

RAJAR DATA RELEASE



Quarter 2, 2012 – August 2, 2012

LONDON STATIONS – page 1

SAMPLE SIZE
 Survey period – Q2, 2012
 Code Q (Quarter): 3,805 Adults 15+
 Code H (Half year): 8,027 Adults 15+

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 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC London 94.9	Q	554	504	453	-18.2%	-10.1%	1.4	1.3	1.2
Total Absolute Radio (London)	Q	832	797	974	17.1%	22.2%	2.9	2.2	3.3
Buzz Asia 963 & 972AM	H	96	119	117	21.9%	-1.7%	0.2	0.3	0.3
Capital London	Q	2077	2269	2072	-0.2%	-8.7%	4.8	5.3	4.6
Choice FM London	Q	492	577	527	7.1%	-8.7%	1.1	1.3	1.3
Gold London	Q	389	266	330	-15.2%	24.1%	1.0	1.2	1.0
Heart London	Q	1990	1939	1798	-9.6%	-7.3%	5.1	4.4	5.3
Kismet Radio 1035 (Greater London)	Q	182	105	92	-49.5%	-12.4%	0.6	0.2	0.3
Kiss 100 FM	Q	1860	1958	1740	-6.5%	-11.1%	4.3	5.1	4.7
LBC 97.3	Q	861	867	809	-6.0%	-6.7%	3.4	4.6	3.8
LBC News 1152	Q	401	405	355	-11.5%	-12.3%	1.2	1.3	0.8
Magic 105.4	Q	2286	1963	1951	-14.7%	-0.6%	6.1	6.1	5.1
Premier Christian Radio	Q	235	153	172	-26.8%	12.4%	1.0	0.5	0.9
Smooth Radio London	Q	486	626	385	-20.8%	-38.5%	1.2	1.4	0.7
Sunrise Radio (Greater London)	Q	417	285	286	-31.4%	0.4%	1.5	0.9	1.1
XFM London	Q	671	409	417	-37.9%	2.0%	1.3	0.8	1.0

* = less than 0.05%

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	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC Radio 1	Q	1892	1724	1750	-7.5%	1.5%	5.2	5.0	5.8
BBC Radio 2	Q	2277	2182	2202	-3.3%	0.9%	10.7	12.1	12.0
BBC Radio 3	Q	733	492	521	-28.9%	5.9%	2.4	1.6	1.6
BBC Radio 4	Q	2996	2621	2726	-9.0%	4.0%	15.7	16.2	17.0
BBC Radio 5 Live	Q	1427	1313	1247	-12.6%	-5.0%	5.1	4.5	4.7
Classic FM	Q	1397	1177	1269	-9.2%	7.8%	3.8	3.5	3.4
talkSPORT	Q	807	738	661	-18.1%	-10.4%	2.1	2.4	2.0