

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008



KEY

Quarter 2, 2007 in green
 Quarter 1, 2008 in blue
 Quarter 2, 2008 in pink

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.

SAMPLE SIZE: sample size is denoted by survey Q2, 2008 data

National 33,512 Adults 15+
 London 4,781 Adults 15+

STATION

Time period varies per station

NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 06.30 - 10.00am
 BBC Radio 2 - 07.30 - 09.30am
 BBC Radio 3 - 07.00 - 10.00am
 BBC Radio 4 - 06.00 - 09.00am
 BBC Radio FIVE LIVE - 06.00 - 09.00am

Classic FM - 08.00 - 12.00am
 talkSPORT - 06.00 - 10.00am
 Total Virgin Radio - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2007	Q1, 2008	Q2, 2008
	7412	7722	7207
	7920	8104	7747
	727	768	734
	6184	6418	6258
	2291	2271	2338
	2916	2806	2791
	1027	1151	1069
	1195	1183	1176

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

LONDON STATIONS - MON TO FRI

Time period varies per station

BBC London 94.9 - 06.00 - 09.00am

95.8 Capital Radio - 06.00 - 10.00am
 Choice FM London - 06.00 - 10.00am
 Club Asia 963+972AM - 06.00 - 10.00am
 Gold London (was Capital Gold London) - 06.00 - 10.00am
 Heart 106.2 FM - 06.00 - 09.00am
 Kismet Radio 1035 (Greater London) - 07.00 - 09.00am
 Kiss 100 FM - 06.00 - 09.00am
 LBC 97.3 - 07.00 - 10.00am
 LBC News 1152 - 06.00 - 10.00am
 Magic 105.4 - 06.00 - 09.00am
 Premier Christian Radio - 07.00 - 10.30am
 Smooth Radio (London) - 06.00 - 10.00am
 Sunrise Radio (Greater London) - 07.00 - 10.00am
 Total Virgin (London) - 06.00 - 10.00am
 XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2007	Q1, 2008	Q2, 2008
	231	245	221
	940	943	944
	276	273	262
	127	106	103
	190	96	97
	874	893	844
	14	27	22
	688	656	587
	407	465	366
	155	109	157
	823	831	868
	117	64	59
	197	206	206
	243	196	132
	603	625	596
	308	199	222

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR