

# RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2007

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

RELEASED AT 07.00 HRS, THURSDAY MAY 10, 2007



### KEY

- Quarter 1, 2006 in green
- Quarter 4, 2006 in blue
- Quarter 1, 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 Q1, 2007 data  
 National 32,660 Adults 15+  
 London 4,454 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 (AM/FM) - 06.00-10.00am

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

	Q1, 2006	Q4, 2006	Q1, 2007
	6317	6821	7061
	7766	7982	7882
	839	833	765
	6121	6205	6400
	2320	2330	2319
	2905	2745	2917
	976	1046	1034
	1246	1129	1181

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 London (AM/FM) - 06.00-10.00am
- XFM 104.9 - 06.00 -10.00am

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

	Q1, 2006	Q4, 2006	Q1, 2007
	197	238	253
	963	813	854
	267	298	247
	324	341	299
		99	100
	855	948	825
	15	34	52
	658	650	583
	402	354	379
	155	139	194
	804	733	721
	86	72	67
	214	200	236
	113	177	205
	622	551	573
	340	270	318

Source RAJAR / Ipsos MORI

RAJAR / PJPR



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