

# RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2004 - LONDON 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 - 4506 Adults 15+

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 LONDON 94.9	Q	437	564	463	2630	3406	2325	1.2	1.5	1
- 95.8 CAPITAL FM	Q	2413	2304	2341	17967	17352	17827	8.1	7.8	7.9
- CAPITAL GOLD LONDO	Q	1037	1016	893	6328	4733	4928	2.9	2.1	2.2
XFM 104.9	Q	442	514	559	3868	3320	4133	1.7	1.5	1.8
HEART 106.2 FM	Q	1849	1901	1789	13612	15568	13203	6.2	7	5.8
- LBC 97.3	Q	447	573	697	4057	5511	7704	1.8	2.5	3.4
- LBC NEWS 1152	Q	441	341	368	3256	1904	2080	1.5	0.9	0.9
KISS 100 FM	Q	1474	1381	1477	8993	8971	9424	4.1	4	4.2
MAGIC 105.4	Q	1248	1377	1462	8069	10031	10448	3.6	4.5	4.6
JAZZ FM LONDON	Q	701	835	703	4275	4213	4916	1.9	1.9	2.2
PREMIER CHRISTIAN RA	Q	194	171	196	1777	2727	2716	0.8	1.2	1.2
SUNRISE RADIO (GREAT	Q	388	434	443	3740	3788	6399	1.7	1.7	2.8
VIRGIN FM LONDON	Q	893	838	951	5347	3926	5155	2.4	1.8	2.3