

# RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2004 - LONDON STATIONS

RELEASED AT 7.00AM THURSDAY JANUARY 27, 2005

KEY	
Quarter 4, 2003 in green	
Quarter 3, 2004 in blue	
Quarter 4, 2004 in pink	
% Change Y/Y and Q/Q for reach only	
* = 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.

**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): 4,510 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		000	000	000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 03	Q3 04	Q4 04	04 vs 03	Q4 vs Q3	Q4 03	Q3 04	Q4 04
BBC LONDON 94.9	Q	564	520	451	-20.0%	-13.3%	1.5	2.0	1.7
95.8 CAPITAL FM	Q	2304	2172	2043	-11.3%	-5.9%	7.8	7.2	6.2
CAPITAL GOLD LONDON	Q	1016	745	731	-28.1%	-1.9%	2.1	1.7	2.3
XFM 104.9	Q	514	572	535	4.1%	-6.5%	1.5	1.6	1.8
CHOICE FM LONDON	Q	306	383	475	55.2%	24.0%	2.3	3.2	1.5
HEART 106.2 FM	Q	1901	1810	1621	-14.7%	-10.4%	7.0	5.4	5.3
LBC 97.3	Q	573	506	468	-18.3%	-7.5%	2.5	2.2	2.1
LBC NEWS 1152	Q	341	284	264	-22.6%	-7.0%	0.9	0.6	1.0
KISS 100 FM	Q	1381	1527	1488	7.7%	-2.6%	4.0	4.5	3.9
MAGIC 105.4	Q	1377	1581	1593	15.7%	0.8%	4.5	4.8	6.1
JAZZ FM LONDON	Q	835	845	641	-23.2%	-24.1%	1.9	2.2	1.7
PREMIER CHRISTIAN RADIO	Q	171	170	145	-15.2%	-14.7%	1.2	0.6	0.9
EASY RADIO (LONDON) (New TSA)	Q		40	21	N/A	-47.5%		*	*
SUNRISE RADIO (GREATER LONDON)	Q	434	346	355	-18.2%	2.6%	1.7	1.3	0.9
TOTAL VIRGIN LONDON (AM/FM)	Q	1021	1112	1064	4.2%	-4.3%	2.6	3.4	3.3

Source: RAJAR / IPSOS-RSL