

# RAJAR DATA RELEASE

## Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q1 2011  
 Code Q (Quarter): 3,109 Adults 15+  
 Code H (Half year): 6,254 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 YY	REACH Q/Q	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC London 94.9	Q	521	502	557	6.9%	11.0%	1.5	1.4	1.7
Total Absolute Radio (London)	Q	690	674	724	4.9%	7.4%	2.6	2.0	2.5
Buzz Asia 963 & 972AM	H	134	113	111	-17.2%	-1.8%	0.3	0.3	0.2
Capital London	Q	1904	1961	2179	14.4%	11.1%	6.0	4.5	6.1
Choice FM London	Q	526	521	423	-19.6%	-18.8%	1.1	1.3	1.0
Colourful	H		24	27		12.5%		0.1	0.1
Gold London	Q	269	376	317	17.8%	-15.7%	1.0	1.3	1.3
Heart London	Q	1885	1766	2107	11.8%	19.3%	4.7	4.6	4.9
Kismet Radio 1035 (Greater London)	Q	131	164	108	-17.6%	-34.1%	0.2	0.4	0.3
Kiss 100 FM	Q	1667	1821	1821	9.2%	0.0%	4.1	5.0	4.7
LBC 97.3	Q	878	968	935	6.5%	-3.4%	5.1	4.6	5.1
LBC News 1152	Q	338	358	447	32.2%	24.9%	0.7	0.6	1.1
Magic 105.4	Q	2005	2051	1998	-0.3%	-2.6%	5.9	6.3	5.3
Premier Christian Radio	Q	141	164	135	-4.3%	-17.7%	0.7	0.9	0.4
Smooth Radio (London)	Q	479	467	643	34.2%	37.7%	1.3	1.1	1.8
Sunrise Radio (Greater London)	Q	323	371	336	4.0%	-9.4%	0.8	1.4	1.1
XFM London	Q	518	529	604	16.6%	14.2%	1.3	1.2	1.3

\* = 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	%	%	%
		Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC Radio 1	Q	1689	1642	1917	13.5%	16.7%	5.0	4.7	5.6
BBC Radio 2	Q	2313	2013	2259	-2.3%	12.2%	13.7	11.1	10.7
BBC Radio 3	Q	511	653	648	26.8%	-0.8%	1.9	1.6	2.0
BBC Radio 4	Q	2517	2716	2840	12.8%	4.6%	13.7	15.9	15.5
BBC Radio 5 Live	Q	1283	1724	1368	6.6%	-20.6%	4.8	6.4	4.4
Classic FM	Q	1378	1349	1438	4.4%	6.6%	4.7	5.2	5.0
talkSPORT	Q	613	753	765	24.8%	1.6%	2.1	2.7	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB