

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2005 - LONDON STATIONS

RELEASED AT 7.00 AM THURSDAY FEBRUARY 2, 2006



KEY

Quarter 4, 2004 in green
 Quarter 3, 2005 in blue
 Quarter 4, 2005 in pink
 % Change Y/Y and Q/Q for reach only
 * = less than 0.05%

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

LONDON SAMPLE SIZE Q4 2005: Survey Period - Code Q (Quarter): 4,911 Adults 15+ / Code H (Half year) 9,207 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 04	Q3 05	Q4 05	Q4 05 vs Q4 04	Q4 05 vs Q3 05	Q4 04	Q3 05	Q4 05
BBC LONDON 94.9	Q	451	561	546	21.1	-2.7	1.7	1.5	1.4
95.8 CAPITAL FM	Q	2043	1805	1802	-11.8	-0.2	6.2	5.1	5.9
CAPITAL GOLD LONDON	Q	731	637	725	-0.8	13.8	2.3	1.0	2.1
CHOICE FM LONDON	Q	475	449	510	7.4	13.6	1.5	1.3	1.9
HEART 106.2 FM	Q	1621	1911	1763	8.8	-7.7	5.3	6.4	6.0
KISMAT RADIO 1035 (GREATER LONDON)	Q	21	42	60	185.7	42.9	*	0.1	0.1
KISS 100 FM	Q	1488	1363	1432	-3.8	5.1	3.9	3.5	3.7
LBC 97.3	Q	468	598	537	14.7	-10.2	2.1	2.9	2.5
LBC NEWS 1152	Q	264	272	237	-10.2	-12.9	1.0	0.7	0.6
MAGIC 105.4	Q	1593	1712	1672	5.0	-2.3	6.1	5.3	4.9
PREMIER CHRISTIAN RADIO	Q	145	202	142	-2.1	-29.7	0.9	1.3	0.5
SMOOTH FM (LONDON)	Q	641	463	541	-15.6	16.8	1.7	1.3	1.7
SUNRISE RADIO (GREATER LONDON)	Q	355	381	320	-9.9	-16.0	0.9	1.7	1.7
TOTAL VIRGIN LONDON (AM/FM)	H	1064	1166	1156	8.6	-0.9	3.3	3.2	3.6
XFM 104.9	Q	535	628	497	-7.1	-20.9	1.8	2.0	1.5

Source: RAJAR / Ipsos MORI

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