

# RAJAR DATA RELEASE

Quarter 3, 2013 – October 24<sup>th</sup> 2013

## LONDON STATIONS – page 1

**SAMPLE SIZE:**  
 Survey period - Q3 2013  
 Code Q (Quarter): 4,015 Adults 15+  
 Code H (Half year): 7,657 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	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC London 94.9	Q	374	492	471	25.9%	-4.3%	1.1	1.2	1.0
Total Absolute Radio (London)	Q	832	999	691	-16.9%	-30.8%	2.0	3.2	3.0
Buzz Asia 963 & 972AM	H	88	62	77	-12.5%	24.2%	0.2	0.1	0.3
Capital London	Q	1999	2188	2170	8.6%	-0.8%	5.3	4.6	4.9
Choice FM London	Q	508	680	553	8.9%	-18.7%	1.2	1.8	1.6
Gold London	Q	353	273	255	-27.8%	-6.6%	1.2	1.1	1.2
Heart London	Q	1826	1925	1742	-4.6%	-9.5%	4.4	5.2	4.3
Kismet Radio 1035 (Greater London)	Q	81	100	84	3.7%	-16.0%	0.2	0.3	0.2
Kiss 100 FM	Q	1952	2013	1974	1.1%	-1.9%	5.8	5.2	4.9
LBC 97.3	Q	927	1047	1073	15.7%	2.5%	4.5	4.9	5.3
LBC News 1152	Q	439	368	370	-15.7%	0.5%	1.2	0.8	0.9
Magic 105.4	Q	2174	1875	1967	-9.5%	4.9%	7.3	5.0	6.0
Premier Christian Radio	Q	164	156	147	-10.4%	-5.8%	0.7	0.7	0.7
Smooth Radio London	Q	431	412	442	2.6%	7.3%	1.4	1.1	0.9
Sunrise Radio (Greater London)	Q	282	295	415	47.2%	40.7%	1.1	0.9	1.4
XFM London	Q	372	436	513	37.9%	17.7%	0.8	0.9	0.9

\* = less than 0.05%

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## NATIONAL STATIONS ON LONDON TSA

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	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC Radio 1	Q	1714	1821	1646	-4.0%	-9.6%	5.8	4.8	4.4
BBC Radio 2	Q	2033	2445	2264	11.4%	-7.4%	9.2	12.2	11.7
BBC Radio 3	Q	556	502	512	-7.9%	2.0%	1.7	1.6	1.5
BBC Radio 4	Q	2766	2725	2499	-9.7%	-8.3%	15.8	15.1	13.9
BBC Radio FIVE LIVE	Q	1217	1340	1248	2.5%	-6.9%	4.3	4.5	3.7
Classic FM	Q	1287	1257	1226	-4.7%	-2.5%	3.7	3.6	3.5
talkSPORT	Q	767	774	632	-17.6%	-18.3%	2.7	2.2	2.6