

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2010

National: 25,623 Adults 15+

London: 3,407 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 2009	Q2 2010	Q3 2010
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7039	7716	7101
BBC Radio 2 - 07.00 - 09.30am	8141	8477	8136
BBC Radio 3 - 07.00 - 10.00am	816	745	819
BBC Radio 4 - 06.00 - 09.00am	6604	6978	6508
BBC Radio FIVE LIVE - 06.00 - 10.00am	2666	2862	2722
Total Absolute Radio Network - 06.00 - 10.00am	807	908	1054
Classic FM - 08.00 - 12.00pm	2771	2784	2733
talkSPORT - 06.00 - 10.00am	1067	1148	1292

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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	Q3 2009	Q2 2010	Q3 2010
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	177	205	268
Total Absolute Radio Network (London) - 06.00 - 10.00am			566
Buzz Asia 963 & 972AM - 06.00 - 10.00am	84	49	48
95.8 Capital FM - 06.00 - 10.00am	1033	1120	1150
Choice FM London - 06.00 - 10.00am	285	253	222
Gold London - 06.00 - 10.00am	166	177	196
Heart 106.2 FM London - 06.00 - 09.00am	816	925	834
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	25	45	88
Kiss 100 FM - 06.00 - 09.00am	611	903	669
LBC 97.3 - 07.00 - 10.00am	553	576	627
LBC News 1152 - 07.00 - 10.00am	184	155	212
Magic 105.4 - 05.30 - 09.00am	780	841	787
Premier Christian Radio - 07.00 - 09.00am	66	72	130
Smooth Radio (London) - 06.00 - 10.00am	224	219	222
Sunrise Radio (Greater London) - 06.00 - 09.00am	129	130	157
XFM 104.9 - 06.30 - 10.00am	228	222	222