

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %
107.8 Arrow FM for Hastings	114	116	2	2%	22	22	0	0%	19%	19%	147	116	-31	-21%	6.7	5.3	5.4%	4.0%						
105-107 Atlantic FM	458	454	-4	-1%	71	71	0	0%	15%	16%	498	478	-20	-4%	7.1	6.8	4.6%	4.5%						
Bauer Radio Total Portfolio	51618	51951	333	1%	13443	13784	341	3%	26%	27%	112107	115813	3706	3%	8.3	8.4	10.7%	10.8%						
Bauer Passion Portfolio	51618	51951	333	1%	6631	6614	-17	0%	13%	13%	38136	40468	2332	6%	5.8	6.1	3.6%	3.8%						
Bauer Passion Portfolio Digital Stations	51618	51951	333	1%	2359	2383	24	1%	5%	5%	10534	10872	338	3%	4.5	4.6	1.0%	1.0%						
Heat	51618	51951	333	1%	626	670	44	7%	1%	1%	2210	2340	130	6%	3.5	3.5	0.2%	0.2%						
The Hits	51618	51951	333	1%	1141	1215	74	6%	2%	2%	4198	4097	-101	-2%	3.7	3.4	0.4%	0.4%						
Q	51618	51951	333	1%	290	274	-16	-6%	1%	1%	765	780	15	2%	2.6	2.8	0.1%	0.1%						
Smash Hits Radio	51618	51951	333	1%	1094	1122	28	3%	2%	2%	3361	3655	294	9%	3.1	3.3	0.3%	0.3%						
Total Bauer Radio ILR	36896	37220	324	1%	10398	10676	278	3%	28%	29%	87269	89355	2086	2%	8.4	8.4	11.9%	11.9%						
Bauer Place Portfolio Total	n/p	51951	n/a	n/a	n/p	9052	n/a	n/a	n/p	17%	n/p	75895	n/a	n/a	n/p	8.4	n/p	7.1%						
FM Bauer Place Portfolio	28770	28719	-51	0%	7133	7423	290	4%	25%	26%	57633	59812	2179	4%	8.1	8.1	10.2%	10.4%						
Bauer Place Portfolio England	23430	23673	243	1%	5558	5721	163	3%	24%	24%	44507	46276	1769	4%	8.0	8.1	9.7%	9.7%						
FM Bauer Place Portfolio England	23277	23188	-89	0%	5028	5206	178	4%	22%	22%	37269	38859	1590	4%	7.4	7.5	8.2%	8.3%						
Bauer Place Portfolio - North East	2227	2242	15	1%	749	756	7	1%	34%	34%	6825	6930	105	2%	9.1	9.2	17.2%	16.6%						
Bauer Middlesborough	816	814	-2	0%	264	250	-14	-5%	32%	31%	2658	2673	15	1%	10.1	10.7	17.2%	17.0%						
Bauer Newcastle	1474	1491	17	1%	487	506	19	4%	33%	34%	4167	4257	90	2%	8.5	8.4	16.5%	15.7%						
Bauer Place Portfolio - North West	5109	5117	8	0%	1296	1408	112	9%	25%	28%	11093	11912	819	7%	8.6	8.5	11.3%	11.7%						
Bauer Liverpool (inc. City Talk)	1802	1801	-1	0%	530	578	48	9%	29%	32%	4720	5540	820	17%	8.9	9.6	13.0%	14.4%						
Bauer Liverpool	1802	1801	-1	0%	509	555	46	9%	28%	31%	4438	5255	817	18%	8.7	9.5	12.2%	13.7%						
Bauer Manchester	2401	2420	19	1%	510	595	85	17%	21%	25%	4537	4425	-112	-2%	8.9	7.4	9.7%	9.1%						
Bauer Preston	1399	1387	-12	-1%	312	294	-18	-6%	22%	21%	2117	2232	115	5%	6.8	7.6	8.2%	8.7%						
Bauer Place Portfolio - Yorkshire	3115	3150	35	1%	929	897	-32	-3%	30%	28%	8396	8815	419	5%	9.0	9.8	13.3%	14.2%						
Bauer Hull	910	913	3	0%	264	262	-2	-1%	29%	29%	2628	2586	-42	-2%	10.0	9.9	13.2%	13.8%						
Bauer Leeds	999	1018	19	2%	252	219	-33	-13%	25%	22%	1836	1735	-101	-6%	7.3	7.9	9.2%	8.8%						
Bauer Sheffield	1264	1276	12	1%	416	418	2	0%	33%	33%	3983	4504	521	13%	9.6	10.8	16.3%	18.4%						
Bauer Radio London (Magic 105.4/Kiss 100)	10983	11157	174	2%	3224	3541	317	10%	29%	32%	22214	24054	1840	8%	6.9	6.8	10.0%	10.4%						
Kiss 100 FM	10983	11157	174	2%	1821	1860	39	2%	17%	17%	10465	10026	-439	-4%	5.7	5.4	4.7%	4.3%						
Magic 105.4	10983	11157	174	2%	1998	2286	288	14%	18%	20%	11749	14028	2279	19%	5.9	6.1	5.3%	6.1%						
FM Bauer Place Portfolio North East	2227	2242	15	1%	557	566	9	2%	25%	25%	4074	3821	-253	-6%	7.3	6.8	10.3%	9.1%						
Metro Radio	1474	1491	17	1%	366	383	17	5%	25%	26%	2492	2417	-75	-3%	6.8	6.3	9.9%	8.9%						
TFM Radio	816	814	-2	0%	191	183	-8	-4%	23%	22%	1582	1404	-178	-11%	8.3	7.7	10.3%	8.9%						
C.F.M. (Bauer Carlisle)	248	247	-1	0%	114	106	-8	-7%	46%	43%	1133	1004	-129	-11%	10.0	9.4	20.0%	17.6%						
Bauer FM Liverpool	1802	1801	-1	0%	473	522	49	10%	26%	29%	4005	4646	641	16%	8.5	8.9	11.0%	12.1%						
Total City Talk/Magic 1548	1802	1801	-1	0%	136	150	14	10%	8%	8%	997	1179	182	18%	7.3	7.9	2.7%	3.1%						
City Talk 105.9	1560	1562	2	0%	62	63	1	2%	4%	4%	282	285	3	1%	4.5	4.5	0.9%	0.8%						
FM Bauer Place Portfolio North West	4956	4968	12	0%	1146	1255	109	10%	23%	25%	9308	9902	594	6%	8.1	7.9	9.8%	10.1%						
Radio City 96.7	1802	1801	-1	0%	451	497	46	10%	25%	28%	3723	4361	638	17%	8.2	8.8	10.3%	11.4%						
Key 103 (Manchester)	2401	2420	19	1%	440	527	87	20%	18%	22%	3799	3707	-92	-2%	8.6	7.0	8.1%	7.7%						
97.4 Rock FM	1246	1238	-8	-1%	286	267	-19	-7%	23%	22%	1785	1834	49	3%	6.3	6.9	8.0%	8.2%						
FM Bauer Place Portfolio Yorkshire	3115	2813	-302	-10%	741	723	-18	-2%	24%	26%	5694	6518	824	14%	7.7	9.0	9.0%	11.8%						
96.3 Radio Aire	999	681	-318	-32%	158	141	-17	-11%	16%	21%	911	922	11	1%	5.8	6.5	4.5%	7.2%						
Hallam FM	1264	1276	12	1%	373	361	-12	-3%	29%	28%	3062	3623	561	18%	8.2	10.0	12.5%	14.8%						
96.9 Viking FM	910	913	3	0%	211	222	11	5%	23%	24%	1722	1972	250	15%	8.2	8.9	8.7%	10.5%						
Bauer Northern Ireland	1420	1430	10	1%	605	648	43	7%	43%	45%	5646	6538	892	16%	9.3	10.1	19.6%	21.9%						
97.4 Cool FM	971	979	8	1%	376	410	34	9%	39%	42%	3345	3768	423	13%	8.9	9.2	16.4%	17.9%						
Downtown Radio (DTR)	1420	1430	10	1%	282	295	13	5%	20%	21%	2301	2770	469	20%	8.2	9.4	8.0%	9.3%						
Bauer Place Portfolio - Scotland	4083	4110	27	1%	1722	1773	51	3%	42%	43%	18492	17957	-535	-3%	10.7	10.1	23.8%	23.2%						
FM Bauer Place Portfolio Scotland	4084	4111	27	1%	1464	1504	40	3%	36%	37%	14708	14712	4	0%	10.0	9.8	18.9%	19.2%						
Bauer Radio Central Scotland	2839	2855	16	1%	1042	1081	39	4%	37%	38%	10466	10445	-21	0%	10.0	9.7	20.2%	20.2%						

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	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011		
Scottish AMs	3516	3541	25	1%	469	460	-9	-2%	13%	13%	3775	3542	-233	-6%	8.1	7.7	5.8%	5.5%		
Bauer Glasgow	1840	1847	7	0%	701	701	0	0%	38%	38%	6711	6593	-118	-2%	9.6	9.4	19.9%	20.2%		
Clyde 1 FM	1840	1847	7	0%	579	575	-4	-1%	31%	31%	4850	4779	-71	-1%	8.4	8.3	14.4%	14.6%		
Clyde 2	1840	1847	7	0%	256	263	7	3%	14%	14%	1861	1814	-47	-3%	7.3	6.9	5.5%	5.6%		
Bauer Edinburgh	1096	1107	11	1%	344	384	40	12%	31%	35%	3755	3852	97	3%	10.9	10.0	18.7%	18.5%		
ForthOne	1096	1107	11	1%	299	349	50	17%	27%	32%	2963	3189	226	8%	9.9	9.1	14.8%	15.3%		
Forth2	1096	1107	11	1%	95	97	2	2%	9%	9%	792	664	-128	-16%	8.4	6.8	3.9%	3.2%		
Moray Firth Radio (Bauer Inverness)	232	234	2	1%	119	125	6	5%	51%	54%	1339	1459	120	9%	11.2	11.6	26.3%	27.0%		
Bauer Aberdeen	312	318	6	2%	141	145	4	3%	45%	46%	1523	1445	-78	-5%	10.8	9.9	25.1%	24.3%		
Northsound One	312	318	6	2%	131	135	4	3%	42%	42%	1215	1135	-80	-7%	9.3	8.4	20.0%	19.1%		
Northsound Two	312	318	6	2%	42	41	-1	-2%	14%	13%	308	310	2	1%	7.3	7.6	5.1%	5.2%		
Radio Borders (Bauer Borders)	107	107	0	0%	61	61	0	0%	58%	57%	845	793	-52	-6%	13.8	13.0	39.1%	36.0%		
Bauer Dundee	375	378	3	1%	170	173	3	2%	45%	46%	2013	2120	107	5%	11.8	12.3	27.1%	28.7%		
Tay-FM	375	378	3	1%	130	127	-3	-2%	35%	34%	1327	1334	7	1%	10.2	10.5	17.9%	18.0%		
Tay-AM	375	378	3	1%	70	71	1	1%	19%	19%	686	786	100	15%	9.8	11.0	9.2%	10.6%		
West Sound (inc. West FM) (Bauer Southwest Scotland)	388	388	0	0%	182	189	7	4%	47%	49%	1881	1811	-70	-4%	10.3	9.6	24.5%	23.7%		
Kerrang! UK	51618	51951	333	1%	1389	1402	13	1%	3%	3%	6430	6613	183	3%	4.6	4.7	0.6%	0.6%		
Kerrang! 105.2	3534	3550	16	0%	381	374	-7	-2%	11%	11%	2472	2685	213	9%	6.5	7.2	3.6%	3.8%		
Kiss UK	51618	51951	333	1%	4070	4295	225	6%	8%	8%	21418	22443	1025	5%	5.3	5.2	2.0%	2.1%		
Kiss East	2070	2072	2	0%	396	426	30	8%	19%	21%	2799	2554	-245	-9%	7.1	6.0	6.2%	5.7%		
Kiss West	2368	2393	25	1%	483	475	-8	-2%	20%	20%	2975	3020	45	2%	6.2	6.4	5.6%	5.6%		
Magic UK	51618	51951	333	1%	3819	4061	242	6%	7%	8%	23770	26999	3229	14%	6.2	6.6	2.2%	2.5%		
Magic Network - North	10416	10473	57	1%	770	751	-19	-2%	7%	7%	7238	7417	179	2%	9.4	9.9	3.6%	3.6%		
Magic Network - North East	2227	2242	15	1%	267	255	-12	-4%	12%	11%	2752	3110	358	13%	10.3	12.2	6.9%	7.4%		
Magic 1152 (Newcastle)	1474	1491	17	1%	171	165	-6	-4%	12%	11%	1675	1840	165	10%	9.8	11.2	6.6%	6.8%		
Magic 1170 (Teesside)	816	814	-2	0%	96	90	-6	-6%	12%	11%	1076	1269	193	18%	11.2	14.0	7.0%	8.1%		
Magic Network - North West	5074	5081	7	0%	217	231	14	6%	4%	5%	1785	2009	224	13%	8.2	8.7	1.8%	2.0%		
Magic 1548 (Liverpool)	1802	1801	-1	0%	79	95	16	20%	4%	5%	715	894	179	25%	9.1	9.4	2.0%	2.3%		
Magic 1152 (Manchester)	2401	2420	19	1%	96	101	5	5%	4%	4%	738	717	-21	-3%	7.7	7.1	1.6%	1.5%		
Magic 999 (Preston)	1114	1103	-11	-1%	44	35	-9	-20%	4%	3%	332	398	66	20%	7.6	11.4	1.7%	2.0%		
Magic Network - Yorkshire	3115	3150	35	1%	285	265	-20	-7%	9%	8%	2702	2298	-404	-15%	9.5	8.7	4.3%	3.7%		
Magic 828 (Leeds)	999	1018	19	2%	117	98	-19	-16%	12%	10%	925	813	-112	-12%	7.9	8.3	4.6%	4.1%		
Magic AM (Sheffield)	1264	1276	12	1%	80	97	17	21%	6%	8%	921	881	-40	-4%	11.6	9.1	3.8%	3.6%		
Magic 1161 (Hull)	910	913	3	0%	92	72	-20	-22%	10%	8%	906	614	-292	-32%	9.9	8.5	4.6%	3.3%		
Wave 105 FM (Bauer South Coast)	1747	1762	15	1%	406	412	6	1%	23%	23%	4063	4268	205	5%	10.0	10.4	10.8%	11.4%		
The Breeze (South)	1252	1261	9	1%	47	38	-9	-19%	4%	3%	253	229	-24	-9%	5.4	6.0	0.9%	0.9%		
The Breeze (East) (formerly The Quay)	633	640	7	1%	31	21	-10	-32%	5%	3%	153	138	-15	-10%	4.9	6.4	1.0%	1.0%		
The Breeze (West)	619	621	2	0%	16	17	1	6%	3%	3%	100	91	-9	-9%	6.2	5.4	0.8%	0.7%		
Triple Broadcast Co Group	419	424	5	1%	56	57	1	2%	13%	13%	425	425	0	0%	7.5	7.5	4.5%	4.6%		
Fire Radio	286	290	4	1%	37	39	2	5%	13%	14%	277	309	32	12%	7.4	7.8	4.4%	5.1%		
Nova Radio - Weston (was Star Radio in North Somerset)	133	135	2	2%	19	17	-2	-11%	14%	13%	148	116	-32	-22%	7.8	6.8	4.5%	3.7%		
Central FM	218	219	1	0%	54	54	0	0%	25%	25%	262	282	20	8%	4.9	5.2	6.1%	7.3%		
Total Cheshire Radio	367	364	-3	-1%	52	56	4	8%	14%	15%	266	310	44	17%	5.1	5.5	3.5%	4.3%		
Cheshire's Silk 106.9	179	179	0	0%	19	21	2	11%	11%	12%	105	107	2	2%	5.5	5.1	3.0%	3.2%		
Chester's Dee 106.3	188	185	-3	-2%	33	35	2	6%	17%	19%	161	202	41	25%	4.9	5.8	3.9%	5.4%		
Total CN Radio	838	837	-1	0%	256	262	6	2%	31%	31%	2224	2392	168	8%	8.7	9.1	11.9%	12.8%		
The Bay	292	285	-7	-2%	104	98	-6	-6%	36%	34%	941	971	30	3%	9.1	9.9	14.4%	15.1%		
Citybeat 96.7/102.5FM	546	553	7	1%	151	155	4	3%	28%	28%	1365	937	-428	-31%	9.1	6.1	11.5%	7.7%		
Lakeland Radio	52	51	-1	-2%	14	15	1	7%	27%	29%	127	154	27	21%	9.1	10.4	10.5%	12.6%		
The Coast	1676	1692	16	1%	119	117	-2	-2%	7%	7%	697	742	45	6%	5.9	6.3	1.9%	2.1%		

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Connect FM (was Connect FM and Lite 106.8FM)	413	413	0	0%	43	46	3	7%	10%	11%			311	407	96	31%	7.2	8.9	3.9%	5.0%
3FM	68	69	1	1%	22	21	-1	-5%	33%	31%			257	233	-24	-9%	11.6	10.9	16.5%	14.9%
Total Global Radio (UK)	51618	51951	333	1%	19663	20003	340	2%	38%	39%			166759	172131	5372	3%	8.5	8.6	15.9%	16.1%
Total Choice (UK)	51618	51951	333	1%	662	654	-8	-1%	1%	1%			3075	3181	106	3%	4.6	4.9	0.3%	0.3%
Choice FM London	10983	11157	174	2%	423	492	69	16%	4%	4%			2167	2653	486	22%	5.1	5.4	1.0%	1.1%
Classic FM	51618	51951	333	1%	6086	5735	-351	-6%	12%	11%			40940	38355	-2585	-6%	6.7	6.7	3.9%	3.6%
Capital Network (UK)	51618	51951	333	1%	6712	6875	163	2%	13%	13%			44043	45599	1556	4%	6.6	6.6	4.2%	4.3%
Gold Network (UK)	51618	51951	333	1%	1480	1522	42	3%	3%	3%			12638	13062	424	3%	8.5	8.6	1.2%	1.2%
Heart Network (UK)	51618	51951	333	1%	7435	7686	251	3%	14%	15%			51478	54135	2657	5%	6.9	7.0	4.9%	5.0%
Total LBC (UK)	51618	51951	333	1%	1181	1147	-34	-3%	2%	2%			12613	12825	212	2%	10.7	11.2	1.2%	1.2%
Total XFM (UK)	51618	51951	333	1%	936	1016	80	9%	2%	2%			4006	4506	500	12%	4.3	4.4	0.4%	0.4%
Global Radio London (ILR)	10983	11157	174	2%	4830	4796	-34	-1%	44%	43%			46230	41554	-4676	-10%	9.6	8.7	20.8%	18.0%
Global Radio (ILR)	41860	42190	330	1%	13889	13972	83	1%	33%	33%			117257	120068	2811	2%	8.4	8.6	13.9%	13.9%
Capital Network (ILR)	29914	30225	311	1%	6196	6146	-50	-1%	21%	20%			41717	42200	483	1%	6.7	6.9	7.1%	7.0%
Capital Birmingham (was Galaxy)	2110	2123	13	1%	459	470	11	2%	22%	22%			3138	3756	618	20%	6.8	8.0	8.0%	8.8%
Capital East Midlands (was Leicester Sound RAM & Trent FM)	1942	1960	18	1%	554	540	-14	-3%	29%	28%			4340	4381	41	1%	7.8	8.1	10.9%	10.9%
Capital London	10983	11157	174	2%	2179	2077	-102	-5%	20%	19%			13681	11048	-2633	-19%	6.3	5.3	6.1%	4.8%
Capital Manchester (was Galaxy)	2821	2838	17	1%	505	502	-3	-1%	18%	18%			3768	3402	-366	-10%	7.5	6.8	6.8%	6.0%
Capital North East (was Galaxy)	2203	2218	15	1%	565	548	-17	-3%	26%	25%			4115	4468	353	9%	7.3	8.2	10.5%	10.8%
Capital Scotland (was Galaxy)	2721	2739	18	1%	460	467	7	2%	17%	17%			3110	2769	-341	-11%	6.8	5.9	6.2%	5.6%
Capital South Coast (was Galaxy)	1651	1662	11	1%	208	197	-11	-5%	13%	12%			1363	1148	-215	-16%	6.5	5.8	4.0%	3.3%
Capital South Wales (was Red Dragon)	987	997	10	1%	310	264	-46	-15%	31%	26%			2400	1928	-472	-20%	7.7	7.3	10.9%	8.9%
Capital Yorkshire (was Galaxy)	4496	4532	36	1%	1072	1059	-13	-1%	24%	23%			7961	8296	335	4%	7.4	7.8	8.9%	9.2%
Gold Network (ILR)	32096	32364	268	1%	1234	1223	-11	-1%	4%	4%			10998	10879	-119	-1%	8.9	8.9	1.7%	1.6%
Gold Birmingham	2066	2078	12	1%	53	78	25	47%	3%	4%			637	1017	380	60%	12.1	13.0	1.6%	2.4%
Gold Cambridgeshire	836	838	2	0%	35	39	4	11%	4%	5%			332	458	126	38%	9.4	11.8	1.7%	2.5%
Gold Coventry	658	665	7	1%	23	23	0	0%	3%	3%			215	186	-29	-13%	9.4	8.2	1.6%	1.5%
Gold Devon	1037	1028	-9	-1%	40	31	-9	-23%	4%	3%			207	221	14	7%	5.2	7.1	0.9%	0.9%
Gold East Anglia	1202	1206	4	0%	68	66	-2	-3%	6%	5%			626	696	70	11%	9.2	10.6	2.4%	2.7%
Gold East Midlands	1942	1960	18	1%	84	70	-14	-17%	4%	4%			749	733	-16	-2%	8.9	10.4	1.9%	1.8%
Gold Essex	1333	1345	12	1%	56	62	6	11%	4%	5%			540	582	42	8%	9.7	9.4	1.8%	1.8%
Gold Four Counties	1985	1994	9	0%	70	71	1	1%	4%	4%			751	778	27	4%	10.7	10.9	2.0%	2.0%
Gold Kent	1175	1177	2	0%	52	55	3	6%	4%	5%			651	643	-8	-1%	12.4	11.7	2.4%	2.3%
Gold London	10983	11157	174	2%	317	389	72	23%	3%	3%			2830	2395	-435	-15%	8.9	6.1	1.3%	1.0%
Gold Manchester	2821	2838	17	1%	100	97	-3	-3%	4%	3%			853	653	-200	-23%	8.5	6.7	1.5%	1.2%
Gold North West & Wales	1008	997	-11	-1%	21	23	2	10%	2%	2%			176	181	5	3%	8.3	7.9	0.8%	0.9%
Gold Solent	1651	1662	11	1%	77	82	5	6%	5%	5%			624	595	-29	-5%	8.1	7.2	1.8%	1.7%
Gold South Wales	987	997	10	1%	55	60	5	9%	6%	6%			492	553	61	12%	8.9	9.2	2.2%	2.5%
Gold Sussex	1345	1358	13	1%	55	54	-1	-2%	4%	4%			518	556	38	7%	9.4	10.3	1.7%	1.8%
Gold Thames Valley	1419	1425	6	0%	50	36	-14	-28%	4%	3%			313	230	-83	-27%	6.2	6.3	1.1%	0.8%
Gold West Country	2147	2171	24	1%	98	115	17	17%	5%	5%			1141	1198	57	5%	11.7	10.4	2.3%	2.4%
Gold Wolverhampton	1303	1305	2	0%	44	49	5	11%	3%	4%			479	599	120	25%	11.0	12.2	1.9%	2.2%
Heart Network (ILR)	28558	28795	237	1%	6735	6984	249	4%	24%	24%			47958	50417	2459	5%	7.1	7.2	8.2%	8.4%
Heart Cambridgeshire	836	838	2	0%	259	220	-39	-15%	31%	26%			2156	1998	-158	-7%	8.3	9.1	11.4%	11.0%
Heart Devon	1037	1028	-9	-1%	319	360	41	13%	31%	35%			2477	2864	387	16%	7.8	8.0	10.4%	11.5%
Heart East Anglia	1202	1206	4	0%	324	324	0	0%	27%	27%			2449	2177	-272	-11%	7.6	6.7	9.5%	8.4%
Heart East Midlands	2172	2188	16	1%	30	37	7	23%	1%	2%			134	157	23	17%	4.5	4.2	0.3%	0.4%
Heart Essex	1333	1345	12	1%	404	477	73	18%	30%	35%			3647	3430	-217	-6%	9.0	7.2	12.0%	10.7%
Heart Four Counties	1985	1994	9	0%	508	497	-11	-2%	26%	25%			3605	3881	276	8%	7.1	7.8	9.6%	10.0%
Heart Kent	1175	1177	2	0%	389	377	-12	-3%	33%	32%			2995	3557	562	19%	7.7	9.4	10.9%	12.8%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %		Total Hours 000's				Average Hours		Market Share		
	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	Last Pub	W2 2011	000's	Change %	Last Pub	W2 2011	Last Pub	W2 2011	
Heart London	10983	11157	174	2%	2107	1990	-117	-6%	19%	18%	10989	11888	899	8%	5.2	6.0	4.9%	5.1%	
Heart North West and Wales	1006	997	-9	-1%	208	207	-1	0%	21%	21%	1430	1451	21	1%	6.9	7.0	6.7%	7.1%	
Heart Solent	1651	1662	11	1%	289	293	4	1%	18%	18%	1748	1865	117	7%	6.0	6.4	5.1%	5.4%	
Heart Sussex	1345	1358	13	1%	394	386	-8	-2%	29%	28%	2993	3077	84	3%	7.6	8.0	9.8%	9.9%	
Heart Thames Valley	1419	1425	6	0%	383	433	50	13%	27%	30%	3024	2828	-196	-6%	7.9	6.5	10.9%	9.7%	
Heart West Country	2147	2171	24	1%	670	704	34	5%	31%	32%	5772	5959	187	3%	8.6	8.5	11.9%	12.1%	
Heart West Midlands	3568	3584	16	0%	822	869	47	6%	23%	24%	5501	6007	506	9%	6.7	6.9	8.0%	8.4%	
LBC (ILR)	10983	11157	174	2%	1107	995	-112	-10%	10%	9%	13739	10500	-3239	-24%	12.4	10.6	6.2%	4.5%	
LBC 97.3	10983	11157	174	2%	935	861	-74	-8%	9%	8%	11326	7770	-3556	-31%	12.1	9.0	5.1%	3.4%	
LBC News 1152	10983	11157	174	2%	447	401	-46	-10%	4%	4%	2413	2730	317	13%	5.4	6.8	1.1%	1.2%	
XFM (ILR)	13805	13994	189	1%	690	766	76	11%	5%	5%	3161	3478	317	10%	4.6	4.5	1.2%	1.2%	
XFM London	10983	11157	174	2%	604	671	67	11%	6%	6%	2824	3069	245	9%	4.7	4.6	1.3%	1.3%	
XFM Manchester	2821	2838	17	1%	135	151	16	12%	5%	5%	540	713	173	32%	4.0	4.7	1.0%	1.3%	
Total GMG Radio	51618	51951	333	1%	5349	5547	198	4%	10%	11%	46500	47195	695	1%	8.7	8.5	4.4%	4.4%	
GMG Radio North West Total	5263	5272	9	0%	1284	1337	53	4%	24%	25%	12041	12158	117	1%	9.4	9.1	11.9%	11.6%	
GMG Radio North West Regional	5224	5236	12	0%	1171	1226	55	5%	22%	23%	10869	10896	27	0%	9.3	8.9	10.8%	10.5%	
GMG Radio North East	2227	2242	15	1%	630	650	20	3%	28%	29%	5404	5384	-20	0%	8.6	8.3	13.6%	12.9%	
GMG Radio Scotland	2885	2902	17	1%	860	843	-17	-2%	30%	29%	8389	7902	-487	-6%	9.8	9.4	15.9%	15.1%	
Total Real Radio	51618	51951	333	1%	2479	2563	84	3%	5%	5%	21778	21251	-527	-2%	8.8	8.3	2.1%	2.0%	
Real Radio ILR Network	14783	15461	678	5%	2267	2347	80	4%	15%	15%	20635	19935	-700	-3%	9.1	8.5	7.3%	6.6%	
Real Radio North East - (was Century Radio)	2227	2242	15	1%	347	369	22	6%	16%	16%	2637	2628	-9	0%	7.6	7.1	6.6%	6.3%	
Real Radio North West - (was Century Radio)	5224	5236	12	0%	472	501	29	6%	9%	10%	4164	4007	-157	-4%	8.8	8.0	4.1%	3.9%	
Real Radio Scotland	2697	2716	19	1%	654	646	-8	-1%	24%	24%	5998	5632	-366	-6%	9.2	8.7	12.2%	11.6%	
Real Radio Wales	n/p	2524	n/a	n/a	n/p	471	n/a	n/a	n/p	19%	n/p	4255	n/a	n/a	n/p	9.0	n/p	7.8%	7.8%
Real Radio Wales (North)	n/p	688	n/a	n/a	n/p	37	n/a	n/a	n/p	5%	n/p	246	n/a	n/a	n/p	6.7	n/p	1.7%	1.7%
Real Radio Wales (South)	1793	1836	43	2%	461	434	-27	-6%	26%	24%	4456	4009	-447	-10%	9.7	9.2	11.0%	9.9%	
Real Radio Yorkshire	2842	2877	35	1%	334	360	26	8%	12%	13%	3380	3413	33	1%	10.1	9.5	6.2%	6.1%	
96.3 Rock Radio	814	819	5	1%	69	67	-2	-3%	8%	8%	515	380	-135	-26%	7.5	5.7	3.5%	2.6%	
106.1 Rock Radio	2262	2280	18	1%	143	150	7	5%	6%	7%	1172	1262	90	8%	8.2	8.4	2.7%	2.8%	
Smooth Radio UK	51618	51951	333	1%	3084	3210	126	4%	6%	6%	23035	24301	1266	5%	7.5	7.6	2.2%	2.3%	
Smooth Radio ILR Network	26010	26249	239	1%	2682	2789	107	4%	10%	11%	20580	21731	1151	6%	7.7	7.8	4.1%	4.2%	
Smooth Radio Midlands	5689	5721	32	1%	669	756	87	13%	12%	13%	5940	6813	873	15%	8.9	9.0	5.3%	5.9%	
Smooth Radio East Midlands	2162	2178	16	1%	324	346	22	7%	15%	16%	2469	2747	278	11%	7.6	7.9	5.7%	6.2%	
Smooth Radio West Midlands	3568	3584	16	0%	349	416	67	19%	10%	12%	3529	4122	593	17%	10.1	9.9	5.1%	5.7%	
Smooth Radio Glasgow	1886	1894	8	0%	261	249	-12	-5%	14%	13%	1876	1890	14	1%	7.2	7.6	5.4%	5.6%	
Smooth Radio London	10983	11157	174	2%	643	486	-157	-24%	6%	4%	4114	2746	-1368	-33%	6.4	5.6	1.8%	1.2%	
Smooth Radio North East	2227	2242	15	1%	374	374	0	0%	17%	17%	2768	2756	-12	0%	7.4	7.4	7.0%	6.6%	
Smooth Radio North West	5224	5236	12	0%	825	860	35	4%	16%	16%	6705	6889	184	3%	8.1	8.0	6.7%	6.7%	
IOW Radio	121	120	-1	-1%	37	37	0	0%	31%	31%	546	454	-92	-17%	14.6	12.2	15.6%	13.7%	
JACKfm Oxfordshire	505	499	-6	-1%	75	92	17	23%	15%	19%	398	544	146	37%	5.3	5.9	4.4%	5.4%	
Glide FM 107.9 (was Oxford's FM107.9)	493	488	-5	-1%	20	24	4	20%	4%	5%	72	103	31	43%	3.5	4.4	0.8%	1.1%	
106 JACKfm (Oxford)	505	499	-6	-1%	61	76	15	25%	12%	15%	326	441	115	35%	5.4	5.8	3.6%	4.4%	
106 JACKfm/Star Radio (Bristol)	596	615	19	3%	105	118	13	12%	18%	19%	657	801	144	22%	6.3	6.8	4.9%	5.7%	
106 JACKfm (Bristol) (was Original 106)	596	614	18	3%	102	114	12	12%	17%	19%	569	623	54	9%	5.6	5.5	4.2%	4.5%	
The Breeze (South West) (was Star Radio (Bristol))	462	478	16	3%	33	31	-2	-6%	7%	7%	180	184	4	2%	5.5	5.8	1.7%	1.7%	
Kingdom FM	286	287	1	0%	76	81	5	7%	27%	28%	550	594	44	8%	7.2	7.4	10.6%	11.2%	
kmfm Group	1029	1032	3	0%	184	168	-16	-9%	18%	16%	1471	1333	-138	-9%	8.0	7.9	6.0%	5.3%	
kmfm East	506	504	-2	0%	106	101	-5	-5%	21%	20%	892	802	-90	-10%	8.5	7.9	7.3%	6.7%	
kmfm West	523	527	4	1%	79	67	-12	-15%	15%	13%	579	531	-48	-8%	7.4	8.0	4.7%	4.1%	
Lincs FM Group	2700	2691	-9	0%	656	668	12	2%	24%	25%	6552	6949	397	6%	10.0	10.4	11.4%	12.3%	

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	Last Pub	W2 2011				
Lincs FM 102.2	910	902	-8	-1%	342	354	12	4%	38%	39%	4127	4146	19	0%	12.1	11.7	20.6%	20.4%						
Oak FM	315	311	-4	-1%	36	29	-7	-19%	11%	9%	237	247	10	4%	6.6	8.5	3.8%	4.1%						
Lincs FM Group Yorkshire	1492	1494	2	0%	285	307	22	8%	19%	21%	2432	2781	349	14%	8.5	9.1	8.0%	8.9%						
Dearne FM	229	229	0	0%	53	59	6	11%	23%	26%	501	636	135	27%	9.4	10.8	11.4%	13.5%						
KCFM 99.8	446	451	5	1%	63	67	4	6%	14%	15%	564	616	52	9%	8.9	9.2	5.8%	6.1%						
Ridings FM	294	297	3	1%	39	50	11	28%	13%	17%	286	387	101	35%	7.3	7.8	4.9%	6.2%						
Rother FM	206	206	0	0%	34	36	2	6%	17%	18%	258	295	37	14%	7.6	8.1	6.3%	7.0%						
Trax FM	365	362	-3	-1%	95	95	0	0%	26%	26%	822	847	25	3%	8.7	8.9	10.8%	11.6%						
The Local Radio Company Group Total	1985	1981	-4	0%	532	519	-13	-2%	27%	26%	4501	4436	-65	-1%	8.5	8.5	11.2%	11.0%						
2BR	195	189	-6	-3%	59	52	-7	-12%	30%	28%	518	452	-66	-13%	8.8	8.6	14.2%	13.2%						
Minster FM	305	309	4	1%	86	83	-3	-3%	28%	27%	549	601	52	9%	6.4	7.3	8.8%	9.7%						
Mix 96	123	120	-3	-2%	42	42	0	0%	34%	35%	299	330	31	10%	7.1	7.8	11.6%	12.7%						
Spire FM	113	115	2	2%	44	46	2	5%	39%	40%	430	459	29	7%	9.7	10.0	15.8%	15.7%						
Spirit FM	211	216	5	2%	57	51	-6	-11%	27%	24%	550	478	-72	-13%	9.6	9.3	11.8%	9.8%						
Star North East	380	378	-2	-1%	42	43	1	2%	11%	11%	367	345	-22	-6%	8.8	8.0	5.1%	4.8%						
Star NE - North (was Durham FM)	211	210	-1	0%	19	20	1	5%	9%	10%	147	154	7	5%	7.6	7.6	4.0%	4.2%						
Star NE - South (was Alpha 103.2)	169	168	-1	-1%	22	23	1	5%	13%	14%	220	191	-29	-13%	9.9	8.3	6.2%	5.5%						
97.2 Stray FM	148	145	-3	-2%	51	46	-5	-10%	34%	32%	361	293	-68	-19%	7.1	6.3	12.8%	10.7%						
Sun FM	271	273	2	1%	70	75	5	7%	26%	27%	650	743	93	14%	9.3	9.9	13.7%	15.0%						
Wessex FM	122	119	-3	-2%	43	41	-2	-5%	35%	35%	412	426	14	3%	9.7	10.3	15.4%	15.2%						
Yorkshire Coast Radio	117	118	1	1%	40	39	-1	-3%	34%	33%	365	310	-55	-15%	9.1	8.0	13.9%	12.0%						
Radio Mansfield 103.2	156	154	-2	-1%	37	37	0	0%	24%	24%	361	374	13	4%	9.7	10.0	11.6%	11.8%						
Manx Radio	68	69	1	1%	37	35	-2	-5%	55%	50%	457	424	-33	-7%	12.3	12.2	29.3%	27.1%						
Midwest Radio	197	192	-5	-3%	40	41	1	3%	20%	21%	500	420	-80	-16%	12.6	10.3	10.9%	9.7%						
Northern Media Group	573	576	3	1%	139	144	5	4%	24%	25%	967	1019	52	5%	6.9	7.1	8.6%	9.2%						
Five FM	83	84	1	1%	23	25	2	9%	28%	30%	205	197	-8	-4%	8.8	7.8	12.3%	11.7%						
Q102.9FM/Q97.2FM/Q101.2FM	297	298	1	0%	86	90	4	5%	29%	30%	604	690	86	14%	7.0	7.6	10.3%	12.0%						
Seven FM	146	146	0	0%	17	18	1	6%	12%	12%	79	58	-21	-27%	4.5	3.2	2.8%	2.1%						
Six FM	93	93	0	0%	13	12	-1	-8%	14%	12%	80	74	-6	-8%	6.0	6.3	4.5%	4.1%						
Original 106 (Aberdeen)	312	318	6	2%	45	44	-1	-2%	14%	14%	279	243	-36	-13%	6.2	5.5	4.6%	4.1%						
Total Orion Midlands	5867	5900	33	1%	1398	1410	12	1%	24%	24%	10365	10273	-92	-1%	7.4	7.3	8.9%	8.6%						
Orion Midlands FM	5867	5900	33	1%	1326	1317	-9	-1%	23%	22%	9219	8851	-368	-4%	7.0	6.7	7.9%	7.4%						
Gem 106	2171	2187	16	1%	470	457	-13	-3%	22%	21%	3642	3685	43	1%	7.7	8.1	8.2%	8.3%						
Orion West Midlands	3788	3802	14	0%	935	956	21	2%	25%	25%	6723	6588	-135	-2%	7.2	6.9	9.1%	8.6%						
Orion West Midlands FM	3788	3802	14	0%	862	864	2	0%	23%	23%	5577	5166	-411	-7%	6.5	6.0	7.6%	6.7%						
Beacon Radio	1303	1305	2	0%	240	232	-8	-3%	18%	18%	1683	1382	-301	-18%	7.0	6.0	6.7%	5.0%						
96.4 BRMB	2066	2078	12	1%	404	416	12	3%	20%	20%	1968	2182	214	11%	4.9	5.2	5.1%	5.2%						
Mercia	658	665	7	1%	139	144	5	4%	21%	22%	1273	1036	-237	-19%	9.1	7.2	9.6%	8.2%						
Wyvern FM	498	496	-2	0%	113	114	1	1%	23%	23%	769	703	-66	-9%	6.8	6.2	7.8%	7.2%						
Gold Birmingham	2066	2078	12	1%	53	78	25	47%	3%	4%	637	1017	380	60%	12.1	13.0	1.6%	2.4%						
Gold Coventry	658	665	7	1%	23	23	0	0%	3%	3%	215	186	-29	-13%	9.4	8.2	1.6%	1.5%						
Gold Wolverhampton	1303	1305	2	0%	44	49	5	11%	3%	4%	479	599	120	25%	11.0	12.2	1.9%	2.2%						
Premier Christian Radio	10983	11157	174	2%	135	235	100	74%	1%	2%	808	2339	1531	189%	6.0	9.9	0.4%	1.0%						
Reading 107 FM	227	236	9	4%	26	26	0	0%	11%	11%	174	200	26	15%	6.7	7.8	4.7%	5.1%						
96.2 The Revolution	510	513	3	1%	35	52	17	49%	7%	10%	380	538	158	42%	10.8	10.4	3.9%	5.4%						
Southend & Chelmsford Radio	483	485	2	0%	51	47	-4	-8%	11%	10%	329	285	-44	-13%	6.4	6.1	2.9%	2.5%						
Southwest Local Radio Group (Palm & Exeter FM)	533	522	-11	-2%	65	67	2	3%	12%	13%	480	482	2	0%	7.4	7.2	4.0%	4.1%						
Exeter FM	305	296	-9	-3%	27	30	3	11%	9%	10%	158	192	34	22%	5.9	6.5	2.2%	2.9%						
Palm FM	228	226	-2	-1%	38	37	-1	-3%	17%	17%	322	290	-32	-10%	8.4	7.8	6.7%	5.8%						
107.5 Sovereign Radio	151	151	0	0%	26	22	-4	-15%	17%	15%	177	143	-34	-19%	6.8	6.4	4.9%	3.9%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	Last Pub	W2 2011				
The Sunrise Group	51618	51951	333	1%	562	620	58	10%	1%	1%	4836	5303	467	10%	8.6	8.6	0.5%	0.5%						
Buzz Asia 963 & 972AM	10984	11156	172	2%	111	96	-15	-14%	1%	1%	468	410	-58	-12%	4.2	4.3	0.2%	0.2%						
Kisat Radio 1035 (Greater London)	10983	11157	174	2%	108	182	74	69%	1%	2%	734	1335	601	82%	6.8	7.3	0.3%	0.6%						
Sunrise Radio (Greater London)	10983	11157	174	2%	336	417	81	24%	3%	4%	2431	3393	962	40%	7.2	8.1	1.1%	1.5%						
Sunrise Radio National	51618	51951	333	1%	469	586	117	25%	1%	1%	3490	4279	789	23%	7.4	7.3	0.3%	0.4%						
Time FM 106.6	284	294	10	4%	21	20	-1	-5%	7%	7%	206	181	-25	-12%	9.9	9.1	3.7%	2.9%						
Tindle Radio Group	1364	1377	13	1%	342	358	16	5%	25%	26%	3482	3591	109	3%	10.2	10.0	11.6%	11.9%						
Kestrel FM (North and South)	231	232	1	0%	50	50	0	0%	22%	22%	422	407	-15	-4%	8.4	8.2	8.0%	7.9%						
KESTREL FM - was Delta Radio	94	95	1	1%	18	16	-2	-11%	19%	17%	123	125	2	2%	7.0	7.7	6.8%	6.7%						
Kestrel FM	137	137	0	0%	32	34	2	6%	24%	25%	299	282	-17	-6%	9.2	8.4	8.6%	8.6%						
Tindle Radio Anglia	1005	1015	10	1%	223	237	14	6%	22%	23%	2270	2349	79	3%	10.2	9.9	10.3%	10.5%						
THE BEACH	185	187	2	1%	57	57	0	0%	31%	30%	529	588	59	11%	9.3	10.4	14.3%	15.6%						
Dream 100	144	144	0	0%	49	51	2	4%	34%	36%	756	677	-79	-10%	15.5	13.2	20.8%	18.9%						
North Norfolk Radio	92	92	0	0%	22	22	0	0%	24%	24%	248	278	30	12%	11.2	12.6	11.3%	11.8%						
Radio NORWICH 99.9	329	334	5	2%	51	51	0	0%	16%	15%	322	323	1	0%	6.3	6.3	4.5%	4.5%						
Town 102 FM	279	282	3	1%	44	56	12	27%	16%	20%	415	483	68	16%	9.3	8.6	6.9%	7.9%						
Channel 103 FM	76	77	1	1%	42	44	2	5%	55%	57%	453	500	47	10%	10.8	11.4	28.6%	30.6%						
Island FM 104.7	52	53	1	2%	27	27	0	0%	52%	51%	337	335	-2	-1%	12.6	12.4	34.3%	33.2%						
Total Touch Radio Network	981	986	5	1%	138	143	5	4%	14%	14%	1055	1200	145	14%	7.6	8.4	5.4%	5.9%						
107.6 Banbury Sound	83	83	0	0%	15	15	0	0%	18%	18%	144	131	-13	-9%	9.3	8.5	8.3%	7.6%						
Rugby FM	71	73	2	3%	20	21	1	5%	28%	28%	206	235	29	14%	10.3	11.4	13.8%	14.5%						
Touchradio Staffs	250	249	-1	0%	28	30	2	7%	11%	12%	232	293	61	26%	8.3	9.6	4.6%	5.6%						
96.2FM Touchradio - Coventry	287	291	4	1%	31	27	-4	-13%	11%	9%	179	173	-6	-3%	5.8	6.4	3.3%	3.2%						
102FM Touchradio - Warks, Worcs, Cotswolds	289	291	2	1%	38	43	5	13%	13%	15%	254	305	51	20%	6.7	7.1	4.2%	4.9%						
107.3 Touchradio - Warwick	133	136	3	2%	8	10	2	25%	6%	7%	41	64	23	56%	5.0	6.5	1.6%	2.5%						
Total Town and Country Broadcasting	51618	51951	333	1%	488	507	19	4%	1%	1%	2728	2803	75	3%	5.6	5.5	0.3%	0.3%						
NME Radio	51618	51951	333	1%	190	225	35	18%	*%	*%	471	634	163	35%	2.5	2.8	*%	0.1%						
Town and Country Broadcasting (South and West Wales)	1585	1680	95	6%	270	281	11	4%	17%	17%	1996	2166	170	9%	7.4	7.7	5.9%	5.9%						
102.1 Bay Radio	457	458	1	0%	42	43	1	2%	9%	9%	229	221	-8	-3%	5.4	5.1	2.4%	2.2%						
106.3 Bridge FM	124	123	-1	-1%	40	39	-1	-3%	32%	31%	292	309	17	6%	7.3	8.0	10.7%	11.0%						
97.1 Radio Carmarthenshire	127	129	2	2%	39	40	1	3%	30%	31%	308	338	30	10%	7.9	8.5	11.6%	12.5%						
Radio Ceredigion	n/p	82	n/a	n/a	n/p	9	n/a	n/a	n/p	11%	n/p	50	n/a	n/a	n/p	5.6	n/p	2.9%	2.9%					
Nation Radio	1410	1422	12	1%	99	116	17	17%	7%	8%	417	614	197	47%	4.2	5.3	1.3%	2.0%						
102.5 Radio Pembrokeshire	94	96	2	2%	41	41	0	0%	44%	43%	483	506	23	5%	11.7	12.2	22.3%	22.1%						
Total UKRD	1630	1625	-5	0%	417	402	-15	-4%	26%	25%	3696	3912	216	6%	8.9	9.7	10.4%	10.7%						
107 The Bee	184	181	-3	-2%	23	21	-2	-9%	13%	12%	259	232	-27	-10%	11.1	11.1	8.6%	8.1%						
Pirate FM	482	478	-4	-1%	151	149	-2	-1%	31%	31%	1629	1668	39	2%	10.8	11.2	14.4%	15.0%						
The County Sound Radio Network	542	545	3	1%	147	144	-3	-2%	27%	26%	1122	1083	-39	-3%	7.6	7.5	9.5%	9.1%						
County Sound 1566	542	545	3	1%	9	13	4	44%	2%	2%	49	95	46	94%	5.5	7.5	0.4%	0.8%						
96.4 Eagle Radio	542	545	3	1%	143	137	-6	-4%	26%	25%	1073	989	-84	-8%	7.5	7.2	9.0%	8.3%						
Total UKRD East	421	420	-1	0%	87	77	-10	-11%	21%	18%	686	831	145	21%	7.9	10.7	6.9%	8.4%						
KL.FM 96.7	151	149	-2	-1%	46	46	0	0%	31%	31%	386	410	24	6%	8.3	8.9	11.6%	12.2%						
Star Radio in Cambridge	269	271	2	1%	32	32	0	0%	12%	12%	245	311	66	27%	7.8	9.7	3.9%	4.8%						
UTV Radio (inc. talkSPORT)	51618	51951	333	1%	4406	4521	115	3%	9%	9%	35141	34218	-923	-3%	8.0	7.6	3.3%	3.2%						
UTV Radio (excl. talkSPORT)	6097	6116	19	0%	1431	1499	68	5%	23%	25%	12330	12954	624	5%	8.6	8.6	10.0%	10.0%						
107.6 Juice FM	955	960	5	1%	175	193	18	10%	18%	20%	1191	1496	305	26%	6.8	7.7	6.3%	7.1%						
Peak 107 FM	414	417	3	1%	91	84	-7	-8%	22%	20%	895	781	-114	-13%	9.8	9.3	11.2%	9.0%						
The Pulse/Pulse 2	854	860	6	1%	189	192	3	2%	22%	22%	1557	1456	-101	-6%	8.2	7.6	9.7%	8.7%						
The Pulse	854	860	6	1%	176	177	1	1%	21%	21%	1215	1118	-97	-8%	6.9	6.3	7.6%	6.7%						
Pulse 2	854	860	6	1%	53	65	12	23%	6%	8%	342	338	-4	-1%	6.4	5.2	2.1%	2.0%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011
LOCAL COMMERCIAL																		
Signal One & Signal Two	774	772	-2	0%	294	284	-10	-3%	38%	37%	3054	3072	18	1%	10.4	10.8	17.8%	18.7%
Signal One	774	772	-2	0%	272	258	-14	-5%	35%	33%	2501	2371	-130	-5%	9.2	9.2	14.6%	14.4%
Signal Two	774	772	-2	0%	69	76	7	10%	9%	10%	553	701	148	27%	8.1	9.2	3.2%	4.3%
Total Swansea Sound/96.4 FM The Wave	457	458	1	0%	170	183	13	8%	37%	40%	1514	1836	322	21%	8.9	10.1	15.7%	18.2%
96.4 FM The Wave	457	458	1	0%	128	145	17	13%	28%	32%	847	1104	257	30%	6.6	7.6	8.8%	10.9%
Swansea Sound - 1170 MW	457	458	1	0%	68	70	2	3%	15%	15%	667	732	65	10%	9.8	10.5	6.9%	7.2%
U105	859	868	9	1%	193	234	41	21%	22%	27%	1577	2057	480	30%	8.2	8.8	8.6%	10.7%
Radio Wave 96.5 FM	241	236	-5	-2%	80	80	0	0%	33%	34%	857	792	-65	-8%	10.6	10.0	17.3%	16.8%
102.4 Wish/107.2 Wire/107.4 Tower FM	1114	1113	-1	0%	183	184	1	1%	16%	17%	1340	1332	-8	-1%	7.3	7.2	6.1%	6.1%
107.4 Tower FM	430	431	1	0%	53	50	-3	-6%	12%	12%	392	384	-8	-2%	7.4	7.7	4.8%	4.9%
107.2 Wire FM	278	277	-1	0%	56	64	8	14%	20%	23%	382	452	70	18%	6.8	7.1	6.4%	7.2%
102.4 Wish FM	467	465	-2	0%	77	73	-4	-5%	16%	16%	566	496	-70	-12%	7.4	6.8	6.3%	5.5%
107.7 The Wolf	431	435	4	1%	40	43	3	8%	9%	10%	257	266	9	4%	6.4	6.2	3.2%	3.0%
Wave 102 FM	153	155	2	1%	32	30	-2	-6%	21%	20%	217	252	35	16%	6.8	8.3	7.8%	8.8%
Yorkshire Radio	4478	4516	38	1%	74	76	2	3%	2%	2%	270	406	136	50%	3.6	5.4	0.3%	0.5%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011		
BBC Local Radio	41663	41956	293	1%	7726	7224	-502	-6%	19%	17%	70440	70499	59	0%	9.1	9.8	8.2%	8.1%		
BBC Radio Berkshire	796	815	19	2%	109	125	16	15%	14%	15%	811	1111	300	37%	7.4	8.9	5.0%	6.6%		
BBC Radio Bristol	893	912	19	2%	192	186	-6	-3%	21%	20%	1690	1348	-342	-20%	8.8	7.2	8.1%	6.3%		
BBC Radio Cambridgeshire	710	713	3	0%	141	119	-22	-16%	20%	17%	1466	1273	-193	-13%	10.4	10.7	9.3%	8.4%		
BBC Radio Cornwall	459	454	-5	-1%	141	142	1	1%	31%	31%	1933	1700	-233	-12%	13.7	12.0	18.7%	15.0%		
BBC Coventry and Warwickshire	666	673	7	1%	81	77	-4	-5%	12%	11%	553	541	-12	-2%	6.9	7.0	4.2%	4.2%		
BBC Radio Cumbria	407	404	-3	-1%	156	147	-9	-6%	38%	36%	1566	1536	-30	-2%	10.0	10.4	16.4%	16.1%		
BBC Radio Derby	633	636	3	0%	188	157	-31	-16%	30%	25%	1617	1605	-12	-1%	8.6	10.2	12.8%	12.5%		
BBC Radio Devon	983	975	-8	-1%	245	262	17	7%	25%	27%	2646	2678	32	1%	10.8	10.2	11.8%	11.4%		
BBC Essex	1282	1291	9	1%	279	294	15	5%	22%	23%	3147	2968	-179	-6%	11.3	10.1	10.5%	9.8%		
BBC Radio Gloucestershire	482	488	6	1%	89	95	6	7%	18%	20%	865	931	66	8%	9.7	9.8	8.4%	8.8%		
BBC Hereford & Worcester	494	492	-2	0%	120	129	9	8%	24%	26%	918	1143	225	25%	7.6	8.9	9.4%	12.0%		
BBC Radio Humberside	768	772	4	1%	214	184	-30	-14%	28%	24%	2288	1879	-409	-18%	10.7	10.2	13.5%	11.6%		
BBC Radio Kent	1390	1394	4	0%	268	244	-24	-9%	19%	18%	2750	3295	545	20%	10.3	13.5	8.5%	9.9%		
BBC Radio Lancashire	1184	1170	-14	-1%	250	229	-21	-8%	21%	20%	1904	1825	-79	-4%	7.6	8.0	9.0%	8.6%		
BBC Radio Leeds	1634	1656	22	1%	270	234	-36	-13%	16%	14%	1827	1723	-104	-6%	6.8	7.4	5.8%	5.4%		
BBC Radio Leicester	805	812	7	1%	166	163	-3	-2%	21%	20%	1523	1307	-216	-14%	9.2	8.0	9.2%	7.7%		
BBC Radio Lincolnshire	541	534	-7	-1%	116	111	-5	-4%	21%	21%	1477	1505	28	2%	12.7	13.6	12.6%	12.2%		
BBC London 94.9	10983	11157	174	2%	557	554	-3	-1%	5%	5%	3790	3254	-536	-14%	6.8	5.9	1.7%	1.4%		
BBC Radio Manchester	2129	2146	17	1%	203	165	-38	-19%	10%	8%	1456	1268	-188	-13%	7.2	7.7	3.6%	3.0%		
BBC Radio Merseyside	1616	1618	2	0%	323	338	15	5%	20%	21%	5046	5457	411	8%	15.6	16.2	15.6%	15.7%		
BBC Radio Newcastle	1419	1437	18	1%	302	296	-6	-2%	21%	21%	2368	2337	-31	-1%	7.8	7.9	9.7%	8.9%		
BBC Radio Norfolk	769	771	2	0%	226	235	9	4%	29%	30%	2202	2399	197	9%	9.8	10.2	13.4%	14.1%		
BBC Radio Northampton	481	480	-1	0%	109	107	-2	-2%	23%	22%	1077	1033	-44	-4%	9.9	9.6	11.5%	10.5%		
BBC Radio Nottingham	789	797	8	1%	222	209	-13	-6%	28%	26%	1772	1632	-140	-8%	8.0	7.8	10.8%	10.2%		
BBC Oxford 95.2FM	518	514	-4	-1%	60	77	17	28%	12%	15%	496	631	135	27%	8.2	8.2	5.3%	6.1%		
BBC Radio Sheffield	1261	1273	12	1%	260	242	-18	-7%	21%	19%	2031	2017	-14	-1%	7.8	8.3	8.4%	8.1%		
BBC Radio Shropshire	379	377	-2	-1%	110	115	5	5%	29%	31%	1069	1091	22	2%	9.7	9.5	12.8%	12.9%		
BBC Radio Solent	1545	1560	15	1%	271	292	21	8%	18%	19%	3080	2849	-231	-8%	11.4	9.8	9.4%	8.7%		
BBC Solent for Dorset	172	166	-6	-3%	20	21	1	5%	12%	13%	163	195	32	20%	8.0	9.3	4.6%	5.4%		
BBC Somerset	441	436	-5	-1%	82	78	-4	-5%	18%	18%	659	621	-38	-6%	8.1	8.0	6.5%	6.1%		
BBC Radio Stoke	598	597	-1	0%	183	206	23	13%	31%	34%	1530	2025	495	32%	8.4	9.8	11.7%	15.7%		
BBC Radio Suffolk	534	535	1	0%	143	147	4	3%	27%	28%	1756	1643	-113	-6%	12.3	11.2	15.2%	14.7%		
BBC Sussex and BBC Surrey	2459	2478	19	1%	300	285	-15	-5%	12%	11%	2754	3040	286	10%	9.2	10.7	5.0%	5.5%		
BBC Tees	789	787	-2	0%	153	136	-17	-11%	19%	17%	1177	1112	-65	-6%	7.7	8.2	7.9%	7.3%		
BBC Three Counties Radio	1285	1295	10	1%	183	189	6	3%	14%	15%	1152	1055	-97	-8%	6.3	5.6	4.6%	4.3%		
BBC WM (Birmingham & Black Country)	2254	2268	14	1%	210	219	9	4%	9%	10%	1733	1748	15	1%	8.3	8.0	4.1%	3.8%		
BBC Radio Wiltshire/Swindon	542	547	5	1%	90	95	5	6%	17%	17%	590	667	77	13%	6.5	7.1	4.7%	5.4%		
BBC Radio York	535	533	-2	0%	92	96	4	4%	17%	18%	845	927	82	10%	9.2	9.6	7.6%	8.7%		
BBC Radio Guernsey	52	53	1	2%	19	22	3	16%	37%	42%	238	279	41	17%	12.5	12.5	24.3%	27.6%		
BBC Radio Jersey	76	77	1	1%	30	29	-1	-3%	40%	38%	370	369	-1	0%	12.2	12.6	23.3%	22.6%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2011/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %		Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011	000's	%	Last Pub	W2 2011	Last Pub	W2 2011
LOCAL COMMERCIAL																		
Total Absolute Radio Network (was Total Virgin Radio Network)	51618	51951	333	1%	2379	2897	518	22%	5%	6%	17625	24304	6679	38%	7.4	8.4	1.7%	2.3%
Total Absolute Radio (was Total Virgin Radio)	51618	51951	333	1%	1394	1648	254	18%	3%	3%	10457	14310	3853	37%	7.5	8.7	1.0%	1.3%
Total Absolute Radio Network (London)	10983	11157	174	2%	1008	1138	130	13%	9%	10%	7313	9923	2610	36%	7.3	8.7	3.3%	4.3%
Total Absolute Radio (London) (was Total Virgin (London))	10983	11157	174	2%	724	832	108	15%	7%	7%	5487	6602	1115	20%	7.6	7.9	2.5%	2.9%
Absolute Radio London (was Virgin Radio London)	10983	11157	174	2%	604	704	100	17%	5%	6%	4091	5367	1276	31%	6.8	7.6	1.8%	2.3%
Absolute Radio National (was Virgin Radio National)	51618	51951	333	1%	911	1109	198	22%	2%	2%	6366	8943	2577	40%	7.0	8.1	0.6%	0.8%
Absolute 80s	51618	51951	333	1%	624	894	270	43%	1%	2%	3488	5370	1882	54%	5.6	6.0	0.3%	0.5%
Absolute Radio 90s	51618	51951	333	1%	317	432	115	36%	1%	1%	1136	2057	921	81%	3.6	4.8	0.1%	0.2%
Absolute Radio 00s	51618	51951	333	1%	170	200	30	18%	*%	*%	899	1145	246	27%	5.3	5.7	0.1%	0.1%
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51618	51951	333	1%	342	400	58	17%	1%	1%	1645	1422	-223	-14%	4.8	3.6	0.2%	0.1%
Chill	51618	51951	333	1%	172	190	18	10%	*%	*%	526	724	198	38%	3.1	3.8	0.1%	0.1%
Jazz FM	51618	51951	333	1%	495	592	97	20%	1%	1%	2112	2290	178	8%	4.3	3.9	0.2%	0.2%
Planet Rock	51618	51951	333	1%	797	857	60	8%	2%	2%	4984	5832	848	17%	6.3	6.8	0.5%	0.5%
talkSPORT	51618	51951	333	1%	3248	3212	-36	-1%	6%	6%	22244	20278	-1966	-9%	6.8	6.3	2.1%	1.9%
BBC Radio 1	51618	51951	333	1%	11825	11692	-133	-1%	23%	23%	92499	91705	-794	-1%	7.8	7.8	8.7%	8.5%
BBC Radio 2	51618	51951	333	1%	14537	13966	-571	-4%	28%	27%	169282	160589	-8693	-5%	11.6	11.5	16.0%	14.9%
BBC Radio 3	51618	51951	333	1%	2258	2174	-84	-4%	4%	4%	13791	13362	-429	-3%	6.1	6.1	1.3%	1.2%
BBC Radio 4	51618	51951	333	1%	10829	10854	25	0%	21%	21%	130036	132920	2884	2%	12.0	12.2	12.3%	12.4%
BBC Radio 4 (including 4 Extra)	n/p	51951	n/a	n/a	n/p	11064	n/a	n/a	n/p	21%	n/p	141529	n/a	n/a	n/p	12.8	n/p	13.2%
BBC Radio 4 Extra (was BBC Radio 7)	51618	51951	333	1%	1159	1605	446	38%	2%	3%	6662	8609	1947	29%	5.7	5.4	0.6%	0.8%
BBC Radio FIVE LIVE	51618	51951	333	1%	6653	6542	-111	-2%	13%	13%	47148	50001	2853	6%	7.1	7.6	4.5%	4.6%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51618	51951	333	1%	6750	6676	-74	-1%	13%	13%	49410	52432	3022	6%	7.3	7.9	4.7%	4.9%
FIVE LIVE SPORTS EXTRA	51618	51951	333	1%	799	797	-2	0%	2%	2%	2262	2431	169	7%	2.8	3.0	0.2%	0.2%
BBC 6 Music	51618	51951	333	1%	1297	1270	-27	-2%	3%	2%	10448	10098	-350	-3%	8.1	8.0	1.0%	0.9%
1 Xtra from the BBC	51618	51951	333	1%	892	992	100	11%	2%	2%	4202	6094	1892	45%	4.7	6.1	0.4%	0.6%
BBC Asian Network UK	51618	51951	333	1%	500	471	-29	-6%	1%	1%	3051	3112	61	2%	6.1	6.6	0.3%	0.3%
BBC World Service	51618	51951	333	1%	1790	1720	-70	-4%	3%	3%	9154	9830	676	7%	5.1	5.7	0.9%	0.9%
BBC Local/Regional	51618	51951	333	1%	10197	9645	-552	-5%	20%	19%	93335	92686	-649	-1%	9.2	9.6	8.8%	8.6%
ALL NATIONAL COMMERCIAL (UK)	51618	51951	333	1%	15943	16166	223	1%	31%	31%	123363	131062	7699	6%	7.7	8.1	11.7%	12.2%
ALL LOCAL COMMERCIAL (UK)	51618	51951	333	1%	27305	27289	-16	0%	53%	53%	327815	338644	10829	3%	12.0	12.4	31.0%	31.5%
ALL COMMERCIAL (UK)	51618	51951	333	1%	34046	34021	-25	0%	66%	65%	451178	469706	18528	4%	13.3	13.8	42.6%	43.7%
ALL BBC (UK)	51618	51951	333	1%	35074	35530	456	1%	68%	68%	581870	581436	-434	0%	16.6	16.4	55.0%	54.0%
ALL RADIO (UK)	51618	51951	333	1%	47266	47616	350	1%	92%	92%	1058098	1075779	17681	2%	22.4	22.6	100.0%	100.0%