

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2005 - LONDON STATIONS

RELEASED AT 7.00 AM THURSDAY OCTOBER 27, 2005



KEY

Quarter 3, 2004 in green
 Quarter 2, 2005 in blue
 Quarter 3, 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 Q3 2005: Survey Period - Code Q (Quarter): 4,296 Adults 15+ / Code H (Half year) 8,288 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 04	Q2 05	Q3 05	Q3 05 vs Q3 04	Q3 05 vs Q2 05	Q3 04	Q2 05	Q3 05
BBC LONDON 94.9	Q	520	339	561	7.9%	65.5%	2.0	1.6	1.5
95.8 CAPITAL FM	Q	2172	1940	1805	-16.9%	-7.0%	7.2	6.1	5.1
CAPITAL GOLD LONDON	Q	745	779	637	-14.5%	-18.2%	1.7	1.7	1.0
CHOICE FM LONDON	Q	383			N/A	N/A	3.2		
CHOICE FM LONDON (NEW TSA)	Q		602	449	N/A	-25.4%		2.6	1.3
HEART 106.2 FM	Q	1810	1663	1911	5.6%	14.9%	5.4	5.0	6.4
JAZZ FM / SMOOTH FM (LONDON)	Q	825	624	463	-43.9%	-25.8%	2.2	1.9	1.3
KISMAT RADIO 1035 (GREATER LONDON)	Q	40	72	42	5.0%	-41.7%	*	0.2	0.1
KISS 100 FM	Q	1527	1404	1363	-10.7%	-2.9%	4.5	4.1	3.5
LBC 97.3	Q	506	699	598	18.2%	-14.4%	2.2	3.7	2.9
LBC NEWS 1152	Q	284	328	272	-4.2%	-17.1%	0.6	1.2	0.7
MAGIC 105.4	Q	1581	1676	1712	8.3%	2.1%	4.8	5.1	5.3
PREMIER CHRISTIAN RADIO	Q	170	172	202	18.8%	17.4%	0.6	0.9	1.3
SUNRISE RADIO (GREATER LONDON)	Q	346	326	381	10.1%	16.9%	1.3	1.4	1.7
TOTAL VIRGIN LONDON (AM/FM)	H	1112	1110	1166	4.9%	5.0%	3.4	3.6	3.2
XFM 104.9	Q	572	506	628	9.8%	24.1%	1.6	1.6	2.0

Source: RAJAR / Ipsos Media

RAJAR / PJPR 27.10.2005