

# RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

## BREAKFAST SHOWS – page 1 NATIONAL STATIONS

### SAMPLE SIZE

Survey period – Q4 2011

NATIONAL: Code Q (Quarter): 25,510 Adults 15+ Code H (Half year): 49,914 Adults 15+

NATIONAL: Code Q (Quarter): 3,741 Adults 15+ Code H (Half year): 7,083 Adults 15+

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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
<b>NATIONAL STATIONS - MON-FRI</b>		Q4 2010	Q3 2011	Q4 2011
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7454	7162	7242
BBC Radio 2 - 06.30 - 09.30am	Q	8718	8864	8856
BBC Radio 3 - 06.30 - 09.00am	Q	613	554	703
BBC Radio 4 - 06.00 - 09.00am	Q	6631	6759	7145
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	3165	2522	2512
<b>Total Absolute Radio Network - 06.00 - 10.00am</b>	Q	959	1108	1177
Classic FM - 06.00 - 09.00am	Q	1918	1590	1682
Kiss UK - 06.00 - 09.00am	H		1511	1540
talkSPORT - 06.00 - 10.00am	Q	1453	1347	1295

Continued....

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## BREAKFAST SHOWS (weekdays) – page 2 LONDON STATIONS

STATIONS	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
<i>Please note: the table below does not list national radio stations which are listened to in the London area</i>				
<b>LONDON STATIONS - MON-FRI</b>		Q4 2010	Q3 2011	Q4 2011
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	255	209	213
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	388	486	474
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	35	47	47
Capital London - 06.00 - 10.00am	Q	1084	1134	1319
Choice FM London - 06.00 - 09.00am	Q	230	256	239
Gold London - 06.00 - 10.00am	Q	163	206	190
Heart London - 06.00 - 09.00am	Q	728	843	814
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	78	33	34
Kiss 100 FM - 06.00 - 09.00am	Q	777	700	838
LBC 97.3 - 07.00 - 10.00am	Q	591	527	630
LBC News 1152 - 07.00 - 10.00am	Q	168	201	193
Magic 105.4 - 05.00 - 09.00am	Q	854	717	848
Premier Christian Radio - 07.00 - 09.00am	Q	86	75	44
Smooth Radio London - 06.00 - 10.00am	Q	176	249	174
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	178	143	129
XFM London - 06.30 - 10.00am	Q	217	231	228