

RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

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SAMPLE SIZE

Survey period – Q4 2011

Code Q (Quarter): 3,741 Adults 15+

Code H (Half year): 7,083 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	REACH	REACH	REACH	%CHANGE	%CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC London 94.9	Q	502	474	485	-3.4%	2.3%	1.4	1.0	1.3
Total Absolute Radio (London)	Q	674	771	816	21.1%	5.8%	2.0	2.2	2.5
Buzz Asia 963 & 972AM	H	113	101	108	-4.4%	6.9%	0.3	0.2	0.2
Capital London	Q	1961	2179	2254	14.9%	3.4%	4.5	5.6	5.9
Choice FM London	Q	521	562	543	4.2%	-3.4%	1.3	1.4	1.5
Gold London	Q	376	377	375	-0.3%	-0.5%	1.3	1.8	1.7
Heart London	Q	1766	2027	1931	9.3%	-4.7%	4.6	5.8	4.6
Kismet Radio 1035 (Greater London)	Q	164	133	69	-57.9%	-48.1%	0.4	0.2	0.2
Kiss 100 FM	Q	1821	1703	1874	2.9%	10.0%	5.0	4.0	5.4
LBC 97.3	Q	968	841	967	-0.1%	15.0%	4.6	4.4	5.1
LBC News 1152	Q	358	382	396	10.6%	3.7%	0.6	0.8	0.9
Magic 105.4	Q	2051	1993	2167	5.7%	8.7%	6.3	5.6	5.7
Premier Christian Radio	Q	164	181	89	-45.7%	-50.8%	0.9	0.6	0.5
Smooth Radio London	Q	467	612	456	-2.4%	-25.5%	1.1	1.7	1.1
Sunrise Radio (Greater London)	Q	371	360	332	-10.5%	-7.8%	1.4	1.4	1.3
XFM London	Q	529	435	406	-23.3%	-6.7%	1.2	1.2	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	%	%	%
		Q4 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC Radio 1	Q	1642	1807	1775	8.1%	-1.8%	4.7	5.1	5.4
BBC Radio 2	Q	2013	2299	2087	3.7%	-9.2%	11.1	12.0	10.9
BBC Radio 3	Q	653	545	552	-15.5%	1.3%	1.6	1.8	2.1
BBC Radio 4	Q	2716	2776	2761	1.7%	-0.5%	15.9	15.3	15.7
BBC Radio 5 Live	Q	1724	1315	1219	-29.3%	-7.3%	6.4	4.0	4.2
Classic FM	Q	1349	1408	1243	-7.9%	-11.7%	5.2	3.7	3.9
talkSPORT	Q	753	717	762	1.2%	6.3%	2.7	2.2	2.5