

**RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008**  
**NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)**

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009



KEY
Quarter 4, 2007 in green
Quarter 3, 2008 in blue
Quarter 4, 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 Q4, 2008 data

National 33,326 Adults 15+  
 London 4,790 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

Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am  
 Classic FM - 08.00 - 12.00am  
 talkSPORT - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2007	Q3, 2008	Q4, 2008
	7309	7017	7298
	7731	7742	7964
	809	682	811
	6204	6110	6598
	2333	2402	2291
	1162	1106	861
	2996	2750	2839
	1097	1143	1073

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

Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am  
 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 - 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 - 07.00 - 09.30am  
 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  
 XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2007	Q3, 2008	Q4, 2008
	178	191	247
	595	554	466
	942	987	981
	287	267	324
	102	90	79
	114	141	125
	915	768	868
	12	13	18
	675	582	722
	444	388	398
	92	125	106
	811	732	813
	64	88	76
	217	232	293
	149	129	133
	256	205	251

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR