

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2006
NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00 HRS, THURSDAY OCTOBER 26, 2006

KEY
Quarter 3, 2005 in green
Quarter 2, 2006 in blue
Quarter 3, 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 Q3, 2006 data
 National: 32,089 Adults 15+ London: 4,610 Adults 15+



STATION
Time period varies per station

WEEKLY REACH WEEKLY REACH WEEKLY REACH
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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

	Q3, 2005	Q2, 2006	Q3, 2006
BBC Radio 1 - 07.00-10.00am	6521	6789	6810
BBC Radio 2 - 07.30-09.30am	7667	8075	7650
BBC Radio 3 - 07.00-10.00am	799	752	768
BBC Radio 4 - 06.00-09.00am	6071	5872	6134
BBC Radio FIVE LIVE - 06.00-09.00am	2392	2257	2265
Classic FM - 07.00-11.00am	2973	2906	2889
talkSPORT (Talk Radio) - 06.00-10.00am	1021	947	999
Total Virgin Radio (AM/FM) - 06.00-10.00am	1248	1137	1068

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

95.8 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) - 06.00-10.00am
 Total Virgin London (AM/FM) - 06.00-10.00am
 XFM 104.9 - 06.00 -10.00am

WEEKLY REACH WEEKLY REACH WEEKLY REACH
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	Q3, 2005	Q2, 2006	Q3, 2006
BBC London 94.9 - 06.00-09.00am	251	204	201
95.8 Capital Radio - 06.00-09.00am	893	852	782
Capital Gold London - 06.00-10.00am	245	275	317
Choice FM London - 06.00-09.00am	187	241	206
Heart 106.2 FM - 06.00-09.00am	883	820	768
Kiss 100 FM - 06.00-09.00am	505	705	645
LBC 97.3 - 07.00-10.00am	303	351	358
LBC News 1152 - 06.00-10.00am	135	101	135
Magic 105.4 - 06.00-09.00am	645	803	725
Smooth FM (London) - 06.00-10.00am	163	296	176
Total Virgin London (AM/FM) - 06.00-10.00am	648	580	519
XFM 104.9 - 06.00 -10.00am	349	327	283

Source RAJAR / Ipsos MORI
 RAJAR / PJPR