

RAJAR DATA RELEASE

Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2011

NATIONAL: Code Q (Quarter): 24,404 Adults 15+, Code H (Half year): 48,561 Adults 15+

LONDON: Code Q (Quarter): 3,342 Adults 15+, Code H (Half year): 6,437 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		Q3 2010	Q2 2011	Q3 2011
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	7101	7439	7162
BBC Radio 2 - 06.30 - 09.30am	Q	8413	8665	8864
BBC Radio 3 - 07.00 - 10.00am	Q	819	897	749
BBC Radio 4 - 06.00 - 09.00am	Q	6508	7184	6759
BBC Radio FIVE LIVE - 06.00 - 10.00am	Q	2722	2917	2522
Total Absolute Radio Network - 06.00 - 10.00am	Q	1054	1309	1108
Classic FM - 06.00 - 09.00am	Q	1689	1721	1590
Kiss UK* - 06.00 - 09.00am	H		1608	1511
talkSPORT - 06.00 - 10.00am	Q	1292	1364	1347

* breakfast show networked nationally on digital and on local analogue areas

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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	SURVEY PERIOD	WEEKLY REACH '000s	WEEKLY REACH '000s	WEEKLY REACH '000s
		Q3 2010	Q2 2011	Q3 2011
LONDON STATIONS - MON-FRI				
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	268	224	209
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	566	593	486
Buzz Asia 963 & 972AM - 06.00 - 09.00am	H	43	45	47
Capital London - 06.00 - 10.00am	Q	1150	1143	1134
Choice FM London - 06.00 - 09.00am	Q	185	212	256
Gold London - 06.00 - 10.00am	Q	196	211	206
Heart London - 06.00 - 09.00am	Q	834	792	843
Kisat Radio 1035 (Greater London) - 06.00 - 09.00am	Q	95	69	33
Kiss 100 FM - 06.00 - 09.00am	Q	669	789	700
LBC 97.3 - 07.00 - 10.00am	Q	627	532	527
LBC News 1152 - 07.00 - 10.00am	Q	212	187	201
Magic 105.4 - 05.00 - 09.00am	Q	790	845	717
Premier Christian Radio - 07.00 - 09.00am	Q	130	97	75
Smooth Radio London - 06.00 - 10.00am	Q	222	170	249
Sunrise Radio (Greater London) - 06.00 - 09.00am	Q	157	213	143
XFM London - 06.30 - 10.00am	Q	222	283	231