

# RAJAR DATA RELEASE

## Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

### LONDON STATIONS - page 1

#### SAMPLE SIZE:

Code Q (Quarter): 3,145 Adults 15+  
Code H (Half year): 6,552 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	%	%	%
		Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
BBC London 94.9	Q	443	560	502	13.3%	-10.4%	1.6	1.4	1.4
Total Absolute Radio (London)	Q	803	911	674	-16.1%	-26.0%	3.0	3.2	2.0
Buzz Asia 963 & 972AM	H	167	107	113	-32.3%	5.6%	0.4	0.2	0.3
95.8 Capital FM	Q	1827	2125	1961	7.3%	-7.7%	4.9	5.3	4.5
Choice FM London	Q	528	480	521	-1.3%	8.5%	1.7	1.3	1.3
Colourful	H		15	24		60.0%		0.1	0.1
Gold London	Q	258	371	376	45.7%	1.3%	1.3	1.9	1.3
Heart London	Q	1881	2057	1766	-6.1%	-14.1%	5.3	5.3	4.6
Kismet Radio 1035 (Greater London)	Q	85	131	164	92.9%	25.2%	0.4	0.5	0.4
Kiss 100 FM	Q	1605	1771	1821	13.5%	2.8%	4.3	4.9	5.0
LBC 97.3	Q	841	928	968	15.1%	4.3%	5.7	4.9	4.6
LBC News 1152	Q	235	373	358	52.3%	-4.0%	0.5	0.6	0.6
Magic 105.4	Q	1821	2149	2051	12.6%	-4.6%	6.1	6.7	6.3
Premier Christian Radio	Q	136	213	164	20.6%	-23.0%	1.1	1.1	0.9
Smooth Radio (London)	Q	414	544	467	12.8%	-14.2%	1.4	1.7	1.1
Sunrise Radio (Greater London)	Q	364	372	371	1.9%	-0.3%	1.3	1.2	1.4
XFM London	Q	519	540	529	1.9%	-2.0%	1.6	1.0	1.2

\* = 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	%	%	%
	Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
BBC Radio 1	Q 1503	1687	1642	9.2%	-2.7%	6.7	5.1	4.7
BBC Radio 2	Q 2008	2059	2013	0.2%	-2.2%	11.0	10.7	11.1
BBC Radio 3	Q 471	530	653	38.6%	23.2%	1.6	1.7	1.6
BBC Radio 4	Q 2380	2573	2716	14.1%	5.6%	14.7	13.9	15.9
BBC Radio 5 Live	Q 1201	1371	1724	43.5%	25.7%	3.8	5.2	6.4
Classic FM	Q 1081	1345	1349	24.8%	0.3%	4.2	4.3	5.2
talkSPORT	Q 633	844	753	19.0%	-10.8%	2.7	2.4	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB