

# RAJAR DATA RELEASE

## Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

### BREAKFAST SHOWS (weekdays) - page 1

### NATIONAL STATIONS

#### SAMPLE SIZE:

Survey period - Q2 2010

National: 26,570 Adults 15+

London: 3,612 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	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
<b>NATIONAL STATIONS - MON-FRI</b>	Q2 2009	Q1 2010	Q2 2010
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7718	7881	7716
BBC Radio 2 - 07.00 - 09.30am	8250	9529	8477
BBC Radio 3 - 07.00 - 10.00am	810	777	745
BBC Radio 4 - 06.00 - 09.00am	6509	6435	6978
BBC Radio FIVE LIVE - 06.00 - 10.00am	2750	2571	2862
<b>Total Absolute Radio Network - 06.00 - 10.00am</b>	<b>909</b>	<b>810</b>	<b>908</b>
Classic FM - 08.00 - 12.00pm	2890	2757	2784
talkSPORT - 06.00 - 10.00am	1004	968	1148

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### LONDON STATIONS

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

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
<i>LONDON STATIONS - MON-FRI</i>	Q2 2009	Q1 2010	Q2 2010
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	249	231	205
Total Absolute Radio (London) - 06.00 - 10.00am	449	350	430
Buzz Asia 963 & 972AM - 06.00 - 10.00am	90	55	49
95.8 Capital FM - 06.00 - 10.00am	1155	1162	1120
Choice FM London - 06.00 - 10.00am	223	252	253
Gold London - 06.00 - 10.00am	195	131	177
Heart 106.2 FM London - 06.00 - 09.00am	818	798	925
Kisat Radio 1035 (Greater London) - 07.00 - 09.00am	33	37	45
Kiss 100 FM - 06.00 - 09.00am	789	656	903
LBC 97.3 - 07.00 - 10.00am	504	597	576
LBC News 1152 - 07.00 - 10.00am	129	167	155
Magic 105.4 - 05.30 - 09.00am	858	785	841
Premier Christian Radio - 07.00 - 09.00am	56	57	72
Smooth Radio (London) - 06.00 - 10.00am	248	215	219
Sunrise Radio (Greater London) - 06.00 - 10.00am	173	183	194
XFM 104.9 - 06.30 - 10.00am	192	240	222