

# RAJAR DATA RELEASE

## Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

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**SAMPLE SIZE:**  
 Survey period - Q4 2009  
 Code Q (Quarter): 3,605 Adults 15+  
 Code H (Half year): 7,166 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 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
BBC London 94.9	Q	568	405	443	-22.0%	9.4%	1.6	1.4	1.6
Total Absolute Radio (London) <sup>1</sup>	Q		877	803		-8.4%		2.6	3.0
Buzz Asia 963 & 972AM	H	172	188	167	-2.9%	-11.2%	0.5	0.6	0.4
95.8 Capital FM	Q	1624	1818	1827	12.5%	0.5%	4.8	5.6	4.9
Choice FM London	Q	550	573	528	-4.0%	-7.9%	2.0	1.6	1.7
Fun Radio	H	37	46	28	-24.3%	-39.1%	*	0.1	*
Gold London	Q	285	352	258	-9.5%	-26.7%	1.2	1.6	1.3
Heart 106.2 FM London	Q	1794	1893	1881	4.8%	-0.6%	5.0	4.7	5.3
Kismet Radio 1035 (Greater London)	Q	67	114	85	26.9%	-25.4%	0.2	0.4	0.4
Kiss 100 FM	Q	1579	1563	1605	1.6%	2.7%	4.2	4.5	4.3
LBC 97.3	Q	630	907	841	33.5%	-7.3%	3.6	4.8	5.7
LBC News 1152	Q	327	378	235	-28.1%	-37.8%	0.8	1.0	0.5
Magic 105.4	Q	1997	2009	1821	-8.8%	-9.4%	6.0	5.5	6.1
Panjab Radio	H	49	56	44	-10.2%	-21.4%	0.1	0.2	0.1
Premier Christian Radio	Q	137	164	136	-0.7%	-17.1%	0.6	0.6	1.1
Smooth Radio (London)	Q	594	583	414	-30.3%	-29.0%	1.6	1.8	1.4
Sunrise Radio (Greater London)	Q	309	355	364	17.8%	2.5%	0.8	1.4	1.3
XFM 104.9	Q	508	546	519	2.2%	-4.9%	1.3	1.2	1.6

<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	%	%	%
		Q4 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
BBC Radio 1	Q	1431	1706	1503	5.0%	-11.9%	5.4	5.3	6.7
BBC Radio 2	Q	2121	2398	2008	-5.3%	-16.3%	10.3	11.7	11.0
BBC Radio 3	Q	643	649	471	-26.7%	-27.4%	2.2	2.1	1.6
BBC Radio 4	Q	2724	2770	2380	-12.6%	-14.1%	17.5	16.2	14.7
BBC Radio 5 Live	Q	1215	1385	1201	-1.2%	-13.3%	4.9	4.5	3.8
Classic FM	Q	1408	1304	1081	-23.2%	-17.1%	4.4	3.8	4.2
talkSPORT	Q	701	652	633	-9.7%	-2.9%	2.5	2.7	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB