

RAJAR DATA RELEASE

Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2011

NATIONAL: Code Q (Quarter): 24,157 Adults 15+, Code H (Half year): 49,465 Adults 15+

LONDON: Code Q (Quarter): 3,095 Adults 15+, Code H (Half year): 6,204 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 | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|--|---------------|--------------|--------------|--------------|
| | | '000s | '000s | '000s |
| NATIONAL STATIONS - MON-FRI | | Q2 2010 | Q1 2011 | Q2 2011 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 7716 | 7519 | 7439 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 8740 | 9182 | 8665 |
| BBC Radio 3 - 07.00 - 10.00am | Q | 745 | 903 | 897 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 6978 | 7026 | 7184 |
| BBC Radio FIVE LIVE - 06.00 - 10.00am | Q | 2862 | 2743 | 2917 |
| Total Absolute Radio Network - 06.00 - 10.00am | Q | 908 | 1025 | 1309 |
| Classic FM - 06.00 - 09.00am | Q | 1789 | 1807 | 1721 |
| Kiss UK* - 06.00 - 09.00am | H | | 1524 | 1608 |
| talkSPORT - 06.00 - 10.00am | Q | 1148 | 1306 | 1364 |

* breakfast show networked nationally on digital and on local analogue areas

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LONDON STATIONS

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

| STATIONS | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|---------------|--------------|--------------|--------------|
| | | '000s | '000s | '000s |
| LONDON STATIONS - MON-FRI | | Q2 2010 | Q1 2011 | Q2 2011 |
| <i>Time period varies per station</i> | | | | |
| BBC London 94.9 - 06.00 - 09.00am | Q | 205 | 277 | 224 |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q | | 499 | 593 |
| Buzz Asia 963 & 972AM - 06.00 - 10.00am | H | 49 | 46 | 45 |
| Capital London - 06.00 - 10.00am | Q | 1120 | 1227 | 1143 |
| Choice FM London - 06.00 - 09.00am | Q | 200 | 185 | 212 |
| Gold London - 06.00 - 10.00am | Q | 177 | 139 | 211 |
| Heart London - 06.00 - 09.00am | Q | 925 | 860 | 792 |
| Kisat Radio 1035 (Greater London) - 06.30 - 09.00am | Q | 45 | 57 | 69 |
| Kiss 100 FM - 06.00 - 09.00am | Q | 903 | 761 | 789 |
| LBC 97.3 - 07.00 - 10.00am | Q | 576 | 589 | 532 |
| LBC News 1152 - 07.00 - 10.00am | Q | 155 | 190 | 187 |
| Magic 105.4 - 05.00 - 09.00am | Q | 849 | 839 | 845 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 72 | 30 | 97 |
| Smooth Radio London - 06.00 - 10.00am | Q | 219 | 244 | 170 |
| Sunrise Radio (Greater London) - 06.00 - 09.00am | Q | 130 | 164 | 213 |
| XFM London - 06.30 - 10.00am | Q | 222 | 274 | 283 |

Source: RAJAR / Ipsos MORI / RSMB