

# RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2004 - NATIONAL 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 - 31,975 Adults 15+

## STATIONS

SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE	SHARE	SHARE
	000	000	000				%	%	%
	Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04

STATIONS	SURVEY PERIOD	REACH 000	REACH 000	REACH 000	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE %	SHARE %	SHARE %
		Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04
<b>ALL RADIO</b>	Q	43663	43914	43923	1046813	1086425	1071928	100.0	100.0	100.0
<b>ALL BBC</b>	Q	31961	32381	32395	555137	571893	569438	53.0	52.6	53.1
<b>ALL BBC NETWORK RADIO</b>	Q	27761	28239	28563	427077	450765	452668	40.8	41.5	42.2
BBC RADIO 1	Q	9870	9848	9725	79523	82759	88529	7.6	7.6	8.3
BBC RADIO 2	Q	13025	12902	13432	170274	166593	173421	16.3	15.3	16.2
BBC RADIO 3	Q	2000	2290	2021	11447	13502	12077	1.1	1.2	1.1
BBC RADIO 4	Q	9695	9372	9508	119699	119733	117686	11.4	11.0	11.0
BBC RADIO FIVE LIVE	Q	5803	6476	6086	46135	55253	47837	4.4	5.1	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q		6521	6151		55916	48595		5.1	4.5
FIVE LIVE SPORTS EXTRA	Q		369	415		662	758		0.1	0.1
6 MUSIC FROM THE BBC	Q		187	200		830	642		0.1	0.1
1XTRA FROM THE BBC	Q		263	293		1357	1021		0.1	0.1
BBC 7	Q		398	388		1206	2011		0.1	0.2
BBC WORLD SERVICE	Q	1463	1315	1367	7573	7020	6960	0.7	0.6	0.6
BBC ASIAN NETWORK UK	Q	421	383	493	2693	3594	3393	0.3	0.3	0.3
<b>BBC LOCAL REGIONAL</b>	Q	10146	10648	10197	118706	121127	116770	11.3	11.1	10.9

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STATIONS	SURVEY PERIOD	REACH	REACH	REACH	TOTAL HOURS	TOTAL HOURS	TOTAL HOURS	SHARE	SHARE	SHARE
		000	000	000				%	%	%
		Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04	Q2 03	Q1 04	Q2 04
<b>ALL COMMERCIAL</b>	Q	31425	31638	31359	469714	494622	482457	44.9	45.5	45.0
<b>ALL NATIONAL COMMERCIAL</b>	Q	11626	13009	13088	87861	107777	108528	8.4	9.9	10.1
THE ARROW (UK)	Q		33	24		149	158		*	*
CAPITAL DISNEY	Q		28	31		87	191		*	*
TOTAL CAPITAL GOLD UK	H		1648	1532		9923	10292		0.9	0.9
CLASSIC FM	Q	6568	6544	6487	46853	49170	48081	4.5	4.5	4.5
CLASSIC GOLD NETWORK (TOTAL UK)	H		895	920		8042	8269		0.7	0.8
CORE	Q		129	132		420	362		*	*
GALAXY NETWORK (UK)	Q		2582	2708		19480	20396		1.8	1.9
TOTAL HEART (UK)	Q		3000	3259		23792	24999		2.2	2.3
HEAT	Q		158	150		457	483		*	*
THE HITS	Q		827	880		2627	2826		0.2	0.3
TOTAL JAZZ/SMOOTH NETWORK (UK)	Q	1421	1446	1489	7628	8412	9453	0.7	0.8	0.9
KERRANG!	Q	773	775	723	3231	2378	2402	0.3	0.2	0.2
TOTAL KISS	Q	2573	2383	2532	13384	12507	13889	1.3	1.2	1.3
TOTAL LBC (UK)	Q		865	807		9933	8322		0.9	0.8
TOTAL MAGIC	Q		2831	2679		22216	19203		2.0	1.8
MOJO RADIO	Q		120	136		510	555		*	0.1
ONEWORD RADIO	H	61	76	87	289	264	289	*	*	*
PLANET ROCK	Q		242	221		1036	1005		0.1	0.1
Q	Q		371	348		848	741		0.1	0.1
SAGA'S PRIMETIME RADIO	Q		101	127		618	622		0.1	0.1
SMASH HITS RADIO	Q	853	641	725	3139	1929	2333	0.3	0.2	0.2
THE STORM	Q		101	78		407	264		*	*
SUNRISE RADIO NATIONAL	Q		569	581		7275	6430		0.7	0.6
TALKSPORT (TALK RADIO)	Q	2160	2141	2155	16482	21099	19064	1.6	1.9	1.8
TOTAL VIRGIN RADIO	Q	2796	2486	2632	16257	14864	17398	1.6	1.4	1.6
TOTAL XFM (UK)	Q	606	678	701	2831	4718	4255	0.3	0.4	0.4
YARR RADIO	Q		10	17		30	80		*	*
<b>ALL LOCAL COMMERCIAL</b>	Q	26571	26290	25923	380676	386846	373929	37.2	35.6	34.9
<b>OTHER LISTENING</b>	Q	2809	2589	2693	21962	19910	20032	2.1	1.8	1.9

Source RAJAR / IPSOS-RSL