

# RAJAR DATA RELEASE



Quarter 1, 2012 . May 17, 2012

## BREAKFAST SHOWS – page 1 NATIONAL STATIONS

### SAMPLE SIZE

Survey period . Q1 2012

NATIONAL: Code Q (Quarter): 26,446 Adults 15+ Code H (Half year): 51,956 Adults 15+

LONDON: Code Q (Quarter): 4,222 Adults 15+ Code H (Half year): 7,963 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 PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
<b>NATIONAL STATIONS - MON-FRI</b>		Q1 11	Q4 11	Q1 12
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7519	7242	7103
BBC Radio 2 - 06.30 - 09.30am	Q	9182	8856	9232
BBC Radio 3 - 06.30 - 09.00am	Q	699	703	576
BBC Radio 4 - 06.00 - 09.00am	Q	7026	7145	6660
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2743	2512	2563
<b>Total Absolute Radio Network - 06.00 - 10.00am</b>	Q	1025	1177	1226
Classic FM - 06.00 - 09.00am	Q	1807	1682	1699
Kiss UK - 06.00 - 09.00am	H	1524	1540	1623
talkSPORT - 06.00 - 10.00am	Q	1306	1295	1284

Continued .

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

*Please note: the table below does not list national radio stations which are listened to in the London area*

STATIONS	SURVEY	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	PERIOD	'000s	'000s	'000s
<b>LONDON STATIONS - MON-FRI</b>		Q1 11	Q4 11	Q1 12
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	277	213	183
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	499	474	532
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	37	47	51
Capital London - 06.00 - 10.00am	Q	1227	1319	1265
Choice FM London - 06.00 - 09.00am	Q	185	239	211
Gold London - 06.00 - 10.00am	Q	139	190	111
Heart London - 06.00 - 09.00am	Q	860	814	759
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	57	34	33
Kiss 100 FM - 06.00 - 09.00am	Q	761	838	750
LBC 97.3 - 07.00 - 10.00am	Q	589	630	561
LBC News 1152 - 07.00 - 10.00am	Q	190	193	196
Magic 105.4 - 05.00 - 09.00am	Q	839	848	793
Premier Christian Radio - 07.00 - 09.00am	Q	30	44	36
Smooth Radio London - 06.00 - 10.00am	Q	244	174	286
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	164	129	158
XFM London - 06.30 - 10.00am	Q	274	228	172