

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2006

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00 HRS, THURSDAY MAY 11, 2006



KEY

Quarter 1, 2005 in green
 Quarter 4, 2005 in blue
 Quarter 1, 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 Q1, 2006 data

National 31,875 Adults 15+
 London 4,396 Adults 15+

STATION

Time period varies per station

WEEKLY REACH 000s WEEKLY REACH 000s WEEKLY REACH 000s

NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 07.00-10.00am
 BBC Radio 2 - 07.30-09.30am
 BBC Radio 3 - 07.00-10.00am
 BBC Radio 4 - 06.00-09.00am
 BBC Radio FIVE LIVE - 06.00-09.00am

 Classic FM - 07.00-11.00am
 talkSPORT (Talk Radio) - 06.00-10.00am
 Total Virgin Radio (AM/FM) - 06.00-10.00am

	Q1, 2005	Q4, 2005	Q1, 2006
	6174	6658	6317
	8092	7972	7766
	836	779	839
	6203	6225	6121
	2403	2122	2320
	2982	3053	2905
	1162	995	976
	1200	1243	1246

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

LONDON STATIONS - MON TO FRI

Time period varies per station

BBC London 94.9 - 06.00-09.00am

 Capital Radio - 06.00-09.00am
 Capital Gold London - 06.00-10.00am
 Choice FM London - 06.00-09.00am
 Heart 106.2 FM - 06.00-09.00am
 Kiss 100 FM - 06.00-09.00am
 LBC 97.3 - 07.00-10.00am
 LBC News 1152 - 06.00-10.00am
 Magic 105.4 - 06.00-09.00am
 Smooth FM (London) - 07.00-11.00am
 Total Virgin London (AM/FM) - 06.00-10.00am
 XFM 104.9 - 06.00 -10.00am

WEEKLY REACH 000s WEEKLY REACH 000s WEEKLY REACH 000s

	Q1, 2005	Q4, 2005	Q1, 2006
	202	214	197
	1238	987	963
	255	335	267
	155	235	324
	972	918	855
	635	683	658
	291	361	402
	132	106	155
	831	682	804
	312	311	214
	597	628	622
	258	275	340

Source RAJAR / Ipsos MORI

RAJAR / PJPR