

RAJAR DATA RELEASE

Quarter 4, 2013 – February 6th 2014

BREAKFAST SHOWS (WEEKDAYS) – page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2013

NATIONAL: Code Q (Quarter): 26,554 Adults 15+, **Code H (Half year):** 52,686 Adults 15+

LONDON: Code Q (Quarter): 4,111 Adults 15+, **Code H (Half year):** 8,126 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	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI		Q4 2012	Q3 2013	Q4 2013
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	6691	5584	6293
BBC Radio 2 - 06.30 - 09.30am	Q	9524	9346	9817
BBC Radio 3 - 06.30 - 09.00am	Q	606	533	542
BBC Radio 4 - 06.00 - 09.00am	Q	7049	6810	7139
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2480	2433	2625
Total Absolute Radio Network - 06.00 - 10.00am	Q	1381	1327	1436
Classic FM - 06.00 - 09.00am	Q	1677	1557	1754
Kiss UK - 06.00 - 09.00am	H	1612	1710	1788
talkSPORT - 06.00 - 10.00am	Q	1203	1433	1386

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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		Q4 2012	Q3 2013	Q4 2013
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	156	207	215
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	610	477	488
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	40	27	41
Capital London - 06.00 - 10.00am	Q	1085	1078	1189
Capital XTRA (Was Choice FM) - 06.00 - 09.00am	Q	222	212	246
Gold London - 06.00 - 10.00am	Q	117	126	141
Heart London - 06.00 - 09.00am	Q	643	647	610
Kismet Radio 1035 (Greater London) - 06.00 - 10.00am	Q	21	27	29
Kiss 100 FM - 06.00 - 09.00am	Q	797	677	824
LBC 97.3 - 07.00 - 10.00am	Q	551	654	599
LBC News 1152 - 07.00 - 10.00am	Q	210	194	142
Magic 105.4 (London) - 05.00 - 09.00am	Q	717	644	714
Premier Christian Radio - 07.00 - 09.00am	Q	101	42	55
Smooth Radio London - 06.00 - 10.00am	Q	233	129	166
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	84	148	184
XFM London - 06.00 - 10.00am	Q	240	222	194