

**RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2006**  
**NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)**

RELEASED AT 07.00 HRS, THURSDAY FEBRUARY 1, 2007



KEY	
Quarter 4, 2005	in green
Quarter 3, 2006	in blue
Quarter 4, 2006	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, 2006 data

National 33,086 Adults 15+  
 London 4,632 Adults 15+

**STATION**  
*Time period varies per station*

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

**NATIONAL STATIONS - MON-FRI**

	Q4, 2005	Q3, 2006	Q4, 2006
BBC Radio 1 - 07.00-10.00am	6658	6810	6821
BBC Radio 2 - 07.30-09.30am	7972	7650	7982
BBC Radio 3 - 07.00-10.00am	779	768	833
BBC Radio 4 - 06.00-09.00am	6225	6134	6205
BBC Radio FIVE LIVE - 06.00-09.00am	2122	2265	2330
Classic FM - 07.00-11.00am	3053	2889	2745
talkSPORT (Talk Radio) - 06.00-10.00am	995	999	1046
Total Virgin Radio (AM/FM) - 06.00-10.00am	1243	1068	1129

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*

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2005	Q3, 2006	Q4, 2006
BBC London 94.9 - 06.00-09.00am	214	201	238
95.8 Capital Radio - 06.00-09.00am	987	782	813
Capital Gold London - 06.00-10.00am	335	317	298
Choice FM London - 06.00-09.00am	235	206	341
Club Asia 963+972AM - 0600-10.00am			99
Heart 106.2 FM - 06.00-09.00am	918	768	948
Kismet Radio 1035 (Greater London) - 07.00-10.00am	60	26	34
Kiss 100 FM - 06.00-09.00am	683	645	650
LBC 97.3 - 07.00-10.00am	361	358	354
LBC News 1152 - 06.00-10.00am	106	135	139
Magic 105.4 - 06.00-09.00am	682	725	733
Premier Christian Radio - 07.00-10.30am	119	72	72
Smooth FM (London) - 06.00-10.00am	301	176	200
Sunrise Radio (Greater London) - 07.00-09.00am	299	166	177
Total Virgin London (AM/FM) - 06.00-10.00am	628	519	551
XFM 104.9 - 06.00 -10.00am	275	283	270

Source RAJAR / Ipsos MORI  
 RAJAR / PJPR