

RAJAR DATA RELEASE

Quarter 4, 2015 – February 4th 2016

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2015

NATIONAL: Code Q (Quarter): 25,615 Adults 15+, **Code H (Half year):** 48,997 Adults 15+

LONDON: Code Q (Quarter): 3,460 Adults 15+, **Code H (Half year):** 6,560 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 2014	Q3 2015	Q4 2015
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5904	5777	5868
BBC Radio 2 - 06.30 - 09.30am	Q	9597	9422	9439
BBC Radio 3 - 06.30 - 09.00am	Q	573	539	538
BBC Radio 4 - 06.00 - 09.00am	Q	6768	6758	7025
BBC Radio 5 live - 06.00 - 10.00am	Q	2223	2224	2292
Absolute Radio - 06.00 - 10.00am	Q	815	886	1056
Classic FM - 06.00 - 09.00am	Q	1558	1658	1783
Magic Network ¹ - 06.00 - 10.00am	H		1368	1299
talkSPORT - 06.00 - 10.00am	Q	1373	1396	1295

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BREAKFAST SHOWS (WEEKDAYS) – PAGE 2

LONDON STATIONS

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
		Q4 2014	Q3 2015	Q4 2015
LONDON STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC Radio London (was BBC London 94.9) - 06.00 - 09.00am	Q	215	212	208
Absolute Radio (London) - 06.00 - 10.00am	Q	327	346	422
Capital London - 06.00 - 10.00am	Q	941	980	1080
Capital XTRA (London) - 06.00 - 10.00am	Q	166	236	276
Dilse 1035am - 6.00 - 09.30am	Q	35	21	24
Gold London - 06.00 - 10.00am	Q	157	123	148
Heart London - 06.00 - 09.00am	Q	681	514	741
Kiss (London) - 06.00 - 09.00am	Q	871	755	872
LBC 97.3 - 07.00 - 10.00am	Q	710	595	695
LBC London News (was LBC News 1152) - 07.00 - 10.00am	Q	110	186	227
Lyca Radio 1458am - 06.00 - 09.30	Q	88	42	119
Magic (London) - 06.00 - 10.00am	Q	884	771	935
Premier Christian Radio - 07.00 - 09.00am	Q	71	37	93
Smooth Radio London - 06.00 - 10.00am	Q	373	311	399
Sunrise Radio - 06.00 - 09.00am	Q	132	121	71
Radio X London (was XFM London) - 06.30 - 10.00am	Q	247	216	300