

APPENDIX 4.1  
(referred to in paragraphs 4.26 and 4.33)

**The number of London listeners to  
non-London-based ILR stations in 1997 (Quarter 2)\***

	<i>Number of listeners '000†</i>	<i>Broadcast area</i>
Invicta FM	152	Maidstone, Medway and East Kent
Invicta Supergold	49	Maidstone, Medway and East Kent
Essex FM	220	Southend and Chelmsford
The Breeze	70	Southend and Chelmsford
Classic Gold 828 Dunstable	70	Luton and Bedford
97.6 Chiltern FM	175	Luton
2-Ten FM	17	Reading, Basingstoke and Andover
Classic Gold 1431/1485	5	Reading, Basingstoke and Andover
96.4 The Eagle	61	Guildford
County Sound Radio	25	Guildford
Classic Gold 792 Bedford	7	Luton and Bedford
Fox FM	7	Oxford and Banbury
B97 FM	11	Bedford
Star FM	23	Slough, Windsor and Maidenhead
Mercury FM	65	Reigate and Crawley
Fame 1521 AM	13	Reigate and Crawley
96.6 Classic Hits	24	St Albans and Watford
FM 103 Horizon	16	Milton Keynes
Mix 96	38	Aylesbury

*Sources:* RA and RAB (based on RAJAR data).

\*LSA.

†Listen to more than one station.