

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 2012

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SAMPLE SIZE
Survey period – Q3, 2012
Code Q (Quarter): 3,497 Adults 15+
Code H (Half year): 7,302 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	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC London 94.9	Q	474	453	374	-21.1%	-17.4%	1.0	1.2	1.1
Total Absolute Radio (London)	Q	771	974	832	7.9%	-14.6%	2.2	3.3	2.0
Buzz Asia 963 & 972AM	H	101	117	88	-12.9%	-24.8%	0.2	0.3	0.2
Capital London	Q	2179	2072	1999	-8.3%	-3.5%	5.6	4.6	5.3
Choice FM London	Q	562	527	508	-9.6%	-3.6%	1.4	1.3	1.2
Gold London	Q	377	330	353	-6.4%	7.0%	1.8	1.0	1.2
Heart London	Q	2027	1798	1826	-9.9%	1.6%	5.8	5.3	4.4
Kisat Radio 1035 (Greater London)	Q	133	92	81	-39.1%	-12.0%	0.2	0.3	0.2
Kiss 100 FM	Q	1703	1740	1952	14.6%	12.2%	4.0	4.7	5.8
LBC 97.3	Q	841	809	927	10.2%	14.6%	4.4	3.8	4.5
LBC News 1152	Q	382	355	439	14.9%	23.7%	0.8	0.8	1.2
Magic 105.4	Q	1993	1951	2174	9.1%	11.4%	5.6	5.1	7.3
Premier Christian Radio	Q	181	172	164	-9.4%	-4.7%	0.6	0.9	0.7
Smooth Radio London	Q	612	385	431	-29.6%	11.9%	1.7	0.7	1.4
Sunrise Radio (Greater London)	Q	360	286	282	-21.7%	-1.4%	1.4	1.1	1.1
XFM London	Q	435	417	372	-14.5%	-10.8%	1.2	1.0	0.8

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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	%	%	%
		Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC Radio 1	Q	1807	1750	1714	-5.1%	-2.1%	5.1	5.8	5.8
BBC Radio 2	Q	2299	2202	2033	-11.6%	-7.7%	12.0	12.0	9.2
BBC Radio 3	Q	545	521	556	2.0%	6.7%	1.8	1.6	1.7
BBC Radio 4	Q	2776	2726	2766	-0.4%	1.5%	15.3	17.0	15.8
BBC Radio 5 Live	Q	1315	1247	1217	-7.5%	-2.4%	4.0	4.7	4.3
Classic FM	Q	1408	1269	1287	-8.6%	1.4%	3.7	3.4	3.7
talkSPORT	Q	717	661	767	7.0%	16.0%	2.2	2.0	2.7