

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00HRS THURSDAY OCTOBER 25, 2007



KEY

Quarter 3, 2006 in green
 Quarter 2, 2007 in blue
 Quarter 3, 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 Q3, 2007 data

National 30,724 Adults 15+
 London 4,652 Adults 15+

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

Q3, 2006	Q2, 2007	Q3, 2007
6810	7257	6982
7650	7920	7680
768	727	713
6134	6184	5908
2265	2291	2288
2889	2829	3004
999	1027	1091
1068	1195	1148

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
 Choice FM London - 06.00 - 09.00am
 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 - 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 Radio (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

Q3, 2006	Q2, 2007	Q3, 2007
201	231	214
782	836	880
206	222	229
57	127	117
317	190	211
768	874	810
26	26	27
645	688	702
358	407	394
135	155	151
725	823	885
72	117	103
176	197	230
166	195	162
619	603	567
283	308	267

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

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR