

# RAJAR DATA RELEASE



Quarter 4, 2014 – February 5<sup>th</sup> 2015  
**LONDON STATIONS – PAGE 1**

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**SAMPLE SIZE:**  
 Survey period - Q4 2014  
 Code Q (Quarter): 3,676 Adults 15+  
 Code H (Half year): 7,198 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 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC London 94.9	Q	465	462	483	3.9%	4.5%	1.7	1.1	1.7
Radio 1035 AM	Q		72	70		-2.8%		0.1	0.2
Radio 1458 AM	Q		85	125		47.1%		0.3	0.4
Absolute Radio (London)	Q	809	799	694	-14.2%	-13.1%	2.3	2.1	1.9
Capital London	Q	2156	1999	1869	-13.3%	-6.5%	5.0	5.3	4.1
Capital XTRA (London)	Q	470	323	411	-12.6%	27.2%	1.3	0.8	1.0
Gold London	Q	274	345	279	1.8%	-19.1%	1.3	1.3	1.1
Heart London	Q	1557	1448	1783	14.5%	23.1%	3.7	3.9	6.3
Kiss (London)	Q	1825	1805	1912	4.8%	5.9%	4.6	4.5	4.8
LBC 97.3	Q	958	967	1091	13.9%	12.8%	5.0	5.1	5.4
LBC News 1152	Q	236	334	254	7.6%	-24.0%	0.6	0.9	0.5
Magic (London)	Q	1756	1959	1763	0.4%	-10.0%	4.8	5.1	4.3
Premier Christian Radio	Q	160	149	189	18.1%	26.8%	0.6	1.0	0.9
Smooth Radio London	Q	441	742	760	72.3%	2.4%	1.1	2.1	2.5
Sunrise Radio <sup>1</sup>	Q		259	269		3.9%		1.4	0.9
XFM London	Q	440	417	440	0.0%	5.5%	0.9	0.7	1.4

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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	%	%	%
		Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC Radio 1	Q	1596	1767	1663	4.2%	-5.9%	4.0	4.5	4.3
BBC Radio 2	Q	2389	2275	2228	-6.7%	-2.1%	13.4	11.3	12.1
BBC Radio 3	Q	615	461	554	-9.9%	20.2%	1.7	1.5	1.4
BBC Radio 4	Q	3025	2716	2827	-6.5%	4.1%	16.1	15.0	15.9
BBC Radio 5 live	Q	1296	1312	1287	-0.7%	-1.9%	4.3	3.7	3.5
Classic FM	Q	1306	1327	1391	6.5%	4.8%	3.4	4.3	3.6
talkSPORT	Q	706	742	677	-4.1%	-8.8%	2.1	2.6	2.7