

**RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2008**  
**NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)**

RELEASED AT 07.00HRS THURSDAY MAY 1, 2008

KEY
Quarter 1, 2007 in green
Quarter 4, 2007 in blue
Quarter 1, 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 Q1, 2008 data

National 31,801 Adults 15+  
 London 4,321 Adults 15+



**STATION**

*Time period varies per station*

**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

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q1, 07	Q4, 07	Q1, 08
	7202	7309	7722
	7882	7731	8104
	765	809	768
	6400	6204	6418
	2319	2333	2271
	3025	2996	2806
	1034	1097	1151
	1181	1162	1183

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 (was Capital 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 - 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 - 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
	Q1, 07	Q4, 07	Q1, 08
	253	178	245
	965	942	943
	319	287	273
	100	102	106
	247	114	96
	825	915	893
	50	12	27
	583	675	656
	379	444	465
	194	108	109
	721	811	831
	67	64	64
	236	217	206
	231	149	196
	573	595	625
	318	256	199

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