

# RAJAR DATA RELEASE

## Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q2 2010  
 Code Q (Quarter): 3,612 Adults 15+  
 Code H (Half year): 7,207 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      | %     | %     | %     |
|                                    |               | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| BBC London 94.9                    | Q             | 559   | 521   | 507   | -9.3%          | -2.7%          | 1.3   | 1.5   | 1.1   |
| Total Absolute Radio (London)      | Q             | 882   | 690   | 821   | -6.9%          | 19.0%          | 2.5   | 2.6   | 2.8   |
| Buzz Asia 963 & 972AM              | H             | 202   | 134   | 120   | -40.6%         | -10.4%         | 0.5   | 0.3   | 0.2   |
| 95.8 Capital FM                    | Q             | 1952  | 1904  | 1921  | -1.6%          | 0.9%           | 6.2   | 6.0   | 4.9   |
| Choice FM London                   | Q             | 499   | 526   | 476   | -4.6%          | -9.5%          | 1.4   | 1.1   | 1.1   |
| Colourful                          | H             |       |       | 10    |                |                |       |       | *     |
| Fun Radio                          | H             | 40    | 28    | 36    | -10.0%         | 28.6%          | 0.1   | 0.1   | 0.1   |
| Gold London                        | Q             | 372   | 269   | 357   | -4.0%          | 32.7%          | 1.8   | 1.0   | 1.3   |
| Heart 106.2 FM London              | Q             | 1897  | 1885  | 2185  | 15.2%          | 15.9%          | 5.1   | 4.7   | 5.1   |
| Kismet Radio 1035 (Greater London) | Q             | 91    | 131   | 112   | 23.1%          | -14.5%         | 0.3   | 0.2   | 0.2   |
| Kiss 100 FM                        | Q             | 1784  | 1667  | 1848  | 3.6%           | 10.9%          | 5.0   | 4.1   | 5.6   |
| LBC 97.3                           | Q             | 787   | 878   | 960   | 22.0%          | 9.3%           | 4.6   | 5.1   | 5.0   |
| LBC News 1152                      | Q             | 308   | 338   | 402   | 30.5%          | 18.9%          | 0.6   | 0.7   | 0.9   |
| Magic 105.4                        | Q             | 2054  | 2005  | 2046  | -0.4%          | 2.0%           | 6.5   | 5.9   | 6.4   |
| Premier Christian Radio            | Q             | 128   | 141   | 143   | 11.7%          | 1.4%           | 0.4   | 0.7   | 0.8   |
| Smooth Radio (London)              | Q             | 615   | 479   | 415   | -32.5%         | -13.4%         | 1.4   | 1.3   | 1.2   |
| Sunrise Radio (Greater London)     | Q             | 330   | 323   | 364   | 10.3%          | 12.7%          | 1.4   | 0.8   | 1.1   |
| XFM 104.9                          | Q             | 549   | 518   | 553   | 0.7%           | 6.8%           | 1.2   | 1.3   | 1.4   |

\* = less than 0.05%

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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      | %     | %     | %     |
|                  |               | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| BBC Radio 1      | Q             | 1570  | 1689  | 1821  | 16.0%          | 7.8%           | 5.4   | 5.0   | 5.8   |
| BBC Radio 2      | Q             | 2061  | 2313  | 2078  | 0.8%           | -10.2%         | 10.4  | 13.7  | 10.6  |
| BBC Radio 3      | Q             | 620   | 511   | 480   | -22.6%         | -6.1%          | 2.1   | 1.9   | 1.2   |
| BBC Radio 4      | Q             | 2543  | 2517  | 2730  | 7.4%           | 8.5%           | 14.2  | 13.7  | 15.8  |
| BBC Radio 5 Live | Q             | 1409  | 1283  | 1441  | 2.3%           | 12.3%          | 4.7   | 4.8   | 4.7   |
| Classic FM       | Q             | 1282  | 1378  | 1308  | 2.0%           | -5.1%          | 4.1   | 4.7   | 4.3   |
| talkSPORT        | Q             | 588   | 613   | 613   | 4.3%           | 0.0%           | 2.5   | 2.1   | 1.8   |

SOURCE: RAJAR / Ipsos MORI / RSMB