

RAJAR DATA RELEASE

Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2009

National: 27,909 Adults 15+

London: 3,605 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		
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q4 2008	Q3 2009	Q4 2009
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7298	7039	7240
BBC Radio 2 - 07.30 - 09.30am	7964	7757	8102
BBC Radio 3 - 07.00 - 10.00am	811	816	728
BBC Radio 4 - 06.00 - 09.00am	6598	6604	6414
BBC Radio FIVE LIVE - 06.00 - 10.00am	2561	2666	2512
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am¹		727	785
Classic FM - 08.00 - 12.00pm	2839	2771	2578
talkSPORT - 06.00 - 10.00am	1073	1067	1178

¹ Station changed reporting survey period

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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	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q4 2008	Q3 2009	Q4 2009
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	247	177	163
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹		438	433
Buzz Asia 963 & 972AM - 06.00 - 10.00am	79	84	70
95.8 Capital FM - 06.00 - 10.00am	981	1033	1231
Choice FM London - 06.00 - 10.00am	324	285	297
Gold London - 06.00 - 10.00am	125	166	112
Heart 106.2 FM London - 06.00 - 09.00am	868	816	790
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	18	25	47
Kiss 100 FM - 06.00 - 09.00am	722	611	668
LBC 97.3 - 07.00 - 10.00am	398	553	567
LBC News 1152 - 07.00 - 10.00am	120	184	131
Magic 105.4 - 05.30 - 09.00am	835	780	782
Premier Christian Radio - 07.00 - 10.30am	76	78	71
Smooth Radio (London) - 06.00 - 10.00am	293	224	175
Sunrise Radio (Greater London) - 06.00 - 09.00am	123	129	151
XFM 104.9 - 07.00 - 11.00am	247	237	231

¹ Station changed reporting survey period