

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2004 - LONDON STATIONS

EMBARGOED UNTIL 11.00AM THURSDAY JULY 29, 2004

Quarter 2, 2003 in green

Quarter 1, 2004 in blue

Quarter 2, 2004 in pink

* = less than 0.5%

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.

TOTAL HOURS : The overall number of hours of adult listening to a station in the UK/area in an average week

SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the UK/area in an average week

SAMPLE SIZE: Survey Period - Code Q - 4,583 Adults 15+

STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE	SHARE	SHARE
		000	000	000	000	000	000	%	%	%
		Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04
BBC LONDON 94.9	Q	454	463	539	3043	2325	4609	1.4	1.0	2.1
95.8 CAPITAL FM	Q	2624	2341	2107	18991	17827	14581	8.9	7.9	6.6
CAPITAL GOLD LONDON	Q	1077	893	778	5789	4928	5521	2.7	2.2	2.5
XFM 104.9	Q	437	559	577	2336	4133	3823	1.1	1.8	1.7
CHOICE FM LONDON	Q	326	254	376	2440	2376	2824	2.1	2.0	2.3
HEART 106.2 FM	Q	1852	1789	1929	14338	13203	14556	6.7	5.8	6.5
LBC 97.3	Q	517	697	596	5688	7704	6615	2.7	3.4	3.0
LBC NEWS 1152	Q	444	368	326	2303	2080	1510	1.1	0.9	0.7
KISS 100 FM	Q	1602	1477	1554	9795	9424	10559	4.6	4.2	4.7
MAGIC 105.4	Q	1352	1462	1535	9416	10448	10152	4.4	4.6	4.6
JAZZ FM LONDON	Q	744	703	714	4268	4916	4112	2.0	2.2	1.8
PREMIER CHRISTIAN RADIO	Q	148	196	169	1271	2716	1845	0.6	1.2	0.8
EASY RADIO (LONDON) (New TSA)	Q		31	45		59	128		*	0.1
SUNRISE RADIO (GREATER LONDON)	Q	469	443	425	4592	6399	4595	2.1	2.8	2.1
VIRGIN LONDON (AM/FM)	Q	1109	1099	1177	6579	6738	8007	3.1	3.0	3.6

Source RAJAR / IPSOS-RSL

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