

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2005 - LONDON STATIONS

RELEASED AT 7.00AM THURSDAY MAY 5, 2005

KEY

Quarter 1, 2004 in green

Quarter 4, 2004 in blue

Quarter 1, 2005 in pink

% Change Y/Y and Q/Q for reach only

* = 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.

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 (Quarter): 3,873 Adults 15+ / Code H (Half year): 8,383 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		000	000	000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 04	Q4 04	Q1 05	Q1 05 vs Q1 04	Q1 05 vs Q4 04	Q1 04	Q4 04	Q1 05
BBC LONDON 94.9	Q	463	451	492	6.3	9.1	1.0	1.7	1.4
95.8 CAPITAL FM	Q	2341	2043	2109	-9.9	3.2	7.9	6.2	6.1
CAPITAL GOLD LONDON	Q	893	731	732	-18.0	0.1	2.2	2.3	1.6
CHOICE FM LONDON	Q	254			N/A	N/A	2.0		
CHOICE FM LONDON (NEW TSA)	Q		475	525	N/A	10.5		1.5	1.3
HEART 106.2 FM	Q	1789	1621	1862	4.1	14.9	5.8	5.3	7.0
JAZZ FM LONDON	Q	703	641	652	-7.3	1.7	2.2	1.7	2.8
KISMAT RADIO 1035 (GREATER LONDON)	Q			24	N/A	N/A	*	*	0.2
KISS 100 FM	Q	1477	1488	1286	-12.9	-13.6	4.2	3.9	3.9
LBC 97.3	Q	697	468	537	-23.0	14.7	3.4	2.1	2.0
LBC NEWS 1152	Q	368	264	197	-46.5	-25.4	0.9	1.0	0.5
MAGIC 105.4	Q	1462	1593	1726	18.1	8.3	4.6	6.1	6.0
PREMIER CHRISTIAN RADIO	Q	196	145	168	-14.3	15.9	1.2	0.9	1.0
SUNRISE RADIO (GREATER LONDON)	Q	443	355	304	-31.4	-14.4	2.8	0.9	1.0
TOTAL VIRGIN LONDON (AM/FM)	H	1099	1064	1113	1.3	4.6	3.0	3.3	3.7
XFM 104.9	Q	559	535	517	-7.5	-3.4	1.8	1.8	1.6

Source: RAJAR / IPSOS-RSL

RAJAR / PJPR 05.05.2005