238 42%	24 42%
Evening show (e.g. 7pm- 10pm)	98 17%	17 30%1st
Late/overnight (10pm- 6am)	45 8%	9 16%1st
NET: Breakfast or Afternoon Drive	413 72%	37 65%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 38

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
Morning	320	179	141	19	49	82	58	61	51	-	12	46	62	22	8	26	-	-	-	37	79
	56%	61%b	51%	38%	45%	60%cd	51%	64%cd	74%cdf	-	63%	52%	60%	48%	62%	53%	-	-	-	62%	58%
Afternoon	263	120	143	29	66	65	51	30	22	-	7	41	48	29	5	27	-	-	-	27	59
	46%	41%	52%a	58%gh	61%efgh	48%gh	45%g	32%	32%	-	37%	47%	46%	63%tu	38%	55%u	-	-	-	45%	43%
Evening	116	67	49	9	21	31	29	20	6	-	1	22	14	11	3	16	-	-	-	5	22
	20%	23%	18%	18%	19%	23%h	26%h	21%h	9%	-	5%	25%ls	13%	24%s	23%	33%lst	-	-	-	8%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 38

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Total Bauer**

	Total	ITV region UTV (u)
Base	572	57*
Morning	320 56%	28 49%
Afternoon	263 46%	20 35%
Evening	116 20%	22 39% ^{1st}

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 39

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It plays music I like	404 71%	196 66%	208 75%a	32 64%	71 65%	96 71%	82 73%	69 73%	54 78%	-	10 53%	66 75%t	73 70%	41 89%lst	11 85%	38 78%t	-	-	-	37 62%	79 58%
It provides local traffic and travel updates	242 42%	127 43%	115 42%	12 24%	29 27%	52 38%	57 50%cd	55 58%cde	37 54%cde	-	13 68%	30 34%m	40 38%m	4 9%	9 69%	20 41%m	-	-	-	28 47%m	70 51%klm
It provides local news headlines	239 42%	132 45%	107 39%	10 20%	32 29%	53 39%cd	49 43%cd	54 57%cde	41 59%cd	-	11 58%	24 27%	42 40%m	6 13%	5 38%	23 47%km	-	-	-	26 43%km	66 49%km
It's good background listening	226 40%	113 38%	113 41%	19 38%	35 32%	52 38%	44 39%	45 47%d	31 45%	-	6 32%	34 39%	42 40%	25 54%ot	10 77%	15 31%	-	-	-	22 37%	43 32%
It provides local weather information	212 37%	114 39%	98 35%	10 20%	34 31%	46 34%	40 35%	50 53%cd	32 46%cd	-	10 53%	29 33%	30 29%	8 17%	8 62%	19 39%m	-	-	-	29 48%lm	57 42%lm
I like the presenters	193 34%	110 37%	83 30%	15 30%	25 23%	55 40%cd	42 37%cd	32 34%	24 35%	-	6 32%	26 30%	39 38%	11 24%	6 46%	23 47%kms	-	-	-	14 23%	49 36%
The presenters talk about events in my local area	168 29%	92 31%	76 27%	11 22%	25 23%	35 26%	37 33%	33 35%	27 39%cd	-	8 42%	19 22%m	28 27%m	3 7%	3 23%	17 35%m	-	-	-	21 35%m	47 35%km
The presenters talk about places I'm familiar with in my local area	160 28%	82 28%	78 28%	9 18%	26 24%	44 32%	33 29%	30 32%	18 26%	-	7 37%	21 24%m	32 31%m	3 7%	4 31%	14 29%m	-	-	-	13 22%m	47 35%km
It provides UK news headlines	140 24%	78 26%	62 22%	2 4%	24 22%cd	32 24%cd	27 24%cd	33 35%cd	22 32%cd	-	5 26%	18 20%	21 20%	15 33%	4 31%	15 31%	-	-	-	16 27%	30 22%
The advertising is relevant to my local area	111 19%	63 21%	48 17%	5 10%	17 16%	23 17%	25 22%	27 28%cd	14 20%	-	5 26%	15 17%	17 16%	3 7%	4 31%	11 22%m	-	-	-	15 25%m	28 21%km

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 39

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It provides local sports updates	99	80	19	5	15	23	22	22	12	-	3	11	11	2	2	12	-	-	-	14	29
	17%	27% ^b	7%	10%	14%	17%	19%	23%	17%	-	16%	13%	11%	4%	15%	24% ^{lm}	-	-	-	23% ^{lm}	21% ^{lm}
It has a presence at events in my local area	90	49	41	3	16	19	16	15	21	-	8	10	20	2	2	7	-	-	-	10	21
	16%	17%	15%	6%	15%	14%	14%	16%	30% ^{cdefg}	-	42%	11%	19% ^m	4%	15%	14%	-	-	-	17%	15%
It provides breaking news as it happens	80	42	38	4	13	20	11	17	15	-	3	11	10	8	2	10	-	-	-	9	18
	14%	14%	14%	8%	12%	15%	10%	18%	22% ^{cf}	-	16%	13%	10%	17%	15%	20%	-	-	-	15%	13%
It has competitions to win big prizes	71	40	31	5	18	17	12	10	9	-	2	9	13	4	-	10	-	-	-	7	13
	12%	14%	11%	10%	17%	13%	11%	11%	13%	-	11%	10%	13%	9%	-	20%	-	-	-	12%	10%
The presenters talk about celebrity gossip	35	16	19	3	10	14	3	5	-	-	1	7	5	3	-	1	-	-	-	4	7
	6%	5%	7%	6% ^h	9% ^{fh}	10% ^{fh}	3%	5%	-	-	5%	8%	5%	7%	-	2%	-	-	-	7%	5%
Someone else chooses the station	32	17	15	5	11	10	3	1	2	-	-	5	4	4	-	5	-	-	-	4	7
	6%	6%	5%	10% ^{fg}	10% ^{fg}	7% ^g	3%	1%	3%	-	-	6%	4%	9%	-	10%	-	-	-	7%	5%
Other	10	8	2	1	3	3	1	1	1	-	1	4	3	-	-	-	-	-	-	1	1
	2%	3%	1%	2%	3%	2%	1%	1%	1%	-	5%	5%	3%	-	-	-	-	-	-	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 39

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
It plays music I like	404 71%	49 86% ^{lst}
It provides local traffic and travel updates	242 42%	28 49% ^m
It provides local news headlines	239 42%	36 63% ^{kllms}
It's good background listening	226 40%	29 51% ^{ot}
It provides local weather information	212 37%	22 39% ^m
I like the presenters	193 34%	19 33%
The presenters talk about events in my local area	168 29%	22 39% ^{km}
The presenters talk about places I'm familiar with in my local area	160 28%	19 33% ^m
It provides UK news headlines	140 24%	16 28%
The advertising is relevant to my local area	111 19%	13 23% ^m

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 39

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV region UTV (u)
Base	572	57*
It provides local sports updates	99 17%	15 26%klm
It has a presence at events in my local area	90 16%	10 18%m
It provides breaking news as it happens	80 14%	9 16%
It has competitions to win big prizes	71 12%	13 23%kt
The presenters talk about celebrity gossip	35 6%	7 12%
Someone else chooses the station	32 6%	3 5%
Other	10 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 40

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It plays music I like	278 49%	124 42%	154 56%a	27 54%	55 50%	69 51%	52 46%	42 44%	33 48%	- -	8 42%	45 51%t	56 54%t	38 83%klost u	7 54%	24 49%t	- -	- -	- -	25 42%	43 32%
It's good background listening	52 9%	33 11%	19 7%	4 8%	8 7%	14 10%	12 11%	10 11%	4 6%	- -	- -	12 14%	6 6%	3 7%	1 8%	3 6%	- -	- -	- -	7 12%	10 7%
I like the presenters	50 9%	27 9%	23 8%	4 8%	5 5%	19 14%d	8 7%	7 7%	7 10%	- -	1 5%	5 6%	11 11%	2 4%	- -	7 14% s	- -	- -	- -	2 3%	18 13% s
It provides local news headlines	45 8%	23 8%	22 8%	3 6%	10 9%e	3 2%	8 7%	12 13%e	9 13%e	- -	1 5%	3 3%	10 10%	1 2%	1 8%	5 10%	- -	- -	- -	4 7%	17 13% km
It provides local traffic and travel updates	41 7%	22 7%	19 7%	2 4%	4 4%	9 7%	13 12%d	7 7%	6 9%	- -	4 21%	4 5%	4 4%	- -	2 15%	2 4%	- -	- -	- -	5 8% m	18 13% klmu
Someone else chooses the station	18 3%	10 3%	8 3%	3 6%	5 5%	5 4%	3 3%	1 1%	1 1%	- -	- -	2 2%	4 4%	1 2%	- -	2 4%	- -	- -	- -	2 3%	4 3%
The presenters talk about places I'm familiar with in my local area	16 3%	7 2%	9 3%	1 2%	5 5%	3 2%	2 2%	2 2%	3 4%	- -	3 16%	1 1%	4 4%	- -	- -	- -	- -	- -	- -	3 5%	5 4%
The presenters talk about events in my local area	15 3%	8 3%	7 3%	3 6%	2 2%	3 2%	2 2%	3 3%	2 3%	- -	1 5%	2 2%	4 4%	- -	- -	1 2%	- -	- -	- -	2 3%	3 2%
It provides local sports updates	13 2%	12 4%b	1 *	- -	1 1%	3 2%	4 4%	5 5%	- -	- -	- -	1 1%	1 1%	- -	- -	2 4%	- -	- -	- -	3 5%	6 4%
It provides UK news headlines	13 2%	9 3%	4 1%	1 2%	3 3%	4 3%	4 4%	1 1%	- -	- -	- -	3 3%	2 2%	1 2%	- -	2 4%	- -	- -	- -	1 2%	4 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 40

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It provides breaking news as it happens	8 1%	6 2%	2 1%	- -	3 3%	1 1%	- -	2 2%	2 3%	- -	- -	2 2%	- -	- -	1 8%	1 2%	- -	- -	- -	- -	3 2%
It provides local weather information	6 1%	3 1%	3 1%	1 2%	3 3%	1 1%	1 1%	- -	- -	- -	- -	3 3%	- -	- -	- -	- -	- -	- -	- -	2 3%	1 1%
The advertising is relevant to my local area	4 1%	2 1%	2 1%	- -	1 1%	- -	2 2%	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 8%	- -	- -	- -	- -	- -	1 1%
It has a presence at events in my local area	3 1%	2 1%	1 *	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 3%t	- -
It has competitions to win big prizes	2 *	2 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	1 1%
The presenters talk about celebrity gossip	1 *	- -	1 *	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Other	7 1%	5 2%	2 1%	- -	3 3%	1 1%	1 1%	1 1%	1 1%	- -	1 5%	3 3%	1 1%	- -	- -	- -	- -	- -	- -	1 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 40

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
It plays music I like	278 49%	32 56%t
It's good background listening	52 9%	10 18%lt
I like the presenters	50 9%	4 7%
It provides local news headlines	45 8%	3 5%
It provides local traffic and travel updates	41 7%	2 4%
Someone else chooses the station	18 3%	3 5%
The presenters talk about places I'm familiar with in my local area	16 3%	- -
The presenters talk about events in my local area	15 3%	2 4%
It provides local sports updates	13 2%	- -
It provides UK news headlines	13 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 40

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
It provides breaking news as it happens	8 1%	1 2%
It provides local weather information	6 1%	- -
The advertising is relevant to my local area	4 1%	- -
It has a presence at events in my local area	3 1%	- -
It has competitions to win big prizes	2 *	- -
The presenters talk about celebrity gossip	1 *	- -
Other	7 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 41

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Total Bauer**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It provides local news headlines	304 53%	159 54%	145 52%	19 38%	53 49%	62 46%	61 54%	64 67%cde	45 65%cde	-	10 53%	44 50%m	53 51%m	11 24%	6 46%	27 55%m	-	-	-	38 63%m	78 57%m
It provides local traffic and travel updates	296 52%	157 53%	139 50%	18 36%	42 39%	67 49%	66 58%cd	59 62%cd	44 64%cd	-	12 63%	45 51%m	47 45%	15 33%	7 54%	28 57%m	-	-	-	33 55%m	74 54%m
It provides local weather information	261 46%	142 48%	119 43%	18 36%	34 31%	55 40%	59 52%d	59 62%cde	36 52%d	-	12 63%	35 40%	39 38%	12 26%	7 54%	23 47%m	-	-	-	29 48%m	72 53%lm
The presenters talk about events in my local area	250 44%	124 42%	126 45%	21 42%	36 33%	61 45%	57 50%d	42 44%	33 48%	-	9 47%	29 33%	48 46%m	9 20%	4 31%	23 47%m	-	-	-	30 50%km	69 51%km
The presenters talk about places I'm familiar with in my local area	232 41%	118 40%	114 41%	12 24%	38 35%	56 41%c	53 47%c	45 47%c	28 41%	-	11 58%	23 26%	47 45%km	10 22%	9 69%	23 47%km	-	-	-	23 38%	62 46%km
The advertising is relevant to my local area	175 31%	92 31%	83 30%	15 30%	27 25%	35 26%	44 39%de	35 37%	19 28%	-	6 32%	22 25%	31 30%	8 17%	4 31%	14 29%	-	-	-	22 37%m	49 36%m
The presenters are based in a studio in my area	146 26%	75 25%	71 26%	14 28%	24 22%	35 26%	31 27%	25 26%	17 25%	-	9 47%	21 24%	33 32%mu	5 11%	2 15%	12 24%	-	-	-	20 33%mu	35 26%m
It provides local sports updates	142 25%	103 35%b	39 14%	8 16%	24 22%	33 24%	32 28%	31 33%c	14 20%	-	5 26%	20 23%	18 17%	9 20%	1 8%	10 20%	-	-	-	23 38%klmo	37 27%
It has a presence at events in my local area	133 23%	67 23%	66 24%	13 26%	23 21%	29 21%	30 27%	21 22%	17 25%	-	6 32%	18 20%m	31 30%m	3 7%	1 8%	11 22%m	-	-	-	15 25%m	31 23%m
The name of the station reflects my area	92 16%	56 19%	36 13%	6 12%	19 17%	19 14%	17 15%	16 17%	15 22%	-	3 16%	3 3%	9 9%	4 9%	3 23%	11 22%klu	-	-	-	9 15%ku	49 36%klmsu

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 41

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Total Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
Other	8 1%	7 2%b	1 *	- -	2 2%	1 1%	1 1%	2 2%	2 3%	- -	- -	1 1%	2 2%	- -	1 8%	2 4%	- -	- -	- -	- -	2 1%
It doesn't feel local	30 5%	11 4%	19 7%	3 6%	9 8%	6 4%	4 4%	3 3%	5 7%	-	1 5%	8 9%tu	5 5%	10 22%klostu	1 8%	1 2%	-	-	-	2 3%	2 1%
Don't know	22 4%	11 4%	11 4%	2 4%	4 4%	9 7%g	4 4%	1 1%	2 3%	-	1 5%	1 1%	4 4%	5 11%ks	-	1 2%	-	-	-	1 2%	5 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 41

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Total Bauer

	Total	ITV region UTV (u)
Base	572	57*
It provides local news headlines	304 53%	37 65% ^m
It provides local traffic and travel updates	296 52%	35 61% ^m
It provides local weather information	261 46%	32 56% ^{lm}
The presenters talk about events in my local area	250 44%	29 51% ^{km}
The presenters talk about places I'm familiar with in my local area	232 41%	24 42% ^{km}
The advertising is relevant to my local area	175 31%	19 33%
The presenters are based in a studio in my area	146 26%	9 16%
It provides local sports updates	142 25%	19 33% ^l
It has a presence at events in my local area	133 23%	17 30% ^m
The name of the station reflects my area	92 16%	1 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 41

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Total Bauer

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
Other	8 1%	- -
It doesn't feel local	30 5%	- -
Don't know	22 4%	4 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 42

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Total Bauer**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
It provides local news headlines	140 24%	68 23%	72 26%	9 18%	24 22%	27 20%	30 27%	32 34%ce	18 26%	- -	6 32%	16 18%	24 23%	6 13%	- -	9 18%	- -	- -	- -	22 37%kmo	33 24%
It provides local traffic and travel updates	85 15%	38 13%	47 17%	9 18%	11 10%	21 15%	17 15%	16 17%	11 16%	- -	2 11%	15 17%l	6 6%	9 20%l	5 38%	11 22%l	- -	- -	- -	9 15%	22 16%l
The presenters talk about events in my local area	75 13%	33 11%	42 15%	8 16%	17 16%	15 11%	14 12%	12 13%	9 13%	- -	1 5%	14 16%	14 13%	6 13%	2 15%	8 16%	- -	- -	- -	8 13%	12 9%
The presenters talk about places I'm familiar with in my local area	63 11%	37 13%	26 9%	5 10%	12 11%	16 12%	16 14%	7 7%	7 10%	- -	3 16%	4 5%	16 15%k	3 7%	4 31%	4 8%	- -	- -	- -	4 7%	19 14%k
The presenters are based in a studio in my area	40 7%	20 7%	20 7%	4 8%	10 9%h	11 8%	6 5%	8 8%	1 1%	- -	3 16%	6 7%u	15 14%tu	2 4%	- -	3 6%	- -	- -	- -	4 7%	7 5%
It provides local sports updates	32 6%	26 9%b	6 2%	2 4%	4 4%	8 6%	8 7%	6 6%	4 6%	- -	1 5%	8 9%	3 3%	1 2%	- -	1 2%	- -	- -	- -	4 7%	12 9%
It has a presence at events in my local area	25 4%	14 5%	11 4%	3 6%	8 7%g	6 4%	4 4%	1 1%	3 4%	- -	1 5%	3 3%	7 7%	1 2%	- -	3 6%	- -	- -	- -	1 2%	5 4%
It provides local weather information	22 4%	12 4%	10 4%	4 8%	3 3%	9 7%	3 3%	2 2%	1 1%	- -	- -	7 8%tu	4 4%	1 2%	1 8%	3 6%	- -	- -	- -	3 5%	3 2%
The name of the station reflects my area	20 3%	15 5%b	5 2%	- -	4 4%	6 4%	1 1%	5 5%	4 6%	- -	- -	1 1%	2 2%	1 2%	- -	3 6%	- -	- -	- -	- -	13 10%kl <u>su</u>
The advertising is relevant to my local area	13 2%	6 2%	7 3%	1 2%	2 2%	2 1%	5 4%	1 1%	2 3%	- -	- -	4 5%	2 2%	1 2%	- -	1 2%	- -	- -	- -	2 3%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 42

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Total Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	572	295	277	50*	109	136	113	95*	69*	-**	19**	88*	104	46*	13**	49*	-**	-**	-**	60*	136
Other	5 1%	4 1%	1 *	- -	1 1%	- -	1 1%	1 1%	2 3%e	- -	- -	1 1%	2 2%	- -	- -	1 2%	- -	- -	- -	- -	1 1%
It doesn't feel local	30 5%	11 4%	19 7%	3 6%	9 8%	6 4%	4 4%	3 3%	5 7%	- -	1 5%	8 9%tu	5 5%	10 22%klostu	1 8%	1 2%	- -	- -	- -	2 3%	2 1%
Don't know	22 4%	11 4%	11 4%	2 4%	4 4%	9 7%g	4 4%	1 1%	2 3%	- -	1 5%	1 1%	4 4%	5 11%ks	- -	1 2%	- -	- -	- -	1 2%	5 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 42

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV region UTV (u)
Base	572	57*
It provides local news headlines	140 24%	24 42%klmot
It provides local traffic and travel updates	85 15%	6 11%
The presenters talk about events in my local area	75 13%	10 18%
The presenters talk about places I'm familiar with in my local area	63 11%	6 11%
The presenters are based in a studio in my area	40 7%	- -
It provides local sports updates	32 6%	2 4%
It has a presence at events in my local area	25 4%	4 7%
It provides local weather information	22 4%	- -
The name of the station reflects my area	20 3%	- -
The advertising is relevant to my local area	13 2%	1 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 42

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Total Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	572	57*
Other	5 1%	- -
It doesn't feel local	30 5%	- -
Don't know	22 4%	4 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 43

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
Breakfast show (e.g. 6am-10am)	170 59%	89 61%	81 57%	15 54%	26 50%	52 71% ^{dg}	31 61%	28 53%	18 56%	-	15 79%	-	37 55%	-	-	29 66%	-	-	-	29 55%	60 57%
Mid-morning show (e.g. 10am-1pm)	92 32%	48 33%	44 31%	8 29%	12 23%	22 30%	17 33%	20 38%	13 41%	-	8 42%	-	24 36%	-	-	14 32%	-	-	-	17 32%	29 27%
Afternoon show (e.g. 1pm-4pm)	89 31%	39 27%	50 35%	6 21%	27 52% ^{efgh}	22 30%	12 24%	15 28%	7 22%	-	7 37%	-	24 36%	-	-	14 32%	-	-	-	19 36%	25 24%
Afternoon Drive-time (e.g. 4pm-7pm)	108 37%	62 42%	46 32%	16 57%	14 27%	35 48% ^{dgh}	22 43% ^g	13 25%	8 25%	-	5 26%	-	24 36%	-	-	18 41%	-	-	-	17 32%	44 42%
Evening show (e.g. 7pm- 10pm)	39 13%	22 15%	17 12%	3 11%	6 12%	10 14%	10 20% ^h	9 17%	1 3%	-	-	-	6 9%	-	-	10 23% ^l	-	-	-	5 9%	18 17%
Late/overnight (10pm- 6am)	19 7%	11 8%	8 6%	-	4 8%	6 8%	5 10%	3 6%	1 3%	-	1 5%	-	3 4%	-	-	8 18% ^{lst}	-	-	-	1 2%	6 6%
NET: Breakfast or Afternoon Drive	211 73%	112 77%	99 69%	22 79%	34 65%	61 84% ^{dgh}	37 73%	36 68%	21 66%	-	16 84%	-	46 69%	-	-	34 77%	-	-	-	36 68%	79 75%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 43

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV region UTV (u)
Base	289	-**
Breakfast show (e.g. 6am-10am)	170 59%	- -
Mid-morning show (e.g. 10am-1pm)	92 32%	- -
Afternoon show (e.g. 1pm-4pm)	89 31%	- -
Afternoon Drive-time (e.g. 4pm-7pm)	108 37%	- -
Evening show (e.g. 7pm- 10pm)	39 13%	- -
Late/overnight (10pm- 6am)	19 7%	- -
NET: Breakfast or Afternoon Drive	211 73%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 44

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
Morning	170	92	78	11	22	46	30	36	25	-	12	-	41	-	-	24	-	-	-	33	60
	59%	63%	55%	39%	42%	63%d	59%	68%d	78%d	-	63%	-	61%	-	-	55%	-	-	-	62%	57%
Afternoon	133	61	72	18	31	36	21	19	8	-	7	-	31	-	-	25	-	-	-	23	47
	46%	42%	50%	64%	60%gh	49%h	41%	36%	25%	-	37%	-	46%	-	-	57%	-	-	-	43%	44%
Evening	45	26	19	3	8	15	11	7	1	-	1	-	8	-	-	14	-	-	-	5	17
	16%	18%	13%	11%	15%	21%h	22%h	13%	3%	-	5%	-	12%	-	-	32%lst	-	-	-	9%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 44

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV <u>region</u> UTV (u)
Base	289	-**
Morning	170 59%	- -
Afternoon	133 46%	- -
Evening	45 16%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 45
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Bauer City 1

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It plays music I like	188 65%	83 57%	105 73%a	15 54%	32 62%	50 68%	32 63%	35 66%	24 75%	-	10 53%	-	49 73%t	-	-	34 77%t	-	-	-	34 64%	61 58%
It provides local traffic and travel updates	140 48%	71 49%	69 48%	7 25%	15 29%	36 49%d	32 63%d	31 58%d	19 59%d	-	13 68%	-	27 40%	-	-	18 41%	-	-	-	24 45%	58 55%
It provides local news headlines	138 48%	75 51%	63 44%	8 29%	16 31%	32 44%	26 51%d	35 66%de	21 66%de	-	11 58%	-	31 46%	-	-	21 48%	-	-	-	22 42%	53 50%
It provides local weather information	121 42%	63 43%	58 41%	6 21%	14 27%	31 42%	22 43%	30 57%d	18 56%d	-	10 53%	-	20 30%	-	-	18 41%	-	-	-	27 51%l	46 43%
I like the presenters	104 36%	59 40%	45 31%	8 29%	11 21%	36 49%d	20 39%d	18 34%	11 34%	-	6 32%	-	26 39%	-	-	22 50% ^s	-	-	-	13 25%	37 35%
The presenters talk about events in my local area	97 34%	50 34%	47 33%	9 32%	13 25%	22 30%	16 31%	21 40%	16 50%d	-	8 42%	-	18 27%	-	-	16 36%	-	-	-	19 36%	36 34%
It's good background listening	93 32%	41 28%	52 36%	10 36%	12 23%	23 32%	14 27%	22 42%d	12 38%	-	6 32%	-	25 37%	-	-	12 27%	-	-	-	17 32%	33 31%
The presenters talk about places I'm familiar with in my local area	85 29%	42 29%	43 30%	4 14%	11 21%	27 37%	16 31%	16 30%	11 34%	-	7 37%	-	19 28%	-	-	13 30%	-	-	-	12 23%	34 32%
It provides UK news headlines	69 24%	40 27%	29 20%	- -	9 17%	17 23%	9 18%	23 43%def	11 34%	-	5 26%	-	12 18%	-	-	13 30%	-	-	-	14 26%	25 24%
The advertising is relevant to my local area	62 21%	35 24%	27 19%	4 14%	10 19%	13 18%	12 24%	15 28%	8 25%	-	5 26%	-	13 19%	-	-	10 23%	-	-	-	14 26%	20 19%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 45
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Bauer City 1

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It provides local sports updates	59 20%	50 34%b	9 6%	4 14%	7 13%	15 21%	14 27%	14 26%	5 16%	- -	3 16%	- -	8 12%	- -	- -	12 27%l	- -	- -	- -	12 23%	24 23%
It has a presence at events in my local area	57 20%	30 21%	27 19%	3 11%	9 17%	13 18%	9 18%	11 21%	12 38%def	- -	8 42%	- -	15 22%	- -	- -	7 16%	- -	- -	- -	9 17%	18 17%
It provides breaking news as it happens	39 13%	21 14%	18 13%	2 7%	4 8%	13 18%	5 10%	9 17%	6 19%	- -	3 16%	- -	6 9%	- -	- -	9 20%	- -	- -	- -	7 13%	14 13%
It has competitions to win big prizes	38 13%	19 13%	19 13%	3 11%	8 15%	12 16%	5 10%	5 9%	5 16%	- -	2 11%	- -	9 13%	- -	- -	10 23%t	- -	- -	- -	6 11%	11 10%
Someone else chooses the station	17 6%	11 8%	6 4%	5 18%	3 6%	6 8%g	2 4%	- -	1 3%	- -	- -	- -	3 4%	- -	- -	5 11%	- -	- -	- -	4 8%	5 5%
The presenters talk about celebrity gossip	17 6%	7 5%	10 7%	2 7%	5 10%	8 11%	1 2%	1 2%	- -	- -	1 5%	- -	4 6%	- -	- -	1 2%	- -	- -	- -	4 8%	7 7%
Other	4 1%	3 2%	1 1%	1 4%	2 4%	1 1%	- -	- -	- -	- -	1 5%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 45

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV <u>region</u> UTV (u)
Base	289	-**
It plays music I like	188 65%	- -
It provides local traffic and travel updates	140 48%	- -
It provides local news headlines	138 48%	- -
It provides local weather information	121 42%	- -
I like the presenters	104 36%	- -
The presenters talk about events in my local area	97 34%	- -
It's good background listening	93 32%	- -
The presenters talk about places I'm familiar with in my local area	85 29%	- -
It provides UK news headlines	69 24%	- -
The advertising is relevant to my local area	62 21%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 45

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV <u>region</u> UTV (u)
Base	289	-**
It provides local sports updates	59 20%	- -
It has a presence at events in my local area	57 20%	- -
It provides breaking news as it happens	39 13%	- -
It has competitions to win big prizes	38 13%	- -
Someone else chooses the station	17 6%	- -
The presenters talk about celebrity gossip	17 6%	- -
Other	4 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 46

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (g)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It plays music I like	114 39%	46 32%	68 48%a	11 39%	23 44%	34 47%	21 41%	16 30%	9 28%	-	8 42%	-	34 51%t	-	-	20 45%t	-	-	-	22 42%	30 28%
I like the presenters	34 12%	18 12%	16 11%	4 14%	2 4%	13 18%d	3 6%	6 11%	6 19%d	-	1 5%	-	7 10%	-	-	7 16%s	-	-	-	2 4%	17 16%s
It provides local news headlines	33 11%	18 12%	15 10%	2 7%	6 12%	2 3%	7 14%e	10 19%e	6 19%e	-	1 5%	-	9 13%	-	-	5 11%	-	-	-	4 8%	14 13%
It provides local traffic and travel updates	28 10%	15 10%	13 9%	2 7%	3 6%	7 10%	5 10%	6 11%	5 16%	-	4 21%	-	1 1%	-	-	2 5%	-	-	-	5 9%	16 15%l
It's good background listening	18 6%	11 8%	7 5%	2 7%	3 6%	5 7%	4 8%	3 6%	1 3%	-	-	-	3 4%	-	-	2 5%	-	-	-	5 9%	8 8%
The presenters talk about events in my local area	11 4%	5 3%	6 4%	3 11%	2 4%	1 1%	1 2%	3 6%	1 3%	-	1 5%	-	4 6%	-	-	1 2%	-	-	-	2 4%	3 3%
The presenters talk about places I'm familiar with in my local area	10 3%	4 3%	6 4%	-	2 4%	3 4%	1 2%	2 4%	2 6%	-	3 16%	-	3 4%	-	-	-	-	-	-	3 6%	1 1%
Someone else chooses the station	10 3%	6 4%	4 3%	3 11%	2 4%	2 3%	2 4%	-	1 3%	-	-	-	3 4%	-	-	2 5%	-	-	-	2 4%	3 3%
It provides local sports updates	9 3%	9 6%b	-	-	-	2 3%	3 6%	4 8%d	-	-	-	-	1 1%	-	-	2 5%	-	-	-	2 4%	4 4%
It provides UK news headlines	7 2%	5 3%	2 1%	-	2 4%	2 3%	2 4%	1 2%	-	-	-	-	1 1%	-	-	2 5%	-	-	-	1 2%	3 3%
It provides local weather information	3 1%	1 1%	2 1%	-	2 4%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 46

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It provides breaking news as it happens	3 1%	3 2%	-	-	1 2%	1 1%	-	-	1 3%	-	-	-	-	-	-	1 2%	-	-	-	-	2 2%
It has a presence at events in my local area	2 1%	2 1%	-	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 4%t	-
It has competitions to win big prizes	2 1%	2 1%	-	-	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%
The advertising is relevant to my local area	2 1%	-	2 1%	-	1 2%	-	-	1 2%	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 1%
The presenters talk about celebrity gossip	1 *	-	1 1%	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other	2 1%	1 1%	1 1%	-	2 4%	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 46

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV region UTV (u)
Base	289	-.**
It plays music I like	114 39%	- -
I like the presenters	34 12%	- -
It provides local news headlines	33 11%	- -
It provides local traffic and travel updates	28 10%	- -
It's good background listening	18 6%	- -
The presenters talk about events in my local area	11 4%	- -
The presenters talk about places I'm familiar with in my local area	10 3%	- -
Someone else chooses the station	10 3%	- -
It provides local sports updates	9 3%	- -
It provides UK news headlines	7 2%	- -
It provides local weather information	3 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 46

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV region UTV (u)
Base	289	-**
It provides breaking news as it happens	3 1%	- -
It has a presence at events in my local area	2 1%	- -
It has competitions to win big prizes	2 1%	- -
The advertising is relevant to my local area	2 1%	- -
The presenters talk about celebrity gossip	1 *	- -
Other	2 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 47

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Bauer City 1

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It provides local news headlines	165 57%	85 58%	80 56%	13 46%	26 50%	36 49%	30 59%	38 72%de	22 69%	-	10 53%	-	37 55%	-	-	24 55%	-	-	-	33 62%	61 58%
It provides local traffic and travel updates	150 52%	76 52%	74 52%	11 39%	19 37%	35 48%	30 59%de	38 72%de	17 53%	-	12 63%	-	29 43%	-	-	25 57%	-	-	-	28 53%	56 53%
The presenters talk about events in my local area	144 50%	70 48%	74 52%	14 50%	19 37%	39 53%	28 55%	25 47%	19 59%de	-	9 47%	-	32 48%	-	-	22 50%	-	-	-	26 49%	55 52%
It provides local weather information	139 48%	74 51%	65 45%	10 36%	16 31%	34 47%	27 53%de	36 68%de	16 50%	-	12 63%	-	25 37%	-	-	23 52%	-	-	-	24 45%	55 52%
The presenters talk about places I'm familiar with in my local area	126 44%	62 42%	64 45%	8 29%	21 40%	35 48%	22 43%	26 49%	14 44%	-	11 58%	-	28 42%	-	-	22 50%	-	-	-	20 38%	45 42%
The advertising is relevant to my local area	90 31%	47 32%	43 30%	11 39%	10 19%	19 26%	20 39%de	18 34%	12 38%	-	6 32%	-	15 22%	-	-	14 32%	-	-	-	19 36%	36 34%
The presenters are based in a studio in my area	83 29%	41 28%	42 29%	10 36%	11 21%	22 30%	15 29%	16 30%	9 28%	-	9 47%	-	20 30%	-	-	12 27%	-	-	-	17 32%	25 24%
It provides local sports updates	76 26%	53 36%b	23 16%	5 18%	11 21%	18 25%	19 37%h	18 34%	5 16%	-	5 26%	-	14 21%	-	-	10 23%	-	-	-	19 36%	28 26%
It has a presence at events in my local area	75 26%	33 23%	42 29%	10 36%	10 19%	16 22%	17 33%	14 26%	8 25%	-	6 32%	-	20 30%	-	-	11 25%	-	-	-	13 25%	25 24%
The name of the station reflects my area	64 22%	37 25%	27 19%	5 18%	11 21%	15 21%	13 25%	11 21%	9 28%	-	3 16%	-	7 10%	-	-	11 25%l	-	-	-	7 13%	36 34%ls

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 47

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Bauer City 1

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
Other	4	3	1	-	1	1	-	1	1	-	-	-	-	-	-	2	-	-	-	-	2
	1%	2%	1%	-	2%	1%	-	2%	3%	-	-	-	-	-	-	5%	-	-	-	-	2%
It doesn't feel local	6	1	5	1	1	1	1	-	2	-	1	-	2	-	-	1	-	-	-	1	1
	2%	1%	3%	4%	2%	1%	2%	-	6%	-	5%	-	3%	-	-	2%	-	-	-	2%	1%
Don't know	10	4	6	2	2	5	-	-	1	-	1	-	3	-	-	1	-	-	-	1	4
	3%	3%	4%	7%	4%	7%	-	-	3%	-	5%	-	4%	-	-	2%	-	-	-	2%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 47

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Bauer City 1

	Total	ITV <u>region</u> UTV (u)
Base	289	-.**
It provides local news headlines	165 57%	- -
It provides local traffic and travel updates	150 52%	- -
The presenters talk about events in my local area	144 50%	- -
It provides local weather information	139 48%	- -
The presenters talk about places I'm familiar with in my local area	126 44%	- -
The advertising is relevant to my local area	90 31%	- -
The presenters are based in a studio in my area	83 29%	- -
It provides local sports updates	76 26%	- -
It has a presence at events in my local area	75 26%	- -
The name of the station reflects my area	64 22%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 47

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Bauer City 1

	Total	ITV region UTV (u)
Base	289	-**
Other	4	-
	1%	-
It doesn't feel local	6	-
	2%	-
Don't know	10	-
	3%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 48

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
It provides local news headlines	77 27%	33 23%	44 31%	5 18%	13 25%	17 23%	15 29%	19 36%	8 25%	-	6 32%	-	19 28%	-	-	6 14%	-	-	-	18 34%o	28 26%
It provides local traffic and travel updates	44 15%	18 12%	26 18%	5 18%	6 12%	11 15%	9 18%	10 19%	3 9%	-	2 11%	-	5 7%	-	-	10 23%l	-	-	-	9 17%	18 17%
The presenters talk about places I'm familiar with in my local area	37 13%	21 14%	16 11%	3 11%	7 13%	12 16%	5 10%	5 9%	5 16%	-	3 16%	-	11 16%	-	-	3 7%	-	-	-	4 8%	16 15%
The presenters talk about events in my local area	34 12%	17 12%	17 12%	4 14%	9 17%	7 10%	5 10%	4 8%	5 16%	-	1 5%	-	9 13%	-	-	8 18%	-	-	-	8 15%	8 8%
The presenters are based in a studio in my area	20 7%	10 7%	10 7%	3 11%	5 10%	5 7%	3 6%	4 8%	- -	-	3 16%	-	5 7%	-	-	3 7%	-	-	-	4 8%	5 5%
It provides local sports updates	16 6%	14 10%b	2 1%	1 4%	2 4%	3 4%	6 12%	3 6%	1 3%	-	1 5%	-	3 4%	-	-	1 2%	-	-	-	3 6%	8 8%
The name of the station reflects my area	14 5%	10 7%	4 3%	- -	3 6%	4 5%	1 2%	4 8%	2 6%	-	-	-	1 1%	-	-	3 7%	-	-	-	- -	10 9%ls
It has a presence at events in my local area	13 4%	7 5%	6 4%	2 7%	3 6%	3 4%	2 4%	1 2%	2 6%	-	1 5%	-	5 7%	-	-	3 7%	-	-	-	1 2%	3 3%
It provides local weather information	11 4%	7 5%	4 3%	1 4%	1 2%	4 5%	3 6%	2 4%	- -	-	-	-	3 4%	-	-	3 7%	-	-	-	2 4%	3 3%
The advertising is relevant to my local area	5 2%	3 2%	2 1%	1 4%	- -	1 1%	1 2%	- -	2 6%	-	-	-	1 1%	-	-	1 2%	-	-	-	2 4%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 48

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Bauer City 1**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	289	146	143	28**	52*	73*	51*	53*	32*	-**	19**	-**	67*	-**	-**	44*	-**	-**	-**	53*	106
Other	2	1	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1
	1%	1%	1%	-	-	-	-	2%	3%	-	-	-	-	-	-	2%	-	-	-	-	1%
It doesn't feel local	6	1	5	1	1	1	1	-	2	-	1	-	2	-	-	1	-	-	-	1	1
	2%	1%	3%	4%	2%	1%	2%	-	6%	-	5%	-	3%	-	-	2%	-	-	-	2%	1%
Don't know	10	4	6	2	2	5	-	-	1	-	1	-	3	-	-	1	-	-	-	1	4
	3%	3%	4%	7%	4%	7%	-	-	3%	-	5%	-	4%	-	-	2%	-	-	-	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 48

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV <u>region</u> UTV (u)
Base	289	-**
It provides local news headlines	77 27%	- -
It provides local traffic and travel updates	44 15%	- -
The presenters talk about places I'm familiar with in my local area	37 13%	- -
The presenters talk about events in my local area	34 12%	- -
The presenters are based in a studio in my area	20 7%	- -
It provides local sports updates	16 6%	- -
The name of the station reflects my area	14 5%	- -
It has a presence at events in my local area	13 4%	- -
It provides local weather information	11 4%	- -
The advertising is relevant to my local area	5 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 48

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Bauer City 1**

	Total	ITV <u>region</u> UTV (u)
Base	289	-**
Other	2	-
	1%	-
It doesn't feel local	6	-
	2%	-
Don't know	10	-
	3%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 49

Q3a. Please indicate when you tend to listen to ... during the week...

Base: All respondents who listen radio

Other Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
Breakfast show (e.g. 6am-10am)	146 52%	82 55%	64 48%	11 50%	31 54%h	36 57%h	34 55%h	22 52%	12 32%	-	-	51 58%	17 46%	22 48%	8 62%	2 40%	-	-	-	3 43%	14 47%
Mid-morning show (e.g. 10am-1pm)	96 34%	54 36%	42 31%	3 14%	19 33%	19 30%	17 27%	16 38%	22 59%def	-	-	20 23%	16 43%k	16 35%	7 54%	2 40%	-	-	-	2 29%	16 53%ku
Afternoon show (e.g. 1pm-4pm)	85 30%	46 31%	39 29%	6 27%	19 33%	18 29%	21 34%	9 21%	12 32%	-	-	28 32%	10 27%	13 28%	4 31%	1 20%	-	-	-	2 29%	9 30%
Afternoon Drive-time (e.g. 4pm-7pm)	130 46%	71 48%	59 44%	12 55%	36 63%fgh	30 48%	26 42%	15 36%	11 30%	-	-	48 55%	17 46%	17 37%	8 62%	1 20%	-	-	-	3 43%	12 40%
Evening show (e.g. 7pm- 10pm)	59 21%	35 23%	24 18%	5 23%	12 21%	12 19%	15 24%	10 24%	5 14%	-	-	16 18%	4 11%	14 30%l	2 15%	-	-	-	-	1 14%	5 17%
Late/overnight (10pm- 6am)	26 9%	10 7%	16 12%	2 9%	8 14%	4 6%	7 11%	4 10%	1 3%	-	-	6 7%	1 3%	6 13%	1 8%	2 40%	-	-	-	-	1 3%
NET: Breakfast or Afternoon Drive	202 71%	107 72%	95 71%	14 64%	51 89%efgh	44 70%	45 73%h	29 69%	19 51%	-	-	71 81%mu	25 68%	29 63%	11 85%	3 60%	-	-	-	5 71%	21 70%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 49

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Other Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
Breakfast show (e.g. 6am-10am)	146 52%	29 51%
Mid-morning show (e.g. 10am-1pm)	96 34%	17 30%
Afternoon show (e.g. 1pm-4pm)	85 30%	18 32%
Afternoon Drive-time (e.g. 4pm-7pm)	130 46%	24 42%
Evening show (e.g. 7pm- 10pm)	59 21%	17 30%l
Late/overnight (10pm- 6am)	26 9%	9 16%l
NET: Breakfast or Afternoon Drive	202 71%	37 65%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 50

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Other Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
Morning	150	87	63	8	27	36	28	25	26	-	-	46	21	22	8	2	-	-	-	4	19
	53%	58%	47%	36%	47%	57%	45%	60%	70%df	-	-	52%	57%	48%	62%	40%	-	-	-	57%	63%
Afternoon	130	59	71	11	35	29	30	11	14	-	-	41	17	29	5	2	-	-	-	4	12
	46%	40%	53%a	50%	61%gh	46%g	48%g	26%	38%	-	-	47%	46%	63%u	38%	40%	-	-	-	57%	40%
Evening	71	41	30	6	13	16	18	13	5	-	-	22	6	11	3	2	-	-	-	-	5
	25%	28%	22%	27%	23%	25%	29%	31%	14%	-	-	25%	16%	24%	23%	40%	-	-	-	-	17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 50

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Other Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
Morning	150 53%	28 49%
Afternoon	130 46%	20 35%
Evening	71 25%	22 39%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 51
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Other Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
It plays music I like	216 76%	113 76%	103 77%	17 77%	39 68%	46 73%	50 81%	34 81%	30 81%	-	-	66 75%	24 65%	41 89%lt	11 85%	4 80%	-	-	-	3 43%	18 60%
It's good background listening	133 47%	72 48%	61 46%	9 41%	23 40%	29 46%	30 48%	23 55%	19 51%	-	-	34 39%	17 46%	25 54%	10 77%	3 60%	-	-	-	5 71%	10 33%
It provides local traffic and travel updates	102 36%	56 38%	46 34%	5 23%	14 25%	16 25%	25 40%	24 57%de	18 49%de	-	-	30 34%m	13 35%m	4 9%	9 69%	2 40%	-	-	-	4 57%	12 40%m
It provides local news headlines	101 36%	57 38%	44 33%	2 9%	16 28%	21 33%	23 37%	19 45%	20 54%de	-	-	24 27%	11 30%	6 13%	5 38%	2 40%	-	-	-	4 57%	13 43%m
It provides local weather information	91 32%	51 34%	40 30%	4 18%	20 35%	15 24%	18 29%	20 48%e	14 38%	-	-	29 33%	10 27%	8 17%	8 62%	1 20%	-	-	-	2 29%	11 37%
I like the presenters	89 31%	51 34%	38 28%	7 32%	14 25%	19 30%	22 35%	14 33%	13 35%	-	-	26 30%	13 35%	11 24%	6 46%	1 20%	-	-	-	1 14%	12 40%
The presenters talk about places I'm familiar with in my local area	75 27%	40 27%	35 26%	5 23%	15 26%	17 27%	17 27%	14 33%	7 19%	-	-	21 24%m	13 35%m	3 7%	4 31%	1 20%	-	-	-	1 14%	13 43%km
The presenters talk about events in my local area	71 25%	42 28%	29 22%	2 9%	12 21%	13 21%	21 34%	12 29%	11 30%	-	-	19 22%m	10 27%m	3 7%	3 23%	1 20%	-	-	-	2 29%	11 37%m
It provides UK news headlines	71 25%	38 26%	33 25%	2 9%	15 26%	15 24%	18 29%	10 24%	11 30%	-	-	18 20%	9 24%	15 33%	4 31%	2 40%	-	-	-	2 29%	5 17%
The advertising is relevant to my local area	49 17%	28 19%	21 16%	1 5%	7 12%	10 16%	13 21%	12 29%de	6 16%	-	-	15 17%	4 11%	3 7%	4 31%	1 20%	-	-	-	1 14%	8 27%m
It provides breaking news as it happens	41 14%	21 14%	20 15%	2 9%	9 16%	7 11%	6 10%	8 19%	9 24%	-	-	11 13%	4 11%	8 17%	2 15%	1 20%	-	-	-	2 29%	4 13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 51
Q4a. Why do you listen to ...?
Base: All respondents who listen radio
Other Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
It provides local sports updates	40 14%	30 20%b	10 7%	1 5%	8 14%	8 13%	8 13%	8 19%	7 19%	- -	- -	11 13%	3 8%	2 4%	2 15%	- -	- -	- -	- -	2 29%	5 17%
It has competitions to win big prizes	33 12%	21 14%	12 9%	2 9%	10 18%	5 8%	7 11%	5 12%	4 11%	- -	- -	9 10%	4 11%	4 9%	- -	- -	- -	- -	- -	1 14%	2 7%
It has a presence at events in my local area	33 12%	19 13%	14 10%	- -	7 12%	6 10%	7 11%	4 10%	9 24%e	- -	- -	10 11%	5 14%	2 4%	2 15%	- -	- -	- -	- -	1 14%	3 10%
The presenters talk about celebrity gossip	18 6%	9 6%	9 7%	1 5%	5 9%	6 10%	2 3%	4 10%	- -	- -	- -	7 8%	1 3%	3 7%	- -	- -	- -	- -	- -	- -	- -
Someone else chooses the station	15 5%	6 4%	9 7%	- -	8 14%f	4 6%	1 2%	1 2%	1 3%	- -	- -	5 6%	1 3%	4 9%	- -	- -	- -	- -	- -	- -	2 7%
Other	6 2%	5 3%	1 1%	- -	1 2%	2 3%	1 2%	1 2%	1 3%	- -	- -	4 5%	1 3%	- -	- -	- -	- -	- -	- -	1 14%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 51

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
It plays music I like	216 76%	49 86%lt
It's good background listening	133 47%	29 51%
It provides local traffic and travel updates	102 36%	28 49% _m
It provides local news headlines	101 36%	36 63% _{klm}
It provides local weather information	91 32%	22 39% _m
I like the presenters	89 31%	19 33%
The presenters talk about places I'm familiar with in my local area	75 27%	19 33% _m
The presenters talk about events in my local area	71 25%	22 39% _{km}
It provides UK news headlines	71 25%	16 28%
The advertising is relevant to my local area	49 17%	13 23% _m
It provides breaking news as it happens	41 14%	9 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 51

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
It provides local sports updates	40 14%	15 26%klm
It has competitions to win big prizes	33 12%	13 23%k
It has a presence at events in my local area	33 12%	10 18%m
The presenters talk about celebrity gossip	18 6%	7 12%t
Someone else chooses the station	15 5%	3 5%
Other	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 52

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
It plays music I like	164 58%	78 52%	86 64%a	16 73%	32 56%	35 56%	31 50%	26 62%	24 65%	- -	- -	45 51%	22 59%	38 83%kltu	7 54%	4 80%	- -	- -	- -	3 43%	13 43%
It's good background listening	34 12%	22 15%	12 9%	2 9%	5 9%	9 14%	8 13%	7 17%	3 8%	- -	- -	12 14%	3 8%	3 7%	1 8%	1 20%	- -	- -	- -	2 29%	2 7%
I like the presenters	16 6%	9 6%	7 5%	- -	3 5%	6 10%	5 8%	1 2%	1 3%	- -	- -	5 6%	4 11%	2 4%	- -	- -	- -	- -	- -	- -	1 3%
It provides local traffic and travel updates	13 5%	7 5%	6 4%	- -	1 2%	2 3%	8 13%de	1 2%	1 3%	- -	- -	4 5%	3 8%	- -	2 15%	- -	- -	- -	- -	- -	2 7%
It provides local news headlines	12 4%	5 3%	7 5%	1 5%	4 7%	1 2%	1 2%	2 5%	3 8%	- -	- -	3 3%	1 3%	1 2%	1 8%	- -	- -	- -	- -	- -	3 10%
Someone else chooses the station	8 3%	4 3%	4 3%	- -	3 5%	3 5%	1 2%	1 2%	- -	- -	- -	2 2%	1 3%	1 2%	- -	- -	- -	- -	- -	- -	1 3%
It provides UK news headlines	6 2%	4 3%	2 1%	1 5%	1 2%	2 3%	2 3%	- -	- -	- -	- -	3 3%	1 3%	1 2%	- -	- -	- -	- -	- -	- -	1 3%
The presenters talk about places I'm familiar with in my local area	6 2%	3 2%	3 2%	1 5%	3 5%	- -	1 2%	- -	1 3%	- -	- -	1 1%	1 3%	- -	- -	- -	- -	- -	- -	- -	4 13%kmu
It provides breaking news as it happens	5 2%	3 2%	2 1%	- -	2 4%	- -	- -	2 5%	1 3%	- -	- -	2 2%	- -	- -	1 8%	- -	- -	- -	- -	- -	1 3%
It provides local sports updates	4 1%	3 2%	1 1%	- -	1 2%	1 2%	1 2%	1 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 14%	2 7%
The presenters talk about events in my local area	4 1%	3 2%	1 1%	- -	- -	2 3%	1 2%	- -	1 3%	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
It provides local weather information	3 1%	2 1%	1 1%	1 5%	1 2%	1 2%	- -	- -	- -	- -	- -	3 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 52

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
The advertising is relevant to my local area	2 1%	2 1%	-	-	-	-	2 3%	-	-	-	-	1 1%	-	-	1 8%	-	-	-	-	-	-
It has a presence at events in my local area	1 *	-	1 1%	-	-	-	-	-	1 3%	-	-	1 1%	-	-	-	-	-	-	-	-	-
It has competitions to win big prizes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The presenters talk about celebrity gossip	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 2%	4 3%	1 1%	-	1 2%	1 2%	1 2%	1 2%	1 3%	-	-	3 3%	1 3%	-	-	-	-	-	-	1 14%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 52

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
It plays music I like	164 58%	32 56%
It's good background listening	34 12%	10 18%
I like the presenters	16 6%	4 7%
It provides local traffic and travel updates	13 5%	2 4%
It provides local news headlines	12 4%	3 5%
Someone else chooses the station	8 3%	3 5%
It provides UK news headlines	6 2%	- -
The presenters talk about places I'm familiar with in my local area	6 2%	- -
It provides breaking news as it happens	5 2%	1 2%
It provides local sports updates	4 1%	- -
The presenters talk about events in my local area	4 1%	2 4%
It provides local weather information	3 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 52

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV region UTV (u)
Base	283	57*
The advertising is relevant to my local area	2 1%	- -
It has a presence at events in my local area	1 *	- -
It has competitions to win big prizes	- -	- -
The presenters talk about celebrity gossip	- -	- -
Other	5 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 53

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Other Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
It provides local traffic and travel updates	146 52%	81 54%	65 49%	7 32%	23 40%	32 51%	36 58%	21 50%	27 73%deg	-	-	45 51% m	18 49%	15 33%	7 54%	3 60%	-	-	-	5 71%	18 60% m
It provides local news headlines	139 49%	74 50%	65 49%	6 27%	27 47%	26 41%	31 50%	26 62% e	23 62% e	-	-	44 50% m	16 43%	11 24%	6 46%	3 60%	-	-	-	5 71%	17 57% m
It provides local weather information	122 43%	68 46%	54 40%	8 36%	18 32%	21 33%	32 52% de	23 55% de	20 54% de	-	-	35 40%	14 38%	12 26%	7 54%	-	-	-	-	5 71%	17 57% m
The presenters talk about places I'm familiar with in my local area	106 37%	56 38%	50 37%	4 18%	17 30%	21 33%	31 50% d	19 45%	14 38%	-	-	23 26%	19 51% km	10 22%	9 69%	1 20%	-	-	-	3 43%	17 57% km
The presenters talk about events in my local area	106 37%	54 36%	52 39%	7 32%	17 30%	22 35%	29 47%	17 40%	14 38%	-	-	29 33%	16 43% m	9 20%	4 31%	1 20%	-	-	-	4 57%	14 47% m
The advertising is relevant to my local area	85 30%	45 30%	40 30%	4 18%	17 30%	16 25%	24 39% h	17 40% h	7 19%	-	-	22 25%	16 43% km	8 17%	4 31%	-	-	-	-	3 43%	13 43% m
It provides local sports updates	66 23%	50 34% b	16 12%	3 14%	13 23%	15 24%	13 21%	13 31%	9 24%	-	-	20 23%	4 11%	9 20%	1 8%	-	-	-	-	4 57%	9 30%
The presenters are based in a studio in my area	63 22%	34 23%	29 22%	4 18%	13 23%	13 21%	16 26%	9 21%	8 22%	-	-	21 24%	13 35% mu	5 11%	2 15%	-	-	-	-	3 43%	10 33% m
It has a presence at events in my local area	58 20%	34 23%	24 18%	3 14%	13 23%	13 21%	13 21%	7 17%	9 24%	-	-	18 20% m	11 30% m	3 7%	1 8%	-	-	-	-	2 29%	6 20%
The name of the station reflects my area	28 10%	19 13%	9 7%	1 5%	8 14%	4 6%	4 6%	5 12%	6 16%	-	-	3 3%	2 5%	4 9%	3 23%	-	-	-	-	2 29%	13 43% klmu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 53

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other Bauer

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
Other	4	4	-	-	1	-	1	1	1	-	-	1	2	-	1	-	-	-	-	-	-
	1%	3%	-	-	2%	-	2%	2%	3%	-	-	1%	5%	-	8%	-	-	-	-	-	-
It doesn't feel local	24	10	14	2	8	5	3	3	3	-	-	8	3	10	1	-	-	-	-	1	1
	8%	7%	10%	9%	14%	8%	5%	7%	8%	-	-	9%u	8%u	22%ktu	8%	-	-	-	-	14%	3%
Don't know	12	7	5	-	2	4	4	1	1	-	-	1	1	5	-	-	-	-	-	-	1
	4%	5%	4%	-	4%	6%	6%	2%	3%	-	-	1%	3%	11%k	-	-	-	-	-	-	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 53

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other Bauer

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
It provides local traffic and travel updates	146 52%	35 61% ^m
It provides local news headlines	139 49%	37 65% ^{lm}
It provides local weather information	122 43%	32 56% ^m
The presenters talk about places I'm familiar with in my local area	106 37%	24 42% ^{km}
The presenters talk about events in my local area	106 37%	29 51% ^{km}
The advertising is relevant to my local area	85 30%	19 33%
It provides local sports updates	66 23%	19 33% ^l
The presenters are based in a studio in my area	63 22%	9 16%
It has a presence at events in my local area	58 20%	17 30% ^m
The name of the station reflects my area	28 10%	1 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 53

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other Bauer

	Total	ITV <u>region</u> UTV (u)
Base	283	57*
Other	4	-
	1%	-
It doesn't feel local	24	-
	8%	-
Don't know	12	4
	4%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 54

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
It provides local news headlines	63	35	28	4	11	10	15	13	10	-	-	16	5	6	-	3	-	-	-	4	5
	22%	23%	21%	18%	19%	16%	24%	31%	27%	-	-	18%	14%	13%	-	60%	-	-	-	57%	17%
It provides local traffic and travel updates	41	20	21	4	5	10	8	6	8	-	-	15	1	9	5	1	-	-	-	-	4
	14%	13%	16%	18%	9%	16%	13%	14%	22%	-	-	17%l	3%	20%l	38%	20%	-	-	-	-	13%
The presenters talk about events in my local area	41	16	25	4	8	8	9	8	4	-	-	14	5	6	2	-	-	-	-	-	4
	14%	11%	19%	18%	14%	13%	15%	19%	11%	-	-	16%	14%	13%	15%	-	-	-	-	-	13%
The presenters talk about places I'm familiar with in my local area	26	16	10	2	5	4	11	2	2	-	-	4	5	3	4	1	-	-	-	-	3
	9%	11%	7%	9%	9%	6%	18%	5%	5%	-	-	5%	14%	7%	31%	20%	-	-	-	-	10%
The presenters are based in a studio in my area	20	10	10	1	5	6	3	4	1	-	-	6	10	2	-	-	-	-	-	-	2
	7%	7%	7%	5%	9%	10%	5%	10%	3%	-	-	7%u	27%kmtu	4%	-	-	-	-	-	-	7%
It provides local sports updates	16	12	4	1	2	5	2	3	3	-	-	8	-	1	-	-	-	-	-	1	4
	6%	8%	3%	5%	4%	8%	3%	7%	8%	-	-	9%	-	2%	-	-	-	-	-	14%	13%l
It has a presence at events in my local area	12	7	5	1	5	3	2	-	1	-	-	3	2	1	-	-	-	-	-	-	2
	4%	5%	4%	5%	9%	5%	3%	-	3%	-	-	3%	5%	2%	-	-	-	-	-	-	7%
It provides local weather information	11	5	6	3	2	5	-	-	1	-	-	7	1	1	1	-	-	-	-	1	-
	4%	3%	4%	14%	4%	8%f	-	-	3%	-	-	8%u	3%	2%	8%	-	-	-	-	14%	-
The advertising is relevant to my local area	8	3	5	-	2	1	4	1	-	-	-	4	1	1	-	-	-	-	-	-	1
	3%	2%	4%	-	4%	2%	6%	2%	-	-	-	5%	3%	2%	-	-	-	-	-	-	3%
The name of the station reflects my area	6	5	1	-	1	2	-	1	2	-	-	1	1	1	-	-	-	-	-	-	3
	2%	3%	1%	-	2%	3%	-	2%	5%	-	-	1%	3%	2%	-	-	-	-	-	-	10%ku

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 54

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other Bauer**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	283	149	134	22**	57*	63*	62*	42*	37*	-**	-**	88*	37*	46*	13**	5**	-**	-**	-**	7**	30*
Other	3	3	-	-	1	-	1	-	1	-	-	1	2	-	-	-	-	-	-	-	-
	1%	2%	-	-	2%	-	2%	-	3%	-	-	1%	5%	-	-	-	-	-	-	-	-
It doesn't feel local	24	10	14	2	8	5	3	3	3	-	-	8	3	10	1	-	-	-	-	1	1
	8%	7%	10%	9%	14%	8%	5%	7%	8%	-	-	9%u	8%u	22%ktu	8%	-	-	-	-	14%	3%
Don't know	12	7	5	-	2	4	4	1	1	-	-	1	1	5	-	-	-	-	-	-	1
	4%	5%	4%	-	4%	6%	6%	2%	3%	-	-	1%	3%	11%k	-	-	-	-	-	-	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 54

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV region UTV (u)
Base	283	57*
It provides local news headlines	63 22%	24 42%klmt
It provides local traffic and travel updates	41 14%	6 11%
The presenters talk about events in my local area	41 14%	10 18%
The presenters talk about places I'm familiar with in my local area	26 9%	6 11%
The presenters are based in a studio in my area	20 7%	- -
It provides local sports updates	16 6%	2 4%
It has a presence at events in my local area	12 4%	4 7%
It provides local weather information	11 4%	- -
The advertising is relevant to my local area	8 3%	1 2%
The name of the station reflects my area	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 54

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other Bauer**

	Total	ITV region UTV (u)
Base	283	57*
Other	3	-
	1%	-
It doesn't feel local	24	-
	8%	-
Don't know	12	4
	4%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 55

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
Breakfast show (e.g. 6am-10am)	227 47%	111 45%	116 49%	18 43%	41 46%	68 51%	45 52%	32 46%	23 37%	19 50%	- -	18 37%	30 45%	13 50%	40 62% k	1 25%	24 47%	7 32%	9 41%	42 49%	6 38%
Mid-morning show (e.g. 10am-1pm)	178 37%	89 36%	89 37%	11 26%	29 33%	51 38%	32 37%	23 33%	32 52% cdg	15 39%	- -	20 41%	18 27%	10 38%	19 29%	2 50%	19 37%	9 41%	7 32%	40 47% ln	5 31%
Afternoon show (e.g. 1pm-4pm)	187 39%	102 41%	85 36%	12 29%	36 40%	51 38%	37 43%	28 40%	23 37%	17 45%	- -	17 35%	25 38%	6 23%	23 35%	2 50%	18 35%	11 50%	8 36%	39 45%	4 25%
Afternoon Drive-time (e.g. 4pm-7pm)	202 42%	100 41%	102 43%	15 36%	34 38%	60 45%	45 52% h	29 41%	19 31%	13 34%	- -	26 53%	26 39%	8 31%	28 43%	1 25%	22 43%	10 45%	9 41%	35 41%	7 44%
Evening show (e.g. 7pm- 10pm)	93 19%	48 20%	45 19%	7 17%	21 24% h	23 17%	15 17%	21 30% eh	6 10%	4 11%	- -	8 16%	11 17%	11 42%	15 23%	- -	9 18%	5 23%	5 23%	11 13%	7 44%
Late/overnight (10pm- 6am)	36 7%	26 11% b	10 4%	4 10%	6 7%	11 8%	10 11% h	4 6%	1 2%	4 11%	- -	3 6%	4 6%	2 8%	2 3%	1 25%	4 8%	4 18%	2 9%	4 5%	2 13%
NET: Breakfast or Afternoon Drive	331 68%	163 66%	168 71%	26 62%	56 63%	96 72%	67 77% dh	50 71%	36 58%	26 68%	- -	33 67%	43 65%	16 62%	47 72%	1 25%	38 75%	14 64%	14 64%	60 70%	11 69%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 55

Q3a. Please indicate when you tend to listen to ... during the week...**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV region UTV (u)
Base	484	39*
Breakfast show (e.g. 6am-10am)	227 47%	18 46%
Mid-morning show (e.g. 10am-1pm)	178 37%	14 36%
Afternoon show (e.g. 1pm-4pm)	187 39%	17 44%
Afternoon Drive-time (e.g. 4pm-7pm)	202 42%	17 44%
Evening show (e.g. 7pm- 10pm)	93 19%	7 18%
Late/overnight (10pm- 6am)	36 7%	4 10%
NET: Breakfast or Afternoon Drive	331 68%	28 72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 56

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
Morning	264 55%	137 56%	127 53%	18 43%	47 53%	67 50%	53 61%	39 56%	40 65% ^c	23 61%	- -	24 49%	32 48%	16 62%	37 57%	3 75%	20 39%	14 64%	10 45%	53 62% ^p	10 63%
Afternoon	247 51%	120 49%	127 53%	24 57%	49 55%	76 57% ^f	37 43%	34 49%	27 44%	20 53%	- -	24 49%	37 56%	12 46%	32 49%	1 25%	31 61%	11 50%	13 59%	42 49%	3 19%
Evening	100 21%	58 24%	42 18%	11 26%	21 24%	31 23%	15 17%	15 21%	7 11%	4 11%	- -	14 29% ^{is}	10 15%	14 54%	15 23% ^s	- -	8 16%	5 23%	4 18%	9 10%	6 38%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 56

Q3b. Please indicate when you tend to listen to ... during the weekend...**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	484	39*
Morning	264 55%	22 56%
Afternoon	247 51%	21 54%
Evening	100 21%	11 28% ^s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 57

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It plays music I like	311 64%	141 57%	170 71%a	20 48%	54 61%	83 62%	61 70%cd	49 70%cd	44 71%cd	17 45%	-	27 55%	46 70%cd	12 46%	44 68%cd	2 50%	37 73%cd	16 73%	13 59%	55 64%cd	10 63%
It provides local traffic and travel updates	228 47%	102 41%	126 53%a	12 29%	31 35%	56 42%	47 54%cd	40 57%cd	42 68%cd	17 45%	-	21 43%	29 44%	9 35%	28 43%	3 75%	23 45%	10 45%	10 45%	51 59%	8 50%
It provides local news headlines	209 43%	102 41%	107 45%	11 26%	24 27%	50 37%	44 51%cd	40 57%cd	40 65%cd	16 42%	-	20 41%	28 42%	7 27%	23 35%	2 50%	15 29%	10 45%	8 36%	50 58%np	8 50%
It's good background listening	208 43%	108 44%	100 42%	17 40%	35 39%	55 41%	35 40%	34 49%	32 52%	15 39%	-	21 43%	27 41%	10 38%	29 45%	2 50%	19 37%	10 45%	12 55%	39 45%	6 38%
It provides local weather information	172 36%	85 35%	87 37%	11 26%	19 21%	35 26%	30 34%	39 56%cd	38 61%cd	14 37%	-	16 33%	22 33%	5 19%	19 29%	2 50%	15 29%	7 32%	6 27%	42 49%np	8 50%
The presenters talk about events in my local area	168 35%	81 33%	87 37%	12 29%	16 18%	42 31%cd	39 45%cd	24 34%cd	35 56%cd	8 21%	-	16 33%	24 36%	7 27%	14 22%	1 25%	22 43%in	5 23%	7 32%	41 48%in	7 44%
The presenters talk about places I'm familiar with in my local area	149 31%	63 26%	86 36%a	9 21%	20 22%	35 26%	31 36%	24 34%	30 48%cd	9 24%	-	12 24%	22 33%	7 27%	18 28%	1 25%	18 35%	2 9%	4 18%	35 41%	8 50%
I like the presenters	134 28%	70 28%	64 27%	8 19%	21 24%	36 27%	28 32%	14 20%	27 44%cd	8 21%	-	10 20%	17 26%	10 38%	13 20%	1 25%	14 27%	5 23%	6 27%	28 33%	8 50%
It provides UK news headlines	130 27%	61 25%	69 29%	8 19%	21 24%	29 22%	26 30%	23 33%	23 37%cd	8 21%	-	17 35%	15 23%	10 38%	19 29%	1 25%	13 25%	7 32%	5 23%	24 28%	3 19%
The advertising is relevant to my local area	118 24%	52 21%	66 28%	12 29%cd	8 9%	28 21%cd	30 34%cd	17 24%cd	23 37%cd	9 24%	-	12 24%	18 27%	3 12%	11 17%	1 25%	14 27%	3 14%	5 23%	30 35%nu	6 38%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 57

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It has a presence at events in my local area	106 22%	62 25%	44 18%	8 19%	9 10%	21 16%	28 32%de	19 27%d	21 34%de	7 18%	-	12 24%	13 20%	4 15%	14 22%	1 25%	13 25%	1 5%	3 14%	23 27%	6 38%
It provides local sports updates	89 18%	63 26%b	26 11%	4 10%	13 15%	23 17%	18 21%	13 19%	18 29%cd	3 8%	-	8 16%	13 20%	4 15%	10 15%	1 25%	12 24%	1 5%	4 18%	16 19%	6 38%
It provides breaking news as it happens	68 14%	32 13%	36 15%	3 7%	10 11%	20 15%	10 11%	9 13%	16 26%cdf	2 5%	-	5 10%	9 14%	5 19%	7 11%	1 25%	6 12%	4 18%	4 18%	14 16%	2 13%
It has competitions to win big prizes	50 10%	24 10%	26 11%	2 5%	10 11%	18 13%	5 6%	7 10%	8 13%	3 8%	-	3 6%	5 8%	4 15%	6 9%	-	4 8%	-	2 9%	12 14%	-
Someone else chooses the station	36 7%	19 8%	17 7%	6 14%h	7 8%h	10 7%h	6 7%h	7 10%h	-	3 8%	-	7 14%ns	7 11%n	4 15%	1 2%	-	2 4%	-	4 18%	3 3%	2 13%
The presenters talk about celebrity gossip	31 6%	12 5%	19 8%	2 5%	6 7%	11 8%	6 7%	4 6%	2 3%	-	-	7 14%ins	3 5%	8 31%	2 3%	-	2 4%	1 5%	-	1 1%	2 13%
Other	13 3%	7 3%	6 3%	-	3 3%	3 2%	2 2%	4 6%	1 2%	-	-	2 4%	1 2%	-	5 8% ^s	-	1 2%	1 5%	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 57

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV region UTV (u)
Base	484	39*
It plays music I like	311 64%	32 82%ilks
It provides local traffic and travel updates	228 47%	19 49%
It provides local news headlines	209 43%	22 56%np
It's good background listening	208 43%	18 46%
It provides local weather information	172 36%	16 41%
The presenters talk about events in my local area	168 35%	16 41%n
The presenters talk about places I'm familiar with in my local area	149 31%	13 33%
I like the presenters	134 28%	14 36%
It provides UK news headlines	130 27%	8 21%
The advertising is relevant to my local area	118 24%	6 15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 57

Q4a. Why do you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	484	39*
It has a presence at events in my local area	106 22%	9 23%
It provides local sports updates	89 18%	11 28% ⁱ
It provides breaking news as it happens	68 14%	9 23% ⁱ
It has competitions to win big prizes	50 10%	11 28% ^{iklnp}
Someone else chooses the station	36 7%	3 8%
The presenters talk about celebrity gossip	31 6%	5 13% ^{is}
Other	13 3%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 58

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It plays music I like	213 44%	98 40%	115 48%	17 40%	40 45%	57 43%	38 44%	34 49%	27 44%	11 29%	-	17 35%	34 52%is	7 27%	32 49%is	1 25%	27 53%is	13 59%	9 41%	28 33%	8 50%
It's good background listening	56 12%	38 15%b	18 8%	5 12%	10 11%	19 14%	7 8%	6 9%	9 15%	7 18%	-	7 14%	6 9%	3 12%	6 9%	1 25%	3 6%	4 18%	2 9%	11 13%	2 13%
It provides local news headlines	42 9%	19 8%	23 10%	5 12%	3 3%	11 8%	13 15%d	6 9%	4 6%	2 5%	-	8 16%pu	5 8%	-	4 6%	2 50%	2 4%	1 5%	3 14%	14 16%pu	1 6%
It provides local traffic and travel updates	36 7%	14 6%	22 9%	3 7%	7 8%	9 7%	7 8%	4 6%	6 10%	3 8%	-	3 6%	1 2%	1 4%	10 15%lu	-	3 6%	3 14%	2 9%	9 10%l	-
I like the presenters	24 5%	18 7%b	6 3%	2 5%	6 7%	5 4%	5 6%	3 4%	3 5%	5 13%knp	-	-	2 3%	3 12%	-	-	1 2%	1 5%	2 9%	4 5%	3 19%
Someone else chooses the station	21 4%	11 4%	10 4%	3 7%h	3 3%	7 5%	4 5%	4 6%	-	1 3%	-	6 12%ns	5 8%	1 4%	1 2%	-	2 4%	-	1 5%	2 2%	-
The presenters talk about events in my local area	18 4%	8 3%	10 4%	-	3 3%	5 4%	3 3%	3 4%	4 6%	1 3%	-	2 4%	1 2%	3 12%	1 2%	-	3 6%	-	-	7 8%	-
It provides UK news headlines	14 3%	7 3%	7 3%	2 5%f	6 7%ef	2 1%	-	2 3%	2 3%	-	-	2 4%	2 3%	4 15%	2 3%	-	3 6%is	-	1 5%	-	-
The presenters talk about places I'm familiar with in my local area	11 2%	4 2%	7 3%	1 2%	2 2%	3 2%	3 3%	1 1%	1 2%	3 8%k	-	-	3 5%	-	1 2%	-	2 4%	-	-	2 2%	-
It provides local sports updates	10 2%	7 3%	3 1%	-	2 2%	4 3%	2 2%	2 3%	-	-	-	1 2%	2 3%	1 4%	1 2%	-	2 4%	-	-	3 3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 58

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It has a presence at events in my local area	7 1%	5 2%	2 1%	- -	- -	3 2%	1 1%	2 3%	1 2%	- -	- -	- -	3 5%	2 8%	- -	- -	1 2%	- -	- -	1 1%	- -
It provides local weather information	7 1%	4 2%	3 1%	1 2%	1 1%	1 1%	2 2%	- -	2 3%	1 3%	- -	- -	- -	1 4%	2 3%	- -	- -	- -	- -	2 2%	- -
The advertising is relevant to my local area	7 1%	3 1%	4 2%	2 5%	1 1%	2 1%	1 1%	- -	1 2%	1 3%	- -	1 2%	1 2%	- -	- -	- -	1 2%	- -	1 5%	1 1%	1 6%
It provides breaking news as it happens	5 1%	4 2%	1 *	1 2%	- -	4 3%	- -	- -	- -	2 5%	- -	- -	- -	- -	- -	- -	- -	- -	1 5%	2 2%	- -
It has competitions to win big prizes	3 1%	2 1%	1 *	- -	2 2%	- -	- -	- -	1 2%	1 3%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
The presenters talk about celebrity gossip	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 6%
Other	9 2%	3 1%	6 3%	- -	2 2%	2 1%	1 1%	3 4%	1 2%	- -	- -	1 2%	1 2%	- -	5 8% _s	- -	1 2%	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 58

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	484	39*
It plays music I like	213 44%	26 67% ilks
It's good background listening	56 12%	4 10%
It provides local news headlines	42 9%	- -
It provides local traffic and travel updates	36 7%	1 3%
I like the presenters	24 5%	3 8% n
Someone else chooses the station	21 4%	2 5%
The presenters talk about events in my local area	18 4%	- -
It provides UK news headlines	14 3%	- -
The presenters talk about places I'm familiar with in my local area	11 2%	- -
It provides local sports updates	10 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 58

Q4b. And which is the most important reason you listen to ...?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV <u>region</u> UTV (u)
Base	484	39*
It has a presence at events in my local area	7 1%	- -
It provides local weather information	7 1%	1 3%
The advertising is relevant to my local area	7 1%	- -
It provides breaking news as it happens	5 1%	- -
It has competitions to win big prizes	3 1%	1 3%
The presenters talk about celebrity gossip	1 *	- -
Other	9 2%	1 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 59

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It provides local news headlines	264 55%	125 51%	139 58%	17 40%	34 38%	64 48%	53 61%cd	49 70%cde	47 76%cde	22 58%	- -	22 45%	38 58%	9 35%	35 54%	3 75%	26 51%	11 50%	5 23%	57 66%k	10 63%
It provides local traffic and travel updates	258 53%	128 52%	130 55%	17 40%	35 39%	66 49%	51 59%cd	45 64%cde	44 71%cde	18 47%	- -	26 53%	28 42%	9 35%	40 62%l	3 75%	27 53%	11 50%	8 36%	59 69%il	8 50%
The presenters talk about events in my local area	225 46%	102 41%	123 52%a	12 29%	34 38%	58 43%	40 46%	43 61%cde	38 61%cde	17 45%	- -	17 35%	29 44%	9 35%	29 45%	1 25%	25 49%	11 50%	10 45%	50 58%k	7 44%
It provides local weather information	223 46%	101 41%	122 51%a	14 33%	29 33%	58 43%	40 46%	37 53%cd	45 73%cd efg	20 53%	- -	23 47%	30 45%	5 19%	23 35%	2 50%	31 61%n	7 32%	7 32%	49 57%n	8 50%
The presenters talk about places I'm familiar with in my local area	200 41%	95 39%	105 44%	12 29%	29 33%	51 38%	44 51%cd	31 44%	33 53%cde	12 32%	- -	14 29%	27 41%	7 27%	22 34%	2 50%	27 53%ikn	10 45%	6 27%	41 48%k	12 75%
The advertising is relevant to my local area	173 36%	81 33%	92 39%	14 33%	29 33%	43 32%	32 37%	28 40%	27 44%	14 37%	- -	17 35%	24 36%	7 27%	25 38%	2 50%	20 39%	6 27%	5 23%	35 41%	5 31%
The presenters are based in a studio in my area	143 30%	69 28%	74 31%	11 26%	21 24%	36 27%	29 33%	21 30%	25 40%cd	7 18%	- -	14 29%	25 38%iu	6 23%	15 23%	1 25%	19 37%u	3 14%	7 32%	30 35%u	10 63%
It has a presence at events in my local area	140 29%	68 28%	72 30%	10 24%	20 22%	30 22%	30 34%	24 34%	26 42%de	7 18%	- -	9 18%	22 33%	6 23%	19 29%	2 50%	17 33%	3 14%	6 27%	30 35%k	8 50%
It provides local sports updates	120 25%	69 28%	51 21%	6 14%	23 26%	30 22%	25 29%	19 27%	17 27%	4 11%	- -	12 24%	16 24%	9 35%	10 15%	1 25%	15 29%i	3 14%	6 27%	26 30%in	7 44%
The name of the station reflects my area	100 21%	49 20%	51 21%	8 19%	12 13%	29 22%	19 22%	17 24%	15 24%	10 26%u	- -	7 14%u	18 27%u	5 19%	15 23%u	1 25%	8 16%u	1 5%	4 18%	25 29%u	6 38%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 59

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other listeners (Total)

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
Other	6	3	3	-	1	1	1	2	1	-	-	-	2	-	-	-	1	-	-	3	-
	1%	1%	1%	-	1%	1%	1%	3%	2%	-	-	-	3%	-	-	-	2%	-	-	3%	-
It doesn't feel local	12	5	7	3	1	2	3	3	-	-	-	-	1	1	1	-	5	-	2	1	1
	2%	2%	3%	7%h	1%	1%	3%	4%	-	-	-	-	2%	4%	2%	-	10%klnsu	-	9%	1%	6%
Don't know	20	12	8	1	9	4	2	2	2	3	-	2	4	2	3	-	2	-	2	1	-
	4%	5%	3%	2%	10%ef	3%	2%	3%	3%	8%	-	4%	6%	8%	5%	-	4%	-	9%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 59

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other listeners (Total)

	Total	ITV region UTV (u)
Base	484	39*
It provides local news headlines	264 55%	26 67%k
It provides local traffic and travel updates	258 53%	21 54%
The presenters talk about events in my local area	225 46%	20 51%
It provides local weather information	223 46%	18 46%
The presenters talk about places I'm familiar with in my local area	200 41%	20 51%k
The advertising is relevant to my local area	173 36%	13 33%
The presenters are based in a studio in my area	143 30%	6 15%
It has a presence at events in my local area	140 29%	11 28%
It provides local sports updates	120 25%	11 28%
The name of the station reflects my area	100 21%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 59

Q5a. Local radio can mean many things to different people. What is it about ..., if anything, that makes you feel it is local?

Base: All respondents who listen radio

Other listeners (Total)

	Total	ITV region UTV (u)
Base	484	39*
Other	6 1%	- -
It doesn't feel local	12 2%	- -
Don't know	20 4%	1 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 60

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
It provides local news headlines	111 23%	61 25%	50 21%	13 31% ^d	13 15%	25 19%	22 25%	18 26%	20 32% ^{de}	8 21%	-	12 24%	21 32%	2 8%	17 26%	-	10 20%	5 23%	2 9%	22 26%	2 13%
It provides local traffic and travel updates	76 16%	33 13%	43 18%	3 7%	13 15%	23 17%	11 13%	13 19%	13 21%	7 18%	-	8 16%	4 6%	4 15%	16 25% ^{lp}	1 25%	5 10%	5 23%	4 18%	16 19% ^l	1 6%
The presenters talk about places I'm familiar with in my local area	68 14%	32 13%	36 15%	4 10%	11 12%	18 13%	14 16%	10 14%	11 18%	4 11%	-	1 2%	16 24% ^k	2 8%	8 12% ^k	1 25%	6 12%	4 18%	1 5%	12 14% ^k	6 38%
The presenters talk about events in my local area	58 12%	27 11%	31 13%	4 10%	9 10%	19 14%	11 13%	11 16%	4 6%	5 13%	-	7 14%	6 9%	2 8%	4 6%	-	8 16%	3 14%	5 23%	13 15%	-
The presenters are based in a studio in my area	38 8%	19 8%	19 8%	4 10%	5 6%	16 12%	8 9%	3 4%	2 3%	3 8%	-	5 10%	3 5%	1 4%	4 6%	-	5 10%	2 9%	1 5%	7 8%	4 25%
It provides local weather information	25 5%	14 6%	11 5%	3 7%	6 7%	8 6%	2 2%	1 1%	5 8%	4 11% ^s	-	5 10% ^s	2 3%	3 12%	3 5%	-	2 4%	3 14%	-	1 1%	-
The advertising is relevant to my local area	21 4%	11 4%	10 4%	3 7% ^g	8 9% ^g	6 4%	2 2%	-	2 3%	1 3%	-	4 8%	2 3%	1 4%	4 6%	-	2 4%	-	-	5 6%	-
The name of the station reflects my area	20 4%	7 3%	13 5%	1 2%	3 3%	9 7%	4 5%	1 1%	2 3%	3 8%	-	1 2%	2 3%	2 8%	4 6%	1 25%	2 4%	-	1 5%	4 5%	-
It provides local sports updates	16 3%	13 5% ^b	3 1%	2 5%	7 8% ^{eh}	2 1%	2 2%	3 4%	-	-	-	2 4%	3 5%	4 15%	-	-	1 2%	-	3 14%	1 1%	2 13%
It has a presence at events in my local area	15 3%	10 4%	5 2%	1 2%	4 4%	2 1%	5 6%	3 4%	-	-	-	2 4%	-	2 8%	1 2%	1 25%	2 4%	-	1 5%	2 2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 60

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other listeners (Total)**

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	484	246	238	42*	89*	134	87*	70*	62*	38*	-**	49*	66*	26**	65*	4**	51*	22**	22**	86*	16**
Other	4	2	2	-	-	-	1	2	1	-	-	-	2	-	-	-	1	-	-	1	-
	1%	1%	1%	-	-	-	1%	3%	2%	-	-	-	3%	-	-	-	2%	-	-	1%	-
It doesn't feel local	12	5	7	3	1	2	3	3	-	-	-	-	1	1	1	-	5	-	2	1	1
	2%	2%	3%	7%h	1%	1%	3%	4%	-	-	-	-	2%	4%	2%	-	10%klnsu	-	9%	1%	6%
Don't know	20	12	8	1	9	4	2	2	2	3	-	2	4	2	3	-	2	-	2	1	-
	4%	5%	3%	2%	10%ef	3%	2%	3%	3%	8%	-	4%	6%	8%	5%	-	4%	-	9%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 60

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV region UTV (u)
Base	484	39*
It provides local news headlines	111 23%	10 26%
It provides local traffic and travel updates	76 16%	5 13%
The presenters talk about places I'm familiar with in my local area	68 14%	7 18%k
The presenters talk about events in my local area	58 12%	5 13%
The presenters are based in a studio in my area	38 8%	3 8%
It provides local weather information	25 5%	2 5%
The advertising is relevant to my local area	21 4%	2 5%
The name of the station reflects my area	20 4%	- -
It provides local sports updates	16 3%	- -
It has a presence at events in my local area	15 3%	4 10%iln

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 60

Q5b. And what is the main reason ... feels local to you?**Base: All respondents who listen radio****Other listeners (Total)**

	Total	ITV region UTV (u)
Base	484	39*
Other	4	-
	1%	-
It doesn't feel local	12	-
	2%	-
Don't know	20	1
	4%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 61
Gender
Base: All respondents

	Total	Gender		Age						ITV region											
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
Male	762 47%	762 100%b	-	78 44%	115 38%	180 47%d	165 53%d	120 49%d	104 51%d	44 40%	7 33%	121 47%	107 50%n	83 52%n	69 39%	40 43%	37 44%	38 59%ino	24 55%	81 46%	76 49%
Female	858 53%	-	858 100%a	97 55%	187 62%efgh	203 53%	147 47%	125 51%	99 49%	66 60%q	14 67%	134 53%	109 50%	78 48%	108 61%lmq	53 57%q	46 55%	26 41%	20 45%	94 54%	79 51%
Prefer not to say	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 61
Gender
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
Male	762 47%	35 53%
Female	858 53%	31 47%
Prefer not to say	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 62

Age

Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
18 to 24	176 11%	78 10%	97 11%	176 100%defgh	-	-	-	-	-	17 15%tu	2 10%	32 13%tu	30 14%tu	17 11%u	16 9%u	9 10%u	8 10%u	8 13%u	6 14%u	21 12%u	9 6%
25 to 34	302 19%	115 15%	187 22%a	-	302 100%cefg	-	-	-	-	18 16%	3 14%	49 19%	38 18%	38 24% s	40 23% s	14 15%	16 19%	10 16%	11 25%	24 14%	29 19%
35 to 44	383 24%	180 24%	203 24%	-	-	383 100%cd ^g fh	-	-	-	27 25%	8 38%	66 26%	48 22%	37 23%	44 25%	21 23%	19 23%	15 23%	10 23%	43 25%	32 21%
45 to 54	312 19%	165 22% ^b	147 17%	-	-	-	312 100%cd ^g eh	-	-	23 21%	3 14%	42 16%	37 17%	33 20%	32 18%	21 23%	18 21%	12 19%	10 23%	37 21%	29 19%
55 to 64	245 15%	120 16%	125 15%	-	-	-	-	245 100%cd ^g efh	-	13 12%	3 14%	30 12%	38 18%	19 12%	27 15%	17 18%	12 14%	9 14%	4 9%	28 16%	33 21%ikm
65 or older	203 13%	104 14%	99 12%	-	-	-	-	-	203 100%cd ^g ef	12 11%	2 10%	36 14%	25 12%	17 11%	18 10%	11 12%	11 13%	10 16%	3 7%	22 13%	23 15%
Average Age	44.45	45.68 ^b	43.38	21.70	29.76 ^c	39.28 ^{cd}	49.47 ^{cd} e	59.36 ^{cd} ef	70.08 ^{cd} efg	42.45	43.43	43.70	44.50	42.66	43.59	45.26	44.81	44.86	40.32	45.32 ^r	47.46 ^{ikmnr}

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 62

Age**Base: All respondents**

	Total	ITV region UTV (u)
Base	1621	66*
18 to 24	176 11%	1 2%
25 to 34	302 19%	12 18%
35 to 44	383 24%	13 20%
45 to 54	312 19%	15 23%
55 to 64	245 15%	12 18%
65 or older	203 13%	13 20% ⁿ
Average Age	44.45	48.91 ^{iklmnr}

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio

ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 63
Social grade
Base: All respondents

	Gender			Age						ITV region											
	Total	Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	65 or older (h)	Anglia (i)	Border (j)	Central (k)	Granada (l)	London (m)	Meridian (n)	TyneTees (o)	Wales (p)	West (q)	Westcountry (r)	Yorkshire (s)	STV (t)
Base	1621	762	858	176	302	383	312	245	203	110	21**	255	216	161	177	93*	84*	64*	44*	175	155
A	170 10%	97 13% ^b	73 9%	18 10%	39 13%	41 11%	26 8%	29 12%	17 8%	11 10%	2 10%	29 11% ^{op}	21 10%	31 19% ^{iklnop su}	14 8%	4 4%	3 4%	6 9%	5 11%	20 11% ^p	20 13% ^{op}
B	394 24%	196 26%	198 23%	41 23%	77 25%	107 28% ^g	76 24%	46 19%	47 23%	27 25% ^p	5 24%	81 32% ^{lops tu}	47 22%	51 32% ^{loptu}	52 29% ^{pt}	18 19%	11 13%	17 27% ^p	9 20%	39 22%	25 16%
C1	445 27%	196 26%	249 29%	50 28%	91 30%	98 26%	94 30%	66 27%	46 23%	32 29% ^k	5 24%	47 18%	59 27% ^k	48 30% ^k	49 28% ^k	34 37% ^k	33 39% ^{klrs t}	20 31% ^k	9 20%	47 27% ^k	41 26%
C2	245 15%	115 15%	130 15%	29 16%	44 15%	47 12%	56 18% ^e	32 13%	37 18%	10 9%	3 14%	37 15%	35 16%	17 11%	24 14%	14 15%	22 26% ^{iklmn q}	6 9%	7 16%	29 17%	32 21% ^{imq}
D	206 13%	99 13%	107 12%	24 14%	30 10%	57 15%	37 12%	39 16% ^{dh}	19 9%	21 19% ^{mp}	1 5%	39 15% ^m	33 15% ^m	6 4%	21 12% ^m	10 11% ^m	6 7%	8 13% ^m	9 20% ^{mp}	23 13% ^m	19 12% ^m
E	161 10%	59 8%	101 12% ^a	14 8%	21 7%	33 9%	23 7%	33 13% ^{df}	37 18% ^{cdef}	9 8%	5 24%	22 9%	21 10%	8 5%	17 10%	13 14% ^m	9 11%	7 11%	5 11%	17 10%	18 12% ^m

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Local Commercial Radio
ONLINE Fieldwork : 29th March - 4th April 2018

Absolutes/col percents

Table 63
Social grade
Base: All respondents

	Total	ITV region UTV (u)
Base	1621	66*
A	170 10%	4 6%
B	394 24%	12 18%
C1	445 27%	21 32% ^k
C2	245 15%	9 14%
D	206 13%	10 15% ^m
E	161 10%	10 15% ^m

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing