

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004
Bath FM	83	83	0	0%	18	18	0	0%	21%	21%	138	124	-14	-10%	7.7	7.1	7.9%	7.3%
Total Capital Radio Group UK	48862	48862	0	0%	7795	7711	-84	-1%	16%	16%	71602	69975	-1627	-2%	9.2	9.1	6.7%	6.6%
Total Capital Radio Group	28290	28290	0	0%	7409	7297	-112	-2%	26%	26%	69063	67655	-1408	-2%	9.3	9.3	11.3%	11.2%
The Capital FM Network	19108	19108	0	0%	4587	4464	-123	-3%	24%	23%	37677	37086	-591	-2%	8.2	8.3	9.1%	9.0%
95.8 Capital FM	10435	10435	0	0%	2172	2043	-129	-6%	21%	20%	15542	13144	-2398	-15%	7.2	6.4	7.2%	6.2%
The New 96.4 FM BRMB	2006	2006	0	0%	536	531	-5	-1%	27%	26%	4937	5178	241	5%	9.2	9.7	10.3%	10.6%
FOX FM	565	565	0	0%	194	193	-1	-1%	34%	34%	1922	1853	-69	-4%	9.9	9.6	14.9%	14.7%
Invicta FM	1105	1105	0	0%	425	423	-2	0%	38%	38%	4193	4305	112	3%	9.9	10.2	14.3%	14.6%
103.2 Power FM	1073	1073	0	0%	284	283	-1	0%	26%	26%	2316	2285	-31	-1%	8.1	8.1	9.4%	9.0%
Southern FM	943	943	0	0%	305	279	-26	-9%	32%	30%	3361	3303	-58	-2%	11.0	11.8	15.0%	14.5%
Red Dragon FM	904	904	0	0%	294	290	-4	-1%	32%	32%	2858	2803	-55	-2%	9.7	9.7	14.1%	13.8%
Beat 106	2616	2616	0	0%	429	378	-51	-12%	16%	14%	3254	2994	-260	-8%	7.6	7.9	6.4%	5.8%
Beat 106 (East)	1118	1118	0	0%	215	190	-25	-12%	19%	17%	1789	1709	-80	-4%	8.3	9.0	8.2%	7.7%
Beat 106 (West)	1649	1649	0	0%	249	217	-32	-13%	15%	13%	1839	1557	-282	-15%	7.4	7.2	5.7%	4.7%
Total Capital Gold UK	48862	48862	0	0%	1437	1380	-57	-4%	3%	3%	10777	9883	-894	-8%	7.5	7.2	1.0%	0.9%
The Capital Gold Network	18205	18205	0	0%	1134	1076	-58	-5%	6%	6%	8868	8396	-472	-5%	7.8	7.8	2.2%	2.1%
Capital Gold London	10435	10435	0	0%	745	731	-14	-2%	7%	7%	3630	4833	1203	33%	4.9	6.6	1.7%	2.3%
Capital Gold Birmingham	2006	2006	0	0%	68	73	5	7%	3%	4%	596	552	-44	-7%	8.8	7.6	1.2%	1.1%
Capital Gold Kent	1105	1105	0	0%	51	52	1	2%	5%	5%	521	448	-73	-14%	10.3	8.7	1.8%	1.5%
Capital Gold Hampshire	1073	1073	0	0%	56	42	-14	-25%	5%	4%	686	497	-189	-28%	12.3	11.8	2.8%	2.0%
Capital Gold Sussex	943	943	0	0%	52	56	4	8%	6%	6%	549	616	67	12%	10.6	10.9	2.5%	2.7%
Capital Gold South Wales	904	904	0	0%	51	38	-13	-25%	6%	4%	719	520	-199	-28%	14.1	13.8	3.5%	2.6%
Capital Gold Manchester	2248	2248	0	0%	104	88	-16	-15%	5%	4%	1260	1367	107	8%	12.1	15.5	2.7%	2.9%
The Century Radio Network (UK)	n/p	48862	n/a	n/a	n/p	2052	n/a	n/a	n/p	4%	n/p	16401	n/a	n/a	n/p	8.0	n/p	1.6%
The Century Radio Network	10088	10088	0	0%	1772	1811	39	2%	18%	18%	15306	14966	-340	-2%	8.6	8.3	7.0%	6.9%
105.4 Century FM	5054	5040	-14	0%	724	814	90	12%	14%	16%	6250	6330	80	1%	8.6	7.8	5.9%	6.2%
106 Century FM	1995	1995	0	0%	321	302	-19	-6%	16%	15%	2709	2877	168	6%	8.4	9.5	5.9%	6.1%
100-102 Century FM	2091	2091	0	0%	506	512	6	1%	24%	24%	4275	4265	-10	0%	8.5	8.3	10.0%	10.1%
100-102 Century FM North	1369	1362	-7	-1%	286	274	-12	-4%	21%	20%	2271	2292	21	1%	7.9	8.3	8.7%	8.9%
100-102 Century FM South	780	787	7	1%	235	257	22	9%	30%	33%	2098	2227	129	6%	8.9	8.7	11.9%	12.5%
Ocean FM	961	961	0	0%	219	222	3	1%	23%	23%	1911	1573	-338	-18%	8.7	7.1	8.7%	6.9%
Total XFM (UK)	48862	48862	0	0%	679	693	14	2%	1%	1%	3822	4840	1018	27%	5.6	7.0	0.4%	0.5%
XFM 104.9	10435	10435	0	0%	572	535	-37	-6%	5%	5%	3370	3832	462	14%	5.9	7.2	1.6%	1.8%
Choice FM London	5978	10435	4457	75%	383	475	92	24%	6%	5%	3749	3114	-635	-17%	9.8	6.6	3.2%	1.5%
Capital Disney	48862	48862	0	0%	48	58	10	21%	*	*	112	146	34	30%	2.4	2.5	*	*
Life	n/p	48862	n/a	n/a	n/p	19	n/a	n/a	n/p	**	n/p	71	n/a	n/a	n/p	3.8	n/p	**
Capital Radio Group London	10435	10435	0	0%	3070	2934	-136	-4%	29%	28%	26292	24923	-1369	-5%	8.6	8.5	12.1%	11.7%
Capital Radio Group South (Invicta Radio/Southern Radio/Ocean Radio)	3145	3145	0	0%	1223	1195	-28	-2%	39%	38%	13537	13026	-511	-4%	11.1	10.9	17.6%	16.7%
Invicta Radio (Invicta FM/Capital Gold Kent)	1105	1105	0	0%	445	448	3	1%	40%	41%	4714	4753	39	1%	10.6	10.6	16.1%	16.1%
Southern Radio (Southern FM/Capital Gold Sussex)	943	943	0	0%	338	320	-18	-5%	36%	34%	3910	3919	9	0%	11.6	12.2	17.4%	17.2%
Ocean Radio (103.2 Power FM/Ocean FM/Capital Gold Hampshire)	1108	1108	0	0%	440	427	-13	-3%	40%	39%	4913	4354	-559	-11%	11.2	10.2	19.2%	16.7%
Capital Radio Group North	9768	9768	0	0%	1738	1738	0	0%	18%	18%	15200	14878	-322	-2%	8.7	8.6	7.6%	7.5%
Capital Radio Group Midlands/South Wales	5469	5469	0	0%	1412	1372	-40	-3%	26%	25%	13742	13783	41	0%	9.7	10.0	10.8%	10.7%
BRMB Radio (The New 96.4 BRMB/Capital Gold Birmingham)	2006	2006	0	0%	576	567	-9	-2%	29%	28%	5534	5731	197	4%	9.6	10.1	11.6%	11.7%
Red Dragon Radio (Red Dragon FM/Capital Gold South Wales)	904	904	0	0%	322	311	-11	-3%	36%	34%	3576	3323	-253	-7%	11.1	10.7	17.6%	16.4%
Total Chrysalis Radio (UK)	48862	48862	0	0%	6052	5824	-228	-4%	12%	12%	49993	46728	-3265	-7%	8.3	8.0	4.7%	4.4%
Chrysalis Radio (ILR)	22388	22817	429	2%	5363	5095	-268	-5%	24%	22%	46210	42819	-3391	-7%	8.6	8.4	9.7%	9.0%
The Arrow (UK)	48862	48862	0	0%	34	37	3	9%	*	*	284	129	-155	-55%	8.3	3.5	*	*
Galaxy Network (UK)	48862	48862	0	0%	2495	2638	143	6%	5%	5%	18436	19883	1447	8%	7.4	7.5	1.7%	1.9%
Galaxy Network (ILR)	10548	10954	406	4%	2193	2198	5	0%	21%	20%	17377	17358	-19	0%	7.9	7.9	7.7%	7.5%

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	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	Last Pub	W4 2004
Galaxy 102	2257	2686	429	19%	379	396	17	4%	17%	15%			3308	3125	-183	-6%	8.7	7.9	7.2%	5.6%
Galaxy 102.2	2025	2002	-23	-1%	319	362	43	13%	16%	18%			2357	3120	763	32%	7.4	8.6	5.0%	6.6%
Galaxy 105	4175	4175	0	0%	952	911	-41	-4%	23%	22%			7246	6892	-354	-5%	7.6	7.6	8.2%	8.1%
Galaxy 105-106	2091	2091	0	0%	544	529	-15	-3%	26%	25%			4466	4221	-245	-5%	8.2	8.0	10.5%	10.0%
Total Heart (UK)	48862	48862	0	0%	2910	2784	-126	-4%	6%	6%			21037	19344	-1693	-8%	7.2	6.9	2.0%	1.8%
Heart FM (ILR)	13865	13865	0	0%	2742	2551	-191	-7%	20%	18%			21358	18788	-2570	-12%	7.8	7.4	7.2%	6.4%
100.7 Heart FM	3430	3430	0	0%	885	835	-50	-6%	26%	24%			8008	7190	-818	-10%	9.0	8.6	10.2%	9.2%
Heart 106.2 FM	10435	10435	0	0%	1810	1621	-189	-10%	17%	16%			11777	11243	-534	-5%	6.5	6.9	5.4%	5.3%
Chrysalis Radio Midlands	3430	3430	0	0%	1032	1002	-30	-3%	30%	29%			10366	10310	-56	-1%	10.0	10.3	13.2%	13.2%
Total LBC (UK)	48862	48862	0	0%	701	657	-44	-6%	1%	1%			6334	6792	458	7%	9.0	10.3	0.6%	0.6%
Total LBC	10435	10435	0	0%	670	617	-53	-8%	6%	6%			6143	6580	437	7%	9.2	10.7	2.8%	3.1%
LBC 97.3	10435	10435	0	0%	506	468	-38	-8%	5%	4%			4777	4551	-226	-5%	9.4	9.7	2.2%	2.1%
LBC News 1152	10435	10435	0	0%	284	264	-20	-7%	3%	3%			1366	2030	664	49%	4.8	7.7	0.6%	1.0%
Chrysalis Radio London	10435	10435	0	0%	2354	2110	-244	-10%	23%	20%			17920	17823	-97	-1%	7.6	8.4	8.2%	8.4%
Total CN Group	1637	1637	0	0%	432	423	-9	-2%	26%	26%			3828	3930	102	3%	8.9	9.3	10.7%	11.0%
The Bay	318	318	0	0%	100	108	8	8%	31%	34%			1026	997	-29	-3%	10.3	9.3	14.6%	15.6%
Citybeat 96.7FM	478	478	0	0%	141	124	-17	-12%	30%	26%			1280	1145	-135	-11%	9.1	9.2	12.5%	11.3%
CN Midlands	841	841	0	0%	197	191	-6	-3%	23%	23%			1817	1793	-24	-1%	9.2	9.4	9.5%	9.3%
The Bear 102	224	224	0	0%	57	52	-5	-9%	26%	23%			650	636	-14	-2%	11.4	12.1	12.1%	11.5%
CENTRE FM	231	231	0	0%	49	50	1	2%	21%	21%			495	507	12	2%	10.0	10.2	9.4%	9.5%
Kix 96	283	283	0	0%	65	62	-3	-5%	23%	22%			388	363	-25	-6%	6.0	5.9	6.3%	6.0%
Oak 107	104	104	0	0%	25	27	2	8%	24%	26%			283	288	5	2%	11.2	10.7	12.5%	12.4%
Connect FM (was KCBC 107.4)	200	200	0	0%	39	44	5	13%	19%	22%			456	494	38	8%	11.8	11.3	8.8%	9.7%
CTR 105.6	152	149	-3	-2%	14	15	1	7%	9%	10%			107	166	59	55%	7.9	11.2	3.0%	4.6%
Chester's Dee 106.3	177	177	0	0%	28	29	1	4%	16%	17%			216	200	-16	-7%	7.6	6.8	5.7%	5.4%
107 The Edge	301	295	-6	-2%	27	20	-7	-26%	9%	7%			236	167	-69	-29%	8.7	8.6	3.5%	2.6%
EMAP Total (inc. National)	48862	48862	0	0%	8298	8454	156	2%	17%	17%			69806	70966	1160	2%	8.4	8.4	6.5%	6.7%
EMAP ILR Total	20544	24219	3675	18%	6012	6279	267	4%	29%	26%			53334	55126	1792	3%	8.9	8.8	12.3%	10.9%
Big City Network (excl. London)	10007	10252	245	2%	2937	2915	-22	-1%	29%	28%			25068	24343	-725	-3%	8.5	8.4	12.0%	11.6%
Total Magic	48862	48862	0	0%	2815	2761	-54	-2%	6%	6%			20411	21869	1458	7%	7.3	7.9	1.9%	2.1%
Magic Network (ILR)	20538	20751	213	1%	2276	2348	72	3%	11%	11%			17912	19438	1526	9%	7.9	8.3	4.1%	4.6%
Magic Network - North	10103	10316	213	2%	723	746	23	3%	7%	7%			7561	7609	48	1%	10.5	10.2	3.6%	3.6%
EMAP Radio - North East	2101	2094	-7	0%	839	791	-48	-6%	40%	38%			7144	6795	-349	-5%	8.5	8.6	16.7%	16.0%
Big City Network - North East	2101	2094	-7	0%	744	701	-43	-6%	35%	33%			5371	4698	-673	-13%	7.2	6.7	12.6%	11.1%
Metro Radio	1373	1366	-7	-1%	535	492	-43	-8%	39%	36%			3930	3482	-448	-11%	7.3	7.1	15.0%	13.5%
TFM	786	786	0	0%	210	210	0	0%	27%	27%			1440	1216	-224	-16%	6.9	5.8	8.2%	6.8%
Magic Network - North East	2101	2094	-7	0%	174	178	4	2%	8%	9%			1773	2097	324	18%	10.2	11.8	4.1%	4.9%
Magic 1152 (Newcastle)	1373	1366	-7	-1%	98	109	11	11%	7%	8%			941	1149	208	22%	9.6	10.5	3.6%	4.5%
Magic 1170 (Teesside)	786	786	0	0%	76	69	-7	-9%	10%	9%			833	948	115	14%	10.9	13.7	4.7%	5.3%
Metro Radio/Magic 1152	1373	1366	-7	-1%	580	546	-34	-6%	42%	40%			4871	4630	-241	-5%	8.4	8.5	18.6%	17.9%
TFM/Magic 1170	786	786	0	0%	260	250	-10	-4%	33%	32%			2273	2165	-108	-5%	8.7	8.7	12.9%	12.1%
EMAP Radio - North West	4857	5018	161	3%	1516	1547	31	2%	31%	31%			16086	16203	117	1%	10.6	10.5	15.7%	15.6%
Big City Network - North West	4755	4916	161	3%	1378	1388	10	1%	29%	28%			13432	13210	-222	-2%	9.7	9.5	13.4%	13.0%
Radio City 96.7	1769	1993	224	13%	504	524	20	4%	29%	26%			5203	5213	10	0%	10.3	9.9	13.5%	12.6%
Key 103 (Manchester)	2686	2686	0	0%	550	547	-3	-1%	20%	20%			4848	4487	-361	-7%	8.8	8.2	8.7%	8.2%
97.4 Rock FM	1273	1637	364	29%	329	364	35	11%	26%	22%			3180	3398	218	7%	9.7	9.3	12.8%	10.2%
Magic Network - North West	4851	4980	129	3%	254	286	32	13%	5%	6%			2654	2993	339	13%	10.5	10.5	2.6%	2.9%
Magic 1548 (Liverpool)	1769	1993	224	13%	98	114	16	16%	6%	6%			1228	1455	227	18%	12.5	12.8	3.2%	3.5%
Magic 1152 (Manchester)	2686	2686	0	0%	131	105	-26	-20%	5%	4%			1212	934	-278	-23%	9.3	8.9	2.2%	1.7%
Magic 999 (Preston)	1082	1082	0	0%	43	50	7	16%	4%	5%			284	409	125	44%	6.6	8.2	1.3%	1.9%

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LOCAL COMMERCIAL																				
Key 103/Magic 1152 (Manchester)	2686	2686	0	0%	636	624	-12	-2%	24%	23%	6060	5421	-639	-11%	9.5	8.7	10.8%	9.9%		
Radio City 96.7/Magic 1548	1769	1993	224	13%	546	571	25	5%	31%	29%	6430	6668	238	4%	11.8	11.7	16.7%	16.1%		
97.4 Rock FM/Magic 999	1375	1739	364	26%	354	396	42	12%	26%	23%	3464	3807	343	10%	9.8	9.6	12.7%	10.7%		
EMAP Radio - Yorkshire	3151	3241	90	3%	981	990	9	1%	31%	31%	9400	8954	-446	-5%	9.6	9.0	14.1%	13.5%		
Big City Network - Yorkshire	3151	3241	90	3%	815	825	10	1%	26%	25%	6266	6435	169	3%	7.7	7.8	9.4%	9.7%		
96.3 Radio Aire	937	937	0	0%	193	196	3	2%	21%	21%	1036	951	-85	-8%	5.4	4.8	5.8%	5.7%		
Hallam FM	1265	1265	0	0%	399	400	1	0%	32%	32%	3178	3300	122	4%	8.0	8.3	11.8%	12.6%		
96.9 Viking FM	1114	1231	117	11%	228	236	8	4%	20%	19%	2051	2185	134	7%	9.0	9.3	8.1%	8.0%		
Magic Network - Yorkshire	3151	3241	90	3%	294	282	-12	-4%	9%	9%	3134	2518	-616	-20%	10.6	8.9	4.7%	3.8%		
Magic 828 (Leeds)	937	937	0	0%	144	134	-10	-7%	15%	14%	1581	1264	-317	-20%	11.0	9.4	8.9%	7.5%		
Magic AM (Sheffield)	1265	1265	0	0%	76	82	6	8%	6%	6%	637	623	-14	-2%	8.4	7.6	2.4%	2.4%		
Magic 1161 (Hull)	1114	1231	117	11%	82	75	-7	-9%	7%	6%	984	715	-269	-27%	12.0	9.6	3.9%	2.6%		
96.3 Radio Aire/Magic 828	937	937	0	0%	278	281	3	1%	30%	30%	2618	2215	-403	-15%	9.4	7.9	14.8%	13.2%		
Hallam FM/Magic AM	1265	1265	0	0%	434	441	7	2%	34%	35%	3815	3922	107	3%	8.8	8.9	14.2%	15.0%		
96.9 Viking FM/Magic 1161	1114	1231	117	11%	281	283	2	1%	25%	23%	3035	2900	-135	-4%	10.8	10.3	11.9%	10.6%		
Total Kerrang!	48862	48862	0	0%	1017	1129	112	11%	2%	2%	4846	5400	554	11%	4.8	4.8	0.5%	0.5%		
Kerrang! 105.2	3430	3438	8	0%	256	299	43	17%	7%	9%	2080	2138	58	3%	8.1	7.1	2.7%	2.6%		
EMAP Radio London (Magic 105.4/Kiss 100)	10435	10435	0	0%	2688	2661	-27	-1%	26%	26%	20286	21310	1024	5%	7.5	8.0	9.3%	10.0%		
Kiss 100 FM	10435	10435	0	0%	1527	1488	-39	-3%	15%	14%	9814	8380	-1434	-15%	6.4	5.6	4.5%	3.9%		
Magic 105.4	10435	10435	0	0%	1581	1593	12	1%	15%	15%	10471	12930	2459	23%	6.6	8.1	4.8%	6.1%		
Total Kiss	48862	48862	0	0%	2555	2377	-178	-7%	5%	5%	13691	11581	-2110	-15%	5.4	4.9	1.3%	1.1%		
Total GMG Radio	48862	48862	0	0%	2988	2825	-163	-5%	6%	6%	22613	24515	1902	8%	7.6	8.7	2.1%	2.3%		
Total Real Network	7080	7080	0	0%	1396	1436	40	3%	20%	20%	14649	15315	666	5%	10.5	10.7	10.1%	10.8%		
Real Radio (Scotland)	2616	2616	0	0%	654	649	-5	-1%	25%	25%	7264	7648	384	5%	11.1	11.8	14.2%	14.7%		
Real Radio (Wales)	1620	1620	0	0%	355	383	28	8%	22%	24%	3855	4153	298	8%	10.9	10.9	10.7%	11.6%		
Real Radio (Yorkshire)	2843	2843	0	0%	387	405	18	5%	14%	14%	3531	3514	-17	0%	9.1	8.7	6.2%	6.4%		
Total Jazz/Smooth Network (UK)	48862	48862	0	0%	1578	1412	-166	-11%	3%	3%	8499	8477	-22	0%	5.4	6.0	0.8%	0.8%		
Jazz FM (London)/Smooth FM (North West)	15753	15753	0	0%	1251	1079	-172	-14%	8%	7%	7371	6848	-523	-7%	5.9	6.3	2.2%	2.1%		
Jazz FM (London)	10435	10435	0	0%	845	641	-204	-24%	8%	6%	4700	3711	-989	-21%	5.6	5.8	2.2%	1.7%		
Smooth FM (North West)	5318	5318	0	0%	329	437	108	33%	6%	8%	2274	3137	863	38%	6.9	7.2	2.0%	2.9%		
GWR Local Group Total	14851	14848	-3	0%	4803	4710	-93	-2%	32%	32%	51164	48955	-2209	-4%	10.7	10.4	15.2%	14.6%		
The Mix - GWR's Local FM Services Total	14605	14602	-3	0%	4402	4304	-98	-2%	30%	29%	44382	42239	-2143	-5%	10.1	9.8	13.4%	12.9%		
Classic Gold Network (Total UK)	48862	48862	0	0%	892	862	-30	-3%	2%	2%	8464	8276	-188	-2%	9.5	9.6	0.8%	0.8%		
Classic Gold Network	12529	12517	-12	0%	662	641	-21	-3%	5%	5%	6782	6715	-67	-1%	10.2	10.5	2.4%	2.4%		
GWR Anglia Region	3278	3274	-4	0%	1064	1053	-11	-1%	32%	32%	10608	10435	-173	-2%	10.0	9.9	13.9%	13.9%		
Q103	355	362	7	2%	94	93	-1	-1%	27%	26%	680	654	-26	-4%	7.2	7.0	8.5%	7.6%		
102.7 Hereward FM	367	367	0	0%	111	119	8	7%	30%	32%	1105	1181	76	7%	10.0	9.9	13.6%	15.9%		
Classic Gold 1332	536	536	0	0%	41	45	4	10%	8%	8%	362	392	30	8%	8.8	8.7	3.0%	3.3%		
FM 103 Horizon	219	219	0	0%	76	77	1	1%	35%	35%	882	884	2	0%	11.7	11.4	16.8%	16.7%		
96.9 Chiltern FM/Classic Gold (Bedford)	583	583	0	0%	125	112	-13	-10%	21%	19%	977	829	-148	-15%	7.8	7.4	7.6%	6.7%		
96.9 Chiltern FM (Bedford)	332	325	-7	-2%	107	96	-11	-10%	32%	30%	803	677	-126	-16%	7.5	7.0	11.2%	10.1%		
Classic Gold 792 (Bedford)	583	583	0	0%	25	22	-3	-12%	4%	4%	174	153	-21	-12%	7.1	7.1	1.4%	1.2%		
97.6 Chiltern FM/Classic Gold (Dunstable/Luton)	982	978	-4	0%	231	218	-13	-6%	23%	22%	2338	1669	-669	-29%	10.1	7.7	10.4%	7.7%		
97.6 Chiltern FM (Dunstable/Luton)	675	675	0	0%	196	183	-13	-7%	29%	27%	1997	1387	-610	-31%	10.2	7.6	13.3%	9.7%		
Classic Gold 828 (Dunstable/Luton)	982	978	-4	0%	49	41	-8	-16%	5%	4%	342	282	-60	-18%	7.0	6.8	1.5%	1.3%		
Total East Anglian Radio	1198	1198	0	0%	450	452	2	0%	38%	38%	4590	4996	406	9%	10.2	11.1	15.6%	16.9%		
East Anglian Radio FM - Total	1198	1198	0	0%	421	418	-3	-1%	35%	35%	3945	4321	376	10%	9.4	10.3	13.4%	14.6%		
Broadland 102	607	607	0	0%	220	222	2	1%	36%	37%	2261	2536	275	12%	10.3	11.4	14.8%	16.5%		
SGR FM Total	610	610	0	0%	201	197	-4	-2%	33%	32%	1684	1785	101	6%	8.4	9.0	11.4%	12.1%		
SGR FM	501	501	0	0%	144	148	4	3%	29%	29%	1265	1412	147	12%	8.8	9.6	10.4%	11.7%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004		
LOCAL COMMERCIAL																				
SGR Colchester	156	156	0	0%	55	55	0	0%	35%	35%	499	436	-63	-13%	9.1	7.9	13.5%	11.7%		
Classic Gold Amber (Total)	1089	1089	0	0%	67	76	9	13%	6%	7%	639	672	33	5%	9.5	8.8	2.4%	2.5%		
GWR Meridian Region	1266	1263	-3	0%	432	414	-18	-4%	34%	33%	3908	3721	-187	-5%	9.0	9.0	14.0%	13.1%		
2-TEN FM / Classic Gold 1431/1485	690	688	-2	0%	256	255	-1	0%	37%	37%	2207	1987	-220	-10%	8.6	7.8	15.0%	13.3%		
2-TEN FM	690	688	-2	0%	235	246	11	5%	34%	36%	1875	1800	-75	-4%	8.0	7.3	12.7%	12.1%		
Classic Gold 1431/1485	690	688	-2	0%	34	18	-16	-47%	5%	3%	332	187	-145	-44%	9.7	10.6	2.3%	1.3%		
2CR FM / Classic Gold 828	576	576	0	0%	176	160	-16	-9%	31%	28%	1701	1734	33	2%	9.6	10.9	12.9%	12.8%		
2CR FM	576	576	0	0%	160	134	-26	-16%	28%	23%	1342	1238	-104	-8%	8.4	9.2	10.1%	9.1%		
Classic Gold 828	576	576	0	0%	29	32	3	10%	5%	6%	359	497	138	38%	12.2	15.4	2.7%	3.7%		
GWR London Region	1832	1832	0	0%	506	476	-30	-6%	28%	26%	6292	5715	-577	-9%	12.4	12.0	15.1%	13.5%		
Essex FM (inc. Ten-17 101.7FM)/Classic Gold Breeze	1144	1144	0	0%	384	352	-32	-8%	34%	31%	5281	4841	-440	-8%	13.7	13.7	19.8%	18.0%		
Essex FM (inc. Ten-17 101.7FM)	1144	1144	0	0%	354	324	-30	-8%	31%	28%	4533	3978	-555	-12%	12.8	12.3	17.0%	14.8%		
Classic Gold Breeze	1144	1144	0	0%	42	43	1	2%	4%	4%	749	863	114	15%	17.7	20.1	2.8%	3.2%		
Mercury FM (Surrey & Sussex)/Classic Gold 1521	373	373	0	0%	84	88	4	5%	22%	23%	801	682	-119	-15%	9.6	7.8	9.7%	8.1%		
Mercury FM (Surrey & Sussex)	373	373	0	0%	81	83	2	2%	22%	22%	731	659	-72	-10%	9.0	7.9	8.8%	7.9%		
Classic Gold 1521	373	373	0	0%	5	4	-1	-20%	1%	1%	71	22	-49	-69%	13.7	5.0	0.9%	0.3%		
Mercury FM (Herts)	315	315	0	0%	38	36	-2	-5%	12%	12%	210	192	-18	-9%	5.5	5.3	3.1%	2.7%		
GWR Central Region	5199	5199	0	0%	1601	1563	-38	-2%	31%	30%	16196	15974	-222	-1%	10.1	10.2	14.1%	13.9%		
105.4 Leicester Sound FM	607	607	0	0%	180	165	-15	-8%	30%	27%	2054	1531	-523	-25%	11.4	9.3	14.4%	10.7%		
96 Trent FM / Classic Gold GEM (Notts.)	1059	1059	0	0%	347	352	5	1%	33%	33%	3616	4222	606	17%	10.4	12.0	15.2%	17.3%		
96 Trent FM	1059	1059	0	0%	313	321	8	3%	30%	30%	3199	3663	464	15%	10.2	11.4	13.5%	15.0%		
Classic Gold GEM (Notts.)	1059	1059	0	0%	52	53	1	2%	5%	5%	417	559	142	34%	8.0	10.5	1.8%	2.3%		
RAM FM / Classic Gold GEM (Derby)	565	565	0	0%	162	163	1	1%	29%	29%	1433	1783	350	24%	8.9	10.9	10.8%	12.7%		
RAM FM	565	565	0	0%	141	144	3	2%	25%	25%	1151	1427	276	24%	8.2	9.9	8.7%	10.1%		
Classic Gold GEM (Derby)	565	565	0	0%	30	32	2	7%	5%	6%	282	356	74	26%	9.4	11.3	2.1%	2.5%		
Total Beacon Radio	1279	1279	0	0%	308	304	-4	-1%	24%	24%	2963	2909	-54	-2%	9.6	9.6	11.2%	11.3%		
Beacon FM	1279	1279	0	0%	272	269	-3	-1%	21%	21%	2490	2487	-3	0%	9.1	9.2	9.4%	9.7%		
Classic Gold WABC	1279	1279	0	0%	48	45	-3	-6%	4%	3%	473	422	-51	-11%	9.9	9.5	1.8%	1.6%		
Mercia FM / Classic Gold 1359	647	647	0	0%	201	206	5	2%	31%	32%	1799	1638	-161	-9%	8.9	8.0	12.1%	11.7%		
Mercia FM	647	647	0	0%	185	187	2	1%	29%	29%	1482	1349	-133	-9%	8.0	7.2	10.0%	9.6%		
Classic Gold 1359	647	647	0	0%	29	30	1	3%	5%	5%	317	289	-28	-9%	10.9	9.5	2.1%	2.1%		
Total Northants Radio	484	484	0	0%	191	173	-18	-9%	39%	36%	1932	1868	-64	-3%	10.1	10.8	17.1%	16.5%		
Northants 96	484	484	0	0%	173	154	-19	-11%	36%	32%	1739	1692	-47	-3%	10.0	11.0	15.3%	15.0%		
Classic Gold 1557	484	484	0	0%	24	26	2	8%	5%	5%	193	176	-17	-9%	8.2	6.6	1.7%	1.6%		
Wyvern FM	472	472	0	0%	124	124	0	0%	26%	26%	1268	1041	-227	-18%	10.2	8.4	13.5%	10.4%		
Total Severn Sound	371	371	0	0%	109	97	-12	-11%	29%	26%	1184	1083	-101	-9%	10.8	11.2	15.4%	14.0%		
102.4 Severn Sound FM	371	371	0	0%	95	84	-11	-12%	26%	23%	919	809	-110	-12%	9.6	9.7	11.9%	10.4%		
Classic Gold 774	371	371	0	0%	22	19	-3	-14%	6%	5%	266	274	8	3%	11.9	14.4	3.5%	3.5%		
GWR North West Region	953	957	4	0%	215	241	26	12%	23%	25%	1968	2346	378	19%	9.2	9.7	9.4%	12.0%		
MFM 103.4/Classic Gold Marcher	363	357	-6	-2%	89	90	1	1%	24%	25%	913	1087	174	19%	10.3	12.1	11.7%	15.0%		
MFM 103.4	363	357	-6	-2%	68	74	6	9%	19%	21%	678	890	212	31%	9.9	12.0	8.7%	12.2%		
Classic Gold Marcher	363	357	-6	-2%	25	22	-3	-12%	7%	6%	235	197	-38	-16%	9.5	8.8	3.0%	2.7%		
The Buzz 97.1 FM	403	403	0	0%	55	55	0	0%	14%	14%	385	323	-62	-16%	7.0	5.9	4.4%	4.1%		
Coast FM 96.3	231	231	0	0%	59	61	2	3%	25%	26%	689	565	-124	-18%	11.7	9.2	12.8%	11.2%		
Champion 103 FM	117	117	0	0%	33	36	3	9%	29%	30%	336	411	75	22%	10.0	11.5	12.0%	16.1%		
GWR Westcountry Region	1283	1283	0	0%	539	541	2	0%	42%	42%	6570	6214	-356	-5%	12.2	11.5	20.0%	18.8%		
Orchard FM	327	327	0	0%	137	134	-3	-2%	42%	41%	1393	1286	-107	-8%	10.2	9.6	15.7%	14.0%		
Total Gemini Radio	491	491	0	0%	218	215	-3	-1%	44%	44%	2563	2232	-331	-13%	11.8	10.4	21.4%	18.6%		
Gemini FM	491	491	0	0%	199	190	-9	-5%	40%	39%	2184	1932	-252	-12%	11.0	10.1	18.2%	16.1%		
Classic Gold 666/954	491	491	0	0%	41	40	-1	-2%	8%	8%	379	300	-79	-21%	9.2	7.4	3.2%	2.5%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004
LOCAL COMMERCIAL																				
Total Plymouth Sound	360	360	0	0%	142	150	8	6%	39%	42%	1940	1962	22	1%	13.7	13.1	20.5%	21.4%		
97 FM Plymouth Sound	322	322	0	0%	117	119	2	2%	36%	37%	1345	1333	-12	-1%	11.5	11.2	15.9%	16.2%		
Classic Gold Plymouth 1152	322	322	0	0%	18	22	4	22%	6%	7%	344	366	22	6%	18.9	16.3	4.1%	4.5%		
South Hams Radio	68	68	0	0%	18	20	2	11%	27%	30%	246	251	5	2%	13.5	12.6	14.4%	14.6%		
Lantern FM 96.2 and 97.3	130	130	0	0%	46	46	0	0%	35%	35%	617	680	63	10%	13.5	14.9	19.6%	21.0%		
GWR West Region	1284	1284	0	0%	460	432	-28	-6%	36%	34%	5621	4551	-1070	-19%	12.2	10.5	19.7%	17.0%		
GWR FM / Classic Gold 1260/936/1161	1284	1284	0	0%	460	432	-28	-6%	36%	34%	5621	4551	-1070	-19%	12.2	10.5	19.7%	17.0%		
GWR FM	1284	1284	0	0%	398	377	-21	-5%	31%	29%	4641	3692	-949	-20%	11.7	9.8	16.2%	13.8%		
Classic Gold 1260/936/1161	1284	1284	0	0%	97	88	-9	-9%	8%	7%	980	859	-121	-12%	10.1	9.8	3.4%	3.2%		
Brighton's Juice 107.2	285	285	0	0%	43	38	-5	-12%	15%	13%	314	285	-29	-9%	7.3	7.6	4.3%	4.1%		
107.6 Juice FM	1147	1148	1	0%	123	134	11	9%	11%	12%	1040	1215	175	17%	8.5	9.1	4.0%	4.9%		
KCR 106.7	n/p	280	n/a	n/a	n/p	22	n/a	n/a	n/p	8%	n/p	192	n/a	n/a	n/p	8.9	n/p	2.9%		
Kingdom FM	279	279	0	0%	80	83	3	4%	29%	30%	925	1074	149	16%	11.6	12.9	17.3%	20.9%		
KM-fm Group	906	906	0	0%	142	140	-2	-1%	16%	15%	1364	1283	-81	-6%	9.6	9.2	5.7%	5.3%		
KM-fm East	377	377	0	0%	77	71	-6	-8%	20%	19%	916	812	-104	-11%	11.9	11.4	8.6%	7.7%		
KM-fm for Canterbury, Whitstable and Herne Bay	127	127	0	0%	22	24	2	9%	17%	19%	173	192	19	11%	7.9	7.9	5.1%	5.5%		
KM-fm for Thanet	120	120	0	0%	29	26	-3	-10%	24%	22%	401	348	-53	-13%	13.9	13.3	11.0%	9.5%		
KM-fm for Shepway and White Cliffs Country	144	144	0	0%	26	20	-6	-23%	18%	14%	341	272	-69	-20%	13.2	13.4	8.6%	7.0%		
KM-fm West	529	529	0	0%	66	69	3	5%	12%	13%	448	471	23	5%	6.8	6.8	3.3%	3.5%		
KM-fm for West Kent	276	276	0	0%	24	27	3	13%	9%	10%	123	128	5	4%	5.1	4.8	1.8%	1.9%		
KM-fm for Medway	261	261	0	0%	41	42	1	2%	16%	16%	325	343	18	6%	7.9	8.1	4.6%	4.9%		
Lincs FM Group	1741	1748	7	0%	581	597	16	3%	33%	34%	6983	7442	459	7%	12.0	12.5	17.3%	18.7%		
Lincs FM 102.2	782	789	7	1%	340	346	6	2%	43%	44%	4296	4674	378	9%	12.6	13.5	22.3%	24.5%		
South & West Yorkshire (Lincs FM Group)	786	786	0	0%	209	223	14	7%	27%	28%	2262	2477	215	10%	10.8	11.1	13.5%	14.9%		
Dearne FM	192	192	0	0%	59	60	1	2%	31%	31%	778	746	-32	-4%	13.2	12.4	19.4%	18.5%		
Ridings FM	259	259	0	0%	59	53	-6	-10%	23%	20%	499	423	-76	-15%	8.5	8.0	8.6%	7.8%		
Trax FM	334	334	0	0%	97	106	9	9%	29%	32%	1006	1106	100	10%	10.4	10.4	14.1%	15.6%		
Fosseway Radio	173	173	0	0%	28	31	3	11%	16%	18%	308	345	37	12%	10.9	11.3	8.3%	8.7%		
Lite FM	179	179	0	0%	29	31	2	7%	16%	18%	208	202	-6	-3%	7.3	6.4	5.9%	6.1%		
The Local Radio Company Group Total	2959	3375	416	14%	766	843	77	10%	26%	25%	7504	8308	804	11%	9.8	9.9	11.3%	11.1%		
The Local Radio Company North	1417	1832	415	29%	407	497	90	22%	29%	27%	4289	5185	896	21%	10.5	10.4	14.1%	13.3%		
Alpha 103.2	126	126	0	0%	34	36	2	6%	27%	28%	415	405	-10	-2%	12.1	11.3	15.8%	15.4%		
2BR	201	201	0	0%	74	72	-2	-3%	37%	36%	979	917	-62	-6%	13.2	12.8	22.9%	20.9%		
	185	185	0	0%	55	53	-2	-4%	30%	29%	412	394	-18	-4%	7.5	7.5	10.9%	9.9%		
107.9 Dune FM	214	214	0	0%	32	31	-1	-3%	15%	15%	236	257	21	9%	7.4	8.3	5.2%	5.4%		
Huddersfield's Home 107.9	179	179	0	0%	20	15	-5	-25%	11%	8%	173	121	-52	-30%	8.5	8.3	5.1%	3.9%		
Minster FM (inc. Yorkshire Coast Radio-Scarborough/Bridlington)	419	419	0	0%	139	130	-9	-6%	33%	31%	1592	1451	-141	-9%	11.5	11.1	15.8%	15.0%		
106.9 Silk FM	166	166	0	0%	27	27	0	0%	16%	16%	218	197	-21	-10%	7.9	7.2	5.9%	5.6%		
97.2 Stray FM	141	141	0	0%	58	58	0	0%	41%	41%	522	514	-8	-2%	9.0	8.8	15.4%	15.9%		
Sun FM	232	232	0	0%	74	73	-1	-1%	32%	31%	914	775	-139	-15%	12.4	10.6	20.4%	17.7%		
The Local Radio Company South	1542	1542	0	0%	359	345	-14	-4%	23%	22%	3215	3123	-92	-3%	9.0	9.0	9.0%	8.8%		
107.8 Arrow FM for Hastings	111	111	0	0%	25	23	-2	-8%	23%	21%	169	170	1	1%	6.8	7.3	6.1%	6.6%		
Fire 107.6 FM	283	283	0	0%	48	40	-8	-17%	17%	14%	280	194	-86	-31%	5.8	4.8	4.4%	3.0%		
IOW Radio	114	114	0	0%	39	37	-2	-5%	34%	32%	446	428	-18	-4%	11.6	11.6	14.7%	14.9%		
Total Mix	271	271	0	0%	67	69	2	3%	25%	25%	554	591	37	7%	8.3	8.6	9.0%	9.9%		
Mix 96	130	130	0	0%	46	49	3	7%	35%	38%	388	429	41	11%	8.5	8.7	12.3%	13.5%		
Mix 107	141	141	0	0%	21	20	-1	-5%	15%	14%	166	162	-4	-2%	7.7	8.1	5.5%	5.8%		
107.4 The Quay	279	279	0	0%	31	32	1	3%	11%	11%	181	187	6	3%	5.8	5.9	3.0%	3.2%		
107.5 Sovereign Radio	152	152	0	0%	30	29	-1	-3%	20%	19%	268	250	-18	-7%	8.9	8.5	6.8%	6.1%		
Spire FM	98	98	0	0%	44	41	-3	-7%	45%	42%	634	627	-7	-1%	14.3	15.4	27.4%	26.6%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	000's	Change %	Last Pub	W4 2004	Last Pub	W4 2004
Vale FM	49	49	0	0%	13	13	0	0%	26%	27%			127	145	18	14%	10.0	11.1	12.7%	13.5%
Wessex FM	119	119	0	0%	49	48	-1	-2%	41%	40%			472	456	-16	-3%	9.6	9.5	17.5%	16.3%
Win 107.2	68	68	0	0%	13	13	0	0%	19%	18%			84	75	-9	-11%	6.6	6.0	5.5%	4.8%
Radio Mansfield 103.2	136	136	0	0%	47	48	1	2%	34%	35%			540	548	8	1%	11.6	11.4	17.8%	19.0%
Manx Radio	63	63	0	0%	44	42	-2	-5%	71%	67%			638	608	-30	-5%	14.4	14.5	39.9%	36.9%
Mid 106	n/p	103	n/a	n/a	n/p	25	n/a	n/a	n/p	24%			n/p	249	n/a	n/a	n/p	9.9	n/p	12.5%
Milestone Group Total	475	470	-5	-1%	101	105	4	4%	21%	22%			786	837	51	6%	7.8	8.0	7.6%	8.1%
Kick and Kestrel	223	218	-5	-2%	53	53	0	0%	24%	25%			398	400	2	1%	7.5	7.5	8.0%	8.5%
Kick FM	95	90	-5	-5%	19	20	1	5%	20%	22%			119	125	6	5%	6.4	6.4	5.8%	6.4%
Kestrel FM	131	131	0	0%	34	34	0	0%	26%	26%			279	274	-5	-2%	8.1	8.1	9.3%	9.8%
Passion 107.9	185	185	0	0%	20	22	2	10%	11%	12%			128	144	16	13%	6.2	6.4	3.2%	3.4%
Rugby FM	67	67	0	0%	28	29	1	4%	41%	43%			261	293	32	12%	9.4	10.1	18.1%	20.4%
102.5 FM Radio Pembrokeshire	87	87	0	0%	56	56	0	0%	65%	64%			729	724	-5	-1%	12.9	12.9	34.3%	33.7%
Premier Christian Radio	10435	10435	0	0%	170	145	-25	-15%	2%	1%			1344	1887	543	40%	7.9	13.0	0.6%	0.9%
Q102.9FM/Q97.2FM	264	264	0	0%	88	86	-2	-2%	33%	32%			765	804	39	5%	8.7	9.4	15.9%	17.1%
Reading 107 FM	260	260	0	0%	42	43	1	2%	16%	17%			357	377	20	6%	8.6	8.8	6.5%	6.9%
Saga 105.7 FM	3430	3430	0	0%	446	445	-1	0%	13%	13%			4843	4672	-171	-4%	10.9	10.5	6.2%	6.0%
SAGA 106.6fm	1987	1987	0	0%	227	239	12	5%	11%	12%			3102	3005	-97	-3%	13.6	12.6	6.7%	6.3%
South City - The Saint	261	261	0	0%	21	24	3	14%	8%	9%			79	73	-6	-8%	3.7	3.1	1.2%	1.2%
Spirit FM	172	172	0	0%	33	34	1	3%	19%	20%			290	323	33	11%	8.7	9.6	7.6%	8.4%
107.7 Splash FM	n/p	137	n/a	n/a	n/p	20	n/a	n/a	n/p	15%			n/p	185	n/a	n/a	n/p	9.3	n/p	5.9%
Total SRH Group	11254	11263	9	0%	3434	3356	-78	-2%	31%	30%			37357	37137	-220	-1%	10.9	11.1	15.3%	15.1%
SRH Scotland Region	4195	4197	2	0%	1972	1839	-133	-7%	47%	44%			23828	22545	-1283	-5%	12.1	12.3	28.7%	26.7%
SRH Central Scotland	2801	2801	0	0%	1166	1069	-97	-8%	42%	38%			12968	12398	-570	-4%	11.1	11.6	24.1%	22.7%
Total Radio Clyde	1834	1834	0	0%	818	749	-69	-8%	45%	41%			9457	9187	-270	-3%	11.6	12.3	27.0%	25.9%
Clyde 1 FM	1834	1834	0	0%	644	599	-45	-7%	35%	33%			5679	5964	285	5%	8.8	10.0	16.2%	16.8%
Clyde 2	1834	1834	0	0%	381	339	-42	-11%	21%	18%			3778	3223	-555	-15%	9.9	9.5	10.8%	9.1%
Total Radio Forth	1118	1118	0	0%	362	329	-33	-9%	32%	29%			3510	3211	-299	-9%	9.7	9.8	16.1%	14.4%
ForthOne	1118	1118	0	0%	317	287	-30	-9%	28%	26%			2574	2465	-109	-4%	8.1	8.6	11.8%	11.0%
Forth2	1118	1118	0	0%	113	105	-8	-7%	10%	9%			937	746	-191	-20%	8.3	7.1	4.3%	3.3%
Total Radio Tay	371	371	0	0%	183	176	-7	-4%	49%	47%			2743	2449	-294	-11%	15.0	13.9	35.9%	33.1%
Tay-FM	371	371	0	0%	131	129	-2	-2%	35%	35%			1519	1431	-88	-6%	11.6	11.1	19.9%	19.4%
Radio Tay-AM	371	371	0	0%	92	90	-2	-2%	25%	24%			1224	1019	-205	-17%	13.3	11.3	16.0%	13.8%
Total Northsound Radio	294	297	3	1%	164	161	-3	-2%	56%	54%			2301	2309	8	0%	14.0	14.4	35.2%	33.9%
Northsound One	294	297	3	1%	140	141	1	1%	48%	48%			1465	1496	31	2%	10.5	10.6	22.4%	21.9%
Northsound Two	294	297	3	1%	70	66	-4	-6%	24%	22%			836	814	-22	-3%	11.9	12.3	12.8%	11.9%
West Sound (inc. West FM)	376	376	0	0%	186	172	-14	-8%	50%	46%			1849	1838	-11	-1%	9.9	10.7	32.1%	30.9%
Moray Firth Radio	235	235	0	0%	123	123	0	0%	52%	52%			1515	1482	-33	-2%	12.3	12.1	28.4%	26.9%
Radio Borders	101	101	0	0%	62	62	0	0%	62%	61%			928	950	22	2%	14.9	15.3	44.1%	45.8%
C.F.M.Radio	232	232	0	0%	113	109	-4	-4%	49%	47%			1631	1424	-207	-13%	14.5	13.1	28.3%	25.1%
Downtown Radio (DTR) / Cool FM	1330	1330	0	0%	561	555	-6	-1%	42%	42%			6324	6585	261	4%	11.3	11.9	22.4%	23.6%
Cool FM	913	913	0	0%	341	338	-3	-1%	37%	37%			3386	3397	11	0%	9.9	10.1	17.2%	17.3%
Downtown Radio (DTR)	1330	1330	0	0%	277	281	4	1%	21%	21%			2939	3188	249	8%	10.6	11.3	10.4%	11.4%
Wave 105 FM	1794	1794	0	0%	331	333	2	1%	18%	19%			2941	3267	326	11%	8.9	9.8	7.1%	7.8%
Total Vibe FM	3936	3942	6	0%	570	629	59	10%	14%	16%			4263	4740	477	11%	7.5	7.5	4.6%	5.2%
Vibe FM (formerly Galaxy 101)	2125	2131	6	0%	258	294	36	14%	12%	14%			1869	2403	534	29%	7.2	8.2	3.8%	4.9%
Vibe FM	1810	1810	0	0%	312	334	22	7%	17%	18%			2395	2337	-58	-2%	7.7	7.0	5.6%	5.4%
The Sunrise Group	48862	48862	0	0%	650	606	-44	-7%	1%	1%			5778	4309	-1469	-25%	8.9	7.1	0.5%	0.4%
Easy Radio (London)	10435	10435	0	0%	40	21	-19	-48%	*	*			87	24	-63	-72%	2.2	1.1	*	*
Star 106.6 Slough	220	220	0	0%	47	46	-1	-2%	21%	21%			344	322	-22	-6%	7.4	7.1	6.4%	6.2%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	%	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004
LOCAL COMMERCIAL																				
Sunrise Radio (Greater London)	10435	10435	0	0%	346	355	9	3%	3%	3%	2768	2012	-756	-27%	8.0	5.7	1.3%	0.9%		
Sunrise Radio National	48862	48862	0	0%	512	536	24	5%	1%	1%	3945	3198	-747	-19%	7.7	6.0	0.4%	0.3%		
The Time FM Group	1072	1072	0	0%	34	29	-5	-15%	3%	3%	335	308	-27	-8%	9.7	10.6	1.6%	1.6%		
Time FM 106.8	484	484	0	0%	15	14	-1	-7%	3%	3%	129	147	18	14%	8.4	10.3	1.6%	1.9%		
Time FM 107.3	302	302	0	0%	4	4	0	0%	1%	1%	65	64	-1	-2%	14.5	14.7	1.2%	1.3%		
Time FM 107.5	374	374	0	0%	15	11	-4	-27%	4%	3%	142	108	-34	-24%	9.6	9.4	1.8%	1.4%		
Yarr Radio	48862	48862	0	0%	33	16	-17	-52%	*%	*%	130	52	-78	-60%	3.9	3.2	*%	*%		
Tindle Radio Group	786	786	0	0%	230	225	-5	-2%	29%	29%	2478	2398	-80	-3%	10.8	10.7	12.9%	12.7%		
103.4 The Beach	145	145	0	0%	56	56	0	0%	39%	39%	689	660	-29	-4%	12.3	11.8	19.2%	19.3%		
106.3 Bridge FM	156	156	0	0%	40	38	-2	-5%	26%	24%	324	294	-30	-9%	8.1	7.7	9.5%	8.9%		
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	361	361	0	0%	64	61	-3	-5%	18%	17%	560	542	-18	-3%	8.7	8.9	6.0%	5.8%		
Dream 100	159	159	0	0%	43	42	-1	-2%	27%	27%	425	434	9	2%	9.9	10.3	10.4%	10.4%		
Dream 107.7 FM	203	203	0	0%	22	19	-3	-14%	11%	9%	135	107	-28	-21%	6.3	5.8	2.6%	2.1%		
Channel 103 FM	74	74	0	0%	44	45	1	2%	60%	60%	562	569	7	1%	12.7	12.7	29.3%	30.5%		
Island FM 104.7	50	50	0	0%	25	25	0	0%	51%	50%	344	332	-12	-3%	13.6	13.4	34.3%	34.0%		
Total UKRD	2752	2863	111	4%	611	607	-4	-1%	22%	21%	6114	6096	-18	0%	10.0	10.0	10.0%	9.6%		
Pirate FM	599	599	0	0%	194	182	-12	-6%	32%	30%	2518	2493	-25	-1%	13.0	13.7	16.7%	16.6%		
Pirate FM102 East	323	322	-1	0%	82	75	-7	-9%	25%	23%	1061	991	-70	-7%	12.9	13.2	12.7%	11.6%		
Pirate FM102 West	276	276	0	0%	110	105	-5	-5%	40%	38%	1537	1452	-85	-6%	13.9	13.9	22.3%	21.6%		
Total UKRD West	664	777	113	17%	73	91	18	25%	11%	12%	729	707	-22	-3%	10.0	7.8	5.3%	4.5%		
Star 107 Stroud	90	90	0	0%	7	7	0	0%	7%	8%	56	57	1	2%	8.5	7.6	3.3%	3.3%		
Star 107.2 Bristol	312	436	124	40%	29	46	17	59%	9%	11%	203	275	72	35%	7.1	6.0	3.0%	3.0%		
Star 107.5 Cheltenham	141	141	0	0%	19	18	-1	-5%	14%	13%	178	137	-41	-23%	9.2	7.4	5.8%	4.8%		
Star 107.7 Weston Super Mare	121	121	0	0%	22	22	0	0%	18%	18%	309	321	12	4%	13.9	14.4	12.7%	12.6%		
The County Sound Radio Network	551	551	0	0%	180	165	-15	-8%	33%	30%	1521	1347	-174	-11%	8.5	8.1	13.0%	11.4%		
96.4 The Eagle/Delta FM	551	551	0	0%	152	154	2	1%	28%	28%	1201	1316	115	10%	7.9	8.6	10.0%	11.0%		
96.4 The Eagle	545	545	0	0%	149	148	-1	-1%	27%	27%	1210	1181	-29	-2%	8.1	8.0	10.4%	10.1%		
Delta FM	82	82	0	0%	16	17	1	6%	20%	21%	105	119	14	13%	6.4	7.0	6.2%	7.0%		
County Sound 1566	545	545	0	0%	27	12	-15	-56%	5%	2%	162	17	-145	-90%	6.1	1.4	1.4%	0.1%		
Total UKRD East	443	443	0	0%	104	109	5	5%	23%	25%	1081	1210	129	12%	10.4	11.1	10.1%	10.8%		
Fen Radio 107.5	128	68	-60	-47%	13	10	-3	-23%	10%	14%	91	63	-28	-31%	6.8	6.6	2.8%	3.9%		
KL.FM 96.7	135	135	0	0%	55	57	2	4%	41%	42%	739	772	33	4%	13.4	13.5	21.1%	21.6%		
Star 107 (Cambridge/Ely)	254	254	0	0%	39	38	-1	-3%	15%	15%	224	232	8	4%	5.7	6.2	3.9%	4.3%		
96.2 The Revolution	494	494	0	0%	65	61	-4	-6%	13%	12%	364	427	63	17%	5.6	7.0	3.7%	4.4%		
The Wireless Group (inc. talkSPORT)	48862	48862	0	0%	3444	3385	-59	-2%	7%	7%	32517	30880	-1637	-5%	9.4	9.1	3.0%	2.9%		
The Wireless Group (excl. talkSPORT)	5922	5752	-170	-3%	1353	1333	-20	-1%	23%	23%	13729	13185	-544	-4%	10.1	9.9	11.3%	11.2%		
Imagine FM	371	371	0	0%	36	39	3	8%	10%	10%	246	233	-13	-5%	6.7	6.0	3.1%	3.1%		
Peak 107 FM	390	390	0	0%	118	127	9	8%	30%	33%	1341	1372	31	2%	11.3	10.8	14.5%	14.6%		
The Pulse/Pulse Classic Gold	753	753	0	0%	187	156	-31	-17%	25%	21%	1478	1048	-430	-29%	7.9	6.7	10.0%	7.6%		
The Pulse	753	753	0	0%	165	131	-34	-21%	22%	17%	1206	773	-433	-36%	7.3	5.9	8.1%	5.6%		
Pulse Classic Gold	753	753	0	0%	63	49	-14	-22%	8%	7%	272	275	3	1%	4.3	5.6	1.8%	2.0%		
Q96	858	688	-170	-20%	69	55	-14	-20%	8%	8%	442	409	-33	-7%	6.5	7.4	3.0%	3.2%		
Signal One & Signal Two	763	763	0	0%	252	260	8	3%	33%	34%	3697	3241	-456	-12%	14.7	12.5	22.8%	19.3%		
Signal One	763	763	0	0%	240	245	5	2%	31%	32%	3331	2869	-462	-14%	13.9	11.7	20.6%	17.1%		
Signal Two	763	763	0	0%	65	66	1	2%	9%	9%	367	372	5	1%	5.6	5.7	2.3%	2.2%		
107.4 Tower FM	407	407	0	0%	88	102	14	16%	22%	25%	764	756	-8	-1%	8.7	7.4	8.6%	8.6%		
The Wireless Group - South Wales	914	914	0	0%	290	267	-23	-8%	32%	29%	3198	2833	-365	-11%	11.0	10.6	15.7%	14.3%		
Total Swansea Sound/96.4 FM The Wave	501	501	0	0%	207	200	-7	-3%	41%	40%	2139	1954	-185	-9%	10.3	9.8	20.6%	19.3%		
96.4 FM The Wave	501	501	0	0%	152	140	-12	-8%	30%	28%	1420	1211	-209	-15%	9.4	8.6	13.7%	12.0%		
Swansea Sound - 1170 MW	501	501	0	0%	78	80	2	3%	16%	16%	719	743	24	3%	9.2	9.3	6.9%	7.4%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2004/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004	000's	%	Last Pub	W4 2004	Last Pub	W4 2004		
LOCAL COMMERCIAL																				
Valleys Radio	413	413	0	0%	82	68	-14	-17%	20%	16%	1059	879	-180	-17%	12.8	13.0	10.6%	9.0%		
Radio Wave 96.5 FM	225	225	0	0%	71	72	1	1%	32%	32%	768	839	71	9%	10.8	11.7	18.8%	19.3%		
Wave 102 FM	156	156	0	0%	28	28	0	0%	18%	18%	241	267	26	11%	8.5	9.5	6.8%	8.0%		
102.4 Wish / 107.2 Wire	705	705	0	0%	160	158	-2	-1%	23%	22%	1314	1424	110	8%	8.2	9.0	9.2%	10.5%		
107.2 Wire FM	238	238	0	0%	56	47	-9	-16%	24%	20%	521	479	-42	-8%	9.3	10.1	11.5%	11.7%		
102.4 Wish FM	488	487	-1	0%	108	113	5	5%	22%	23%	798	1114	316	40%	7.4	9.9	8.4%	11.2%		
107.7 The Wolf	423	423	0	0%	59	69	10	17%	14%	16%	294	451	157	53%	5.0	6.5	3.4%	5.5%		
Classic FM (UK)	48862	48862	0	0%	6145	6204	59	1%	13%	13%	44344	46527	2183	5%	7.2	7.5	4.2%	4.4%		
Core	48862	48862	0	0%	142	122	-20	-14%	%	%	385	319	-66	-17%	2.7	2.6	%	%		
Heat	48862	48862	0	0%	190	130	-60	-32%	%	%	620	516	-104	-17%	3.3	4.0	0.1%	%		
The Hits	48862	48862	0	0%	880	826	-54	-6%	2%	2%	2661	3026	365	14%	3.0	3.7	0.2%	0.3%		
Mojo Radio	48862	48862	0	0%	115	155	40	35%	%	%	579	782	203	35%	5.1	5.0	0.1%	0.1%		
oneword radio	48862	48862	0	0%	115	112	-3	-3%	%	%	325	280	-45	-14%	2.8	2.5	%	%		
Planet Rock	48862	48862	0	0%	231	261	30	13%	%	1%	997	1011	14	1%	4.3	3.9	0.1%	0.1%		
Q	48862	48862	0	0%	321	375	54	17%	1%	1%	925	1264	339	37%	2.9	3.4	0.1%	0.1%		
Saga's PrimeTime Radio	48862	48862	0	0%	163	174	11	7%	%	%	1235	1434	199	16%	7.6	8.2	0.1%	0.1%		
Smash Hits Radio	48862	48862	0	0%	724	714	-10	-1%	1%	1%	2349	1936	-413	-18%	3.2	2.7	0.2%	0.2%		
The Storm	48862	48862	0	0%	80	67	-13	-16%	%	%	252	533	281	112%	3.2	8.0	%	0.1%		
talkSPORT (Talk Radio)	48862	48862	0	0%	2182	1994	-188	-9%	4%	4%	18067	17221	-846	-5%	8.3	8.6	1.7%	1.6%		
Total Virgin Radio (UK)	48862	48862	0	0%	2598	2461	-137	-5%	5%	5%	16363	14777	-1586	-10%	6.3	6.0	1.5%	1.4%		
Virgin FM London	10435	10435	0	0%	864	865	1	0%	8%	8%	5579	6081	502	9%	6.5	7.0	2.6%	2.9%		
Virgin Radio AM (UK)	48862	48862	0	0%	1910	1831	-79	-4%	4%	4%	10526	9032	-1494	-14%	5.5	4.9	1.0%	0.9%		
Virgin Radio Classic Rock (UK)	n/p	48862	n/a	n/a	n/p	165	n/a	n/a	n/p	%	n/p	764	n/a	n/a	n/p	4.6	n/p	0.1%		
The Virgin Radio Groove	n/p	48862	n/a	n/a	n/p	74	n/a	n/a	n/p	%	n/p	306	n/a	n/a	n/p	4.2	n/p	%		
Virgin London (AM/FM)	10435	10435	0	0%	1112	1064	-48	-4%	11%	10%	7390	7123	-267	-4%	6.6	6.7	3.4%	3.3%		
BBC Radio 1	48862	48862	0	0%	10042	9926	-116	-1%	21%	20%	92132	85895	-6237	-7%	9.2	8.7	8.6%	8.2%		
BBC Radio 2	48862	48862	0	0%	13060	13305	245	2%	27%	27%	171741	172139	398	0%	13.1	12.9	16.1%	16.4%		
BBC Radio 3	48862	48862	0	0%	2072	2100	28	1%	4%	4%	11965	13483	1518	13%	5.8	6.4	1.1%	1.3%		
BBC Radio 4	48862	48862	0	0%	9422	9406	-16	0%	19%	19%	121139	121347	208	0%	12.9	12.9	11.3%	11.5%		
BBC Radio FIVE LIVE	48862	48862	0	0%	6398	5981	-417	-7%	13%	12%	52063	45534	-6529	-13%	8.1	7.6	4.9%	4.3%		
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	48862	48862	0	0%	6472	6052	-420	-6%	13%	12%	53086	46197	-6889	-13%	8.2	7.6	5.0%	4.4%		
FIVE LIVE SPORTS EXTRA	48862	48862	0	0%	424	343	-81	-19%	1%	1%	1024	662	-362	-35%	2.4	1.9	0.1%	0.1%		
BBC 6 Music	48862	48862	0	0%	228	238	10	4%	%	%	1607	1280	-327	-20%	7.0	5.4	0.2%	0.1%		
1 Xtra from the BBC	48862	48862	0	0%	312	288	-24	-8%	1%	1%	1775	1088	-687	-39%	5.7	3.8	0.2%	0.1%		
BBC7	48862	48862	0	0%	404	391	-13	-3%	1%	1%	2191	2091	-100	-5%	5.4	5.4	0.2%	0.2%		
BBC World Service	48862	48862	0	0%	1365	1273	-92	-7%	3%	3%	6359	6015	-344	-5%	4.7	4.7	0.6%	0.6%		
BBC Asian Network UK	48862	48862	0	0%	473	535	62	13%	1%	1%	4023	3371	-652	-16%	8.5	6.3	0.4%	0.3%		
BBC Local/Regional	48862	48862	0	0%	9928	10243	315	3%	20%	21%	116226	115840	-386	0%	11.7	11.3	10.9%	11.0%		
ALL NATIONAL COMMERCIAL (UK)	48862	48862	0	0%	12752	13007	255	2%	26%	27%	101960	104740	2780	3%	8.0	8.1	9.6%	10.0%		
ALL LOCAL COMMERCIAL (UK)	48862	48862	0	0%	25719	25395	-324	-1%	53%	52%	364048	359610	-4438	-1%	14.2	14.2	34.1%	34.2%		
ALL COMMERCIAL (UK)	48862	48862	0	0%	31038	31176	138	0%	64%	64%	466008	464351	-1657	0%	15.0	14.9	43.7%	44.2%		
ALL BBC (UK)	48862	48862	0	0%	32514	32490	-24	0%	67%	66%	580393	567674	-12719	-2%	17.9	17.5	54.4%	54.0%		
ALL RADIO (UK)	48862	48862	0	0%	43775	43816	41	0%	90%	90%	1067532	1051075	-16457	-2%	24.4	24.0	100.0%	100.0%		