

RAJAR DATA RELEASE

Quarter 1, 2011 - MAY 12, 2011



RELEASED AT 00.01HRS THURSDAY MAY 12, 2011

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:
Survey period - Q1 2011

NATIONAL: Code Q (Quarter): 25,308 Adults 15+, Code H (Half year): 49,758 Adults 15+
LONDON: Code Q (Quarter): 3,109 Adults 15+, Code H (Half year): 6,254 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 '000s | | |
|--|---------------|--------------------|-------|-------|
| | | Q1 10 | Q4 10 | Q1 11 |
| NATIONAL STATIONS - MON-FRI | | | | |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 7881 | 7454 | 7519 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 9740 | 8718 | 9182 |
| BBC Radio 3 - 07.00 - 10.00am | Q | 777 | 818 | 903 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 6435 | 6631 | 7026 |
| BBC Radio FIVE LIVE - 06.00 - 10.00am | Q | 2571 | 3165 | 2743 |
| Total Absolute Radio Network - 06.00 - 10.00am | Q | 810 | 959 | 1025 |
| Classic FM - 06.00 - 09.00am | Q | 1701 | 1918 | 1807 |
| talkSPORT - 06.00 - 10.00am | Q | 968 | 1453 | 1306 |

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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 |
| | | Q1 10 | Q4 10 | Q1 11 |
| LONDON STATIONS - MON-FRI | | | | |
| <i>Time period varies per station</i> | | | | |
| BBC London 94.9 - 06.00 - 09.00am | Q | 231 | 255 | 277 |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q | | 388 | 499 |
| Buzz Asia 963 & 972AM - 06.00 - 10.00am | H | 55 | 49 | 46 |
| Capital London - 06.00 - 10.00am | Q | 1162 | 1084 | 1227 |
| Choice FM London - 06.00 - 10.00am | Q | 252 | 264 | 216 |
| Gold London - 06.00 - 10.00am | Q | 131 | 163 | 139 |
| Heart London - 06.00 - 09.00am | Q | 798 | 728 | 860 |
| Kisat Radio 1035 (Greater London) - 06.30 - 09.00am | Q | 40 | 78 | 57 |
| Kiss 100 FM - 06.00 - 09.00am | Q | 656 | 777 | 761 |
| LBC 97.3 - 07.00 - 10.00am | Q | 597 | 591 | 589 |
| LBC News 1152 - 07.00 - 10.00am | Q | 167 | 168 | 190 |
| Magic 105.4 - 05.00 - 09.00am | Q | 789 | 854 | 839 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 57 | 86 | 30 |
| Smooth Radio (London) - 06.00 - 10.00am | Q | 215 | 176 | 244 |
| Sunrise Radio (Greater London) - 06.00 - 09.00am | Q | 148 | 178 | 164 |
| XFM London - 06.30 - 10.00am | Q | 240 | 217 | 274 |

Source: RAJAR / Ipsos MORI / RSMB