

RAJAR DATA RELEASE

Quarter 1, 2014 – May 15th 2014

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SAMPLE SIZE:
Survey period - Q1 2014
Code Q (Quarter): 3,727 Adults 15+
Code H (Half year): 7,838 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	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC London 94.9	Q	395	465	443	12.2%	-4.7%	1.3	1.7	1.3
Total Absolute Radio (London)	Q	794	809	887	11.7%	9.6%	2.6	2.3	2.7
Capital London	Q	1950	2156	1908	-2.2%	-11.5%	4.2	5.0	4.4
Capital XTRA (Was Choice FM)	Q	473	470	411	-13.1%	-12.6%	1.1	1.3	0.8
Gold London	Q	363	274	304	-16.3%	10.9%	1.7	1.3	1.0
Heart London	Q	1750	1557	1807	3.3%	16.1%	4.2	3.7	5.3
Kiss 100 FM	Q	1621	1825	1841	13.6%	0.9%	3.9	4.6	4.8
LBC 97.3	Q	931	958	1012	8.7%	5.6%	4.6	5.0	5.2
LBC News 1152	Q	283	236	286	1.1%	21.2%	0.6	0.6	0.5
Magic 105.4 (London)	Q	1861	1756	1943	4.4%	10.6%	5.6	4.8	5.3
Premier Christian Radio	Q	138	160	97	-29.7%	-39.4%	0.5	0.6	0.4
Smooth Radio London	Q	430	441	565	31.4%	28.1%	1.1	1.1	1.7
Sunrise Radio	H	60	109	112	86.7%	2.8%	0.1	0.4	0.3
XFM London	Q	574	440	427	-25.6%	-3.0%	1.3	0.9	1.3

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NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC Radio 1	Q	1641	1596	1709	4.1%	7.1%	4.5	4.0	4.5
BBC Radio 2	Q	2422	2389	2313	-4.5%	-3.2%	12.6	13.4	11.8
BBC Radio 3	Q	631	615	606	-4.0%	-1.5%	2.0	1.7	2.1
BBC Radio 4	Q	2841	3025	2736	-3.7%	-9.6%	17.2	16.1	15.4
BBC Radio 5 live	Q	1379	1296	1281	-7.1%	-1.2%	4.0	4.3	4.0
Classic FM	Q	1243	1306	1313	5.6%	0.5%	3.9	3.4	3.8
talkSPORT	Q	699	706	649	-7.2%	-8.1%	2.6	2.1	2.2