

RAJAR DATA RELEASE

Quarter 2, 2012 – August 2, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q2 2012

NATIONAL: Code Q (Quarter): 26,225 Adults 15+ Code H (Half year): 52,671 Adults 15+

LONDON: Code Q (Quarter): 3,805 Adults 15+ Code H (Half year): 8,027 Adults 15+

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 |
| | | Q2 2011 | Q1 2012 | Q2 2012 |
| NATIONAL STATIONS - MON-FRI | | | | |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 7439 | 7103 | 6927 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 8665 | 9232 | 8953 |
| BBC Radio 3 - 06.30 - 09.00am | Q | 709 | 576 | 723 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 7184 | 6660 | 6764 |
| BBC Radio FIVE LIVE - 06.00 - 10.00am | Q | 2917 | 2563 | 2647 |
| Total Absolute Radio Network - 06.00 - 10.00am | | | | |
| Classic FM - 06.00 - 09.00am | Q | 1309 | 1226 | 1420 |
| Kiss UK - 06.00 - 09.00am | H | 1721 | 1699 | 1719 |
| talkSPORT - 06.00 - 10.00am | H | 1608 | 1623 | 1560 |
| | Q | 1364 | 1284 | 1331 |

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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 | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|---------------|--------------|--------------|--------------|
| | | '000s | '000s | '000s |
| LONDON STATIONS - MON-FRI | | Q2 2011 | Q1 2012 | Q2 2012 |
| <i>Time period varies per station</i> | | | | |
| BBC London 94.9 - 06.00 - 09.00am | Q | 224 | 183 | 154 |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q | 593 | 532 | 674 |
| Buzz Asia 963 & 972AM - 06.00 - 09.00am | H | 45 | 51 | 55 |
| Capital London - 06.00 - 10.00am | Q | 1143 | 1265 | 1156 |
| Choice FM London - 06.00 - 09.00am | Q | 212 | 211 | 242 |
| Gold London - 06.00 - 10.00am | Q | 211 | 111 | 146 |
| Heart London - 06.00 - 09.00am | Q | 792 | 759 | 734 |
| Kismet Radio 1035 (Greater London) - 06.00 - 09.00am | Q | 69 | 33 | 38 |
| Kiss 100 FM - 06.00 - 09.00am | Q | 789 | 750 | 735 |
| LBC 97.3 - 07.00 - 10.00am | Q | 532 | 561 | 530 |
| LBC News 1152 - 07.00 - 10.00am | Q | 187 | 196 | 191 |
| Magic 105.4 - 05.00 - 09.00am | Q | 845 | 793 | 760 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 97 | 36 | 98 |
| Smooth Radio London - 06.00 - 10.00am | Q | 170 | 286 | 134 |
| Sunrise Radio (Greater London) - 06.00 - 09.00am | Q | 213 | 158 | 153 |
| XFM London - 06.30 - 10.00am | Q | 283 | 172 | 168 |