

RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q4 2016

NATIONAL: Code Q (Quarter): 25,881 Adults 15+, Code H (Half year): 51,052 Adults 15+
LONDON: Code Q (Quarter): 3,442 Adults 15+, Code H (Half year): 6,875 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 2015 | Q3 2016 | Q4 2016 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 5868 | 5249 | 5367 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 9439 | 9058 | 9214 |
| BBC Radio 3 - 06.30 - 09.00am | Q | 538 | 579 | 647 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 7025 | 7100 | 7449 |
| BBC Radio 5 live - 06.00 - 10.00am | Q | 2292 | 2297 | 2226 |
| Absolute Radio Network - 06.00 - 10.00am | H | 1797 | 1949 | 1959 |
| Classic FM - 06.00 - 09.00am | Q | 1783 | 1765 | 1738 |
| Kiss - 06.00 - 10.00am | Q | 2195 | 1834 | 2205 |
| Magic ¹ - 06.00 - 10.00am | Q | | 1259 | 1296 |
| talkSPORT - 06.00 - 10.00am | Q | 1295 | 1286 | 1256 |
| Radio X Network (UK) (was XFM Network (UK)) - 06.30 - 10.00am | H | 669 | 703 | 717 |

RAJAR DATA RELEASE

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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 | | Q4 2015 | Q3 2016 | Q4 2016 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio London (was BBC London 94.9) - 07.00 - 10.00am | Q | 228 | 241 | 166 |
| Absolute Radio (London) - 06.00 - 10.00am | Q | 422 | 451 | 378 |
| Capital London - 06.00 - 10.00am | Q | 1080 | 1041 | 881 |
| Capital XTRA (London) - 06.00 - 10.00am | Q | 276 | 231 | 319 |
| Gold London - 06.00 - 10.00am | Q | 148 | 141 | 123 |
| Heart London - 06.00 - 09.00am | Q | 741 | 644 | 524 |
| Kiss (London) - 06.00 - 10.00am | Q | 1089 | 853 | 983 |
| LBC 97.3 - 07.00 - 10.00am | Q | 695 | 624 | 725 |
| LBC London News (was LBC News 1152) - 07.00 - 10.00am | Q | 227 | 234 | 175 |
| Magic (London) - 06.00 - 10.00am | Q | 935 | 734 | 771 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 93 | 72 | 101 |
| Smooth Radio London - 06.00 - 10.00am | Q | 399 | 249 | 307 |
| Radio X London (was XFM London) - 06.30 - 10.00am | Q | 300 | 182 | 224 |