

**RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008**  
**NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)**

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008



**KEY**

Quarter 3, 2007 in green  
 Quarter 2, 2008 in blue  
 Quarter 3, 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 Q3, 2008 data

National 32,849 Adults 15+  
 London 4,851 Adults 15+

**STATION**

*Time period varies per station*

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

	Q3, 2007	Q2, 2008	Q3, 2008
	7109	7207	7017
	7680	7747	7742
	713	734	682
	5908	6258	6110
	2288	2338	2402
	3062	2791	2750
	1091	1069	1143
	1148	1176	1106

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 - 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  
 Total Virgin (London) - 06.00 - 10.00am  
 XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q3, 2007	Q2, 2008	Q3, 2008
	214	221	191
	1035	944	987
	276	262	267
	117	103	90
	211	97	141
	810	844	768
	16	22	13
	702	587	582
	394	366	388
	135	142	125
	885	868	732
	103	59	88
	230	206	232
	188	132	129
	567	596	554
	267	222	205