

# RAJAR DATA RELEASE

## Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

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**SAMPLE SIZE:**  
 Survey period - Q3 2009  
 Code Q (Quarter): 3,561 Adults 15+  
 Code H (Half year): 8,247 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 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC London 94.9	Q	469	559	405	-13.6%	-27.5%	1.6	1.3	1.4
Total Absolute Radio (London) <sup>1</sup>	Q		882	877		-0.6%		2.5	2.6
95.8 Capital FM	Q	1590	1952	1818	14.3%	-6.9%	5.4	6.2	5.6
Choice FM London	Q	457	499	573	25.4%	14.8%	1.6	1.4	1.6
Club Asia 963+972AM	H	184	202	188	2.2%	-6.9%	0.5	0.5	0.6
Fun Radio	H	19	40	46	142.1%	15.0%	*	0.1	0.1
Gold London	Q	322	372	352	9.3%	-5.4%	1.5	1.8	1.6
Heart 106.2 FM London	Q	1781	1897	1893	6.3%	-0.2%	5.7	5.1	4.7
Kismet Radio 1035 (Greater London)	Q	76	91	114	50.0%	25.3%	0.3	0.3	0.4
Kiss 100 FM	Q	1531	1784	1563	2.1%	-12.4%	4.8	5.0	4.5
LBC 97.3	Q	647	787	907	40.2%	15.2%	3.7	4.6	4.8
LBC News 1152	Q	345	308	378	9.6%	22.7%	0.8	0.6	1.0
Magic 105.4	Q	1885	2054	2009	6.6%	-2.2%	5.8	6.5	5.5
Panjab Radio	H		61	56		-8.2%		0.2	0.2
Premier Christian Radio	Q	147	128	164	11.6%	28.1%	1.1	0.4	0.6
Smooth Radio (London)	Q	538	615	583	8.4%	-5.2%	1.5	1.4	1.8
Sunrise Radio (Greater London)	Q	345	330	355	2.9%	7.6%	1.0	1.4	1.4
XFM 104.9	Q	463	549	546	17.9%	-0.5%	1.2	1.2	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	%	%	%
		Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC Radio 1	Q	1657	1570	1706	3.0%	8.7%	6.1	5.4	5.3
BBC Radio 2	Q	2059	2061	2398	16.5%	16.4%	11.3	10.4	11.7
BBC Radio 3	Q	598	620	649	8.5%	4.7%	1.6	2.1	2.1
BBC Radio 4	Q	2418	2543	2770	14.6%	8.9%	14.4	14.2	16.2
BBC Radio 5 Live	Q	1248	1409	1385	11.0%	-1.7%	4.9	4.7	4.5
Classic FM	Q	1387	1282	1304	-6.0%	1.7%	4.6	4.1	3.8
talkSPORT	Q	580	588	652	12.4%	10.9%	2.6	2.5	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB