

## RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2007

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

RELEASED AT 07.00 HRS, THURSDAY AUGUST 16, 2007

KEY
Quarter 2, 2006 in green
Quarter 1, 2007 in blue
Quarter 2, 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 Q2, 2007 data

National 32,124 Adults 15+  
London 4,309 Adults 15+



Radio Joint  
Audience  
Research  
Limited

#### STATION

Time period varies per station

#### NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 07.00-10.00am  
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 - 07.00-11.00am  
talkSPORT (Talk Radio) - 06.00-10.00am  
Total Virgin Radio - 06.00-10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2006	Q1, 2007	Q2, 2007
	6789	7061	7257
	8075	7882	7920
	752	765	727
	5872	6400	6184
	2257	2319	2291
	2906	2917	2829
	947	1034	1027
	1137	1181	1195

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 - 06.00-09.00am  
Capital Gold London - 06.00-10.00am  
Choice FM London - 06.00-09.00am  
Club Asia 963+972AM - 0600-10.00am  
Heart 106.2 FM - 06.00-09.00am  
Kismet Radio 1035 (Greater London) - 07.00-10.00am  
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 FM (London) - 06.00-10.00am  
Sunrise Radio (Greater London) - 07.00-09.00am  
Total Virgin Radio London - 06.00-10.00am  
XFM 104.9 - 06.00-10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2006	Q1, 2007	Q2, 2007
	204	253	231
	852	854	836
	275	247	190
	241	299	222
		100	127
	820	825	874
	40	52	26
	705	583	688
	351	379	407
	101	194	155
	803	721	823
	73	67	117
	296	236	197
	166	205	195
	580	573	603
	327	318	308

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

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR