

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Sample size is denoted by survey Q1, 2009 data
 National: 33,135 Adults 15+
 London: 4,872 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.

STATIONS	WEEKLY REACH		
	'000s	'000s	'000s
	Q1 08	Q4 08	Q1 09
NATIONAL STATIONS - MON-FRI			
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7722	7298	7704
BBC Radio 2 - 07.30 - 09.30am	8104	7964	7774
BBC Radio 3 - 07.00 - 10.00am	768	811	732
BBC Radio 4 - 06.00 - 09.00am	6418	6598	6688
BBC Radio FIVE LIVE - 06.00 - 10.00am	2546	2561	2413
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am ¹			815
Classic FM - 08.00 - 12.00am	2806	2839	2653
talkSPORT - 06.00 - 10.00am	1151	1073	1001

¹ Station changed reporting survey period

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BREAKFAST SHOWS (weekdays) - page 2

LONDON STATIONS

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

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q1 08	Q4 08	Q1 09
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	245	247	208
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹			463
95.8 Capital Radio - 06.00 - 10.00am	943	981	1066
Choice FM London - 06.00 - 10.00am	273	324	261
Club Asia 963+972AM - 06.00 - 10.00am	106	79	84
Gold London - 06.00 - 10.00am	96	125	141
Heart 106.2 FM London - 06.00 - 09.00am	893	868	833
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	27	18	27
Kiss 100 FM - 06.00 - 09.00am	656	722	776
LBC 97.3 - 07.00 - 10.00am	465	398	448
LBC News 1152 - 07.00 - 09.30am	98	106	132
Magic 105.4 - 06.00 - 09.00am	831	813	784
Premier Christian Radio - 07.00 - 10.30am	64	76	79
Smooth Radio (London) - 06.00 - 10.00am	206	293	170
Sunrise Radio (Greater London) - 07.00 - 10.00am	196	133	180
XFM 104.9 - 06.00 - 10.00am	199	251	201

¹ Station changed reporting survey period