

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2004 - LONDON STATIONS

RELEASED AT 7.00AM THURSDAY OCTOBER 21, 2004

KEY	
Quarter 3, 2003 in green	
Quarter 2, 2004 in blue	
Quarter 3, 2003 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 (Quarter): 4,103 Adults 15+

STATIONS

	SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE %	SHARE %	SHARE %
		000 Q3 03	000 Q2 04	000 Q3 04	Q3 03	Q2 04	Q3 04	Q3 03	Q2 04	Q3 04
BBC LONDON 94.9	Q	441	539	520	2557	4609	4353	1.1	2.1	2.0
95.8 CAPITAL FM	Q	2269	2107	2172	15613	14581	15542	7.0	6.6	7.2
CAPITAL GOLD LONDON	Q	1017	778	745	5084	5521	3630	2.3	2.5	1.7
XFM 104.9	Q	502	577	572	4684	3823	3370	2.1	1.7	1.6
CHOICE FM LONDON	Q	415	376	383	3142	2824	3749	2.5	2.3	3.2
HEART 106.2 FM	Q	1948	1929	1810	16153	14556	11777	7.2	6.5	5.4
LBC 97.3	Q	558	596	506	5319	6615	4777	2.4	3.0	2.2
LBC NEWS 1152	Q	279	326	284	1348	1510	1366	0.6	0.7	0.6
KISS 100 FM	Q	1499	1554	1527	9095	10559	9814	4.1	4.7	4.5
MAGIC 105.4	Q	1415	1535	1581	11102	10152	10471	5.0	4.6	4.8
JAZZ FM LONDON	Q	833	714	845	4501	4112	4700	2.0	1.8	2.2
PREMIER CHRISTIAN RADIO	Q	223	169	170	3325	1845	1344	1.5	0.8	0.6
EASY RADIO (LONDON) (New TSA)	Q		45	40		128	87		0.1	*
SUNRISE RADIO (GREATER LONDON)	Q	405	425	346	2600	4595	2768	1.2	2.1	1.3
VIRGIN LONDON AM/FM	Q	1199	1177	1112	7658	8007	7390	3.4	3.6	3.4

Source: RAJAR / IPSOS-RSL

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