

RELEASED AT 07.00HRS THURSDAY 31 JANUARY, 2008

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays) (r)

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Radio Joint
Audience
Research
Limited

KEY

Quarter 4, 2006 in green

Quarter 3, 2007 in blue

Quarter 4, 2007 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, 2007 data

National 31,821 Adults 15+

London 4,639 Adults 15+

STATION

Time period varies per station

WEEKLY REACH WEEKLY REACH WEEKLY REACH
000s 000s 000s

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

	Q4, 2006	Q3, 2007	Q4, 2007
	6976	7109	7309
	7982	7680	7731
	833	713	809
	6205	5908	6204
	2330	2288	2333
	2830	3062	2996
	1046	1091	1097
	1129	1148	1162

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 - 06.30 - 10.00am
Choice FM London - 06.00 - 09.00am
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) - 06.00 - 09.00am
Total Virgin (London) - 06.00 - 10.00am
XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2006	Q3, 2007	Q4, 2007
	238	214	178
	899	1025	937
	341	229	262
	99	117	102
	298	211	114
	948	810	915
	34	16	12
	650	702	675
	354	394	444
	139	151	108
	733	885	811
	72	103	64
	200	230	217
	189	188	121
	551	567	595
	270	267	256

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR