

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2010/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%
107.8 Arrow FM for Hastings	114	114	0	0%	23	24	1	4%	20%	21%			154	146	-8	-5%	6.7	6.1			5.8%	5.2%		
105-107 Atlantic FM	459	458	-1	0%	63	67	4	6%	14%	15%			363	427	64	18%	5.8	6.4			3.4%	3.9%		
107.6 Banbury Sound	85	84	-1	-1%	20	18	-2	-10%	23%	21%			201	196	-5	-2%	10.2	11.1			10.6%	10.4%		
Total Bauer Radio	51618	51618	0	0%	12982	13303	321	2%	25%	26%			109775	116044	6269	6%	8.5	8.7			10.7%	11.1%		
Total Bauer Radio ILR	36896	36897	1	0%	10249	10440	191	2%	28%	28%			86922	90898	3976	5%	8.5	8.7			12.1%	12.4%		
Big City Network	16039	16038	-1	0%	4770	4716	-54	-1%	30%	29%			41985	41599	-386	-1%	8.8	8.8			13.9%	13.4%		
Big City FM and AM	16192	16192	0	0%	5437	5412	-25	0%	34%	33%			52644	52666	22	0%	9.7	9.7			17.2%	16.8%		
Big City England	10546	10545	-1	0%	2719	2720	1	0%	26%	26%			20784	20792	8	0%	7.6	7.6			10.6%	10.2%		
Total Magic	51618	51618	0	0%	3733	3984	251	7%	7%	8%			24828	29055	4227	17%	6.7	7.3			2.4%	2.8%		
Magic Network - North	10417	10417	0	0%	755	798	43	6%	7%	8%			6592	7368	776	12%	8.7	9.2			3.4%	3.7%		
Bauer Radio - North East	2227	2227	0	0%	747	776	29	4%	34%	35%			6111	6660	549	9%	8.2	8.6			15.8%	16.4%		
Big City Network - North East	2227	2227	0	0%	573	585	12	2%	26%	26%			3799	4238	439	12%	6.6	7.2			9.8%	10.4%		
Metro Radio	1475	1474	-1	0%	377	393	16	4%	26%	27%			2397	2894	497	21%	6.4	7.4			9.7%	11.0%		
TFM Radio	816	816	0	0%	200	195	-5	-3%	24%	24%			1402	1344	-58	-4%	7.0	6.9			9.3%	8.7%		
Magic Network - North East	2227	2227	0	0%	268	283	15	6%	12%	13%			2312	2422	110	5%	8.6	8.6			6.0%	6.0%		
Magic 1152 (Newcastle)	1475	1474	-1	0%	184	177	-7	-4%	12%	12%			1543	1247	-296	-19%	8.4	7.1			6.2%	4.7%		
Magic 1170 (Teesside)	816	816	0	0%	85	106	21	25%	10%	13%			769	1175	406	53%	9.1	11.1			5.1%	7.6%		
Metro Radio/Magic 1152	1475	1474	-1	0%	488	505	17	3%	33%	34%			3940	4142	202	5%	8.1	8.2			15.9%	15.7%		
TFM Radio/Magic 1170	816	816	0	0%	265	277	12	5%	33%	34%			2172	2519	347	16%	8.2	9.1			14.4%	16.3%		
Bauer Liverpool	1801	1801	0	0%	503	518	15	3%	28%	29%			4289	5102	813	19%	8.5	9.9			12.3%	13.7%		
Total City Talk/Magic 1548	1801	1801	0	0%	140	161	21	15%	8%	9%			767	1105	338	44%	5.5	6.9			2.2%	3.0%		
Bauer FM Liverpool	1801	1801	0	0%	463	466	3	1%	26%	26%			3732	4279	547	15%	8.1	9.2			10.7%	11.5%		
City Talk 105.9	1561	1560	-1	0%	60	63	3	5%	4%	4%			209	282	73	35%	3.5	4.5			0.7%	0.9%		
Bauer Radio - North West	5110	5110	0	0%	1432	1419	-13	-1%	28%	28%			12109	12402	293	2%	8.5	8.7			12.2%	12.3%		
Big City Network - North West	4957	4957	0	0%	1285	1273	-12	-1%	26%	26%			10291	10282	-9	0%	8.0	8.1			10.8%	10.6%		
Radio City 96.7	1801	1801	0	0%	441	439	-2	0%	24%	24%			3522	3996	474	13%	8.0	9.1			10.1%	10.7%		
Key 103 (Manchester)	2401	2401	0	0%	524	538	14	3%	22%	22%			3974	3910	-64	-2%	7.6	7.3			8.7%	8.7%		
97.4 Rock FM	1246	1245	-1	0%	338	317	-21	-6%	27%	25%			2795	2375	-420	-15%	8.3	7.5			11.1%	9.7%		
Magic Network - North West	5075	5076	1	0%	238	248	10	4%	5%	5%			1818	2120	302	17%	7.6	8.5			1.8%	2.1%		
Magic 1548 (Liverpool)	1801	1801	0	0%	89	106	17	19%	5%	6%			558	823	265	47%	6.3	7.8			1.6%	2.2%		
Magic 1152 (Manchester)	2401	2401	0	0%	106	99	-7	-7%	4%	4%			878	873	-5	-1%	8.3	8.8			1.9%	1.9%		
Magic 999 (Preston)	1113	1113	0	0%	44	44	0	0%	4%	4%			382	424	42	11%	8.7	9.7			1.7%	1.9%		
Key 103/Magic 1152 (Manchester)	2401	2401	0	0%	597	597	0	0%	25%	25%			4852	4783	-69	-1%	8.1	8.0			10.6%	10.6%		
Radio City 96.7/Magic 1548	1801	1801	0	0%	483	496	13	3%	27%	28%			4080	4819	739	18%	8.4	9.7			11.7%	13.0%		
97.4 Rock FM/Magic 999	1399	1399	0	0%	370	346	-24	-6%	26%	25%			3177	2800	-377	-12%	8.6	8.1			11.1%	10.0%		
Bauer Radio - Yorkshire	3115	3115	0	0%	893	929	36	4%	29%	30%			8188	8054	-134	-2%	9.2	8.7			14.4%	13.3%		
Big City Network - Yorkshire	3115	3115	0	0%	748	757	9	1%	24%	24%			5726	5228	-498	-9%	7.7	6.9			10.1%	8.6%		
96.3 Radio Aire	999	998	-1	0%	158	173	15	9%	16%	17%			1332	1193	-139	-10%	8.4	6.9			8.1%	6.4%		
Hallam FM	1264	1264	0	0%	360	347	-13	-4%	28%	27%			2846	2400	-446	-16%	7.9	6.9			12.5%	10.2%		
96.9 Viking FM	910	911	1	0%	233	243	10	4%	26%	27%			1548	1635	87	6%	6.6	6.7			8.4%	8.3%		
Magic Network - Yorkshire	3115	3115	0	0%	248	267	19	8%	8%	9%			2462	2826	364	15%	9.9	10.6			4.3%	4.7%		
Magic 828 (Leeds)	999	998	-1	0%	96	107	11	11%	10%	11%			1047	1292	245	23%	11.0	12.1			6.4%	6.9%		
Magic AM (Sheffield)	1264	1264	0	0%	79	87	8	10%	6%	7%			742	865	123	17%	9.4	10.0			3.3%	3.7%		
Magic 1161 (Hull)	910	911	1	0%	77	80	3	4%	8%	9%			733	735	2	0%	9.6	9.2			4.0%	3.7%		
96.3 Radio Aire/Magic 828	999	998	-1	0%	220	247	27	12%	22%	25%			2379	2485	106	4%	10.8	10.1			14.5%	13.3%		
Hallam FM/Magic AM	1264	1264	0	0%	400	403	3	1%	32%	32%			3588	3265	-323	-9%	9.0	8.1			15.7%	13.8%		
96.9 Viking FM/Magic 1161	910	911	1	0%	278	289	11	4%	30%	32%			2281	2369	88	4%	8.2	8.2			12.3%	12.1%		
Total Kerrang!	51618	51618	0	0%	1324	1416	92	7%	3%	3%			5590	6060	470	8%	4.2	4.3			0.5%	0.6%		
Kerrang! 105.2	3535	3535	0	0%	336	366	30	9%	10%	10%			1907	2052	145	8%	5.7	5.6			2.9%	3.1%		
Bauer Radio London (Magic 105.4/Kiss 100)	10983	10983	0	0%	3460	3397	-63	-2%	32%	31%			26007	25550	-457	-2%	7.5	7.5			12.0%	11.5%		

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Kiss 100 FM	10983	10983	0	0%	1848	1771	-77	-4%	17%	16%			12129	10776	-1353	-11%	6.6	6.1			5.6%	4.9%		
Magic 105.4	10983	10983	0	0%	2046	2149	103	5%	19%	20%			13878	14774	896	6%	6.8	6.9			6.4%	6.7%		
Total Kiss Network	51618	51618	0	0%	3746	4041	295	8%	7%	8%			19849	22381	2532	13%	5.3	5.5			1.9%	2.1%		
Kiss East	2071	2070	-1	0%	376	374	-2	-1%	18%	18%			2585	2670	85	3%	6.9	7.1			5.9%	6.0%		
Kiss West	2368	2369	1	0%	374	443	69	18%	16%	19%			2382	3074	692	29%	6.4	6.9			4.8%	5.8%		
Bauer Radio Total Scotland	4320	4320	0	0%	1780	1700	-80	-4%	41%	39%			20111	19188	-923	-5%	11.3	11.3			24.3%	23.1%		
Big City Scotland	4083	4083	0	0%	1443	1461	18	1%	35%	36%			14587	14963	376	3%	10.1	10.2			19.3%	19.5%		
Bauer Radio Central Scotland	2839	2838	-1	0%	1003	972	-31	-3%	35%	34%			11072	11273	201	2%	11.0	11.6			21.2%	21.2%		
Scottish AMs	3515	3515	0	0%	436	421	-15	-3%	12%	12%			3509	3699	190	5%	8.0	8.8			5.5%	5.6%		
Total Radio Clyde	1840	1839	-1	0%	646	631	-15	-2%	35%	34%			6877	7509	632	9%	10.6	11.9			19.7%	21.3%		
Clyde 1 FM	1840	1839	-1	0%	530	542	12	2%	29%	29%			4397	5615	1218	28%	8.3	10.4			12.6%	15.9%		
Clyde 2	1840	1839	-1	0%	254	209	-45	-18%	14%	11%			2480	1894	-586	-24%	9.8	9.1			7.1%	5.4%		
Total Radio Forth	1097	1096	-1	0%	364	348	-16	-4%	33%	32%			4195	3763	-432	-10%	11.5	10.8			21.5%	18.5%		
ForthOne	1097	1096	-1	0%	329	297	-32	-10%	30%	27%			3533	2875	-658	-19%	10.7	9.7			18.1%	14.1%		
Forth2	1097	1096	-1	0%	90	100	10	11%	8%	9%			662	888	226	34%	7.4	8.9			3.4%	4.4%		
C.F.M.Radio	247	247	0	0%	105	106	1	1%	43%	43%			1041	957	-84	-8%	9.9	9.0			22.0%	19.9%		
Moray Firth Radio	232	233	1	0%	122	127	5	4%	53%	55%			1574	1577	3	0%	12.9	12.4			29.1%	29.5%		
Total Northsound Radio	312	313	1	0%	135	136	1	1%	43%	44%			1583	1487	-96	-6%	11.8	10.9			27.2%	25.6%		
Northsound One	312	313	1	0%	115	124	9	8%	37%	40%			1228	1234	6	0%	10.7	10.0			21.1%	21.2%		
Northsound Two	312	313	1	0%	48	41	-7	-15%	15%	13%			356	253	-103	-29%	7.4	6.1			6.1%	4.4%		
Radio Borders	107	107	0	0%	60	60	0	0%	56%	56%			772	749	-23	-3%	12.8	12.5			34.8%	34.9%		
Total Radio Tay	375	375	0	0%	160	160	0	0%	43%	43%			1979	1994	15	1%	12.4	12.5			26.3%	25.5%		
Tay-FM	375	375	0	0%	108	112	4	4%	29%	30%			1166	1209	43	4%	10.8	10.8			15.5%	15.5%		
Tay-AM	375	375	0	0%	78	78	0	0%	21%	21%			813	786	-27	-3%	10.5	10.1			10.8%	10.0%		
West Sound	388	388	0	0%	177	185	8	5%	46%	48%			1835	1768	-67	-4%	10.4	9.6			24.9%	23.9%		
Downtown Radio (DTR) / 97.4 Cool FM	1420	1420	0	0%	585	588	3	1%	41%	41%			6124	6362	238	4%	10.5	10.8			21.4%	21.9%		
97.4 Cool FM	971	971	0	0%	373	364	-9	-2%	38%	37%			3537	3486	-51	-1%	9.5	9.6			18.1%	17.4%		
Downtown Radio (DTR)	1420	1420	0	0%	257	281	24	9%	18%	20%			2588	2876	288	11%	10.1	10.2			9.0%	9.9%		
Wave 105 FM	1747	1747	0	0%	347	369	22	6%	20%	21%			3373	4286	913	27%	9.7	11.6			8.3%	10.7%		
107 The Bee	185	184	-1	-1%	29	27	-2	-7%	16%	15%			291	199	-92	-32%	9.9	7.4			9.9%	6.5%		
Total Broadcast Co	419	419	0	0%	58	54	-4	-7%	14%	13%			413	371	-42	-10%	7.1	6.8			4.3%	3.8%		
Fire 107.6 FM	286	286	0	0%	40	38	-2	-5%	14%	13%			219	210	-9	-4%	5.5	5.6			3.4%	3.2%		
Nova Radio - Weston (was Star Radio in North Somerset)	133	133	0	0%	19	17	-2	-11%	14%	13%			194	160	-34	-18%	10.4	9.5			6.2%	5.1%		
Central FM	218	219	1	0%	49	48	-1	-2%	23%	22%			270	226	-44	-16%	5.5	4.7			6.3%	5.2%		
Chelmsford Radio 107.7 FM (was Dream 107.7FM)	234	235	1	0%	20	19	-1	-5%	8%	8%			103	126	23	22%	5.3	6.6			2.1%	2.5%		
Total Cheshire Radio	367	366	-1	0%	57	53	-4	-7%	16%	14%			351	285	-66	-19%	6.1	5.4			5.0%	4.0%		
Cheshire's Silk 106.9	179	179	0	0%	23	21	-2	-9%	13%	11%			96	94	-2	-2%	4.1	4.6			2.9%	2.9%		
Chester's Dee 106.3	188	188	0	0%	34	32	-2	-6%	18%	17%			255	191	-64	-25%	7.5	5.9			6.8%	5.0%		
Total CN Radio	870	838	-32	-4%	239	233	-6	-3%	27%	28%			1944	1955	11	1%	8.1	8.4			10.6%	10.9%		
The Bay	323	291	-32	-10%	97	96	-1	-1%	30%	33%			792	793	1	0%	8.2	8.3			11.4%	12.6%		
Citybeat 96.7/102.5FM	546	546	0	0%	128	138	10	8%	23%	25%			854	970	116	14%	6.7	7.0			7.1%	7.8%		
Lakeland Radio	51	51	0	0%	15	15	0	0%	30%	30%			132	146	14	11%	8.5	9.4			11.6%	12.1%		
The Coast	1675	1676	1	0%	109	124	15	14%	6%	7%			711	744	33	5%	6.5	6.0			1.8%	1.9%		
Connect FM	226	227	1	0%	36	32	-4	-11%	16%	14%			318	277	-41	-13%	9.0	8.7			7.4%	6.2%		
Connect FM Peterborough (was Lite FM)	187	187	0	0%	18	13	-5	-28%	9%	7%			80	66	-14	-18%	4.6	5.0			2.1%	1.8%		
Colourful	10984	10984	0	0%	10	15	5	50%	%	%			58	181	123	212%	5.7	11.9			%	0.1%		
3FM	68	67	-1	-1%	24	24	0	0%	35%	35%			258	270	12	5%	10.9	11.4			16.7%	17.8%		
Total Global Radio (UK)	51618	51618	0	0%	19454	19892	438	2%	38%	39%			170257	174783	4526	3%	8.8	8.8			16.6%	16.8%		
Chill	51618	51618	0	0%	160	176	16	10%	%	%			580	629	49	8%	3.6	3.6			0.1%	0.1%		
Total Choice (UK)	n/p	51618	n/a	n/a	n/p	684	n/a	n/a	n/p	1%			n/p	3541	n/a	n/a	n/p	5.2			n/p	0.3%		

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Choice FM London	10983	10983	0	0%	476	480	4	1%	4%	4%			2396	2950	554	23%	5.0	6.1			1.1%	1.3%		
Classic FM	51618	51618	0	0%	5684	5676	-8	0%	11%	11%			38643	37288	-1355	-4%	6.8	6.6			3.8%	3.5%		
Galaxy Network (UK)	51618	51618	0	0%	4239	3779	-460	-11%	8%	7%			27224	25497	-1727	-6%	6.4	6.7			2.7%	2.4%		
Gold Network (UK)	51618	51618	0	0%	1288	1465	177	14%	2%	3%			11123	13682	2559	23%	8.6	9.3			1.1%	1.3%		
Heart Network (UK)	51618	51618	0	0%	7776	7988	212	3%	15%	15%			59834	61587	1753	3%	7.7	7.7			5.8%	5.9%		
Total LBC (UK)	51618	51618	0	0%	1113	1124	11	1%	2%	2%			13062	13154	92	1%	11.7	11.7			1.3%	1.3%		
Total XFM (UK)	51618	51618	0	0%	927	962	35	4%	2%	2%			4706	4455	-251	-5%	5.1	4.6			0.5%	0.4%		
Global Radio London (ILR)	10983	10983	0	0%	4828	4935	107	2%	44%	45%			42851	44870	2019	5%	8.9	9.1			19.8%	20.2%		
Global Radio (ILR)	42040	42041	1	0%	13827	14183	356	3%	33%	34%			121860	125300	3440	3%	8.8	8.8			14.7%	14.9%		
Fun Radio	10984	10984	0	0%	36	42	6	17%	*%	*%			190	166	-24	-13%	5.2	4.0			0.1%	0.1%		
Galaxy Network (ILR)	26481	15498	-10983	-41%	3697	3335	-362	-10%	14%	22%			25067	23646	-1421	-6%	6.8	7.1			5.0%	8.0%		
Galaxy Birmingham	2110	2110	0	0%	383	404	21	5%	18%	19%			2327	2513	186	8%	6.1	6.2			6.3%	6.7%		
Galaxy Manchester	2821	2821	0	0%	539	566	27	5%	19%	20%			3460	3497	37	1%	6.4	6.2			6.3%	6.5%		
Galaxy North East	2202	2203	1	0%	553	607	54	10%	25%	28%			4140	4778	638	15%	7.5	7.9			10.8%	11.9%		
Galaxy Scotland (was XFM Scotland)	2721	2722	1	0%	429	457	28	7%	16%	17%			3188	3423	235	7%	7.4	7.5			6.4%	6.7%		
Galaxy Scotland (East) (was XFM Scotland (East))	1195	1196	1	0%	166	200	34	20%	14%	17%			978	1434	456	47%	5.9	7.2			4.6%	6.4%		
Galaxy Scotland (West) (was XFM Scotland (West))	1705	1706	1	0%	293	295	2	1%	17%	17%			2364	2197	-167	-7%	8.1	7.5			7.3%	6.7%		
Galaxy South Coast (was 103.2 Power FM)	1146	1145	-1	0%	215	222	7	3%	19%	19%			1769	1609	-160	-9%	8.2	7.3			6.6%	6.1%		
Galaxy Yorkshire	4497	4497	0	0%	1072	1079	7	1%	24%	24%			7780	7826	46	1%	7.3	7.3			9.4%	8.9%		
Gold Network (ILR)	29405	29404	-1	0%	1071	1220	149	14%	4%	4%			9385	11802	2417	26%	8.8	9.7			1.6%	2.0%		
Gold Bedford	611	611	0	0%	11	26	15	136%	2%	4%			151	301	150	99%	13.5	11.7			1.2%	2.3%		
Gold Berkshire/North Hampshire	749	749	0	0%	26	28	2	8%	4%	4%			149	173	24	16%	5.6	6.1			1.0%	1.2%		
Gold Birmingham	2066	2067	1	0%	64	72	8	13%	3%	3%			413	456	43	10%	6.5	6.4			1.1%	1.2%		
Gold Bristol/Bath/Wiltshire	1363	1364	1	0%	78	94	16	21%	6%	7%			746	968	222	30%	9.5	10.3			2.5%	3.1%		
Gold Coventry	658	659	1	0%	27	23	-4	-15%	4%	4%			340	275	-65	-19%	12.5	11.7			2.7%	2.2%		
Gold Crawley	378	377	-1	0%	10	11	1	10%	3%	3%			58	68	10	17%	6.0	6.1			0.7%	0.8%		
Gold Derby	457	457	0	0%	13	12	-1	-8%	3%	3%			131	110	-21	-16%	10.4	9.1			1.6%	1.3%		
Gold Devon	543	543	0	0%	9	9	0	0%	2%	2%			67	65	-2	-3%	7.4	7.1			0.6%	0.5%		
Gold Dorset	608	606	-2	0%	23	41	18	78%	4%	7%			271	367	96	35%	11.7	8.9			2.0%	2.6%		
Gold Essex	1245	1246	1	0%	51	59	8	16%	4%	5%			610	878	268	44%	11.9	14.9			2.3%	3.1%		
Gold Gloucester	408	408	0	0%	15	15	0	0%	4%	4%			185	173	-12	-6%	12.2	11.4			2.2%	2.1%		
Gold Hampshire	1146	1145	-1	0%	62	62	0	0%	5%	5%			760	505	-255	-34%	12.2	8.1			2.8%	1.9%		
Gold Kent	1175	1175	0	0%	28	39	11	39%	2%	3%			171	368	197	115%	6.1	9.4			0.6%	1.4%		
Gold London	10983	10983	0	0%	357	371	14	4%	3%	3%			2766	4151	1385	50%	7.7	11.2			1.3%	1.9%		
Gold Luton	1058	1057	-1	0%	34	47	13	38%	3%	4%			296	416	120	41%	8.6	8.8			1.4%	2.0%		
Gold Manchester	2402	2402	0	0%	80	79	-1	-1%	3%	3%			881	806	-75	-9%	11.0	10.2			1.9%	1.8%		
Gold Norfolk/Suffolk	1173	1172	-1	0%	62	66	4	6%	5%	6%			628	798	170	27%	10.1	12.0			2.5%	3.3%		
Gold Norfolk	653	653	0	0%	35	42	7	20%	5%	6%			215	428	213	99%	6.1	10.2			1.6%	3.2%		
Gold Suffolk	525	525	0	0%	27	25	-2	-7%	5%	5%			413	370	-43	-10%	15.4	14.9			3.7%	3.3%		
Gold North Wales/Cheshire	384	385	1	0%	9	10	1	11%	2%	3%			109	101	-8	-7%	11.9	10.4			1.3%	1.2%		
Gold Northampton	553	554	1	0%	29	24	-5	-17%	5%	4%			175	216	41	23%	6.1	9.1			1.6%	2.0%		
Gold Nottingham	1160	1159	-1	0%	43	44	1	2%	4%	4%			255	238	-17	-7%	5.9	5.4			1.2%	1.1%		
Gold Peterborough	586	586	0	0%	27	36	9	33%	5%	6%			333	503	170	51%	12.3	14.1			2.6%	3.9%		
Gold Plymouth	342	342	0	0%	15	19	4	27%	4%	6%			149	247	98	66%	9.7	13.1			2.4%	3.6%		
Gold Sussex	1018	1017	-1	0%	53	63	10	19%	5%	6%			362	472	110	30%	6.8	7.5			1.5%	2.1%		
Gold South East Wales	986	986	0	0%	42	38	-4	-10%	4%	4%			439	485	46	10%	10.5	12.7			2.3%	2.4%		
Gold Wolverhampton	1304	1303	-1	0%	45	46	1	2%	3%	4%			392	422	30	8%	8.8	9.1			1.5%	1.6%		
Heart Network (ILR)	28465	28512	47	0%	7134	7313	179	3%	25%	26%			56312	57495	1183	2%	7.9	7.9			9.8%	9.9%		
Heart 103 FM Anglesey and Gwynedd (was Champion)	123	123	0	0%	30	32	2	7%	25%	26%			247	231	-16	-6%	8.2	7.3			10.2%	9.1%		
Heart 102.3 FM Dorset and New Forest (was 2CR)	608	606	-2	0%	146	131	-15	-10%	24%	22%			1103	712	-391	-35%	7.5	5.4			8.0%	5.1%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2010/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%
Heart 96.9 FM Bedford	402	402	0	0%	109	106	-3	-3%	27%	26%			984	940	-44	-4%	9.0	8.9			12.6%	11.5%		
Heart 97.6 FM Beds/Bucks/Herts	759	759	0	0%	178	160	-18	-10%	23%	21%			1449	1315	-134	-9%	8.1	8.2			9.8%	9.1%		
Heart Berkshire and North Hants (was 2-Ten FM)	749	749	0	0%	160	188	28	18%	21%	25%			1348	1529	181	13%	8.4	8.1			9.4%	10.3%		
Heart Bristol/Bath/Wiltshire (was GWR)	1363	1364	1	0%	437	433	-4	-1%	32%	32%			4744	4194	-550	-12%	10.9	9.7			16.1%	13.5%		
Heart 103 FM Cambridgeshire	447	447	0	0%	114	122	8	7%	26%	27%			770	850	80	10%	6.7	7.0			8.8%	9.0%		
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sc	384	385	1	0%	68	71	3	4%	18%	18%			747	756	9	1%	10.9	10.7			9.2%	9.3%		
Heart Colchester/Suffolk	679	680	1	0%	166	164	-2	-1%	24%	24%			1267	1064	-203	-16%	7.6	6.5			8.9%	7.2%		
Heart 96.1 FM Colchester	195	197	2	1%	55	59	4	7%	28%	30%			431	466	35	8%	7.8	7.9			10.8%	10.9%		
Heart Suffolk	555	554	-1	0%	114	109	-5	-4%	21%	20%			911	760	-151	-17%	8.0	7.0			7.7%	6.3%		
Heart Crawley and Surrey (was Mercury FM (Surrey & Sussex))	378	377	-1	0%	90	81	-9	-10%	24%	22%			495	457	-38	-8%	5.5	5.6			6.2%	5.7%		
Heart Devon Total (was Gemini)	543	543	0	0%	167	175	8	5%	31%	32%			1424	1622	198	14%	8.5	9.3			11.9%	13.8%		
Heart Exeter & East Devon (was Gemini)	316	315	-1	0%	102	104	2	2%	32%	33%			772	922	150	19%	7.5	8.9			10.9%	13.2%		
Heart Torbay & South Devon (was Gemini)	228	228	0	0%	65	71	6	9%	28%	31%			651	700	49	8%	10.1	9.9			13.4%	14.7%		
Heart 106 FM East Midlands	2171	2171	0	0%	423	453	30	7%	19%	21%			3284	3513	229	7%	7.8	7.8			8.2%	8.6%		
Heart Essex (inc Heart 101.7 FM Harlow & Southend Radio)	1245	1246	1	0%	405	430	25	6%	33%	34%			4496	4424	-72	-2%	11.1	10.3			16.6%	15.7%		
Heart Gloucestershire (was Severn Sound)	408	408	0	0%	116	119	3	3%	28%	29%			1144	1074	-70	-6%	9.9	9.0			13.7%	13.1%		
Heart Hampshire and West Sussex (was Ocean)	1034	1034	0	0%	175	184	9	5%	17%	18%			1244	1301	57	5%	7.1	7.1			5.3%	5.7%		
Heart 96.6 FM Hertfordshire (was Mercury FM (Herts))	334	335	1	0%	33	35	2	6%	10%	11%			207	233	26	13%	6.3	6.6			3.1%	3.6%		
Heart Kent (was Invicta FM)	1175	1175	0	0%	365	382	17	5%	31%	33%			3086	3062	-24	-1%	8.5	8.0			11.5%	11.9%		
Heart 106.2 FM London	10983	10983	0	0%	2185	2057	-128	-6%	20%	19%			10958	11717	759	7%	5.0	5.7			5.1%	5.3%		
Heart 103.3 FM Milton Keynes	234	235	1	0%	88	82	-6	-7%	38%	35%			842	805	-37	-4%	9.6	9.8			16.8%	16.3%		
Heart 102.4 FM Norfolk	653	653	0	0%	192	200	8	4%	29%	31%			1468	1460	-8	-1%	7.6	7.3			10.7%	10.8%		
Heart 96.6 FM Northants	553	554	1	0%	154	158	4	3%	28%	29%			1365	1160	-205	-15%	8.9	7.3			12.5%	10.6%		
Heart North Devon (was Lantern FM)	135	134	-1	-1%	56	50	-6	-11%	41%	37%			546	499	-47	-9%	9.8	10.0			17.8%	16.0%		
Heart 96.3 FM North Wales Coast (was Coast)	244	244	0	0%	57	62	5	9%	23%	25%			462	528	66	14%	8.1	8.6			9.7%	10.6%		
Heart Oxfordshire (was Fox FM)	670	670	0	0%	156	158	2	1%	23%	24%			1385	1476	91	7%	8.9	9.4			10.1%	11.1%		
Heart 102.7 Peterborough	388	389	1	0%	107	108	1	1%	27%	28%			971	963	-8	-1%	9.1	8.9			12.3%	12.1%		
Heart Plymouth (was Plymouth Sound)	342	342	0	0%	108	117	9	8%	32%	34%			949	1091	142	15%	8.8	9.3			15.0%	15.9%		
Heart Somerset (was Orchard FM)	345	345	0	0%	121	119	-2	-2%	35%	35%			1615	1365	-250	-15%	13.4	11.4			18.6%	16.3%		
Heart South Hams	65	65	0	0%	12	12	0	0%	19%	19%			84	79	-5	-6%	6.8	6.3			6.0%	5.9%		
Heart Sussex (was Southern FM)	1018	1017	-1	0%	328	309	-19	-6%	32%	30%			2835	2764	-71	-3%	8.6	9.0			12.1%	12.3%		
Heart 100.7 FM West Midlands	3568	3569	1	0%	744	769	25	3%	21%	22%			5271	6346	1075	20%	7.1	8.3			7.9%	9.5%		
Heart 97.1 FM Wirral (was The Buzz)	439	438	-1	0%	51	59	8	16%	12%	13%			302	372	70	23%	5.9	6.3			3.9%	4.4%		
The Hit Music Network (ILR)	17797	17698	-99	-1%	3654	3707	53	1%	21%	21%			24389	23346	-1043	-4%	6.7	6.3			7.1%	6.7%		
95.8 Capital FM	10983	10983	0	0%	1921	2125	204	11%	17%	19%			10672	11722	1050	10%	5.6	5.5			4.9%	5.3%		
Beacon Radio	1304	1303	-1	0%	209	231	22	11%	16%	18%			1659	1633	-26	-2%	7.9	7.1			6.5%	6.2%		
96.4 BRMB	2066	2067	1	0%	364	334	-30	-8%	18%	16%			2132	1880	-252	-12%	5.9	5.6			5.9%	5.1%		
105.4 Leicester Sound FM	622	622	0	0%	117	134	17	15%	19%	22%			804	884	80	10%	6.9	6.6			7.7%	7.8%		
Mercia	658	659	1	0%	149	145	-4	-3%	23%	22%			1144	1083	-61	-5%	7.7	7.5			9.1%	8.6%		
RAM FM	457	457	0	0%	94	103	9	10%	21%	22%			783	907	124	16%	8.3	8.8			9.4%	10.9%		
Red Dragon	986	986	0	0%	290	321	31	11%	29%	33%			2203	2347	144	7%	7.6	7.3			11.5%	11.4%		
96 Trent FM	1160	1159	-1	0%	330	331	1	0%	28%	29%			2438	2370	-68	-3%	7.4	7.2			11.0%	11.0%		
Wyvern FM	499	498	-1	0%	97	103	6	6%	20%	21%			704	794	90	13%	7.2	7.7			7.3%	8.0%		
LBC (ILR)	10983	10983	0	0%	1076	1048	-28	-3%	10%	10%			12922	12108	-814	-6%	12.0	11.6			6.0%	5.5%		
LBC 97.3	10983	10983	0	0%	960	928	-32	-3%	9%	8%			10897	10830	-67	-1%	11.4	11.7			5.0%	4.9%		
LBC News 1152	10983	10983	0	0%	402	373	-29	-7%	4%	3%			2025	1278	-747	-37%	5.0	3.4			0.9%	0.6%		
XFM (ILR)	13805	13805	0	0%	717	728	11	2%	5%	5%			3833	3446	-387	-10%	5.3	4.7			1.4%	1.3%		
XFM 104.9	10983	10983	0	0%	553	540	-13	-2%	5%	5%			3137	2222	-915	-29%	5.7	4.1			1.4%	1.0%		
XFM Manchester	2821	2821	0	0%	179	187	8	4%	6%	7%			1013	858	-155	-15%	5.7	4.6			1.9%	1.6%		
Total GMG Radio	51618	51618	0	0%	4952	5191	239	5%	10%	10%			44030	45636	1606	4%	8.9	8.8			4.3%	4.4%		

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	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change %	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change %	%	Last Pub	W3 2010	Change %	%
GMG Radio North West Total	5262	5263	1	0%	1217	1328	111	9%	23%	25%			11543	12294	751	7%	9.5	9.3			11.4%	11.8%		
GMG Radio North West Regional	5224	5225	1	0%	1148	1238	90	8%	22%	24%			10759	11404	645	6%	9.4	9.2			10.7%	11.0%		
GMG Radio North East	2227	2227	0	0%	601	600	-1	0%	27%	27%			4647	4961	314	7%	7.7	8.3			12.0%	12.2%		
GMG Radio Scotland	2884	2885	1	0%	884	850	-34	-4%	31%	29%			9379	9028	-351	-4%	10.6	10.6			17.7%	16.7%		
Total Real Radio	51618	51618	0	0%	2383	2371	-12	-1%	5%	5%			21462	20911	-551	-3%	9.0	8.8			2.1%	2.0%		
Real Radio (ILR Network)	14784	14784	0	0%	2227	2215	-12	-1%	15%	15%			20333	20062	-271	-1%	9.1	9.1			7.4%	7.0%		
Real Radio (North East) - (was Century Radio)	2227	2227	0	0%	308	301	-7	-2%	14%	14%			1952	2085	133	7%	6.3	6.9			5.0%	5.1%		
Real Radio (North West) - (was Century Radio)	5224	5225	1	0%	506	521	15	3%	10%	10%			4598	5210	612	13%	9.1	10.0			4.6%	5.0%		
Real Radio (Scotland)	2699	2698	-1	0%	708	665	-43	-6%	26%	25%			6932	6721	-211	-3%	9.8	10.1			14.1%	13.2%		
Real Radio (Wales)	1792	1792	0	0%	407	434	27	7%	23%	24%			4460	3703	-757	-17%	11.0	8.5			12.5%	10.1%		
Real Radio (Yorkshire)	2843	2841	-2	0%	298	293	-5	-2%	10%	10%			2390	2343	-47	-2%	8.0	8.0			4.8%	4.4%		
96.3 Rock Radio	814	813	-1	0%	54	55	1	2%	7%	7%			345	317	-28	-8%	6.4	5.7			2.4%	2.2%		
106.1 Rock Radio	2262	2262	0	0%	111	129	18	16%	5%	6%			785	891	106	14%	7.1	6.9			1.8%	2.1%		
Smooth Radio UK	51618	51618	0	0%	2801	3053	252	9%	5%	6%			21439	23517	2078	10%	7.7	7.7			2.1%	2.3%		
Smooth Radio (ILR Network)	26009	26010	1	0%	2474	2654	180	7%	10%	10%			19514	21322	1808	9%	7.9	8.0			3.9%	4.2%		
Smooth Radio Midlands	5689	5688	-1	0%	649	681	32	5%	11%	12%			5858	7112	1254	21%	9.0	10.4			5.6%	6.7%		
Smooth Radio (East Midlands)	2161	2162	1	0%	301	326	25	8%	14%	15%			2509	3083	574	23%	8.3	9.5			6.3%	7.6%		
Smooth Radio (West Midlands)	3568	3569	1	0%	350	357	7	2%	10%	10%			3378	4074	696	21%	9.7	11.4			5.1%	6.1%		
Smooth Radio (Glasgow)	1886	1885	-1	0%	246	241	-5	-2%	13%	13%			2101	1990	-111	-5%	8.5	8.2			5.9%	5.6%		
Smooth Radio (London)	10983	10983	0	0%	415	544	129	31%	4%	5%			2577	3725	1148	45%	6.2	6.8			1.2%	1.7%		
Smooth Radio (North East)	2227	2227	0	0%	371	385	14	4%	17%	17%			2695	2876	181	7%	7.3	7.5			7.0%	7.1%		
Smooth Radio (North West)	5224	5225	1	0%	769	858	89	12%	15%	16%			6160	6194	34	1%	8.0	7.2			6.1%	6.0%		
Imagine FM	376	375	-1	0%	26	28	2	8%	7%	8%			139	163	24	17%	5.4	5.7			2.1%	2.4%		
IOW Radio	121	121	0	0%	38	40	2	5%	31%	33%			520	563	43	8%	13.7	14.2			15.2%	15.8%		
JACKfm Oxfordshire	505	505	0	0%	65	62	-3	-5%	13%	12%			388	320	-68	-18%	6.0	5.2			3.8%	3.4%		
106 JACKfm (Oxford)	505	505	0	0%	52	50	-2	-4%	10%	10%			301	269	-32	-11%	5.7	5.4			2.9%	2.8%		
Oxford's FM107.9	505	505	0	0%	14	15	1	7%	3%	3%			87	51	-36	-41%	6.0	3.5			0.8%	0.5%		
106 JACKfm/Star Radio (Bristol)	595	595	0	0%	56	73	17	30%	9%	12%			328	444	116	35%	5.9	6.1			2.7%	3.5%		
106 JACKfm (Bristol) (was Original 106)	596	595	-1	0%	38	72	34	89%	6%	12%			255	402	147	58%	6.7	5.6			2.0%	3.0%		
Star Radio (Bristol)	462	462	0	0%	31	34	3	10%	7%	7%			141	154	13	9%	4.5	4.5			1.5%	1.6%		
Kingdom FM	286	286	0	0%	70	72	2	3%	24%	25%			598	603	5	1%	8.5	8.4			11.7%	10.9%		
kmfm Group	997	1000	3	0%	148	152	4	3%	15%	15%			1253	1350	97	8%	8.4	8.9			5.3%	5.7%		
kmfm East	476	476	0	0%	87	89	2	2%	18%	19%			819	939	120	15%	9.4	10.5			7.1%	8.2%		
kmfm West	520	523	3	1%	55	62	7	13%	11%	12%			376	268	-108	-29%	6.9	4.4			3.1%	2.3%		
Lincs FM Group	2685	2685	0	0%	639	606	-33	-5%	24%	23%			6197	6506	309	5%	9.7	10.7			11.9%	11.9%		
Lincs FM 102.2	910	910	0	0%	306	293	-13	-4%	34%	32%			3500	3749	249	7%	11.4	12.8			18.4%	19.2%		
Oak FM	314	314	0	0%	34	28	-6	-18%	11%	9%			157	135	-22	-14%	4.6	4.8			2.5%	2.2%		
Lincs FM Group Yorkshire	1477	1476	-1	0%	291	303	12	4%	20%	21%			2648	2816	168	6%	9.1	9.3			9.1%	9.6%		
Dearne FM	228	229	1	0%	43	47	4	9%	19%	21%			322	342	20	6%	7.5	7.2			7.9%	8.3%		
KCFM 99.8	431	430	-1	0%	68	71	3	4%	16%	16%			599	681	82	14%	8.8	9.6			6.1%	6.9%		
Ridings FM	295	294	-1	0%	39	38	-1	-3%	13%	13%			271	288	17	6%	6.9	7.6			5.5%	5.7%		
Rother FM	206	207	1	0%	31	37	6	19%	15%	18%			332	356	24	7%	10.6	9.7			8.8%	9.0%		
Trax FM	365	365	0	0%	110	111	1	1%	30%	30%			1125	1149	24	2%	10.3	10.4			15.8%	16.0%		
The Local Radio Company Group Total	1986	1986	0	0%	505	521	16	3%	25%	26%			4003	4068	65	2%	7.9	7.8			10.3%	10.3%		
ZBR	194	194	0	0%	66	68	2	3%	34%	35%			454	471	17	4%	6.9	6.9			13.9%	13.8%		
Minster FM	306	305	-1	0%	77	84	7	9%	25%	28%			463	506	43	9%	6.0	6.0			7.2%	7.8%		
Mix 96	123	123	0	0%	39	44	5	13%	31%	36%			246	294	48	20%	6.4	6.7			9.6%	11.4%		
Spire FM	113	114	1	1%	38	42	4	11%	33%	37%			426	456	30	7%	11.3	10.7			16.3%	17.4%		
Spirit FM	212	212	0	0%	46	54	8	17%	22%	26%			406	491	85	21%	8.7	9.1			9.6%	11.4%		
Star North East	380	381	1	0%	48	37	-11	-23%	13%	10%			374	275	-99	-26%	7.8	7.4			5.5%	3.9%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2010/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%
Star NE - North (was Durham FM)	210	210	0	0%	24	18	-6	-25%	11%	9%	170	126	-44	-26%	7.1	6.9	4.8%	3.3%						
Star NE - South (was Alpha 103.2)	170	170	0	0%	24	19	-5	-21%	14%	11%	204	149	-55	-27%	8.4	7.9	6.3%	4.5%						
97.2 Stray FM	147	147	0	0%	44	44	0	0%	30%	30%	289	261	-28	-10%	6.6	5.9	10.2%	9.4%						
Sun FM	271	271	0	0%	66	64	-2	-3%	24%	24%	568	529	-39	-7%	8.6	8.3	12.1%	11.2%						
Wessex FM	122	121	-1	-1%	37	39	2	5%	31%	32%	297	330	33	11%	7.9	8.4	11.3%	12.3%						
Yorkshire Coast Radio	118	118	0	0%	44	43	-1	-2%	37%	37%	480	454	-26	-5%	11.0	10.5	17.7%	16.6%						
Radio Mansfield 103.2	156	156	0	0%	39	35	-4	-10%	25%	23%	343	306	-37	-11%	8.7	8.7	11.5%	10.3%						
Manx Radio	68	67	-1	-1%	38	38	0	0%	56%	56%	459	468	9	2%	12.1	12.4	29.7%	30.7%						
Midwest Radio	197	197	0	0%	32	33	1	3%	16%	17%	362	366	4	1%	11.4	11.2	7.3%	8.0%						
Northern Media Group	572	573	1	0%	141	146	5	4%	25%	26%	1200	1308	108	9%	8.5	8.9	10.6%	11.5%						
Five FM	82	82	0	0%	19	22	3	16%	23%	27%	158	187	29	18%	8.4	8.3	10.6%	11.9%						
Q102.9FM/Q97.2FM/Q101.2FM	297	296	-1	0%	89	90	1	1%	30%	30%	794	879	85	11%	8.9	9.8	13.0%	14.6%						
Seven FM	146	146	0	0%	18	19	1	6%	13%	13%	119	109	-10	-8%	6.5	5.8	4.2%	3.9%						
Six FM	93	93	0	0%	15	16	1	7%	16%	17%	129	133	4	3%	8.7	8.5	7.4%	7.1%						
Original 106 (Aberdeen)	312	313	1	0%	40	39	-1	-3%	13%	13%	217	225	8	4%	5.4	5.7	3.7%	3.9%						
Total Orion Midlands	5867	5868	1	0%	1297	1305	8	1%	22%	22%	9856	9862	6	0%	7.6	7.6	9.0%	8.9%						
Heart 106 FM East Midlands	2171	2171	0	0%	423	453	30	7%	19%	21%	3284	3513	229	7%	7.8	7.8	8.2%	8.6%						
Orion West Midlands	3787	3788	1	0%	878	858	-20	-2%	23%	23%	6572	6349	-223	-3%	7.5	7.4	9.3%	8.9%						
Orion West Midlands FM	3787	3788	1	0%	800	773	-27	-3%	21%	20%	5655	5410	-245	-4%	7.1	7.0	8.0%	7.5%						
Beacon Radio	1304	1303	-1	0%	209	231	22	11%	16%	18%	1659	1633	-26	-2%	7.9	7.1	6.5%	6.2%						
96.4 BRMB	2066	2067	1	0%	364	334	-30	-8%	18%	16%	2132	1880	-252	-12%	5.9	5.6	5.9%	5.1%						
Mercia	658	659	1	0%	149	145	-4	-3%	23%	22%	1144	1083	-61	-5%	7.7	7.5	9.1%	8.6%						
Wyvern FM	499	498	-1	0%	97	103	6	6%	20%	21%	704	794	90	13%	7.2	7.7	7.3%	8.0%						
Gold Birmingham	2066	2067	1	0%	64	72	8	13%	3%	3%	413	456	43	10%	6.5	6.4	1.1%	1.2%						
Gold Coventry	658	659	1	0%	27	23	-4	-15%	4%	4%	340	275	-65	-19%	12.5	11.7	2.7%	2.2%						
Gold Wolverhampton	1304	1303	-1	0%	45	46	1	2%	3%	4%	392	422	30	8%	8.8	9.1	1.5%	1.6%						
Premier Christian Radio	10983	10983	0	0%	143	213	70	49%	1%	2%	1708	2405	697	41%	12.0	11.3	0.8%	1.1%						
107.4 The Quay	380	380	0	0%	53	43	-10	-19%	14%	11%	310	270	-40	-13%	5.9	6.3	3.5%	3.1%						
Reading 107 FM	226	226	0	0%	22	19	-3	-14%	10%	9%	132	124	-8	-6%	6.0	6.4	3.8%	3.4%						
96.2 The Revolution	511	510	-1	0%	42	39	-3	-7%	8%	8%	357	395	38	11%	8.5	10.1	3.5%	3.9%						
Southwest Local Radio Group (Palm & Exeter FM)	532	532	0	0%	60	62	2	3%	11%	12%	462	505	43	9%	7.7	8.2	4.0%	4.4%						
Exeter FM	304	304	0	0%	29	26	-3	-10%	9%	9%	133	164	31	23%	4.7	6.3	2.0%	2.4%						
Palm FM	228	228	0	0%	32	36	4	13%	14%	16%	329	340	11	3%	10.4	9.5	6.8%	7.1%						
107.5 Sovereign Radio	151	151	0	0%	30	29	-1	-3%	20%	19%	184	167	-17	-9%	6.1	5.7	5.5%	4.8%						
The Sunrise Group	51618	51618	0	0%	571	579	8	1%	1%	1%	3751	4378	627	17%	6.6	7.6	0.4%	0.4%						
Buzz Asia 963 & 972AM	10984	10984	0	0%	120	107	-13	-11%	1%	1%	459	429	-30	-7%	3.8	4.0	0.2%	0.2%						
Kismet Radio 1035 (Greater London)	10983	10983	0	0%	112	131	19	17%	1%	1%	457	1143	686	150%	4.1	8.7	0.2%	0.5%						
Sunrise Radio (Greater London)	10983	10983	0	0%	364	372	8	2%	3%	3%	2357	2668	311	13%	6.5	7.2	1.1%	1.2%						
Sunrise Radio National	51618	51618	0	0%	498	506	8	2%	1%	1%	3136	3316	180	6%	6.3	6.6	0.3%	0.3%						
Time FM 106.6	284	284	0	0%	21	19	-2	-10%	7%	7%	144	120	-24	-17%	7.0	6.2	3.0%	2.4%						
Tindle Radio Group	1363	1364	1	0%	304	330	26	9%	22%	24%	3224	3389	165	5%	10.6	10.3	11.1%	11.5%						
Kestrel FM (North and South)	231	231	0	0%	48	53	5	10%	21%	23%	434	448	14	3%	9.1	8.4	8.0%	8.5%						
Kestrel FM	136	137	1	1%	29	34	5	17%	22%	25%	267	296	29	11%	9.1	8.7	7.8%	9.0%						
KESTREL FM - was Delta Radio	95	94	-1	-1%	18	19	1	6%	19%	20%	166	152	-14	-8%	9.0	7.9	8.2%	7.6%						
Tindle Radio Anglia	1006	1005	-1	0%	191	210	19	10%	19%	21%	1991	2131	140	7%	10.4	10.1	9.4%	9.8%						
THE BEACH	185	186	1	1%	52	51	-1	-2%	28%	28%	614	560	-54	-9%	11.8	10.9	16.1%	14.7%						
Dream 100	142	143	1	1%	42	49	7	17%	30%	34%	586	687	101	17%	13.9	14.1	18.4%	19.0%						
North Norfolk Radio	92	92	0	0%	21	23	2	10%	23%	25%	221	244	23	10%	10.5	10.5	10.6%	12.0%						
Radio NORWICH 99.9	330	329	-1	0%	45	53	8	18%	14%	16%	330	371	41	12%	7.4	7.0	4.6%	5.2%						
Town 102 FM	279	277	-2	-1%	32	34	2	6%	11%	12%	238	268	30	13%	7.5	7.9	4.5%	4.7%						

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	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change %	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change %	%	Last Pub	W3 2010	Change %	%	
Channel 103 FM	75	75	0	0%	38	41	3	8%	51%	54%			445	463	18	4%	11.6	11.3			30.3%	31.0%			
Island FM 104.7	52	52	0	0%	26	26	0	0%	50%	51%			355	348	-7	-2%	13.6	13.2			37.0%	35.0%			
Total Touch Radio Network	897	897	0	0%	133	122	-11	-8%	15%	14%			1129	959	-170	-15%	8.5	7.9			6.4%	5.3%			
Rugby FM	71	71	0	0%	21	20	-1	-5%	29%	28%			209	202	-7	-3%	10.1	10.2			14.2%	13.4%			
Touchradio Staffs	250	250	0	0%	34	34	0	0%	14%	14%			377	338	-39	-10%	11.0	9.8			8.1%	7.0%			
96.2FM Touchradio - Coventry	288	288	0	0%	33	27	-6	-18%	12%	9%			152	120	-32	-21%	4.6	4.5			3.0%	2.4%			
102FM Touchradio - Warks, Worcs, Cotswolds	288	288	0	0%	40	34	-6	-15%	14%	12%			349	252	-97	-28%	8.8	7.3			5.2%	3.8%			
107.3 Touchradio - Warwick	133	133	0	0%	8	9	1	13%	6%	7%			41	47	6	15%	5.3	5.0			1.6%	1.8%			
Total Town and Country Broadcasting	n/p	51618	n/a	n/a	n/p	486	n/a	n/a	n/p	1%			n/p	2821	n/a	n/a	n/p	5.8			n/p	0.3%			
NME Radio	51618	51618	0	0%	253	257	4	2%	*	*			1301	1028	-273	-21%	5.1	4.0			0.1%	0.1%			
Town and Country Broadcasting (South and West Wales)	1585	1585	0	0%	239	258	19	8%	15%	16%			1864	2039	175	9%	7.8	7.9			5.9%	6.3%			
102.1 Bay Radio	457	457	0	0%	35	35	0	0%	8%	8%			214	234	20	9%	6.1	6.6			2.3%	2.5%			
106.3 Bridge FM	123	124	1	1%	35	35	0	0%	29%	28%			283	244	-39	-14%	8.0	7.0			10.9%	9.2%			
97.1 Radio Carmarthenshire	128	128	0	0%	39	40	1	3%	31%	31%			309	317	8	3%	7.9	7.9			12.0%	12.0%			
Nation Radio	1409	1409	0	0%	109	145	36	33%	8%	10%			625	897	272	44%	5.7	6.2			2.2%	3.1%			
102.5 Radio Pembrokeshire	94	94	0	0%	41	40	-1	-2%	44%	43%			458	408	-50	-11%	11.0	10.2			24.3%	22.4%			
Total UKRD	1446	1446	0	0%	375	377	2	1%	26%	26%			3757	3662	-95	-3%	10.0	9.7			11.6%	11.3%			
Pirate FM	483	482	-1	0%	154	149	-5	-3%	32%	31%			1468	1582	114	8%	9.6	10.6			13.2%	14.0%			
The County Sound Radio Network	542	541	-1	0%	155	165	10	6%	29%	31%			1475	1338	-137	-9%	9.5	8.1			13.0%	11.5%			
County Sound 1566	542	541	-1	0%	9	11	2	22%	2%	2%			17	39	22	129%	1.8	3.4			0.1%	0.3%			
96.4 Eagle Radio	542	541	-1	0%	148	158	10	7%	27%	29%			1459	1300	-159	-11%	9.9	8.2			12.8%	11.1%			
Total UKRD East	422	421	-1	0%	65	67	2	3%	15%	16%			684	583	-101	-15%	10.6	8.6			7.5%	6.3%			
KL.FM 96.7	151	152	1	1%	47	46	-1	-2%	31%	30%			540	549	9	2%	11.5	11.9			16.2%	16.2%			
Star Radio in Cambridge	270	271	1	0%	21	24	3	14%	8%	9%			88	126	38	43%	4.1	5.3			1.7%	2.3%			
UTV Radio (inc. talkSPORT)	51618	51618	0	0%	3608	3902	294	8%	7%	8%			27729	31421	3692	13%	7.7	8.1			2.7%	3.0%			
UTV Radio (excl. talkSPORT)	6096	6096	0	0%	1259	1273	14	1%	21%	21%			10922	11950	1028	9%	8.7	9.4			9.3%	9.9%			
107.6 Juice FM	954	953	-1	0%	151	162	11	7%	16%	17%			686	1426	740	108%	4.5	8.8			4.1%	7.4%			
Peak 107 FM	415	414	-1	0%	79	83	4	5%	19%	20%			857	943	86	10%	10.9	11.4			11.1%	12.5%			
The Pulse/Pulse 2	854	853	-1	0%	148	161	13	9%	17%	19%			1363	1426	63	5%	9.2	8.9			9.3%	8.8%			
The Pulse	854	853	-1	0%	136	148	12	9%	16%	17%			1159	1181	22	2%	8.5	8.0			7.9%	7.3%			
Pulse 2	854	853	-1	0%	40	43	3	8%	5%	5%			203	245	42	21%	5.1	5.6			1.4%	1.5%			
Signal One & Signal Two	773	772	-1	0%	265	260	-5	-2%	34%	34%			2983	2942	-41	-1%	11.2	11.3			19.6%	18.7%			
Signal One	773	772	-1	0%	244	244	0	0%	32%	32%			2520	2455	-65	-3%	10.3	10.1			16.6%	15.6%			
Signal Two	773	772	-1	0%	64	56	-8	-13%	8%	7%			463	487	24	5%	7.3	8.7			3.0%	3.1%			
Total Swansea Sound/96.4 FM The Wave	457	457	0	0%	177	168	-9	-5%	39%	37%			1522	1357	-165	-11%	8.6	8.1			16.5%	14.7%			
96.4 FM The Wave	457	457	0	0%	138	131	-7	-5%	30%	29%			1035	852	-183	-18%	7.5	6.5			11.2%	9.2%			
Swansea Sound - 1170 MW	457	457	0	0%	69	70	1	1%	15%	15%			487	505	18	4%	7.1	7.2			5.3%	5.5%			
U105	860	859	-1	0%	147	133	-14	-10%	17%	16%			1522	1338	-184	-12%	10.3	10.0			8.7%	7.5%			
Radio Wave 96.5 FM	241	240	-1	0%	66	76	10	15%	28%	32%			726	813	87	12%	10.9	10.6			13.6%	15.7%			
102.4 Wish/107.2 Wire/107.4 Tower FM	1114	1115	1	0%	182	182	0	0%	16%	16%			1047	1142	95	9%	5.8	6.3			4.9%	5.3%			
107.4 Tower FM	430	430	0	0%	47	47	0	0%	11%	11%			339	310	-29	-9%	7.2	6.6			4.4%	3.9%			
107.2 Wire FM	278	278	0	0%	50	51	1	2%	18%	18%			282	272	-10	-4%	5.6	5.4			5.1%	4.8%			
102.4 Wish FM	467	467	0	0%	87	88	1	1%	19%	19%			426	560	134	31%	4.9	6.3			4.7%	6.0%			
107.7 The Wolf	431	431	0	0%	43	38	-5	-12%	10%	9%			323	327	4	1%	7.5	8.6			3.9%	4.0%			
Wave 102 FM	153	154	1	1%	28	30	2	7%	19%	19%			210	193	-17	-8%	7.4	6.5			7.8%	7.0%			
Yorkshire Radio	4479	4479	0	0%	70	76	6	9%	2%	2%			393	374	-19	-5%	5.6	4.9			0.5%	0.4%			

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	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%
BBC Local Radio	41650	41651	1	0%	6844	6962	118	2%	16%	17%			64615	72386	7771	12%	9.4	10.4			7.8%	8.4%		
BBC Radio Berkshire	796	796	0	0%	151	146	-5	-3%	19%	18%			809	993	184	23%	5.4	6.8			5.4%	6.6%		
BBC Radio Bristol	892	893	1	0%	170	161	-9	-5%	19%	18%			1683	1756	73	4%	9.9	10.9			8.7%	8.4%		
BBC Radio Cambridgeshire	710	710	0	0%	123	116	-7	-6%	17%	16%			1002	1115	113	11%	8.2	9.6			6.6%	7.0%		
BBC Radio Cornwall	458	458	0	0%	147	157	10	7%	32%	34%			1970	2172	202	10%	13.4	13.9			17.4%	19.7%		
BBC Coventry and Warwickshire	665	665	0	0%	82	68	-14	-17%	12%	10%			545	689	144	26%	6.7	10.2			4.1%	5.3%		
BBC Radio Cumbria	407	408	1	0%	159	140	-19	-12%	39%	34%			1452	1558	106	7%	9.1	11.1			17.8%	17.3%		
BBC Radio Derby	634	634	0	0%	180	169	-11	-6%	28%	27%			1626	1646	20	1%	9.0	9.7			13.7%	14.0%		
BBC Radio Devon	983	984	1	0%	246	235	-11	-4%	25%	24%			2779	2729	-50	-2%	11.3	11.6			13.0%	13.1%		
BBC Essex	1281	1281	0	0%	243	238	-5	-2%	19%	19%			2794	3033	239	9%	11.5	12.7			9.8%	10.3%		
BBC Radio Gloucestershire	483	483	0	0%	94	91	-3	-3%	19%	19%			1009	800	-209	-21%	10.8	8.7			10.0%	7.9%		
BBC Hereford & Worcester	495	494	-1	0%	135	99	-36	-27%	27%	20%			1038	986	-52	-5%	7.7	10.0			10.6%	10.2%		
BBC Radio Humberside	768	768	0	0%	212	195	-17	-8%	28%	25%			2075	2145	70	3%	9.8	11.0			13.5%	13.2%		
BBC Radio Kent	1390	1390	0	0%	276	255	-21	-8%	20%	18%			3322	3264	-58	-2%	12.0	12.8			10.8%	10.6%		
BBC Radio Lancashire	1183	1183	0	0%	239	239	0	0%	20%	20%			1658	1990	332	20%	6.9	8.3			7.0%	8.3%		
BBC Radio Leeds	1633	1633	0	0%	246	265	19	8%	15%	16%			1865	2065	200	11%	7.6	7.8			6.8%	6.7%		
BBC Radio Leicester	805	806	1	0%	131	137	6	5%	16%	17%			1078	1315	237	22%	8.2	9.6			7.6%	8.6%		
BBC Radio Lincolnshire	541	540	-1	0%	115	107	-8	-7%	21%	20%			1704	1947	243	14%	14.8	18.2			14.1%	15.6%		
BBC London 94.9	10983	10983	0	0%	507	560	53	10%	5%	5%			2406	3091	685	28%	4.7	5.5			1.1%	1.4%		
BBC Radio Manchester	2128	2128	0	0%	248	220	-28	-11%	12%	10%			1706	1507	-199	-12%	6.9	6.9			4.3%	3.8%		
BBC Radio Merseyside	1616	1616	0	0%	307	302	-5	-2%	19%	19%			3480	3752	272	8%	11.3	12.4			11.3%	11.4%		
BBC Radio Newcastle	1419	1419	0	0%	297	262	-35	-12%	21%	18%			2014	2292	278	14%	6.8	8.8			8.4%	9.0%		
BBC Radio Norfolk	768	768	0	0%	201	193	-8	-4%	26%	25%			2362	2307	-55	-2%	11.7	11.9			14.1%	14.3%		
BBC Radio Northampton	481	481	0	0%	103	90	-13	-13%	21%	19%			1127	905	-222	-20%	11.0	10.1			11.7%	9.7%		
BBC Radio Nottingham	790	790	0	0%	197	185	-12	-6%	25%	23%			1615	1694	79	5%	8.2	9.1			10.5%	11.3%		
BBC Oxford 95.2FM	518	518	0	0%	73	69	-4	-5%	14%	13%			864	591	-273	-32%	11.8	8.5			8.3%	6.0%		
BBC Radio Sheffield	1261	1261	0	0%	256	236	-20	-8%	20%	19%			2186	1883	-303	-14%	8.5	8.0			9.5%	8.0%		
BBC Radio Shropshire	380	379	-1	0%	109	99	-10	-9%	29%	26%			1151	1112	-39	-3%	10.6	11.2			13.1%	12.8%		
BBC Radio Solent	1532	1532	0	0%	272	268	-4	-1%	18%	18%			2951	2826	-125	-4%	10.9	10.5			8.2%	7.9%		
BBC Solent for Dorset	172	172	0	0%	24	24	0	0%	14%	14%			193	180	-13	-7%	8.2	7.5			5.4%	5.0%		
BBC Somerset	442	442	0	0%	68	65	-3	-4%	15%	15%			661	749	88	13%	9.7	11.5			6.1%	7.0%		
BBC Radio Stoke	598	597	-1	0%	174	143	-31	-18%	29%	24%			1572	1701	129	8%	9.0	11.9			13.8%	13.9%		
BBC Radio Suffolk	533	533	0	0%	133	112	-21	-16%	25%	21%			1383	1452	69	5%	10.4	12.9			12.6%	13.0%		
BBC Sussex and BBC Surrey	2458	2460	2	0%	260	266	6	2%	11%	11%			2470	2491	21	1%	9.5	9.4			4.3%	4.5%		
BBC Tees	789	790	1	0%	103	85	-18	-17%	13%	11%			689	469	-220	-32%	6.7	5.5			4.7%	3.1%		
BBC Three Counties Radio	1285	1285	0	0%	150	147	-3	-2%	12%	11%			1304	1247	-57	-4%	8.7	8.5			5.1%	4.9%		
BBC WM (Birmingham & Black Country)	2254	2254	0	0%	227	190	-37	-16%	10%	8%			2386	1870	-516	-22%	10.5	9.8			6.0%	4.6%		
BBC Radio Wiltshire/Swindon	542	541	-1	0%	71	78	7	10%	13%	14%			632	709	77	12%	9.0	9.1			5.4%	6.0%		
BBC Radio York	536	536	0	0%	93	103	10	11%	17%	19%			985	901	-84	-9%	10.5	8.8			8.4%	7.9%		
BBC Radio Guernsey	52	52	0	0%	18	19	1	6%	35%	37%			227	232	5	2%	12.4	12.1			23.6%	23.4%		
BBC Radio Jersey	75	75	0	0%	29	27	-2	-7%	39%	36%			299	295	-4	-1%	10.3	10.7			20.4%	19.7%		



**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2010/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%	Last Pub	W3 2010	Change 000's	%
Total Absolute Radio Network (was Total Virgin Radio Network)	51618	51618	0	0%	2020	2405	385	19%	4%	5%	14623	18192	3569	24%	7.2	7.6	1.4%	1.7%						
Total Absolute Radio (was Total Virgin Radio)	51618	51618	0	0%	1587	1654	67	4%	3%	3%	11762	12239	477	4%	7.4	7.4	1.1%	1.2%						
Total Absolute Radio Network (London)	n/p	10393	n/a	n/a	n/p	1123	n/a	n/a	n/p	10%	n/p	8997	n/a	n/a	n/p	8.0	n/p	4.1%						
Total Absolute Radio (London) (was Total Virgin (London))	10983	10983	0	0%	821	911	90	11%	7%	8%	6014	7165	1151	19%	7.3	7.9	2.8%	3.2%						
Absolute Radio London (was Virgin Radio London)	10983	10983	0	0%	699	725	26	4%	6%	7%	4732	5080	348	7%	6.8	7.0	2.2%	2.3%						
Absolute Radio National (was Virgin Radio National)	51618	51618	0	0%	971	1115	144	15%	2%	2%	7030	7159	129	2%	7.2	6.4	0.7%	0.7%						
Absolute 80s	51618	51618	0	0%	288	564	276	96%	1%	1%	1552	3712	2160	139%	5.4	6.6	0.2%	0.4%						
Absolute Radio 90s	n/p	51618	n/a	n/a	n/p	203	n/a	n/a	n/p	0%	n/p	976	n/a	n/a	n/p	4.8	n/p	0.1%						
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51618	51618	0	0%	278	303	25	9%	1%	1%	1304	1185	-119	-9%	4.7	3.9	0.1%	0.1%						
Heat	51618	51618	0	0%	672	578	-94	-14%	1%	1%	2787	1504	-1283	-46%	4.1	2.6	0.3%	0.1%						
The Hits	51618	51618	0	0%	1138	1153	15	1%	2%	2%	3872	4132	260	7%	3.4	3.6	0.4%	0.4%						
Jazz FM	51618	51618	0	0%	463	452	-11	-2%	1%	1%	1994	1866	-128	-6%	4.3	4.1	0.2%	0.2%						
Panjab Radio	51618	51618	0	0%	155	194	39	25%	0%	0%	697	999	302	43%	4.5	5.1	0.1%	0.1%						
Planet Rock	51618	51618	0	0%	718	783	65	9%	1%	2%	5182	5333	151	3%	7.2	6.8	0.5%	0.5%						
Q	51618	51618	0	0%	233	246	13	6%	0%	0%	495	492	-3	-1%	2.1	2.0	0%	0%						
Smash Hits Radio	51618	51618	0	0%	990	1109	119	12%	2%	2%	3598	4002	404	11%	3.6	3.6	0.3%	0.4%						
talkSPORT	51618	51618	0	0%	2507	2960	453	18%	5%	6%	17483	21991	4508	26%	7.0	7.4	1.7%	2.1%						
BBC Radio 1	51618	51618	0	0%	11810	11647	-163	-1%	23%	23%	95821	95729	-92	0%	8.1	8.2	9.3%	9.1%						
BBC Radio 2	51618	51618	0	0%	13729	13682	-47	0%	27%	27%	163454	164809	1355	1%	11.9	12.0	15.9%	15.6%						
BBC Radio 3	51618	51618	0	0%	1858	2145	287	15%	4%	4%	10477	12776	2299	22%	5.6	6.0	1.0%	1.2%						
BBC Radio 4	51618	51618	0	0%	10403	10368	-35	0%	20%	20%	128410	124051	-4359	-3%	12.3	12.0	12.5%	11.8%						
BBC Radio FIVE LIVE	51618	51618	0	0%	6763	6295	-468	-7%	13%	12%	49946	49574	-372	-1%	7.4	7.9	4.8%	4.7%						
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51618	51618	0	0%	6804	6439	-365	-5%	13%	12%	51413	51358	-55	0%	7.6	8.0	5.0%	4.9%						
FIVE LIVE SPORTS EXTRA	51618	51618	0	0%	547	648	101	18%	1%	1%	1466	1784	318	22%	2.7	2.8	0.1%	0.2%						
BBC 6 Music	51618	51618	0	0%	1194	1196	2	0%	2%	2%	10270	10339	69	1%	8.6	8.6	1.0%	1.0%						
1 Xtra from the BBC	51618	51618	0	0%	600	806	206	34%	1%	2%	2706	4556	1850	68%	4.5	5.7	0.3%	0.4%						
BBC Radio 7	51618	51618	0	0%	949	1045	96	10%	2%	2%	5618	6691	1073	19%	5.9	6.4	0.5%	0.6%						
BBC Asian Network UK	51618	51618	0	0%	437	462	25	6%	1%	1%	2151	2350	199	9%	4.9	5.1	0.2%	0.2%						
BBC World Service	51618	51618	0	0%	1285	1319	34	3%	2%	3%	5993	6216	223	4%	4.7	4.7	0.6%	0.6%						
BBC Local/Regional	51618	51618	0	0%	9135	9144	9	0%	18%	18%	85799	94584	8785	10%	9.4	10.3	8.3%	9.0%						
<b>ALL NATIONAL COMMERCIAL (UK)</b>	51618	51618	0	0%	14608	15101	493	3%	28%	29%	113421	118566	5145	5%	7.8	7.9	11.0%	11.2%						
<b>ALL LOCAL COMMERCIAL (UK)</b>	51618	51618	0	0%	26700	26999	299	1%	52%	52%	331886	339567	7681	2%	12.4	12.6	32.2%	32.2%						
<b>ALL COMMERCIAL (UK)</b>	51618	51618	0	0%	32873	33373	500	2%	64%	65%	445307	458133	12826	3%	13.5	13.7	43.2%	43.4%						
<b>ALL BBC (UK)</b>	51618	51618	0	0%	34585	34243	-342	-1%	67%	66%	562112	573459	11347	2%	16.3	16.7	54.6%	54.3%						
<b>ALL RADIO (UK)</b>	51618	51618	0	0%	46771	46762	-9	0%	91%	91%	1030122	1055210	25088	2%	22.0	22.6	100.0%	100.0%						