

RAJAR DATA RELEASE

Quarter 4, 2014 – February 5th 2015

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2014

NATIONAL: Code Q (Quarter): 25,124 Adults 15+, **Code H (Half year):** 49,369 Adults 15+

LONDON: Code Q (Quarter): 3,676 Adults 15+, **Code H (Half year):** 7,198 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
NATIONAL STATIONS - MON-FRI		Q4 2013	Q3 2014	Q4 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	6293	5823	5904
BBC Radio 2 - 06.30 - 09.30am	Q	9817	9300	9597
BBC Radio 3 - 06.30 - 09.00am	Q	542	548	573
BBC Radio 4 - 06.00 - 09.00am	Q	7139	6692	6768
BBC Radio 5 live - 06.00 - 10.00am	Q	2625	2626	2223
Absolute Radio Network* - 06.00 - 10.00am	Q	1436	1758	1616
Classic FM - 06.00 - 09.00am	Q	1754	1583	1558
Magic Network - 06.00 - 10.00am	Q			1213
talkSPORT - 06.00 - 10.00am	Q	1386	1511	1373

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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 '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
LONDON STATIONS - MON-FRI		Q4 2013	Q3 2014	Q4 2014
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	215	192	215
Absolute Radio Network (London)* - 06.00 - 10.00am	Q	488	580	493
Capital London - 06.00 - 10.00am	Q	1189	1008	941
Capital XTRA (London) - 06.00 - 09.00am	Q	246	115	151
Gold London - 06.00 - 10.00am	Q	141	144	157
Heart London - 06.00 - 09.00am	Q	610	526	681
Kiss (London) - 06.00 - 09.00am	Q	824	689	871
LBC 97.3 - 07.00 - 10.00am	Q	599	561	710
LBC News 1152 - 07.00 - 10.00am	Q	142	183	110
Magic (London) - 06.00 - 10.00am	Q	819	781	884
Premier Christian Radio - 07.00 - 10.00am	Q	40	92	84
Smooth Radio London - 06.00 - 10.00am	Q	166	320	373
Sunrise Radio ¹ - 06.00 - 09.00am	Q		109	132
XFM London - 06.00 - 10.00am	Q	194	190	247