

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	Last Pub	W3 2004
Bath FM	83	83	0	0%	19	18	-1	-5%	22%	21%	141	138	-3	-2%	7.6	7.7	7.9%	7.9%		
2BR	201	201	0	0%	76	74	-2	-3%	38%	37%	1002	979	-23	-2%	13.2	13.2	23.7%	22.9%		
Total Capital Radio Group UK	48862	48862	0	0%	8043	7795	-248	-3%	16%	16%	73782	71602	-2180	-3%	9.2	9.2	6.8%	6.7%		
Total Capital Radio Group	28290	28290	0	0%	7636	7409	-227	-3%	27%	26%	71051	69063	-1988	-3%	9.3	9.3	11.5%	11.3%		
The Capital FM Network	19109	19108	-1	0%	4784	4587	-197	-4%	25%	24%	39369	37677	-1692	-4%	8.2	8.2	9.4%	9.1%		
95.8 Capital FM	10435	10435	0	0%	2107	2172	65	3%	20%	21%	14581	15542	961	7%	6.9	7.2	6.6%	7.2%		
The New 96.4 FM BRMB	2006	2006	0	0%	567	536	-31	-5%	28%	27%	4474	4937	463	10%	7.9	9.2	9.3%	10.3%		
FOX FM	565	565	0	0%	202	194	-8	-4%	36%	34%	1830	1922	92	5%	9.1	9.9	14.8%	14.9%		
Invicta FM	1105	1105	0	0%	431	425	-6	-1%	39%	38%	4541	4193	-348	-8%	10.5	9.9	16.3%	14.3%		
103.2 Power FM	1073	1073	0	0%	292	284	-8	-3%	27%	26%	2416	2316	-100	-4%	8.3	8.1	10.1%	9.4%		
Southern FM	943	943	0	0%	332	305	-27	-8%	35%	32%	3533	3361	-172	-5%	10.6	11.0	15.9%	15.0%		
Red Dragon FM	904	904	0	0%	318	294	-24	-8%	35%	32%	2966	2858	-108	-4%	9.3	9.7	13.9%	14.1%		
Beat 106	2616	2616	0	0%	399	429	30	8%	15%	16%	3046	3254	208	7%	7.6	7.6	5.8%	6.4%		
Beat 106 (East)	1118	1118	0	0%	183	215	32	17%	16%	19%	1261	1789	528	42%	6.9	8.3	5.8%	8.2%		
Beat 106 (West)	1649	1649	0	0%	249	249	0	0%	15%	15%	2061	1839	-222	-11%	8.3	7.4	6.1%	5.7%		
Total Capital Gold UK	48862	48862	0	0%	1532	1437	-95	-6%	3%	3%	10292	10777	485	5%	6.7	7.5	0.9%	1.0%		
The Capital Gold Network	18209	18205	-4	0%	1205	1134	-71	-6%	7%	6%	8225	8868	643	8%	6.8	7.8	2.0%	2.2%		
Capital Gold London	10435	10435	0	0%	778	745	-33	-4%	7%	7%	5521	3630	-1891	-34%	7.1	4.9	2.5%	1.7%		
Capital Gold Birmingham	2006	2006	0	0%	80	68	-12	-15%	4%	3%	623	596	-27	-4%	7.8	8.8	1.3%	1.2%		
Capital Gold Kent	1105	1105	0	0%	55	51	-4	-7%	5%	5%	520	521	1	0%	9.5	10.3	1.9%	1.8%		
Capital Gold Hampshire	1073	1073	0	0%	41	56	15	37%	4%	5%	488	686	198	41%	11.8	12.3	2.0%	2.8%		
Capital Gold Sussex	943	943	0	0%	37	52	15	41%	4%	6%	234	549	315	135%	6.4	10.6	1.1%	2.5%		
Capital Gold South Wales	904	904	0	0%	41	51	10	24%	5%	6%	402	719	317	79%	9.7	14.1	1.9%	3.5%		
Capital Gold Manchester	2251	2248	-3	0%	98	104	6	6%	4%	5%	949	1260	311	33%	9.7	12.1	2.0%	2.7%		
The Century Radio Network	10087	10088	1	0%	1859	1772	-87	-5%	18%	18%	16721	15306	-1415	-8%	9.0	8.6	7.7%	7.0%		
105.4 Century FM	5040	5054	14	0%	754	724	-30	-4%	15%	14%	6885	6250	-635	-9%	9.1	8.6	6.4%	5.9%		
106 Century FM	1995	1995	0	0%	333	321	-12	-4%	17%	16%	2900	2709	-191	-7%	8.7	8.4	6.2%	5.9%		
100-102 Century FM	2091	2091	0	0%	525	506	-19	-4%	25%	24%	4877	4275	-602	-12%	9.3	8.5	11.7%	10.0%		
100-102 Century FM North	1369	1369	0	0%	298	286	-12	-4%	22%	21%	2708	2271	-437	-16%	9.1	7.9	10.7%	8.7%		
100-102 Century FM South	780	780	0	0%	239	235	-4	-2%	31%	30%	2275	2098	-177	-8%	9.5	8.9	13.1%	11.9%		
Ocean FM	961	961	0	0%	206	219	13	6%	21%	23%	1862	1911	49	3%	9.0	8.7	8.9%	8.7%		
Total XFM (UK)	48862	48862	0	0%	701	679	-22	-3%	1%	1%	4255	3822	-433	-10%	6.1	5.6	0.4%	0.4%		
XFM 104.9	10435	10435	0	0%	577	572	-5	-1%	6%	5%	3823	3370	-453	-12%	6.6	5.9	1.7%	1.6%		
Choice FM London	5978	5978	0	0%	376	383	7	2%	6%	6%	2824	3749	925	33%	7.5	9.8	2.3%	3.2%		
Capital Disney	48862	48862	0	0%	31	48	17	55%	*%	*%	191	112	-79	-41%	6.1	2.4	*%	*%		
Capital Radio Group London	10435	10435	0	0%	3048	3070	22	1%	29%	29%	26749	26292	-457	-2%	8.8	8.6	12.0%	12.1%		
Capital Radio Group South (Invicta Radio/Southern Radio/Ocean Radio)	3145	3145	0	0%	1239	1223	-16	-1%	39%	39%	13594	13537	-57	0%	11.0	11.1	18.2%	17.6%		
Invicta Radio (Invicta FM/Capital Gold Kent)	1105	1105	0	0%	457	445	-12	-3%	41%	40%	5060	4714	-346	-7%	11.1	10.6	18.1%	16.1%		
Southern Radio (Southern FM/Capital Gold Sussex)	943	943	0	0%	348	338	-10	-3%	37%	36%	3767	3910	143	4%	10.8	11.6	16.9%	17.4%		
Ocean Radio (103.2 Power FM/Ocean FM/Capital Gold Hampshire)	1108	1108	0	0%	435	440	5	1%	39%	40%	4767	4913	146	3%	11.0	11.2	19.3%	19.2%		
Capital Radio Group North	9768	9768	0	0%	1783	1738	-45	-3%	18%	18%	15953	15200	-753	-5%	8.9	8.7	7.8%	7.6%		
Capital Radio Group Midlands/South Wales	5469	5469	0	0%	1483	1412	-71	-5%	27%	26%	13195	13742	547	4%	8.9	9.7	10.3%	10.8%		
BRMB Radio (The New 96.4 BRMB/Capital Gold Birmingham)	2006	2006	0	0%	609	576	-33	-5%	30%	29%	5096	5534	438	9%	8.4	9.6	10.6%	11.6%		
Red Dragon Radio (Red Dragon FM/Capital Gold South Wales)	904	904	0	0%	338	322	-16	-5%	37%	36%	3368	3576	208	6%	10.0	11.1	15.7%	17.6%		
Total Chrysalis Radio (UK)	48862	48862	0	0%	6159	6052	-107	-2%	13%	12%	53388	49993	-3395	-6%	8.7	8.3	4.9%	4.7%		
Chrysalis Radio (ILR)	22380	22388	8	0%	5469	5363	-106	-2%	24%	24%	49731	46210	-3521	-7%	9.1	8.6	10.2%	9.7%		
The Arrow (UK)	48862	48862	0	0%	24	34	10	42%	*%	*%	158	284	126	80%	6.5	8.3	*%	*%		
Galaxy Network (UK)	48862	48862	0	0%	2708	2495	-213	-8%	6%	5%	20396	18436	-1960	-10%	7.5	7.4	1.9%	1.7%		
Galaxy Network (ILR)	10517	10548	31	0%	2235	2193	-42	-2%	21%	21%	18047	17377	-670	-4%	8.1	7.9	7.8%	7.7%		
Galaxy 102	2249	2257	8	0%	398	379	-19	-5%	18%	17%	3374	3308	-66	-2%	8.5	8.7	7.1%	7.2%		

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	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004
LOCAL COMMERCIAL																		
Galaxy 102.2	2002	2025	23	1%	339	319	-20	-6%	17%	16%	2583	2357	-226	-9%	7.6	7.4	5.4%	5.0%
Galaxy 105	4175	4175	0	0%	1007	952	-55	-5%	24%	23%	7633	7246	-387	-5%	7.6	7.6	8.5%	8.2%
Galaxy 105-106	2091	2091	0	0%	487	544	57	12%	23%	26%	3937	4466	529	13%	8.1	8.2	9.4%	10.5%
Total Heart (UK)	48862	48862	0	0%	3259	2910	-349	-11%	7%	6%	24999	21037	-3962	-16%	7.7	7.2	2.3%	2.0%
Heart FM (ILR)	13865	13865	0	0%	2785	2742	-43	-2%	20%	20%	22733	21358	-1375	-6%	8.2	7.8	7.5%	7.2%
100.7 Heart FM	3430	3430	0	0%	938	885	-53	-6%	27%	26%	8686	8008	-678	-8%	9.3	9.0	11.0%	10.2%
Heart 106.2 FM	10435	10435	0	0%	1929	1810	-119	-6%	18%	17%	14556	11777	-2779	-19%	7.5	6.5	6.5%	5.4%
Chrysalis Radio Midlands	3430	3430	0	0%	1106	1032	-74	-7%	32%	30%	11269	10366	-903	-8%	10.2	10.0	14.2%	13.2%
Total LBC (UK)	48862	48862	0	0%	807	701	-106	-13%	2%	1%	8322	6334	-1988	-24%	10.3	9.0	0.8%	0.6%
Total LBC	10435	10435	0	0%	780	670	-110	-14%	7%	6%	8125	6143	-1982	-24%	10.4	9.2	3.7%	2.8%
LBC 97.3	10435	10435	0	0%	596	506	-90	-15%	6%	5%	6615	4777	-1838	-28%	11.1	9.4	3.0%	2.2%
LBC News 1152	10435	10435	0	0%	326	284	-42	-13%	3%	3%	1510	1366	-144	-10%	4.6	4.8	0.7%	0.6%
Chrysalis Radio London	10435	10435	0	0%	2568	2354	-214	-8%	25%	23%	22680	17920	-4760	-21%	8.8	7.6	10.2%	8.2%
Total CN Group	1637	1637	0	0%	440	432	-8	-2%	27%	26%	4255	3828	-427	-10%	9.7	8.9	11.6%	10.7%
The Bay	318	318	0	0%	116	100	-16	-14%	36%	31%	1291	1026	-265	-21%	11.2	10.3	17.8%	14.6%
Citybeat 96.7FM	478	478	0	0%	130	141	11	8%	27%	30%	1128	1280	152	13%	8.7	9.1	11.0%	12.5%
CN Midlands	841	841	0	0%	208	197	-11	-5%	25%	23%	1921	1817	-104	-5%	9.2	9.2	10.0%	9.5%
The Bear 102	224	224	0	0%	59	57	-2	-3%	27%	26%	704	650	-54	-8%	11.8	11.4	13.3%	12.1%
CENTRE FM	231	231	0	0%	56	49	-7	-13%	24%	21%	561	495	-66	-12%	9.9	10.0	10.4%	9.4%
Kix 96	283	283	0	0%	69	65	-4	-6%	24%	23%	393	388	-5	-1%	5.7	6.0	6.2%	6.3%
Oak 107	104	104	0	0%	23	25	2	9%	22%	24%	263	283	20	8%	11.5	11.2	11.8%	12.5%
Connect FM (was KCBC 107.4)	200	200	0	0%	34	39	5	15%	17%	19%	426	456	30	7%	12.6	11.8	8.8%	8.8%
CTR 105.6	149	152	3	2%	11	14	3	27%	8%	9%	106	107	1	1%	9.4	7.9	3.2%	3.0%
Dee 106.3	177	177	0	0%	23	28	5	22%	13%	16%	201	216	15	7%	8.6	7.6	5.3%	5.7%
107.9 Dune FM	214	214	0	0%	31	32	1	3%	14%	15%	272	236	-36	-13%	8.9	7.4	5.8%	5.2%
107 The Edge	316	301	-15	-5%	29	27	-2	-7%	9%	9%	260	236	-24	-9%	9.1	8.7	3.6%	3.5%
EMAP Total (inc. National)	48862	48862	0	0%	8205	8298	93	1%	17%	17%	70050	69806	-244	0%	8.5	8.4	6.4%	6.5%
EMAP ILR Total	20544	20544	0	0%	6082	6012	-70	-1%	30%	29%	55757	53334	-2423	-4%	9.2	8.9	12.6%	12.3%
Big City Network (excl. London)	10007	10007	0	0%	3029	2937	-92	-3%	30%	29%	27184	25068	-2116	-8%	9.0	8.5	12.5%	12.0%
Total Magic	48862	48862	0	0%	2679	2815	136	5%	5%	6%	19203	20411	1208	6%	7.2	7.3	1.8%	1.9%
Magic Network (ILR)	20538	20538	0	0%	2260	2276	16	1%	11%	11%	18501	17912	-589	-3%	8.2	7.9	4.2%	4.1%
Magic Network - North	10103	10103	0	0%	767	723	-44	-6%	8%	7%	8141	7561	-580	-7%	10.6	10.5	3.7%	3.6%
EMAP Radio - North East	2101	2101	0	0%	793	839	46	6%	38%	40%	7234	7144	-90	-1%	9.1	8.5	17.3%	16.7%
Big City Network - North East	2101	2101	0	0%	676	744	68	10%	32%	35%	5023	5371	348	7%	7.4	7.2	12.0%	12.6%
Metro Radio	1373	1373	0	0%	477	535	58	12%	35%	39%	3375	3930	555	16%	7.1	7.3	13.2%	15.0%
TFM	786	786	0	0%	198	210	12	6%	25%	27%	1647	1440	-207	-13%	8.3	6.9	9.5%	8.2%
Magic Network - North East	2101	2101	0	0%	202	174	-28	-14%	10%	8%	2211	1773	-438	-20%	10.9	10.2	5.3%	4.1%
Magic 1152 (Newcastle)	1373	1373	0	0%	113	98	-15	-13%	8%	7%	1296	941	-355	-27%	11.5	9.6	5.1%	3.6%
Magic 1170 (Teesside)	786	786	0	0%	89	76	-13	-15%	11%	10%	915	833	-82	-9%	10.2	10.9	5.3%	4.7%
Metro Radio/Magic 1152	1373	1373	0	0%	536	580	44	8%	39%	42%	4671	4871	200	4%	8.7	8.4	18.3%	18.6%
TFM/Magic 1170	786	786	0	0%	258	260	2	1%	33%	33%	2562	2273	-289	-11%	9.9	8.7	14.8%	12.9%
EMAP Radio - North West	4857	4857	0	0%	1600	1516	-84	-5%	33%	31%	17383	16086	-1297	-7%	10.9	10.6	16.5%	15.7%
Big City Network - North West	4755	4755	0	0%	1440	1378	-62	-4%	30%	29%	14407	13432	-975	-7%	10.0	9.7	13.9%	13.4%
Radio City 96.7	1776	1769	-7	0%	521	504	-17	-3%	29%	29%	5552	5203	-349	-6%	10.6	10.3	14.1%	13.5%
Key 103 (Manchester)	2686	2686	0	0%	636	550	-86	-14%	24%	20%	5137	4848	-289	-6%	8.1	8.8	9.2%	8.7%
97.4 Rock FM	1270	1273	3	0%	352	329	-23	-7%	28%	26%	3752	3180	-572	-15%	10.7	9.7	14.3%	12.8%
Magic Network - North West	4851	4851	0	0%	287	254	-33	-11%	6%	5%	2975	2654	-321	-11%	10.4	10.5	2.8%	2.6%
Magic 1548 (Liverpool)	1776	1769	-7	0%	119	98	-21	-18%	7%	6%	1291	1228	-63	-5%	10.9	12.5	3.3%	3.2%
Magic 1152 (Manchester)	2686	2686	0	0%	93	131	38	41%	3%	5%	1076	1212	136	13%	11.5	9.3	1.9%	2.2%
Magic 999 (Preston)	1082	1082	0	0%	62	43	-19	-31%	6%	4%	537	284	-253	-47%	8.6	6.6	2.4%	1.3%

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LOCAL COMMERCIAL																						
Key 103/Magic 1152 (Manchester)	2686	2686	0	0%	693	636	-57	-8%	26%	24%	6212	6060	-152	-2%	9.0	9.5	11.1%	10.8%				
Radio City 96.7/Magic 1548	1776	1769	-7	0%	582	546	-36	-6%	33%	31%	6843	6430	-413	-6%	11.8	11.8	17.4%	16.7%				
97.4 Rock FM/Magic 999	1371	1375	4	0%	393	354	-39	-10%	29%	26%	4289	3464	-825	-19%	10.9	9.8	15.1%	12.7%				
EMAP Radio - Yorkshire	3151	3151	0	0%	1060	981	-79	-7%	34%	31%	10708	9400	-1308	-12%	10.1	9.6	14.9%	14.1%				
Big City Network - Yorkshire	3151	3151	0	0%	914	815	-99	-11%	29%	26%	7754	6266	-1488	-19%	8.5	7.7	10.8%	9.4%				
96.3 Radio Aire	937	937	0	0%	209	193	-16	-8%	22%	21%	1317	1036	-281	-21%	6.3	5.4	7.1%	5.8%				
Hallam FM	1265	1265	0	0%	451	399	-52	-12%	36%	32%	3771	3178	-593	-16%	8.4	8.0	13.4%	11.8%				
96.9 Viking FM	1114	1114	0	0%	261	228	-33	-13%	23%	20%	2666	2051	-615	-23%	10.2	9.0	9.2%	8.1%				
Magic Network - Yorkshire	3151	3151	0	0%	278	294	16	6%	9%	9%	2954	3134	180	6%	10.6	10.6	4.1%	4.7%				
Magic 828 (Leeds)	937	937	0	0%	112	144	32	29%	12%	15%	1054	1581	527	50%	9.4	11.0	5.7%	8.9%				
Magic AM (Sheffield)	1265	1265	0	0%	82	76	-6	-7%	6%	6%	935	637	-298	-32%	11.4	8.4	3.3%	2.4%				
Magic 1161 (Hull)	1114	1114	0	0%	89	82	-7	-8%	8%	7%	996	984	-12	-1%	11.2	12.0	3.5%	3.9%				
96.3 Radio Aire/Magic 828	937	937	0	0%	276	278	2	1%	29%	30%	2371	2618	247	10%	8.6	9.4	12.8%	14.8%				
Hallam FM/Magic AM	1265	1265	0	0%	483	434	-49	-10%	38%	34%	4707	3815	-892	-19%	9.8	8.8	16.8%	14.2%				
96.9 Viking FM/Magic 1161	1114	1114	0	0%	313	281	-32	-10%	28%	25%	3662	3035	-627	-17%	11.7	10.8	12.7%	11.9%				
Total Kerrang!	n/p	48862	n/a	n/a	n/p	1017	n/a	n/a	n/p	2%	n/p	4846	n/a	n/a	n/p	4.8	n/p	0.5%				
Kerrang! 105.2	n/p	3430	n/a	n/a	n/p	256	n/a	n/a	n/p	7%	n/p	2080	n/a	n/a	n/p	8.1	n/p	2.7%				
EMAP Radio London (Magic 105.4/Kiss 100)	10435	10435	0	0%	2674	2688	14	1%	26%	26%	20710	20286	-424	-2%	7.7	7.5	9.3%	9.3%				
Kiss 100 FM	10435	10435	0	0%	1554	1527	-27	-2%	15%	15%	10559	9814	-745	-7%	6.8	6.4	4.7%	4.5%				
Magic 105.4	10435	10435	0	0%	1535	1581	46	3%	15%	15%	10152	10471	319	3%	6.6	6.6	4.6%	4.8%				
Total Kiss	48862	48862	0	0%	2532	2555	23	1%	5%	5%	13889	13691	-198	-1%	5.5	5.4	1.3%	1.3%				
Total GMG Radio	48862	48862	0	0%	2911	2988	77	3%	6%	6%	24885	22613	-2272	-9%	8.5	7.6	2.3%	2.1%				
Total Real Network	7080	7080	0	0%	1459	1396	-63	-4%	21%	20%	15991	14649	-1342	-8%	11.0	10.5	10.7%	10.1%				
Real Radio (Scotland)	2616	2616	0	0%	688	654	-34	-5%	26%	25%	7931	7264	-667	-8%	11.5	11.1	15.1%	14.2%				
Real Radio (Wales)	1620	1620	0	0%	378	355	-23	-6%	23%	22%	4530	3855	-675	-15%	12.0	10.9	12.0%	10.7%				
Real Radio (Yorkshire)	2843	2843	0	0%	392	387	-5	-1%	14%	14%	3530	3531	1	0%	9.0	9.1	5.9%	6.2%				
Total Jazz/Smooth Network (UK)	48862	48862	0	0%	1489	1578	89	6%	3%	3%	9453	8499	-954	-10%	6.3	5.4	0.9%	0.8%				
Jazz FM (London)/Smooth FM (North West)	15753	15753	0	0%	1141	1251	110	10%	7%	8%	7804	7371	-433	-6%	6.8	5.9	2.3%	2.2%				
Jazz FM (London)	10435	10435	0	0%	714	845	131	18%	7%	8%	4112	4700	588	14%	5.8	5.6	1.8%	2.2%				
Smooth FM (North West)	5318	5318	0	0%	333	329	-4	-1%	6%	6%	2586	2274	-312	-12%	7.8	6.9	2.3%	2.0%				
GWR Local Group Total	14851	14851	0	0%	4866	4803	-63	-1%	33%	32%	51518	51164	-354	-1%	10.6	10.7	15.1%	15.2%				
The Mix - GWR's Local FM Services Total	14605	14605	0	0%	4481	4402	-79	-2%	31%	30%	44834	44382	-452	-1%	10.0	10.1	13.4%	13.4%				
Classic Gold Network (Total UK)	48862	48862	0	0%	920	892	-28	-3%	2%	2%	8269	8464	195	2%	9.0	9.5	0.8%	0.8%				
Classic Gold Network	12535	12529	-6	0%	667	662	-5	-1%	5%	5%	6684	6782	98	1%	10.0	10.2	2.3%	2.4%				
GWR Anglia Region	3293	3278	-15	0%	1063	1064	1	0%	32%	32%	11209	10608	-601	-5%	10.5	10.0	14.6%	13.9%				
Q103	362	355	-7	-2%	115	94	-21	-18%	32%	27%	760	680	-80	-11%	6.6	7.2	10.5%	8.5%				
102.7 Hereward FM	367	367	0	0%	115	111	-4	-3%	31%	30%	1058	1105	47	4%	9.2	10.0	13.0%	13.6%				
Classic Gold 1332	536	536	0	0%	43	41	-2	-5%	8%	8%	466	362	-104	-22%	10.9	8.8	4.0%	3.0%				
FM 103 Horizon	219	219	0	0%	76	76	0	0%	35%	35%	819	882	63	8%	10.8	11.7	16.2%	16.8%				
96.9 Chiltern FM/Classic Gold (Bedford)	583	583	0	0%	109	125	16	15%	19%	21%	1081	977	-104	-10%	9.9	7.8	8.6%	7.6%				
96.9 Chiltern FM (Bedford)	325	332	7	2%	94	107	13	14%	29%	32%	905	803	-102	-11%	9.7	7.5	12.6%	11.2%				
Classic Gold 792 (Bedford)	583	583	0	0%	26	25	-1	-4%	4%	4%	176	174	-2	-1%	6.7	7.1	1.4%	1.4%				
97.6 Chiltern FM/Classic Gold (Dunstable/Luton)	997	982	-15	-2%	202	231	29	14%	20%	23%	2299	2338	39	2%	11.4	10.1	10.3%	10.4%				
97.6 Chiltern FM (Dunstable/Luton)	690	675	-15	-2%	176	196	20	11%	26%	29%	1922	1997	75	4%	10.9	10.2	13.0%	13.3%				
Classic Gold 828 (Dunstable/Luton)	997	982	-15	-2%	43	49	6	14%	4%	5%	378	342	-36	-10%	8.7	7.0	1.7%	1.5%				
Total East Anglian Radio	1198	1198	0	0%	443	450	7	2%	37%	38%	4822	4590	-232	-5%	10.9	10.2	15.8%	15.6%				
East Anglian Radio FM - Total	1198	1198	0	0%	415	421	6	1%	35%	35%	4176	3945	-231	-6%	10.1	9.4	13.7%	13.4%				
Broadland 102	607	607	0	0%	229	220	-9	-4%	38%	36%	2546	2261	-285	-11%	11.1	10.3	16.2%	14.8%				
SGR FM Total	610	610	0	0%	187	201	14	7%	31%	33%	1630	1684	54	3%	8.7	8.4	10.5%	11.4%				
SGR FM	501	501	0	0%	131	144	13	10%	26%	29%	1129	1265	136	12%	8.6	8.8	8.7%	10.4%				

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	Last Pub	W3 2004				
LOCAL COMMERCIAL																								
SGR Colchester	156	156	0	0%	55	55	0	0%	35%	35%	564	499	-65	-12%	10.3	9.1	15.4%	13.5%						
Classic Gold Amber (Total)	1089	1089	0	0%	61	67	6	10%	6%	6%	646	639	-7	-1%	10.5	9.5	2.3%	2.4%						
GWR Meridian Region	1266	1266	0	0%	435	432	-3	-1%	34%	34%	3428	3908	480	14%	7.9	9.0	12.5%	14.0%						
2-TEN FM / Classic Gold 1431/1485	690	690	0	0%	259	256	-3	-1%	38%	37%	2108	2207	99	5%	8.1	8.6	14.3%	15.0%						
2-TEN FM	690	690	0	0%	239	235	-4	-2%	35%	34%	1888	1875	-13	-1%	7.9	8.0	12.8%	12.7%						
Classic Gold 1431/1485	690	690	0	0%	38	34	-4	-11%	6%	5%	220	332	112	51%	5.7	9.7	1.5%	2.3%						
2CR FM / Classic Gold 828	576	576	0	0%	176	176	0	0%	31%	31%	1319	1701	382	29%	7.5	9.6	10.4%	12.9%						
2CR FM	576	576	0	0%	164	160	-4	-2%	28%	28%	1165	1342	177	15%	7.1	8.4	9.1%	10.1%						
Classic Gold 828	576	576	0	0%	26	29	3	12%	5%	5%	154	359	205	133%	5.9	12.2	1.2%	2.7%						
GWR London Region	1840	1832	-8	0%	480	506	26	5%	26%	28%	5281	6292	1011	19%	11.0	12.4	12.2%	15.1%						
Essex FM (inc. Ten-17 101.7FM)/Classic Gold Breeze	1152	1144	-8	-1%	352	384	32	9%	31%	34%	4098	5281	1183	29%	11.6	13.7	14.6%	19.8%						
Essex FM (inc. Ten-17 101.7FM)	1152	1144	-8	-1%	329	354	25	8%	29%	31%	3518	4533	1015	29%	10.7	12.8	12.5%	17.0%						
Classic Gold Breeze	1152	1144	-8	-1%	40	42	2	5%	3%	4%	580	749	169	29%	14.4	17.7	2.1%	2.8%						
Mercury FM (Surrey & Sussex)/Classic Gold 1521	373	373	0	0%	90	84	-6	-7%	24%	22%	950	801	-149	-16%	10.6	9.6	11.5%	9.7%						
Mercury FM (Surrey & Sussex)	373	373	0	0%	87	81	-6	-7%	23%	22%	870	731	-139	-16%	10.0	9.0	10.6%	8.8%						
Classic Gold 1521	373	373	0	0%	6	5	-1	-17%	2%	1%	80	71	-9	-11%	13.0	13.7	1.0%	0.9%						
Mercury FM (Herts)	315	315	0	0%	38	38	0	0%	12%	12%	232	210	-22	-9%	6.1	5.5	3.4%	3.1%						
GWR Central Region	5199	5199	0	0%	1660	1601	-59	-4%	32%	31%	16857	16196	-661	-4%	10.2	10.1	14.5%	14.1%						
105.4 Leicester Sound FM	607	607	0	0%	167	180	13	8%	27%	30%	1720	2054	334	19%	10.3	11.4	11.8%	14.4%						
96 Trent FM / Classic Gold GEM (Notts.)	1059	1059	0	0%	362	347	-15	-4%	34%	33%	3688	3616	-72	-2%	10.2	10.4	15.4%	15.2%						
96 Trent FM	1059	1059	0	0%	323	313	-10	-3%	30%	30%	3143	3199	56	2%	9.7	10.2	13.1%	13.5%						
Classic Gold GEM (Notts.)	1059	1059	0	0%	59	52	-7	-12%	6%	5%	545	417	-128	-23%	9.3	8.0	2.3%	1.8%						
RAM FM / Classic Gold GEM (Derby)	565	565	0	0%	183	162	-21	-11%	32%	29%	1837	1433	-404	-22%	10.1	8.9	14.0%	10.8%						
RAM FM	565	565	0	0%	158	141	-17	-11%	28%	25%	1498	1151	-347	-23%	9.5	8.2	11.4%	8.7%						
Classic Gold GEM (Derby)	565	565	0	0%	30	30	0	0%	5%	5%	339	282	-57	-17%	11.1	9.4	2.6%	2.1%						
Total Beacon Radio	1279	1279	0	0%	335	308	-27	-8%	26%	24%	3167	2963	-204	-6%	9.4	9.6	11.5%	11.2%						
Beacon FM	1279	1279	0	0%	303	272	-31	-10%	24%	21%	2728	2490	-238	-9%	9.0	9.1	9.9%	9.4%						
Classic Gold WABC	1279	1279	0	0%	46	48	2	4%	4%	4%	439	473	34	8%	9.5	9.9	1.6%	1.8%						
Mercia FM / Classic Gold 1359	647	647	0	0%	226	201	-25	-11%	35%	31%	2004	1799	-205	-10%	8.9	8.9	13.7%	12.1%						
Mercia FM	647	647	0	0%	208	185	-23	-11%	32%	29%	1677	1482	-195	-12%	8.1	8.0	11.5%	10.0%						
Classic Gold 1359	647	647	0	0%	31	29	-2	-6%	5%	5%	327	317	-10	-3%	10.6	10.9	2.2%	2.1%						
Total Northants Radio	484	484	0	0%	179	191	12	7%	37%	39%	1927	1932	5	0%	10.8	10.1	16.2%	17.1%						
Northants 96	484	484	0	0%	160	173	13	8%	33%	36%	1615	1739	124	8%	10.1	10.0	13.5%	15.3%						
Classic Gold 1557	484	484	0	0%	29	24	-5	-17%	6%	5%	312	193	-119	-38%	10.7	8.2	2.6%	1.7%						
Wyvern FM	472	472	0	0%	110	124	14	13%	23%	26%	1210	1268	58	5%	11.0	10.2	12.7%	13.5%						
Total Severn Sound	371	371	0	0%	122	109	-13	-11%	33%	29%	1369	1184	-185	-14%	11.2	10.8	18.2%	15.4%						
102.4 Severn Sound FM	371	371	0	0%	109	95	-14	-13%	29%	26%	1130	919	-211	-19%	10.3	9.6	15.0%	11.9%						
Classic Gold 774	371	371	0	0%	21	22	1	5%	6%	6%	239	266	27	11%	11.3	11.9	3.2%	3.5%						
GWR North West Region	953	953	0	0%	248	215	-33	-13%	26%	23%	2417	1968	-449	-19%	9.7	9.2	11.4%	9.4%						
MFM 103.4/Classic Gold Marcher	369	363	-6	-2%	98	89	-9	-9%	27%	24%	918	913	-5	-1%	9.3	10.3	11.5%	11.7%						
MFM 103.4	369	363	-6	-2%	77	68	-9	-12%	21%	19%	696	678	-18	-3%	9.1	9.9	8.7%	8.7%						
Classic Gold Marcher	369	363	-6	-2%	31	25	-6	-19%	8%	7%	222	235	13	6%	7.3	9.5	2.8%	3.0%						
The Buzz 97.1 FM	403	403	0	0%	57	55	-2	-4%	14%	14%	328	385	57	17%	5.7	7.0	3.7%	4.4%						
Coast FM 96.3	231	231	0	0%	66	59	-7	-11%	29%	25%	734	689	-45	-6%	11.1	11.7	13.9%	12.8%						
Champion 103 FM	117	117	0	0%	37	33	-4	-11%	32%	29%	403	336	-67	-17%	10.9	10.0	14.8%	12.0%						
GWR Westcountry Region	1283	1283	0	0%	522	539	17	3%	41%	42%	6397	6570	173	3%	12.3	12.2	19.9%	20.0%						
Orchard FM	327	327	0	0%	133	137	4	3%	41%	42%	1546	1393	-153	-10%	11.6	10.2	17.5%	15.7%						
Total Gemini Radio	491	491	0	0%	205	218	13	6%	42%	44%	2356	2563	207	9%	11.5	11.8	20.6%	21.4%						
Gemini FM	491	491	0	0%	188	199	11	6%	38%	40%	1956	2184	228	12%	10.4	11.0	17.1%	18.2%						
Classic Gold 666/954	491	491	0	0%	36	41	5	14%	7%	8%	400	379	-21	-5%	11.2	9.2	3.5%	3.2%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004
LOCAL COMMERCIAL																		
Total Plymouth Sound	360	360	0	0%	137	142	5	4%	38%	39%	1848	1940	92	5%	13.5	13.7	19.8%	20.5%
97 FM Plymouth Sound	322	322	0	0%	113	117	4	4%	35%	36%	1335	1345	10	1%	11.8	11.5	15.9%	15.9%
Classic Gold Plymouth 1152	322	322	0	0%	14	18	4	29%	4%	6%	262	344	82	31%	18.5	18.9	3.1%	4.1%
South Hams Radio	68	68	0	0%	18	18	0	0%	27%	27%	245	246	1	0%	13.6	13.5	14.8%	14.4%
Lantern FM 96.2 and 97.3	130	130	0	0%	50	46	-4	-8%	38%	35%	567	617	50	9%	11.4	13.5	18.3%	19.6%
GWR West Region	1284	1284	0	0%	473	460	-13	-3%	37%	36%	5928	5621	-307	-5%	12.5	12.2	20.1%	19.7%
GWR FM / Classic Gold 1260/936/1161	1284	1284	0	0%	473	460	-13	-3%	37%	36%	5928	5621	-307	-5%	12.5	12.2	20.1%	19.7%
GWR FM	1284	1284	0	0%	414	398	-16	-4%	32%	31%	4927	4641	-286	-6%	11.9	11.7	16.7%	16.2%
Classic Gold 1260/936/1161	1284	1284	0	0%	96	97	1	1%	8%	8%	1001	980	-21	-2%	10.4	10.1	3.4%	3.4%
Brighton's Juice 107.2	285	285	0	0%	45	43	-2	-4%	16%	15%	272	314	42	15%	6.1	7.3	4.0%	4.3%
107.6 Juice FM	1147	1147	0	0%	106	123	17	16%	9%	11%	841	1040	199	24%	7.9	8.5	3.2%	4.0%
Kingdom FM	279	279	0	0%	86	80	-6	-7%	31%	29%	912	925	13	1%	10.6	11.6	16.2%	17.3%
KM-fm Group	903	906	3	0%	143	142	-1	-1%	16%	16%	1371	1364	-7	-1%	9.6	9.6	5.9%	5.7%
KM-fm East	377	377	0	0%	81	77	-4	-5%	21%	20%	926	916	-10	-1%	11.5	11.9	9.0%	8.6%
KM-fm for Canterbury, Whitstable and Herne Bay	127	127	0	0%	25	22	-3	-12%	20%	17%	209	173	-36	-17%	8.3	7.9	6.3%	5.1%
KM-fm for Thanet	120	120	0	0%	28	29	1	4%	23%	24%	375	401	26	7%	13.5	13.9	10.3%	11.0%
KM-fm for Shepway and White Cliffs Country	144	144	0	0%	28	26	-2	-7%	19%	18%	342	341	-1	0%	12.3	13.2	9.1%	8.6%
KM-fm West	526	529	3	1%	63	66	3	5%	12%	12%	445	448	3	1%	7.1	6.8	3.4%	3.3%
KM-fm for West Kent	273	276	3	1%	25	24	-1	-4%	9%	9%	165	123	-42	-25%	6.7	5.1	2.6%	1.8%
KM-fm for Medway	261	261	0	0%	38	41	3	8%	15%	16%	280	325	45	16%	7.3	7.9	4.1%	4.6%
Lincs FM Group	1747	1741	-6	0%	590	581	-9	-2%	34%	33%	6748	6983	235	3%	11.4	12.0	16.0%	17.3%
Lincs FM 102.2	782	782	0	0%	349	340	-9	-3%	45%	43%	4399	4296	-103	-2%	12.6	12.6	21.0%	22.3%
South & West Yorkshire (Lincs FM Group)	792	786	-6	-1%	206	209	3	1%	26%	27%	1928	2262	334	17%	9.3	10.8	11.1%	13.5%
Dearne FM	193	192	-1	-1%	54	59	5	9%	28%	31%	591	778	187	32%	11.0	13.2	13.7%	19.4%
Ridings FM	259	259	0	0%	60	59	-1	-2%	23%	23%	522	499	-23	-4%	8.7	8.5	9.3%	8.6%
Trax FM	340	334	-6	-2%	95	97	2	2%	28%	29%	982	1006	24	2%	10.3	10.4	12.4%	14.1%
Fosseway Radio	173	173	0	0%	27	28	1	4%	16%	16%	329	308	-21	-6%	12.0	10.9	9.3%	8.3%
Lite FM	179	179	0	0%	32	29	-3	-9%	18%	16%	216	208	-8	-4%	6.8	7.3	6.0%	5.9%
The Local Radio Company Group Total	2959	2959	0	0%	767	766	-1	0%	26%	26%	7526	7504	-22	0%	9.8	9.8	11.5%	11.3%
The Local Radio Company North	1417	1417	0	0%	401	407	6	1%	28%	29%	4229	4289	60	1%	10.6	10.5	14.1%	14.1%
Alpha 103.2	126	126	0	0%	35	34	-1	-3%	28%	27%	360	415	55	15%	10.4	12.1	14.4%	15.8%
Central FM	185	185	0	0%	52	55	3	6%	28%	30%	400	412	12	3%	7.7	7.5	11.7%	10.9%
Huddersfield's Home 107.9	179	179	0	0%	23	20	-3	-13%	13%	11%	192	173	-19	-10%	8.3	8.5	5.3%	5.1%
Minster FM (inc. Yorkshire Coast Radio-Scarborough/Bridlington)	419	419	0	0%	139	139	0	0%	33%	33%	1761	1592	-169	-10%	12.7	11.5	17.5%	15.8%
106.9 Silk FM	166	166	0	0%	26	27	1	4%	16%	16%	258	218	-40	-16%	9.9	7.9	7.3%	5.9%
97.2 Stray FM	141	141	0	0%	59	58	-1	-2%	42%	41%	550	522	-28	-5%	9.3	9.0	17.1%	15.4%
Sun FM	232	232	0	0%	71	74	3	4%	31%	32%	884	914	30	3%	12.5	12.4	20.2%	20.4%
The Local Radio Company South	1542	1542	0	0%	366	359	-7	-2%	24%	23%	3297	3215	-82	-2%	9.0	9.0	9.2%	9.0%
107.8 Arrow FM for Hastings	111	111	0	0%	24	25	1	4%	22%	23%	191	169	-22	-12%	8.0	6.8	6.8%	6.1%
Fire 107.6 FM	283	283	0	0%	53	48	-5	-9%	19%	17%	359	280	-79	-22%	6.7	5.8	5.7%	4.4%
IOW Radio	114	114	0	0%	38	39	1	3%	33%	34%	382	446	64	17%	10.1	11.6	12.9%	14.7%
Total Mix	271	271	0	0%	66	67	1	2%	24%	25%	577	554	-23	-4%	8.7	8.3	9.6%	9.0%
Mix 96	130	130	0	0%	43	46	3	7%	33%	35%	402	388	-14	-3%	9.4	8.5	12.7%	12.3%
Mix 107	141	141	0	0%	23	21	-2	-9%	16%	15%	175	166	-9	-5%	7.6	7.7	6.2%	5.5%
107.4 The Quay	279	279	0	0%	33	31	-2	-6%	12%	11%	199	181	-18	-9%	6.0	5.8	3.3%	3.0%
107.5 Sovereign Radio	152	152	0	0%	30	30	0	0%	20%	20%	275	268	-7	-3%	9.1	8.9	7.1%	6.8%
Spire FM	98	98	0	0%	48	44	-4	-8%	49%	45%	695	634	-61	-9%	14.4	14.3	29.1%	27.4%
Vale FM	49	49	0	0%	13	13	0	0%	27%	26%	141	127	-14	-10%	10.8	10.0	13.3%	12.7%
Wessex FM	119	119	0	0%	50	49	-1	-2%	42%	41%	409	472	63	15%	8.3	9.6	15.3%	17.5%
Win 107.2	68	68	0	0%	11	13	2	18%	16%	19%	71	84	13	18%	6.3	6.6	4.6%	5.5%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

	Population 15+		Change		Weekly Reach 000's				Change		Weekly Reach %		Total Hours 000's				Change		Average Hours		Market Share	
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004		
LOCAL COMMERCIAL																						
Radio Mansfield 103.2	136	136	0	0%	50	47	-3	-6%	37%	34%	567	540	-27	-5%	11.2	11.6	18.0%	17.8%				
Manx Radio	63	63	0	0%	46	44	-2	-4%	73%	71%	562	638	76	14%	12.3	14.4	38.2%	39.9%				
Milestone Group Total	475	475	0	0%	96	101	5	5%	20%	21%	792	786	-6	-1%	8.3	7.8	7.8%	7.6%				
Kick and Kestrel	223	223	0	0%	51	53	2	4%	23%	24%	400	398	-2	-1%	7.9	7.5	8.3%	8.0%				
Kick FM	95	95	0	0%	19	19	0	0%	20%	20%	140	119	-21	-15%	7.3	6.4	6.9%	5.8%				
Kestrel FM	131	131	0	0%	31	34	3	10%	24%	26%	260	279	19	7%	8.3	8.1	9.1%	9.3%				
Passion 107.9	185	185	0	0%	17	20	3	18%	9%	11%	99	128	29	29%	6.0	6.2	2.6%	3.2%				
Rugby FM	67	67	0	0%	29	28	-1	-3%	43%	41%	293	261	-32	-11%	10.3	9.4	19.4%	18.1%				
102.5 FM Radio Pembrokeshire	87	87	0	0%	57	56	-1	-2%	66%	65%	765	729	-36	-5%	13.4	12.9	35.6%	34.3%				
Premier Christian Radio	10435	10435	0	0%	169	170	1	1%	2%	2%	1845	1344	-501	-27%	10.9	7.9	0.8%	0.6%				
Q102.9FM/Q97.2FM	264	264	0	0%	86	88	2	2%	33%	33%	846	765	-81	-10%	9.8	8.7	17.2%	15.9%				
Reading 107 FM	260	260	0	0%	41	42	1	2%	16%	16%	402	357	-45	-11%	9.7	8.6	7.3%	6.5%				
Saga 105.7 FM	3430	3430	0	0%	424	446	22	5%	12%	13%	4985	4843	-142	-3%	11.8	10.9	6.3%	6.2%				
SAGA 106.6fm	1987	1987	0	0%	230	227	-3	-1%	12%	11%	2797	3102	305	11%	12.1	13.6	6.0%	6.7%				
South City - The Saint	261	261	0	0%	22	21	-1	-5%	9%	8%	132	79	-53	-40%	6.0	3.7	2.2%	1.2%				
Spirit FM	172	172	0	0%	45	33	-12	-27%	26%	19%	446	290	-156	-35%	9.9	8.7	11.7%	7.6%				
Total SRH Group	11257	11254	-3	0%	3555	3434	-121	-3%	32%	31%	39731	37357	-2374	-6%	11.2	10.9	15.9%	15.3%				
SRH Scotland Region	4197	4195	-2	0%	2065	1972	-93	-5%	49%	47%	26475	23828	-2647	-10%	12.8	12.1	30.6%	28.7%				
SRH Central Scotland	2801	2801	0	0%	1237	1166	-71	-6%	44%	42%	14593	12968	-1625	-11%	11.8	11.1	26.3%	24.1%				
Total Radio Clyde	1834	1834	0	0%	858	818	-40	-5%	47%	45%	10564	9457	-1107	-10%	12.3	11.6	28.7%	27.0%				
Clyde 1 FM	1834	1834	0	0%	680	644	-36	-5%	37%	35%	6499	5679	-820	-13%	9.6	8.8	17.6%	16.2%				
Clyde 2	1834	1834	0	0%	395	381	-14	-4%	22%	21%	4065	3778	-287	-7%	10.3	9.9	11.0%	10.8%				
Total Radio Forth	1118	1118	0	0%	391	362	-29	-7%	35%	32%	4030	3510	-520	-13%	10.3	9.7	18.6%	16.1%				
ForthOne	1118	1118	0	0%	338	317	-21	-6%	30%	28%	3023	2574	-449	-15%	9.0	8.1	13.9%	11.8%				
Forth2	1118	1118	0	0%	129	113	-16	-12%	12%	10%	1007	937	-70	-7%	7.8	8.3	4.6%	4.3%				
Total Radio Tay	371	371	0	0%	185	183	-2	-1%	50%	49%	2993	2743	-250	-8%	16.2	15.0	35.8%	35.9%				
Tay-FM	371	371	0	0%	138	131	-7	-5%	37%	35%	1631	1519	-112	-7%	11.9	11.6	19.5%	19.9%				
Radio Tay-AM	371	371	0	0%	94	92	-2	-2%	25%	25%	1362	1224	-138	-10%	14.4	13.3	16.3%	16.0%				
Total Northsound Radio	297	294	-3	-1%	163	164	1	1%	55%	56%	2346	2301	-45	-2%	14.4	14.0	34.8%	35.2%				
Northsound One	297	294	-3	-1%	134	140	6	4%	45%	48%	1468	1465	-3	0%	11.0	10.5	21.8%	22.4%				
Northsound Two	297	294	-3	-1%	72	70	-2	-3%	24%	24%	878	836	-42	-5%	12.2	11.9	13.0%	12.8%				
West Sound (inc. West FM)	376	376	0	0%	193	186	-7	-4%	51%	50%	2243	1849	-394	-18%	11.6	9.9	36.1%	32.1%				
Moray Firth Radio	235	235	0	0%	121	123	2	2%	51%	52%	1477	1515	38	3%	12.2	12.3	26.9%	28.4%				
Radio Borders	101	101	0	0%	65	62	-3	-5%	64%	62%	911	928	17	2%	14.1	14.9	43.4%	44.1%				
C.F.M.Radio	232	232	0	0%	110	113	3	3%	48%	49%	1482	1631	149	10%	13.4	14.5	27.5%	28.3%				
Downtown Radio (DTR) / Cool FM	1330	1330	0	0%	579	561	-18	-3%	44%	42%	5974	6324	350	6%	10.3	11.3	21.0%	22.4%				
Cool FM	913	913	0	0%	339	341	2	1%	37%	37%	3142	3386	244	8%	9.3	9.9	15.8%	17.2%				
Downtown Radio (DTR)	1330	1330	0	0%	311	277	-34	-11%	23%	21%	2833	2939	106	4%	9.1	10.6	10.0%	10.4%				
Wave 105 FM	1794	1794	0	0%	347	331	-16	-5%	19%	18%	3250	2941	-309	-10%	9.4	8.9	7.9%	7.1%				
Total Vibe FM	n/p	3936	n/a	n/a	n/p	570	n/a	n/a	n/p	14%	n/p	4263	n/a	n/a	n/p	7.5	n/p	n/p	n/p			
Vibe FM (formerly Galaxy 101)	2125	2125	0	0%	257	258	1	0%	12%	12%	1591	1869	278	17%	6.2	7.2	3.1%	3.8%				
Vibe FM	1810	1810	0	0%	307	312	5	2%	17%	17%	2441	2395	-46	-2%	8.0	7.7	5.7%	5.6%				
The Sunrise Group	48862	48862	0	0%	703	650	-53	-8%	1%	1%	7344	5778	-1566	-21%	10.4	8.9	0.7%	0.5%				
Easy Radio (London)	10435	10435	0	0%	45	40	-5	-11%	*%	*%	128	87	-41	-32%	2.8	2.2	0.1%	*%				
Star 106.6 Slough	220	220	0	0%	51	47	-4	-8%	23%	21%	383	344	-39	-10%	7.6	7.4	7.0%	6.4%				
Sunrise Radio (Greater London)	10435	10435	0	0%	425	346	-79	-19%	4%	3%	4595	2768	-1827	-40%	10.8	8.0	2.1%	1.3%				
Sunrise Radio National	48862	48862	0	0%	581	512	-69	-12%	1%	1%	6430	3945	-2485	-39%	11.1	7.7	0.6%	0.4%				
The Time FM Group	n/p	1072	n/a	n/a	n/p	34	n/a	n/a	n/p	3%	n/p	335	n/a	n/a	n/p	9.7	n/p	n/p	1.6%			
Time FM 106.8	484	484	0	0%	11	15	4	36%	2%	3%	83	129	46	55%	7.2	8.4	0.9%	1.6%				
Time FM 107.3	302	302	0	0%	5	4	-1	-20%	2%	1%	30	65	35	117%	5.8	14.5	0.6%	1.2%				

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	Last Pub	W3 2004
Time FM 107.5	374	374	0	0%	18	15	-3	-17%	5%	4%	160	142	-18	-11%	8.9	9.6	2.3%	1.8%		
Yarr Radio	48862	48862	0	0%	17	33	16	94%	*%	*%	80	130	50	63%	4.7	3.9	*%	*%		
Tindle Radio Group	786	786	0	0%	231	230	-1	0%	29%	29%	2449	2478	29	1%	10.6	10.8	12.4%	12.9%		
103.4 The Beach	145	145	0	0%	53	56	3	6%	37%	39%	697	689	-8	-1%	13.1	12.3	18.2%	19.2%		
106.3 Bridge FM	156	156	0	0%	46	40	-6	-13%	30%	26%	329	324	-5	-2%	7.1	8.1	9.0%	9.5%		
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	361	361	0	0%	63	64	1	2%	18%	18%	544	560	16	3%	8.6	8.7	5.9%	6.0%		
Dream 100	159	159	0	0%	40	43	3	8%	25%	27%	417	425	8	2%	10.3	9.9	10.4%	10.4%		
Dream 107.7 FM	203	203	0	0%	23	22	-1	-4%	11%	11%	127	135	8	6%	5.5	6.3	2.4%	2.6%		
Channel 103 FM	74	74	0	0%	44	44	0	0%	59%	60%	555	562	7	1%	12.7	12.7	27.9%	29.3%		
Island FM 104.7	50	50	0	0%	24	25	1	4%	49%	51%	325	344	19	6%	13.3	13.6	33.0%	34.3%		
Total UKRD	2759	2752	-7	0%	601	611	10	2%	22%	22%	6384	6114	-270	-4%	10.6	10.0	10.1%	10.0%		
Pirate FM	599	599	0	0%	197	194	-3	-2%	33%	32%	2602	2518	-84	-3%	13.2	13.0	16.9%	16.7%		
Pirate FM102 East	323	323	0	0%	81	82	1	1%	25%	25%	1047	1061	14	1%	13.0	12.9	12.6%	12.7%		
Pirate FM102 West	276	276	0	0%	112	110	-2	-2%	41%	40%	1573	1537	-36	-2%	14.1	13.9	22.3%	22.3%		
Total UKRD West	664	664	0	0%	81	73	-8	-10%	12%	11%	805	729	-76	-9%	10.0	10.0	5.4%	5.3%		
Star 107 Stroud	90	90	0	0%	7	7	0	0%	8%	7%	49	56	7	14%	6.6	8.5	2.7%	3.3%		
Star 107.2 Bristol	312	312	0	0%	29	29	0	0%	9%	9%	269	203	-66	-25%	9.3	7.1	3.6%	3.0%		
Star 107.5 Cheltenham	141	141	0	0%	23	19	-4	-17%	16%	14%	205	178	-27	-13%	9.1	9.2	6.6%	5.8%		
Star 107.7 Weston Super Mare	121	121	0	0%	22	22	0	0%	19%	18%	277	309	32	12%	12.3	13.9	11.0%	12.7%		
The County Sound Radio Network	551	551	0	0%	169	180	11	7%	31%	33%	1440	1521	81	6%	8.5	8.5	12.0%	13.0%		
96.4 The Eagle/Delta FM	551	551	0	0%	148	152	4	3%	27%	28%	1206	1201	-5	0%	8.1	7.9	10.0%	10.0%		
96.4 The Eagle	545	545	0	0%	137	149	12	9%	25%	27%	1146	1210	64	6%	8.4	8.1	9.7%	10.4%		
Delta FM	82	82	0	0%	16	16	0	0%	20%	20%	118	105	-13	-11%	7.3	6.4	6.9%	6.2%		
County Sound 1566	545	545	0	0%	25	27	2	8%	5%	5%	195	162	-33	-17%	7.8	6.1	1.6%	1.4%		
Total UKRD East	450	443	-7	-2%	96	104	8	8%	21%	23%	940	1081	141	15%	9.8	10.4	9.8%	10.1%		
Fen Radio 107.5	128	128	0	0%	17	13	-4	-24%	13%	10%	124	91	-33	-27%	7.3	6.8	4.0%	2.8%		
KL.FM 96.7	135	135	0	0%	54	55	1	2%	40%	41%	709	739	30	4%	13.1	13.4	21.3%	21.1%		
Star 107 (Cambridge/Ely)	254	254	0	0%	35	39	4	11%	14%	15%	207	224	17	8%	5.9	5.7	4.2%	3.9%		
96.2 The Revolution	494	494	0	0%	68	65	-3	-4%	14%	13%	690	364	-326	-47%	10.1	5.6	6.1%	3.7%		
The Wireless Group (inc. talkSPORT)	48862	48862	0	0%	3455	3444	-11	0%	7%	7%	34584	32517	-2067	-6%	10.0	9.4	3.2%	3.0%		
The Wireless Group (excl. talkSPORT)	5922	5922	0	0%	1373	1353	-20	-1%	23%	23%	14044	13729	-315	-2%	10.2	10.1	11.3%	11.3%		
Imagine FM (formerly Signal FM)	371	371	0	0%	35	36	1	3%	10%	10%	238	246	8	3%	6.7	6.7	2.9%	3.1%		
Peak 107 FM	390	390	0	0%	100	118	18	18%	26%	30%	1151	1341	190	17%	11.5	11.3	12.4%	14.5%		
The Pulse/Pulse Classic Gold	753	753	0	0%	205	187	-18	-9%	27%	25%	1386	1478	92	7%	6.7	7.9	9.1%	10.0%		
The Pulse	753	753	0	0%	184	165	-19	-10%	24%	22%	1185	1206	21	2%	6.5	7.3	7.8%	8.1%		
Pulse Classic Gold	753	753	0	0%	70	63	-7	-10%	9%	8%	201	272	71	35%	2.9	4.3	1.3%	1.8%		
Q96	858	858	0	0%	65	69	4	6%	8%	8%	403	442	39	10%	6.2	6.5	2.5%	3.0%		
Signal One & Signal Two	763	763	0	0%	260	252	-8	-3%	34%	33%	3814	3697	-117	-3%	14.7	14.7	23.9%	22.8%		
Signal One	763	763	0	0%	249	240	-9	-4%	33%	31%	3466	3331	-135	-4%	13.9	13.9	21.7%	20.6%		
Signal Two	763	763	0	0%	65	65	0	0%	8%	9%	347	367	20	6%	5.4	5.6	2.2%	2.3%		
107.4 Tower FM	407	407	0	0%	91	88	-3	-3%	22%	22%	884	764	-120	-14%	9.8	8.7	10.0%	8.6%		
The Wireless Group - South Wales	914	914	0	0%	292	290	-2	-1%	32%	32%	3336	3198	-138	-4%	11.4	11.0	16.0%	15.7%		
Total Swansea Sound/96.4 FM The Wave	501	501	0	0%	194	207	13	7%	39%	41%	2182	2139	-43	-2%	11.2	10.3	20.2%	20.6%		
96.4 FM The Wave	501	501	0	0%	141	152	11	8%	28%	30%	1456	1420	-36	-2%	10.3	9.4	13.5%	13.7%		
Swansea Sound - 1170 MW	501	501	0	0%	75	78	3	4%	15%	16%	726	719	-7	-1%	9.7	9.2	6.7%	6.9%		
Valleys Radio	413	413	0	0%	97	82	-15	-15%	24%	20%	1154	1059	-95	-8%	11.9	12.8	11.4%	10.6%		
Radio Wave 96.5 FM	225	225	0	0%	68	71	3	4%	30%	32%	694	768	74	11%	10.2	10.8	17.1%	18.8%		
Wave 102 FM	156	156	0	0%	34	28	-6	-18%	22%	18%	271	241	-30	-11%	7.9	8.5	8.2%	6.8%		
102.4 Wish / 107.2 Wire	705	705	0	0%	162	160	-2	-1%	23%	23%	1399	1314	-85	-6%	8.7	8.2	9.4%	9.2%		
107.2 Wire FM	238	238	0	0%	54	56	2	4%	23%	24%	547	521	-26	-5%	10.1	9.3	11.4%	11.5%		
102.4 Wish FM	488	488	0	0%	108	108	0	0%	22%	22%	898	798	-100	-11%	8.4	7.4	9.0%	8.4%		
107.7 The Wolf	423	423	0	0%	65	59	-6	-9%	15%	14%	522	294	-228	-44%	8.0	5.0	6.1%	3.4%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2004/LAST PUBLISHED DATA

	Population 15+		Change		Weekly Reach 000's				Change		Weekly Reach %		Total Hours 000's				Change		Average Hours		Market Share	
	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	000's	%	Last Pub	W3 2004	Last Pub	W3 2004
LOCAL COMMERCIAL																						
Classic FM (UK)	48862	48862	0	0%	6487	6145	-342	-5%	13%	13%	48081	44344	-3737	-8%	7.4	7.2			4.5%	4.2%		
Core	48862	48862	0	0%	132	142	10	8%	*%	*%	362	385	23	6%	2.7	2.7			*%	*%		
Heat	48862	48862	0	0%	150	190	40	27%	*%	*%	483	620	137	28%	3.2	3.3			*%	0.1%		
The Hits	48862	48862	0	0%	880	880	0	0%	2%	2%	2826	2661	-165	-6%	3.2	3.0			0.3%	0.2%		
Mojo Radio	48862	48862	0	0%	136	115	-21	-15%	*%	*%	555	579	24	4%	4.1	5.1			0.1%	0.1%		
oneword radio	48862	48862	0	0%	87	115	28	32%	*%	*%	289	325	36	12%	3.3	2.8			*%	*%		
Planet Rock	48862	48862	0	0%	221	231	10	5%	*%	*%	1005	997	-8	-1%	4.6	4.3			0.1%	0.1%		
Q	48862	48862	0	0%	348	321	-27	-8%	1%	1%	741	925	184	25%	2.1	2.9			0.1%	0.1%		
Saga's PrimeTime Radio	48862	48862	0	0%	127	163	36	28%	*%	*%	622	1235	613	99%	4.9	7.6			0.1%	0.1%		
Smash Hits Radio	48862	48862	0	0%	725	724	-1	0%	1%	1%	2333	2349	16	1%	3.2	3.2			0.2%	0.2%		
The Storm	48862	48862	0	0%	78	80	2	3%	*%	*%	264	252	-12	-5%	3.4	3.2			*%	*%		
talkSPORT (Talk Radio)	48862	48862	0	0%	2155	2182	27	1%	4%	4%	19064	18067	-997	-5%	8.8	8.3			1.8%	1.7%		
Total Virgin Radio (UK)	48862	48862	0	0%	2632	2598	-34	-1%	5%	5%	17398	16363	-1035	-6%	6.6	6.3			1.6%	1.5%		
Virgin FM London	10435	10435	0	0%	959	864	-95	-10%	9%	8%	5989	5579	-410	-7%	6.2	6.5			2.7%	2.6%		
Virgin Radio AM (UK)	48862	48862	0	0%	1893	1910	17	1%	4%	4%	11409	10526	-883	-8%	6.0	5.5			1.1%	1.0%		
Virgin London (AM/FM)	10435	10435	0	0%	1177	1112	-65	-6%	11%	11%	8007	7390	-617	-8%	6.8	6.6			3.6%	3.4%		
BBC Radio 1	48862	48862	0	0%	9725	10042	317	3%	20%	21%	88529	92132	3603	4%	9.1	9.2			8.3%	8.6%		
BBC Radio 2	48862	48862	0	0%	13432	13060	-372	-3%	27%	27%	173421	171741	-1680	-1%	12.9	13.1			16.2%	16.1%		
BBC Radio 3	48862	48862	0	0%	2021	2072	51	3%	4%	4%	12077	11965	-112	-1%	6.0	5.8			1.1%	1.1%		
BBC Radio 4	48862	48862	0	0%	9508	9422	-86	-1%	19%	19%	117686	121139	3453	3%	12.4	12.9			11.0%	11.3%		
BBC Radio FIVE LIVE	48862	48862	0	0%	6086	6398	312	5%	12%	13%	47837	52063	4226	9%	7.9	8.1			4.5%	4.9%		
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	48862	48862	0	0%	6151	6472	321	5%	13%	13%	48595	53086	4491	9%	7.9	8.2			4.5%	5.0%		
FIVE LIVE SPORTS EXTRA	48862	48862	0	0%	415	424	9	2%	1%	1%	758	1024	266	35%	1.8	2.4			0.1%	0.1%		
BBC 6 Music	48862	48862	0	0%	200	228	28	14%	*%	*%	642	1607	965	150%	3.2	7.0			0.1%	0.2%		
1 Xtra from the BBC	48862	48862	0	0%	293	312	19	6%	1%	1%	1021	1775	754	74%	3.5	5.7			0.1%	0.2%		
BBC7	48862	48862	0	0%	388	404	16	4%	1%	1%	2011	2191	180	9%	5.2	5.4			0.2%	0.2%		
BBC World Service	48862	48862	0	0%	1367	1365	-2	0%	3%	3%	6960	6359	-601	-9%	5.1	4.7			0.6%	0.6%		
BBC Asian Network UK	48862	48862	0	0%	493	473	-20	-4%	1%	1%	3393	4023	630	19%	6.9	8.5			0.3%	0.4%		
BBC Local/Regional	48862	48862	0	0%	10197	9928	-269	-3%	21%	20%	116770	116226	-544	0%	11.5	11.7			10.9%	10.9%		
ALL NATIONAL COMMERCIAL (UK)	48862	48862	0	0%	13088	12752	-336	-3%	27%	26%	108528	101960	-6568	-6%	8.3	8.0			10.1%	9.6%		
ALL LOCAL COMMERCIAL (UK)	48862	48862	0	0%	25923	25719	-204	-1%	53%	53%	373929	364048	-9881	-3%	14.4	14.2			34.9%	34.1%		
ALL COMMERCIAL (UK)	48862	48862	0	0%	31359	31038	-321	-1%	64%	64%	482457	466008	-16449	-3%	15.4	15.0			45.0%	43.7%		
ALL BBC (UK)	48862	48862	0	0%	32395	32514	119	0%	66%	67%	569438	580393	10955	2%	17.6	17.9			53.1%	54.4%		
ALL RADIO (UK)	48862	48862	0	0%	43923	43775	-148	0%	90%	90%	1071928	1067532	-4396	0%	24.4	24.4			100.0%	100.0%		