

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%
105-107 Atlantic FM	442	441	-1	0%	62	49	-13	-21%	14%	11%	403	267	-136	-34%	6.5	5.5	3.9%	2.9%						
Total Bauer Radio	50334	50334	0	0%	11906	11904	-2	0%	24%	24%	106032	105736	-296	0%	8.9	8.9	10.4%	10.3%						
Total Bauer Radio ILR	36250	36250	0	0%	9331	9308	-23	0%	26%	26%	82357	83085	728	1%	8.8	8.9	11.5%	11.5%						
Big City Network	15919	15919	0	0%	4470	4508	38	1%	28%	28%	39887	40881	994	2%	8.9	9.1	13.2%	13.5%						
Total Magic	50334	50334	0	0%	3357	3212	-145	-4%	7%	6%	23078	22206	-872	-4%	6.9	6.9	2.3%	2.1%						
Magic Network (ILR)	21171	21171	0	0%	2723	2647	-76	-3%	13%	13%	19781	19141	-640	-3%	7.3	7.2	4.8%	4.6%						
Magic Network - North	10391	10390	-1	0%	713	667	-46	-6%	7%	6%	6503	6026	-477	-7%	9.1	9.0	3.3%	3.0%						
Bauer Radio - North East	2199	2198	-1	0%	761	724	-37	-5%	35%	33%	6667	6369	-298	-4%	8.8	8.8	17.2%	16.6%						
Big City Network - North East	2199	2198	-1	0%	632	598	-34	-5%	29%	27%	4475	4410	-65	-1%	7.1	7.4	11.6%	11.5%						
Metro Radio	1463	1462	-1	0%	438	423	-15	-3%	30%	29%	3093	3121	28	1%	7.1	7.4	12.3%	12.4%						
TFM Radio	798	800	2	0%	198	175	-23	-12%	25%	22%	1381	1290	-91	-7%	7.0	7.4	9.5%	9.0%						
Magic Network - North East	2199	2198	-1	0%	224	214	-10	-4%	10%	10%	2192	1958	-234	-11%	9.8	9.1	5.7%	5.1%						
Magic 1152 (Newcastle)	1463	1462	-1	0%	141	141	0	0%	10%	10%	1254	1256	2	0%	8.9	8.9	5.0%	5.0%						
Magic 1170 (Teesside)	798	800	2	0%	83	73	-10	-12%	10%	9%	938	702	-236	-25%	11.3	9.6	6.4%	4.9%						
Metro Radio/Magic 1152	1463	1462	-1	0%	513	507	-6	-1%	35%	35%	4347	4377	30	1%	8.5	8.6	17.3%	17.3%						
TFM Radio/Magic 1170	798	800	2	0%	251	217	-34	-14%	31%	27%	2320	1992	-328	-14%	9.2	9.2	15.9%	13.9%						
Bauer Radio - North West	5057	5057	0	0%	1309	1364	55	4%	26%	27%	11409	11514	105	1%	8.7	8.4	11.9%	11.6%						
Big City Network - North West	4937	4937	0	0%	1158	1237	79	7%	23%	25%	9606	9879	273	3%	8.3	8.0	10.3%	10.2%						
Radio City 96.7	1804	1804	0	0%	418	470	52	12%	23%	26%	4054	4295	241	6%	9.7	9.1	11.5%	11.8%						
Key 103 (Manchester)	2363	2362	-1	0%	483	490	7	1%	20%	21%	3335	3383	48	1%	6.9	6.9	7.7%	7.5%						
97.4 Rock FM	1314	1314	0	0%	274	291	17	6%	21%	22%	2217	2200	-17	-1%	8.1	7.6	8.6%	8.5%						
Magic Network - North West	5022	5022	0	0%	237	225	-12	-5%	5%	4%	1803	1636	-167	-9%	7.6	7.3	1.9%	1.7%						
Magic 1548 (Liverpool)	1804	1804	0	0%	88	76	-12	-14%	5%	4%	858	644	-214	-25%	9.7	8.5	2.4%	1.8%						
Magic 1152 (Manchester)	2363	2362	-1	0%	103	101	-2	-2%	4%	4%	668	721	53	8%	6.5	7.2	1.5%	1.6%						
Magic 999 (Preston)	1099	1098	-1	0%	46	49	3	7%	4%	4%	276	271	-5	-2%	6.0	5.6	1.3%	1.3%						
Key 103/Magic 1152 (Manchester)	2363	2362	-1	0%	550	557	7	1%	23%	24%	4003	4105	102	3%	7.3	7.4	9.3%	9.1%						
Radio City 96.7/Magic 1548	1804	1804	0	0%	473	504	31	7%	26%	28%	4913	4939	26	1%	10.4	9.8	13.9%	13.6%						
97.4 Rock FM/Magic 999	1435	1435	0	0%	304	319	15	5%	21%	22%	2493	2470	-23	-1%	8.2	7.7	9.0%	8.8%						
Bauer Radio - Yorkshire	3170	3170	0	0%	895	912	17	2%	28%	29%	8852	9339	487	6%	9.9	10.2	13.8%	14.8%						
Big City Network - Yorkshire	3170	3170	0	0%	728	756	28	4%	23%	24%	6344	6907	563	9%	8.7	9.1	9.9%	11.0%						
96.3 Radio Aire	939	940	1	0%	154	171	17	11%	16%	18%	1290	1414	124	10%	8.4	8.3	6.8%	8.1%						
Hallam FM	1310	1310	0	0%	343	360	17	5%	26%	28%	3100	3602	502	16%	9.0	10.0	11.8%	13.9%						
96.9 Viking FM	1111	1112	1	0%	235	229	-6	-3%	21%	21%	1954	1891	-63	-3%	8.3	8.3	8.6%	8.0%						
Magic Network - Yorkshire	3170	3170	0	0%	251	227	-24	-10%	8%	7%	2508	2432	-76	-3%	10.0	10.7	3.9%	3.9%						
Magic 828 (Leeds)	939	940	1	0%	100	95	-5	-5%	11%	10%	958	952	-6	-1%	9.6	10.0	5.1%	5.4%						
Magic AM (Sheffield)	1310	1310	0	0%	67	60	-7	-10%	5%	5%	655	596	-59	-9%	9.7	9.9	2.5%	2.3%						
Magic 1161 (Hull)	1111	1112	1	0%	83	84	1	1%	8%	8%	895	1044	149	17%	10.7	12.4	3.9%	4.4%						
96.3 Radio Aire/Magic 828	939	940	1	0%	232	246	14	6%	25%	26%	2249	2366	117	5%	9.7	9.6	11.9%	13.5%						
Hallam FM/Magic AM	1310	1310	0	0%	386	396	10	3%	29%	30%	3755	4198	443	12%	9.7	10.6	14.3%	16.2%						
96.9 Viking FM/Magic 1161	1111	1112	1	0%	281	286	5	2%	25%	26%	2849	2935	86	3%	10.1	10.3	12.5%	12.5%						
Total Kerrang!	50334	50334	0	0%	1321	1297	-24	-2%	3%	3%	6250	5798	-452	-7%	4.7	4.5	0.6%	0.6%						
Kerrang! 105.2	3487	3486	-1	0%	359	401	42	12%	10%	11%	2265	2469	204	9%	6.3	6.2	3.3%	3.4%						
Bauer Radio London (Magic 105.4/Kiss 100)	10781	10781	0	0%	2945	2996	51	2%	27%	28%	22018	22197	179	1%	7.5	7.4	10.3%	10.1%						
Kiss 100 FM	10781	10781	0	0%	1429	1583	154	11%	13%	15%	8990	9454	464	5%	6.3	6.0	4.2%	4.3%						
Magic 105.4	10781	10781	0	0%	1969	1918	-51	-3%	18%	18%	13029	12743	-286	-2%	6.6	6.6	6.1%	5.8%						
Total Kiss Network	50334	50334	0	0%	2985	2989	4	0%	6%	6%	16563	16549	-14	0%	5.5	5.5	1.6%	1.6%						
Kiss East	1977	1977	0	0%	272	277	5	2%	14%	14%	2061	2148	87	4%	7.6	7.8	4.7%	4.8%						
Kiss West	2273	2273	0	0%	238	225	-13	-5%	10%	10%	1604	1582	-22	-1%	6.7	7.0	3.3%	3.3%						
Bauer Radio Total Scotland	4248	4248	0	0%	1646	1581	-65	-4%	39%	37%	18765	18822	57	0%	11.4	11.9	23.4%	23.7%						
Big City Scotland	n/p	4006	n/a	n/a	n/p	1360	n/a	n/a	n/p	34%	n/p	13254	n/a	n/a	n/p	9.7	n/p	17.8%						

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	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008
Bauer Radio Central Scotland	2791	2791	0	0%	929	899	-30	-3%	33%	32%			10275	10685	410	4%	11.1	11.9			20.0%	21.2%
Total Radio Clyde	1824	1824	0	0%	620	616	-4	-1%	34%	34%			6601	6899	298	5%	10.6	11.2			19.8%	20.9%
Clyde 1 FM	1824	1824	0	0%	534	526	-8	-1%	29%	29%			4581	4714	133	3%	8.6	9.0			13.7%	14.3%
Clyde 2	1824	1824	0	0%	209	227	18	9%	11%	12%			2019	2186	167	8%	9.7	9.6			6.0%	6.6%
Total Radio Forth	1065	1064	-1	0%	316	291	-25	-8%	30%	27%			3674	3786	112	3%	11.6	13.0			18.5%	20.1%
ForthOne	1065	1064	-1	0%	282	258	-24	-9%	26%	24%			2831	2885	54	2%	10.1	11.2			14.2%	15.3%
Forth2	1065	1064	-1	0%	97	90	-7	-7%	9%	8%			843	900	57	7%	8.7	10.0			4.2%	4.8%
C.F.M.Radio	253	252	-1	0%	101	98	-3	-3%	40%	39%			1070	1063	-7	-1%	10.6	10.8			20.8%	21.4%
Moray Firth Radio	230	229	-1	0%	110	108	-2	-2%	48%	47%			1284	1164	-120	-9%	11.7	10.8			24.2%	22.6%
Total Northsound Radio	299	298	-1	0%	146	146	0	0%	49%	49%			1656	1882	226	14%	11.4	12.9			28.9%	33.3%
Northsound One	299	298	-1	0%	121	122	1	1%	40%	41%			1064	1195	131	12%	8.8	9.8			18.6%	21.1%
Northsound Two	299	298	-1	0%	57	60	3	5%	19%	20%			593	687	94	16%	10.3	11.5			10.4%	12.2%
Radio Borders	105	105	0	0%	58	58	0	0%	55%	55%			739	753	14	2%	12.8	13.0			32.4%	32.2%
Total Radio Tay	365	366	1	0%	163	154	-9	-6%	45%	42%			2085	1726	-359	-17%	12.8	11.2			29.8%	25.2%
Tay-FM	365	366	1	0%	123	111	-12	-10%	34%	30%			1258	1040	-218	-17%	10.2	9.3			18.0%	15.2%
Tay-AM	365	366	1	0%	74	67	-7	-9%	20%	18%			827	686	-141	-17%	11.1	10.2			11.8%	10.0%
West Sound (inc. West FM)	386	385	-1	0%	152	143	-9	-6%	39%	37%			1661	1521	-140	-8%	10.9	10.6			25.3%	23.5%
Downtown Radio (DTR) / 97.4 Cool FM	1366	1367	1	0%	484	516	32	7%	35%	38%			5151	5341	190	4%	10.6	10.3			20.0%	21.2%
97.4 Cool FM	935	936	1	0%	311	330	19	6%	33%	35%			2710	2954	244	9%	8.7	9.0			14.9%	16.9%
Downtown Radio (DTR)	1366	1367	1	0%	240	269	29	12%	18%	20%			2442	2387	-55	-2%	10.2	8.9			9.5%	9.5%
Wave 105 FM	1694	1693	-1	0%	336	321	-15	-4%	20%	19%			3357	3268	-89	-3%	10.0	10.2			9.2%	9.0%
107 The Bee	182	181	-1	-1%	20	22	2	10%	11%	12%			270	313	43	16%	13.8	14.0			7.4%	8.1%
Club Asia 963+972AM	10780	10781	1	0%	201	197	-4	-2%	2%	2%			1198	1327	129	11%	6.0	6.7			0.6%	0.6%
Total CN Radio	1817	1818	1	0%	390	385	-5	-1%	21%	21%			3392	3259	-133	-4%	8.7	8.5			8.9%	8.5%
The Bay	309	308	-1	0%	90	89	-1	-1%	29%	29%			846	703	-143	-17%	9.4	7.9			13.4%	11.1%
Citybeat 96.7FM	540	540	0	0%	136	136	0	0%	25%	25%			1018	928	-90	-9%	7.5	6.8			9.5%	8.5%
CN Radio Midlands	967	969	2	0%	155	152	-3	-2%	16%	16%			1381	1323	-58	-4%	8.9	8.7			6.8%	6.5%
Rugby FM	71	71	0	0%	25	24	-1	-4%	35%	33%			233	226	-7	-3%	9.3	9.4			16.8%	15.5%
Touch FM Staffs (was Centre FM)	240	240	0	0%	32	28	-4	-13%	13%	12%			382	308	-74	-19%	11.9	11.2			6.9%	5.6%
Touch FM - South Midlands	656	658	2	0%	98	101	3	3%	15%	15%			766	790	24	3%	7.8	7.9			5.8%	5.9%
107.6 Touch FM Banbury	81	81	0	0%	15	15	0	0%	19%	19%			114	120	6	5%	7.5	7.8			6.2%	6.7%
96.2 Touch FM Coventry	281	282	1	0%	31	32	1	3%	11%	11%			158	150	-8	-5%	5.1	4.7			3.3%	3.0%
102 Touch FM Stratford	295	295	0	0%	52	53	1	2%	18%	18%			493	519	26	5%	9.4	9.8			7.4%	7.9%
Connect FM (was KCBC 107.4)	215	215	0	0%	45	42	-3	-7%	21%	20%			452	398	-54	-12%	10.1	9.5			9.5%	8.4%
Chester's Dee 106.3	185	185	0	0%	34	31	-3	-9%	18%	17%			257	298	41	16%	7.6	9.6			6.7%	7.6%
3FM	66	66	0	0%	19	16	-3	-16%	28%	25%			216	200	-16	-7%	11.6	12.2			13.6%	13.1%
Total GCap Media UK	50334	50334	0	0%	14882	14429	-453	-3%	30%	29%			131136	123242	-7894	-6%	8.8	8.5			12.8%	12.0%
GCap Media - National Brands Total	50334	50334	0	0%	8906	8475	-431	-5%	18%	17%			70541	65372	-5169	-7%	7.9	7.7			6.9%	6.4%
Chill	50334	50334	0	0%	197	156	-41	-21%	*%	*%			986	652	-334	-34%	5.0	4.2			0.1%	0.1%
Classic FM	50334	50334	0	0%	5591	5622	31	1%	11%	11%			42646	38744	-3902	-9%	7.6	6.9			4.2%	3.7%
Life	50334	50334	0	0%	89	141	52	58%	*%	*%			700	1368	668	95%	7.9	9.7			0.1%	0.1%
Planet Rock	50334	50334	0	0%	563	563	0	0%	1%	1%			3148	3637	489	16%	5.6	6.5			0.3%	0.4%
theJazz	50334	50334	0	0%	364	407	43	12%	1%	1%			1882	2043	161	9%	5.2	5.0			0.2%	0.2%
Total Choice (UK)	50334	50334	0	0%	622	695	73	12%	1%	1%			4207	5068	861	20%	6.8	7.3			0.4%	0.5%
GCap Gold Network UK	50334	50334	0	0%	1243	913	-330	-27%	2%	2%			10821	8163	-2658	-25%	8.7	8.9			1.1%	0.8%
GCap Media - Local Brands Total	34792	34792	0	0%	8944	8658	-286	-3%	26%	25%			77695	73037	-4658	-6%	8.7	8.4			11.0%	10.2%
The One Network	29126	29127	1	0%	7005	6878	-127	-2%	24%	24%			58372	55231	-3141	-5%	8.3	8.0			9.7%	9.1%
Beacon FM	1292	1293	1	0%	228	239	11	5%	18%	19%			2123	1805	-318	-15%	9.3	7.5			7.8%	6.4%
96.4 BRMB	2029	2031	2	0%	408	419	11	3%	20%	21%			2356	2523	167	7%	5.8	6.0			5.9%	6.0%
The Buzz 97.1 FM	437	438	1	0%	42	35	-7	-17%	10%	8%			237	211	-26	-11%	5.7	6.0			3.0%	2.8%

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95.8 Capital Radio	10781	10781	0	0%	1517	1563	46	3%	14%	14%	10063	10053	-10	0%	6.6	6.4	4.7%	4.6%						
Champion 103 FM	121	122	1	1%	29	32	3	10%	24%	26%	310	329	19	6%	10.6	10.2	13.3%	14.2%						
96.9 Chiltern FM (Bedford)	386	385	-1	0%	100	94	-6	-6%	26%	24%	708	781	73	10%	7.1	8.3	8.8%	10.5%						
97.6 Chiltern FM (Dunstable/Luton)	731	731	0	0%	161	160	-1	-1%	22%	22%	1053	1039	-14	-1%	6.5	6.5	7.4%	7.4%						
Coast 96.3	243	242	-1	0%	48	44	-4	-8%	20%	18%	436	388	-48	-11%	9.1	8.9	9.0%	8.1%						
2CR FM	600	600	0	0%	111	123	12	11%	19%	20%	853	831	-22	-3%	7.7	6.8	6.0%	6.0%						
Essex FM (inc. Ten-17 FM)	1186	1187	1	0%	329	320	-9	-3%	28%	27%	3721	3671	-50	-1%	11.3	11.5	14.5%	14.2%						
FOX FM	649	649	0	0%	170	160	-10	-6%	26%	25%	1618	1352	-266	-16%	9.5	8.5	11.4%	9.7%						
102.7 Hereward FM	373	373	0	0%	103	107	4	4%	28%	29%	683	810	127	19%	6.6	7.6	7.8%	9.3%						
Horizon Radio	219	219	0	0%	75	75	0	0%	34%	34%	662	588	-74	-11%	8.8	7.9	14.3%	12.3%						
Gemini FM Total	525	525	0	0%	165	150	-15	-9%	31%	28%	1424	1303	-121	-8%	8.6	8.7	12.7%	11.4%						
Gemini FM East (Exeter Area)	301	301	0	0%	100	89	-11	-11%	33%	29%	897	851	-46	-5%	8.9	9.6	13.6%	12.4%						
Gemini FM West (Torbay Area)	224	224	0	0%	65	61	-4	-6%	29%	27%	527	452	-75	-14%	8.2	7.4	11.5%	9.8%						
GWR	1286	1287	1	0%	381	350	-31	-8%	30%	27%	4785	3638	-1147	-24%	12.6	10.4	17.0%	14.0%						
Invicta FM	1146	1147	1	0%	373	365	-8	-2%	33%	32%	3179	2749	-430	-14%	8.5	7.5	11.4%	9.9%						
Lantern FM 96.2 and 97.3	128	128	0	0%	46	45	-1	-2%	36%	35%	515	427	-88	-17%	11.2	9.6	16.7%	14.3%						
105.4 Leicester Sound FM	651	652	1	0%	110	129	19	17%	17%	20%	857	1126	269	31%	7.8	8.7	7.0%	8.7%						
Marcher Sound (formerly MFM 103.4)	374	374	0	0%	68	69	1	1%	18%	18%	798	620	-178	-22%	11.7	9.0	10.7%	7.6%						
Mercia	726	726	0	0%	126	123	-3	-2%	17%	17%	1106	1287	181	16%	8.8	10.5	7.9%	8.6%						
Mercury FM (Herts)	330	330	0	0%	36	35	-1	-3%	11%	11%	170	169	-1	-1%	4.7	4.8	2.2%	2.3%						
Mercury FM (Surrey & Sussex)	360	360	0	0%	82	84	2	2%	23%	23%	771	602	-169	-22%	9.4	7.2	10.0%	7.4%						
Northants 96	520	519	-1	0%	118	124	6	5%	23%	24%	1079	1236	157	15%	9.1	10.0	9.7%	11.6%						
Orchard FM	336	336	0	0%	140	127	-13	-9%	42%	38%	1502	1475	-27	-2%	10.8	11.6	18.0%	17.1%						
97 FM Plymouth Sound	330	330	0	0%	96	98	2	2%	29%	30%	715	773	58	8%	7.5	7.9	11.5%	12.6%						
103.2 Power FM	1099	1099	0	0%	188	176	-12	-6%	17%	16%	1342	1204	-138	-10%	7.1	6.9	5.9%	5.3%						
Q103	449	450	1	0%	101	98	-3	-3%	23%	22%	901	658	-243	-27%	8.9	6.7	9.5%	6.8%						
Radio Broadland	628	628	0	0%	158	181	23	15%	25%	29%	1615	1627	12	1%	10.2	9.0	12.1%	11.9%						
RAM FM	624	624	0	0%	102	116	14	14%	16%	19%	805	822	17	2%	7.9	7.1	5.8%	6.2%						
Red Dragon	965	966	1	0%	256	260	4	2%	27%	27%	1893	1989	96	5%	7.4	7.6	9.9%	9.7%						
102.4 Severn Sound FM	399	398	-1	0%	109	103	-6	-6%	27%	26%	1183	968	-215	-18%	10.8	9.4	14.6%	12.4%						
SGR FM Total	652	653	1	0%	175	162	-13	-7%	27%	25%	1548	1448	-100	-6%	8.9	8.9	10.4%	9.7%						
SGR FM	541	544	3	1%	131	118	-13	-10%	24%	22%	1173	1075	-98	-8%	8.9	9.1	9.3%	8.4%						
SGR Colchester	173	173	0	0%	54	55	1	2%	31%	32%	400	439	39	10%	7.4	8.0	10.8%	12.2%						
Southern FM	993	994	1	0%	319	332	13	4%	32%	33%	2587	2495	-92	-4%	8.1	7.5	12.0%	10.3%						
South Hams Radio	64	64	0	0%	14	14	0	0%	22%	21%	109	126	17	16%	7.7	9.2	7.7%	8.8%						
2-TEN FM	785	785	0	0%	204	194	-10	-5%	26%	25%	1727	1296	-431	-25%	8.5	6.7	10.3%	8.0%						
96 Trent FM	1111	1112	1	0%	337	326	-11	-3%	30%	29%	2651	2670	19	1%	7.9	8.2	11.4%	11.1%						
Wyvern FM	495	495	0	0%	103	99	-4	-4%	21%	20%	810	793	-17	-2%	7.9	8.0	8.0%	8.1%						
Choice FM London	10781	10781	0	0%	485	544	59	12%	4%	5%	3657	4375	718	20%	7.5	8.0	1.7%	2.0%						
Fun Radio	50334	10781	-39553	-79%	57	22	-35	-61%	*	*	209	222	13	6%	3.7	9.9	*	0.1%						
Ocean	988	988	0	0%	179	174	-5	-3%	18%	18%	1112	1143	31	3%	6.2	6.6	5.4%	5.6%						
GCap Gold Network	28820	28820	0	0%	985	810	-175	-18%	3%	3%	9141	7470	-1671	-18%	9.3	9.2	1.5%	1.2%						
Gold Bedford (was Classic Gold Bedford)	590	590	0	0%	21	23	2	10%	4%	4%	161	136	-25	-16%	7.6	5.8	1.3%	1.1%						
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	785	785	0	0%	20	23	3	15%	3%	3%	339	272	-67	-20%	17.2	11.6	2.0%	1.7%						
Gold Birmingham (was Capital Gold Birmingham)	2029	2031	2	0%	51	51	0	0%	3%	3%	323	413	90	28%	6.3	8.1	0.8%	1.0%						
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/Wiltshire)	1286	1287	1	0%	50	44	-6	-12%	4%	3%	764	564	-200	-26%	15.4	12.7	2.7%	2.2%						
Gold Coventry (was Classic Gold Coventry)	726	726	0	0%	20	13	-7	-35%	3%	2%	171	171	0	0%	8.7	12.9	1.2%	1.1%						
Gold Crawley (was Classic Gold Crawley)	360	360	0	0%	4	5	1	25%	1%	1%	30	47	17	57%	8.2	9.6	0.4%	0.6%						
Gold Derby (was Classic Gold Derby)	624	624	0	0%	23	17	-6	-26%	4%	3%	238	204	-34	-14%	10.4	11.9	1.7%	1.5%						
Gold Devon (was Classic Gold Devon)	525	526	1	0%	25	30	5	20%	5%	6%	247	246	-1	0%	9.7	8.1	2.2%	2.2%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%
Gold Dorset (was Classic Gold Dorset)	600	600	0	0%	27	24	-3	-11%	5%	4%			352	170	-182	-52%	12.9	7.2			2.5%	1.2%		
Gold Essex (was Classic Gold Essex)	1186	1187	1	0%	22	26	4	18%	2%	2%			232	260	28	12%	10.7	10.2			0.9%	1.0%		
Gold Gloucester (was Classic Gold Gloucester)	399	398	-1	0%	18	13	-5	-28%	5%	3%			309	236	-73	-24%	17.2	18.3			3.8%	3.0%		
Gold Hampshire (was Capital Gold Hampshire)	1099	1099	0	0%	28	28	0	0%	3%	3%			387	357	-30	-8%	13.6	12.9			1.7%	1.6%		
Gold Kent (was Capital Gold Kent)	1146	1147	1	0%	36	30	-6	-17%	3%	3%			499	295	-204	-41%	13.7	9.9			1.8%	1.1%		
Gold London (was Capital Gold London)	10781	10781	0	0%	243	224	-19	-8%	2%	2%			1434	2018	584	41%	5.9	9.0			0.7%	0.9%		
Gold Luton (was Classic Gold Luton)	1009	1009	0	0%	33	37	4	12%	3%	4%			278	298	20	7%	8.4	8.2			1.4%	1.5%		
Gold Manchester (was Capital Gold Manchester)	2362	2362	0	0%	56	55	-1	-2%	2%	2%			417	390	-27	-6%	7.4	7.1			1.0%	0.9%		
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	1167	1168	1	0%	49	50	1	2%	4%	4%			617	534	-83	-13%	12.5	10.8			2.4%	2.0%		
Gold Norfolk (was Classic Gold Amber Norfolk)	628	628	0	0%	27	26	-1	-4%	4%	4%			252	208	-44	-17%	9.2	7.9			1.9%	1.5%		
Gold Suffolk (was Classic Gold Amber Suffolk)	541	544	3	1%	22	23	1	5%	4%	4%			366	327	-39	-11%	16.6	14.0			2.9%	2.5%		
Gold North Wales/Cheshire (was Classic Gold Marcher)	374	374	0	0%	8	6	-2	-25%	2%	2%			99	84	-15	-15%	12.2	14.9			1.3%	1.0%		
Gold Northampton (was Classic Gold Northampton)	520	519	-1	0%	25	22	-3	-12%	5%	4%			246	186	-60	-24%	9.9	8.3			2.2%	1.7%		
Gold Nottingham (was Classic Gold Nottingham)	1111	1112	1	0%	30	33	3	10%	3%	3%			236	441	205	87%	7.8	13.4			1.0%	1.8%		
Gold Peterborough (was Classic Gold Peterborough)	561	561	0	0%	31	25	-6	-19%	6%	4%			330	328	-2	-1%	10.5	13.2			2.5%	2.5%		
Gold Plymouth (was Classic Gold Plymouth)	330	330	0	0%	7	7	0	0%	2%	2%			100	130	30	30%	15.0	17.5			1.6%	2.1%		
Gold Sussex (was Capital Gold Sussex)	993	994	1	0%	33	32	-1	-3%	3%	3%			207	308	101	49%	6.3	9.7			1.0%	1.3%		
Gold South East Wales (was Capital Gold South East Wales)	965	966	1	0%	36	27	-9	-25%	4%	3%			457	233	-224	-49%	12.7	8.7			2.4%	1.1%		
Gold Wolverhampton (was Classic Gold Wolverhampton)	1292	1293	1	0%	26	30	4	15%	2%	2%			259	263	4	2%	9.9	8.8			0.9%	0.9%		
Total XFM (UK)	50334	50334	0	0%	1116	1034	-82	-7%	2%	2%			6024	5637	-387	-6%	5.4	5.5			0.6%	0.5%		
XFM 104.9	10781	10781	0	0%	513	379	-134	-26%	5%	4%			2858	1957	-901	-32%	5.6	5.2			1.3%	0.9%		
XFM Manchester	2777	2777	0	0%	186	190	4	2%	7%	7%			859	1231	372	43%	4.6	6.5			1.7%	2.3%		
XFM Scotland	2674	2674	0	0%	224	214	-10	-4%	8%	8%			1365	1185	-180	-13%	6.1	5.5			2.8%	2.4%		
XFM Scotland (East)	1161	1161	0	0%	121	94	-27	-22%	10%	8%			673	506	-167	-25%	5.6	5.4			3.1%	2.5%		
XFM Scotland (West)	1689	1689	0	0%	134	143	9	7%	8%	8%			815	766	-49	-6%	6.1	5.4			2.6%	2.5%		
Total Global Radio (UK)	50334	50334	0	0%	6393	6532	139	2%	13%	13%			50304	51657	1353	3%	7.9	7.9			4.9%	5.0%		
Global Radio (ILR)	25471	25471	0	0%	5572	5704	132	2%	22%	22%			45784	46919	1135	2%	8.2	8.2			9.1%	9.2%		
The Arrow (UK)	50334	50334	0	0%	143	121	-22	-15%	*	*			920	855	-65	-7%	6.4	7.0			0.1%	0.1%		
Galaxy Network (UK)	50334	50334	0	0%	2547	2631	84	3%	5%	5%			16363	16520	157	1%	6.4	6.3			1.6%	1.6%		
Galaxy Network (ILR)	11350	11350	0	0%	2162	2258	96	4%	19%	20%			14733	14826	93	1%	6.8	6.6			6.8%	6.7%		
Galaxy Birmingham	2077	2077	0	0%	339	396	57	17%	16%	19%			2154	2416	262	12%	6.3	6.1			5.3%	5.7%		
Galaxy Manchester	2777	2777	0	0%	442	449	7	2%	16%	16%			2809	2619	-190	-7%	6.4	5.8			5.5%	4.9%		
Galaxy North East	2175	2175	0	0%	477	469	-8	-2%	22%	22%			2794	2970	176	6%	5.9	6.3			7.3%	7.8%		
Galaxy Yorkshire	4320	4321	1	0%	904	944	40	4%	21%	22%			6977	6821	-156	-2%	7.7	7.2			8.0%	8.0%		
Total Heart (UK)	50334	50334	0	0%	3350	3400	50	1%	7%	7%			24279	24087	-192	-1%	7.2	7.1			2.4%	2.3%		
Heart FM (ILR)	16198	16199	1	0%	2991	3008	17	1%	18%	19%			22593	22297	-296	-1%	7.6	7.4			7.0%	6.7%		
100.7 Heart FM	3521	3521	0	0%	781	822	41	5%	22%	23%			6421	6743	322	5%	8.2	8.2			9.1%	9.2%		
Heart 106.2 FM	10781	10781	0	0%	1842	1848	6	0%	17%	17%			13408	12855	-553	-4%	7.3	7.0			6.2%	5.8%		
Heart 106 (formerly 106 Century FM)	2086	2086	0	0%	317	339	22	7%	15%	16%			2649	2453	-196	-7%	8.3	7.2			6.2%	5.5%		
Heart Midlands (ILR)	5418	5418	0	0%	1086	1152	66	6%	20%	21%			9070	9197	127	1%	8.3	8.0			8.3%	8.1%		
Global Radio Midlands (ILR)	5418	5418	0	0%	1274	1358	84	7%	24%	25%			11223	11613	390	3%	8.8	8.6			10.2%	10.2%		
Globas Radio West Midlands (ILR)	3521	3521	0	0%	968	1028	60	6%	27%	29%			8574	9160	586	7%	8.9	8.9			12.2%	12.5%		
Total LBC (UK)	50334	50334	0	0%	759	824	65	9%	2%	2%			8742	10194	1452	17%	11.5	12.4			0.9%	1.0%		
Total LBC (ILR)	10781	10781	0	0%	721	787	66	9%	7%	7%			9154	10531	1377	15%	12.7	13.4			4.3%	4.8%		
LBC 97.3	10781	10781	0	0%	642	701	59	9%	6%	7%			8080	9893	1813	22%	12.6	14.1			3.8%	4.5%		
LBC News 1152	10781	10781	0	0%	218	202	-16	-7%	2%	2%			1075	639	-436	-41%	4.9	3.2			0.5%	0.3%		
Global Radio London (ILR)	10781	10781	0	0%	2442	2501	59	2%	23%	23%			22562	23386	824	4%	9.2	9.4			10.5%	10.6%		
Total GMG Radio	50334	50334	0	0%	4728	4792	64	1%	9%	10%			48073	47586	-487	-1%	10.2	9.9			4.7%	4.6%		
Total Real Radio/Century Radio	50334	50334	0	0%	2757	2664	-93	-3%	5%	5%			28121	25456	-2665	-9%	10.2	9.6			2.8%	2.5%		
GMG Radio North West (Century Radio (North West)/Smooth Radio (Nortl	5519	5176	-343	-6%	1029	1239	210	20%	19%	24%			9395	10812	1417	15%	9.1	8.7			8.8%	10.4%		

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LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%
Century Radio (North East/North West)	7434	7373	-61	-1%	1164	1129	-35	-3%	16%	15%	9784	8853	-931	-10%	8.4	7.8	7.1%	6.3%						
Century Radio (North East)	2199	2198	-1	0%	483	455	-28	-6%	22%	21%	3676	3286	-390	-11%	7.6	7.2	9.5%	8.6%						
Century Radio (North West)	5236	5176	-60	-1%	607	715	108	18%	12%	14%	5384	5463	79	1%	8.9	7.6	5.4%	5.3%						
Total Real Radio	50334	50334	0	0%	1599	1546	-53	-3%	3%	3%	18336	16602	-1734	-9%	11.5	10.7	1.8%	1.6%						
Real Radio (Scotland/Wales/Yorkshire)	7134	7133	-1	0%	1454	1393	-61	-4%	20%	20%	17329	15610	-1719	-10%	11.9	11.2	12.6%	11.5%						
Real Radio (Scotland)	2651	2650	-1	0%	789	712	-77	-10%	30%	27%	10364	8641	-1723	-17%	13.1	12.1	21.1%	17.9%						
Real Radio (Wales)	1754	1754	0	0%	363	363	0	0%	21%	21%	3804	3900	96	3%	10.5	10.8	10.8%	10.8%						
Real Radio (Yorkshire)	2729	2729	0	0%	302	318	16	5%	11%	12%	3161	3070	-91	-3%	10.5	9.6	5.9%	5.9%						
GMG Radio Scotland (Real Radio/96.3 Rock Radio/Smooth Radio (Glasgoc	2835	2835	0	0%	950	884	-66	-7%	33%	31%	13049	11427	-1622	-12%	13.7	12.9	25.0%	22.3%						
Real Radio (Scotland)/96.3 Rock Radio	2651	2650	-1	0%	830	749	-81	-10%	31%	28%	10866	9059	-1807	-17%	13.1	12.1	22.1%	18.7%						
96.3 Rock Radio	804	804	0	0%	57	46	-11	-19%	7%	6%	502	418	-84	-17%	8.9	9.0	3.4%	2.8%						
Total Smooth Radio	50334	50334	0	0%	2229	2376	147	7%	4%	5%	20739	21712	973	5%	9.3	9.1	2.0%	2.1%						
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgow	23562	23382	-180	-1%	1910	2077	167	9%	8%	9%	17517	19652	2135	12%	9.2	9.5	3.8%	4.2%						
Smooth Radio (East & West Midlands)	5558	5557	-1	0%	689	737	48	7%	12%	13%	8074	9003	929	12%	11.7	12.2	7.1%	7.7%						
Smooth Radio (East Midlands)	2078	2078	0	0%	290	292	2	1%	14%	14%	3118	3155	37	1%	10.7	10.8	7.2%	7.1%						
Smooth Radio (West Midlands)	3521	3521	0	0%	400	446	46	12%	11%	13%	4956	5848	892	18%	12.4	13.1	7.0%	8.0%						
Smooth Radio (Glasgow)	1868	1869	1	0%	199	212	13	7%	11%	11%	2183	2368	185	8%	11.0	11.2	6.4%	7.0%						
Smooth Radio (London)	10781	10781	0	0%	475	518	43	9%	4%	5%	3732	3424	-308	-8%	7.9	6.6	1.7%	1.6%						
Smooth Radio (North West)	5356	5176	-180	-3%	543	718	175	32%	10%	14%	4011	5350	1339	33%	7.4	7.5	3.9%	5.1%						
Kingdom FM	290	290	0	0%	59	56	-3	-5%	20%	19%	513	454	-59	-12%	8.7	8.0	10.5%	9.7%						
kmfm Group	975	976	1	0%	157	157	0	0%	16%	16%	1649	1441	-208	-13%	10.5	9.2	6.9%	6.2%						
kmfm East	463	463	0	0%	88	88	0	0%	19%	19%	887	835	-52	-6%	10.1	9.5	7.9%	7.6%						
kmfm West	512	512	0	0%	68	69	1	1%	13%	13%	762	605	-157	-21%	11.1	8.8	6.0%	4.9%						
Lincs FM Group	2178	2152	-26	-1%	650	656	6	1%	30%	31%	7557	7516	-41	-1%	11.6	11.4	16.6%	16.9%						
Lincs FM 102.2	880	880	0	0%	341	336	-5	-1%	39%	38%	4050	4347	297	7%	11.9	12.9	21.4%	22.7%						
Oak 107 FM	111	111	0	0%	26	25	-1	-4%	23%	22%	202	189	-13	-6%	7.8	7.6	9.9%	9.2%						
White Rose Radio Network (Lincs FM Group)	1055	1030	-25	-2%	259	259	0	0%	25%	25%	2613	2595	-18	-1%	10.1	10.0	12.2%	12.4%						
Dearne FM	223	223	0	0%	73	74	1	1%	33%	33%	763	764	1	0%	10.5	10.4	17.1%	17.9%						
Ridings FM	293	291	-2	-1%	39	43	4	10%	13%	15%	472	501	29	6%	12.0	11.6	8.4%	8.5%						
Rother FM	206	205	-1	0%	37	36	-1	-3%	18%	18%	340	329	-11	-3%	9.2	9.1	8.2%	8.1%						
Trax FM	359	359	0	0%	110	98	-12	-11%	31%	27%	990	945	-45	-5%	9.0	9.6	13.3%	12.5%						
Fosseway Radio	147	146	-1	-1%	25	28	3	12%	17%	19%	315	362	47	15%	12.8	12.9	10.4%	11.9%						
Lite FM	180	180	0	0%	25	26	1	4%	14%	14%	233	277	44	19%	9.2	10.8	5.9%	7.1%						
The Litt Radio Group (London)	10786	10783	-3	0%	499	503	4	1%	5%	5%	4587	4457	-130	-3%	9.2	8.9	2.1%	2.0%						
Easy Radio	10780	10781	1	0%	9	13	4	44%	*	*	71	47	-24	-34%	7.6	3.5	*	*						
South London Radio 107.3 FM (South FM)	1465	1466	1	0%	23	24	1	4%	2%	2%	134	152	18	13%	5.9	6.4	0.4%	0.5%						
Time FM 106.6	274	275	1	0%	26	24	-2	-8%	10%	9%	131	125	-6	-5%	5.0	5.2	2.2%	2.2%						
Time FM 106.8	575	581	6	1%	11	18	7	64%	2%	3%	45	80	35	78%	3.9	4.5	0.4%	0.7%						
Time FM 107.5	396	396	0	0%	27	27	0	0%	7%	7%	298	252	-46	-15%	10.9	9.5	3.8%	3.3%						
The Sunrise Group	50334	50334	0	0%	549	551	2	0%	1%	1%	4622	4538	-84	-2%	8.4	8.2	0.5%	0.4%						
Kismat Radio 1035 (Greater London)	10781	10781	0	0%	58	68	10	17%	1%	1%	278	445	167	60%	4.8	6.6	0.1%	0.2%						
Sunrise Radio (Greater London)	10781	10781	0	0%	358	341	-17	-5%	3%	3%	2706	2860	154	6%	7.6	8.4	1.3%	1.3%						
Sunrise Radio National	50334	50334	0	0%	510	514	4	1%	1%	1%	3664	4390	726	20%	7.2	8.5	0.4%	0.4%						
Yarr Radio	10780	10781	1	0%	9	18	9	100%	*	*	33	48	15	45%	3.7	2.6	*	*						
The Local Radio Company Group Total	4464	4465	1	0%	927	925	-2	0%	21%	21%	7698	7611	-87	-1%	8.3	8.2	8.2%	8.1%						
Alpha 103.2	142	141	-1	-1%	27	25	-2	-7%	19%	18%	219	172	-47	-21%	8.2	6.9	8.2%	6.7%						
107.8 Arrow FM for Hastings	112	111	-1	-1%	27	26	-1	-4%	24%	24%	254	218	-36	-14%	9.5	8.3	8.2%	7.3%						
Bath FM	99	99	0	0%	16	16	0	0%	16%	16%	110	109	-1	-1%	7.1	6.8	4.7%	4.8%						
2BR	191	191	0	0%	55	62	7	13%	29%	32%	540	629	89	16%	9.9	10.2	13.9%	15.9%						
Brunel FM	177	177	0	0%	15	16	1	7%	8%	9%	130	131	1	1%	9.0	8.4	3.3%	3.6%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	Last Pub	W1 2008
Central FM	211	212	1	0%	39	40	1	3%	19%	19%			252	265	13	5%	6.4	6.6	6.4%	7.2%
107.9 Dune FM	207	208	1	0%	21	20	-1	-5%	10%	10%			137	87	-50	-36%	6.5	4.3	3.4%	2.2%
Durham FM	248	248	0	0%	27	30	3	11%	11%	12%			156	174	18	12%	5.9	5.8	3.4%	3.8%
Fire 107.6 FM	285	285	0	0%	39	37	-2	-5%	14%	13%			204	181	-23	-11%	5.2	4.9	3.1%	2.8%
IOW Radio	122	121	-1	-1%	39	40	1	3%	32%	33%			369	430	61	17%	9.5	10.7	14.2%	17.4%
Ivel FM	132	131	-1	-1%	30	27	-3	-10%	23%	21%			298	270	-28	-9%	9.8	10.1	9.3%	8.1%
Minster FM	321	322	1	0%	74	72	-2	-3%	23%	22%			829	768	-61	-7%	11.3	10.6	12.1%	11.8%
Total Mix	251	251	0	0%	59	51	-8	-14%	23%	21%			414	361	-53	-13%	7.0	7.0	7.9%	7.1%
Mix 96	119	119	0	0%	40	34	-6	-15%	33%	28%			267	224	-43	-16%	6.7	6.6	10.0%	8.6%
Mix 107	132	132	0	0%	19	18	-1	-5%	15%	13%			147	137	-10	-7%	7.6	7.7	5.6%	5.5%
Pennine FM (formerly 107.9 Home FM)	197	198	1	1%	21	22	1	5%	11%	11%			91	103	12	13%	4.3	4.7	2.6%	2.8%
107.4 The Quay	361	361	0	0%	42	45	3	7%	12%	12%			269	300	31	12%	6.4	6.7	3.5%	3.9%
106.9 Silk FM	177	176	-1	-1%	28	29	1	4%	16%	17%			143	242	99	69%	5.2	8.3	4.0%	6.8%
107.5 Sovereign Radio	146	146	0	0%	31	32	1	3%	21%	22%			277	279	2	1%	8.9	8.8	8.3%	8.1%
Spire FM	111	112	1	1%	48	48	0	0%	43%	43%			452	452	0	0%	9.5	9.4	18.9%	17.9%
Spirit FM	205	205	0	0%	41	41	0	0%	20%	20%			262	261	-1	0%	6.4	6.3	6.2%	5.6%
97.2 Stray FM	142	142	0	0%	46	48	2	4%	33%	34%			475	459	-16	-3%	10.2	9.6	15.0%	14.5%
Sun FM	272	271	-1	0%	80	81	1	1%	29%	30%			764	713	-51	-7%	9.6	8.8	14.8%	13.4%
3TR	66	66	0	0%	15	14	-1	-7%	22%	21%			186	203	17	9%	12.6	14.5	13.4%	14.5%
Vale FM	57	57	0	0%	15	16	1	7%	26%	27%			147	120	-27	-18%	9.8	7.6	11.4%	9.3%
Wessex FM	120	120	0	0%	40	39	-1	-3%	33%	32%			405	354	-51	-13%	10.1	9.2	14.4%	13.4%
Yorkshire Coast Radio	113	114	1	1%	45	44	-1	-2%	40%	38%			405	378	-27	-7%	9.0	8.7	17.7%	16.6%
Radio Mansfield 103.2	150	150	0	0%	49	46	-3	-6%	33%	31%			415	394	-21	-5%	8.5	8.6	12.6%	12.1%
Manx Radio	66	66	0	0%	33	33	0	0%	51%	49%			488	477	-11	-2%	14.6	14.6	30.7%	31.4%
106.7 Merseyside's KCR FM (formerly The Rocket)	291	290	-1	0%	8	3	-5	-63%	3%	1%			102	41	-61	-60%	13.0	11.9	1.7%	0.7%
Original 106fm (Solent)	1625	1625	0	0%	34	39	5	15%	2%	2%			136	112	-24	-18%	4.0	2.9	0.4%	0.3%
Original 106.5fm (Bristol)	552	551	-1	0%	11	11	0	0%	2%	2%			63	69	6	10%	5.9	6.5	0.5%	0.7%
Oxford's FM107.9 (formerly Passion 107.9)	213	213	0	0%	16	13	-3	-19%	8%	6%			80	60	-20	-25%	4.9	4.5	1.9%	1.5%
Premier Christian Radio	10781	10781	0	0%	138	100	-38	-28%	1%	1%			1473	1249	-224	-15%	10.7	12.5	0.7%	0.6%
Q102.9FM/Q97.2FM/Q101.2FM	289	289	0	0%	87	78	-9	-10%	30%	27%			756	596	-160	-21%	8.7	7.6	13.7%	10.5%
Reading 107 FM	271	271	0	0%	38	35	-3	-8%	14%	13%			181	185	4	2%	4.8	5.3	3.5%	3.6%
Seven FM	139	139	0	0%	18	23	5	28%	13%	17%			142	187	45	32%	7.9	8.0	4.7%	6.2%
Six FM	86	85	-1	-1%	20	18	-2	-10%	24%	21%			149	148	-1	-1%	7.3	8.2	8.9%	8.7%
Sunshine Radio	n/p	672	n/a	n/a	n/p	16	n/a	n/a	n/p	2%			n/p	208	n/a	n/a	n/p	13.3	n/p	1.5%
Tindle Radio Group	1792	1666	-126	-7%	318	302	-16	-5%	18%	18%			3100	2905	-195	-6%	9.8	9.6	7.9%	8.1%
Tindle Radio Anglia	n/p	1233	n/a	n/a	n/p	181	n/a	n/a	n/p	15%			n/p	1615	n/a	n/a	n/p	8.9	n/p	6.2%
103.4 The Beach	174	174	0	0%	53	51	-2	-4%	30%	29%			553	514	-39	-7%	10.5	10.1	15.4%	15.0%
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	402	402	0	0%	50	51	1	2%	12%	13%			436	392	-44	-10%	8.7	7.7	4.9%	4.5%
Dream 100	179	179	0	0%	32	29	-3	-9%	18%	16%			301	267	-34	-11%	9.3	9.1	7.5%	6.7%
Dream 107.7 FM	223	223	0	0%	18	22	4	22%	8%	10%			136	125	-11	-8%	7.6	5.8	2.8%	2.7%
North Norfolk Radio	90	89	-1	-1%	17	16	-1	-6%	19%	18%			217	199	-18	-8%	12.9	12.1	9.8%	9.0%
99.9 Radio Norwich	491	490	-1	0%	25	39	14	56%	5%	8%			173	282	109	63%	7.0	7.2	1.7%	2.7%
Town 102 FM	290	290	0	0%	33	29	-4	-12%	11%	10%			273	264	-9	-3%	8.4	9.0	4.3%	4.3%
Channel 103 FM	74	73	-1	-1%	39	37	-2	-5%	53%	50%			429	410	-19	-4%	10.9	11.1	27.6%	25.4%
Delta FM	95	95	0	0%	17	15	-2	-12%	18%	16%			178	147	-31	-17%	10.7	9.7	8.2%	6.9%
Island FM 104.7	50	50	0	0%	25	23	-2	-8%	49%	46%			348	315	-33	-9%	14.2	13.7	37.7%	37.2%
Kick and Kestrel	215	215	0	0%	45	46	1	2%	21%	21%			410	418	8	2%	9.1	9.1	7.8%	8.2%
Kestrel FM	131	130	-1	-1%	30	33	3	10%	23%	25%			310	315	5	2%	10.5	9.6	9.2%	9.4%
Kick FM	84	84	0	0%	15	13	-2	-13%	18%	15%			100	103	3	3%	6.6	7.9	5.2%	5.9%
Total Town and Country Broadcasting	1059	1045	-14	-1%	180	172	-8	-4%	17%	16%			1540	1467	-73	-5%	8.6	8.5	6.8%	6.8%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2008	000's	Change %	Last Pub	W1 2008	000's	Change %	Last Pub	W1 2008	000's	Change %	Last Pub	W1 2008	000's	Change %	Last Pub	W1 2008	000's	Change %	Last Pub	W1 2008	000's	Change %
107.8 Radio Hampshire	393	392	-1	0%	33	30	-3	-9%	8%	8%			186	142	-44	-24%	5.6	4.8			2.2%	1.7%		
Town and Country Broadcasting (South and West Wales)	666	653	-13	-2%	151	151	0	0%	23%	23%			1351	1365	14	1%	8.9	9.0			9.7%	10.5%		
106.3 Bridge FM	118	119	1	1%	39	39	0	0%	33%	33%			384	378	-6	-2%	10.0	9.7			14.7%	15.0%		
97.1 Radio Carmarthenshire (including 97.5 Scarlet FM)	124	124	0	0%	35	33	-2	-6%	28%	27%			274	227	-47	-17%	7.9	6.8			11.1%	10.1%		
102.5 Radio Pembrokeshire	90	91	1	1%	51	50	-1	-2%	56%	55%			556	551	-5	-1%	11.0	11.0			29.3%	30.6%		
102.1 Swansea Bay Radio	446	446	0	0%	36	35	-1	-3%	8%	8%			331	366	35	11%	9.1	10.5			3.6%	4.0%		
Total UKRD	2750	2749	-1	0%	455	458	3	1%	17%	17%			4634	4119	-515	-11%	10.2	9.0			8.0%	7.3%		
Pirate FM	466	465	-1	0%	143	152	9	6%	31%	33%			1600	1536	-64	-4%	11.2	10.1			14.7%	15.6%		
Star Radio West	732	732	0	0%	58	47	-11	-19%	8%	6%			668	437	-231	-35%	11.4	9.3			4.4%	3.0%		
Star Radio in Bristol	447	447	0	0%	28	19	-9	-32%	6%	4%			390	160	-230	-59%	13.7	8.2			4.3%	2.0%		
Star Radio in Cheltenham	159	159	0	0%	8	8	0	0%	5%	5%			86	63	-23	-27%	10.4	7.8			2.7%	2.0%		
Star Radio in North Somerset	126	126	0	0%	20	15	-5	-25%	16%	12%			187	161	-26	-14%	9.5	10.4			6.6%	5.5%		
The County Sound Radio Network	571	571	0	0%	132	142	10	8%	23%	25%			1416	1109	-307	-22%	10.7	7.8			11.3%	9.3%		
County Sound 1566	571	571	0	0%	12	7	-5	-42%	2%	1%			109	42	-67	-61%	9.4	5.8			0.9%	0.4%		
96.4 Eagle Radio	571	571	0	0%	125	137	12	10%	22%	24%			1307	1067	-240	-18%	10.5	7.8			10.4%	9.0%		
Total UKRD East	484	483	-1	0%	102	97	-5	-5%	21%	20%			883	885	2	0%	8.6	9.1			7.9%	8.0%		
Fen Radio 107.5	77	77	0	0%	14	14	0	0%	19%	18%			135	97	-38	-28%	9.4	7.1			6.0%	4.6%		
KL.FM 96.7	146	147	1	1%	52	50	-2	-4%	36%	34%			475	445	-30	-6%	9.1	8.8			14.3%	12.8%		
Star Radio in Cambridge	287	287	0	0%	28	34	6	21%	10%	12%			196	262	66	34%	6.9	7.7			3.4%	4.2%		
96.2 The Revolution	498	498	0	0%	19	19	0	0%	4%	4%			67	152	85	127%	3.5	8.0			0.8%	1.7%		
UTV Radio (inc. talkSPORT)	50334	50334	0	0%	3672	3733	61	2%	7%	7%			31158	32427	1269	4%	8.5	8.7			3.1%	3.2%		
UTV Radio (excl. talkSPORT)	7862	7862	0	0%	1387	1362	-25	-2%	18%	17%			11974	12347	373	3%	8.6	9.1			7.7%	7.9%		
Imagine FM	372	372	0	0%	38	38	0	0%	10%	10%			169	152	-17	-10%	4.4	4.0			2.5%	2.2%		
107.6 Juice FM	969	968	-1	0%	147	142	-5	-3%	15%	15%			850	861	11	1%	5.8	6.1			4.6%	4.4%		
Peak 107 FM	407	406	-1	0%	93	86	-7	-8%	23%	21%			895	775	-120	-13%	9.6	9.0			11.0%	9.6%		
The Pulse/Pulse Classic Gold	822	823	1	0%	141	150	9	6%	17%	18%			1226	1050	-176	-14%	8.7	7.0			7.9%	6.8%		
The Pulse	822	823	1	0%	121	133	12	10%	15%	16%			1040	872	-168	-16%	8.6	6.5			6.7%	5.7%		
Pulse Classic Gold	822	823	1	0%	51	40	-11	-22%	6%	5%			186	178	-8	-4%	3.7	4.5			1.2%	1.2%		
Signal One & Signal Two	759	759	0	0%	271	264	-7	-3%	36%	35%			3055	3643	588	19%	11.3	13.8			17.4%	20.8%		
Signal One	759	759	0	0%	252	237	-15	-6%	33%	31%			2543	3098	555	22%	10.1	13.0			14.5%	17.7%		
Signal Two	759	759	0	0%	67	74	7	10%	9%	10%			512	545	33	6%	7.7	7.3			2.9%	3.1%		
Talk 107	1000	1000	0	0%	35	33	-2	-6%	3%	3%			230	212	-18	-8%	6.6	6.5			1.2%	1.2%		
107.4 Tower FM	435	435	0	0%	51	47	-4	-8%	12%	11%			334	419	85	25%	6.6	8.9			4.2%	4.8%		
UTV Radio - South Wales	793	793	0	0%	222	218	-4	-2%	28%	27%			1985	1886	-99	-5%	8.9	8.7			11.9%	11.3%		
Total Swansea Sound/96.4 FM The Wave	446	446	0	0%	171	166	-5	-3%	38%	37%			1440	1346	-94	-7%	8.4	8.1			15.7%	14.7%		
96.4 FM The Wave	446	446	0	0%	125	115	-10	-8%	28%	26%			917	918	1	0%	7.3	8.0			10.0%	10.0%		
Swansea Sound - 1170 MW	446	446	0	0%	63	67	4	6%	14%	15%			523	428	-95	-18%	8.3	6.4			5.7%	4.7%		
Valleys Radio	347	347	0	0%	51	52	1	2%	15%	15%			545	540	-5	-1%	10.7	10.5			7.3%	7.1%		
U105	784	785	1	0%	90	93	3	3%	11%	12%			650	806	156	24%	7.2	8.7			4.2%	5.4%		
Radio Wave 96.5 FM	241	241	0	0%	67	73	6	9%	28%	30%			749	776	27	4%	11.2	10.6			14.1%	15.4%		
Wave 102 FM	171	172	1	1%	26	28	2	8%	15%	16%			240	217	-23	-10%	9.3	7.8			7.6%	6.8%		
102.4 Wish / 107.2 Wire	699	699	0	0%	171	166	-5	-3%	24%	24%			1288	1165	-123	-10%	7.5	7.0			9.3%	8.3%		
107.2 Wire FM	273	273	0	0%	66	73	7	11%	24%	27%			488	495	7	1%	7.3	6.8			8.7%	9.1%		
102.4 Wish FM	463	463	0	0%	92	76	-16	-17%	20%	16%			673	590	-83	-12%	7.3	7.8			7.6%	6.3%		
107.7 The Wolf	428	428	0	0%	32	36	4	13%	7%	8%			367	326	-41	-11%	11.6	9.0			4.0%	3.5%		
Yorkshire Radio	4902	4902	0	0%	48	42	-6	-13%	1%	1%			240	160	-80	-33%	4.9	3.8			0.2%	0.2%		

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	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	%	%	Last Pub	W1 2008	000's	%	Last Pub	W1 2008	%	%	Last Pub	W1 2008	%	%
BBC Local Radio	40518	40363	-155	0%	7490	7801	311	4%	18%	19%		79321	77357	-1964	-2%	10.6	9.9			9.6%	9.2%			
BBC Radio Berkshire	768	769	1	0%	125	126	1	1%	16%	16%		975	1071	96	10%	7.8	8.5			6.1%	6.7%			
BBC Radio Bristol	1293	1292	-1	0%	203	194	-9	-4%	16%	15%		2610	2436	-174	-7%	12.9	12.6			9.0%	8.6%			
BBC Radio Cambridgeshire	688	689	1	0%	125	131	6	5%	18%	19%		1274	1300	26	2%	10.2	9.9			8.4%	8.4%			
BBC Radio Cornwall	442	441	-1	0%	126	131	5	4%	28%	30%		1879	1762	-117	-6%	14.9	13.4			18.1%	18.8%			
BBC Coventry and Warwickshire	666	665	-1	0%	84	99	15	18%	13%	15%		745	933	188	25%	8.9	9.5			5.6%	6.6%			
BBC Radio Cumbria	407	407	0	0%	119	115	-4	-3%	29%	28%		1215	1131	-84	-7%	10.2	9.8			14.8%	13.5%			
BBC Radio Derby	614	614	0	0%	150	157	7	5%	25%	26%		1625	1678	53	3%	10.8	10.7			12.2%	13.1%			
BBC Radio Devon	949	949	0	0%	250	247	-3	-1%	26%	26%		3026	3160	134	4%	12.1	12.8			15.2%	15.9%			
BBC Essex	1216	1216	0	0%	249	241	-8	-3%	20%	20%		3306	3486	180	5%	13.3	14.5			12.5%	12.9%			
BBC Radio Gloucestershire	474	472	-2	0%	97	102	5	5%	21%	22%		1075	927	-148	-14%	11.0	9.0			10.9%	9.6%			
BBC Hereford & Worcester	490	490	0	0%	143	111	-32	-22%	29%	23%		1511	1307	-204	-14%	10.5	11.8			15.4%	13.6%			
BBC Radio Humberside	739	739	0	0%	206	209	3	1%	28%	28%		2317	2558	241	10%	11.3	12.2			14.8%	16.2%			
BBC Radio Kent	1348	1349	1	0%	271	260	-11	-4%	20%	19%		3488	3213	-275	-8%	12.9	12.4			10.5%	9.8%			
BBC Radio Lancashire	1163	1162	-1	0%	228	245	17	7%	20%	21%		2270	2416	146	6%	10.0	9.9			10.0%	10.7%			
BBC Radio Leeds	1548	1548	0	0%	269	249	-20	-7%	17%	16%		2188	1865	-323	-15%	8.1	7.5			7.3%	6.5%			
BBC Radio Leicestershire	774	774	0	0%	163	163	0	0%	21%	21%		1611	1537	-74	-5%	9.9	9.4			10.7%	9.6%			
BBC Radio Lincolnshire	519	518	-1	0%	102	125	23	23%	20%	24%		1324	1494	170	13%	13.0	12.0			11.4%	12.8%			
BBC London 94.9	10781	10781	0	0%	535	559	24	4%	5%	5%		3769	4145	376	10%	7.0	7.4			1.8%	1.9%			
BBC Radio Manchester	2094	2095	1	0%	222	236	14	6%	11%	11%		1967	1666	-301	-15%	8.8	7.1			5.2%	3.9%			
BBC Radio Merseyside	1621	1622	1	0%	311	343	32	10%	19%	21%		4933	5258	325	7%	15.8	15.3			15.9%	16.4%			
BBC Radio Newcastle	1408	1409	1	0%	243	265	22	9%	17%	19%		2174	2230	56	3%	8.9	8.4			9.0%	9.2%			
BBC Radio Norfolk	739	738	-1	0%	221	204	-17	-8%	30%	28%		2733	2576	-157	-6%	12.3	12.6			16.2%	15.1%			
BBC Radio Northampton	451	450	-1	0%	91	95	4	4%	20%	21%		1190	946	-244	-21%	13.1	10.0			11.8%	9.8%			
BBC Radio Nottingham	754	755	1	0%	203	190	-13	-6%	27%	25%		1997	1890	-107	-5%	9.8	9.9			12.0%	11.0%			
BBC Radio Oxford 95.2FM	504	504	0	0%	77	85	8	10%	15%	17%		840	893	53	6%	10.9	10.5			7.6%	8.2%			
BBC Radio Sheffield	1231	1231	0	0%	243	268	25	10%	20%	22%		2457	3045	588	24%	10.1	11.4			10.0%	12.7%			
BBC Radio Shropshire	375	375	0	0%	97	110	13	13%	26%	29%		1182	1157	-25	-2%	12.2	10.5			14.0%	13.0%			
BBC Radio Solent	1484	1484	0	0%	287	282	-5	-2%	19%	19%		3379	2897	-482	-14%	11.8	10.3			10.7%	9.1%			
BBC Solent for Dorset	168	169	1	1%	25	24	-1	-4%	15%	14%		283	211	-72	-25%	11.5	8.9			7.0%	5.2%			
BBC Somerset	n/p	403	n/a	n/a	n/p	26	n/a	n/a	n/p	7%		n/p	318	n/a	n/a	n/p	12.1			n/p	3.0%			
BBC Southern Counties Radio	2391	2391	0	0%	279	305	26	9%	12%	13%		2572	3080	508	20%	9.2	10.1			4.8%	5.5%			
BBC Radio Stoke	586	586	0	0%	183	172	-11	-6%	31%	29%		1813	1521	-292	-16%	9.9	8.8			13.5%	11.3%			
BBC Radio Suffolk	505	505	0	0%	133	146	13	10%	26%	29%		1377	1725	348	25%	10.3	11.8			12.5%	15.1%			
BBC Tees	773	773	0	0%	145	135	-10	-7%	19%	17%		1094	930	-164	-15%	7.5	6.9			7.7%	6.7%			
BBC Three Counties Radio	1230	1230	0	0%	162	152	-10	-6%	13%	12%		1407	1389	-18	-1%	8.7	9.1			5.8%	5.9%			
BBC WM (Birmingham & Black Country)	2222	2221	-1	0%	250	290	40	16%	11%	13%		2289	2588	299	13%	9.2	8.9			5.2%	5.6%			
BBC Radio Wiltshire/Swindon	523	523	0	0%	65	75	10	15%	12%	14%		628	683	55	9%	9.7	9.1			5.4%	6.2%			
BBC Radio York	509	510	1	0%	90	87	-3	-3%	18%	17%		974	812	-162	-17%	10.8	9.3			8.8%	7.7%			
BBC Radio Guernsey	50	50	0	0%	18	17	-1	-6%	35%	35%		232	233	1	0%	13.2	13.4			25.1%	27.6%			
BBC Radio Jersey	74	73	-1	-1%	33	36	3	9%	45%	49%		386	477	91	24%	11.5	13.1			24.8%	29.5%			

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Market Share			
	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change %	%	Last Pub	W1 2008	Change 000's	%	Last Pub	W1 2008	Change %	%
Heat	50334	50334	0	0%	386	446	60	16%	1%	1%			1338	1430	92	7%	3.5	3.2	0.1%	0.1%
The Hits	50334	50334	0	0%	1364	1571	207	15%	3%	3%			5692	6084	392	7%	4.2	3.9	0.6%	0.6%
Mojo Radio	50334	50334	0	0%	221	256	35	16%	*%	1%			717	890	173	24%	3.3	3.5	0.1%	0.1%
Q	50334	50334	0	0%	298	282	-16	-5%	1%	1%			830	842	12	1%	2.8	3.0	0.1%	0.1%
Smash Hits Radio	50334	50334	0	0%	966	973	7	1%	2%	2%			3096	3264	168	5%	3.2	3.4	0.3%	0.3%
talkSPORT	50334	50334	0	0%	2452	2470	18	1%	5%	5%			20399	19725	-674	-3%	8.3	8.0	2.0%	1.9%
Total Virgin Radio Network	50334	50334	0	0%	2679	2695	16	1%	5%	5%			16397	15744	-653	-4%	6.1	5.8	1.6%	1.5%
Total Virgin Radio	50334	50334	0	0%	2471	2466	-5	0%	5%	5%			15117	14447	-670	-4%	6.1	5.9	1.5%	1.4%
Total Virgin (London)	10780	10781	1	0%	1156	1148	-8	-1%	11%	11%			7281	7245	-36	0%	6.3	6.3	3.4%	3.3%
Virgin Radio London	10780	10781	1	0%	1085	1080	-5	0%	10%	10%			6226	6265	39	1%	5.7	5.8	2.9%	2.9%
Virgin Radio National	50334	50334	0	0%	1504	1507	3	0%	3%	3%			8878	8133	-745	-8%	5.9	5.4	0.9%	0.8%
Virgin Radio Classic Rock	50334	50334	0	0%	239	239	0	0%	*%	*%			1045	908	-137	-13%	4.4	3.8	0.1%	0.1%
Virgin Radio Xtreme	50334	50334	0	0%	73	95	22	30%	*%	*%			234	389	155	66%	3.2	4.1	*%	*%
BBC Radio 1	50334	50334	0	0%	10693	11067	374	3%	21%	22%			104783	109824	5041	5%	9.8	9.9	10.3%	10.6%
BBC Radio 2	50334	50334	0	0%	12824	13632	808	6%	25%	27%			159771	170097	10326	6%	12.5	12.5	15.7%	16.5%
BBC Radio 3	50334	50334	0	0%	1950	1795	-155	-8%	4%	4%			11972	9764	-2208	-18%	6.1	5.4	1.2%	0.9%
BBC Radio 4	50334	50334	0	0%	9289	9561	272	3%	18%	19%			119798	125863	6065	5%	12.9	13.2	11.8%	12.2%
BBC Radio FIVE LIVE	50334	50334	0	0%	6080	6022	-58	-1%	12%	12%			46426	47655	1229	3%	7.6	7.9	4.6%	4.6%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	50334	50334	0	0%	6174	6088	-86	-1%	12%	12%			47714	49070	1356	3%	7.7	8.1	4.7%	4.7%
FIVE LIVE SPORTS EXTRA	50334	50334	0	0%	630	648	18	3%	1%	1%			1288	1415	127	10%	2.0	2.2	0.1%	0.1%
BBC 6 Music	50334	50334	0	0%	493	520	27	5%	1%	1%			2643	2855	212	8%	5.4	5.5	0.3%	0.3%
1 Xtra from the BBC	50334	50334	0	0%	453	595	142	31%	1%	1%			2599	3273	674	26%	5.7	5.5	0.3%	0.3%
BBC7	50334	50334	0	0%	853	813	-40	-5%	2%	2%			4530	4831	301	7%	5.3	5.9	0.4%	0.5%
BBC Asian Network UK	50334	50334	0	0%	441	535	94	21%	1%	1%			2600	3372	772	30%	5.9	6.3	0.3%	0.3%
BBC World Service	50334	50334	0	0%	1183	1345	162	14%	2%	3%			5908	6322	414	7%	5.0	4.7	0.6%	0.6%
BBC Local/Regional	50334	50334	0	0%	9818	10293	475	5%	20%	20%			101716	101786	70	0%	10.4	9.9	10.0%	9.9%
ALL NATIONAL COMMERCIAL (UK)	50334	50334	0	0%	13655	14126	471	3%	27%	28%			114651	110948	-3703	-3%	8.4	7.9	11.3%	10.7%
ALL LOCAL COMMERCIAL (UK)	50334	50334	0	0%	24606	24847	241	1%	49%	49%			316668	313448	-3220	-1%	12.9	12.6	31.1%	30.3%
ALL COMMERCIAL (UK)	50334	50334	0	0%	30716	31019	303	1%	61%	62%			431319	424396	-6923	-2%	14.0	13.7	42.4%	41.1%
ALL BBC (UK)	50334	50334	0	0%	33139	34219	1080	3%	66%	68%			564034	587057	23023	4%	17.0	17.2	55.4%	56.8%
ALL RADIO (UK)	50334	50334	0	0%	44952	45397	445	1%	89%	90%			1017840	1033308	15468	2%	22.6	22.8	100.0%	100.0%