

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
Bath FM	82	83	1	1%	17	19	2	12%	21%	22%	120	141	21	18%	7.0	7.6	6.9%	7.9%		
2BR	203	201	-2	-1%	77	76	-1	-1%	38%	38%	938	1002	64	7%	12.1	13.2	21.6%	23.7%		
Total Capital Radio Group UK	48384	48862	478	1%	8124	8043	-81	-1%	17%	16%	75348	73782	-1566	-2%	9.3	9.2	7.0%	6.8%		
Total Capital Radio Group	28094	28290	196	1%	7719	7636	-83	-1%	27%	27%	72920	71051	-1869	-3%	9.4	9.3	11.8%	11.5%		
The Capital FM Network	18965	19109	144	1%	4845	4784	-61	-1%	26%	25%	41939	39369	-2570	-6%	8.7	8.2	9.9%	9.4%		
95.8 Capital FM	10344	10435	91	1%	2341	2107	-234	-10%	23%	20%	17827	14581	-3246	-18%	7.6	6.9	7.9%	6.6%		
96.4 FM BRMB Birmingham	2004	2006	2	0%	592	567	-25	-4%	30%	28%	4422	4474	52	1%	7.5	7.9	9.1%	9.3%		
FOX FM	558	565	7	1%	203	202	-1	0%	36%	36%	2048	1830	-218	-11%	10.1	9.1	17.5%	14.8%		
Invicta FM	1075	1105	30	3%	419	431	12	3%	39%	39%	4855	4541	-314	-6%	11.6	10.5	17.5%	16.3%		
103.2 Power FM	1081	1073	-8	-1%	281	292	11	4%	26%	27%	2399	2416	17	1%	8.5	8.3	9.4%	10.1%		
Southern FM	949	943	-6	-1%	321	332	11	3%	34%	35%	3974	3533	-441	-11%	12.4	10.6	17.7%	15.9%		
Red Dragon FM	889	904	15	2%	330	318	-12	-4%	37%	35%	3532	2966	-566	-16%	10.7	9.3	15.8%	13.9%		
Beat 106	2599	2616	17	1%	381	399	18	5%	15%	15%	2924	3046	122	4%	7.7	7.6	5.5%	5.8%		
Beat 106 (East)	1101	1118	17	2%	146	183	37	25%	13%	16%	982	1261	279	28%	6.7	6.9	4.5%	5.8%		
Beat 106 (West)	1648	1649	1	0%	260	249	-11	-4%	16%	15%	2160	2061	-99	-5%	8.3	8.3	6.3%	6.1%		
Total Capital Gold UK	48384	48862	478	1%	1648	1532	-116	-7%	3%	3%	9923	10292	369	4%	6.0	6.7	0.9%	0.9%		
The Capital Gold Network	18063	18209	146	1%	1322	1205	-117	-9%	7%	7%	8188	8225	37	0%	6.2	6.8	2.0%	2.0%		
Capital Gold London	10344	10435	91	1%	893	778	-115	-13%	9%	7%	4928	5521	593	12%	5.5	7.1	2.2%	2.5%		
Capital Gold Birmingham	2004	2006	2	0%	93	80	-13	-14%	5%	4%	631	623	-8	-1%	6.8	7.8	1.3%	1.3%		
Capital Gold Kent	1075	1105	30	3%	59	55	-4	-7%	5%	5%	576	520	-56	-10%	9.8	9.5	2.1%	1.9%		
Capital Gold Hampshire	1081	1073	-8	-1%	41	41	0	0%	4%	4%	450	488	38	8%	11.0	11.8	1.8%	2.0%		
Capital Gold Sussex	949	943	-6	-1%	42	37	-5	-12%	4%	4%	405	234	-171	-42%	9.6	6.4	1.8%	1.1%		
Capital Gold South Wales	889	904	15	2%	49	41	-8	-16%	6%	5%	382	402	20	5%	7.8	9.7	1.7%	1.9%		
Capital Gold Manchester	2224	2251	27	1%	90	98	8	9%	4%	4%	1137	949	-188	-17%	12.6	9.7	2.3%	2.0%		
The Century Radio Network	10062	10087	25	0%	1894	1859	-35	-2%	19%	18%	16615	16721	106	1%	8.8	9.0	7.6%	7.7%		
105.4 Century FM	5007	5040	33	1%	810	754	-56	-7%	16%	15%	6870	6885	15	0%	8.5	9.1	6.3%	6.4%		
106 Century FM	1987	1995	8	0%	321	333	12	4%	16%	17%	2954	2900	-54	-2%	9.2	8.7	6.3%	6.2%		
100-102 Century FM	2101	2091	-10	0%	507	525	18	4%	24%	25%	4604	4877	273	6%	9.1	9.3	11.1%	11.7%		
100-102 Century FM North	n/p	1369	n/a	n/a	n/p	298	n/a	n/a	n/p	22%	n/p	2708	n/a	n/a	n/p	9.1	n/p	10.7%		
100-102 Century FM South	n/p	780	n/a	n/a	n/p	239	n/a	n/a	n/p	31%	n/p	2275	n/a	n/a	n/p	9.5	n/p	13.1%		
Ocean FM	959	961	2	0%	211	206	-5	-2%	22%	21%	1833	1862	29	2%	8.7	9.0	8.3%	8.9%		
Total XFM (UK)	48384	48862	478	1%	678	701	23	3%	1%	1%	4718	4255	-463	-10%	7.0	6.1	0.4%	0.4%		
XFM 104.9	10344	10435	91	1%	559	577	18	3%	5%	6%	4133	3823	-310	-8%	7.4	6.6	1.8%	1.7%		
Choice FM London	5887	5978	91	2%	254	376	122	48%	4%	6%	2376	2824	448	19%	9.4	7.5	2.0%	2.3%		
Capital Disney	48384	48862	478	1%	28	31	3	11%	*	*	87	191	104	120%	3.1	6.1	*	*		
Capital Radio Group London	10344	10435	91	1%	3225	3048	-177	-5%	31%	29%	29265	26749	-2516	-9%	9.1	8.8	13.0%	12.0%		
Capital Radio Group South (Invicta Radio/Southern Radio/Ocean Radio)	3113	3145	32	1%	1220	1239	19	2%	39%	39%	14491	13594	-897	-6%	11.9	11.0	19.1%	18.2%		
Invicta Radio (Invicta FM/Capital Gold Kent)	1075	1105	30	3%	449	457	8	2%	42%	41%	5431	5060	-371	-7%	12.1	11.1	19.6%	18.1%		
Southern Radio (Southern FM/Capital Gold Sussex)	949	943	-6	-1%	341	348	7	2%	36%	37%	4379	3767	-612	-14%	12.8	10.8	19.5%	16.9%		
Ocean Radio (103.2 Power FM/Ocean FM/Capital Gold Hampshire)	1100	1108	8	1%	430	435	5	1%	39%	39%	4681	4767	86	2%	10.9	11.0	18.1%	19.3%		
Capital Radio Group North	9721	9768	47	0%	1807	1783	-24	-1%	19%	18%	15888	15953	65	0%	8.8	8.9	7.8%	7.8%		
Capital Radio Group Midlands/South Wales	5439	5469	30	1%	1521	1483	-38	-2%	28%	27%	13968	13195	-773	-6%	9.2	8.9	10.8%	10.3%		
BRMB Radio (96.4 FM BRMB/Capital Gold Birmingham)	2004	2006	2	0%	641	609	-32	-5%	32%	30%	5052	5096	44	1%	7.9	8.4	10.3%	10.6%		
Red Dragon Radio (Red Dragon FM/Capital Gold South Wales)	889	904	15	2%	356	338	-18	-5%	40%	37%	3915	3368	-547	-14%	11.0	10.0	17.5%	15.7%		
Total Chrysalis Radio (UK)	48384	48862	478	1%	6066	6159	93	2%	13%	13%	52919	53388	469	1%	8.7	8.7	4.9%	4.9%		
Chrysalis Radio (ILR)	22271	22380	109	0%	5342	5469	127	2%	24%	24%	48646	49731	1085	2%	9.1	9.1	10.0%	10.2%		
The Arrow (UK)	48384	48862	478	1%	33	24	-9	-27%	*	*	149	158	9	6%	4.5	6.5	*	*		
Galaxy Network (UK)	48384	48862	478	1%	2582	2708	126	5%	5%	6%	19480	20396	916	5%	7.5	7.5	1.8%	1.9%		
Galaxy Network (ILR)	10543	10517	-26	0%	2248	2235	-13	-1%	21%	21%	17709	18047	338	2%	7.9	8.1	7.5%	7.8%		
Galaxy 102	2249	2249	0	0%	410	398	-12	-3%	18%	18%	3155	3374	219	7%	7.7	8.5	6.5%	7.1%		

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	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
Galaxy 102.2	2001	2002	1	0%	338	339	1	0%	17%	17%	2833	2583	-250	-9%	8.4	7.6	5.9%	5.4%		
Galaxy 105	4192	4175	-17	0%	1031	1007	-24	-2%	25%	24%	8712	7633	-1079	-12%	8.5	7.6	9.0%	8.5%		
Galaxy 105-106	2101	2091	-10	0%	485	487	2	0%	23%	23%	3879	3937	58	1%	8.0	8.1	9.3%	9.4%		
Total Heart (UK)	48384	48862	478	1%	3000	3259	259	9%	6%	7%	23792	24999	1207	5%	7.9	7.7	2.2%	2.3%		
Heart FM (ILR)	13728	13865	137	1%	2693	2785	92	3%	20%	20%	22427	22733	306	1%	8.3	8.2	7.4%	7.5%		
100.7 Heart FM	3385	3430	45	1%	850	938	88	10%	25%	27%	7993	8686	693	9%	9.4	9.3	10.2%	11.0%		
Heart 106.2 FM	10344	10435	91	1%	1789	1929	140	8%	17%	18%	13203	14556	1353	10%	7.4	7.5	5.8%	6.5%		
Chrysalis Radio Midlands	3385	3430	45	1%	1031	1106	75	7%	30%	32%	10826	11269	443	4%	10.5	10.2	13.8%	14.2%		
Total LBC (UK)	48384	48862	478	1%	865	807	-58	-7%	2%	2%	9933	8322	-1611	-16%	11.5	10.3	0.9%	0.8%		
Total LBC	10344	10435	91	1%	838	780	-58	-7%	8%	7%	9784	8125	-1659	-17%	11.7	10.4	4.3%	3.7%		
LBC 97.3	10344	10435	91	1%	697	596	-101	-14%	7%	6%	7704	6615	-1089	-14%	11.1	11.1	3.4%	3.0%		
LBC News 1152	10344	10435	91	1%	368	326	-42	-11%	4%	3%	2080	1510	-570	-27%	5.7	4.6	0.9%	0.7%		
Chrysalis Radio London	10344	10435	91	1%	2404	2568	164	7%	23%	25%	22987	22680	-307	-1%	9.6	8.8	10.2%	10.2%		
Clan FM	322	316	-6	-2%	30	29	-1	-3%	9%	9%	230	260	30	13%	7.7	9.1	3.3%	3.6%		
Total CN Group	1666	1637	-29	-2%	464	440	-24	-5%	28%	27%	4469	4255	-214	-5%	9.6	9.7	11.8%	11.6%		
The Bay	307	318	11	4%	124	116	-8	-6%	40%	36%	1255	1291	36	3%	10.1	11.2	18.2%	17.8%		
Belfast City Beat	551	478	-73	-13%	143	130	-13	-9%	26%	27%	1162	1128	-34	-3%	8.2	8.7	9.7%	11.0%		
CN Midlands	807	841	34	4%	198	208	10	5%	25%	25%	2053	1921	-132	-6%	10.4	9.2	10.9%	10.0%		
The Bear 102	215	224	9	4%	56	59	3	5%	26%	27%	736	704	-32	-4%	13.1	11.8	14.7%	13.3%		
CENTRE FM	222	231	9	4%	57	56	-1	-2%	26%	24%	566	561	-5	-1%	10.0	9.9	10.3%	10.4%		
Kix 96	272	283	11	4%	62	69	7	11%	23%	24%	461	393	-68	-15%	7.5	5.7	7.6%	6.2%		
Oak 107	99	104	5	5%	23	23	0	0%	24%	22%	291	263	-28	-10%	12.5	11.5	13.2%	11.8%		
Connect FM (was KCBC 107.4)	196	200	4	2%	34	34	0	0%	17%	17%	468	426	-42	-9%	13.7	12.6	9.9%	8.8%		
CTR 105.6	n/p	149	n/a	n/a	n/p	11	n/a	n/a	n/p	8%	n/p	106	n/a	n/a	n/p	9.4	n/p	3.2%		
Dee 106.3	n/p	177	n/a	n/a	n/p	23	n/a	n/a	n/p	13%	n/p	201	n/a	n/a	n/p	8.6	n/p	5.3%		
107.9 Dune FM	209	214	5	2%	34	31	-3	-9%	16%	14%	232	272	40	17%	6.7	8.9	5.1%	5.8%		
EMAP Total (inc. National)	48384	48862	478	1%	8109	8205	96	1%	17%	17%	71548	70050	-1498	-2%	8.8	8.5	6.6%	6.4%		
EMAP ILR Total	20445	20544	99	0%	6016	6082	66	1%	29%	30%	56494	55757	-737	-1%	9.4	9.2	12.7%	12.6%		
Big City Network (excl. London)	10006	10007	1	0%	3012	3029	17	1%	30%	30%	28549	27184	-1365	-5%	9.5	9.0	13.1%	12.5%		
Total Magic	48384	48862	478	1%	2831	2679	-152	-5%	6%	5%	22216	19203	-3013	-14%	7.8	7.2	2.0%	1.8%		
Magic Network (ILR)	20440	20538	98	0%	2223	2260	37	2%	11%	11%	18842	18501	-341	-2%	8.5	8.2	4.2%	4.2%		
Magic Network - North	10096	10103	7	0%	809	767	-42	-5%	8%	8%	8582	8141	-441	-5%	10.6	10.6	3.9%	3.7%		
EMAP Radio - North East	2110	2101	-9	0%	766	793	27	4%	36%	38%	7605	7234	-371	-5%	9.9	9.1	18.3%	17.3%		
Big City Network - North East	2110	2101	-9	0%	651	676	25	4%	31%	32%	5168	5023	-145	-3%	7.9	7.4	12.4%	12.0%		
Metro Radio	1379	1373	-6	0%	461	477	16	3%	33%	35%	3525	3375	-150	-4%	7.6	7.1	13.6%	13.2%		
TFM	791	786	-5	-1%	193	198	5	3%	24%	25%	1642	1647	5	0%	8.5	8.3	9.7%	9.5%		
Magic Network - North East	2110	2101	-9	0%	215	202	-13	-6%	10%	10%	2437	2211	-226	-9%	11.3	10.9	5.9%	5.3%		
Magic 1152 (Newcastle)	1379	1373	-6	0%	121	113	-8	-7%	9%	8%	1337	1296	-41	-3%	11.0	11.5	5.1%	5.1%		
Magic 1170 (Teesside)	791	786	-5	-1%	94	89	-5	-5%	12%	11%	1100	915	-185	-17%	11.7	10.2	6.5%	5.3%		
Metro Radio/Magic 1152	1379	1373	-6	0%	519	536	17	3%	38%	39%	4862	4671	-191	-4%	9.4	8.7	18.7%	18.3%		
TFM/Magic 1170	791	786	-5	-1%	249	258	9	4%	32%	33%	2743	2562	-181	-7%	11.0	9.9	16.2%	14.8%		
EMAP Radio - North West	4830	4857	27	1%	1615	1600	-15	-1%	33%	33%	18549	17383	-1166	-6%	11.5	10.9	17.6%	16.5%		
Big City Network - North West	4734	4755	21	0%	1425	1440	15	1%	30%	30%	14856	14407	-449	-3%	10.4	10.0	14.3%	13.9%		
Radio City 96.7	1769	1776	7	0%	492	521	29	6%	28%	29%	5595	5552	-43	-1%	11.4	10.6	14.2%	14.1%		
Key 103 (Manchester)	2680	2686	6	0%	623	636	13	2%	23%	24%	5301	5137	-164	-3%	8.5	8.1	9.1%	9.2%		
97.4 Rock FM	1267	1270	3	0%	361	352	-9	-2%	28%	28%	4030	3752	-278	-7%	11.2	10.7	15.4%	14.3%		
Magic Network - North West	4824	4851	27	1%	328	287	-41	-13%	7%	6%	3693	2975	-718	-19%	11.3	10.4	3.5%	2.8%		
Magic 1548 (Liverpool)	1769	1776	7	0%	129	119	-10	-8%	7%	7%	1636	1291	-345	-21%	12.6	10.9	4.2%	3.3%		
Magic 1152 (Manchester)	2680	2686	6	0%	129	93	-36	-28%	5%	3%	1332	1076	-256	-19%	10.3	11.5	2.3%	1.9%		
Magic 999 (Preston)	1075	1082	7	1%	78	62	-16	-21%	7%	6%	844	537	-307	-36%	10.8	8.6	3.8%	2.4%		

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LOCAL COMMERCIAL																				
Key 103/Magic 1152 (Manchester)	2680	2686	6	0%	690	693	3	0%	26%	26%	6633	6212	-421	-6%	9.6	9.0	11.4%	11.1%		
Radio City 96.7/Magic 1548	1769	1776	7	0%	562	582	20	4%	32%	33%	7231	6843	-388	-5%	12.9	11.8	18.4%	17.4%		
97.4 Rock FM/Magic 999	1363	1371	8	1%	412	393	-19	-5%	30%	29%	4874	4289	-585	-12%	11.8	10.9	17.3%	15.1%		
EMAP Radio - Yorkshire	3162	3151	-11	0%	1090	1060	-30	-3%	34%	34%	10977	10708	-269	-2%	10.1	10.1	14.9%	14.9%		
Big City Network - Yorkshire	3162	3151	-11	0%	936	914	-22	-2%	30%	29%	8525	7754	-771	-9%	9.1	8.5	11.6%	10.8%		
96.3 Radio Aire	929	937	8	1%	191	209	18	9%	21%	22%	1464	1317	-147	-10%	7.7	6.3	7.2%	7.1%		
Hallam FM	1283	1265	-18	-1%	456	451	-5	-1%	36%	36%	3840	3771	-69	-2%	8.4	8.4	13.3%	13.4%		
96.9 Viking FM	1117	1114	-3	0%	299	261	-38	-13%	27%	23%	3221	2666	-555	-17%	10.8	10.2	11.4%	9.2%		
Magic Network - Yorkshire	3162	3151	-11	0%	266	278	12	5%	8%	9%	2452	2954	502	20%	9.2	10.6	3.3%	4.1%		
Magic 828 (Leeds)	929	937	8	1%	105	112	7	7%	11%	12%	893	1054	161	18%	8.5	9.4	4.4%	5.7%		
Magic AM (Sheffield)	1283	1265	-18	-1%	83	82	-1	-1%	6%	6%	766	935	169	22%	9.2	11.4	2.6%	3.3%		
Magic 1161 (Hull)	1117	1114	-3	0%	85	89	4	5%	8%	8%	830	996	166	20%	9.7	11.2	2.9%	3.5%		
96.3 Radio Aire/Magic 828	929	937	8	1%	267	276	9	3%	29%	29%	2357	2371	14	1%	8.8	8.6	11.5%	12.8%		
Hallam FM/Magic AM	1283	1265	-18	-1%	495	483	-12	-2%	39%	38%	4606	4707	101	2%	9.3	9.8	15.9%	16.8%		
96.9 Viking FM/Magic 1161	1117	1114	-3	0%	344	313	-31	-9%	31%	28%	4051	3662	-389	-10%	11.8	11.7	14.4%	12.7%		
EMAP Radio London (Magic 105.4/Kiss 100)	10344	10435	91	1%	2583	2674	91	4%	25%	26%	19872	20710	838	4%	7.7	7.7	8.8%	9.3%		
Kiss 100 FM	10344	10435	91	1%	1477	1554	77	5%	14%	15%	9424	10559	1135	12%	6.4	6.8	4.2%	4.7%		
Magic 105.4	10344	10435	91	1%	1462	1535	73	5%	14%	15%	10448	10152	-296	-3%	7.1	6.6	4.6%	4.6%		
Total Kiss	48384	48862	478	1%	2383	2532	149	6%	5%	5%	12507	13889	1382	11%	5.2	5.5	1.2%	1.3%		
Total GMG Radio	48384	48862	478	1%	2920	2911	-9	0%	6%	6%	24830	24885	55	0%	8.5	8.5	2.3%	2.3%		
Total Real Network	6945	7080	135	2%	1439	1459	20	1%	21%	21%	16504	15991	-513	-3%	11.5	11.0	10.9%	10.7%		
Real Radio (Scotland)	2599	2616	17	1%	654	688	34	5%	25%	26%	7830	7931	101	1%	12.0	11.5	14.7%	15.1%		
Real Radio (Wales)	1489	1620	131	9%	369	378	9	2%	25%	23%	4518	4530	12	0%	12.2	12.0	12.9%	12.0%		
Real Radio (Yorkshire)	2857	2843	-14	0%	416	392	-24	-6%	15%	14%	4155	3530	-625	-15%	10.0	9.0	6.6%	5.9%		
Total Jazz/Smooth Network (UK)	48384	48862	478	1%	1446	1489	43	3%	3%	3%	8412	9453	1041	12%	5.8	6.3	0.8%	0.9%		
Jazz FM (London)/Smooth FM (North West)	15630	15753	123	1%	1084	1141	57	5%	7%	7%	7216	7804	588	8%	6.7	6.8	2.1%	2.3%		
Jazz FM (London)	10344	10435	91	1%	703	714	11	2%	7%	7%	4916	4112	-804	-16%	7.0	5.8	2.2%	1.8%		
Smooth FM (North West)	5287	5318	31	1%	381	333	-48	-13%	7%	6%	2300	2586	286	12%	6.0	7.8	2.0%	2.3%		
GWR Local Group Total	14649	14851	202	1%	4810	4866	56	1%	33%	33%	52455	51518	-937	-2%	10.9	10.6	15.7%	15.1%		
The Mix - GWR's Local FM Services Total	14402	14605	203	1%	4425	4481	56	1%	31%	31%	45938	44834	-1104	-2%	10.4	10.0	14.0%	13.4%		
Classic Gold Network (Total UK)	48384	48862	478	1%	895	920	25	3%	2%	2%	8042	8269	227	3%	9.0	9.0	0.7%	0.8%		
Classic Gold Network	12379	12535	156	1%	656	667	11	2%	5%	5%	6517	6684	167	3%	9.9	10.0	2.3%	2.3%		
GWR Anglia Region	3198	3293	95	3%	1025	1063	38	4%	32%	32%	10653	11209	556	5%	10.4	10.5	14.6%	14.6%		
Q103	351	362	11	3%	108	115	7	6%	31%	32%	819	760	-59	-7%	7.6	6.6	11.2%	10.5%		
102.7 Hereward FM	373	367	-6	-2%	127	115	-12	-9%	34%	31%	1294	1058	-236	-18%	10.2	9.2	15.4%	13.0%		
Classic Gold 1332	541	536	-5	-1%	30	43	13	43%	6%	8%	329	466	137	42%	11.0	10.9	2.7%	4.0%		
FM 103 Horizon	196	219	23	12%	73	76	3	4%	37%	35%	729	819	90	12%	10.0	10.8	16.1%	16.2%		
96.9 Chiltern FM/Classic Gold (Bedford)	561	583	22	4%	104	109	5	5%	19%	19%	1119	1081	-38	-3%	10.7	9.9	9.3%	8.6%		
96.9 Chiltern FM (Bedford)	312	325	13	4%	93	94	1	1%	30%	29%	949	905	-44	-5%	10.2	9.7	13.8%	12.6%		
Classic Gold 792 (Bedford)	561	583	22	4%	22	26	4	18%	4%	4%	170	176	6	4%	7.9	6.7	1.4%	1.4%		
97.6 Chiltern FM/Classic Gold (Dunstable/Luton)	951	997	46	5%	191	202	11	6%	20%	20%	1636	2299	663	41%	8.6	11.4	8.1%	10.3%		
97.6 Chiltern FM (Dunstable/Luton)	663	690	27	4%	172	176	4	2%	26%	26%	1339	1922	583	44%	7.8	10.9	10.0%	13.0%		
Classic Gold 828 (Dunstable/Luton)	951	997	46	5%	29	43	14	48%	3%	4%	298	378	80	27%	10.1	8.7	1.5%	1.7%		
Total East Anglian Radio	1163	1198	35	3%	424	443	19	4%	36%	37%	4902	4822	-80	-2%	11.6	10.9	17.3%	15.8%		
East Anglian Radio FM - Total	1163	1198	35	3%	388	415	27	7%	33%	35%	4294	4176	-118	-3%	11.1	10.1	15.1%	13.7%		
Broadland 102	592	607	15	3%	217	229	12	6%	37%	38%	2461	2546	85	3%	11.3	11.1	16.2%	16.2%		
SGR FM Total	589	610	21	4%	173	187	14	8%	29%	31%	1833	1630	-203	-11%	10.6	8.7	13.2%	10.5%		
SGR FM	482	501	19	4%	128	131	3	2%	26%	26%	1253	1129	-124	-10%	9.8	8.6	11.0%	8.7%		
SGR Colchester	150	156	6	4%	50	55	5	10%	34%	35%	548	564	16	3%	10.9	10.3	16.2%	15.4%		
Classic Gold Amber (Total)	1056	1089	33	3%	68	61	-7	-10%	6%	6%	608	646	38	6%	8.9	10.5	2.3%	2.3%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
GWR Meridian Region	1270	1266	-4	0%	476	435	-41	-9%	37%	34%	4048	3428	-620	-15%	8.5	7.9	14.4%	12.5%		
2-TEN FM / Classic Gold 1431/1485	688	690	2	0%	288	259	-29	-10%	42%	38%	2585	2108	-477	-18%	9.0	8.1	17.0%	14.3%		
2-TEN FM	688	690	2	0%	275	239	-36	-13%	40%	35%	2406	1888	-518	-22%	8.8	7.9	15.8%	12.8%		
Classic Gold 1431/1485	688	690	2	0%	35	38	3	9%	5%	6%	179	220	41	23%	5.1	5.7	1.2%	1.5%		
2CR FM / Classic Gold 828	582	576	-6	-1%	189	176	-13	-7%	32%	31%	1463	1319	-144	-10%	7.8	7.5	11.3%	10.4%		
2CR FM	582	576	-6	-1%	170	164	-6	-4%	29%	28%	1227	1165	-62	-5%	7.2	7.1	9.5%	9.1%		
Classic Gold 828	582	576	-6	-1%	32	26	-6	-19%	6%	5%	237	154	-83	-35%	7.3	5.9	1.8%	1.2%		
GWR London Region	1819	1840	21	1%	485	480	-5	-1%	27%	26%	4764	5281	517	11%	9.8	11.0	11.6%	12.2%		
Essex FM (inc. Ten-17 101.7FM)/Classic Gold Breeze	1141	1152	11	1%	359	352	-7	-2%	31%	31%	3754	4098	344	9%	10.5	11.6	14.0%	14.6%		
Essex FM (inc. Ten-17 101.7FM)	1141	1152	11	1%	342	329	-13	-4%	30%	29%	3350	3518	168	5%	9.8	10.7	12.5%	12.5%		
Classic Gold Breeze	1141	1152	11	1%	38	40	2	5%	3%	3%	404	580	176	44%	10.5	14.4	1.5%	2.1%		
Mercury FM (Surrey & Sussex)/Classic Gold 1521	367	373	6	2%	87	90	3	3%	24%	24%	773	950	177	23%	8.9	10.6	9.9%	11.5%		
Mercury FM (Surrey & Sussex)	367	373	6	2%	84	87	3	4%	23%	23%	760	870	110	14%	9.1	10.0	9.7%	10.6%		
Classic Gold 1521	367	373	6	2%	4	6	2	50%	1%	2%	13	80	67	515%	3.3	13.0	0.2%	1.0%		
Mercury FM (Herts)	310	315	5	2%	39	38	-1	-3%	12%	12%	236	232	-4	-2%	6.1	6.1	3.7%	3.4%		
GWR Central Region	5128	5199	71	1%	1615	1660	45	3%	31%	32%	18686	16857	-1829	-10%	11.6	10.2	16.1%	14.5%		
105.4 Leicester Sound FM	607	607	0	0%	156	167	11	7%	26%	27%	1840	1720	-120	-7%	11.8	10.3	12.8%	11.8%		
96 Trent FM / Classic Gold GEM (Notts.)	1056	1059	3	0%	378	362	-16	-4%	36%	34%	4564	3688	-876	-19%	12.1	10.2	19.2%	15.4%		
96 Trent FM	1056	1059	3	0%	330	323	-7	-2%	31%	30%	3640	3143	-497	-14%	11.0	9.7	15.3%	13.1%		
Classic Gold GEM (Notts.)	1056	1059	3	0%	71	59	-12	-17%	7%	6%	924	545	-379	-41%	13.1	9.3	3.9%	2.3%		
RAM FM / Classic Gold GEM (Derby)	556	565	9	2%	183	183	0	0%	33%	32%	2458	1837	-621	-25%	13.4	10.1	18.7%	14.0%		
RAM FM	556	565	9	2%	153	158	5	3%	27%	28%	1995	1498	-497	-25%	13.0	9.5	15.2%	11.4%		
Classic Gold GEM (Derby)	556	565	9	2%	39	30	-9	-23%	7%	5%	464	339	-125	-27%	11.9	11.1	3.5%	2.6%		
Total Beacon Radio	1276	1279	3	0%	330	335	5	2%	26%	26%	3732	3167	-565	-15%	11.3	9.4	13.3%	11.5%		
Beacon FM	1276	1279	3	0%	309	303	-6	-2%	24%	24%	3404	2728	-676	-20%	11.0	9.0	12.2%	9.9%		
Classic Gold WABC	1276	1279	3	0%	33	46	13	39%	3%	4%	328	439	111	34%	10.1	9.5	1.2%	1.6%		
Mercia FM / Classic Gold 1359	630	647	17	3%	223	226	3	1%	35%	35%	2020	2004	-16	-1%	9.1	8.9	14.5%	13.7%		
Mercia FM	630	647	17	3%	203	208	5	2%	32%	32%	1766	1677	-89	-5%	8.7	8.1	12.7%	11.5%		
Classic Gold 1359	630	647	17	3%	30	31	1	3%	5%	5%	254	327	73	29%	8.6	10.6	1.8%	2.2%		
Total Northants Radio	469	484	15	3%	161	179	18	11%	34%	37%	2027	1927	-100	-5%	12.6	10.8	17.6%	16.2%		
Northants 96	469	484	15	3%	148	160	12	8%	31%	33%	1721	1615	-106	-6%	11.7	10.1	15.0%	13.5%		
Classic Gold 1557	469	484	15	3%	28	29	1	4%	6%	6%	306	312	6	2%	10.8	10.7	2.7%	2.6%		
Wyvern FM	451	472	21	5%	94	110	16	17%	21%	23%	1075	1210	135	13%	11.4	11.0	11.2%	12.7%		
Total Severn Sound	366	371	5	1%	110	122	12	11%	30%	33%	1121	1369	248	22%	10.2	11.2	14.2%	18.2%		
102.4 Severn Sound FM	366	371	5	1%	102	109	7	7%	28%	29%	949	1130	181	19%	9.3	10.3	12.0%	15.0%		
Classic Gold 774 AM (MW)	366	371	5	1%	16	21	5	31%	4%	6%	172	239	67	39%	10.5	11.3	2.2%	3.2%		
GWR North West Region	949	953	4	0%	250	248	-2	-1%	26%	26%	2418	2417	-1	0%	9.7	9.7	11.8%	11.4%		
MFM 103.4/Classic Gold Marcher	360	369	9	3%	96	98	2	2%	27%	27%	1084	918	-166	-15%	11.3	9.3	13.2%	11.5%		
MFM 103.4	360	369	9	3%	77	77	0	0%	21%	21%	879	696	-183	-21%	11.4	9.1	10.7%	8.7%		
Classic Gold Marcher	360	369	9	3%	27	31	4	15%	8%	8%	205	222	17	8%	7.7	7.3	2.5%	2.8%		
The Buzz 97.1 FM	410	403	-7	-2%	60	57	-3	-5%	15%	14%	303	328	25	8%	5.0	5.7	3.6%	3.7%		
Coast FM 96.3	225	231	6	3%	64	66	2	3%	28%	29%	590	734	144	24%	9.2	11.1	11.9%	13.9%		
Champion 103 FM	115	117	2	2%	37	37	0	0%	32%	32%	363	403	40	11%	10.0	10.9	13.2%	14.8%		
GWR Westcountry Region	1253	1283	30	2%	530	522	-8	-2%	42%	41%	6901	6397	-504	-7%	13.0	12.3	22.0%	19.9%		
Orchard FM	314	327	13	4%	134	133	-1	-1%	43%	41%	1809	1546	-263	-15%	13.5	11.6	22.8%	17.5%		
Total Gemini Radio	474	491	17	4%	196	205	9	5%	41%	42%	2528	2356	-172	-7%	12.9	11.5	21.8%	20.6%		
Gemini FM	474	491	17	4%	176	188	12	7%	37%	38%	1999	1956	-43	-2%	11.4	10.4	17.3%	17.1%		
Classic Gold 666/954	474	491	17	4%	40	36	-4	-10%	8%	7%	529	400	-129	-24%	13.2	11.2	4.6%	3.5%		
Total Plymouth Sound	372	360	-12	-3%	155	137	-18	-12%	42%	38%	1958	1848	-110	-6%	12.7	13.5	20.9%	19.8%		
97 FM Plymouth Sound	332	322	-10	-3%	129	113	-16	-12%	39%	35%	1491	1335	-156	-10%	11.5	11.8	17.8%	15.9%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
LOCAL COMMERCIAL																				
Classic Gold Plymouth 1152	332	322	-10	-3%	21	14	-7	-33%	6%	4%	240	262	22	9%	11.6	18.5	2.9%	3.1%		
South Hams Radio	67	68	1	1%	19	18	-1	-5%	28%	27%	234	245	11	5%	12.4	13.6	14.5%	14.8%		
Lantern FM 96.2 and 97.3	119	130	11	9%	50	50	0	0%	42%	38%	610	567	-43	-7%	12.1	11.4	20.9%	18.3%		
GWR West Region	1273	1284	11	1%	441	473	32	7%	35%	37%	4985	5928	943	19%	11.3	12.5	17.0%	20.1%		
GWR FM / Classic Gold 1260/936/1161	1273	1284	11	1%	441	473	32	7%	35%	37%	4985	5928	943	19%	11.3	12.5	17.0%	20.1%		
GWR FM	1273	1284	11	1%	365	414	49	13%	29%	32%	3944	4927	983	25%	10.8	11.9	13.4%	16.7%		
Classic Gold 1260/936/1161	1273	1284	11	1%	108	96	-12	-11%	8%	8%	1042	1001	-41	-4%	9.7	10.4	3.5%	3.4%		
Brighton's Juice 107.2	314	285	-29	-9%	32	45	13	41%	10%	16%	201	272	71	35%	6.3	6.1	2.8%	4.0%		
107.6 Juice FM	1147	1147	0	0%	110	106	-4	-4%	10%	9%	1123	841	-282	-25%	10.2	7.9	4.2%	3.2%		
Kingdom FM	271	279	8	3%	94	86	-8	-9%	35%	31%	1016	912	-104	-10%	10.8	10.6	18.0%	16.2%		
KM-fm Group	888	903	15	2%	141	143	2	1%	16%	16%	1395	1371	-24	-2%	9.9	9.6	6.1%	5.9%		
KM-fm East	368	377	9	2%	78	81	3	4%	21%	21%	893	926	33	4%	11.5	11.5	8.9%	9.0%		
KM-fm for Canterbury, Whitstable and Herne Bay	119	127	8	7%	20	25	5	25%	17%	20%	177	209	32	18%	8.7	8.3	5.6%	6.3%		
KM-fm for Thanet	121	120	-1	-1%	30	28	-2	-7%	24%	23%	390	375	-15	-4%	13.2	13.5	10.8%	10.3%		
KM-fm for Folkstone, Dover, Sandwich and Deal	141	144	3	2%	28	28	0	0%	20%	19%	327	342	15	5%	11.7	12.3	8.8%	9.1%		
KM-fm West	519	526	7	1%	64	63	-1	-2%	12%	12%	501	445	-56	-11%	7.9	7.1	3.9%	3.4%		
KM-fm for West Kent	275	273	-2	-1%	30	25	-5	-17%	11%	9%	211	165	-46	-22%	7.0	6.7	3.2%	2.6%		
KM-fm for Medway	252	261	9	4%	34	38	4	12%	13%	15%	291	280	-11	-4%	8.6	7.3	4.3%	4.1%		
Lincs FM Group	1569	1747	178	11%	568	590	22	4%	36%	34%	7361	6748	-613	-8%	12.9	11.4	18.8%	16.0%		
Lincs FM 102.2	785	782	-3	0%	354	349	-5	-1%	45%	45%	5359	4399	-960	-18%	15.1	12.6	25.9%	21.0%		
South & West Yorkshire (Lincs FM Group)	n/p	792	n/a	n/a	n/p	206	n/a	n/a	n/p	26%	n/p	1928	n/a	n/a	n/p	9.3	n/p	11.1%		
Dearne FM	n/p	193	n/a	n/a	n/p	54	n/a	n/a	n/p	28%	n/p	591	n/a	n/a	n/p	11.0	n/p	13.7%		
Ridings FM	265	259	-6	-2%	67	60	-7	-10%	25%	23%	614	522	-92	-15%	9.2	8.7	9.7%	9.3%		
Trax FM	344	340	-4	-1%	119	95	-24	-20%	34%	28%	1201	982	-219	-18%	10.1	10.3	14.0%	12.4%		
Fosseway Radio	175	173	-2	-1%	22	27	5	23%	13%	16%	266	329	63	24%	12.1	12.0	8.0%	9.3%		
Lite FM	188	179	-9	-5%	36	32	-4	-11%	19%	18%	293	216	-77	-26%	8.0	6.8	8.0%	6.0%		
The Local Radio Company Group Total	3054	2959	-95	-3%	766	767	1	0%	25%	26%	7156	7526	370	5%	9.3	9.8	10.6%	11.5%		
The Local Radio Company North	1497	1417	-80	-5%	409	401	-8	-2%	27%	28%	4030	4229	199	5%	9.9	10.6	13.0%	14.1%		
Alpha 103.2	127	126	-1	-1%	36	35	-1	-3%	28%	28%	316	360	44	14%	8.8	10.4	12.8%	14.4%		
Central FM	185	185	0	0%	55	52	-3	-5%	30%	28%	454	400	-54	-12%	8.2	7.7	13.0%	11.7%		
Huddersfield's Home 107.9	179	179	0	0%	26	23	-3	-12%	14%	13%	168	192	24	14%	6.5	8.3	4.5%	5.3%		
Minster FM (inc. Yorkshire Coast Radio-Scarborough/Bridlington)	408	419	11	3%	141	139	-2	-1%	35%	33%	1580	1761	181	11%	11.2	12.7	16.6%	17.5%		
106.9 Silk FM	251	166	-85	-34%	30	26	-4	-13%	12%	16%	233	258	25	11%	7.9	9.9	4.6%	7.3%		
97.2 Stray FM	140	141	1	1%	60	59	-1	-2%	43%	42%	620	550	-70	-11%	10.4	9.3	18.9%	17.1%		
Sun FM	236	232	-4	-2%	68	71	3	4%	29%	31%	747	884	137	18%	10.9	12.5	17.9%	20.2%		
The Local Radio Company South	1557	1542	-15	-1%	358	366	8	2%	23%	24%	3125	3297	172	6%	8.7	9.0	8.6%	9.2%		
107.8 Arrow FM for Hastings	114	111	-3	-3%	25	24	-1	-4%	22%	22%	211	191	-20	-9%	8.5	8.0	7.0%	6.8%		
Fire 107.6 FM	289	283	-6	-2%	47	53	6	13%	16%	19%	292	359	67	23%	6.2	6.7	4.5%	5.7%		
IOW Radio	106	114	8	8%	38	38	0	0%	36%	33%	365	382	17	5%	9.7	10.1	13.8%	12.9%		
Total Mix	n/p	271	n/a	n/a	n/p	66	n/a	n/a	n/p	24%	n/p	577	n/a	n/a	n/p	8.7	n/p	9.6%		
Mix 96	129	130	1	1%	37	43	6	16%	29%	33%	294	402	108	37%	8.0	9.4	9.5%	12.7%		
Mix 107	155	141	-14	-9%	25	23	-2	-8%	16%	16%	183	175	-8	-4%	7.3	7.6	6.1%	6.2%		
107.4 The Quay	288	279	-9	-3%	32	33	1	3%	11%	12%	156	199	43	28%	4.9	6.0	2.3%	3.3%		
107.5 Sovereign Radio	148	152	4	3%	30	30	0	0%	21%	20%	273	275	2	1%	9.0	9.1	7.1%	7.1%		
Spire FM	97	98	1	1%	53	48	-5	-9%	55%	49%	719	695	-24	-3%	13.5	14.4	29.9%	29.1%		
Vale FM	45	49	4	9%	11	13	2	18%	24%	27%	121	141	20	17%	11.1	10.8	12.4%	13.3%		
Wessex FM	119	119	0	0%	51	50	-1	-2%	43%	42%	463	409	-54	-12%	9.0	8.3	16.8%	15.3%		
Win 107.2	68	68	0	0%	8	11	3	38%	12%	16%	48	71	23	48%	5.7	6.3	3.2%	4.6%		
Radio Mansfield 103.2	139	136	-3	-2%	50	50	0	0%	36%	37%	537	567	30	6%	10.8	11.2	16.6%	18.0%		
Manx Radio	n/p	63	n/a	n/a	n/p	46	n/a	n/a	n/p	73%	n/p	562	n/a	n/a	n/p	12.3	n/p	38.2%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
Milestone Group Total	476	475	-1	0%	91	96	5	5%	19%	20%	737	792	55	7%	8.1	8.3	7.4%	7.8%		
Kick and Kestrel	228	223	-5	-2%	52	51	-1	-2%	23%	23%	388	400	12	3%	7.5	7.9	7.9%	8.3%		
Kick FM	96	95	-1	-1%	20	19	-1	-5%	21%	20%	137	140	3	2%	6.8	7.3	6.2%	6.9%		
Kestrel FM	134	131	-3	-2%	31	31	0	0%	23%	24%	251	260	9	4%	8.0	8.3	9.0%	9.1%		
Passion 107.9	181	185	4	2%	11	17	6	55%	6%	9%	46	99	53	115%	4.1	6.0	1.3%	2.6%		
Rugby FM	67	67	0	0%	28	29	1	4%	42%	43%	303	293	-10	-3%	10.6	10.3	20.0%	19.4%		
102.5 FM Radio Pembrokeshire	n/p	87	n/a	n/a	n/p	57	n/a	n/a	n/p	66%	n/p	765	n/a	n/a	n/p	13.4	n/p	35.6%		
Premier Christian Radio	10344	10435	91	1%	196	169	-27	-14%	2%	2%	2716	1845	-871	-32%	13.8	10.9	1.2%	0.8%		
Q102.9FM/Q97.2FM	246	264	18	7%	82	86	4	5%	33%	33%	909	846	-63	-7%	11.0	9.8	18.4%	17.2%		
Reading 107 FM	257	260	3	1%	39	41	2	5%	15%	16%	360	402	42	12%	9.2	9.7	6.8%	7.3%		
Saga 105.7 FM	3385	3430	45	1%	359	424	65	18%	11%	12%	4395	4985	590	13%	12.2	11.8	5.6%	6.3%		
SAGA 106.6fm	1973	1987	14	1%	215	230	15	7%	11%	12%	2539	2797	258	10%	11.8	12.1	5.4%	6.0%		
107.8FM The Saint	253	261	8	3%	26	22	-4	-15%	10%	9%	144	132	-12	-8%	5.6	6.0	2.5%	2.2%		
Spirit FM	168	172	4	2%	44	45	1	2%	26%	26%	436	446	10	2%	10.0	9.9	11.3%	11.7%		
Total SRH Group	11199	11257	58	1%	3559	3555	-4	0%	32%	32%	41083	39731	-1352	-3%	11.5	11.2	16.4%	15.9%		
SRH Scotland Region	4186	4197	11	0%	2003	2065	62	3%	48%	49%	25881	26475	594	2%	12.9	12.8	29.5%	30.6%		
SRH Central Scotland	2783	2801	18	1%	1183	1237	54	5%	43%	44%	14407	14593	186	1%	12.2	11.8	25.6%	26.3%		
Total Radio Clyde	1833	1834	1	0%	833	858	25	3%	45%	47%	10487	10564	77	1%	12.6	12.3	27.8%	28.7%		
Clyde 1 FM	1833	1834	1	0%	659	680	21	3%	36%	37%	6512	6499	-13	0%	9.9	9.6	17.3%	17.6%		
Clyde 2	1833	1834	1	0%	372	395	23	6%	20%	22%	3975	4065	90	2%	10.7	10.3	10.5%	11.0%		
Total Radio Forth	1101	1118	17	2%	357	391	34	10%	32%	35%	3920	4030	110	3%	11.0	10.3	18.2%	18.6%		
ForthOne	1101	1118	17	2%	304	338	34	11%	28%	30%	2976	3023	47	2%	9.8	9.0	13.8%	13.9%		
Forth2	1101	1118	17	2%	126	129	3	2%	11%	12%	944	1007	63	7%	7.5	7.8	4.4%	4.6%		
Total Radio Tay	369	371	2	1%	182	185	3	2%	49%	50%	2803	2993	190	7%	15.4	16.2	32.5%	35.8%		
Tay-FM	369	371	2	1%	124	138	14	11%	33%	37%	1368	1631	263	19%	11.1	11.9	15.9%	19.5%		
Radio Tay-AM	369	371	2	1%	100	94	-6	-6%	27%	25%	1435	1362	-73	-5%	14.3	14.4	16.7%	16.3%		
Total Northsound Radio	298	297	-1	0%	163	163	0	0%	55%	55%	2329	2346	17	1%	14.3	14.4	35.6%	34.8%		
Northsound One	298	297	-1	0%	133	134	1	1%	45%	45%	1471	1468	-3	0%	11.1	11.0	22.5%	21.8%		
Northsound Two	298	297	-1	0%	78	72	-6	-8%	26%	24%	858	878	20	2%	11.0	12.2	13.1%	13.0%		
West Sound (inc. West FM)	379	376	-3	-1%	192	193	1	1%	51%	51%	2313	2243	-70	-3%	12.0	11.6	34.9%	36.1%		
Moray Firth Radio	240	235	-5	-2%	125	121	-4	-3%	52%	51%	1591	1477	-114	-7%	12.7	12.2	27.7%	26.9%		
Radio Borders	102	101	-1	-1%	65	65	0	0%	64%	64%	828	911	83	10%	12.8	14.1	38.9%	43.4%		
C.F.M.Radio	229	232	3	1%	110	110	0	0%	48%	48%	1410	1482	72	5%	12.8	13.4	26.3%	27.5%		
Downtown Radio (DTR) / Cool FM	1340	1330	-10	-1%	625	579	-46	-7%	47%	44%	6888	5974	-914	-13%	11.0	10.3	24.6%	21.0%		
Cool FM	952	913	-39	-4%	374	339	-35	-9%	39%	37%	4000	3142	-858	-21%	10.7	9.3	19.6%	15.8%		
Downtown Radio (DTR)	1340	1330	-10	-1%	322	311	-11	-3%	24%	23%	2887	2833	-54	-2%	9.0	9.1	10.3%	10.0%		
Wave 105 FM	1803	1794	-9	0%	381	347	-34	-9%	21%	19%	3779	3250	-529	-14%	9.9	9.4	8.9%	7.9%		
Vibe 101	2093	2125	32	2%	231	257	26	11%	11%	12%	1804	1591	-213	-12%	7.8	6.2	3.5%	3.1%		
Vibe FM	1777	1810	33	2%	320	307	-13	-4%	18%	17%	2731	2441	-290	-11%	8.5	8.0	6.5%	5.7%		
The Sunrise Group	48384	48862	478	1%	692	703	11	2%	1%	1%	6770	7344	574	8%	9.8	10.4	0.6%	0.7%		
Easy Radio (London)	10344	10435	91	1%	31	45	14	45%	1%	1%	59	128	69	117%	1.9	2.8	1%	0.1%		
Fusion 107.3	322	302	-20	-6%	4	5	1	25%	1%	2%	22	30	8	36%	5.5	5.8	0.4%	0.6%		
Soul City 107.5	379	374	-5	-1%	22	18	-4	-18%	6%	5%	176	160	-16	-9%	7.9	8.9	2.5%	2.3%		
Star 106.6 Slough	227	220	-7	-3%	51	51	0	0%	22%	23%	405	383	-22	-5%	8.0	7.6	7.1%	7.0%		
Sunrise Radio (Greater London)	10344	10435	91	1%	443	425	-18	-4%	4%	4%	6399	4595	-1804	-28%	14.4	10.8	2.8%	2.1%		
Sunrise Radio National	48384	48862	478	1%	569	581	12	2%	1%	1%	7275	6430	-845	-12%	12.8	11.1	0.7%	0.6%		
Time FM	486	484	-2	0%	14	11	-3	-21%	3%	2%	107	83	-24	-22%	7.7	7.2	1.1%	0.9%		
Yarr Radio	48384	48862	478	1%	10	17	7	70%	1%	1%	30	80	50	167%	3.1	4.7	1%	1%		
Tindle Radio Group	775	786	11	1%	234	231	-3	-1%	30%	29%	2554	2449	-105	-4%	10.9	10.6	12.9%	12.4%		
103.4 The Beach	146	145	-1	-1%	57	53	-4	-7%	39%	37%	652	697	45	7%	11.5	13.1	16.4%	18.2%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
106.3 Bridge FM	156	156	0	0%	51	46	-5	-10%	32%	30%	492	329	-163	-33%	9.7	7.1	12.4%	9.0%		
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	349	361	12	3%	57	63	6	11%	16%	18%	507	544	37	7%	8.8	8.6	5.7%	5.9%		
Dream 100	150	159	9	6%	33	40	7	21%	22%	25%	371	417	46	12%	11.3	10.3	9.9%	10.4%		
Dream 107.7 FM	200	203	3	2%	24	23	-1	-4%	12%	11%	136	127	-9	-7%	5.5	5.5	2.7%	2.4%		
Channel 103 FM	74	74	0	0%	45	44	-1	-2%	60%	59%	584	555	-29	-5%	13.1	12.7	29.2%	27.9%		
Island FM 104.7	50	50	0	0%	24	24	0	0%	49%	49%	319	325	6	2%	13.2	13.3	33.5%	33.0%		
Total UKRD	2953	2759	-194	-7%	681	601	-80	-12%	23%	22%	7225	6384	-841	-12%	10.6	10.6	10.4%	10.1%		
Pirate FM	594	599	5	1%	192	197	5	3%	32%	33%	2569	2602	33	1%	13.4	13.2	16.7%	16.9%		
Pirate FM102 East	329	323	-6	-2%	88	81	-7	-8%	27%	25%	1022	1047	25	2%	11.6	13.0	12.2%	12.6%		
Pirate FM102 West	265	276	11	4%	102	112	10	10%	39%	41%	1550	1573	23	1%	15.2	14.1	23.0%	22.3%		
Total UKRD West	675	664	-11	-2%	87	81	-6	-7%	13%	12%	1038	805	-233	-22%	11.9	10.0	6.7%	5.4%		
Star 107.2 Bristol	326	312	-14	-4%	30	29	-1	-3%	9%	9%	304	269	-35	-12%	10.0	9.3	3.8%	3.6%		
Star 107 Stroud	91	90	-1	-1%	9	7	-2	-22%	10%	8%	62	49	-13	-21%	7.0	6.6	3.2%	2.7%		
Star 107.5 Cheltenham	139	141	2	1%	22	23	1	5%	16%	16%	206	205	-1	0%	9.4	9.1	6.6%	6.6%		
Star 107.7 Weston Super Mare	119	121	2	2%	25	22	-3	-12%	21%	19%	287	277	-10	-3%	11.7	12.3	10.5%	11.0%		
The County Sound Radio Network	770	551	-219	-28%	218	169	-49	-22%	28%	31%	1685	1440	-245	-15%	7.7	8.5	9.6%	12.0%		
96.4 The Eagle/Delta FM	548	551	3	1%	152	148	-4	-3%	28%	27%	1144	1206	62	5%	7.5	8.1	9.7%	10.0%		
96.4 The Eagle	531	545	14	3%	136	137	1	1%	26%	25%	1052	1146	94	9%	7.7	8.4	9.0%	9.7%		
Delta FM	83	82	-1	-1%	19	16	-3	-16%	23%	20%	153	118	-35	-23%	7.9	7.3	9.0%	6.9%		
County Sound 1566	531	545	14	3%	30	25	-5	-17%	6%	5%	166	195	29	17%	5.5	7.8	1.4%	1.6%		
Total UKRD East	402	450	48	12%	98	96	-2	-2%	24%	21%	954	940	-14	-1%	9.7	9.8	10.6%	9.8%		
Fen Radio 107.5	123	128	5	4%	18	17	-1	-6%	14%	13%	120	124	4	3%	6.7	7.3	4.1%	4.0%		
KL.FM 96.7	133	135	2	2%	58	54	-4	-7%	43%	40%	770	709	-61	-8%	13.4	13.1	22.7%	21.3%		
Star 107 (Cambridge/Ely)	158	254	96	61%	19	35	16	84%	12%	14%	88	207	119	135%	4.7	5.9	2.8%	4.2%		
96.2 The Revolution	513	494	-19	-4%	80	68	-12	-15%	16%	14%	849	690	-159	-19%	10.6	10.1	7.1%	6.1%		
The Wireless Group (inc. talkSPORT)	48384	48862	478	1%	3329	3455	126	4%	7%	7%	33494	34584	1090	3%	10.1	10.0	3.1%	3.2%		
The Wireless Group (excl. talkSPORT)	5991	5922	-69	-1%	1439	1373	-66	-5%	24%	23%	15180	14044	-1136	-7%	10.6	10.2	11.7%	11.3%		
Imagine FM (formerly Signal FM)	377	371	-6	-2%	48	35	-13	-27%	13%	10%	378	238	-140	-37%	7.8	6.7	4.5%	2.9%		
Peak 107 FM	398	390	-8	-2%	111	100	-11	-10%	28%	26%	1260	1151	-109	-9%	11.3	11.5	13.5%	12.4%		
The Pulse/Pulse Classic Gold	757	753	-4	-1%	223	205	-18	-8%	29%	27%	1768	1386	-382	-22%	7.9	6.7	11.1%	9.1%		
The Pulse	757	753	-4	-1%	198	184	-14	-7%	26%	24%	1516	1185	-331	-22%	7.7	6.5	9.5%	7.8%		
Pulse Classic Gold	757	753	-4	-1%	75	70	-5	-7%	10%	9%	251	201	-50	-20%	3.4	2.9	1.6%	1.3%		
Q96	868	858	-10	-1%	74	65	-9	-12%	9%	8%	552	403	-149	-27%	7.5	6.2	3.0%	2.5%		
Signal One & Signal Two	758	763	5	1%	271	260	-11	-4%	36%	34%	3803	3814	11	0%	14.0	14.7	23.0%	23.9%		
Signal One	758	763	5	1%	253	249	-4	-2%	33%	33%	3257	3466	209	6%	12.9	13.9	19.7%	21.7%		
Signal Two	758	763	5	1%	70	65	-5	-7%	9%	8%	546	347	-199	-36%	7.8	5.4	3.3%	2.2%		
107.4 Tower FM	401	407	6	1%	92	91	-1	-1%	23%	22%	1067	884	-183	-17%	11.6	9.8	11.2%	10.0%		
The Wireless Group - South Wales	944	914	-30	-3%	279	292	13	5%	30%	32%	3383	3336	-47	-1%	12.1	11.4	16.1%	16.0%		
Total Swansea Sound/96.4 FM The Wave	508	501	-7	-1%	177	194	17	10%	35%	39%	2049	2182	133	6%	11.6	11.2	19.5%	20.2%		
96.4 FM The Wave	508	501	-7	-1%	117	141	24	21%	23%	28%	1346	1456	110	8%	11.5	10.3	12.8%	13.5%		
Swansea Sound - 1170 MW	508	501	-7	-1%	83	75	-8	-10%	16%	15%	703	726	23	3%	8.4	9.7	6.7%	6.7%		
Valleys Radio	435	413	-22	-5%	102	97	-5	-5%	23%	24%	1334	1154	-180	-13%	13.1	11.9	12.7%	11.4%		
Radio Wave 96.5 FM	235	225	-10	-4%	63	68	5	8%	27%	30%	747	694	-53	-7%	11.9	10.2	17.1%	17.1%		
Wave 102 FM	161	156	-5	-3%	39	34	-5	-13%	24%	22%	327	271	-56	-17%	8.4	7.9	9.8%	8.2%		
102.4 Wish / 107.2 Wire	704	705	1	0%	171	162	-9	-5%	24%	23%	1495	1399	-96	-6%	8.8	8.7	9.5%	9.4%		
107.2 Wire FM	235	238	3	1%	59	54	-5	-8%	25%	23%	552	547	-5	-1%	9.4	10.1	10.1%	11.4%		
102.4 Wish FM	489	488	-1	0%	104	108	4	4%	21%	22%	940	898	-42	-4%	9.0	8.4	9.1%	9.0%		
107.7 The Wolf	426	423	-3	-1%	74	65	-9	-12%	17%	15%	457	522	65	14%	6.2	8.0	5.2%	6.1%		

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	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004	000's	%	Last Pub	W2 2004	Last Pub	W2 2004		
LOCAL COMMERCIAL																				
Classic FM (UK)	48384	48862	478	1%	6544	6487	-57	-1%	14%	13%	49170	48081	-1089	-2%	7.5	7.4	4.5%	4.5%		
Core	48384	48862	478	1%	129	132	3	2%	*%	*%	420	362	-58	-14%	3.2	2.7	*%	*%		
Heat	48384	48862	478	1%	158	150	-8	-5%	*%	*%	457	483	26	6%	2.9	3.2	*%	*%		
The Hits	48384	48862	478	1%	827	880	53	6%	2%	2%	2627	2826	199	8%	3.2	3.2	0.2%	0.3%		
Kerrang!	48384	48862	478	1%	775	723	-52	-7%	2%	1%	2378	2402	24	1%	3.1	3.3	0.2%	0.2%		
Mojo Radio	48384	48862	478	1%	120	136	16	13%	*%	*%	510	555	45	9%	4.2	4.1	*%	0.1%		
oneworld radio	48384	48862	478	1%	76	87	11	14%	*%	*%	264	289	25	9%	3.5	3.3	*%	*%		
Planet Rock	48384	48862	478	1%	242	221	-21	-9%	*%	*%	1036	1005	-31	-3%	4.3	4.6	0.1%	0.1%		
Q	48384	48862	478	1%	371	348	-23	-6%	1%	1%	848	741	-107	-13%	2.3	2.1	0.1%	0.1%		
Saga's PrimeTime Radio	48384	48862	478	1%	101	127	26	26%	*%	*%	618	622	4	1%	6.1	4.9	0.1%	0.1%		
Smash Hits Radio	48384	48862	478	1%	641	725	84	13%	1%	1%	1929	2333	404	21%	3.0	3.2	0.2%	0.2%		
The Storm	48384	48862	478	1%	101	78	-23	-23%	*%	*%	407	264	-143	-35%	4.0	3.4	*%	*%		
talkSPORT (Talk Radio)	48384	48862	478	1%	2141	2155	14	1%	4%	4%	21099	19064	-2035	-10%	9.9	8.8	1.9%	1.8%		
Total Virgin Radio (UK)	48384	48862	478	1%	2486	2632	146	6%	5%	5%	14864	17398	2534	17%	6.0	6.6	1.4%	1.6%		
Virgin FM London	10344	10435	91	1%	951	959	8	1%	9%	9%	5155	5989	834	16%	5.4	6.2	2.3%	2.7%		
Virgin Radio AM (UK)	48384	48862	478	1%	1832	1893	61	3%	4%	4%	9701	11409	1708	18%	5.3	6.0	0.9%	1.1%		
Virgin London (AM/FM)	10344	10435	91	1%	1099	1177	78	7%	11%	11%	6738	8007	1269	19%	6.1	6.8	3.0%	3.6%		
BBC Radio 1	48384	48862	478	1%	9848	9725	-123	-1%	20%	20%	82759	88529	5770	7%	8.4	9.1	7.6%	8.3%		
BBC Radio 2	48384	48862	478	1%	12902	13432	530	4%	27%	27%	166593	173421	6828	4%	12.9	12.9	15.3%	16.2%		
BBC Radio 3	48384	48862	478	1%	2290	2021	-269	-12%	5%	4%	13502	12077	-1425	-11%	5.9	6.0	1.2%	1.1%		
BBC Radio 4	48384	48862	478	1%	9372	9508	136	1%	19%	19%	119733	117686	-2047	-2%	12.8	12.4	11.0%	11.0%		
BBC Radio FIVE LIVE	48384	48862	478	1%	6476	6086	-390	-6%	13%	12%	55253	47837	-7416	-13%	8.5	7.9	5.1%	4.5%		
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	48384	48862	478	1%	6521	6151	-370	-6%	13%	13%	55916	48595	-7321	-13%	8.6	7.9	5.1%	4.5%		
FIVE LIVE SPORTS EXTRA	48384	48862	478	1%	369	415	46	12%	1%	1%	662	758	96	15%	1.8	1.8	0.1%	0.1%		
6 Music from the BBC	48384	48862	478	1%	187	200	13	7%	*%	*%	830	642	-188	-23%	4.4	3.2	0.1%	0.1%		
1 Xtra from the BBC	48384	48862	478	1%	263	293	30	11%	1%	1%	1357	1021	-336	-25%	5.2	3.5	0.1%	0.1%		
BBC7	48384	48862	478	1%	398	388	-10	-3%	1%	1%	1206	2011	805	67%	3.0	5.2	0.1%	0.2%		
BBC World Service	48384	48862	478	1%	1315	1367	52	4%	3%	3%	7020	6960	-60	-1%	5.3	5.1	0.6%	0.6%		
BBC Asian Network UK	48384	48862	478	1%	383	483	100	26%	1%	1%	3594	3393	-201	-6%	9.4	6.9	0.3%	0.3%		
BBC Local/Regional	48384	48862	478	1%	10648	10197	-451	-4%	22%	21%	121127	116770	-4357	-4%	11.4	11.5	11.1%	10.9%		
ALL NATIONAL COMMERCIAL (UK)	48384	48862	478	1%	13009	13088	79	1%	27%	27%	107777	108528	751	1%	8.3	8.3	9.9%	10.1%		
ALL LOCAL COMMERCIAL (UK)	48384	48862	478	1%	26290	25923	-367	-1%	54%	53%	386846	373929	-12917	-3%	14.7	14.4	35.6%	34.9%		
ALL COMMERCIAL (UK)	48384	48862	478	1%	31638	31359	-279	-1%	65%	64%	494622	482457	-12165	-2%	15.6	15.4	45.5%	45.0%		
ALL BBC (UK)	48384	48862	478	1%	32381	32395	14	0%	67%	66%	571893	569438	-2455	0%	17.7	17.6	52.6%	53.1%		
ALL RADIO (UK)	48384	48862	478	1%	43914	43923	9	0%	91%	90%	1086425	1071928	-14497	-1%	24.7	24.4	100.0%	100.0%		