

# RAJAR DATA RELEASE



Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## LONDON STATIONS – PAGE 1

**SAMPLE SIZE:**  
 Survey period - Q3 2014  
 Code Q (Quarter): 3,522 Adults 15+  
 Code H (Half year): 7,448 Adults 15+

**TERMS WEEKLY** 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.  
**REACH:**  
**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	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC London 94.9	Q	471	572	462	-1.9%	-19.2%	1.0	1.5	1.1
Radio 1035 AM	Q		53	72		35.8%		0.1	0.1
Radio 1458 AM	Q		81	85		4.9%		0.2	0.3
Total Absolute Radio (London)	Q	691	830	799	15.6%	-3.7%	3.0	2.0	2.1
Capital London	Q	2170	2198	1999	-7.9%	-9.1%	4.9	4.8	5.3
Capital XTRA (London)	Q	553	358	323	-41.6%	-9.8%	1.6	0.9	0.8
Gold London	Q	255	263	345	35.3%	31.2%	1.2	1.3	1.3
Heart London	Q	1742	1837	1448	-16.9%	-21.2%	4.3	5.5	3.9
Kiss 100 FM	Q	1974	1860	1805	-8.6%	-3.0%	4.9	4.8	4.5
LBC 97.3	Q	1073	982	967	-9.9%	-1.5%	5.3	5.0	5.1
LBC News 1152	Q	370	322	334	-9.7%	3.7%	0.9	0.7	0.9
Magic 105.4 (London)	Q	1967	1929	1959	-0.4%	1.6%	6.0	4.8	5.1
Premier Christian Radio	Q	147	241	149	1.4%	-38.2%	0.7	1.2	1.0
Smooth Radio London	Q	442	781	742	67.9%	-5.0%	0.9	2.6	2.1
Sunrise Radio <sup>1</sup>	Q		320	259		-19.1%		1.2	1.4
XFM London	Q	513	394	417	-18.7%	5.8%	0.9	0.8	0.7

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### NATIONAL STATIONS ON LONDON TSA

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	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC Radio 1	Q	1646	1864	1767	7.4%	-5.2%	4.4	4.6	4.5
BBC Radio 2	Q	2264	2341	2275	0.5%	-2.8%	11.7	12.1	11.3
BBC Radio 3	Q	512	527	461	-10.0%	-12.5%	1.5	1.4	1.5
BBC Radio 4	Q	2499	2647	2716	8.7%	2.6%	13.9	14.8	15.0
BBC Radio 5 live	Q	1248	1306	1312	5.1%	0.5%	3.7	3.7	3.7
Classic FM	Q	1226	1335	1327	8.2%	-0.6%	3.5	4.3	4.3
talkSPORT	Q	632	827	742	17.4%	-10.3%	2.6	3.0	2.6