

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change %	%
107.8 Arrow FM for Hastings	113	114	1	1%	21	23	2	10%	19%	20%			119	154	35	29%	5.7	6.7			4.6%	5.8%		
105-107 Atlantic FM	456	459	3	1%	61	63	2	3%	13%	14%			358	363	5	1%	5.8	5.8			3.5%	3.4%		
107.6 Banbury Sound	83	85	2	2%	18	20	2	11%	21%	23%			184	201	17	9%	10.5	10.2			10.2%	10.6%		
Total Bauer Radio	51280	51618	338	1%	12304	12982	678	6%	24%	25%			103830	109775	5945	6%	8.4	8.5			10.4%	10.7%		
Total Bauer Radio ILR	36651	36896	245	1%	9790	10249	459	5%	27%	28%			83505	86922	3417	4%	8.5	8.5			11.9%	12.1%		
Big City Network	15962	16039	77	0%	4535	4770	235	5%	28%	30%			41115	41985	870	2%	9.1	8.8			14.1%	13.9%		
Big City FM and AM	16115	16192	77	0%	5207	5437	230	4%	32%	34%			52022	52644	622	1%	10.0	9.7			17.6%	17.2%		
Big City England	10496	10546	50	0%	2523	2719	196	8%	24%	26%			19003	20784	1781	9%	7.5	7.6			10.0%	10.6%		
Total Magic	51280	51618	338	1%	3781	3733	-48	-1%	7%	7%			24658	24828	170	1%	6.5	6.7			2.4%	2.4%		
Magic Network - North	10370	10417	47	0%	693	755	62	9%	7%	7%			7447	6592	-855	-11%	10.7	8.7			4.0%	3.4%		
Bauer Radio - North East	2216	2227	11	0%	720	747	27	4%	32%	34%			6859	6111	-748	-11%	9.5	8.2			17.3%	15.8%		
Big City Network - North East	2216	2227	11	0%	555	573	18	3%	25%	26%			3936	3799	-137	-3%	7.1	6.6			9.9%	9.8%		
Metro Radio	1467	1475	8	1%	360	377	17	5%	25%	26%			2492	2397	-95	-4%	6.9	6.4			9.9%	9.7%		
TFM Radio	813	816	3	0%	201	200	-1	0%	25%	24%			1444	1402	-42	-3%	7.2	7.0			9.1%	9.3%		
Magic Network - North East	2216	2227	11	0%	238	268	30	13%	11%	12%			2923	2312	-611	-21%	12.3	8.6			7.4%	6.0%		
Magic 1152 (Newcastle)	1467	1475	8	1%	162	184	22	14%	11%	12%			2049	1543	-506	-25%	12.7	8.4			8.1%	6.2%		
Magic 1170 (Teesside)	813	816	3	0%	76	85	9	12%	9%	10%			874	769	-105	-12%	11.5	9.1			5.5%	5.1%		
Metro Radio/Magic 1152	1467	1475	8	1%	470	488	18	4%	32%	33%			4541	3940	-601	-13%	9.7	8.1			18.0%	15.9%		
TFM Radio/Magic 1170	813	816	3	0%	258	265	7	3%	32%	33%			2318	2172	-146	-6%	9.0	8.2			14.7%	14.4%		
Bauer Liverpool	1799	1801	2	0%	478	503	25	5%	27%	28%			4500	4289	-211	-5%	9.4	8.5			13.5%	12.3%		
Total City Talk/Magic 1548	1799	1801	2	0%	132	140	8	6%	7%	8%			1054	767	-287	-27%	8.0	5.5			3.2%	2.2%		
Bauer FM Liverpool	1799	1801	2	0%	437	463	26	6%	24%	26%			3772	3732	-40	-1%	8.6	8.1			11.3%	10.7%		
City Talk 105.9	1560	1561	1	0%	58	60	2	3%	4%	4%			326	209	-117	-36%	5.6	3.5			1.1%	0.7%		
Bauer Radio - North West	5098	5110	12	0%	1351	1432	81	6%	27%	28%			10832	12109	1277	12%	8.0	8.5			11.7%	12.2%		
Big City Network - North West	4945	4957	12	0%	1199	1285	86	7%	24%	26%			8756	10291	1535	18%	7.3	8.0			9.8%	10.8%		
Radio City 96.7	1799	1801	2	0%	413	441	28	7%	23%	24%			3446	3522	76	2%	8.3	8.0			10.3%	10.1%		
Key 103 (Manchester)	2393	2401	8	0%	473	524	51	11%	20%	22%			2951	3974	1023	35%	6.2	7.6			7.0%	8.7%		
97.4 Rock FM	1243	1246	3	0%	329	338	9	3%	26%	27%			2359	2795	436	18%	7.2	8.3			9.8%	11.1%		
Magic Network - North West	5064	5075	11	0%	217	238	21	10%	4%	5%			2076	1818	-258	-12%	9.6	7.6			2.3%	1.8%		
Magic 1548 (Liverpool)	1799	1801	2	0%	80	89	9	11%	4%	5%			729	558	-171	-23%	9.1	6.3			2.2%	1.6%		
Magic 1152 (Manchester)	2393	2401	8	0%	91	106	15	16%	4%	4%			927	878	-49	-5%	10.2	8.3			2.2%	1.9%		
Magic 999 (Preston)	1114	1113	-1	0%	46	44	-2	-4%	4%	4%			420	382	-38	-9%	9.0	8.7			2.0%	1.7%		
Key 103/Magic 1152 (Manchester)	2393	2401	8	0%	545	597	52	10%	23%	25%			3879	4852	973	25%	7.1	8.1			9.2%	10.6%		
Radio City 96.7/Magic 1548	1799	1801	2	0%	455	483	28	6%	25%	27%			4175	4080	-95	-2%	9.2	8.4			12.5%	11.7%		
97.4 Rock FM/Magic 999	1397	1399	2	0%	370	370	0	0%	26%	26%			2779	3177	398	14%	7.5	8.6			10.3%	11.1%		
Bauer Radio - Yorkshire	3090	3115	25	1%	820	893	73	9%	27%	29%			7907	8188	281	4%	9.6	9.2			14.1%	14.4%		
Big City Network - Yorkshire	3090	3115	25	1%	666	748	82	12%	22%	24%			5458	5726	268	5%	8.2	7.7			9.8%	10.1%		
96.3 Radio Aire	988	999	11	1%	112	158	46	41%	11%	16%			981	1332	351	36%	8.8	8.4			6.5%	8.1%		
Hallam FM	1255	1264	9	1%	336	360	24	7%	27%	28%			2896	2846	-50	-2%	8.6	7.9			12.6%	12.5%		
96.9 Viking FM	904	910	6	1%	220	233	13	6%	24%	26%			1581	1548	-33	-2%	7.2	6.6			8.3%	8.4%		
Magic Network - Yorkshire	3090	3115	25	1%	239	248	9	4%	8%	8%			2449	2462	13	1%	10.3	9.9			4.4%	4.3%		
Magic 828 (Leeds)	988	999	11	1%	83	96	13	16%	8%	10%			764	1047	283	37%	9.3	11.0			5.1%	6.4%		
Magic AM (Sheffield)	1255	1264	9	1%	81	79	-2	-2%	6%	6%			750	742	-8	-1%	9.3	9.4			3.3%	3.3%		
Magic 1161 (Hull)	904	910	6	1%	77	77	0	0%	9%	8%			965	733	-232	-24%	12.5	9.6			5.1%	4.0%		
96.3 Radio Aire/Magic 828	988	999	11	1%	173	220	47	27%	17%	22%			1745	2379	634	36%	10.1	10.8			11.5%	14.5%		
Hallam FM/Magic AM	1255	1264	9	1%	381	400	19	5%	30%	32%			3646	3588	-58	-2%	9.6	9.0			15.9%	15.7%		
96.9 Viking FM/Magic 1161	904	910	6	1%	270	278	8	3%	30%	30%			2546	2281	-265	-10%	9.4	8.2			13.4%	12.3%		
Total Kerrang!	51280	51618	338	1%	1203	1324	121	10%	2%	3%			5404	5590	186	3%	4.5	4.2			0.5%	0.5%		
Kerrang! 105.2	3513	3535	22	1%	321	336	15	5%	9%	10%			1844	1907	63	3%	5.7	5.7			2.8%	2.9%		
Bauer Radio London (Magic 105.4/Kiss 100)	10894	10983	89	1%	3225	3460	235	7%	30%	32%			20947	26007	5060	24%	6.5	7.5			10.0%	12.0%		

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	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	%	%	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	%	%	Last Pub	W2 2010	%	%
Kiss 100 FM	10894	10983	89	1%	1667	1848	181	11%	15%	17%		8563	12129	3566	42%	5.1	6.6			4.1%	5.6%			
Magic 105.4	10894	10983	89	1%	2005	2046	41	2%	18%	19%		12385	13878	1493	12%	6.2	6.8			5.9%	6.4%			
Total Kiss Network	51280	51618	338	1%	3399	3746	347	10%	7%	7%		17097	19849	2752	16%	5.0	5.3			1.7%	1.9%			
Kiss East	2046	2071	25	1%	340	376	36	11%	17%	18%		2466	2585	119	5%	7.2	6.9			5.7%	5.9%			
Kiss West	2349	2368	19	1%	351	374	23	7%	15%	16%		1968	2382	414	21%	5.6	6.4			4.1%	4.8%			
Bauer Radio Total Scotland	4303	4320	17	0%	1782	1780	-2	0%	41%	41%		20136	20111	-25	0%	11.3	11.3			25.4%	24.3%			
Big City Scotland	4067	4083	16	0%	1457	1443	-14	-1%	36%	35%		14981	14587	-394	-3%	10.3	10.1			20.2%	19.3%			
Bauer Radio Central Scotland	2828	2839	11	0%	1017	1003	-14	-1%	36%	35%		10975	11072	97	1%	10.8	11.0			22.3%	21.2%			
Scottish AMs	n/p	3515	n/a	n/a	n/p	436	n/a	n/a	n/p	12%		n/p	3509	n/a	n/a	n/p	8.0			n/p	5.5%			
Total Radio Clyde	1836	1840	4	0%	664	646	-18	-3%	36%	35%		6524	6877	353	5%	9.8	10.6			20.9%	19.7%			
Clyde 1 FM	1836	1840	4	0%	569	530	-39	-7%	31%	29%		4773	4397	-376	-8%	8.4	8.3			15.3%	12.6%			
Clyde 2	1836	1840	4	0%	221	254	33	15%	12%	14%		1750	2480	730	42%	7.9	9.8			5.6%	7.1%			
Total Radio Forth	1089	1097	8	1%	360	364	4	1%	33%	33%		4451	4195	-256	-6%	12.3	11.5			22.6%	21.5%			
ForthOne	1089	1097	8	1%	326	329	3	1%	30%	30%		3896	3533	-363	-9%	11.9	10.7			19.7%	18.1%			
Forth2	1089	1097	8	1%	88	90	2	2%	8%	8%		555	662	107	19%	6.3	7.4			2.8%	3.4%			
C.F.M.Radio	246	247	1	0%	99	105	6	6%	40%	43%		933	1041	108	12%	9.4	9.9			20.9%	22.0%			
Moray Firth Radio	232	232	0	0%	126	122	-4	-3%	54%	53%		1703	1574	-129	-8%	13.5	12.9			29.6%	29.1%			
Total Northsound Radio	311	312	1	0%	146	135	-11	-8%	47%	43%		1718	1583	-135	-8%	11.7	11.8			28.8%	27.2%			
Northsound One	311	312	1	0%	122	115	-7	-6%	39%	37%		1306	1228	-78	-6%	10.7	10.7			21.9%	21.1%			
Northsound Two	311	312	1	0%	53	48	-5	-9%	17%	15%		412	356	-56	-14%	7.8	7.4			6.9%	6.1%			
Radio Borders	106	107	1	1%	55	60	5	9%	52%	56%		668	772	104	16%	12.1	12.8			31.6%	34.8%			
Total Radio Tay	372	375	3	1%	153	160	7	5%	41%	43%		1847	1979	132	7%	12.1	12.4			26.1%	26.3%			
Tay-FM	372	375	3	1%	99	108	9	9%	27%	29%		1025	1166	141	14%	10.3	10.8			14.5%	15.5%			
Tay-AM	372	375	3	1%	77	78	1	1%	21%	21%		822	813	-9	-1%	10.7	10.5			11.6%	10.8%			
West Sound	387	388	1	0%	175	177	2	1%	45%	46%		1922	1835	-87	-5%	11.0	10.4			27.6%	24.9%			
Downtown Radio (DTR) / 97.4 Cool FM	1408	1420	12	1%	533	585	52	10%	38%	41%		6288	6124	-164	-3%	11.8	10.5			22.5%	21.4%			
97.4 Cool FM	962	971	9	1%	340	373	33	10%	35%	38%		3856	3537	-319	-8%	11.3	9.5			20.5%	18.1%			
Downtown Radio (DTR)	1408	1420	12	1%	226	257	31	14%	16%	18%		2433	2588	155	6%	10.7	10.1			8.7%	9.0%			
Wave 105 FM	1732	1747	15	1%	387	347	-40	-10%	22%	20%		3674	3373	-301	-8%	9.5	9.7			9.3%	8.3%			
107 The Bee	184	185	1	1%	25	29	4	16%	14%	16%		296	291	-5	-2%	11.9	9.9			10.5%	9.9%			
Total Broadcast Co	418	419	1	0%	54	58	4	7%	13%	14%		354	413	59	17%	6.5	7.1			3.8%	4.3%			
Fire 107.6 FM	285	286	1	0%	37	40	3	8%	13%	14%		170	219	49	29%	4.5	5.5			2.7%	3.4%			
Star Radio in North Somerset	133	133	0	0%	17	19	2	12%	13%	14%		184	194	10	5%	10.8	10.4			6.4%	6.2%			
Central FM	217	218	1	0%	41	49	8	20%	19%	23%		267	270	3	1%	6.5	5.5			6.6%	6.3%			
Chelmsford Radio 107.7 FM (was Dream 107.7FM)	231	234	3	1%	19	20	1	5%	8%	8%		115	103	-12	-10%	5.9	5.3			2.4%	2.1%			
Total Cheshire Radio	366	367	1	0%	62	57	-5	-8%	17%	16%		387	351	-36	-9%	6.3	6.1			5.7%	5.0%			
Cheshire's Silk 106.9	179	179	0	0%	25	23	-2	-8%	14%	13%		82	96	14	17%	3.3	4.1			2.6%	2.9%			
Chester's Dee 106.3	187	188	1	1%	37	34	-3	-8%	20%	18%		305	255	-50	-16%	8.3	7.5			8.5%	6.8%			
Total CN Radio	868	870	2	0%	230	239	9	4%	27%	27%		1968	1944	-24	-1%	8.6	8.1			11.0%	10.6%			
The Bay	324	323	-1	0%	92	97	5	5%	28%	30%		747	792	45	6%	8.1	8.2			11.2%	11.4%			
Citybeat 96.7/102.5FM	544	546	2	0%	112	128	16	14%	21%	23%		1033	854	-179	-17%	9.3	6.7			9.6%	7.1%			
Lakeland Radio	52	51	-1	-2%	15	15	0	0%	29%	30%		126	132	6	5%	8.3	8.5			11.4%	11.6%			
The Coast	1661	1675	14	1%	113	109	-4	-4%	7%	6%		724	711	-13	-2%	6.4	6.5			1.9%	1.8%			
Connect FM	225	226	1	0%	37	36	-1	-3%	16%	16%		320	318	-2	-1%	8.7	9.0			7.3%	7.4%			
Connect FM Peterborough (was Lite FM)	187	187	0	0%	18	18	0	0%	10%	9%		84	80	-4	-5%	4.6	4.6			2.2%	2.1%			
Colourful	n/p	10984	n/a	n/a	n/p	10	n/a	n/a	n/p	%		n/p	58	n/a	n/a	n/p	5.7			n/p	%			
3FM	68	68	0	0%	24	24	0	0%	35%	35%		242	258	16	7%	10.2	10.9			15.4%	16.7%			
Total Global Radio (UK)	51280	51618	338	1%	18559	19454	895	5%	36%	35%		164509	170257	5748	3%	8.9	8.8			16.4%	16.6%			
Chill	51280	51618	338	1%	160	160	0	0%	%	%		563	580	17	3%	3.5	3.6			0.1%	0.1%			
Classic FM	51280	51618	338	1%	5515	5684	169	3%	11%	11%		37049	38643	1594	4%	6.7	6.8			3.7%	3.8%			

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Galaxy Network (UK)	51280	51618	338	1%	3972	4239	267	7%	8%	8%			25864	27224	1360	5%	6.5	6.4		2.6%	2.7%			
Gold Network (UK)	51280	51618	338	1%	1188	1288	100	8%	2%	2%			11102	11123	21	0%	9.3	8.6		1.1%	1.1%			
Heart Network (UK)	51280	51618	338	1%	7365	7776	411	6%	14%	15%			58058	59834	1776	3%	7.9	7.7		5.8%	5.8%			
Total LBC (UK)	51280	51618	338	1%	1044	1113	69	7%	2%	2%			13311	13062	-249	-2%	12.8	11.7		1.3%	1.3%			
Total XFM (UK)	51280	51618	338	1%	871	927	56	6%	2%	2%			4374	4706	332	8%	5.0	5.1		0.4%	0.5%			
Global Radio London (ILR)	10894	10983	89	1%	4602	4828	226	5%	42%	44%			41838	42851	1013	2%	9.1	8.9		19.9%	19.8%			
Global Radio (ILR)	41742	42040	298	1%	13215	13827	612	5%	32%	33%			119238	121860	2622	2%	9.0	8.8		14.8%	14.7%			
Fun Radio	10895	10984	89	1%	28	36	8	29%	*	*			122	190	68	56%	4.3	5.2		0.1%	0.1%			
Galaxy Network (ILR)	26303	26481	178	1%	3452	3697	245	7%	13%	14%			23578	25067	1489	6%	6.8	6.8		4.8%	5.0%			
Choice FM London	10894	10983	89	1%	526	476	-50	-10%	5%	4%			2398	2396	-2	0%	4.6	5.0		1.1%	1.1%			
Galaxy Birmingham	2099	2110	11	1%	334	383	49	15%	16%	18%			1940	2327	387	20%	5.8	6.1		5.1%	6.3%			
Galaxy Manchester	2811	2821	10	0%	509	539	30	6%	18%	19%			3227	3460	233	7%	6.3	6.4		6.3%	6.3%			
Galaxy North East	2193	2202	9	0%	505	553	48	10%	23%	25%			3685	4140	455	12%	7.3	7.5		9.4%	10.8%			
Galaxy Scotland (was XFM Scotland)	2711	2721	10	0%	391	429	38	10%	14%	16%			2451	3188	737	30%	6.3	7.4		5.2%	6.4%			
Galaxy Scotland (East) (was XFM Scotland (East))	1186	1195	9	1%	142	166	24	17%	12%	14%			839	978	139	17%	5.9	5.9		3.9%	4.6%			
Galaxy Scotland (West) (was XFM Scotland (West))	1702	1705	3	0%	276	293	17	6%	16%	17%			1725	2364	639	37%	6.2	8.1		6.1%	7.3%			
Galaxy South Coast (was 103.2 Power FM)	1133	1146	13	1%	184	215	31	17%	16%	19%			1592	1769	177	11%	8.7	8.2		6.1%	6.6%			
Galaxy Yorkshire	4461	4497	36	1%	1017	1072	55	5%	23%	24%			7754	7780	26	0%	7.6	7.3		9.6%	9.4%			
Gold Network (ILR)	29181	29405	224	1%	988	1071	83	8%	3%	4%			9373	9385	12	0%	9.5	8.8		1.6%	1.6%			
Gold Bedford	605	611	6	1%	19	11	-8	-42%	3%	2%			214	151	-63	-29%	11.2	13.5		1.9%	1.2%			
Gold Berkshire/North Hampshire	741	749	8	1%	29	26	-3	-10%	4%	4%			208	149	-59	-28%	7.1	5.6		1.4%	1.0%			
Gold Birmingham	2055	2066	11	1%	57	64	7	12%	3%	3%			683	413	-270	-40%	12.1	6.5		1.8%	1.1%			
Gold Bristol/Bath/Wiltshire	1350	1363	13	1%	68	78	10	15%	5%	6%			633	746	113	18%	9.2	9.5		2.3%	2.5%			
Gold Coventry	653	658	5	1%	17	27	10	59%	3%	4%			185	340	155	84%	10.6	12.5		1.4%	2.7%			
Gold Crawley	373	378	5	1%	8	10	2	25%	2%	3%			59	58	-1	-2%	6.9	6.0		0.7%	0.7%			
Gold Derby	454	457	3	1%	16	13	-3	-19%	4%	3%			181	131	-50	-28%	11.1	10.4		2.1%	1.6%			
Gold Devon	541	543	2	0%	9	9	0	0%	2%	2%			80	67	-13	-16%	9.4	7.4		0.7%	0.6%			
Gold Dorset	606	608	2	0%	21	23	2	10%	3%	4%			335	271	-64	-19%	16.2	11.7		2.4%	2.0%			
Gold Essex	1227	1245	18	1%	55	51	-4	-7%	4%	4%			720	610	-110	-15%	13.2	11.9		2.6%	2.3%			
Gold Gloucester	407	408	1	0%	15	15	0	0%	4%	4%			183	185	2	1%	12.4	12.2		2.1%	2.2%			
Gold Hampshire	1133	1146	13	1%	60	62	2	3%	5%	5%			728	760	32	4%	12.1	12.2		2.8%	2.8%			
Gold Kent	1165	1175	10	1%	25	28	3	12%	2%	2%			176	171	-5	-3%	6.9	6.1		0.6%	0.6%			
Gold London	10894	10983	89	1%	269	357	88	33%	2%	3%			2018	2766	748	37%	7.5	7.7		1.0%	1.3%			
Gold Luton	1042	1058	16	2%	24	34	10	42%	2%	3%			191	296	105	55%	7.8	8.6		0.9%	1.4%			
Gold Manchester	2394	2402	8	0%	76	80	4	5%	3%	3%			791	881	90	11%	10.4	11.0		1.9%	1.9%			
Gold Norfolk/Suffolk	1157	1173	16	1%	54	62	8	15%	5%	5%			552	628	76	14%	10.2	10.1		2.2%	2.5%			
Gold Norfolk	647	653	6	1%	26	35	9	35%	4%	5%			245	215	-30	-12%	9.4	6.1		1.8%	1.6%			
Gold Suffolk	516	525	9	2%	28	27	-1	-4%	6%	5%			319	413	94	29%	11.2	15.4		2.9%	3.7%			
Gold North Wales/Cheshire	382	384	2	1%	10	9	-1	-10%	3%	2%			97	109	12	12%	9.8	11.9		1.3%	1.3%			
Gold Northampton	549	553	4	1%	27	29	2	7%	5%	5%			192	175	-17	-9%	7.1	6.1		1.8%	1.6%			
Gold Nottingham	1150	1160	10	1%	47	43	-4	-9%	4%	4%			364	255	-109	-30%	7.8	5.9		1.6%	1.2%			
Gold Peterborough	584	586	2	0%	32	27	-5	-16%	5%	5%			378	333	-45	-12%	11.8	12.3		3.1%	2.6%			
Gold Plymouth	338	342	4	1%	18	15	-3	-17%	5%	4%			169	149	-20	-12%	9.3	9.7		2.6%	2.4%			
Gold Sussex	1010	1018	8	1%	50	53	3	6%	5%	5%			344	362	18	5%	6.9	6.8		1.5%	1.5%			
Gold South East Wales	979	986	7	1%	48	42	-6	-13%	5%	4%			551	439	-112	-20%	11.5	10.5		2.8%	2.3%			
Gold Wolverhampton	1298	1304	6	0%	37	45	8	22%	3%	3%			362	392	30	8%	9.9	8.8		1.4%	1.5%			
Heart Network (ILR)	28242	28465	223	1%	6789	7134	345	5%	24%	25%			55268	56312	1044	2%	8.1	7.9		9.8%	9.8%			
Heart 103 FM Anglesey and Gwynedd (was Champion)	122	123	1	1%	27	30	3	11%	22%	25%			250	247	-3	-1%	9.2	8.2		10.1%	10.2%			
Heart 102.3 FM Dorset and New Forest (was 2CR)	606	608	2	0%	141	146	5	4%	23%	24%			1070	1103	33	3%	7.6	7.5		7.8%	8.0%			
Heart 96.9 FM Bedford	397	402	5	1%	106	109	3	3%	27%	27%			971	984	13	1%	9.1	9.0		13.2%	12.6%			

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010
Heart 97.6 FM Beds/Bucks/Herts	751	759	8	1%	164	178	14	9%	22%	23%			1335	1449	114	9%	8.1	8.1		9.2%	9.8%	
Heart Berkshire and North Hants (was 2-Ten FM)	741	749	8	1%	170	160	-10	-6%	23%	21%			1561	1348	-213	-14%	9.2	8.4		10.4%	9.4%	
Heart Bristol/Bath/Wiltshire (was GWR)	1350	1363	13	1%	408	437	29	7%	30%	32%			3892	4744	852	22%	9.5	10.9		14.2%	16.1%	
Heart 103 FM Cambridgeshire	442	447	5	1%	114	114	0	0%	26%	26%			839	770	-69	-8%	7.3	6.7		9.6%	8.8%	
Heart 103.4 FM Cheshire and North East Wales (was Marcher So)	382	384	2	1%	66	68	2	3%	17%	18%			690	747	57	8%	10.4	10.9		9.0%	9.2%	
Heart Colchester/Suffolk	668	679	11	2%	189	166	-23	-12%	28%	24%			1573	1267	-306	-19%	8.3	7.6		11.4%	8.9%	
Heart 96.1 FM Colchester	190	195	5	3%	58	55	-3	-5%	31%	28%			615	431	-184	-30%	10.5	7.8		14.9%	10.8%	
Heart Suffolk	546	555	9	2%	133	114	-19	-14%	24%	21%			1101	911	-190	-17%	8.3	8.0		9.5%	7.7%	
Heart Devon Total (was Gemini)	541	543	2	0%	176	167	-9	-5%	33%	31%			1438	1424	-14	-1%	8.2	8.5		12.3%	11.9%	
Heart Exeter & East Devon (was Gemini)	314	316	2	1%	113	102	-11	-10%	36%	32%			834	772	-62	-7%	7.4	7.5		12.2%	10.9%	
Heart Torbay & South Devon (was Gemini)	227	228	1	0%	64	65	1	2%	28%	28%			604	651	47	8%	9.5	10.1		12.5%	13.4%	
Heart 106 FM East Midlands	2154	2171	17	1%	350	423	73	21%	16%	19%			2571	3284	713	28%	7.3	7.8		6.1%	8.2%	
Heart Essex (was Essex FM)	1227	1245	18	1%	389	405	16	4%	32%	33%			4164	4496	332	8%	10.7	11.1		15.3%	16.6%	
Heart Gloucestershire (was Severn Sound)	407	408	1	0%	116	116	0	0%	29%	28%			1182	1144	-38	-3%	10.2	9.9		13.7%	13.7%	
Heart Hampshire and West Sussex (was Ocean)	1022	1034	12	1%	168	175	7	4%	16%	17%			1128	1244	116	10%	6.7	7.1		4.9%	5.3%	
Heart Kent (was Invicta FM)	1165	1175	10	1%	339	365	26	8%	29%	31%			3508	3086	-422	-12%	10.3	8.5		12.3%	11.5%	
Heart 106.2 FM London	10894	10983	89	1%	1885	2185	300	16%	17%	20%			9951	10958	1007	10%	5.3	5.0		4.7%	5.1%	
Heart 103.3 FM Milton Keynes	232	234	2	1%	87	88	1	1%	37%	38%			815	842	27	3%	9.4	9.6		17.7%	16.8%	
Heart 102.4 FM Norfolk	647	653	6	1%	187	192	5	3%	29%	29%			1825	1468	-357	-20%	9.8	7.6		13.1%	10.7%	
Heart 96.6 FM Northants	549	553	4	1%	159	154	-5	-3%	29%	28%			1458	1365	-93	-6%	9.1	8.9		13.6%	12.5%	
Heart North Devon (was Lantern FM)	133	135	2	2%	53	56	3	6%	40%	41%			514	546	32	6%	9.6	9.8		16.8%	17.8%	
Heart 96.3 FM North Wales Coast (was Coast)	243	244	1	0%	53	57	4	8%	22%	23%			500	462	-38	-8%	9.4	8.1		10.0%	9.7%	
Heart Oxfordshire (was Fox FM)	666	670	4	1%	169	156	-13	-8%	25%	23%			1372	1385	13	1%	8.1	8.9		10.4%	10.1%	
Heart 102.7 Peterborough	387	388	1	0%	106	107	1	1%	27%	27%			930	971	41	4%	8.8	9.1		11.8%	12.3%	
Heart Plymouth (was Plymouth Sound)	338	342	4	1%	98	108	10	10%	29%	32%			945	949	4	0%	9.7	8.8		14.7%	15.0%	
Heart Somerset (was Orchard FM)	342	345	3	1%	122	121	-1	-1%	36%	35%			1580	1615	35	2%	12.9	13.4		18.7%	18.6%	
Heart South Hants	66	65	-1	-2%	13	12	-1	-8%	20%	19%			102	84	-18	-18%	7.9	6.8		7.2%	6.0%	
Heart Sussex (was Southern FM)	1010	1018	8	1%	311	328	17	5%	31%	32%			2796	2835	39	1%	9.0	8.6		12.0%	12.1%	
Heart 100.7 FM West Midlands	3547	3568	21	1%	748	744	-4	-1%	21%	21%			5519	5271	-248	-4%	7.4	7.1		8.1%	7.9%	
Heart 97.1 FM Wirral (was The Buzz)	438	439	1	0%	44	51	7	16%	10%	12%			265	302	37	14%	6.0	5.9		3.7%	3.9%	
The Hit Music Network (ILR)	17666	17797	131	1%	3590	3654	64	2%	20%	21%			24254	24389	135	1%	6.8	6.7		7.2%	7.1%	
95.8 Capital FM	10894	10983	89	1%	1904	1921	17	1%	17%	17%			12669	10672	-1997	-16%	6.7	5.6		6.0%	4.9%	
Beacon Radio	1298	1304	6	0%	212	209	-3	-1%	16%	16%			1799	1659	-140	-8%	8.5	7.9		6.8%	6.5%	
96.4 BRMB	2055	2066	11	1%	391	364	-27	-7%	19%	18%			2539	2132	-407	-16%	6.5	5.9		6.8%	5.9%	
105.4 Leicester Sound FM	616	622	6	1%	125	117	-8	-6%	20%	19%			854	804	-50	-6%	6.9	6.9		7.6%	7.7%	
Mercia	653	658	5	1%	147	149	2	1%	22%	23%			1086	1144	58	5%	7.4	7.7		8.3%	9.1%	
Mercury FM (Herts)	330	334	4	1%	29	33	4	14%	9%	10%			143	207	64	45%	5.0	6.3		2.2%	3.1%	
Mercury FM (Surrey & Sussex)	373	378	5	1%	86	90	4	5%	23%	24%			459	495	36	8%	5.3	5.5		5.8%	6.2%	
RAM FM	454	457	3	1%	93	94	1	1%	20%	21%			812	783	-29	-4%	8.7	8.3		9.5%	9.4%	
Red Dragon	979	986	7	1%	306	290	-16	-5%	31%	29%			1992	2203	211	11%	6.5	7.6		10.1%	11.5%	
96 Trent FM	1150	1160	10	1%	314	330	16	5%	27%	28%			2298	2438	140	6%	7.3	7.4		10.0%	11.0%	
Wyvern FM	496	499	3	1%	97	97	0	0%	20%	20%			734	704	-30	-4%	7.5	7.2		7.4%	7.3%	
LBC (ILR)	10894	10983	89	1%	1029	1076	47	5%	9%	10%			12098	12922	824	7%	11.8	12.0		5.8%	6.0%	
LBC 97.3	10894	10983	89	1%	878	960	82	9%	8%	9%			10658	10897	239	2%	12.1	11.4		5.1%	5.0%	
LBC News 1152	10894	10983	89	1%	338	402	64	19%	3%	4%			1440	2025	585	41%	4.3	5.0		0.7%	0.9%	
XFM (ILR)	13706	13805	99	1%	679	717	38	6%	5%	5%			3664	3833	169	5%	5.4	5.3		1.4%	1.4%	
XFM 104.9	10894	10983	89	1%	518	553	35	7%	5%	5%			2705	3137	432	16%	5.2	5.7		1.3%	1.4%	
XFM Manchester	2811	2821	10	0%	157	179	22	14%	6%	6%			709	1013	304	43%	4.5	5.7		1.4%	1.9%	
Total GMG Radio	51280	51618	338	1%	4734	4952	218	5%	9%	10%			42882	44030	1148	3%	9.1	8.9		4.3%	4.3%	
GMG Radio North West Total	5251	5262	11	0%	1073	1217	144	13%	20%	23%			9801	11543	1742	18%	9.1	9.5		10.3%	11.4%	

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change %	%
GMG Radio North West Regional	5213	5224	11	0%	1000	1148	148	15%	19%	22%			9176	10759	1583	17%	9.2	9.4			9.7%	10.7%		
GMG Radio North East	2216	2227	11	0%	535	601	66	12%	24%	27%			4225	4647	422	10%	7.9	7.7			10.7%	12.0%		
GMG Radio Scotland	2873	2884	11	0%	845	884	39	5%	29%	31%			9014	9379	365	4%	10.7	10.6			18.1%	17.7%		
Total Real Radio	51280	51618	338	1%	2281	2383	102	4%	4%	5%			21263	21462	199	1%	9.3	9.0			2.1%	2.1%		
Real Radio (ILR Network)	14717	14784	67	0%	2125	2227	102	5%	14%	15%			20053	20333	280	1%	9.4	9.1			7.6%	7.4%		
Real Radio (North East) - (was Century Radio)	2216	2227	11	0%	299	308	9	3%	13%	14%			2067	1952	-115	-6%	6.9	6.3			5.2%	5.0%		
Real Radio (North West) - (was Century Radio)	5213	5224	11	0%	442	506	64	14%	8%	10%			3933	4598	665	17%	8.9	9.1			4.2%	4.6%		
Real Radio (Scotland)	2688	2699	11	0%	669	708	39	6%	25%	26%			6829	6932	103	2%	10.2	9.8			14.7%	14.1%		
Real Radio (Wales)	1781	1792	11	1%	406	407	1	0%	23%	23%			4246	4460	214	5%	10.5	11.0			11.9%	12.5%		
Real Radio (Yorkshire)	2818	2843	25	1%	310	298	-12	-4%	11%	10%			2977	2390	-587	-20%	9.6	8.0			6.3%	4.8%		
96.3 Rock Radio	811	814	3	0%	50	54	4	8%	6%	7%			264	345	81	31%	5.3	6.4			1.9%	2.4%		
106.1 Rock Radio	2254	2262	8	0%	93	111	18	19%	4%	5%			625	785	160	26%	6.7	7.1			1.6%	1.8%		
Total Smooth Radio	51280	51618	338	1%	2639	2801	162	6%	5%	5%			20729	21439	710	3%	7.9	7.7			2.1%	2.1%		
Smooth Radio (ILR Network)	25858	26009	151	1%	2280	2474	194	9%	9%	10%			18437	19514	1077	6%	8.1	7.9			3.8%	3.9%		
Smooth Radio Midlands	5651	5689	38	1%	655	649	-6	-1%	12%	11%			6470	5858	-612	-9%	9.9	9.0			5.9%	5.6%		
Smooth Radio (East Midlands)	2145	2161	16	1%	291	301	10	3%	14%	14%			2613	2509	-104	-4%	9.0	8.3			6.2%	6.3%		
Smooth Radio (West Midlands)	3547	3568	21	1%	364	350	-14	-4%	10%	10%			3857	3378	-479	-12%	10.6	9.7			5.7%	5.1%		
Smooth Radio (Glasgow)	1883	1886	3	0%	220	246	26	12%	12%	13%			1921	2101	180	9%	8.7	8.5			6.0%	5.9%		
Smooth Radio (London)	10894	10983	89	1%	479	415	-64	-13%	4%	4%			2787	2577	-210	-8%	5.8	6.2			1.3%	1.2%		
Smooth Radio (North East)	2216	2227	11	0%	307	371	64	21%	14%	17%			2158	2695	537	25%	7.0	7.3			5.4%	7.0%		
Smooth Radio (North West)	5213	5224	11	0%	667	769	102	15%	13%	15%			5243	6160	917	17%	7.9	8.0			5.5%	6.1%		
Imagine FM	374	376	2	1%	28	26	-2	-7%	7%	7%			168	139	-29	-17%	6.0	5.4			2.5%	2.1%		
IOW Radio	120	121	1	1%	36	38	2	6%	30%	31%			468	520	52	11%	12.9	13.7			14.9%	15.2%		
JACKfm Oxfordshire	502	505	3	1%	47	65	18	38%	9%	13%			303	388	85	28%	6.5	6.0			3.1%	3.8%		
106 JACKfm (Oxford)	502	505	3	1%	42	52	10	24%	8%	10%			258	301	43	17%	6.2	5.7			2.6%	2.9%		
Oxford's FM107.9	502	505	3	1%	6	14	8	133%	1%	3%			45	87	42	93%	7.3	6.0			0.5%	0.8%		
106 JACKfm/Star Radio (Bristol)	587	595	8	1%	51	56	5	10%	9%	9%			355	328	-27	-8%	7.0	5.9			3.0%	2.7%		
106 JACKfm (Bristol) (was Original 106)	588	596	8	1%	21	38	17	81%	4%	6%			179	255	76	42%	8.6	6.7			1.5%	2.0%		
Star Radio (Bristol)	457	462	5	1%	32	31	-1	-3%	7%	7%			206	141	-65	-32%	6.4	4.5			2.2%	1.5%		
Kingdom FM	285	286	1	0%	73	70	-3	-4%	25%	24%			642	598	-44	-7%	8.9	8.5			12.6%	11.7%		
kmfm Group	988	997	9	1%	158	148	-10	-6%	16%	15%			1365	1253	-112	-8%	8.7	8.4			5.8%	5.3%		
kmfm East	472	476	4	1%	92	87	-5	-5%	20%	18%			868	819	-49	-6%	9.4	9.4			7.6%	7.1%		
kmfm West	516	520	4	1%	60	55	-5	-8%	12%	11%			503	376	-127	-25%	8.3	6.9			3.9%	3.1%		
Lincs FM Group	2668	2685	17	1%	656	639	-17	-3%	25%	24%			6780	6197	-583	-9%	10.3	9.7			12.5%	11.9%		
Lincs FM 102.2	903	910	7	1%	314	306	-8	-3%	35%	34%			3550	3500	-50	-1%	11.3	11.4			19.2%	18.4%		
Oak FM	313	314	1	0%	36	34	-2	-6%	12%	11%			306	157	-149	-49%	8.4	4.6			5.0%	2.5%		
Lincs FM Group Yorkshire	1469	1477	8	1%	303	291	-12	-4%	21%	20%			2802	2648	-154	-5%	9.3	9.1			9.5%	9.1%		
Dearne FM	227	228	1	0%	45	43	-2	-4%	20%	19%			384	322	-62	-16%	8.6	7.5			9.7%	7.9%		
KCFM 99.8	427	431	4	1%	76	68	-8	-11%	18%	16%			622	599	-23	-4%	8.2	8.8			6.1%	6.1%		
Ridings FM	294	295	1	0%	40	39	-1	-3%	13%	13%			254	271	17	7%	6.4	6.9			5.1%	5.5%		
Rother FM	206	206	0	0%	33	31	-2	-6%	16%	15%			357	332	-25	-7%	10.7	10.6			9.5%	8.8%		
Trax FM	364	365	1	0%	110	110	0	0%	30%	30%			1186	1125	-61	-5%	10.8	10.3			16.3%	15.8%		
The Local Radio Company Group Total	1973	1986	13	1%	488	505	17	3%	25%	25%			3807	4003	196	5%	7.8	7.9			9.9%	10.3%		
2BR	194	194	0	0%	62	66	4	6%	32%	34%			448	454	6	1%	7.2	6.9			14.9%	13.9%		
Minster FM	303	306	3	1%	70	77	7	10%	23%	25%			451	463	12	3%	6.4	6.0			7.4%	7.2%		
Mix 96	123	123	0	0%	39	39	0	0%	31%	31%			256	246	-10	-4%	6.6	6.4			10.3%	9.6%		
Spire FM	113	113	0	0%	39	38	-1	-3%	34%	33%			500	426	-74	-15%	12.9	11.3			18.4%	16.3%		
Spirit FM	209	212	3	1%	44	46	2	5%	21%	22%			344	406	62	18%	7.9	8.7			8.1%	9.6%		
Star North East	376	380	4	1%	52	48	-4	-8%	14%	13%			409	374	-35	-9%	7.8	7.8			6.0%	5.5%		
Star NE - North (was Durham FM)	207	210	3	1%	27	24	-3	-11%	13%	11%			213	170	-43	-20%	7.9	7.1			5.9%	4.8%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010
Star NE - South (was Alpha 103.2)	169	170	1	1%	25	24	-1	-4%	15%	14%			196	204	8	4%	7.8	8.4		6.2%	6.3%	
97.2 Stray FM	146	147	1	1%	40	44	4	10%	27%	30%			223	289	66	30%	5.6	6.6		7.6%	10.2%	
Sun FM	270	271	1	0%	62	66	4	6%	23%	24%			481	568	87	18%	7.8	8.6		9.8%	12.1%	
Wessex FM	122	122	0	0%	37	37	0	0%	30%	31%			261	297	36	14%	7.1	7.9		10.1%	11.3%	
Yorkshire Coast Radio	117	118	1	1%	44	44	0	0%	37%	37%			434	480	46	11%	9.9	11.0		15.9%	17.7%	
Radio Mansfield 103.2	155	156	1	1%	38	39	1	3%	25%	25%			348	343	-5	-1%	9.1	8.7		11.5%	11.5%	
Manx Radio	68	68	0	0%	37	38	1	3%	55%	56%			447	459	12	3%	12.0	12.1		28.4%	29.7%	
Midwest Radio	196	197	1	1%	30	32	2	7%	15%	16%			272	362	90	33%	9.2	11.4		5.7%	7.3%	
Northern Media Group	566	572	6	1%	142	141	-1	-1%	25%	25%			1303	1200	-103	-8%	9.2	8.5		11.9%	10.6%	
Five FM	81	82	1	1%	21	19	-2	-10%	26%	23%			177	158	-19	-11%	8.3	8.4		11.9%	10.6%	
Q102.9FM/Q97.2FM/Q101.2FM	294	297	3	1%	91	89	-2	-2%	31%	30%			901	794	-107	-12%	9.9	8.9		15.2%	13.0%	
Seven FM	145	146	1	1%	16	18	2	13%	11%	13%			100	119	19	19%	6.2	6.5		3.7%	4.2%	
Six FM	91	93	2	2%	14	15	1	7%	15%	16%			124	129	5	4%	8.8	8.7		7.1%	7.4%	
Original 106 (Aberdeen)	311	312	1	0%	42	40	-2	-5%	14%	13%			241	217	-24	-10%	5.7	5.4		4.1%	3.7%	
Total Orion Midlands	5829	5867	38	1%	1230	1297	67	5%	21%	22%			9734	9856	122	1%	7.9	7.6		8.6%	9.0%	
Heart 106 FM East Midlands	2154	2171	17	1%	350	423	73	21%	16%	19%			2571	3284	713	28%	7.3	7.8		6.1%	8.2%	
Orion West Midlands	3766	3787	21	1%	882	878	-4	0%	23%	23%			7163	6572	-591	-8%	8.1	7.5		9.8%	9.3%	
Orion West Midlands FM	n/p	3787	n/a	n/a	n/p	800	n/a	n/a	n/p	21%			n/p	5655	n/a	n/a	n/p	7.1		n/p	8.0%	
Beacon Radio	1298	1304	6	0%	212	209	-3	-1%	16%	16%			1799	1659	-140	-8%	8.5	7.9		6.8%	6.5%	
96.4 BRMB	2055	2066	11	1%	391	364	-27	-7%	19%	18%			2539	2132	-407	-16%	6.5	5.9		6.8%	5.9%	
Mercia	653	658	5	1%	147	149	2	1%	22%	23%			1086	1144	58	5%	7.4	7.7		8.3%	9.1%	
Wyvern FM	496	499	3	1%	97	97	0	0%	20%	20%			734	704	-30	-4%	7.5	7.2		7.4%	7.3%	
Gold Birmingham	2055	2066	11	1%	57	64	7	12%	3%	3%			683	413	-270	-40%	12.1	6.5		1.8%	1.1%	
Gold Coventry	653	658	5	1%	17	27	10	59%	3%	4%			185	340	155	84%	10.6	12.5		1.4%	2.7%	
Gold Wolverhampton	1298	1304	6	0%	37	45	8	22%	3%	3%			362	392	30	8%	9.9	8.8		1.4%	1.5%	
Premier Christian Radio	10894	10983	89	1%	141	143	2	1%	1%	1%			1456	1708	252	17%	10.4	12.0		0.7%	0.8%	
107.4 The Quay	376	380	4	1%	57	53	-4	-7%	15%	14%			312	310	-2	-1%	5.5	5.9		3.5%	3.5%	
Reading 107 FM	223	226	3	1%	22	22	0	0%	10%	10%			163	132	-31	-19%	7.3	6.0		4.6%	3.8%	
96.2 The Revolution	507	511	4	1%	29	42	13	45%	6%	8%			330	357	27	8%	11.2	8.5		3.8%	3.5%	
Southwest Local Radio Group (Palm & Exeter FM)	531	532	1	0%	66	60	-6	-9%	12%	11%			475	462	-13	-3%	7.2	7.7		4.2%	4.0%	
Exeter FM	303	304	1	0%	29	29	0	0%	10%	9%			139	133	-6	-4%	4.7	4.7		2.1%	2.0%	
Palm FM	227	228	1	0%	36	32	-4	-11%	16%	14%			336	329	-7	-2%	9.2	10.4		6.9%	6.8%	
107.5 Sovereign Radio	151	151	0	0%	27	30	3	11%	18%	20%			142	184	42	30%	5.3	6.1		4.6%	5.5%	
The Sunrise Group	51280	51618	338	1%	560	571	11	2%	1%	1%			4064	3751	-313	-8%	7.3	6.6		0.4%	0.4%	
Buzz Asia 963 & 972AM	10895	10984	89	1%	134	120	-14	-10%	1%	1%			584	459	-125	-21%	4.4	3.8		0.3%	0.2%	
Kisamat Radio 1035 (Greater London)	10894	10983	89	1%	131	112	-19	-15%	1%	1%			500	457	-43	-9%	3.8	4.1		0.2%	0.2%	
Sunrise Radio (Greater London)	10894	10983	89	1%	323	364	41	13%	3%	3%			1773	2357	584	33%	5.5	6.5		0.8%	1.1%	
Sunrise Radio National	51280	51618	338	1%	444	498	54	12%	1%	1%			2404	3136	732	30%	5.4	6.3		0.2%	0.3%	
Time FM 106.6	282	284	2	1%	21	21	0	0%	7%	7%			125	144	19	15%	5.9	7.0		2.4%	3.0%	
Tindle Radio Group	1351	1363	12	1%	303	304	1	0%	22%	22%			3012	3224	212	7%	9.9	10.6		10.6%	11.1%	
Kestrel FM (North and South)	n/p	231	n/a	n/a	n/p	48	n/a	n/a	n/p	21%			n/p	434	n/a	n/a	n/p	9.1		n/p	8.0%	
Kestrel FM	135	136	1	1%	31	29	-2	-6%	23%	22%			315	267	-48	-15%	10.2	9.1		9.3%	7.8%	
Kestrel FM - formerly DELTA RADIO	94	95	1	1%	17	18	1	6%	18%	19%			181	166	-15	-8%	10.5	9.0		9.1%	8.2%	
Tindle Radio Anglia	994	1006	12	1%	191	191	0	0%	19%	19%			1776	1991	215	12%	9.3	10.4		8.6%	9.4%	
THE BEACH	183	185	2	1%	49	52	3	6%	27%	28%			561	614	53	9%	11.3	11.8		15.5%	16.1%	
Dream 100	141	142	1	1%	44	42	-2	-5%	31%	30%			455	586	131	29%	10.4	13.9		15.5%	18.4%	
North Norfolk Radio	91	92	1	1%	19	21	2	11%	21%	23%			201	221	20	10%	10.6	10.5		9.5%	10.6%	
Radio NORWICH 99.9	324	330	6	2%	48	45	-3	-6%	15%	14%			337	330	-7	-2%	7.1	7.4		4.7%	4.6%	
Town 102 FM	275	279	4	1%	31	32	1	3%	11%	11%			222	238	16	7%	7.2	7.5		4.2%	4.5%	
Channel 103 FM	77	75	-2	-3%	39	38	-1	-3%	51%	51%			429	445	16	4%	10.9	11.6		30.0%	30.3%	

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	Last Pub	W2 2010	000's	Change %	Last Pub	W2 2010	000's	Change %	Last Pub	W2 2010	000's	Change %	Last Pub	W2 2010	000's	Change %	Last Pub	W2 2010	Last Pub	W2 2010	Last Pub	W2 2010		
Island FM 104.7	51	52	1	2%	25	26	1	4%	48%	50%			311	355	44	14%	12.5	13.6	34.8%	37.0%				
Total Touch Radio Network	889	897	8	1%	133	133	0	0%	15%	15%			1280	1129	-151	-12%	9.6	8.5	7.2%	6.4%				
Rugby FM	70	71	1	1%	20	21	1	5%	29%	29%			219	209	-10	-5%	10.8	10.1	15.0%	14.2%				
Touchradio Staffs	248	250	2	1%	32	34	2	6%	13%	14%			398	377	-21	-5%	12.5	11.0	8.5%	8.1%				
96.2FM Touchradio - Coventry	284	288	4	1%	31	33	2	6%	11%	12%			211	152	-59	-28%	6.8	4.6	4.1%	3.0%				
102FM Touchradio - Warks, Worcs, Cotswolds	287	288	1	0%	45	40	-5	-11%	16%	14%			405	349	-56	-14%	9.0	8.8	6.3%	5.2%				
107.3 Touchradio - Warwick	132	133	1	1%	8	8	0	0%	6%	6%			48	41	-7	-15%	6.4	5.3	2.0%	1.6%				
Town and Country Broadcasting (South and West Wales)	1574	1585	11	1%	220	239	19	9%	14%	15%			1760	1864	104	6%	8.0	7.8	5.5%	5.9%				
102.1 Bay Radio	453	457	4	1%	33	35	2	6%	7%	8%			210	214	4	2%	6.3	6.1	2.3%	2.3%				
106.3 Bridge FM	121	123	2	2%	32	35	3	9%	26%	29%			262	283	21	8%	8.2	8.0	10.5%	10.9%				
97.1 Radio Carmarthenshire	127	128	1	1%	40	39	-1	-3%	32%	31%			338	309	-29	-9%	8.4	7.9	13.0%	12.0%				
Nation Radio	1400	1409	9	1%	91	109	18	20%	6%	8%			679	625	-54	-8%	7.5	5.7	2.4%	2.2%				
102.5 Radio Pembrokeshire	93	94	1	1%	42	41	-1	-2%	46%	44%			455	458	3	1%	10.7	11.0	24.3%	24.3%				
Total UKRD	1433	1446	13	1%	380	375	-5	-1%	26%	26%			3751	3757	6	0%	9.9	10.0	12.2%	11.6%				
Pirate FM	480	483	3	1%	154	154	0	0%	32%	32%			1516	1468	-48	-3%	9.9	9.6	14.1%	13.2%				
The County Sound Radio Network	539	542	3	1%	153	155	2	1%	28%	29%			1461	1475	14	1%	9.6	9.5	13.3%	13.0%				
County Sound 1566	539	542	3	1%	12	9	-3	-25%	2%	2%			36	17	-19	-53%	3.0	1.8	0.3%	0.1%				
96.4 Eagle Radio	539	542	3	1%	141	148	7	5%	26%	27%			1425	1459	34	2%	10.1	9.9	13.0%	12.8%				
Total UKRD East	415	422	7	2%	72	65	-7	-10%	17%	15%			848	684	-164	-19%	11.7	10.6	9.9%	7.5%				
KL.FM 96.7	149	151	2	1%	48	47	-1	-2%	32%	31%			526	540	14	3%	10.9	11.5	15.7%	16.2%				
Star Radio in Cambridge	266	270	4	2%	24	21	-3	-13%	9%	8%			136	88	-48	-35%	5.7	4.1	2.7%	1.7%				
UTV Radio (inc. talkSPORT)	51280	51618	338	1%	3598	3608	10	0%	7%	7%			29244	27729	-1515	-5%	8.1	7.7	2.9%	2.7%				
UTV Radio (excl. talkSPORT)	6070	6096	26	0%	1225	1259	34	3%	20%	21%			10765	10922	157	1%	8.8	8.7	9.4%	9.3%				
107.6 Juice FM	954	954	0	0%	138	151	13	9%	14%	16%			595	686	91	15%	4.3	4.5	3.7%	4.1%				
Peak 107 FM	413	415	2	0%	83	79	-4	-5%	20%	19%			868	857	-11	-1%	10.5	10.9	10.3%	11.1%				
The Pulse/Pulse 2	848	854	6	1%	135	148	13	10%	16%	17%			980	1363	383	39%	7.3	9.2	7.1%	9.3%				
The Pulse	848	854	6	1%	126	136	10	8%	15%	16%			877	1159	282	32%	7.0	8.5	6.4%	7.9%				
Pulse 2	848	854	6	1%	31	40	9	29%	4%	5%			103	203	100	97%	3.4	5.1	0.7%	1.4%				
Signal One & Signal Two	770	773	3	0%	277	265	-12	-4%	36%	34%			3618	2983	-635	-18%	13.1	11.2	23.1%	19.6%				
Signal One	770	773	3	0%	257	244	-13	-5%	33%	32%			3115	2520	-595	-19%	12.1	10.3	19.9%	16.6%				
Signal Two	770	773	3	0%	65	64	-1	-2%	8%	8%			503	463	-40	-8%	7.7	7.3	3.2%	3.0%				
Total Swansea Sound/96.4 FM The Wave	453	457	4	1%	185	177	-8	-4%	41%	39%			1725	1522	-203	-12%	9.3	8.6	18.6%	16.5%				
96.4 FM The Wave	453	457	4	1%	146	138	-8	-5%	32%	30%			1111	1035	-76	-7%	7.6	7.5	12.0%	11.2%				
Swansea Sound - 1170 MW	453	457	4	1%	73	69	-4	-5%	16%	15%			614	487	-127	-21%	8.4	7.1	6.6%	5.3%				
U105	852	860	8	1%	143	147	4	3%	17%	17%			1296	1522	226	17%	9.1	10.3	7.7%	8.7%				
Radio Wave 96.5 FM	241	241	0	0%	62	66	4	6%	26%	28%			619	726	107	17%	9.9	10.9	12.2%	13.6%				
102.4 Wish/107.2 Wire/107.4 Tower FM	1112	1114	2	0%	190	182	-8	-4%	17%	16%			1190	1047	-143	-12%	6.3	5.8	5.8%	4.9%				
107.4 Tower FM	431	430	-1	0%	48	47	-1	-2%	11%	11%			413	339	-74	-18%	8.5	7.2	5.4%	4.4%				
107.2 Wire FM	277	278	1	0%	59	50	-9	-15%	21%	18%			333	282	-51	-15%	5.7	5.6	6.4%	5.1%				
102.4 Wish FM	465	467	2	0%	85	87	2	2%	18%	19%			443	426	-17	-4%	5.2	4.9	5.0%	4.7%				
107.7 The Wolf	428	431	3	1%	41	43	2	5%	10%	10%			296	323	27	9%	7.1	7.5	3.5%	3.9%				
Wave 102 FM	153	153	0	0%	26	28	2	8%	17%	19%			214	210	-4	-2%	8.4	7.4	7.9%	7.8%				
Yorkshire Radio	4444	4479	35	1%	67	70	3	4%	1%	2%			312	393	81	26%	4.7	5.6	0.4%	0.5%				

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	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change 000's	%	Last Pub	W2 2010	Change %	%	Last Pub	W2 2010	Change %	%
BBC Local Radio	41362	41650	288	1%	7691	6844	-847	-11%	19%	16%			71825	64615	-7210	-10%	9.3	9.4			8.8%	7.8%		
BBC Radio Berkshire	786	796	10	1%	157	151	-6	-4%	20%	19%			1067	809	-258	-24%	6.8	5.4			7.1%	5.4%		
BBC Radio Bristol	884	892	8	1%	163	170	7	4%	18%	19%			1764	1683	-81	-5%	10.8	9.9			9.9%	8.7%		
BBC Radio Cambridgeshire	703	710	7	1%	130	123	-7	-5%	18%	17%			839	1002	163	19%	6.5	8.2			6.1%	6.6%		
BBC Radio Cornwall	456	458	2	0%	142	147	5	4%	31%	32%			1959	1970	11	1%	13.8	13.4			18.3%	17.4%		
BBC Coventry and Warwickshire	660	665	5	1%	86	82	-4	-5%	13%	12%			548	545	-3	-1%	6.4	6.7			4.0%	4.1%		
BBC Radio Cumbria	406	407	1	0%	154	159	5	3%	38%	39%			1385	1452	67	5%	9.0	9.1			17.9%	17.8%		
BBC Radio Derby	629	634	5	1%	174	180	6	3%	28%	28%			1882	1626	-256	-14%	10.8	9.0			15.7%	13.7%		
BBC Radio Devon	978	983	5	1%	228	246	18	8%	23%	25%			2562	2779	217	8%	11.2	11.3			12.4%	13.0%		
BBC Essex	1261	1281	20	2%	245	243	-2	-1%	19%	19%			2686	2794	108	4%	11.0	11.5			9.6%	9.8%		
BBC Radio Gloucestershire	483	483	0	0%	99	94	-5	-5%	20%	19%			1332	1009	-323	-24%	13.5	10.8			13.6%	10.0%		
BBC Hereford & Worcester	492	495	3	1%	127	135	8	6%	26%	27%			1207	1038	-169	-14%	9.5	7.7			12.3%	10.6%		
BBC Radio Humberside	762	768	6	1%	205	212	7	3%	27%	28%			2101	2075	-26	-1%	10.3	9.8			13.1%	13.5%		
BBC Radio Kent	1378	1390	12	1%	241	276	35	15%	17%	20%			2868	3322	454	16%	11.9	12.0			8.7%	10.8%		
BBC Radio Lancashire	1184	1183	-1	0%	228	239	11	5%	19%	20%			1849	1658	-191	-10%	8.1	6.9			8.5%	7.0%		
BBC Radio Leeds	1619	1633	14	1%	226	246	20	9%	14%	15%			1532	1865	333	22%	6.8	7.6			6.0%	6.8%		
BBC Radio Leicester	798	805	7	1%	161	131	-30	-19%	20%	16%			1462	1078	-384	-26%	9.1	8.2			9.4%	7.6%		
BBC Radio Lincolnshire	536	541	5	1%	111	115	4	4%	21%	21%			1294	1704	410	32%	11.7	14.8			11.4%	14.1%		
BBC London 94.9	10894	10983	89	1%	521	507	-14	-3%	5%	5%			3166	2406	-760	-24%	6.1	4.7			1.5%	1.1%		
BBC Radio Manchester	2121	2128	7	0%	241	248	7	3%	11%	12%			1753	1706	-47	-3%	7.3	6.9			4.8%	4.3%		
BBC Radio Merseyside	1615	1616	1	0%	324	307	-17	-5%	20%	19%			3323	3480	157	5%	10.3	11.3			11.4%	11.3%		
BBC Radio Newcastle	1412	1419	7	0%	299	297	-2	-1%	21%	21%			1859	2014	155	8%	6.2	6.8			7.7%	8.4%		
BBC Radio Norfolk	759	768	9	1%	214	201	-13	-6%	28%	26%			2714	2362	-352	-13%	12.7	11.7			16.2%	14.1%		
BBC Radio Northampton	476	481	5	1%	99	103	4	4%	21%	21%			1142	1127	-15	-1%	11.6	11.0			12.2%	11.7%		
BBC Radio Nottingham	783	790	7	1%	182	197	15	8%	23%	25%			1755	1615	-140	-8%	9.6	8.2			11.3%	10.5%		
BBC Oxford 95.2FM	514	518	4	1%	76	73	-3	-4%	15%	14%			922	864	-58	-6%	12.1	11.8			9.1%	8.3%		
BBC Radio Sheffield	1254	1261	7	1%	255	256	1	0%	20%	20%			2110	2186	76	4%	8.3	8.5			9.2%	9.5%		
BBC Radio Shropshire	377	380	3	1%	111	109	-2	-2%	30%	29%			1152	1151	-1	0%	10.3	10.6			13.7%	13.1%		
BBC Radio Solent	1519	1532	13	1%	243	272	29	12%	16%	18%			2516	2951	435	17%	10.4	10.9			7.1%	8.2%		
BBC Solent for Dorset	172	172	0	0%	24	24	0	0%	14%	14%			194	193	-1	-1%	8.0	8.2			5.4%	5.4%		
BBC Somerset	439	442	3	1%	55	68	13	24%	13%	15%			545	661	116	21%	9.8	9.7			5.2%	6.1%		
BBC Radio Stoke	596	598	2	0%	174	174	0	0%	29%	29%			1556	1572	16	1%	8.9	9.0			13.2%	13.8%		
BBC Radio Suffolk	528	533	5	1%	128	133	5	4%	24%	25%			1283	1383	100	8%	10.0	10.4			11.5%	12.6%		
BBC Sussex and BBC Surrey	2440	2458	18	1%	260	260	0	0%	11%	11%			2388	2470	82	3%	9.2	9.5			4.5%	4.3%		
BBC Tees	787	789	2	0%	126	103	-23	-18%	16%	13%			754	689	-65	-9%	6.0	6.7			4.9%	4.7%		
BBC Three Counties Radio	1271	1285	14	1%	147	150	3	2%	12%	12%			1172	1304	132	11%	8.0	8.7			4.7%	5.1%		
BBC WM (Birmingham & Black Country)	2242	2254	12	1%	243	227	-16	-7%	11%	10%			2844	2386	-458	-16%	11.7	10.5			6.9%	6.0%		
BBC Radio Wiltshire/Swindon	537	542	5	1%	69	71	2	3%	13%	13%			574	632	58	10%	8.3	9.0			5.0%	5.4%		
BBC Radio York	530	536	6	1%	82	93	11	13%	15%	17%			829	985	156	19%	10.1	10.5			7.4%	8.4%		
BBC Radio Guernsey	51	52	1	2%	18	18	0	0%	36%	35%			222	227	5	2%	12.2	12.4			24.8%	23.6%		
BBC Radio Jersey	77	75	-2	-3%	28	29	1	4%	36%	39%			314	299	-15	-5%	11.2	10.3			22.0%	20.4%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2010/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	%	%	Last Pub	W2 2010	000's	%	Last Pub	W2 2010	Last Pub	W2 2010		
LOCAL COMMERCIAL																						
Total Absolute Radio Network (was Total Virgin Radio Network)	51280	51618	338	1%	1822	2020	198	11%	4%	4%			13996	14623	627	4%	7.7	7.2	1.4%	1.4%		
Total Absolute Radio (was Total Virgin Radio)	51280	51618	338	1%	1396	1587	191	14%	3%	3%			11047	11762	715	6%	7.9	7.4	1.1%	1.1%		
Total Absolute Radio (London) (was Total Virgin (London))	10894	10983	89	1%	690	821	131	19%	6%	7%			5542	6014	472	9%	8.0	7.3	2.6%	2.8%		
Absolute Radio London (was Virgin Radio London)	10894	10983	89	1%	600	699	99	17%	6%	6%			4219	4732	513	12%	7.0	6.8	2.0%	2.2%		
Absolute Radio National (was Virgin Radio National)	51280	51618	338	1%	945	971	26	3%	2%	2%			6827	7030	203	3%	7.2	7.2	0.7%	0.7%		
Absolute 80s	51280	51618	338	1%	264	288	24	9%	1%	1%			1421	1552	131	9%	5.4	5.4	0.1%	0.2%		
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51280	51618	338	1%	255	278	23	9%	*%	1%			1202	1304	102	8%	4.7	4.7	0.1%	0.1%		
Heat	51280	51618	338	1%	447	672	225	50%	1%	1%			1444	2787	1343	93%	3.2	4.1	0.1%	0.3%		
The Hits	51280	51618	338	1%	1055	1138	83	8%	2%	2%			3579	3872	293	8%	3.4	3.4	0.4%	0.4%		
Jazz FM	51280	51618	338	1%	471	463	-8	-2%	1%	1%			1894	1994	100	5%	4.0	4.3	0.2%	0.2%		
NME Radio	51280	51618	338	1%	226	253	27	12%	*%	*%			555	1301	746	134%	2.5	5.1	0.1%	0.1%		
Panjab Radio	51280	51618	338	1%	172	155	-17	-10%	*%	*%			913	697	-216	-24%	5.3	4.5	0.1%	0.1%		
Planet Rock	51280	51618	338	1%	694	718	24	3%	1%	1%			5905	5182	-723	-12%	8.5	7.2	0.6%	0.5%		
Q	51280	51618	338	1%	231	233	2	1%	*%	*%			788	495	-293	-37%	3.4	2.1	0.1%	*%		
Smash Hits Radio	51280	51618	338	1%	853	990	137	16%	2%	2%			3009	3598	589	20%	3.5	3.6	0.3%	0.3%		
talkSPORT	51280	51618	338	1%	2368	2507	139	6%	5%	5%			16346	17483	1137	7%	6.9	7.0	1.6%	1.7%		
BBC Radio 1	51280	51618	338	1%	11737	11810	73	1%	23%	23%			95972	95821	-151	0%	8.2	8.1	9.5%	9.3%		
BBC Radio 2	51280	51618	338	1%	14569	13729	-840	-6%	28%	27%			174355	163454	-10901	-6%	12.0	11.9	17.2%	15.9%		
BBC Radio 3	51280	51618	338	1%	2025	1858	-167	-8%	4%	4%			11908	10477	-1431	-12%	5.9	5.6	1.2%	1.0%		
BBC Radio 4	51280	51618	338	1%	10029	10403	374	4%	20%	20%			123378	128410	5032	4%	12.3	12.3	12.2%	12.5%		
BBC Radio FIVE LIVE	51280	51618	338	1%	6481	6763	282	4%	13%	13%			46418	49946	3528	8%	7.2	7.4	4.6%	4.8%		
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51280	51618	338	1%	6563	6804	241	4%	13%	13%			48109	51413	3304	7%	7.3	7.6	4.7%	5.0%		
FIVE LIVE SPORTS EXTRA	51280	51618	338	1%	685	547	-138	-20%	1%	1%			1691	1466	-225	-13%	2.5	2.7	0.2%	0.1%		
BBC 6 Music	51280	51618	338	1%	1023	1194	171	17%	2%	2%			7852	10270	2418	31%	7.7	8.6	0.8%	1.0%		
1 Xtra from the BBC	51280	51618	338	1%	663	600	-63	-10%	1%	1%			3194	2706	-488	-15%	4.8	4.5	0.3%	0.3%		
BBC Radio 7	51280	51618	338	1%	1049	949	-100	-10%	2%	2%			5750	5618	-132	-2%	5.5	5.9	0.6%	0.5%		
BBC Asian Network UK	51280	51618	338	1%	357	437	80	22%	1%	1%			1595	2151	556	35%	4.5	4.9	0.2%	0.2%		
BBC World Service	51280	51618	338	1%	1288	1285	-3	0%	3%	2%			6072	5993	-79	-1%	4.7	4.7	0.6%	0.6%		
BBC Local/Regional	51280	51618	338	1%	9987	9135	-852	-9%	19%	18%			93844	85799	-8045	-9%	9.4	9.4	9.3%	8.3%		
ALL NATIONAL COMMERCIAL (UK)	51280	51618	338	1%	13614	14608	994	7%	27%	28%			103905	113421	9516	9%	7.6	7.8	10.3%	11.0%		
ALL LOCAL COMMERCIAL (UK)	51280	51618	338	1%	26089	26700	611	2%	51%	52%			314610	331886	17276	5%	12.1	12.4	31.1%	32.2%		
ALL COMMERCIAL (UK)	51280	51618	338	1%	32162	32873	711	2%	63%	64%			418514	445307	26793	6%	13.0	13.5	41.3%	43.2%		
ALL BBC (UK)	51280	51618	338	1%	34877	34585	-292	-1%	68%	67%			572029	562112	-9917	-2%	16.4	16.3	56.5%	54.6%		
ALL RADIO (UK)	51280	51618	338	1%	46479	46771	292	1%	91%	91%			1013061	1030122	17061	2%	21.8	22.0	100.0%	100.0%		