

RAJAR DATA RELEASE

Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

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SAMPLE SIZE:
Survey period - Q3 2011
Code Q (Quarter): 3,342 Adults 15+
Code H (Half year): 6,437 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 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC London 94.9	Q	560	554	474	-15.4%	-14.4%	1.4	1.4	1.0
Total Absolute Radio (London)	Q	911	832	771	-15.4%	-7.3%	3.2	2.9	2.2
Buzz Asia 963 & 972AM	H	107	96	101	-5.6%	5.2%	0.2	0.2	0.2
Capital London	Q	2125	2077	2179	2.5%	4.9%	5.3	4.8	5.6
Choice FM London	Q	480	492	562	17.1%	14.2%	1.3	1.1	1.4
Gold London	Q	371	389	377	1.6%	-3.1%	1.9	1.0	1.8
Heart London	Q	2057	1990	2027	-1.5%	1.9%	5.3	5.1	5.8
Kismet Radio 1035 (Greater London)	Q	131	182	133	1.5%	-26.9%	0.5	0.6	0.2
Kiss 100 FM	Q	1771	1860	1703	-3.8%	-8.4%	4.9	4.3	4.0
LBC 97.3	Q	928	861	841	-9.4%	-2.3%	4.9	3.4	4.4
LBC News 1152	Q	373	401	382	2.4%	-4.7%	0.6	1.2	0.8
Magic 105.4	Q	2149	2286	1993	-7.3%	-12.8%	6.7	6.1	5.6
Premier Christian Radio	Q	213	235	181	-15.0%	-23.0%	1.1	1.0	0.6
Smooth Radio London	Q	544	486	612	12.5%	25.9%	1.7	1.2	1.7
Sunrise Radio (Greater London)	Q	372	417	360	-3.2%	-13.7%	1.2	1.5	1.4
XFM London	Q	540	671	435	-19.4%	-35.2%	1.0	1.3	1.2

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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 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC Radio 1	Q	1687	1892	1807	7.1%	-4.5%	5.1	5.2	5.1
BBC Radio 2	Q	2059	2277	2299	11.7%	1.0%	10.7	10.7	12.0
BBC Radio 3	Q	530	733	545	2.8%	-25.6%	1.7	2.4	1.8
BBC Radio 4	Q	2573	2996	2776	7.9%	-7.3%	13.9	15.7	15.3
BBC Radio 5 Live	Q	1371	1427	1315	-4.1%	-7.8%	5.2	5.1	4.0
Classic FM	Q	1345	1397	1408	4.7%	0.8%	4.3	3.8	3.7
talkSPORT	Q	844	807	717	-15.0%	-11.2%	2.4	2.1	2.2

SOURCE: RAJAR / Ipsos MORI / RSMB