

# RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2007

## LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 10, 2007



KEY	
Quarter 1, 2006 in green	
Quarter 4, 2006 in blue	
Quarter 1, 2007 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.05%	

### 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 UK/area in an average week

**LONDON SAMPLE SIZE Q1 2007: Survey Period - Code Q (Quarter): 4,617 Adults 15+ / Code H (Half year): 9,086 Adults 15+**

### STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 06	Q4 06	Q1 07	Q1 07 vs Q1 06	Q1 07 vs Q4 06	Q1 06	Q4 06	Q1 07
BBC LONDON 94.9	Q	365	559	547	49.9%	-2.1%	1.4	2.0	1.6
95.8 CAPITAL RADIO	Q	1720	1463	1623	-5.6%	10.9%	5.5	4.7	4.6
CAPITAL GOLD LONDON	Q	701	712	551	-21.4%	-22.6%	1.7	1.4	1.2
CHOICE FM LONDON	Q	533	595	486	-8.8%	-18.3%	2.5	2.8	1.6
CLUB ASIA 963+972AM	H		206	204		-1.0%		0.7	0.5
HEART 106.2 FM	Q	1696	1853	1698	0.1%	-8.4%	5.7	7.1	5.4
KISMAT RADIO 1035 (GREATER LONDON)	Q	57	105	98	71.9%	-6.7%	0.2	0.3	0.5
KISS 100 FM	Q	1288	1445	1356	5.3%	-6.2%	3.7	3.9	3.9
LBC 97.3	Q	671	624	597	-11.0%	-4.3%	3.2	3.3	3.0
LBC NEWS 1152	Q	266	254	327	22.9%	28.7%	0.7	0.8	0.7
MAGIC 105.4	Q	1865	1792	1806	-3.2%	0.8%	7.0	5.5	5.9
PREMIER CHRISTIAN RADIO	Q	100	130	133	33.0%	2.3%	0.8	0.8	0.8
SMOOTH FM (LONDON)	Q	473	496	473	0.0%	-4.6%	1.6	1.5	1.7
SUNRISE RADIO (GREATER LONDON)	Q	311	412	379	21.9%	-8.0%	0.9	1.4	1.4
TOTAL VIRGIN LONDON (AM/FM)	H	1116	1161	1134	1.6%	-2.3%	3.7	3.6	3.2
XFM 104.9	Q	622	479	630	1.3%	31.5%	1.7	1.3	1.8

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**NATIONAL STATIONS ON LONDON TSA**

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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	%	%	%
		Q1 06	Q4 06	Q1 07	Q1 07 vs Q1 06	Q1 07 vs Q4 06	Q1 06	Q4 06	Q1 07
BBC RADIO 1	Q	1285	1290	1656	28.9%	28.4%	5.2	4.8	6.7
BBC RADIO 2	Q	1986	1974	2066	4.0%	4.7%	11.8	10.4	11.2
BBC RADIO 3	Q	610	602	538	-11.8%	-10.6%	2.1	2.3	1.7
BBC RADIO 4	Q	2250	2405	2493	10.8%	3.7%	14.0	14.4	16.1
BBC RADIO FIVE LIVE	Q	1309	1305	1253	-4.3%	-4.0%	5.2	5.0	4.3
CLASSIC FM	Q	1121	1278	1330	18.6%	4.1%	3.8	4.1	4.9
TALKSPORT (TALK RADIO)	Q	530	589	645	21.7%	9.5%	2.5	2.5	2.7

Source: RAJAR / Ipsos MORI  
RAJAR / PJPR