

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q1 2010

National: 26,437 Adults 15+
3,595 Adults 15+

London:

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	Q1 09	Q4 09	Q1 10
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7704	7240	7881
BBC Radio 2 - 07.00 - 09.30am	8100	8428	9529
BBC Radio 3 - 07.00 - 10.00am	732	728	777
BBC Radio 4 - 06.00 - 09.00am	6688	6414	6435
BBC Radio FIVE LIVE - 06.00 - 10.00am	2413	2512	2571
Total Absolute Radio Network (was Total Virgin Radio Network) - 06.00 - 10.00am	864	845	810
Classic FM - 08.00 - 12.00pm	2653	2578	2757
talkSPORT - 06.00 - 10.00am	1001	1178	968

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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	WEEKLY REACH		
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q1 09	Q4 09	Q1 10
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	208	163	231
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am	463	433	350
Buzz Asia 963 & 972AM - 06.00 - 10.00am	84	70	55
95.8 Capital FM - 06.00 - 10.00am	1066	1231	1162
Choice FM London - 06.00 - 10.00am	261	297	252
Gold London - 06.00 - 10.00am	141	112	131
Heart 106.2 FM London - 06.00 - 09.00am	833	790	798
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	27	47	37
Kiss 100 FM - 06.00 - 09.00am	776	668	656
LBC 97.3 - 07.00 - 10.00am	448	567	597
LBC News 1152 - 07.00 - 10.00am	134	131	167
Magic 105.4 - 05.30 - 09.00am	789	782	785
Premier Christian Radio - 07.00 - 09.00am	59	58	57
Smooth Radio (London) - 06.00 - 10.00am	170	175	215
Sunrise Radio (Greater London) - 06.00 - 09.00am	156	151	148
XFM 104.9 - 06.30 - 10.00am	194	223	240