

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2006

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 11th, 2006



Radio Joint
Audience
Research
Limited

KEY

Quarter 1, 2005 in green

Quarter 4, 2005 in blue

Quarter 1, 2006 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 Q1 2006: Survey Period - Code Q (Quarter): 4,396 Adults 15+ / Code H (Half year) 9,307 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 05	Q4 05	Q1 06	Q1 06 vs. Q1 05	Q1 06 vs. Q4 05	Q1 05	Q4 05	Q1 06
BBC LONDON 94.9	Q	492	546	365	-25.8%	-33.2%	1.4	1.4	1.4
CAPITAL RADIO	Q	2109	1802	1720	-18.4%	-4.6%	6.1	5.9	5.5
CAPITAL GOLD LONDON	Q	732	725	701	-4.2%	-3.3%	1.6	2.1	1.7
CHOICE FM LONDON	Q	525	510	533	1.5%	4.5%	1.3	1.9	2.5
HEART 106.2 FM	Q	1862	1763	1696	-8.9%	-3.8%	7.0	6.0	5.7
KISMAT RADIO 1035 (GREATER LONDON)	Q	24	60	57	137.5%	-5.0%	0.2	0.1	0.2
KISS 100 FM	Q	1286	1432	1288	0.2%	-10.1%	3.9	3.7	3.7
LBC 97.3	Q	537	537	671	25.0%	25.0%	2.0	2.5	3.2
LBC NEWS 1152	Q	197	237	266	35.0%	12.2%	0.5	0.6	0.7
MAGIC 105.4	Q	1726	1672	1865	8.1%	11.5%	6.0	4.9	7.0
PREMIER CHRISTIAN RADIO	Q	168	142	100	-40.5%	-29.6%	1.0	0.5	0.8
SMOOTH FM (LONDON)	Q	652	541	473	-27.5%	-12.6%	2.8	1.7	1.6
SUNRISE RADIO (GREATER LONDON)	Q	304	320	311	2.3%	-2.8%	1.0	1.7	0.9
TOTAL VIRGIN LONDON (AM/FM)	H	1113	1156	1116	0.3%	-3.5%	3.7	3.6	3.7
XFM 104.9	Q	517	497	622	20.3%	25.2%	1.6	1.5	1.7

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NATIONAL STATIONS ON LONDON TSA

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NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH YY	REACH Q/Q	%	%	%
		Q1 05	Q4 05	Q1 06	Q1 06 vs. Q1 05	Q1 06 vs. Q4 05	Q1 05	Q4 05	Q1 06
BBC RADIO 1	Q	1383	1434	1285	-7.1%	-10.4%	4.2	5.4	5.2
BBC RADIO 2	Q	2136	2178	1986	-7.0%	-8.8%	11.7	11.7	11.8
BBC RADIO 3	Q	617	552	610	-1.1%	10.5%	2.2	1.9	2.1
BBC RADIO 4	Q	2373	2494	2250	-5.2%	-9.8%	14.1	15.7	14.0
BBC RADIO FIVE LIVE	Q	1350	1221	1309	-3.0%	7.2%	5.2	4.9	5.2
CLASSIC FM	Q	1351	1413	1121	-17.0%	-20.7%	4.4	5.1	3.8
talkSPORT	Q	642	557	530	-17.4%	-4.8%	2.4	2.4	2.5

Source: RAJAR / Ipsos MORI

RAJAR / PJPR