

# RAJAR DATA RELEASE

## Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q2 2009  
 Code Q (Quarter): 4,686 Adults 15+  
 Code H (Half year): 9,558 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 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC London 94.9	Q	464	463	559	20.5%	20.7%	1.4	1.2	1.3
Total Absolute (London) <sup>1</sup>	Q		919	882		-4.0%		2.6	2.5
95.8 Capital Radio	Q	1607	1868	1952	21.5%	4.5%	4.6	4.7	6.2
Choice FM London	Q	476	460	499	4.8%	8.5%	1.9	1.2	1.4
Club Asia 963+972AM	H	198	188	202	2.0%	7.4%	0.6	0.5	0.5
Fun Radio	H	18	33	40	122.2%	21.2%	0.1	*	0.1
Gold London	Q	253	321	372	47.0%	15.9%	0.8	1.2	1.8
Heart 106.2 FM London	Q	1774	1970	1897	6.9%	-3.7%	5.7	5.9	5.1
Kismet Radio 1035 (Greater London)	Q	70	86	91	30.0%	5.8%	0.1	0.3	0.3
Kiss 100 FM	Q	1414	1707	1784	26.2%	4.5%	4.5	4.6	5.0
LBC 97.3	Q	594	705	787	32.5%	11.6%	2.7	4.4	4.6
LBC News 1152	Q	291	282	308	5.8%	9.2%	0.8	0.6	0.6
Magic 105.4	Q	2005	2051	2054	2.4%	0.1%	7.4	5.7	6.5
Panjab Radio	H		44	61		38.6%		0.1	0.2
Premier Christian Radio	Q	98	158	128	30.6%	-19.0%	0.4	0.7	0.4
Punjabi Radio (was Yarr Radio)	H	18	30	34	88.9%	13.3%	*	0.1	0.1
Smooth Radio (London)	Q	437	536	615	40.7%	14.7%	1.7	1.5	1.4
Sunrise Radio (Greater London)	Q	368	328	330	-10.3%	0.6%	1.1	1.0	1.4
XFM 104.9	Q	558	563	549	-1.6%	-2.5%	1.1	1.3	1.2

<sup>1</sup> Station changed reporting survey period

\* = 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 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC Radio 1	Q	1525	1637	1570	3.0%	-4.1%	5.7	5.5	5.4
BBC Radio 2	Q	2105	2189	2061	-2.1%	-5.8%	12.0	11.4	10.4
BBC Radio 3	Q	528	671	620	17.4%	-7.6%	2.0	1.9	2.1
BBC Radio 4	Q	2430	2732	2543	4.7%	-6.9%	15.3	16.7	14.2
BBC Radio 5 Live	Q	1398	1405	1409	0.8%	0.3%	5.5	5.2	4.7
Classic FM	Q	1225	1297	1282	4.7%	-1.2%	3.9	4.4	4.1
talkSPORT	Q	614	684	588	-4.2%	-14.0%	2.4	2.7	2.5

SOURCE: RAJAR / Ipsos MORI / RSMB