

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2009

National: 27,696 Adults 15+

London: 3,561 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	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q3 2008	Q2 2009	Q3 2009
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7017	7718	7039
BBC Radio 2 - 07.30 - 09.30am	7742	7931	7757
BBC Radio 3 - 07.00 - 10.00am	682	810	816
BBC Radio 4 - 06.00 - 09.00am	6110	6509	6604
BBC Radio FIVE LIVE - 06.00 - 10.00am	2733	2750	2666
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am¹		839	727
Classic FM - 08.00 - 12.00pm	2750	2890	2771
talkSPORT - 06.00 - 10.00am	1143	1004	1067

¹ Station changed reporting survey period

RAJAR DATA RELEASE

Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 2009

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	Q3 2008	Q2 2009	Q3 2009
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	191	249	177
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹		449	438
95.8 Capital FM - 06.00 - 10.00am	987	1155	1033
Choice FM London - 06.00 - 10.00am	267	223	285
Club Asia 963+972AM - 06.00 - 10.00am	90	90	84
Gold London - 06.00 - 10.00am	141	195	166
Heart 106.2 FM London - 06.00 - 09.00am	768	818	816
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	13	33	25
Kiss 100 FM - 06.00 - 09.00am	582	789	611
LBC 97.3 - 07.00 - 10.00am	388	504	553
LBC News 1152 - 07.00 - 10.00am	137	129	184
Magic 105.4 - 05.30 - 09.00am	738	858	780
Premier Christian Radio - 07.00 - 10.30am	88	69	78
Smooth Radio (London) - 06.00 - 10.00am	232	248	224
Sunrise Radio (Greater London) - 06.00 - 09.00am	113	145	129
XFM 104.9 - 07.00 - 11.00am	212	226	237

¹ Station changed reporting survey period