

RAJAR DATA RELEASE



Quarter 1, 2015 – May 21st 2015 LONDON STATIONS – PAGE 1

SAMPLE SIZE:
Survey period - Q1 2015
Code Q (Quarter): 3,231 Adults 15+
Code H (Half year): 6,907 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	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC London 94.9	Q	443	483	404	-8.8%	-16.4%	1.3	1.7	1.4
Absolute Radio (London)	Q	887	694	924	4.2%	33.1%	2.7	1.9	3.2
Capital London	Q	1908	1869	1793	-6.0%	-4.1%	4.4	4.1	3.8
Capital XTRA (London)	Q	411	411	311	-24.3%	-24.3%	0.8	1.0	0.5
Gold London	Q	304	279	263	-13.5%	-5.7%	1.0	1.1	0.8
Heart London	Q	1807	1783	1533	-15.2%	-14.0%	5.3	6.3	4.7
Kiss (London)	Q	1841	1912	1883	2.3%	-1.5%	4.8	4.8	4.6
LBC 97.3	Q	1012	1091	887	-12.4%	-18.7%	5.2	5.4	4.7
LBC London News (was LBC News 1152)	Q	286	254	375	31.1%	47.6%	0.5	0.5	1.0
Lyca Dil Se 1035 AM	Q		70	72		2.9%		0.2	0.1
Lyca Radio 1458 AM	Q		125	115		-8.0%		0.4	0.4
Magic (London)	Q	1943	1763	1911	-1.6%	8.4%	5.3	4.3	4.9
Premier Christian Radio	Q	97	189	124	27.8%	-34.4%	0.4	0.9	0.6
Smooth Radio London	Q	565	760	627	11.0%	-17.5%	1.7	2.5	1.9
Sunrise Radio ¹	Q		269	250		-7.1%		0.9	0.6
XFM London	Q	427	440	363	-15.0%	-17.5%	1.3	1.4	0.6

RAJAR DATA RELEASE

Quarter 1, 2015 – May 21st 2015

LONDON STATIONS– PAGE 2

NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC Radio 1	Q	1709	1663	1563	-8.5%	-6.0%	4.5	4.3	4.1
BBC Radio 2	Q	2313	2228	2308	-0.2%	3.6%	11.8	12.1	12.4
BBC Radio 3	Q	606	554	595	-1.8%	7.4%	2.1	1.4	1.9
BBC Radio 4	Q	2736	2827	2897	5.9%	2.5%	15.4	15.9	17.0
BBC Radio 5 live	Q	1281	1287	1367	6.7%	6.2%	4.0	3.5	4.3
Classic FM	Q	1313	1391	1484	13.0%	6.7%	3.8	3.6	4.3
talkSPORT	Q	649	677	838	29.1%	23.8%	2.2	2.7	2.7