

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W1 2007	Change 000's	%	Last Pub	W1 2007	Change 000's	%	Last Pub	W1 2007	Change 000's	%	Last Pub	W1 2007	Change 000's	%	Last Pub	W1 2007	Last Pub	W1 2007		
105-107 Atlantic FM	438	438	0	0%	54	59	5	9%	12%	14%			281	350	69	25%	5.2	5.9	2.6%	3.4%		
107 The Bee	210	210	0	0%	11	16	5	45%	5%	8%			215	148	-67	-31%	19.5	9.4	4.7%	3.3%		
Big L Radio	4249	4256	7	0%	2	4	2	100%	*%	*%			8	82	74	925%	4.0	23.5	*%	0.1%		
Total Chrysalis Radio (UK)	49806	49806	0	0%	6264	6138	-126	-2%	13%	12%			55253	52243	-3010	-5%	8.8	8.5	5.2%	5.0%		
Chrysalis Radio (ILR)	25072	25060	-12	0%	5560	5412	-148	-3%	22%	22%			50434	47865	-2569	-5%	9.1	8.8	9.8%	9.5%		
The Arrow (UK)	49806	49806	0	0%	99	93	-6	-6%	*%	*%			744	566	-178	-24%	7.6	6.1	0.1%	0.1%		
Galaxy Network (UK)	49806	49806	0	0%	2664	2550	-114	-4%	5%	5%			19776	19676	-100	-1%	7.4	7.7	1.9%	1.9%		
Galaxy Network (ILR)	11172	11151	-21	0%	2250	2151	-99	-4%	20%	19%			17222	17572	350	2%	7.7	8.2	7.7%	8.0%		
Galaxy Birmingham	2024	2017	-7	0%	317	334	17	5%	16%	17%			2254	2724	470	21%	7.1	8.2	4.9%	5.9%		
Galaxy Manchester	2742	2743	1	0%	478	423	-55	-12%	17%	15%			3191	2922	-269	-8%	6.7	6.9	6.3%	5.8%		
Galaxy North East	2135	2121	-14	-1%	479	449	-30	-6%	22%	21%			3517	3274	-243	-7%	7.3	7.3	8.9%	8.4%		
Galaxy Yorkshire	4270	4270	0	0%	976	944	-32	-3%	23%	22%			8260	8652	392	5%	8.5	9.2	9.4%	10.2%		
Total Heart (UK)	49806	49806	0	0%	3136	3094	-42	-1%	6%	6%			24921	23033	-1888	-8%	7.9	7.4	2.4%	2.2%		
Heart FM (ILR)	15924	15926	2	0%	2851	2782	-69	-2%	18%	17%			23713	21599	-2114	-9%	8.3	7.8	7.1%	6.5%		
100.7 Heart FM	3484	3485	1	0%	777	787	10	1%	22%	23%			7392	7280	-112	-2%	9.5	9.3	9.5%	9.5%		
Heart 106.2 FM	10585	10585	0	0%	1853	1698	-155	-8%	18%	16%			15375	11591	-3784	-25%	8.3	6.8	7.1%	5.4%		
Heart 106 (formerly 106 Century FM)	2039	2040	1	0%	320	312	-8	-3%	16%	15%			2594	2235	-359	-14%	8.1	7.2	6.0%	5.3%		
Heart Midlands (ILR)	5340	5341	1	0%	1090	1088	-2	0%	20%	20%			9987	9515	-472	-5%	9.2	8.7	8.5%	8.2%		
Chrysalis Radio Midlands (ILR)	5340	5341	1	0%	1274	1293	19	1%	24%	24%			12241	12239	-2	0%	9.6	9.5	10.4%	10.6%		
Chrysalis Radio West Midlands (ILR)	3484	3485	1	0%	961	992	31	3%	28%	28%			9647	10004	357	4%	10.0	10.1	12.4%	13.1%		
Total LBC (UK)	49806	49806	0	0%	753	792	39	5%	2%	2%			9812	8968	-844	-9%	13.0	11.3	0.9%	0.9%		
Total LBC (ILR)	10585	10585	0	0%	731	738	7	1%	7%	7%			8769	7975	-794	-9%	12.0	10.8	4.1%	3.7%		
LBC 97.3	10585	10585	0	0%	624	597	-27	-4%	6%	6%			7071	6491	-580	-8%	11.3	10.9	3.3%	3.0%		
LBC News 1152	10585	10585	0	0%	254	327	73	29%	2%	3%			1698	1484	-214	-13%	6.7	4.5	0.8%	0.7%		
Chrysalis Radio London (ILR)	10585	10585	0	0%	2471	2285	-186	-8%	23%	22%			24144	19566	-4578	-19%	9.8	8.6	11.2%	9.1%		
Club Asia 963+972AM	10585	10585	0	0%	206	204	-2	-1%	2%	2%			1488	1182	-306	-21%	7.2	5.8	0.7%	0.5%		
Total CN Radio	1861	1849	-12	-1%	373	412	39	10%	20%	22%			3308	3689	381	12%	8.9	9.0	8.3%	9.2%		
The Bay	323	323	0	0%	111	110	-1	-1%	34%	34%			957	997	40	4%	8.6	9.1	14.1%	14.0%		
Citybeat 96.7FM	480	480	0	0%	117	125	8	7%	24%	26%			1110	1000	-110	-10%	9.5	8.0	10.7%	9.3%		
CN Radio Midlands	1058	1046	-12	-1%	145	177	32	22%	14%	17%			1242	1692	450	36%	8.6	9.5	5.5%	7.6%		
Oak 107 FM	108	108	0	0%	21	22	1	5%	20%	21%			166	196	30	18%	7.8	8.8	7.7%	8.9%		
Rugby FM	69	69	0	0%	26	24	-2	-8%	37%	35%			238	208	-30	-13%	9.3	8.6	16.8%	16.0%		
Touch FM Staffs (was Centre FM)	236	236	0	0%	24	31	7	29%	10%	13%			231	328	97	42%	9.7	10.7	4.4%	6.0%		
Touch FM - South Midlands	645	633	-12	-2%	82	95	13	16%	13%	15%			693	919	226	33%	8.5	9.7	5.0%	6.9%		
Connect FM (was KCBC 107.4)	206	206	0	0%	47	44	-3	-6%	23%	21%			490	446	-44	-9%	10.3	10.2	10.5%	9.7%		
Chester's Dee 106.3	179	179	0	0%	35	39	4	11%	20%	22%			293	300	7	2%	8.3	7.8	7.6%	7.9%		
Total EMAP	49806	49806	0	0%	11875	11615	-260	-2%	24%	23%			108380	105662	-2718	-3%	9.1	9.1	10.2%	10.1%		
Total EMAP ILR	35845	35824	-21	0%	9572	9422	-150	-2%	27%	26%			87903	86675	-1228	-1%	9.2	9.2	11.8%	11.7%		
Big City Network	15785	15776	-9	0%	4874	4707	-167	-3%	31%	30%			45036	43504	-1532	-3%	9.2	9.2	14.2%	14.0%		
Total Magic	49806	49806	0	0%	3069	3166	97	3%	6%	6%			21301	23000	1699	8%	6.9	7.3	2.0%	2.2%		
Magic Network (ILR)	20890	20886	-4	0%	2443	2509	66	3%	12%	12%			18846	19638	792	4%	7.7	7.8	4.5%	4.7%		
Magic Network - North	10305	10301	-4	0%	735	698	-37	-5%	7%	7%			7258	6911	-347	-5%	9.9	9.9	3.6%	3.5%		
EMAP Radio - North East	2146	2139	-7	0%	775	761	-14	-2%	36%	36%			7155	7139	-16	0%	9.2	9.4	18.0%	18.2%		
Big City Network - North East	2146	2139	-7	0%	653	631	-22	-3%	30%	29%			5181	4946	-235	-5%	7.9	7.8	13.0%	12.6%		
Metro Radio	1398	1399	1	0%	453	441	-12	-3%	32%	32%			3347	3233	-114	-3%	7.4	7.3	13.0%	12.7%		
TFM	805	797	-8	-1%	207	193	-14	-7%	26%	24%			1834	1713	-121	-7%	8.9	8.9	12.0%	11.6%		
Magic Network - North East	2146	2139	-7	0%	209	227	18	9%	10%	11%			1973	2193	220	11%	9.4	9.7	5.0%	5.6%		
Magic 1152 (Newcastle)	1398	1399	1	0%	148	156	8	5%	11%	11%			1307	1469	162	12%	8.8	9.4	5.1%	5.8%		
Magic 1170 (Teesside)	805	797	-8	-1%	62	71	9	15%	8%	9%			666	724	58	9%	10.7	10.2	4.4%	4.9%		
Metro Radio/Magic 1152	1398	1399	1	0%	533	525	-8	-2%	38%	38%			4655	4702	47	1%	8.7	9.0	18.1%	18.5%		

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	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	Last Pub	W1 2007
TFM/Magic 1170	805	797	-8	-1%	250	238	-12	-5%	31%	30%	2500	2437	-63	-3%	10.0	10.2	16.4%	16.5%		
EMAP Radio - North West	4972	4973	1	0%	1492	1415	-77	-5%	30%	28%	14511	13224	-1287	-9%	9.7	9.3	14.8%	13.9%		
Big City Network - North West	4857	4867	10	0%	1338	1244	-94	-7%	28%	26%	11897	10915	-982	-8%	8.9	8.8	12.4%	11.7%		
Radio City 96.7	1772	1782	10	1%	507	458	-49	-10%	29%	26%	5402	4897	-505	-9%	10.7	10.7	14.0%	13.1%		
Key 103 (Manchester)	2327	2327	0	0%	558	510	-48	-9%	24%	22%	3560	3222	-338	-9%	6.4	6.3	8.4%	7.8%		
97.4 Rock FM	1345	1346	1	0%	303	294	-9	-3%	23%	22%	2935	2759	-176	-6%	9.7	9.4	10.7%	10.3%		
Magic Network - North West	4963	4966	3	0%	258	249	-9	-3%	5%	5%	2614	2309	-305	-12%	10.1	9.3	2.7%	2.4%		
Magic 1548 (Liverpool)	1772	1782	10	1%	108	92	-16	-15%	6%	5%	1083	776	-307	-28%	10.0	8.4	2.8%	2.1%		
Magic 1152 (Manchester)	2327	2327	0	0%	98	105	7	7%	4%	5%	999	1029	30	3%	10.2	9.8	2.4%	2.5%		
Magic 999 (Preston)	1117	1110	-7	-1%	52	52	0	0%	5%	5%	533	504	-29	-5%	10.3	9.7	2.4%	2.3%		
Key 103/Magic 1152 (Manchester)	2327	2327	0	0%	627	592	-35	-6%	27%	25%	4558	4251	-307	-7%	7.3	7.2	10.8%	10.3%		
Radio City 96.7/Magic 1548	1772	1782	10	1%	553	508	-45	-8%	31%	29%	6485	5673	-812	-13%	11.7	11.2	16.8%	15.2%		
97.4 Rock FM/Magic 999	1460	1451	-9	-1%	344	336	-8	-2%	24%	23%	3468	3263	-205	-6%	10.1	9.7	11.7%	11.3%		
EMAP Radio - Yorkshire	3196	3197	1	0%	1003	942	-61	-6%	31%	29%	9509	9118	-391	-4%	9.5	9.7	14.4%	14.3%		
Big City Network - Yorkshire	3196	3197	1	0%	838	805	-33	-4%	26%	25%	6839	6709	-130	-2%	8.2	8.3	10.4%	10.5%		
96.3 Radio Aire	952	952	0	0%	171	153	-18	-11%	18%	16%	1395	1222	-173	-12%	8.1	8.0	7.6%	7.4%		
Hallam FM	1291	1291	0	0%	380	393	13	3%	29%	30%	3014	3190	176	6%	7.9	8.1	11.5%	12.2%		
96.9 Viking FM	1123	1123	0	0%	290	263	-27	-9%	26%	23%	2430	2296	-134	-6%	8.4	8.7	9.9%	9.3%		
Magic Network - Yorkshire	3196	3197	1	0%	268	223	-45	-17%	8%	7%	2670	2409	-261	-10%	10.0	10.8	4.0%	3.8%		
Magic 828 (Leeds)	952	952	0	0%	132	100	-32	-24%	14%	11%	1384	1020	-364	-26%	10.5	10.2	7.5%	6.2%		
Magic AM (Sheffield)	1291	1291	0	0%	67	60	-7	-10%	5%	5%	559	642	83	15%	8.4	10.8	2.1%	2.5%		
Magic 1161 (Hull)	1123	1123	0	0%	69	63	-6	-9%	6%	6%	727	747	20	3%	10.5	11.9	3.0%	3.0%		
96.3 Radio Aire/Magic 828	952	952	0	0%	270	228	-42	-16%	28%	24%	2779	2241	-538	-19%	10.3	9.8	15.2%	13.7%		
Hallam FM/Magic AM	1291	1291	0	0%	415	420	5	1%	32%	33%	3573	3832	259	7%	8.6	9.1	13.6%	14.7%		
96.9 Viking FM/Magic 1161	1123	1123	0	0%	322	298	-24	-7%	29%	27%	3157	3043	-114	-4%	9.8	10.2	12.9%	12.3%		
Total Kerrang!	49806	49806	0	0%	1366	1324	-42	-3%	3%	3%	7583	5870	-1713	-23%	5.6	4.4	0.7%	0.6%		
Kerrang! 105.2	3491	3484	-7	0%	405	352	-53	-13%	12%	10%	3301	2031	-1270	-38%	8.1	5.8	4.4%	2.7%		
EMAP Radio London (Magic 105.4/Kiss 100)	10585	10585	0	0%	2843	2735	-108	-4%	27%	26%	20361	21070	709	3%	7.2	7.7	9.4%	9.8%		
Kiss 100 FM	10585	10585	0	0%	1445	1356	-89	-6%	14%	13%	8417	8416	-1	0%	5.8	6.2	3.9%	3.9%		
Magic 105.4	10585	10585	0	0%	1792	1806	14	1%	17%	17%	11944	12654	710	6%	6.7	7.0	5.5%	5.9%		
Total Kiss Network	49806	49806	0	0%	2922	2804	-118	-4%	6%	6%	16722	15680	-1042	-6%	5.7	5.6	1.6%	1.5%		
Kiss East	1879	1880	1	0%	289	264	-25	-9%	15%	14%	2369	1910	-459	-19%	8.2	7.2	5.4%	4.3%		
Kiss West	2187	2182	-5	0%	254	228	-26	-10%	12%	10%	1921	1724	-197	-10%	7.6	7.6	3.9%	3.5%		
EMAP Total Scotland	4235	4223	-12	0%	1741	1727	-14	-1%	41%	41%	20471	20343	-128	-1%	11.8	11.8	23.5%	23.6%		
EMAP Central Scotland	2786	2774	-12	0%	1031	999	-32	-3%	37%	36%	12399	11613	-786	-6%	12.0	11.6	21.5%	20.8%		
Total Radio Clyde	1826	1813	-13	-1%	705	692	-13	-2%	39%	38%	8755	8122	-633	-7%	12.4	11.7	23.6%	22.8%		
Clyde 1 FM	1826	1813	-13	-1%	595	586	-9	-2%	33%	32%	6202	5512	-690	-11%	10.4	9.4	16.7%	15.5%		
Clyde 2	1826	1813	-13	-1%	282	270	-12	-4%	15%	15%	2552	2610	58	2%	9.0	9.7	6.9%	7.3%		
Total Radio Forth	1062	1062	0	0%	328	311	-17	-5%	31%	29%	3644	3491	-153	-4%	11.1	11.2	16.0%	15.8%		
ForthOne	1062	1062	0	0%	289	265	-24	-8%	27%	25%	2903	2734	-169	-6%	10.0	10.3	12.8%	12.4%		
Forth2	1062	1062	0	0%	101	103	2	2%	10%	10%	741	757	16	2%	7.3	7.4	3.3%	3.4%		
C.F.M.Radio	239	239	0	0%	96	97	1	1%	40%	41%	946	996	50	5%	9.8	10.2	18.3%	18.7%		
Moray Firth Radio	245	245	0	0%	105	112	7	7%	43%	46%	1152	1355	203	18%	10.9	12.1	23.5%	27.2%		
Total Northsound Radio	298	298	0	0%	150	152	2	1%	50%	51%	1600	1587	-13	-1%	10.7	10.5	25.8%	25.4%		
Northsound One	298	298	0	0%	123	126	3	2%	41%	42%	1142	1182	40	4%	9.3	9.4	18.4%	18.9%		
Northsound Two	298	298	0	0%	54	53	-1	-2%	18%	18%	458	405	-53	-12%	8.5	7.6	7.4%	6.5%		
Radio Borders	104	104	0	0%	60	59	-1	-2%	58%	57%	873	812	-61	-7%	14.5	13.7	38.2%	36.3%		
Total Radio Tay	361	361	0	0%	155	163	8	5%	43%	45%	2043	2307	264	13%	13.2	14.2	28.6%	31.0%		
Tay-FM	361	361	0	0%	105	107	2	2%	29%	30%	1181	1194	13	1%	11.2	11.2	16.5%	16.1%		
Radio Tay-AM	361	361	0	0%	76	79	3	4%	21%	22%	862	1113	251	29%	11.4	14.0	12.1%	15.0%		

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West Sound (inc. West FM)	382	382	0	0%	159	159	0	0%	42%	42%	1588	1660	72	5%	10.0	10.5	26.2%	27.4%						
Downtown Radio (DTR) / Cool FM	1351	1351	0	0%	522	533	11	2%	39%	39%	5213	5460	247	5%	10.0	10.2	19.0%	19.7%						
Cool FM	924	924	0	0%	320	327	7	2%	35%	35%	2957	3021	64	2%	9.2	9.2	15.3%	15.3%						
Downtown Radio (DTR)	1351	1351	0	0%	263	256	-7	-3%	20%	19%	2256	2439	183	8%	8.6	9.5	8.2%	8.8%						
Wave 105 FM	1810	1810	0	0%	386	375	-11	-3%	21%	21%	3715	3613	-102	-3%	9.6	9.6	9.1%	8.8%						
3FM	65	65	0	0%	17	17	0	0%	26%	27%	223	212	-11	-5%	13.2	12.3	14.1%	13.2%						
Total GCap Media UK	49806	49806	0	0%	15006	15176	170	1%	30%	30%	142663	137546	-5117	-4%	9.5	9.1	13.5%	13.1%						
GCap Media - National Brands Total	49806	49806	0	0%	9132	9199	67	1%	18%	18%	73662	70992	-2670	-4%	8.1	7.7	7.0%	6.8%						
Classic FM	49806	49806	0	0%	5757	6031	274	5%	12%	12%	44503	44233	-270	-1%	7.7	7.3	4.2%	4.2%						
Capital Disney	49806	49806	0	0%	52	70	18	35%	*%	*%	261	257	-4	-2%	5.1	3.7	*%	*%						
Chill	49806	49806	0	0%	134	187	53	40%	*%	*%	720	820	100	14%	5.4	4.4	0.1%	0.1%						
Core	49806	49806	0	0%	98	118	20	20%	*%	*%	271	383	112	41%	2.8	3.3	*%	*%						
Fun Radio	49806	49806	0	0%	37	37	0	0%	*%	*%	149	115	-34	-23%	4.0	3.1	*%	*%						
Life	49806	49806	0	0%	77	67	-10	-13%	*%	*%	359	449	90	25%	4.7	6.7	*%	*%						
Planet Rock	49806	49806	0	0%	424	498	74	17%	1%	1%	2363	2444	81	3%	5.6	4.9	0.2%	0.2%						
Total Choice (UK)	49806	49806	0	0%	685	600	-85	-12%	1%	1%	6682	3930	-2752	-41%	9.8	6.5	0.6%	0.4%						
GCap Media Gold Networks UK	49806	49806	0	0%	1830	1687	-143	-8%	4%	3%	14573	12320	-2253	-15%	8.0	7.3	1.4%	1.2%						
Total Capital Gold Network UK	49806	49806	0	0%	1180	1070	-110	-9%	2%	2%	7493	6470	-1023	-14%	6.4	6.0	0.7%	0.6%						
Total Classic Gold Network UK	49806	49806	0	0%	701	681	-20	-3%	1%	1%	7080	5851	-1229	-17%	10.1	8.6	0.7%	0.6%						
GCap Media - Local Brands Total	34267	34270	3	0%	9268	9308	40	0%	27%	27%	90283	85331	-4952	-5%	9.7	9.2	12.3%	11.7%						
The One Network	28669	28664	-5	0%	7244	7366	122	2%	25%	26%	65675	64318	-1357	-2%	9.1	8.7	10.5%	10.4%						
Beacon FM	1287	1287	0	0%	268	267	-1	0%	21%	21%	2277	2161	-116	-5%	8.5	8.1	8.1%	7.4%						
96.4 BRMB	2029	2029	0	0%	453	428	-25	-6%	22%	21%	3354	3441	87	3%	7.4	8.0	7.1%	7.4%						
The Buzz 97.1 FM	411	411	0	0%	35	39	4	11%	8%	9%	150	235	85	57%	4.3	6.1	1.7%	2.9%						
95.8 Capital Radio	10585	10585	0	0%	1463	1623	160	11%	14%	15%	10120	9919	-201	-2%	6.9	6.1	4.7%	4.6%						
Champion 103 FM	119	119	0	0%	40	37	-3	-8%	33%	31%	545	469	-76	-14%	13.8	12.8	19.1%	17.6%						
96.9 Chiltern FM (Bedford)	335	335	0	0%	97	98	1	1%	29%	29%	992	847	-145	-15%	10.3	8.6	13.7%	12.3%						
97.6 Chiltern FM (Dunstable/Luton)	682	682	0	0%	171	159	-12	-7%	25%	23%	1449	1205	-244	-17%	8.5	7.6	10.3%	8.8%						
Coast 96.3	235	235	0	0%	47	51	4	9%	20%	22%	351	393	42	12%	7.4	7.7	7.0%	8.0%						
2CR FM	577	577	0	0%	143	132	-11	-8%	25%	23%	1119	981	-138	-12%	7.8	7.4	8.7%	7.0%						
Essex FM (inc. Ten-17 FM)	1159	1159	0	0%	308	309	1	0%	27%	27%	3433	3445	12	0%	11.1	11.1	12.4%	12.6%						
FOX FM	575	570	-5	-1%	174	169	-5	-3%	30%	30%	1692	1346	-346	-20%	9.7	8.0	13.2%	10.6%						
102.7 Hereward FM	376	376	0	0%	109	105	-4	-4%	29%	28%	789	763	-26	-3%	7.2	7.3	9.2%	8.9%						
Horizon Radio	227	227	0	0%	68	73	5	7%	30%	32%	654	794	140	21%	9.7	10.9	14.0%	16.8%						
Gemini FM Total	508	508	0	0%	168	173	5	3%	33%	34%	1882	1775	-107	-6%	11.2	10.3	16.6%	15.8%						
Gemini East	286	286	0	0%	88	100	12	14%	31%	35%	938	1014	76	8%	10.7	10.2	14.7%	15.7%						
Gemini West	222	222	0	0%	80	73	-7	-9%	36%	33%	943	761	-182	-19%	11.8	10.4	19.1%	15.9%						
GWR FM	1319	1319	0	0%	368	350	-18	-5%	28%	27%	3999	3954	-45	-1%	10.9	11.3	13.0%	13.3%						
Invicta FM	1140	1140	0	0%	411	392	-19	-5%	36%	34%	4359	3632	-727	-17%	10.6	9.3	15.1%	12.8%						
Lantern FM 96.2 and 97.3	130	130	0	0%	57	58	1	2%	44%	45%	730	788	58	8%	12.8	13.5	21.3%	22.9%						
105.4 Leicester Sound FM	615	623	8	1%	151	154	3	2%	25%	25%	1183	1209	26	2%	7.8	7.8	9.6%	9.8%						
Marcher Sound (formerly MFM 103.4)	364	364	0	0%	69	57	-12	-17%	19%	16%	647	789	142	22%	9.4	13.8	8.6%	10.1%						
Mercia FM	664	656	-8	-1%	149	151	2	1%	22%	23%	1147	1207	60	5%	7.7	8.0	8.5%	9.4%						
Mercury FM (Herts)	317	317	0	0%	34	33	-1	-3%	11%	11%	225	332	107	48%	6.6	9.9	3.1%	4.8%						
Mercury FM (Surrey & Sussex)	418	418	0	0%	66	71	5	8%	16%	17%	571	499	-72	-13%	8.7	7.0	6.4%	5.5%						
Northants 96	494	494	0	0%	125	134	9	7%	25%	27%	1120	1324	204	18%	8.9	9.9	10.7%	12.6%						
Orchard FM	335	336	1	0%	123	123	0	0%	37%	37%	1321	1356	35	3%	10.7	11.0	15.7%	16.1%						
97 FM Plymouth Sound	328	330	2	1%	100	100	0	0%	30%	30%	917	818	-99	-11%	9.2	8.2	13.1%	12.3%						
103.2 Power FM	1088	1088	0	0%	253	254	1	0%	23%	23%	1994	2377	383	19%	7.9	9.4	8.1%	9.7%						
Q103	379	375	-4	-1%	103	98	-5	-5%	27%	26%	739	742	3	0%	7.2	7.6	9.5%	9.7%						

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2007/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%
Radio Broadland	623	623	0	0%	194	190	-4	-2%	31%	31%	2019	2039	20	1%	10.4	10.7	13.7%	13.3%						
RAM FM	585	586	1	0%	126	123	-3	-2%	22%	21%	1274	1296	22	2%	10.1	10.6	9.3%	9.7%						
Red Dragon	929	929	0	0%	302	301	-1	0%	32%	32%	2917	3276	359	12%	9.7	10.9	14.2%	15.3%						
102.4 Severn Sound FM	378	378	0	0%	108	103	-5	-5%	29%	27%	885	939	54	6%	8.2	9.1	10.6%	11.7%						
SGR FM Total	625	619	-6	-1%	176	176	0	0%	28%	28%	1540	1348	-192	-12%	8.7	7.7	9.6%	8.7%						
SGR FM	513	507	-6	-1%	122	132	10	8%	24%	26%	870	968	98	11%	7.1	7.3	6.7%	7.7%						
SGR Colchester	162	162	0	0%	52	51	-1	-2%	32%	31%	499	496	-3	-1%	9.6	9.8	13.4%	12.9%						
Southern FM	954	958	4	0%	328	358	30	9%	34%	37%	3384	3585	201	6%	10.3	10.0	15.2%	15.6%						
South Hams Radio	68	68	0	0%	14	13	-1	-7%	21%	19%	132	118	-14	-11%	9.2	8.9	8.5%	7.8%						
2-TEN FM	689	689	0	0%	236	217	-19	-8%	34%	31%	1498	1549	51	3%	6.4	7.1	10.5%	11.0%						
96 Trent FM	1084	1084	0	0%	271	277	6	2%	25%	26%	3173	2289	-884	-28%	11.7	8.3	13.3%	10.0%						
Wyvern FM	480	481	1	0%	94	93	-1	-1%	20%	19%	763	805	42	6%	8.1	8.7	7.7%	8.6%						
Choice FM London	10585	10585	0	0%	595	486	-109	-18%	6%	5%	5974	3433	-2541	-43%	10.0	7.1	2.8%	1.6%						
Ocean	970	970	0	0%	198	176	-22	-11%	20%	18%	1078	1324	246	23%	5.5	7.5	5.0%	6.2%						
GCap Media Gold Networks Combined	28398	28392	-6	0%	1456	1306	-150	-10%	5%	5%	11958	9851	-2107	-18%	8.2	7.5	2.0%	1.6%						
Capital Gold Network	18503	18508	5	0%	971	856	-115	-12%	5%	5%	6324	5347	-977	-15%	6.5	6.2	1.6%	1.4%						
Capital Gold Birmingham	2029	2029	0	0%	57	46	-11	-19%	3%	2%	694	329	-365	-53%	12.1	7.1	1.5%	0.7%						
Capital Gold Hampshire	1088	1088	0	0%	39	37	-2	-5%	4%	3%	455	367	-88	-19%	11.8	10.0	1.8%	1.5%						
Capital Gold Kent	1140	1140	0	0%	49	36	-13	-27%	4%	3%	428	382	-46	-11%	8.8	10.5	1.5%	1.4%						
Capital Gold London	10585	10585	0	0%	712	551	-161	-23%	7%	5%	3030	2536	-494	-16%	4.3	4.6	1.4%	1.2%						
Capital Gold Manchester	2299	2303	4	0%	65	65	0	0%	3%	3%	579	663	84	15%	8.9	10.2	1.4%	1.6%						
Capital Gold Sussex	954	958	4	0%	35	29	-6	-17%	4%	3%	292	150	-142	-49%	8.4	5.1	1.3%	0.7%						
Capital Gold South East Wales	929	929	0	0%	30	31	1	3%	3%	3%	549	406	-143	-26%	18.2	13.2	2.7%	1.9%						
Classic Gold Network	12802	12791	-11	0%	494	459	-35	-7%	4%	4%	5634	4504	-1130	-20%	11.4	9.8	2.0%	1.6%						
Classic Gold Amber Total	1116	1110	-6	-1%	52	47	-5	-10%	5%	4%	441	431	-10	-2%	8.4	9.1	1.6%	1.6%						
Classic Gold Amber (Norfolk)	623	623	0	0%	32	28	-4	-13%	5%	4%	277	264	-13	-5%	8.6	9.5	1.9%	1.7%						
Classic Gold Amber (Suffolk)	513	507	-6	-1%	22	20	-2	-9%	4%	4%	175	169	-6	-3%	8.0	8.3	1.3%	1.3%						
Classic Gold Bedford (792)	605	605	0	0%	17	20	3	18%	3%	3%	185	176	-9	-5%	10.6	8.6	1.5%	1.4%						
Classic Gold Berkshire (1431/1485)	689	689	0	0%	20	14	-6	-30%	3%	2%	192	135	-57	-30%	9.8	9.7	1.4%	1.0%						
Classic Gold Bristol/Bath/Wiltshire (1260/936/1161)	1319	1319	0	0%	77	57	-20	-26%	6%	4%	1439	846	-593	-41%	18.8	14.7	4.7%	2.8%						
Classic Gold Coventry (1359)	664	656	-8	-1%	27	26	-1	-4%	4%	4%	341	277	-64	-19%	12.6	10.7	2.5%	2.2%						
Classic Gold Crawley (1521)	418	418	0	0%	3	1	-2	-67%	1%	**	7	5	-2	-29%	2.7	3.6	0.1%	0.1%						
Classic Gold Derby (GEM)	585	586	1	0%	33	24	-9	-27%	6%	4%	352	202	-150	-43%	10.8	8.3	2.6%	1.5%						
Classic Gold Devon (666/954)	508	508	0	0%	32	19	-13	-41%	6%	4%	254	201	-53	-21%	7.8	10.6	2.2%	1.8%						
Classic Gold Dorset (828)	577	577	0	0%	20	29	9	45%	4%	5%	195	181	-14	-7%	9.6	6.3	1.5%	1.3%						
Classic Gold Essex (1359/1431)	1159	1159	0	0%	26	25	-1	-4%	2%	2%	293	263	-30	-10%	11.3	10.4	1.1%	1.0%						
Classic Gold Gloucester (774)	378	378	0	0%	18	20	2	11%	5%	5%	155	205	50	32%	8.5	10.4	1.9%	2.5%						
Classic Gold Luton (828)	997	997	0	0%	27	26	-1	-4%	3%	3%	236	229	-7	-3%	8.8	8.7	1.1%	1.1%						
Classic Gold Marcher (1260)	364	364	0	0%	22	19	-3	-14%	6%	5%	244	160	-84	-34%	11.0	8.5	3.3%	2.0%						
Classic Gold Northampton (1557)	494	494	0	0%	23	28	5	22%	5%	6%	128	163	35	27%	5.5	5.9	1.2%	1.5%						
Classic Gold Nottingham (GEM)	1084	1084	0	0%	42	44	2	5%	4%	4%	516	427	-89	-17%	12.3	9.8	2.2%	1.9%						
Classic Gold Peterborough (1332)	548	548	0	0%	36	30	-6	-17%	7%	6%	370	333	-37	-10%	10.3	10.9	2.9%	2.7%						
Classic Gold Plymouth (1152)	328	330	2	1%	6	9	3	50%	2%	3%	77	113	36	47%	12.0	12.2	1.1%	1.7%						
Classic Gold Wolverhampton (990/1017)	1287	1287	0	0%	35	32	-3	-9%	3%	2%	383	240	-143	-37%	11.1	7.5	1.4%	0.8%						
Total XFM (UK)	49806	49806	0	0%	1130	1157	27	2%	2%	2%	7296	6769	-527	-7%	6.5	5.9	0.7%	0.6%						
XFM 104.9	10585	10585	0	0%	479	630	151	32%	5%	6%	2736	3946	1210	44%	5.7	6.3	1.3%	1.8%						
XFM Manchester	2742	2743	1	0%	133	113	-20	-15%	5%	4%	858	579	-279	-33%	6.4	5.1	1.7%	1.2%						
XFM Scotland	2657	2664	7	0%	294	282	-12	-4%	11%	11%	2468	1624	-844	-34%	8.4	5.8	4.4%	3.0%						
XFM Scotland (East)	1146	1133	-13	-1%	119	123	4	3%	10%	11%	977	656	-321	-33%	8.2	5.3	4.0%	2.8%						
XFM Scotland (West)	1667	1665	-2	0%	192	177	-15	-8%	12%	11%	1699	1040	-659	-39%	8.9	5.9	4.9%	3.1%						

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	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %
Total GMG Radio	49806	49806	0	0%	4275	4788	513	12%	9%	10%	39324	48038	8714	22%	9.2	10.0	3.7%	4.6%						
Total Real Radio/Century FM	49806	49806	0	0%	2995	2671	-324	-11%	6%	5%	28898	26087	-2811	-10%	9.6	9.8	2.7%	2.5%						
GMG Radio North West (Century FM (North West)/Smooth FM (North W	n/p	5405	n/a	n/a	n/p	1085	n/a	n/a	n/p	20%	n/p	9788	n/a	n/a	n/p	9.0	n/p	9.6%						
Century FM (North East/North West)	7279	7256	-23	0%	1205	1114	-91	-8%	17%	15%	9478	8750	-728	-8%	7.9	7.9	6.7%	6.3%						
Century FM (North East)	2135	2121	-14	-1%	466	453	-13	-3%	22%	21%	4313	3959	-354	-8%	9.3	8.7	10.9%	10.2%						
Century FM (North East) - North	1394	1387	-7	-1%	267	255	-12	-4%	19%	18%	2724	2380	-344	-13%	10.2	9.3	10.6%	9.4%						
Century FM (North East) - South	799	791	-8	-1%	213	211	-2	-1%	27%	27%	1786	1806	20	1%	8.4	8.5	11.8%	12.3%						
Century FM (North West)	5144	5125	-19	0%	772	554	-218	-28%	15%	11%	5649	4310	-1339	-24%	7.3	7.8	5.4%	4.5%						
Total Real Radio	49806	49806	0	0%	1633	1557	-76	-5%	3%	3%	18273	17307	-966	-5%	11.2	11.1	1.7%	1.7%						
Real Radio (Scotland/Wales/Yorkshire)	7022	7030	8	0%	1427	1399	-28	-2%	20%	20%	16961	16314	-647	-4%	11.9	11.7	11.7%	11.5%						
Real Radio (Scotland)	2657	2664	7	0%	762	766	4	1%	29%	29%	9513	9523	10	0%	12.5	12.4	16.9%	17.5%						
Real Radio (Wales)	1661	1661	0	0%	327	342	15	5%	20%	21%	3823	4044	221	6%	11.7	11.8	10.5%	10.8%						
Real Radio (Yorkshire)	2704	2705	1	0%	337	291	-46	-14%	12%	11%	3625	2748	-877	-24%	10.8	9.4	6.9%	5.5%						
GMG Radio Scotland (Real Radio/96.3 Rock Radio/SAGA 105.2fm)	n/p	2851	n/a	n/a	n/p	923	n/a	n/a	n/p	32%	n/p	11836	n/a	n/a	n/p	12.8	n/p	20.6%						
Real Radio (Scotland)/96.3 Rock Radio	2660	2667	7	0%	794	794	0	0%	30%	30%	9838	9843	5	0%	12.4	12.4	17.5%	18.0%						
96.3 Rock Radio	695	695	0	0%	55	49	-6	-11%	8%	7%	325	291	-34	-10%	5.9	6.0	2.4%	2.4%						
SAGA Radio Group	7314	7294	-20	0%	841	864	23	3%	12%	12%	9390	10067	677	7%	11.2	11.7	6.0%	6.5%						
Saga 105.2fm	1854	1833	-21	-1%	214	185	-29	-14%	12%	10%	2242	1988	-254	-11%	10.5	10.8	6.0%	5.5%						
SAGA Radio Midlands	5460	5461	1	0%	627	679	52	8%	11%	12%	7148	8079	931	13%	11.4	11.9	6.0%	6.8%						
Saga 105.7fm	3484	3485	1	0%	421	451	30	7%	12%	13%	5102	5883	781	15%	12.1	13.0	6.6%	7.7%						
SAGA 106.6fm	2032	2032	0	0%	207	227	20	10%	10%	11%	2045	2196	151	7%	9.9	9.7	4.7%	5.2%						
Total Smooth FM	49806	49806	0	0%	1540	1495	-45	-3%	3%	3%	10251	11259	1008	10%	6.7	7.5	1.0%	1.1%						
Smooth FM (London/North West)	16008	15990	-18	0%	1256	1107	-149	-12%	8%	7%	8722	9099	377	4%	6.9	8.2	2.7%	2.9%						
Smooth FM (London)	10585	10585	0	0%	496	473	-23	-5%	5%	4%	3262	3621	359	11%	6.6	7.7	1.5%	1.7%						
Smooth FM (North West)	5424	5405	-19	0%	760	634	-126	-17%	14%	12%	5460	5478	18	0%	7.2	8.6	5.0%	5.3%						
Hertbeat FM	246	246	0	0%	25	24	-1	-4%	10%	10%	147	171	24	16%	5.9	7.1	2.9%	3.3%						
Kingdom FM	287	287	0	0%	77	78	1	1%	27%	27%	877	893	16	2%	11.4	11.4	13.4%	14.4%						
kmfm Group	980	980	0	0%	174	192	18	10%	18%	20%	1603	1947	344	21%	9.2	10.1	6.4%	8.0%						
kmfm East	459	459	0	0%	94	108	14	15%	21%	24%	941	1228	287	30%	10.0	11.3	8.4%	11.1%						
kmfm West	521	521	0	0%	79	84	5	6%	15%	16%	662	719	57	9%	8.3	8.6	4.8%	5.4%						
Lincs FM Group	1772	1773	1	0%	514	526	12	2%	29%	30%	5843	6207	364	6%	11.4	11.8	15.3%	17.0%						
Lincs FM 102.2	821	821	0	0%	321	322	1	0%	39%	39%	4021	4398	377	9%	12.5	13.7	21.2%	24.1%						
South & West Yorkshire (Lincs FM Group)	806	806	0	0%	172	182	10	6%	21%	23%	1660	1634	-26	-2%	9.7	9.0	10.2%	10.6%						
Dearne FM	198	198	0	0%	62	57	-5	-8%	31%	29%	589	530	-59	-10%	9.6	9.3	15.8%	14.5%						
Ridings FM	267	267	0	0%	40	35	-5	-13%	15%	13%	424	328	-96	-23%	10.5	9.5	8.0%	6.7%						
Trax FM	341	341	0	0%	88	101	13	15%	26%	29%	870	1004	134	15%	9.9	10.0	12.5%	13.7%						
Fosseway Radio	146	146	0	0%	25	24	-1	-4%	17%	17%	241	185	-56	-23%	9.5	7.5	8.0%	6.2%						
Lite FM	181	181	0	0%	30	30	0	0%	17%	17%	234	214	-20	-9%	7.7	7.1	6.4%	5.8%						
The Local Radio Company Group Total	4052	4031	-21	-1%	924	907	-17	-2%	23%	23%	6944	7582	638	9%	7.5	8.4	8.1%	8.6%						
Alpha 103.2	128	128	0	0%	26	26	0	0%	20%	20%	177	195	18	10%	6.8	7.5	7.9%	8.5%						
107.8 Arrow FM for Hastings	111	111	0	0%	22	22	0	0%	20%	20%	169	189	20	12%	7.6	8.5	5.7%	6.4%						
Bath FM	86	86	0	0%	16	14	-2	-13%	18%	16%	71	64	-7	-10%	4.5	4.7	3.9%	3.3%						
2BR	202	202	0	0%	54	53	-1	-2%	27%	27%	568	484	-84	-15%	10.5	9.0	12.4%	11.1%						
Central FM	189	189	0	0%	44	42	-2	-5%	23%	22%	277	268	-9	-3%	6.4	6.3	6.9%	6.8%						
107.9 Dune FM	216	216	0	0%	26	26	0	0%	12%	12%	172	249	77	45%	6.5	9.5	3.8%	5.4%						
Durham FM	247	247	0	0%	26	27	1	4%	10%	11%	194	218	24	12%	7.5	8.2	4.2%	4.6%						
Fire 107.6 FM	280	280	0	0%	35	39	4	11%	13%	14%	246	254	8	3%	6.9	6.4	3.8%	3.9%						
Huddersfield's Home 107.9	183	183	0	0%	20	17	-3	-15%	11%	10%	125	91	-34	-27%	6.3	5.2	3.7%	2.8%						
IOW Radio	119	119	0	0%	50	47	-3	-6%	42%	40%	432	355	-77	-18%	8.7	7.5	15.3%	12.6%						
Ivel FM	133	133	0	0%	27	34	7	26%	21%	25%	215	281	66	31%	7.8	8.3	6.4%	8.8%						

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2007/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	Last Pub	W1 2007	Last Pub	W1 2007		
Minster FM (inc. Yorkshire Coast Radio-Scarborough/Bridlington)	428	428	0	0%	122	133	11	9%	28%	31%	957	989	32	3%	7.9	7.5	10.5%	10.5%						
Total Mix	247	246	-1	0%	54	58	4	7%	22%	24%	503	484	-19	-4%	9.3	8.3	10.5%	9.8%						
Mix 96	130	130	0	0%	37	40	3	8%	28%	31%	357	374	17	5%	9.8	9.3	13.0%	13.5%						
Mix 107	117	117	0	0%	18	18	0	0%	15%	15%	147	110	-37	-25%	8.3	6.2	7.1%	5.1%						
107.4 The Quay	282	282	0	0%	40	40	0	0%	14%	14%	208	273	65	31%	5.2	6.8	3.3%	4.5%						
106.9 Silk FM	167	167	0	0%	33	33	0	0%	20%	20%	196	215	19	10%	5.9	6.5	5.9%	6.6%						
107.5 Sovereign Radio	154	154	0	0%	34	31	-3	-9%	22%	20%	219	234	15	7%	6.5	7.4	5.8%	6.0%						
Spire FM	100	100	0	0%	42	43	1	2%	42%	43%	415	427	12	3%	9.9	10.0	17.7%	18.4%						
Spirit FM	177	177	0	0%	42	42	0	0%	24%	24%	398	315	-83	-21%	9.6	7.5	10.8%	8.9%						
97.2 Stray FM	145	145	0	0%	49	46	-3	-6%	34%	32%	365	381	16	4%	7.4	8.4	11.4%	11.6%						
Sun FM	237	237	0	0%	66	63	-3	-5%	28%	26%	436	455	19	4%	6.7	7.3	10.4%	11.0%						
3TR	92	92	0	0%	15	16	1	7%	16%	18%	187	228	41	22%	12.5	14.0	8.9%	10.6%						
Vale FM	51	51	0	0%	13	13	0	0%	25%	26%	116	119	3	3%	9.0	8.8	8.8%	9.3%						
Wessex FM	120	120	0	0%	42	42	0	0%	35%	35%	355	364	9	3%	8.4	8.7	12.3%	12.4%						
Radio Mansfield 103.2	139	139	0	0%	40	38	-2	-5%	29%	28%	414	370	-44	-11%	10.4	9.7	11.8%	10.8%						
Manx Radio	65	65	0	0%	39	37	-2	-5%	61%	58%	557	524	-33	-6%	14.1	14.1	35.3%	32.6%						
106.7 Merseyside's KCR FM (formerly The Rocket)	216	216	0	0%	12	9	-3	-25%	6%	4%	114	105	-9	-8%	9.6	11.5	2.7%	2.3%						
Original 106fm (Solent)	n/p	1619	n/a	n/a	n/p	27	n/a	n/a	n/p	2%	n/p	209	n/a	n/a	n/p	7.6	n/p	0.6%						
Oxford's 107.9FM (formerly Passion 107.9)	238	238	0	0%	23	23	0	0%	10%	10%	97	97	0	0%	4.2	4.3	1.9%	2.0%						
Premier Christian Radio	10585	10585	0	0%	130	133	3	2%	1%	1%	1761	1728	-33	-2%	13.5	13.0	0.8%	0.8%						
Q102.9FM/Q97.2FM	279	279	0	0%	70	76	6	9%	25%	27%	665	815	150	23%	9.5	10.7	13.8%	16.3%						
Reading 107 FM	260	260	0	0%	43	42	-1	-2%	17%	16%	296	258	-38	-13%	6.8	6.2	5.9%	5.4%						
The Saint 107.8 FM	263	263	0	0%	29	25	-4	-14%	11%	10%	188	151	-37	-20%	6.4	6.0	3.5%	2.8%						
Six FM	106	106	0	0%	24	24	0	0%	22%	23%	243	247	4	2%	10.3	10.1	12.2%	12.7%						
The Sunrise Group	49806	49806	0	0%	536	475	-61	-11%	1%	1%	4027	4588	561	14%	7.5	9.7	0.4%	0.4%						
Kisimat Radio 1035 (Greater London)	10585	10585	0	0%	105	98	-7	-7%	1%	1%	601	1023	422	70%	5.7	10.5	0.3%	0.5%						
Sunrise Radio (Greater London)	10585	10585	0	0%	412	379	-33	-8%	4%	4%	3047	3073	26	1%	7.4	8.1	1.4%	1.4%						
Sunrise Radio National	49806	49806	0	0%	505	466	-39	-8%	1%	1%	3426	3565	139	4%	6.8	7.6	0.3%	0.3%						
The London Media Company	1216	1216	0	0%	65	65	0	0%	5%	5%	449	559	110	24%	7.0	8.6	1.7%	2.1%						
Time 106.6 FM (formerly Star 106.6 Slough)	218	218	0	0%	29	27	-2	-7%	13%	12%	242	216	-26	-11%	8.2	8.1	5.5%	4.9%						
Time FM 106.8	492	492	0	0%	15	13	-2	-13%	3%	3%	74	57	-17	-23%	4.8	4.2	0.7%	0.6%						
Time FM 107.3	301	301	0	0%	4	5	1	25%	1%	2%	42	34	-8	-19%	10.2	7.0	0.6%	0.5%						
Time FM 107.5	295	295	0	0%	19	22	3	16%	6%	7%	131	195	64	49%	7.0	9.1	2.2%	3.2%						
Town and Country Broadcasting (South and West Wales)	375	375	0	0%	118	116	-2	-2%	31%	31%	1268	1271	3	0%	10.8	11.0	15.8%	15.5%						
106.3 Bridge FM	160	160	0	0%	34	33	-1	-3%	21%	21%	253	300	47	19%	7.5	9.1	7.5%	8.7%						
97.1 Radio Carmarthenshire	124	124	0	0%	34	36	2	6%	28%	29%	300	352	52	17%	8.8	9.8	11.1%	12.5%						
102.5 Radio Pembrokeshire	90	90	0	0%	50	47	-3	-6%	55%	51%	714	619	-95	-13%	14.3	13.3	37.1%	32.8%						
Tindle Radio Group	1021	1021	0	0%	257	253	-4	-2%	25%	25%	2692	2647	-45	-2%	10.5	10.5	11.6%	11.5%						
103.4 The Beach	148	148	0	0%	48	49	1	2%	32%	33%	559	598	39	7%	11.7	12.1	17.5%	18.7%						
Channel 103 FM	73	73	0	0%	37	37	0	0%	51%	50%	394	393	-1	0%	10.5	10.7	25.2%	24.9%						
Delta FM	92	92	0	0%	18	20	2	11%	20%	22%	146	168	22	15%	8.1	8.3	7.3%	8.8%						
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	368	368	0	0%	69	62	-7	-10%	19%	17%	760	740	-20	-3%	11.1	11.9	8.8%	8.6%						
Dream 100	163	163	0	0%	53	49	-4	-8%	32%	30%	656	631	-25	-4%	12.5	12.8	15.4%	15.4%						
Dream 107.7 FM	206	206	0	0%	16	13	-3	-19%	8%	6%	104	109	5	5%	6.5	8.3	2.4%	2.4%						
Island FM 104.7	50	50	0	0%	25	25	0	0%	50%	51%	271	293	22	8%	11.0	11.6	32.2%	32.2%						
Kick and Kestrel	221	221	0	0%	53	52	-1	-2%	24%	24%	519	424	-95	-18%	9.8	8.2	9.4%	7.7%						
Kestrel FM	133	133	0	0%	36	34	-2	-6%	27%	25%	354	266	-88	-25%	9.7	7.9	10.6%	8.1%						
Kick FM	90	90	0	0%	17	18	1	6%	19%	21%	165	158	-7	-4%	9.7	8.6	7.2%	6.8%						
Win 107.2	69	69	0	0%	8	7	-1	-13%	11%	10%	43	32	-11	-26%	5.6	4.7	3.1%	2.3%						
99.9 Radio Norwich	483	483	0	0%	35	35	0	0%	7%	7%	249	211	-38	-15%	7.1	6.1	2.2%	1.9%						

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LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	000's	Change %	Last Pub	W1 2007	Last Pub	W1 2007		
Total UKRD	2692	2680	-12	0%	491	463	-28	-6%	18%	17%	4991	4098	-893	-18%	10.2	8.9	8.5%	7.3%				
Pirate FM	461	461	0	0%	146	136	-10	-7%	32%	29%	1744	1450	-294	-17%	11.9	10.7	15.7%	13.6%				
Star Radio West	719	719	0	0%	73	74	1	1%	10%	10%	808	729	-79	-10%	11.1	9.8	4.9%	4.6%				
Star Radio in Bristol	451	451	0	0%	32	35	3	9%	7%	8%	338	321	-17	-5%	10.5	9.2	3.3%	3.3%				
Star Radio in Cheltenham	143	143	0	0%	16	15	-1	-6%	11%	11%	136	132	-4	-3%	8.5	8.7	4.1%	4.1%				
Star Radio in North Somerset	125	125	0	0%	21	24	3	14%	17%	19%	233	252	19	8%	11.3	10.6	7.5%	8.1%				
The County Sound Radio Network	547	547	0	0%	126	133	7	6%	23%	24%	1044	1037	-7	-1%	8.3	7.8	8.6%	8.9%				
County Sound 1566	547	547	0	0%	9	14	5	56%	2%	3%	82	128	46	56%	8.7	9.2	0.7%	1.1%				
96.4 The Eagle	547	547	0	0%	120	123	3	3%	22%	23%	962	910	-52	-5%	8.0	7.4	8.0%	7.8%				
Total UKRD East	468	456	-12	-3%	99	87	-12	-12%	21%	19%	985	731	-254	-26%	9.9	8.4	9.5%	7.1%				
Fen Radio 107.5	70	70	0	0%	18	17	-1	-6%	26%	25%	163	166	3	2%	9.1	9.7	8.5%	8.4%				
KL.FM 96.7	137	136	-1	-1%	52	46	-6	-12%	38%	34%	599	435	-164	-27%	11.6	9.4	17.9%	13.9%				
Star Radio in Cambridge	268	268	0	0%	34	30	-4	-12%	13%	11%	168	156	-12	-7%	5.0	5.2	3.2%	3.0%				
96.2 The Revolution	497	497	0	0%	47	33	-14	-30%	9%	7%	411	150	-261	-64%	8.8	4.5	4.8%	2.0%				
UTV Radio (inc. talkSPORT)	49806	49806	0	0%	3554	3642	88	2%	7%	7%	31544	32882	1338	4%	8.9	9.0	3.0%	3.1%				
UTV Radio (excl. talkSPORT)	7914	7915	1	0%	1371	1392	21	2%	17%	18%	12794	12849	55	0%	9.3	9.2	7.7%	7.8%				
Imagine FM	372	372	0	0%	37	34	-3	-8%	10%	9%	188	141	-47	-25%	5.1	4.2	2.6%	2.0%				
107.6 Juice FM	959	957	-2	0%	117	112	-5	-4%	12%	12%	852	749	-103	-12%	7.3	6.7	3.9%	3.8%				
Peak 107 FM	392	393	1	0%	86	94	8	9%	22%	24%	791	957	166	21%	9.2	10.2	9.3%	11.3%				
The Pulse/Pulse Classic Gold	770	770	0	0%	151	137	-14	-9%	20%	18%	1262	1151	-111	-9%	8.4	8.4	9.0%	8.4%				
The Pulse	770	770	0	0%	132	112	-20	-15%	17%	15%	989	845	-144	-15%	7.5	7.5	7.1%	6.2%				
Pulse Classic Gold	770	770	0	0%	48	50	2	4%	6%	7%	273	307	34	12%	5.7	6.1	2.0%	2.2%				
Signal One & Signal Two	773	774	1	0%	265	268	3	1%	34%	35%	3700	3500	-200	-5%	13.9	13.1	20.7%	19.2%				
Signal One	773	774	1	0%	248	255	7	3%	32%	33%	3082	3080	-2	0%	12.4	12.1	17.2%	16.9%				
Signal Two	773	774	1	0%	59	53	-6	-10%	8%	7%	618	420	-198	-32%	10.4	7.9	3.5%	2.3%				
Talk 107	1020	1020	0	0%	34	43	9	26%	3%	4%	148	246	98	66%	4.3	5.7	0.7%	1.2%				
107.4 Tower FM	414	414	0	0%	90	100	10	11%	22%	24%	567	630	63	11%	6.3	6.3	7.9%	8.7%				
UTV Radio - South Wales	930	930	0	0%	221	223	2	1%	24%	24%	2535	2248	-287	-11%	11.5	10.1	12.4%	10.8%				
Total Swansea Sound/96.4 FM The Wave	512	512	0	0%	170	165	-5	-3%	33%	32%	1871	1599	-272	-15%	11.0	9.7	17.7%	14.7%				
96.4 FM The Wave	512	512	0	0%	118	118	0	0%	23%	23%	1144	902	-242	-21%	9.7	7.6	10.8%	8.3%				
Swansea Sound - 1170 MW	512	512	0	0%	64	62	-2	-3%	13%	12%	728	697	-31	-4%	11.3	11.2	6.9%	6.4%				
Valleys Radio	418	418	0	0%	51	59	8	16%	12%	14%	664	650	-14	-2%	13.1	11.1	6.7%	6.5%				
U105	817	817	0	0%	72	90	18	25%	9%	11%	476	672	196	41%	6.6	7.4	2.8%	3.8%				
Radio Wave 96.5 FM	232	232	0	0%	62	62	0	0%	27%	27%	511	534	23	5%	8.2	8.7	11.3%	11.4%				
Wave 102 FM	156	156	0	0%	33	29	-4	-12%	21%	18%	314	335	21	7%	9.4	11.7	11.1%	11.8%				
102.4 Wish / 107.2 Wire	718	718	0	0%	162	167	5	3%	23%	23%	1147	1251	104	9%	7.1	7.5	8.1%	8.6%				
107.2 Wire FM	242	242	0	0%	56	53	-3	-5%	23%	22%	420	446	26	6%	7.4	8.5	8.1%	8.3%				
102.4 Wish FM	496	497	1	0%	110	122	12	11%	22%	25%	796	930	134	17%	7.2	7.6	8.0%	9.5%				
107.7 The Wolf	425	425	0	0%	44	42	-2	-5%	10%	10%	396	285	-111	-28%	9.0	6.8	4.1%	2.9%				

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	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share				
	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	Last Pub	W1 2007	000's	%	
<b>LOCAL COMMERCIAL</b>																									
Heat	49806	49806	0	0%	246	224	-22	-9%	**%	**%	747	591	-156	-21%	3.0	2.6	0.1%	0.1%							
The Hits	49806	49806	0	0%	1115	1168	53	5%	2%	2%	3810	3769	-41	-1%	3.4	3.2	0.4%	0.4%							
Mojo Radio	49806	49806	0	0%	247	220	-27	-11%	**%	**%	939	598	-341	-36%	3.8	2.7	0.1%	0.1%							
Oneword Radio	49806	49806	0	0%	138	140	2	1%	**%	**%	458	529	71	16%	3.3	3.8	**%	0.1%							
Q	49806	49806	0	0%	289	317	28	10%	1%	1%	554	987	433	78%	1.9	3.1	0.1%	0.1%							
Smash Hits Radio	49806	49806	0	0%	708	759	51	7%	1%	2%	2453	2675	222	9%	3.5	3.5	0.2%	0.3%							
talkSPORT (Talk Radio)	49806	49806	0	0%	2239	2341	102	5%	4%	5%	18592	20423	1831	10%	8.3	8.7	1.8%	2.0%							
Total Virgin Radio Network	49806	49806	0	0%	2660	2662	2	0%	5%	5%	17486	16398	-1088	-6%	6.6	6.2	1.7%	1.6%							
Total Virgin Radio (AM/FM)	49806	49806	0	0%	2470	2449	-21	-1%	5%	5%	16151	15200	-951	-6%	6.5	6.2	1.5%	1.4%							
Virgin FM London	10585	10585	0	0%	949	919	-30	-3%	9%	9%	6052	4788	-1264	-21%	6.4	5.2	2.8%	2.2%							
Virgin Radio (AM)	49806	49806	0	0%	1816	1757	-59	-3%	4%	4%	10271	9943	-328	-3%	5.7	5.7	1.0%	0.9%							
Virgin Radio Classic Rock	49806	49806	0	0%	188	163	-25	-13%	**%	**%	937	643	-294	-31%	5.0	4.0	0.1%	0.1%							
Virgin Radio Groove	49806	49806	0	0%	55	68	13	24%	**%	**%	170	308	138	81%	3.1	4.5	**%	**%							
Virgin Radio Xtreme	49806	49806	0	0%	53	82	29	55%	**%	**%	227	248	21	9%	4.3	3.0	**%	**%							
Total Virgin Radio (AM/FM) (London)	10585	10585	0	0%	1161	1134	-27	-2%	11%	11%	7867	6820	-1047	-13%	6.8	6.0	3.6%	3.2%							
BBC Radio 1	49806	49806	0	0%	10262	10549	287	3%	21%	21%	102948	105343	2395	2%	10.0	10.0	9.7%	10.1%							
BBC Radio 2	49806	49806	0	0%	13269	13252	-17	0%	27%	27%	166918	165213	-1705	-1%	12.6	12.5	15.8%	15.8%							
BBC Radio 3	49806	49806	0	0%	2028	1902	-126	-6%	4%	4%	14339	12014	-2325	-16%	7.1	6.3	1.4%	1.2%							
BBC Radio 4	49806	49806	0	0%	9342	9637	295	3%	19%	19%	117247	127221	9974	9%	12.5	13.2	11.1%	12.2%							
BBC Radio FIVE LIVE	49806	49806	0	0%	5846	5873	27	0%	12%	12%	46483	43586	-2897	-6%	8.0	7.4	4.4%	4.2%							
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	49806	49806	0	0%	5919	5973	54	1%	12%	12%	47755	45275	-2480	-5%	8.1	7.6	4.5%	4.3%							
FIVE LIVE SPORTS EXTRA	49806	49806	0	0%	650	682	32	5%	1%	1%	1272	1688	416	33%	2.0	2.5	0.1%	0.2%							
BBC 6 Music	49806	49806	0	0%	383	477	94	25%	1%	1%	2514	2639	125	5%	6.6	5.5	0.2%	0.3%							
1 Xtra from the BBC	49806	49806	0	0%	368	465	97	26%	1%	1%	1804	2135	331	18%	4.9	4.6	0.2%	0.2%							
BBC7	49806	49806	0	0%	672	808	136	20%	1%	2%	3496	4305	809	23%	5.2	5.3	0.3%	0.4%							
BBC Asian Network UK	49806	49806	0	0%	493	452	-41	-8%	1%	1%	3698	2280	-1418	-38%	7.5	5.0	0.3%	0.2%							
BBC World Service	49806	49806	0	0%	1264	1389	125	10%	3%	3%	6275	7292	1017	16%	5.0	5.2	0.6%	0.7%							
BBC Local/Regional	49806	49806	0	0%	10262	10301	39	0%	21%	21%	109958	111120	1162	1%	10.7	10.8	10.4%	10.6%							
<b>ALL NATIONAL COMMERCIAL (UK)</b>	49806	49806	0	0%	13318	13693	375	3%	27%	27%	110627	111958	1331	1%	8.3	8.2	10.5%	10.7%							
<b>ALL LOCAL COMMERCIAL (UK)</b>	49806	49806	0	0%	25772	25193	-579	-2%	52%	51%	346475	327751	-18724	-5%	13.4	13.0	32.8%	31.4%							
<b>ALL COMMERCIAL (UK)</b>	49806	49806	0	0%	31346	31186	-160	-1%	63%	63%	457102	439709	-17393	-4%	14.6	14.1	43.2%	42.1%							
<b>ALL BBC (UK)</b>	49806	49806	0	0%	32810	33464	654	2%	66%	67%	575587	584837	9250	2%	17.5	17.5	54.4%	56.0%							
<b>ALL RADIO (UK)</b>	49806	49806	0	0%	45045	45031	-14	0%	90%	90%	1057127	1043560	-13567	-1%	23.5	23.2	100.0%	100.0%							