

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2004 - NATIONAL STATIONS

EMBARGOED UNTIL 11.00AM THURSDAY MAY 6, 2004

Quarter 1, 2003 in green

Quarter 4, 2003 in blue

Quarter 1, 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 - 31,264 Adults 15+

STATIONS	SURVEY PERIOD	REACH 000	REACH 000	REACH 000	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE %	SHARE %	SHARE %
		Q1 03	Q4 03	Q1 04	Q1 03	Q4 03	Q1 04	Q1 03	Q4 03	Q1 04
ALL RADIO	Q	44786	43915	43914	1093531	1075871	1086425	100	100	100
ALL BBC	Q	33273	32036	32381	584674	568985	571893	53.5	52.9	52.6
ALL BBC NETWORK RADIO	Q	28750	28032	28239	451240	451943	450765	41.3	42	41.5
BBC RADIO 1	Q	10343	9440	9848	86309	82911	82759	7.9	7.7	7.6
BBC RADIO 2	Q	13234	13151	12902	171783	172309	166593	15.7	16	15.3
BBC RADIO 3	Q	2096	2192	2290	12138	14635	13502	1.1	1.4	1.2
BBC RADIO 4	Q	10034	9513	9372	129176	123578	119733	11.8	11.5	11
BBC RADIO FIVE LIVE	Q	6415	6125	6476	51835	47209	55253	4.7	4.4	5.1
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q		6150	6521		47662	55916		4.4	5.1
FIVE LIVE SPORTS EXTRA	Q		257	369		453	662	*		0.1
6 MUSIC FROM THE BBC	Q		155	187		594	830		0.1	0.1
1XTRA FROM THE BBC	Q		248	263		1032	1357		0.1	0.1
BBC 7	Q		267	398		1065	1206		0.1	0.1
BBC WORLD SERVICE	Q	1395	1296	1315	7769	6671	7020	0.7	0.6	0.6
BBC ASIAN NETWORK UK	Q	433	453	383	3245	3266	3594	0.3	0.3	0.3

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STATIONS

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	TOTAL	TOTAL	TOTAL	SHARE	SHARE	SHARE
		000	000	000	HOURS	HOURS	HOURS	%	%	%
		Q1 03	Q4 03	Q1 04	Q1 03	Q4 03	Q1 04	Q1 03	Q4 03	Q1 04
BBC LOCAL REGIONAL	Q	11121	10270	10648	125665	117042	121127	11.5	10.9	11.1
ALL COMMERCIAL	Q	32109	31539	31638	486654	486848	494622	44.5	45.3	45.5
ALL NAT. COMMERCIAL	Q	11274	12748	13009	86598	102991	107777	7.9	9.6	9.9
THE ARROW (UK)	Q		24	33		162	149	*	*	*
CAPITAL DISNEY	Q		39	28		168	87	*	*	*
TOTAL CAPITAL GOLD UK	H		1745	1648		11455	9923		1.1	0.9
CLASSIC FM	Q	6872	6210	6544	49997	46609	49170	4.6	4.3	4.5
CLASSIC GOLD NETWORK (TOTAL UK)	H		912	895		8550	8042		0.8	0.7
CORE	Q		98	129		314	420	*	*	*
GALAXY NETWORK (UK)	Q		2734	2582		20432	19480		1.9	1.8
TOTAL HEART (UK)	Q		3024	3000		24835	23792		2.3	2.2
HEAT	Q		58	158		280	457	*	*	*
THE HITS	Q		824	827		3682	2627		0.3	0.2
TOTAL JAZZ NETWORK (UK)	Q	1364	1424	1446	7402	7045	8412	0.7	0.7	0.8
KERRANG!	Q	771	722	775	2886	2380	2378	0.3	0.2	0.2
MOJO RADIO	Q		85	120	12787	12715	12507	1.2	1.2	1.2
TOTAL KISS	Q	2435	2378	2383		7799	9933		0.7	0.9
TOTAL LBC (UK)	Q		783	865		19465	22216		1.8	2
TOTAL MAGIC	Q		2592	2831		194	510	*	*	*
ONEWORD RADIO	H	50	64	76	138	203	264 *	*	*	*
PLANET ROCK	Q		199	242		727	1036		0.1	0.1
Q	Q		378	371		1086	848		0.1	0.1
SAGA'S PRIMETIME RADIO	Q		120	101		788	618		0.1	0.1
SMASH HITS RADIO	Q	759	751	641	2941	2410	1929	0.3	0.2	0.2
THE STORM	Q		74	101		189	407	*	*	*
SUNRISE RADIO NATIONAL	Q		620	569		5009	7275		0.5	0.7
TALKSPORT (TALK RADIO)	Q	2249	1866	2141	18708	15326	21099	1.7	1.4	1.9
VIRGIN RADIO (AM ONLY)	Q	2090	1959	1832	11928	10665	9701	1.1	1	0.9
TOTAL XFM (UK)	Q		614	678		3828	4718		0.4	0.4
YARR RADIO	Q		13	10		69	30	*	*	*
ALL LOCAL COMMERCIAL	Q	27428	26076	26290	400055	382094	386846	36.6	36.1	35.6
OTHER LISTENING	Q	2840	2456	2589	22204	20038	19910	2	1.9	1.8