

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



RELEASED AT 00.01HRS THURSDAY FEBRUARY 3, 2011

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2010
 National: 24,450 Adults 15+
 London: 3,145 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
	Q4 2009	Q3 2010	Q4 2010
NATIONAL STATIONS - MON-FRI			
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7240	7101	7454
BBC Radio 2 - 06.30 - 09.30am	8579	8413	8718
BBC Radio 3 - 07.00 - 10.00am	728	819	818
BBC Radio 4 - 06.00 - 09.00am	6414	6508	6631
BBC Radio FIVE LIVE - 06.00 - 10.00am	2512	2722	3165
Total Absolute Radio Network - 06.00 - 10.00am	845	1054	959
Classic FM - 06.00 - 09.00am	1641	1689	1918
talkSPORT - 06.00 - 10.00am	1178	1292	1453

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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
<i>LONDON STATIONS - MON-FRI</i>	Q4 2009	Q3 2010	Q4 2010
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	163	268	255
Total Absolute Radio Network (London) - 06.00 - 10.00am		566	388
Buzz Asia 963 & 972AM - 06.00 - 10.00am	70	48	49
95.8 Capital FM - 06.00 - 10.00am	1231	1150	1084
Choice FM London - 06.00 - 10.00am	297	222	264
Gold London - 06.00 - 10.00am	112	196	163
Heart London - 06.00 - 09.00am	790	834	728
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	47	95	78
Kiss 100 FM - 06.00 - 09.00am	668	669	777
LBC 97.3 - 07.00 - 10.00am	567	627	591
LBC News 1152 - 07.00 - 10.00am	131	212	168
Magic 105.4 - 05.30 - 09.00am	782	787	853
Premier Christian Radio - 07.00 - 09.00am	58	130	86
Smooth Radio (London) - 06.00 - 10.00am	175	222	176
Sunrise Radio (Greater London) - 06.00 - 09.00am	151	157	178
XFM London - 06.30 - 10.00am	223	222	217