

# RAJAR DATA RELEASE

## Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q3 2010  
 Code Q (Quarter): 3,407 Adults 15+  
 Code H (Half year): 7,019 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 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC London 94.9	Q	405	507	560	38.3%	10.5%	1.4	1.1	1.4
<b>Total Absolute Radio (London)</b>	Q	877	821	911	3.9%	11.0%	2.6	2.8	3.2
Buzz Asia 963 & 972AM	H	188	120	107	-43.1%	-10.8%	0.6	0.2	0.2
95.8 Capital FM	Q	1818	1921	2125	16.9%	10.6%	5.6	4.9	5.3
Choice FM London	Q	573	476	480	-16.2%	0.8%	1.6	1.1	1.3
Colourful	H		10	15		50.0%		*	0.1
Fun Radio	H	46	36	42	-8.7%	16.7%	0.1	0.1	0.1
Gold London	Q	352	357	371	5.4%	3.9%	1.6	1.3	1.9
Heart 106.2 FM London	Q	1893	2185	2057	8.7%	-5.9%	4.7	5.1	5.3
Kismet Radio 1035 (Greater London)	Q	114	112	131	14.9%	17.0%	0.4	0.2	0.5
Kiss 100 FM	Q	1563	1848	1771	13.3%	-4.2%	4.5	5.6	4.9
LBC 97.3	Q	907	960	928	2.3%	-3.3%	4.8	5.0	4.9
LBC News 1152	Q	378	402	373	-1.3%	-7.2%	1.0	0.9	0.6
Magic 105.4	Q	2009	2046	2149	7.0%	5.0%	5.5	6.4	6.7
Premier Christian Radio	Q	164	143	213	29.9%	49.0%	0.6	0.8	1.1
Smooth Radio (London)	Q	583	415	544	-6.7%	31.1%	1.8	1.2	1.7
Sunrise Radio (Greater London)	Q	355	364	372	4.8%	2.2%	1.4	1.1	1.2
XFM 104.9	Q	546	553	540	-1.1%	-2.4%	1.2	1.4	1.0

\* = less than 0.05%

# RAJAR DATA RELEASE

## Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

### LONDON STATIONS - page 2

### 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 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC Radio 1	Q	1706	1821	1687	-1.1%	-7.4%	5.3	5.8	5.1
BBC Radio 2	Q	2398	2078	2059	-14.1%	-0.9%	11.7	10.6	10.7
BBC Radio 3	Q	649	480	530	-18.3%	10.4%	2.1	1.2	1.7
BBC Radio 4	Q	2770	2730	2573	-7.1%	-5.8%	16.2	15.8	13.9
BBC Radio 5 Live	Q	1385	1441	1371	-1.0%	-4.9%	4.5	4.7	5.2
Classic FM	Q	1304	1308	1345	3.1%	2.8%	3.8	4.3	4.3
talkSPORT	Q	652	613	844	29.4%	37.7%	2.7	1.8	2.4

SOURCE: RAJAR / Ipsos MORI / RSMB