

# RAJAR DATA RELEASE



Quarter 1, 2012 . May 17, 2012

## LONDON STATIONS – page 1

SAMPLE SIZE  
Survey period . Q1 2012  
Code Q (Quarter): 4,222 Adults 15+  
Code H (Half year): 7,963 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	%	%	%
		Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC London 94.9	Q	557	485	504	-9.5%	3.9%	1.7	1.3	1.3
Total Absolute Radio (London)	Q	724	816	797	10.1%	-2.3%	2.5	2.5	2.2
Buzz Asia 963 & 972AM	H	111	108	119	7.2%	10.2%	0.2	0.2	0.3
Capital London	Q	2179	2254	2269	4.1%	0.7%	6.1	5.9	5.3
Choice FM London	Q	423	543	577	36.4%	6.3%	1.0	1.5	1.3
Gold London	Q	317	375	266	-16.1%	-29.1%	1.3	1.7	1.2
Heart London	Q	2107	1931	1939	-8.0%	0.4%	4.9	4.6	4.4
Kismet Radio 1035 (Greater London)	Q	108	69	105	-2.8%	52.2%	0.3	0.2	0.2
Kiss 100 FM	Q	1821	1874	1958	7.5%	4.5%	4.7	5.4	5.1
LBC 97.3	Q	935	967	867	-7.3%	-10.3%	5.1	5.1	4.6
LBC News 1152	Q	447	396	405	-9.4%	2.3%	1.1	0.9	1.3
Magic 105.4	Q	1998	2167	1963	-1.8%	-9.4%	5.3	5.7	6.1
Premier Christian Radio	Q	135	89	153	13.3%	71.9%	0.4	0.5	0.5
Smooth Radio London	Q	643	456	626	-2.6%	37.3%	1.8	1.1	1.4
Sunrise Radio (Greater London)	Q	336	332	285	-15.2%	-14.2%	1.1	1.3	0.9
XFM London	Q	604	406	409	-32.3%	0.7%	1.3	1.0	0.8

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## LONDON STATIONS– page 2 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 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC Radio 1	Q	1917	1775	1724	-10.1%	-2.9%	5.6	5.4	5.0
BBC Radio 2	Q	2259	2087	2182	-3.4%	4.6%	10.7	10.9	12.1
BBC Radio 3	Q	648	552	492	-24.1%	-10.9%	2.0	2.1	1.6
BBC Radio 4	Q	2840	2761	2621	-7.7%	-5.1%	15.5	15.7	16.2
BBC Radio 5 Live	Q	1368	1219	1313	-4.0%	7.7%	4.4	4.2	4.5
Classic FM	Q	1438	1243	1177	-18.2%	-5.3%	5.0	3.9	3.5
talkSPORT	Q	765	762	738	-3.5%	-3.1%	2.7	2.5	2.4