

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 2014

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SAMPLE SIZE:
Survey period - Q2 2014
Code Q (Quarter): 26,023 Adults 15+
Code H (Half year): 51,672 Adults 15+

TERMS WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC London 94.9	Q	492	443	572	16.3%	29.1%	1.2	1.3	1.5
Radio 1035 AM	Q			53					0.1
Radio 1458 AM	Q			81					0.2
Total Absolute Radio (London)	Q	999	887	830	-16.9%	-6.4%	3.2	2.7	2.0
Capital London	Q	2188	1908	2198	0.5%	15.2%	4.6	4.4	4.8
Capital XTRA (London)	Q	680	411	358	-47.4%	-12.9%	1.8	0.8	0.9
Gold London	Q	273	304	263	-3.7%	-13.5%	1.1	1.0	1.3
Heart London	Q	1925	1807	1837	-4.6%	1.7%	5.2	5.3	5.5
Kiss 100 FM	Q	2013	1841	1860	-7.6%	1.0%	5.2	4.8	4.8
LBC 97.3	Q	1047	1012	982	-6.2%	-3.0%	4.9	5.2	5.0
LBC News 1152	Q	368	286	322	-12.5%	12.6%	0.8	0.5	0.7
Magic 105.4 (London)	Q	1875	1943	1929	2.9%	-0.7%	5.0	5.3	4.8
Premier Christian Radio	Q	156	97	241	54.5%	148.5%	0.7	0.4	1.2
Smooth Radio London	Q	412	565	781	89.6%	38.2%	1.1	1.7	2.6
Sunrise Radio ¹	Q			320					1.2
XFM London	Q	436	427	394	-9.6%	-7.7%	0.9	1.3	0.8

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NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC Radio 1	Q	1821	1709	1864	2.4%	9.1%	4.8	4.5	4.6
BBC Radio 2	Q	2445	2313	2341	-4.3%	1.2%	12.2	11.8	12.1
BBC Radio 3	Q	502	606	527	5.0%	-13.0%	1.6	2.1	1.4
BBC Radio 4	Q	2725	2736	2647	-2.9%	-3.3%	15.1	15.4	14.8
BBC Radio 5 live	Q	1340	1281	1306	-2.5%	2.0%	4.5	4.0	3.7
Classic FM	Q	1257	1313	1335	6.2%	1.7%	3.6	3.8	4.3
talkSPORT	Q	774	649	827	6.8%	27.4%	2.2	2.2	3.0