

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2006

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00 HRS, THURSDAY AUGUST 3, 2006



KEY
Quarter 2, 2005 in green
Quarter 1, 2006 in blue
Quarter 2, 2006 in pink

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.

SAMPLE SIZE: sample size is denoted by survey Q2, 2006 data

National 32,665 Adults 15+
London 4,432 Adults 15+

STATION	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	000s	000s	000s
NATIONAL STATIONS - MON-FRI <i>Time period varies per station</i>	Q2, 2005	Q1, 2006	Q2, 2006
BBC Radio 1 - 07.00-10.00am	6255	6317	6789
BBC Radio 2 - 07.30-09.30am	8063	7766	8075
BBC Radio 3 - 07.00-10.00am	707	839	752
BBC Radio 4 - 06.00-09.00am	6323	6121	5872
BBC Radio FIVE LIVE - 06.00-09.00am	2328	2320	2257
Classic FM - 07.00-11.00am	3187	2905	2906
talkSPORT (Talk Radio) - 06.00-10.00am	1029	976	947
Total Virgin Radio (AM/FM) - 06.00-10.00am	1230	1246	1137

Please note: The data below does not list national radio stations which are listened to in the London area

STATION	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	000s	000s	000s
LONDON STATIONS - MON TO FRI <i>Time period varies per station</i>	Q2, 2005	Q1, 2006	Q2, 2006
BBC London 94.9 - 06.00-09.00am	144	197	204
Capital Radio - 06.00-09.00am	1077	963	852
Capital Gold London - 06.00-10.00am	348	267	275
Choice FM London - 06.00-09.00am	343	324	241
Heart 106.2 FM - 06.00-09.00am	720	855	820
Kiss 100 FM - 06.00-09.00am	670	658	705
LBC 97.3 - 07.00-10.00am	487	402	351
LBC News 1152 - 06.00-10.00am	221	155	101
Magic 105.4 - 06.00-09.00am	702	804	803
Smooth FM (London) - 07.00-11.00am	305	214	303
Total Virgin London (AM/FM) - 06.00-10.00am	637	622	580
XFM 104.9 - 06.00-10.00am	318	340	327

Source RAJAR / Ipsos MORI

RAJAR / PJPR