

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

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SAMPLE SIZE:
Survey period - Q4 2013
Code Q (Quarter): 4,111 Adults 15+
Code H (Half year): 8,126 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 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
BBC London 94.9	Q	424	471	465	9.7%	-1.3%	1.0	1.0	1.7
Total Absolute Radio (London)	Q	890	691	809	-9.1%	17.1%	3.3	3.0	2.3
Buzz Asia 963 & 972AM	H	88	77	109	23.9%	41.6%	0.2	0.3	0.4
Capital London	Q	1983	2170	2156	8.7%	-0.6%	4.8	4.9	5.0
Capital XTRA (Was Choice FM)	Q	568	553	470	-17.3%	-15.0%	1.4	1.6	1.3
Gold London	Q	298	255	274	-8.1%	7.5%	1.0	1.2	1.3
Heart London	Q	1707	1742	1557	-8.8%	-10.6%	4.2	4.3	3.7
Kismet Radio 1035 (Greater London)	Q	69	84	88	27.5%	4.8%	0.2	0.2	0.1
Kiss 100 FM	Q	1816	1974	1825	0.5%	-7.5%	4.3	4.9	4.6
LBC 97.3	Q	902	1073	958	6.2%	-10.7%	4.3	5.3	5.0
LBC News 1152	Q	411	370	236	-42.6%	-36.2%	0.8	0.9	0.6
Magic 105.4 (London)	Q	2031	1967	1756	-13.5%	-10.7%	5.9	6.0	4.8
Premier Christian Radio	Q	175	147	160	-8.6%	8.8%	1.0	0.7	0.6
Smooth Radio London	Q	514	442	441	-14.2%	-0.2%	1.7	0.9	1.1
Sunrise Radio (Greater London)	Q	227	415	382	68.3%	-8.0%	0.7	1.4	1.4
XFM London	Q	445	513	440	-1.1%	-14.2%	1.2	0.9	0.9

* = less than 0.05%

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NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
BBC Radio 1	Q	1906	1646	1596	-16.3%	-3.0%	4.9	4.4	4.0
BBC Radio 2	Q	2553	2264	2389	-6.4%	5.5%	14.1	11.7	13.4
BBC Radio 3	Q	519	512	615	18.5%	20.1%	1.3	1.5	1.7
BBC Radio 4	Q	2780	2499	3025	8.8%	21.0%	15.4	13.9	16.1
BBC Radio FIVE LIVE	Q	1329	1248	1296	-2.5%	3.8%	4.3	3.7	4.3
Classic FM	Q	1213	1226	1306	7.7%	6.5%	4.3	3.5	3.4
talkSPORT	Q	694	632	706	1.7%	11.7%	2.2	2.6	2.1