

# RAJAR DATA RELEASE



Quarter 4, 2016 – February 9<sup>th</sup> 2017

## LONDON STATIONS – PAGE 1

**SAMPLE SIZE:**  
 Survey period - Q4 2016  
 Code Q (Quarter): 3,442 Adults 15+  
 Code H (Half year): 6,875 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	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC Radio London (was BBC London 94.9)	Q	525	424	359	-31.6%	-15.3%	1.4	1.1	1.0
Absolute Radio (London)	Q	812	894	750	-7.6%	-16.1%	2.2	2.3	2.0
Capital London	Q	2077	2013	1730	-16.7%	-14.1%	4.0	4.3	3.7
Capital XTRA (London)	Q	569	568	505	-11.2%	-11.1%	1.1	1.5	1.0
Gold London	Q	337	312	255	-24.3%	-18.3%	1.2	1.1	0.8
Heart London	Q	1804	1683	1362	-24.5%	-19.1%	4.3	4.4	4.1
Kiss (London)	Q	2015	1818	1860	-7.7%	2.3%	4.9	4.4	4.5
LBC 97.3	Q	1040	991	1055	1.4%	6.5%	5.2	5.1	5.5
LBC London News (was LBC News 1152)	Q	489	464	367	-24.9%	-20.9%	1.0	1.1	0.8
Magic (London)	Q	1921	1804	1723	-10.3%	-4.5%	4.9	4.1	4.7
Premier Christian Radio	Q	143	174	193	35.0%	10.9%	0.6	0.4	0.5
Smooth Radio London	Q	800	710	748	-6.5%	5.4%	2.6	1.5	1.7
Radio X London (was XFM London)	Q	517	378	430	-16.8%	13.8%	1.4	1.2	1.4

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## NATIONAL STATIONS ON LONDON TSA

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	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC Radio 1	Q	1707	1645	1706	-0.1%	3.7%	3.7	4.5	4.5
BBC Radio 2	Q	2428	2216	2146	-11.6%	-3.2%	12.2	10.9	10.7
BBC Radio 3	Q	615	503	696	13.2%	38.4%	2.1	1.8	2.7
BBC Radio 4	Q	2876	2801	2871	-0.2%	2.5%	16.1	15.5	17.1
BBC Radio 5 live	Q	1182	1187	1216	2.9%	2.4%	3.5	3.2	4.0
Classic FM	Q	1382	1251	1302	-5.8%	4.1%	3.7	3.8	3.7
talkSPORT	Q	772	656	669	-13.3%	2.0%	1.9	2.3	1.7