

RAJAR DATA RELEASE

Quarter 2, 2014 – July 31st 2014

BREAKFAST SHOWS (WEEKDAYS) – page 1 NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2014

NATIONAL: Code Q (Quarter): 26,023 Adults 15+, **Code H (Half year):** 51,672 Adults 15+

LONDON: Code Q (Quarter): 3,926 Adults 15+, **Code H (Half year):** 7,653 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		Q2 2013	Q1 2014	Q2 2014
<i>Time period varies per station</i>				
BBC Radio 1 - 06.30 - 10.00am	Q	5889	5853	5972
BBC Radio 2 - 06.30 - 09.30am	Q	9751	9834	9908
BBC Radio 3 - 06.30 - 09.00am	Q	615	673	526
BBC Radio 4 - 06.00 - 09.00am	Q	6970	7059	6710
BBC Radio 5 live - 06.00 - 10.00am	Q	2591	2391	2595
Total Absolute Radio Network - 06.00 - 10.00am	Q	1527	1473	1539
Classic FM - 06.00 - 09.00am	Q	1734	1686	1779
talkSPORT - 06.00 - 10.00am	Q	1436	1469	1499

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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		Q2 2013	Q1 2014	Q2 2014
<i>Time period varies per station</i>				
BBC London 94.9 - 06.00 - 09.00am	Q	232	167	269
Total Absolute Radio Network (London) - 06.00 - 10.00am	Q	691	573	566
Capital London - 06.00 - 10.00am	Q	1103	923	1110
Capital XTRA (London) - 06.00 - 09.00am	Q	290	151	128
Gold London - 06.00 - 10.00am	Q	155	159	106
Heart London - 06.00 - 09.00am	Q	883	779	821
Kiss 100 FM - 06.00 - 09.00am	Q	864	799	783
LBC 97.3 - 07.00 - 10.00am	Q	659	647	607
LBC News 1152 - 07.00 - 10.00am	Q	213	111	139
Magic 105.4 (London) - 06.00 - 10.00am	Q	800	895	786
Premier Christian Radio - 07.00 - 09.00am	Q	82	36	82
Smooth Radio London - 06.00 - 10.00am	Q	169	227	363
Sunrise Radio ¹ - 06.00 - 09.00am	Q			141
XFM London - 06.00 - 10.00am	Q	182	224	148