

RAJAR DATA RELEASE



Quarter 3, 2012 – October 25th, 2012

BREAKFAST SHOWS – page 1 NATIONAL STATIONS

SAMPLE SIZE

Survey period – Q3 2012

NATIONAL: Code Q (Quarter): 25,958 Adults 15+ Code H (Half year): 52,183 Adults 15+

LONDON: Code Q (Quarter): 3,497 Adults 15+ Code H (Half year): 7,302 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
NATIONAL STATIONS - MON-FRI		Q3 2011	Q2 2012	Q3 2012
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7162	6927	6734
BBC Radio 2 - 06.30 - 09.30am	Q	8864	8953	8546
BBC Radio 3 - 06.30 - 09.00am	Q	554	723	665
BBC Radio 4 - 06.00 - 09.00am	Q	6759	6764	6936
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2522	2647	2767
Total Absolute Radio Network - 06.00 - 10.00am	Q	1108	1420	1153
Classic FM - 06.00 - 09.00am	Q	1590	1719	1645
Kiss UK - 06.00 - 09.00am	H	1511	1560	1554
talkSPORT - 06.00 - 10.00am	Q	1347	1331	1312

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 PERIOD	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
		'000s	'000s	'000s
LONDON STATIONS - MON-FRI		Q3 2011	Q2 2012	Q3 2012
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	209	154	152
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	486	674	461
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	47	55	40
Capital London - 06.00 - 10.00am	Q	1134	1156	1165
Choice FM London - 06.00 - 09.00am	Q	256	242	176
Gold London - 06.00 - 10.00am	Q	206	146	169
Heart London - 06.00 - 09.00am	Q	843	734	611
Kismet Radio 1035 (Greater London) - 06.00 - 09.00am	Q	33	38	23
Kiss 100 FM - 06.00 - 09.00am	Q	700	735	717
LBC 97.3 - 07.00 - 10.00am	Q	527	530	566
LBC News 1152 - 07.00 - 10.00am	Q	201	191	240
Magic 105.4 - 05.00 - 09.00am	Q	717	760	822
Premier Christian Radio - 07.00 - 09.00am	Q	75	98	63
Smooth Radio London - 06.00 - 10.00am	Q	249	134	188
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	143	153	105
XFM London - 06.00 - 10.00am	Q	231	176	184