

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2005 - LONDON STATIONS

RELEASED AT 7.00AM THURSDAY AUGUST 4, 2005

KEY

Quarter 2, 2004 in green

Quarter 1, 2005 in blue

Quarter 2, 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

SAMPLE SIZE Q2 2005: Survey Period - Code Q (Quarter): 31,303 Adults 15+ / Code H (Half year) 62,160 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 04	Q1 05	Q2 05	Q2 05 vs Q2 04	Q2 05 vs Q1 05	Q2 04	Q1 05	Q2 05
BBC LONDON 94.9	Q	539	492	339	-37.1%	-31.1%	2.1	1.4	1.6
95.8 CAPITAL FM	Q	2107	2109	1940	-7.9%	-8.0%	6.6	6.1	6.1
CAPITAL GOLD LONDON	Q	778	732	779	0.1%	6.4%	2.5	1.6	1.7
CHOICE FM LONDON	Q	376			N/A	N/A	2.3		
CHOICE FM LONDON (NEW TSA)	Q		525	602	N/A	14.7%		1.3	2.6
HEART 106.2 FM	Q	1929	1862	1663	-13.8%	-10.7%	6.5	7.0	5.0
JAZZ FM / SMOOTH FM (LONDON)	Q	714	652	624	-12.6%	-4.3%	1.8	2.8	1.9
KISMAT RADIO 1035 (GREATER LONDON)	Q		24	72	N/A	200.0%		0.2	0.2
KISS 100 FM	Q	1554	1286	1404	-9.7%	9.2%	4.7	3.9	4.1
LBC 97.3	Q	596	537	699	17.3%	30.2%	3.0	2.0	3.7
LBC NEWS 1152	Q	326	197	328	0.6%	66.5%	0.7	0.5	1.2
MAGIC 105.4	Q	1535	1726	1676	9.2%	-2.9%	4.6	6.0	5.1
PREMIER CHRISTIAN RADIO	Q	169	168	172	1.8%	2.4%	0.8	1.0	0.9
SUNRISE RADIO (GREATER LONDON)	Q	425	304	326	-23.3%	7.2%	2.1	1.0	1.4
TOTAL VIRGIN LONDON (AM/FM)	H	1177	1113	1110	-5.7%	-0.3%	3.6	3.7	3.6
XFM 104.9	Q	577	517	506	-12.3%	-2.1%	1.7	1.6	1.6

Source: RAJAR / Ipsos Media

