

# RAJAR DATA RELEASE

Quarter 3, 2014 – October 23<sup>rd</sup> 2014

## BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

### SAMPLE SIZE:

Survey period - Q3 2014

**NATIONAL: Code Q (Quarter):** 24,245 Adults 15+, **Code H (Half year):** 50,268 Adults 15+

**LONDON: Code Q (Quarter):** 3,522 Adults 15+, **Code H (Half year):** 7,448 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
<b>NATIONAL STATIONS - MON-FRI</b>		Q3 2013	Q2 2014	Q3 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5584	5972	5823
BBC Radio 2 - 06.30 - 09.30am	Q	9346	9908	9300
BBC Radio 3 - 06.30 - 09.00am	Q	533	526	548
BBC Radio 4 - 06.00 - 09.00am	Q	6810	6710	6692
BBC Radio 5 live - 06.00 - 10.00am	Q	2433	2595	2626
Total Absolute Radio Network - 06.00 - 10.00am	Q	1327	1539	1758
Classic FM - 06.00 - 09.00am	Q	1557	1779	1583
talkSPORT - 06.00 - 10.00am	Q	1433	1499	1511

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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>		Q3 2013	Q2 2014	Q3 2014
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	207	269	192
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	477	566	580
Capital London - 06.00 - 10.00am	Q	1078	1110	1008
Capital XTRA (London) - 06.00 - 09.00am	Q	212	128	115
Gold London - 06.00 - 10.00am	Q	126	106	144
Heart London - 06.00 - 09.00am	Q	647	821	526
Kiss 100 FM - 06.00 - 09.00am	Q	677	783	689
LBC 97.3 - 07.00 - 10.00am	Q	654	607	561
LBC News 1152 - 07.00 - 10.00am	Q	194	139	183
Magic 105.4 (London) - 06.00 - 10.00am	Q	797	786	781
Premier Christian Radio - 07.00 - 10.00am	Q	37	88	92
Smooth Radio London - 06.00 - 10.00am	Q	129	363	320
Sunrise Radio <sup>1</sup> - 06.00 - 09.00am	Q		141	109
XFM London - 06.00 - 10.00am	Q	222	148	190