

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	Last Pub	W1 2010		
107.8 Arrow FM for Hastings	113	113	0	0%	20	21	1	5%	18%	19%			116	119	3	3%	5.8	5.7	4.6%	4.6%		
105-107 Atlantic FM	456	456	0	0%	58	61	3	5%	13%	13%			334	358	24	7%	5.8	5.8	3.4%	3.5%		
107.6 Banbury Sound	82	83	1	1%	19	18	-1	-5%	23%	21%			172	184	12	7%	9.1	10.5	9.6%	10.2%		
Total Bauer Radio	51280	51280	0	0%	12185	12304	119	1%	24%	24%			105363	103830	-1533	-1%	8.6	8.4	10.6%	10.4%		
Total Bauer Radio ILR	36655	36651	-4	0%	9614	9790	176	2%	26%	27%			82641	83505	864	1%	8.6	8.5	11.8%	11.9%		
Big City Network	15960	15962	2	0%	4447	4535	88	2%	28%	28%			39988	41115	1127	3%	9.0	9.1	13.7%	14.1%		
Big City FM and AM	16115	16115	0	0%	5101	5207	106	2%	32%	32%			50537	52022	1485	3%	9.9	10.0	17.2%	17.6%		
Big City England	10496	10496	0	0%	2498	2523	25	1%	24%	24%			19548	19003	-545	-3%	7.8	7.5	10.2%	10.0%		
Total Magic	51280	51280	0	0%	3358	3781	423	13%	7%	7%			24490	24658	168	1%	7.3	6.5	2.5%	2.4%		
Magic Network - North	10370	10370	0	0%	682	693	11	2%	7%	7%			7587	7447	-140	-2%	11.1	10.7	4.0%	4.0%		
Bauer Radio - North East	2215	2216	1	0%	745	720	-25	-3%	34%	32%			6850	6859	9	0%	9.2	9.5	17.1%	17.3%		
Big City Network - North East	2215	2216	1	0%	572	555	-17	-3%	26%	25%			3893	3936	43	1%	6.8	7.1	9.7%	9.9%		
Metro Radio	1467	1467	0	0%	393	360	-33	-8%	27%	25%			2621	2492	-129	-5%	6.7	6.9	10.0%	9.9%		
TFM Radio	813	813	0	0%	182	201	19	10%	22%	25%			1272	1444	172	14%	7.0	7.2	8.4%	9.1%		
Magic Network - North East	2215	2216	1	0%	251	238	-13	-5%	11%	11%			2957	2923	-34	-1%	11.8	12.3	7.4%	7.4%		
Magic 1152 (Newcastle)	1467	1467	0	0%	151	162	11	7%	10%	11%			1797	2049	252	14%	11.9	12.7	6.9%	8.1%		
Magic 1170 (Teesside)	813	813	0	0%	101	76	-25	-25%	12%	9%			1160	874	-286	-25%	11.5	11.5	7.7%	5.5%		
Metro Radio/Magic 1152	1467	1467	0	0%	492	470	-22	-4%	34%	32%			4418	4541	123	3%	9.0	9.7	16.9%	18.0%		
TFM Radio/Magic 1170	813	813	0	0%	256	258	2	1%	32%	32%			2432	2318	-114	-5%	9.5	9.0	16.1%	14.7%		
Bauer Liverpool	1799	1799	0	0%	454	478	24	5%	25%	27%			4331	4500	169	4%	9.5	9.4	13.4%	13.5%		
Total City Talk/Magic 1548	1799	1799	0	0%	140	132	-8	-6%	8%	7%			1129	1054	-75	-7%	8.0	8.0	3.5%	3.2%		
Bauer FM Liverpool	1799	1799	0	0%	407	437	30	7%	23%	24%			3644	3772	128	4%	9.0	8.6	11.3%	11.3%		
City Talk 105.9	1560	1560	0	0%	57	58	1	2%	4%	4%			442	326	-116	-26%	7.8	5.6	1.6%	1.1%		
Bauer Radio - North West	5099	5098	-1	0%	1271	1351	80	6%	25%	27%			10286	10832	546	5%	8.1	8.0	11.4%	11.7%		
Big City Network - North West	4944	4945	1	0%	1145	1199	54	5%	23%	24%			8595	8756	161	2%	7.5	7.3	9.9%	9.8%		
Radio City 96.7	1799	1799	0	0%	381	413	32	8%	21%	23%			3202	3446	244	8%	8.4	8.3	9.9%	10.3%		
Key 103 (Manchester)	2392	2393	1	0%	463	473	10	2%	19%	20%			2900	2951	51	2%	6.3	6.2	7.1%	7.0%		
97.4 Rock FM	1243	1243	0	0%	321	329	8	2%	26%	26%			2492	2359	-133	-5%	7.8	7.2	10.9%	9.8%		
Magic Network - North West	5064	5064	0	0%	202	217	15	7%	4%	4%			1692	2076	384	23%	8.4	9.6	1.9%	2.3%		
Magic 1548 (Liverpool)	1799	1799	0	0%	87	80	-7	-8%	5%	4%			686	729	43	6%	7.9	9.1	2.1%	2.2%		
Magic 1152 (Manchester)	2392	2393	1	0%	76	91	15	20%	3%	4%			707	927	220	31%	9.3	10.2	1.7%	2.2%		
Magic 999 (Preston)	1114	1114	0	0%	40	46	6	15%	4%	4%			298	420	122	41%	7.5	9.0	1.5%	2.0%		
Key 103/Magic 1152 (Manchester)	2392	2393	1	0%	512	545	33	6%	21%	23%			3607	3879	272	8%	7.0	7.1	8.8%	9.2%		
Radio City 96.7/Magic 1548	1799	1799	0	0%	428	455	27	6%	24%	25%			3889	4175	286	7%	9.1	9.2	12.1%	12.5%		
97.4 Rock FM/Magic 999	1398	1397	-1	0%	350	370	20	6%	25%	26%			2791	2779	-12	0%	8.0	7.5	10.7%	10.3%		
Bauer Radio - Yorkshire	3091	3090	-1	0%	847	820	-27	-3%	27%	27%			8923	7907	-1016	-11%	10.5	9.6	15.0%	14.1%		
Big City Network - Yorkshire	3091	3090	-1	0%	683	666	-17	-2%	22%	22%			5985	5458	-527	-9%	8.8	8.2	10.1%	9.8%		
96.3 Radio Aire	989	988	-1	0%	106	112	6	6%	11%	11%			881	981	100	11%	8.3	8.8	5.1%	6.5%		
Hallam FM	1256	1255	-1	0%	332	336	4	1%	26%	27%			2775	2896	121	4%	8.3	8.6	12.1%	12.6%		
96.9 Viking FM	905	904	-1	0%	246	220	-26	-11%	27%	24%			2329	1581	-748	-32%	9.5	7.2	11.4%	8.3%		
Magic Network - Yorkshire	3091	3090	-1	0%	229	239	10	4%	7%	8%			2938	2449	-489	-17%	12.9	10.3	4.9%	4.4%		
Magic 828 (Leeds)	989	988	-1	0%	85	83	-2	-2%	9%	8%			857	764	-93	-11%	10.1	9.3	5.0%	5.1%		
Magic AM (Sheffield)	1256	1255	-1	0%	79	81	2	3%	6%	6%			1095	750	-345	-32%	13.9	9.3	4.8%	3.3%		
Magic 1161 (Hull)	905	904	-1	0%	67	77	10	15%	7%	9%			1025	965	-60	-6%	15.2	12.5	5.0%	5.1%		
96.3 Radio Aire/Magic 828	989	988	-1	0%	176	173	-3	-2%	18%	17%			1738	1745	7	0%	9.9	10.1	10.2%	11.5%		
Hallam FM/Magic AM	1256	1255	-1	0%	387	381	-6	-2%	31%	30%			3870	3646	-224	-6%	10.0	9.6	16.8%	15.9%		
96.9 Viking FM/Magic 1161	905	904	-1	0%	288	270	-18	-6%	32%	30%			3354	2546	-808	-24%	11.6	9.4	16.4%	13.4%		
Total Kerrang!	51280	51280	0	0%	1215	1203	-12	-1%	2%	2%			5804	5404	-400	-7%	4.8	4.5	0.6%	0.5%		
Kerrang! 105.2	3514	3513	-1	0%	319	321	2	1%	9%	9%			1838	1844	6	0%	5.8	5.7	2.7%	2.8%		
Bauer Radio London (Magic 105.4/Kiss 100)	10895	10894	-1	0%	3076	3225	149	5%	28%	30%			21060	20947	-113	-1%	6.8	6.5	10.5%	10.0%		

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	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010
Kiss 100 FM	10895	10894	-1	0%	1605	1667	62	4%	15%	15%			8669	8563	-106	-1%	5.4	5.1			4.3%	4.1%
Magic 105.4	10895	10894	-1	0%	1821	2005	184	10%	17%	18%			12391	12385	-6	0%	6.8	6.2			6.1%	5.9%
Total Kiss Network	51280	51280	0	0%	3385	3399	14	0%	7%	7%			18449	17097	-1352	-7%	5.5	5.0			1.8%	1.7%
Kiss East	2046	2046	0	0%	336	340	4	1%	16%	17%			2582	2466	-116	-4%	7.7	7.2			6.2%	5.7%
Kiss West	2353	2349	-4	0%	321	351	30	9%	14%	15%			1822	1968	146	8%	5.7	5.6			3.8%	4.1%
Bauer Radio Total Scotland	4303	4303	0	0%	1700	1782	82	5%	40%	41%			18275	20136	1861	10%	10.7	11.3			23.8%	25.4%
Big City Scotland	4068	4067	-1	0%	1443	1457	14	1%	35%	36%			15239	14981	-258	-2%	10.6	10.3			20.1%	20.2%
Bauer Radio Central Scotland	2829	2828	-1	0%	981	1017	36	4%	35%	36%			9549	10975	1426	15%	9.7	10.8			20.0%	22.3%
Total Radio Clyde	1837	1836	-1	0%	645	664	19	3%	35%	36%			5770	6524	754	13%	9.0	9.8			19.1%	20.9%
Clyde 1 FM	1837	1836	-1	0%	567	569	2	0%	31%	31%			4707	4773	66	1%	8.3	8.4			15.6%	15.3%
Clyde 2	1837	1836	-1	0%	181	221	40	22%	10%	12%			1063	1750	687	65%	5.9	7.9			3.5%	5.6%
Total Radio Forth	1090	1089	-1	0%	340	360	20	6%	31%	33%			3778	4451	673	18%	11.1	12.3			19.5%	22.6%
ForthOne	1090	1089	-1	0%	314	326	12	4%	29%	30%			3287	3896	609	19%	10.5	11.9			17.0%	19.7%
Forth2	1090	1089	-1	0%	78	88	10	13%	7%	8%			491	555	64	13%	6.3	6.3			2.5%	2.8%
C.F.M.Radio	246	246	0	0%	91	99	8	9%	37%	40%			883	933	50	6%	9.7	9.4			19.2%	20.9%
Moray Firth Radio	231	232	1	0%	117	126	9	8%	50%	54%			1400	1703	303	22%	12.0	13.5			25.4%	29.6%
Total Northsound Radio	311	311	0	0%	147	146	-1	-1%	47%	47%			1819	1718	-101	-6%	12.4	11.7			29.6%	28.8%
Northsound One	311	311	0	0%	120	122	2	2%	39%	39%			1299	1306	7	1%	10.8	10.7			21.2%	21.9%
Northsound Two	311	311	0	0%	57	53	-4	-7%	18%	17%			520	412	-108	-21%	9.0	7.8			8.5%	6.9%
Radio Borders	106	106	0	0%	52	55	3	6%	49%	52%			714	668	-46	-6%	13.7	12.1			32.4%	31.6%
Total Radio Tay	372	372	0	0%	149	153	4	3%	40%	41%			1889	1847	-42	-2%	12.6	12.1			27.0%	26.1%
Tay-FM	372	372	0	0%	98	99	1	1%	26%	27%			1028	1025	-3	0%	10.5	10.3			14.7%	14.5%
Tay-AM	372	372	0	0%	76	77	1	1%	20%	21%			860	822	-38	-4%	11.3	10.7			12.3%	11.6%
West Sound	387	387	0	0%	167	175	8	5%	43%	45%			1814	1922	108	6%	10.8	11.0			27.3%	27.6%
Downtown Radio (DTR) / 97.4 Cool FM	1407	1408	1	0%	537	533	-4	-1%	38%	38%			6203	6288	85	1%	11.5	11.8			22.3%	22.5%
97.4 Cool FM	962	962	0	0%	344	340	-4	-1%	36%	35%			3456	3856	400	12%	10.0	11.3			18.8%	20.5%
Downtown Radio (DTR)	1407	1408	1	0%	235	226	-9	-4%	17%	16%			2747	2433	-314	-11%	11.7	10.7			9.9%	8.7%
Wave 105 FM	1732	1732	0	0%	388	387	-1	0%	22%	22%			3582	3674	92	3%	9.2	9.5			9.1%	9.3%
107 The Bee	183	184	1	1%	20	25	5	25%	11%	14%			313	296	-17	-5%	15.4	11.9			11.7%	10.5%
Total Broadcast Co	n/p	418	n/a	n/a	n/p	54	n/a	n/a	n/p	13%			n/p	354	n/a	n/a	n/p	6.5			n/p	3.8%
Fire 107.6 FM	285	285	0	0%	31	37	6	19%	11%	13%			139	170	31	22%	4.5	4.5			2.2%	2.7%
Star Radio in North Somerset	133	133	0	0%	19	17	-2	-11%	14%	13%			176	184	8	5%	9.2	10.8			6.0%	6.4%
Central FM	216	217	1	0%	44	41	-3	-7%	20%	19%			350	267	-83	-24%	8.0	6.5			8.2%	6.6%
Total Cheshire Radio	366	366	0	0%	56	62	6	11%	15%	17%			372	387	15	4%	6.6	6.3			5.5%	5.7%
Cheshire's Silk 106.9	179	179	0	0%	20	25	5	25%	11%	14%			60	82	22	37%	2.9	3.3			1.8%	2.6%
Chester's Dee 106.3	187	187	0	0%	36	37	1	3%	19%	20%			312	305	-7	-2%	8.8	8.3			9.1%	8.5%
Total CN Radio	867	868	1	0%	233	230	-3	-1%	27%	27%			1880	1968	88	5%	8.1	8.6			10.7%	11.0%
The Bay	323	324	1	0%	95	92	-3	-3%	29%	28%			734	747	13	2%	7.8	8.1			11.1%	11.2%
Citybeat 96.7/102.5FM	544	544	0	0%	128	112	-16	-13%	24%	21%			1184	1033	-151	-13%	9.2	9.3			11.2%	9.6%
Lakeland Radio	52	52	0	0%	15	15	0	0%	30%	29%			114	126	12	11%	7.3	8.3			10.4%	11.4%
The Coast	1662	1661	-1	0%	117	113	-4	-3%	7%	7%			772	724	-48	-6%	6.6	6.4			2.0%	1.9%
Connect FM	224	225	1	0%	40	37	-3	-8%	18%	16%			382	320	-62	-16%	9.5	8.7			8.9%	7.3%
Connect FM Peterborough (was Lite FM)	186	187	1	1%	23	18	-5	-22%	12%	10%			122	84	-38	-31%	5.3	4.6			3.2%	2.2%
Dream 107.7 FM	231	231	0	0%	21	19	-2	-10%	9%	8%			139	115	-24	-17%	6.7	5.9			3.0%	2.4%
3FM	68	68	0	0%	22	24	2	9%	32%	35%			212	242	30	14%	9.8	10.2			13.7%	15.4%
Total Global Radio (UK)	51280	51280	0	0%	18132	18559	427	2%	35%	36%			165558	164509	-1049	-1%	9.1	8.9			16.6%	16.4%
Chill	51280	51280	0	0%	198	160	-38	-19%	*	*			863	563	-300	-35%	4.4	3.5			0.1%	0.1%
Classic FM	51280	51280	0	0%	5134	5515	381	7%	10%	11%			34995	37049	2054	6%	6.8	6.7			3.5%	3.7%
Galaxy Network (UK)	51280	51280	0	0%	3831	3972	141	4%	7%	8%			26246	25864	-382	-1%	6.9	6.5			2.6%	2.6%
Gold Network (UK)	51280	51280	0	0%	1221	1188	-33	-3%	2%	2%			12228	11102	-1126	-9%	10.0	9.3			1.2%	1.1%

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Heart Network (UK)	51280	51280	0	0%	7263	7365	102	1%	14%	14%	58720	58058	-662	-1%	8.1	7.9	5.9%	5.8%						
Total LBC (UK)	51280	51280	0	0%	1042	1044	2	0%	2%	2%	12882	13311	429	3%	12.4	12.8	1.3%	1.3%						
Total XFM (UK)	51280	51280	0	0%	881	871	-10	-1%	2%	2%	4297	4374	77	2%	4.9	5.0	0.4%	0.4%						
Global Radio London (ILR)	10895	10894	-1	0%	4385	4602	217	5%	40%	42%	42396	41838	-558	-1%	9.7	9.1	21.0%	19.9%						
Global Radio (ILR)	41743	41742	-1	0%	12903	13215	312	2%	31%	32%	119831	119238	-593	0%	9.3	9.0	14.9%	14.8%						
Fun Radio	10895	10895	0	0%	28	28	0	0%	%	%	69	122	53	77%	2.5	4.3	%	0.1%						
Galaxy Network (ILR)	26303	26303	0	0%	3382	3452	70	2%	13%	13%	23562	23578	16	0%	7.0	6.8	4.8%	4.8%						
Choice FM London	10895	10894	-1	0%	528	526	-2	0%	5%	5%	3498	2398	-1100	-31%	6.6	4.6	1.7%	1.1%						
Galaxy Birmingham	2099	2099	0	0%	330	334	4	1%	16%	16%	2054	1940	-114	-6%	6.2	5.8	5.2%	5.1%						
Galaxy Manchester	2811	2811	0	0%	500	509	9	2%	18%	18%	3240	3227	-13	0%	6.5	6.3	6.5%	6.3%						
Galaxy North East	2191	2193	2	0%	516	505	-11	-2%	24%	23%	3936	3685	-251	-6%	7.6	7.3	9.9%	9.4%						
Galaxy Scotland (was XFM Scotland)	2711	2711	0	0%	312	391	79	25%	11%	14%	1813	2451	638	35%	5.8	6.3	4.0%	5.2%						
Galaxy Scotland (East) (was XFM Scotland (East))	1186	1186	0	0%	124	142	18	15%	10%	12%	844	839	-5	-1%	6.8	5.9	4.0%	3.9%						
Galaxy Scotland (West) (was XFM Scotland (West))	1703	1702	-1	0%	208	276	68	33%	12%	16%	1065	1725	660	62%	5.1	6.2	3.9%	6.1%						
Galaxy South Coast (was 103.2 Power FM)	1133	1133	0	0%	186	184	-2	-1%	16%	16%	1246	1592	346	28%	6.7	8.7	4.8%	6.1%						
Galaxy Yorkshire	4462	4461	-1	0%	978	1017	39	4%	22%	23%	7637	7754	117	2%	7.8	7.6	9.1%	9.6%						
Gold Network (ILR)	29182	29181	-1	0%	1023	988	-35	-3%	4%	3%	10630	9373	-1257	-12%	10.4	9.5	1.8%	1.6%						
Gold Bedford	605	605	0	0%	28	19	-9	-32%	5%	3%	207	214	7	3%	7.3	11.2	1.8%	1.9%						
Gold Berkshire/North Hampshire	742	741	-1	0%	29	29	0	0%	4%	4%	246	208	-38	-15%	8.4	7.1	1.6%	1.4%						
Gold Birmingham	2054	2055	1	0%	79	57	-22	-28%	4%	3%	776	683	-93	-12%	9.8	12.1	2.0%	1.8%						
Gold Bristol/Bath/Wiltshire	1351	1350	-1	0%	64	68	4	6%	5%	5%	785	633	-152	-19%	12.3	9.2	3.0%	2.3%						
Gold Coventry	653	653	0	0%	19	17	-2	-11%	3%	3%	181	185	4	2%	9.6	10.6	1.4%	1.4%						
Gold Crawley	373	373	0	0%	6	8	2	33%	1%	2%	111	59	-52	-47%	20.1	6.9	1.4%	0.7%						
Gold Derby	455	454	-1	0%	17	16	-1	-6%	4%	4%	213	181	-32	-15%	12.7	11.1	2.5%	2.1%						
Gold Devon	540	541	1	0%	8	9	1	13%	1%	2%	75	80	5	7%	9.3	9.4	0.7%	0.7%						
Gold Dorset	604	606	2	0%	26	21	-5	-19%	4%	3%	268	335	67	25%	10.1	16.2	1.9%	2.4%						
Gold Essex	1227	1227	0	0%	54	55	1	2%	4%	4%	770	720	-50	-6%	14.4	13.2	2.8%	2.6%						
Gold Gloucester	406	407	1	0%	14	15	1	7%	4%	4%	198	183	-15	-8%	13.7	12.4	2.3%	2.1%						
Gold Hampshire	1133	1133	0	0%	54	60	6	11%	5%	5%	678	728	50	7%	12.5	12.1	2.6%	2.8%						
Gold Kent	1166	1165	-1	0%	33	25	-8	-24%	3%	2%	275	176	-99	-36%	8.3	6.9	1.0%	0.6%						
Gold London	10895	10894	-1	0%	258	269	11	4%	2%	2%	2548	2018	-530	-21%	9.9	7.5	1.3%	1.0%						
Gold Luton	1043	1042	-1	0%	21	24	3	14%	2%	2%	197	191	-6	-3%	9.2	7.8	1.0%	0.8%						
Gold Manchester	2393	2394	1	0%	57	76	19	33%	2%	3%	618	791	173	28%	10.8	10.4	1.5%	1.9%						
Gold Norfolk/Suffolk	1158	1157	-1	0%	50	54	4	8%	4%	5%	502	552	50	10%	10.0	10.2	2.1%	2.2%						
Gold Norfolk	648	647	-1	0%	28	26	-2	-7%	4%	4%	359	245	-114	-32%	12.7	9.4	2.6%	1.8%						
Gold Suffolk	517	516	-1	0%	22	28	6	27%	4%	6%	163	319	156	96%	7.3	11.2	1.6%	2.9%						
Gold North Wales/Cheshire	383	382	-1	0%	10	10	0	0%	3%	3%	101	97	-4	-4%	10.1	9.8	1.4%	1.3%						
Gold Northampton	549	549	0	0%	20	27	7	35%	4%	5%	220	192	-28	-13%	10.9	7.1	2.1%	1.8%						
Gold Nottingham	1150	1150	0	0%	49	47	-2	-4%	4%	4%	528	364	-164	-31%	10.7	7.8	2.3%	1.6%						
Gold Peterborough	583	584	1	0%	41	32	-9	-22%	7%	5%	412	378	-34	-8%	10.1	11.8	3.6%	3.1%						
Gold Plymouth	338	338	0	0%	17	18	1	6%	5%	5%	121	169	48	40%	7.3	9.3	1.9%	2.6%						
Gold Sussex	1011	1010	-1	0%	47	50	3	6%	5%	5%	427	344	-83	-19%	9.1	6.9	2.0%	1.5%						
Gold South East Wales	979	979	0	0%	31	48	17	55%	3%	5%	420	551	131	31%	13.5	11.5	2.1%	2.8%						
Gold Wolverhampton	1298	1298	0	0%	45	37	-8	-18%	3%	3%	432	362	-70	-16%	9.5	9.9	1.6%	1.4%						
Heart Network (ILR)	28242	28242	0	0%	6690	6789	99	1%	24%	24%	55591	55268	-323	-1%	8.3	8.1	9.9%	9.8%						
Heart 103 FM Anglesey and Gwynedd (was Champion)	123	122	-1	-1%	31	27	-4	-13%	25%	22%	246	250	4	2%	8.0	9.2	10.2%	10.1%						
Heart 102.3 FM Dorset and New Forest (was 2CR)	604	606	2	0%	115	141	26	23%	19%	23%	684	1070	386	56%	5.9	7.6	4.9%	7.8%						
Heart 96.9 FM Bedford	397	397	0	0%	100	106	6	6%	25%	27%	870	971	101	12%	8.7	9.1	11.9%	13.2%						
Heart 97.6 FM Beds/Bucks/Herts	751	751	0	0%	163	164	1	1%	22%	22%	1526	1335	-191	-13%	9.3	8.1	10.4%	9.2%						
Heart Berkshire and North Hants (was 2-Ten FM)	742	741	-1	0%	180	170	-10	-6%	24%	23%	1652	1561	-91	-6%	9.2	9.2	11.0%	10.4%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%
Heart Bristol/Bath/Wiltshire (was GWR)	1351	1350	-1	0%	390	408	18	5%	29%	30%			3504	3892	388	11%	9.0	9.5			13.3%	14.2%		
Heart 103 FM Cambridgeshire	441	442	1	0%	107	114	7	7%	24%	26%			884	839	-45	-5%	8.2	7.3			10.0%	9.6%		
Heart 103.4 FM Cheshire and North East Wales (was Marcher Sr)	383	382	-1	0%	67	66	-1	-1%	18%	17%			607	690	83	14%	9.1	10.4			8.1%	9.0%		
Heart Colchester/Suffolk	668	668	0	0%	195	189	-6	-3%	29%	28%			1671	1573	-98	-6%	8.6	8.3			12.5%	11.4%		
Heart 96.1 FM Colchester	190	190	0	0%	61	58	-3	-5%	32%	31%			511	615	104	20%	8.4	10.5			12.0%	14.9%		
Heart Suffolk	546	546	0	0%	137	133	-4	-3%	25%	24%			1213	1101	-112	-9%	8.9	8.3			11.2%	9.5%		
Heart Devon Total (was Gemini)	540	541	1	0%	162	176	14	9%	30%	33%			1405	1438	33	2%	8.6	8.2			12.2%	12.3%		
Heart Exeter & East Devon (was Gemini)	313	314	1	0%	105	113	8	8%	34%	36%			866	834	-32	-4%	8.2	7.4			12.7%	12.2%		
Heart Torbay & South Devon (was Gemini)	227	227	0	0%	57	64	7	12%	25%	28%			539	604	65	12%	9.4	9.5			11.5%	12.5%		
Heart 106 FM East Midlands	2154	2154	0	0%	345	350	5	1%	16%	16%			2777	2571	-206	-7%	8.1	7.3			6.6%	6.1%		
Heart Essex (was Essex FM)	1227	1227	0	0%	353	389	36	10%	29%	32%			3609	4164	555	15%	10.2	10.7			13.0%	15.3%		
Heart Gloucestershire (was Severn Sound)	406	407	1	0%	115	116	1	1%	28%	29%			1091	1182	91	8%	9.5	10.2			12.6%	13.7%		
Heart Hampshire and West Sussex (was Ocean)	1022	1022	0	0%	189	168	-21	-11%	18%	16%			1544	1128	-416	-27%	8.2	6.7			6.8%	4.9%		
Heart Kent (was Invicta FM)	1166	1165	-1	0%	355	339	-16	-5%	30%	29%			3895	3508	-387	-10%	11.0	10.3			14.0%	12.3%		
Heart 106.2 FM London	10895	10894	-1	0%	1881	1885	4	0%	17%	17%			10649	9951	-698	-7%	5.7	5.3			5.3%	4.7%		
Heart 103.3 FM Milton Keynes	232	232	0	0%	84	87	3	4%	36%	37%			766	815	49	6%	9.2	9.4			16.1%	17.7%		
Heart 102.4 FM Norfolk	648	647	-1	0%	192	187	-5	-3%	30%	29%			1858	1825	-33	-2%	9.7	9.8			13.3%	13.1%		
Heart 96.6 FM Northants	549	549	0	0%	152	159	7	5%	28%	29%			1438	1458	20	1%	9.5	9.1			13.9%	13.6%		
Heart North Devon (was Lantern FM)	134	133	-1	-1%	55	53	-2	-4%	41%	40%			545	514	-31	-6%	9.9	9.6			18.0%	16.8%		
Heart 96.3 FM North Wales Coast (was Coast)	243	243	0	0%	51	53	2	4%	21%	22%			469	500	31	7%	9.2	9.4			9.4%	10.0%		
Heart Oxfordshire (was Fox FM)	665	666	1	0%	178	169	-9	-5%	27%	25%			1514	1372	-142	-9%	8.5	8.1			11.5%	10.4%		
Heart 102.7 Peterborough	387	387	0	0%	103	106	3	3%	27%	27%			872	930	58	7%	8.4	8.8			11.0%	11.8%		
Heart Plymouth (was Plymouth Sound)	338	338	0	0%	95	98	3	3%	28%	29%			900	945	45	5%	9.5	9.7			13.8%	14.7%		
Heart Somerset (was Orchard FM)	343	342	-1	0%	126	122	-4	-3%	37%	36%			1518	1580	62	4%	12.0	12.9			18.1%	18.7%		
Heart South Hams	66	66	0	0%	14	13	-1	-7%	21%	20%			118	102	-16	-14%	8.5	7.9			8.5%	7.2%		
Heart Sussex (was Southern FM)	1011	1010	-1	0%	286	311	25	9%	28%	31%			2715	2796	81	3%	9.5	9.0			12.9%	12.0%		
Heart 100.7 FM West Midlands	3547	3547	0	0%	801	748	-53	-7%	23%	21%			6180	5519	-661	-11%	7.7	7.4			9.1%	8.1%		
Heart 97.1 FM Wirral (was The Buzz)	438	438	0	0%	43	44	1	2%	10%	10%			231	265	34	15%	5.4	6.0			3.3%	3.7%		
The Hit Music Network (ILR)	17666	17666	0	0%	3477	3590	113	3%	20%	20%			23415	24254	839	4%	6.7	6.8			6.8%	7.2%		
95.8 Capital FM	10895	10894	-1	0%	1827	1904	77	4%	17%	17%			9967	12669	2702	27%	5.5	6.7			4.9%	6.0%		
Beacon Radio	1298	1298	0	0%	199	212	13	7%	15%	16%			1510	1799	289	19%	7.6	8.5			5.7%	6.8%		
96.4 BRMB	2054	2055	1	0%	365	391	26	7%	18%	19%			2280	2539	259	11%	6.2	6.5			5.9%	6.8%		
105.4 Leicester Sound FM	617	616	-1	0%	116	125	9	8%	19%	20%			744	854	110	15%	6.4	6.9			6.4%	7.6%		
Mercia	653	653	0	0%	125	147	22	18%	19%	22%			996	1086	90	9%	8.0	7.4			7.9%	8.3%		
Mercury FM (Herts)	331	330	-1	0%	29	29	0	0%	9%	9%			168	143	-25	-15%	5.8	5.0			2.6%	2.2%		
Mercury FM (Surrey & Sussex)	373	373	0	0%	90	86	-4	-4%	24%	23%			585	459	-126	-22%	6.5	5.3			7.4%	5.8%		
RAM FM	455	454	-1	0%	88	93	5	6%	19%	20%			687	812	125	18%	7.8	8.7			8.1%	9.5%		
Red Dragon	979	979	0	0%	305	306	1	0%	31%	31%			1978	1992	14	1%	6.5	6.5			9.9%	10.1%		
96 Trent FM	1150	1150	0	0%	315	314	-1	0%	27%	27%			2509	2298	-211	-8%	8.0	7.3			10.9%	10.0%		
Wyvern FM	496	496	0	0%	93	97	4	4%	19%	20%			724	734	10	1%	7.8	7.5			7.4%	7.4%		
LBC (ILR)	10895	10894	-1	0%	913	1029	116	13%	8%	9%			12521	12098	-423	-3%	13.7	11.8			6.2%	5.8%		
LBC 97.3	10895	10894	-1	0%	841	878	37	4%	8%	8%			11436	10658	-778	-7%	13.6	12.1			5.7%	5.1%		
LBC News 1152	10895	10894	-1	0%	235	338	103	44%	2%	3%			1086	1440	354	33%	4.6	4.3			0.5%	0.7%		
XFM (ILR)	13706	13706	0	0%	678	679	1	0%	5%	5%			3576	3664	88	2%	5.3	5.4			1.4%	1.4%		
XFM 104.9	10895	10894	-1	0%	519	518	-1	0%	5%	5%			3213	2705	-508	-16%	6.2	5.2			1.6%	1.3%		
XFM Manchester	2811	2811	0	0%	143	157	14	10%	5%	6%			646	709	63	10%	4.5	4.5			1.3%	1.4%		
Total GMG Radio	51280	51280	0	0%	4861	4734	-127	-3%	9%	9%			44946	42882	-2064	-5%	9.2	9.1			4.5%	4.3%		
GMG Radio North West Total	5251	5251	0	0%	1115	1073	-42	-4%	21%	20%			10306	9801	-505	-5%	9.2	9.1			11.1%	10.3%		
GMG Radio North West Regional	5213	5213	0	0%	1025	1000	-25	-2%	20%	19%			9372	9176	-196	-2%	9.1	9.2			10.1%	9.7%		
GMG Radio North East	2215	2216	1	0%	530	535	5	1%	24%	24%			4304	4225	-79	-2%	8.1	7.9			10.7%	10.7%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%	Last Pub	W1 2010	000's	%
GMG Radio Scotland	2873	2873	0	0%	840	845	5	1%	29%	29%	9331	9014	-317	-3%	11.1	10.7	19.2%	18.1%						
Total Real Radio	51280	51280	0	0%	2353	2281	-72	-3%	5%	4%	22413	21263	-1150	-5%	9.5	9.3	2.2%	2.1%						
Real Radio (ILR Network)	14716	14717	1	0%	2164	2125	-39	-2%	15%	14%	20875	20053	-822	-4%	9.6	9.4	7.9%	7.6%						
Real Radio (North East) - (was Century Radio)	2215	2216	1	0%	308	299	-9	-3%	14%	13%	1986	2067	81	4%	6.5	6.9	5.0%	5.2%						
Real Radio (North West) - (was Century Radio)	5213	5213	0	0%	474	442	-32	-7%	9%	8%	4538	3933	-605	-13%	9.6	8.9	4.9%	4.2%						
Real Radio (Scotland)	2688	2688	0	0%	670	669	-1	0%	25%	25%	7589	6829	-760	-10%	11.3	10.2	16.7%	14.7%						
Real Radio (Wales)	1781	1781	0	0%	419	406	-13	-3%	24%	23%	3753	4246	493	13%	9.0	10.5	10.4%	11.9%						
Real Radio (Yorkshire)	2819	2818	-1	0%	293	310	17	6%	10%	11%	3007	2977	-30	-1%	10.3	9.6	6.1%	6.3%						
96.3 Rock Radio	811	811	0	0%	54	50	-4	-7%	7%	6%	256	264	8	3%	4.8	5.3	1.9%	1.9%						
106.1 Rock Radio	2254	2254	0	0%	122	93	-29	-24%	5%	4%	934	625	-309	-33%	7.6	6.7	2.4%	1.6%						
Total Smooth Radio	51280	51280	0	0%	2694	2639	-55	-2%	5%	5%	21344	20729	-615	-3%	7.9	7.9	2.1%	2.1%						
Smooth Radio (ILR Network)	25858	25858	0	0%	2332	2280	-52	-2%	9%	9%	19168	18437	-731	-4%	8.2	8.1	4.0%	3.8%						
Smooth Radio Midlands	5652	5651	-1	0%	668	655	-13	-2%	12%	12%	7139	6470	-669	-9%	10.7	9.9	6.5%	5.9%						
Smooth Radio (East Midlands)	2145	2145	0	0%	292	291	-1	0%	14%	14%	2976	2613	-363	-12%	10.2	9.0	7.1%	6.2%						
Smooth Radio (West Midlands)	3547	3547	0	0%	376	364	-12	-3%	11%	10%	4163	3857	-306	-7%	11.1	10.6	6.1%	5.7%						
Smooth Radio (Glasgow)	1883	1883	0	0%	215	220	5	2%	11%	12%	1486	1921	435	29%	6.9	8.7	4.8%	6.0%						
Smooth Radio (London)	10895	10894	-1	0%	414	479	65	16%	4%	4%	2790	2787	-3	0%	6.7	5.8	1.4%	1.3%						
Smooth Radio (North East)	2215	2216	1	0%	298	307	9	3%	13%	14%	2318	2158	-160	-7%	7.8	7.0	5.8%	5.4%						
Smooth Radio (North West)	5213	5213	0	0%	664	667	3	0%	13%	13%	4834	5243	409	8%	7.3	7.9	5.2%	5.5%						
Imagine FM	375	374	-1	0%	30	28	-2	-7%	8%	7%	180	168	-12	-7%	6.0	6.0	2.7%	2.5%						
IOW Radio	119	120	1	1%	36	36	0	0%	30%	30%	355	468	113	32%	9.9	12.9	12.4%	14.9%						
JACKfm Oxfordshire	418	502	84	20%	52	47	-5	-10%	12%	9%	357	303	-54	-15%	6.9	6.5	4.4%	3.1%						
106 JACKfm (Oxford)	418	502	84	20%	44	42	-2	-5%	11%	8%	261	258	-3	-1%	5.9	6.2	3.2%	2.6%						
Oxford's FM107.9	418	502	84	20%	12	6	-6	-50%	3%	1%	96	45	-51	-53%	8.2	7.3	1.2%	0.5%						
106 JACKfm/Star Radio (Bristol)	587	587	0	0%	51	51	0	0%	9%	9%	351	355	4	1%	6.8	7.0	3.0%	3.0%						
106 JACKfm (Bristol) (was Original 106)	588	588	0	0%	20	21	1	5%	3%	4%	110	179	69	63%	5.6	8.6	0.9%	1.5%						
Star Radio (Bristol)	457	457	0	0%	35	32	-3	-9%	8%	7%	247	206	-41	-17%	7.0	6.4	2.7%	2.2%						
Kingdom FM	285	285	0	0%	73	73	0	0%	25%	25%	654	642	-12	-2%	9.0	8.9	12.8%	12.6%						
kmfm Group	988	988	0	0%	164	158	-6	-4%	17%	16%	1476	1365	-111	-8%	9.0	8.7	6.4%	5.8%						
kmfm East	472	472	0	0%	99	92	-7	-7%	21%	20%	1042	868	-174	-17%	10.5	9.4	9.2%	7.6%						
kmfm West	517	516	-1	0%	67	60	-7	-10%	13%	12%	483	503	20	4%	7.2	8.3	4.0%	3.9%						
Lincs FM Group	2669	2668	-1	0%	611	656	45	7%	23%	25%	6485	6780	295	5%	10.6	10.3	11.8%	12.5%						
Lincs FM 102.2	905	903	-2	0%	294	314	20	7%	32%	35%	3574	3550	-24	-1%	12.2	11.3	19.3%	19.2%						
Oak FM	313	313	0	0%	34	36	2	6%	11%	12%	283	306	23	8%	8.4	8.4	4.5%	5.0%						
Lincs FM Group Yorkshire	1468	1469	1	0%	280	303	23	8%	19%	21%	2811	2802	-9	0%	10.0	9.3	9.3%	9.5%						
Dearne FM	227	227	0	0%	42	45	3	7%	19%	20%	455	384	-71	-16%	10.7	8.6	11.3%	9.7%						
KCFM 99.8	428	427	-1	0%	71	76	5	7%	17%	18%	580	622	42	7%	8.2	8.2	5.6%	6.1%						
Ridings FM	294	294	0	0%	36	40	4	11%	12%	13%	276	254	-22	-8%	7.6	6.4	5.3%	5.1%						
Rother FM	207	206	-1	0%	32	33	1	3%	15%	16%	385	357	-28	-7%	12.1	10.7	10.2%	9.5%						
Trax FM	365	364	-1	0%	99	110	11	11%	27%	30%	1116	1186	70	6%	11.3	10.8	14.9%	16.3%						
The Local Radio Company Group Total	1981	1973	-8	0%	475	488	13	3%	24%	25%	3868	3807	-61	-2%	8.2	7.8	10.0%	9.9%						
2BR	195	194	-1	-1%	55	62	7	13%	28%	32%	481	448	-33	-7%	8.7	7.2	15.3%	14.9%						
Minster FM	335	303	-32	-10%	71	70	-1	-1%	21%	23%	508	451	-57	-11%	7.1	6.4	7.9%	7.4%						
Mix 96	122	123	1	1%	39	39	0	0%	32%	31%	253	256	3	1%	6.5	6.6	9.9%	10.3%						
Spire FM	113	113	0	0%	41	39	-2	-5%	36%	34%	521	500	-21	-4%	12.8	12.9	19.4%	18.4%						
Spirit FM	209	209	0	0%	41	44	3	7%	20%	21%	346	344	-2	-1%	8.4	7.9	7.7%	8.1%						
Star North East	n/p	376	n/a	n/a	n/p	52	n/a	n/a	n/p	14%	n/p	409	n/a	n/a	n/p	7.8	n/p	6.0%						
Star NE - North (was Durham FM)	207	207	0	0%	29	27	-2	-7%	14%	13%	193	213	20	10%	6.6	7.9	5.5%	5.9%						
Star NE - South (was Alpha 103.2)	143	169	26	18%	22	25	3	14%	15%	15%	165	196	31	19%	7.5	7.8	6.3%	6.2%						
97.2 Stray FM	146	146	0	0%	43	40	-3	-7%	29%	27%	261	223	-38	-15%	6.1	5.6	8.5%	7.6%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010	Change %	%
Sun FM	271	270	-1	0%	59	62	3	5%	22%	23%		506	481	-25	-5%	8.5	7.8			10.2%	9.8%			
Wessex FM	122	122	0	0%	37	37	0	0%	30%	30%		247	261	14	6%	6.7	7.1			9.5%	10.1%			
Yorkshire Coast Radio	118	117	-1	-1%	37	44	7	19%	31%	37%		386	434	48	12%	10.4	9.9			15.3%	15.9%			
Radio Mansfield 103.2	155	155	0	0%	40	38	-2	-5%	26%	25%		365	348	-17	-5%	9.2	9.1			11.6%	11.5%			
Manx Radio	68	68	0	0%	37	37	0	0%	55%	55%		448	447	-1	0%	12.0	12.0			28.9%	28.4%			
Midwest Radio	195	196	1	1%	34	30	-4	-12%	17%	15%		329	272	-57	-17%	9.6	9.2			7.1%	5.7%			
Northern Media Group	566	566	0	0%	140	142	2	1%	25%	25%		1207	1303	96	8%	8.6	9.2			11.1%	11.9%			
Five FM	81	81	0	0%	22	21	-1	-5%	27%	26%		201	177	-24	-12%	9.3	8.3			13.7%	11.9%			
Q102.9FM/Q97.2FM/Q101.2FM	294	294	0	0%	92	91	-1	-1%	31%	31%		837	901	64	8%	9.1	9.9			14.4%	15.2%			
Seven FM	145	145	0	0%	16	16	0	0%	11%	11%		89	100	11	12%	5.6	6.2			3.2%	3.7%			
Six FM	92	91	-1	-1%	11	14	3	27%	12%	15%		80	124	44	55%	7.1	8.8			4.5%	7.1%			
Original 106 (Aberdeen)	311	311	0	0%	41	42	1	2%	13%	14%		244	241	-3	-1%	5.9	5.7			4.0%	4.1%			
Total Orion	5829	5829	0	0%	1165	1230	65	6%	20%	21%		9340	9734	394	4%	8.0	7.9			8.2%	8.6%			
Heart 106 FM East Midlands	2154	2154	0	0%	345	350	5	1%	16%	16%		2777	2571	-206	-7%	8.1	7.3			6.6%	6.1%			
Orion West	3765	3766	1	0%	822	882	60	7%	22%	23%		6563	7163	600	9%	8.0	8.1			9.0%	9.8%			
Beacon Radio	1298	1298	0	0%	199	212	13	7%	15%	16%		1510	1799	289	19%	7.6	8.5			5.7%	6.8%			
96.4 BRMB	2054	2055	1	0%	365	391	26	7%	18%	19%		2280	2539	259	11%	6.2	6.5			5.9%	6.8%			
Gold Wolverhampton	1298	1298	0	0%	45	37	-8	-18%	3%	3%		432	362	-70	-16%	9.5	9.9			1.6%	1.4%			
Gold Birmingham	2054	2055	1	0%	79	57	-22	-28%	4%	3%		776	683	-93	-12%	9.8	12.1			2.0%	1.8%			
Gold Coventry	653	653	0	0%	19	17	-2	-11%	3%	3%		181	185	4	2%	9.6	10.6			1.4%	1.4%			
Mercia	653	653	0	0%	125	147	22	18%	19%	22%		996	1086	90	9%	8.0	7.4			7.9%	8.3%			
Wyvern FM	496	496	0	0%	93	97	4	4%	19%	20%		724	734	10	1%	7.8	7.5			7.4%	7.4%			
Pennine FM (formerly 107.9 Home FM)	205	205	0	0%	18	18	0	0%	9%	9%		113	126	13	12%	6.4	6.9			3.1%	3.6%			
Premier Christian Radio	10895	10894	-1	0%	136	141	5	4%	1%	1%		2254	1456	-798	-35%	16.6	10.4			1.1%	0.7%			
107.4 The Quay	376	376	0	0%	55	57	2	4%	14%	15%		241	312	71	29%	4.4	5.5			2.8%	3.5%			
Reading 107 FM	224	223	-1	0%	23	22	-1	-4%	10%	10%		146	163	17	12%	6.4	7.3			3.9%	4.6%			
96.2 The Revolution	507	507	0	0%	24	29	5	21%	5%	6%		335	330	-5	-1%	14.0	11.2			4.0%	3.8%			
Southwest Local Radio Group (Palm & Exeter FM)	530	531	1	0%	59	66	7	12%	11%	12%		415	475	60	14%	7.0	7.2			3.7%	4.2%			
Exeter FM	303	303	0	0%	24	29	5	21%	8%	10%		121	139	18	15%	5.0	4.7			1.8%	2.1%			
Palm FM	227	227	0	0%	35	36	1	3%	15%	16%		294	336	42	14%	8.4	9.2			6.3%	6.9%			
107.5 Sovereign Radio	150	151	1	1%	24	27	3	13%	16%	18%		163	142	-21	-13%	6.8	5.3			5.5%	4.6%			
The Sunrise Group	51280	51280	0	0%	578	560	-18	-3%	1%	1%		5205	4064	-1141	-22%	9.0	7.3			0.5%	0.4%			
Buzz Asia 963 & 972AM	10895	10895	0	0%	167	134	-33	-20%	2%	1%		935	584	-351	-38%	5.6	4.4			0.4%	0.3%			
Kismet Radio 1035 (Greater London)	10895	10894	-1	0%	85	131	46	54%	1%	1%		849	500	-349	-41%	10.0	3.8			0.4%	0.2%			
Sunrise Radio (Greater London)	10895	10894	-1	0%	364	323	-41	-11%	3%	3%		2562	1773	-789	-31%	7.0	5.5			1.3%	0.8%			
Sunrise Radio National	51280	51280	0	0%	483	444	-39	-8%	1%	1%		3192	2404	-788	-25%	6.6	5.4			0.3%	0.2%			
Time FM 106.6	282	282	0	0%	23	21	-2	-9%	8%	7%		149	125	-24	-16%	6.5	5.9			2.9%	2.4%			
Tindle Radio Group	1350	1351	1	0%	294	303	9	3%	22%	22%		2912	3012	100	3%	9.9	9.9			10.4%	10.6%			
Tindle Radio Anglia	993	994	1	0%	185	191	6	3%	19%	19%		1715	1776	61	4%	9.3	9.3			8.4%	8.6%			
THE BEACH	184	183	-1	-1%	51	49	-2	-4%	27%	27%		552	561	9	2%	10.9	11.3			15.0%	15.5%			
Dream 100	141	141	0	0%	39	44	5	13%	27%	31%		371	455	84	23%	9.6	10.4			14.0%	15.5%			
North Norfolk Radio	91	91	0	0%	17	19	2	12%	19%	21%		180	201	21	12%	10.3	10.6			8.3%	9.5%			
Radio NORWICH 99.9	324	324	0	0%	46	48	2	4%	14%	15%		343	337	-6	-2%	7.4	7.1			4.8%	4.7%			
Town 102 FM	275	275	0	0%	32	31	-1	-3%	12%	11%		269	222	-47	-17%	8.4	7.2			5.2%	4.2%			
Channel 103 FM	76	77	1	1%	39	39	0	0%	51%	51%		409	429	20	5%	10.4	10.9			28.0%	30.0%			
Delta FM	93	94	1	1%	15	17	2	13%	16%	18%		158	181	23	15%	10.7	10.5			7.9%	9.1%			
Island FM 104.7	51	51	0	0%	24	25	1	4%	48%	48%		294	311	17	6%	12.0	12.5			35.3%	34.8%			
Kestrel FM	136	135	-1	-1%	31	31	0	0%	23%	23%		337	315	-22	-7%	10.8	10.2			9.7%	9.3%			
Total Touch Radio Network	889	889	0	0%	132	133	1	1%	15%	15%		1214	1280	66	5%	9.2	9.6			6.9%	7.2%			
Rugby FM	70	70	0	0%	20	20	0	0%	28%	29%		209	219	10	5%	10.5	10.8			14.8%	15.0%			

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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 2010	000's	Change %	Last Pub	W1 2010	000's	Change %	Last Pub	W1 2010	000's	Change %	Last Pub	W1 2010	000's	Change %	Last Pub	W1 2010	Last Pub	W1 2010		
Touchradio Staffs	248	248	0	0%	29	32	3	10%	12%	13%	307	398	91	30%	10.5	12.5	6.6%	8.5%				
96.2FM Touchradio - Coventry	285	284	-1	0%	33	31	-2	-6%	12%	11%	231	211	-20	-9%	7.0	6.8	4.3%	4.1%				
102FM Touchradio - Warks, Worcs, Cotswolds	287	287	0	0%	44	45	1	2%	15%	16%	419	405	-14	-3%	9.5	9.0	6.8%	6.3%				
107.3 Touchradio - Warwick	133	132	-1	-1%	7	8	1	14%	5%	6%	48	48	0	0%	7.2	6.4	2.1%	2.0%				
Town and Country Broadcasting (South and West Wales)	1578	1574	-4	0%	215	220	5	2%	14%	14%	1792	1760	-32	-2%	8.3	8.0	5.5%	5.5%				
102.1 Bay Radio	454	453	-1	0%	38	33	-5	-13%	8%	7%	266	210	-56	-21%	7.1	6.3	2.9%	2.3%				
106.3 Bridge FM	122	121	-1	-1%	36	32	-4	-11%	30%	26%	321	262	-59	-18%	8.9	8.2	12.5%	10.5%				
97.1 Radio Carmarthenshire	127	127	0	0%	38	40	2	5%	30%	32%	324	338	14	4%	8.4	8.4	12.4%	13.0%				
Nation Radio	1405	1400	-5	0%	89	91	2	2%	6%	6%	552	679	127	23%	6.2	7.5	1.9%	2.4%				
102.5 Radio Pembrokeshire	92	93	1	1%	42	42	0	0%	45%	46%	466	455	-11	-2%	11.2	10.7	24.4%	24.3%				
Total UKRD	1434	1433	-1	0%	382	380	-2	-1%	27%	26%	3162	3751	589	19%	8.3	9.9	10.9%	12.2%				
Pirate FM	480	480	0	0%	153	154	1	1%	32%	32%	1650	1516	-134	-8%	10.8	9.9	16.0%	14.1%				
The County Sound Radio Network	539	539	0	0%	154	153	-1	-1%	29%	28%	1167	1461	294	25%	7.6	9.6	10.8%	13.3%				
County Sound 1566	539	539	0	0%	14	12	-2	-14%	3%	2%	51	36	-15	-29%	3.6	3.0	0.5%	0.3%				
96.4 Eagle Radio	539	539	0	0%	140	141	1	1%	26%	26%	1117	1425	308	28%	8.0	10.1	10.3%	13.0%				
Total UKRD East	415	415	0	0%	77	72	-5	-6%	19%	17%	594	848	254	43%	7.7	11.7	7.6%	9.9%				
KL.FM 96.7	149	149	0	0%	48	48	0	0%	32%	32%	494	526	32	6%	10.3	10.9	14.5%	15.7%				
Star Radio in Cambridge	266	266	0	0%	25	24	-1	-4%	9%	9%	112	136	24	21%	4.5	5.7	2.2%	2.7%				
UTV Radio (inc. talkSPORT)	51280	51280	0	0%	3616	3598	-18	0%	7%	7%	30897	29244	-1653	-5%	8.5	8.1	3.1%	2.9%				
UTV Radio (excl. talkSPORT)	6069	6070	1	0%	1201	1225	24	2%	20%	20%	10667	10765	98	1%	8.9	8.8	9.5%	9.4%				
107.6 Juice FM	954	954	0	0%	122	138	16	13%	13%	14%	595	595	0	0%	4.9	4.3	3.7%	3.7%				
Peak 107 FM	413	413	0	0%	85	83	-2	-2%	21%	20%	838	868	30	4%	9.9	10.5	10.1%	10.3%				
The Pulse/Pulse 2	848	848	0	0%	135	135	0	0%	16%	16%	936	980	44	5%	6.9	7.3	6.4%	7.1%				
The Pulse	848	848	0	0%	124	126	2	2%	15%	15%	843	877	34	4%	6.8	7.0	5.7%	6.4%				
Pulse 2	848	848	0	0%	35	31	-4	-11%	4%	4%	92	103	11	12%	2.6	3.4	0.6%	0.7%				
Signal One & Signal Two	771	770	-1	0%	254	277	23	9%	33%	36%	3420	3618	198	6%	13.5	13.1	21.9%	23.1%				
Signal One	771	770	-1	0%	243	257	14	6%	32%	33%	3026	3115	89	3%	12.5	12.1	19.4%	19.9%				
Signal Two	771	770	-1	0%	44	65	21	48%	6%	8%	394	503	109	28%	9.0	7.7	2.5%	3.2%				
Total Swansea Sound/96.4 FM The Wave	454	453	-1	0%	184	185	1	1%	41%	41%	1888	1725	-163	-9%	10.3	9.3	20.6%	18.6%				
96.4 FM The Wave	454	453	-1	0%	138	146	8	6%	30%	32%	1160	1111	-49	-4%	8.4	7.6	12.7%	12.0%				
Swansea Sound - 1170 MW	454	453	-1	0%	78	73	-5	-6%	17%	16%	728	614	-114	-16%	9.4	8.4	7.9%	6.6%				
U105	851	852	1	0%	136	143	7	5%	16%	17%	1117	1296	179	16%	8.2	9.1	6.8%	7.7%				
Radio Wave 96.5 FM	240	241	1	0%	63	62	-1	-2%	26%	26%	586	619	33	6%	9.3	9.9	11.7%	12.2%				
102.4 Wish/107.2 Wire/107.4 Tower FM	705	1112	407	58%	147	190	43	29%	21%	17%	1008	1190	182	18%	6.8	6.3	7.5%	5.8%				
107.4 Tower FM	431	431	0	0%	49	48	-1	-2%	11%	11%	350	413	63	18%	7.1	8.5	4.7%	5.4%				
107.2 Wire FM	276	277	1	0%	63	59	-4	-6%	23%	21%	468	333	-135	-29%	7.4	5.7	8.6%	6.4%				
102.4 Wish FM	464	465	1	0%	86	85	-1	-1%	19%	18%	540	443	-97	-18%	6.3	5.2	6.3%	5.0%				
107.7 The Wolf	429	428	-1	0%	41	41	0	0%	10%	10%	272	296	24	9%	6.7	7.1	3.2%	3.5%				
Wave 102 FM	153	153	0	0%	25	26	1	4%	17%	17%	204	214	10	5%	8.1	8.4	7.4%	7.9%				
Yorkshire Radio	4461	4444	-17	0%	52	67	15	29%	1%	1%	182	312	130	71%	3.5	4.7	0.2%	0.4%				

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	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Last Pub	W1 2010		
BBC Local Radio	41367	41362	-5	0%	6706	7691	985	15%	16%	19%	63451	71825	8374	13%	9.5	9.3	8.0%	8.8%		
BBC Radio Berkshire	786	786	0	0%	132	157	25	19%	17%	20%	1106	1067	-39	-4%	8.4	6.8	7.5%	7.1%		
BBC Radio Bristol	885	884	-1	0%	153	163	10	7%	17%	18%	1604	1764	160	10%	10.5	10.8	9.3%	9.9%		
BBC Radio Cambridgeshire	703	703	0	0%	109	130	21	19%	16%	18%	739	839	100	14%	6.8	6.5	5.8%	6.1%		
BBC Radio Cornwall	456	456	0	0%	143	142	-1	-1%	31%	31%	1765	1959	194	11%	12.3	13.8	17.8%	18.3%		
BBC Coventry and Warwickshire	660	660	0	0%	78	86	8	10%	12%	13%	596	548	-48	-8%	7.6	6.4	4.5%	4.0%		
BBC Radio Cumbria	406	406	0	0%	122	154	32	26%	30%	38%	1243	1385	142	11%	10.2	9.0	15.9%	17.9%		
BBC Radio Derby	629	629	0	0%	155	174	19	12%	25%	28%	1643	1882	239	15%	10.6	10.8	13.8%	15.7%		
BBC Radio Devon	978	978	0	0%	202	228	26	13%	21%	23%	2440	2562	122	5%	12.1	11.2	12.5%	12.4%		
BBC Essex	1262	1261	-1	0%	224	245	21	9%	18%	19%	2809	2686	-123	-4%	12.5	11.0	9.9%	9.6%		
BBC Radio Gloucestershire	483	483	0	0%	97	99	2	2%	20%	20%	1155	1332	177	15%	11.9	13.5	11.5%	13.6%		
BBC Hereford & Worcester	494	492	-2	0%	96	127	31	32%	19%	26%	1097	1207	110	10%	11.5	9.5	11.6%	12.3%		
BBC Radio Humberside	763	762	-1	0%	184	205	21	11%	24%	27%	2024	2101	77	4%	11.0	10.3	11.5%	13.1%		
BBC Radio Kent	1379	1378	-1	0%	204	241	37	18%	15%	17%	2260	2868	608	27%	11.1	11.9	6.8%	8.7%		
BBC Radio Lancashire	1184	1184	0	0%	222	228	6	3%	19%	19%	2264	1849	-415	-18%	10.2	8.1	10.7%	8.5%		
BBC Radio Leeds	1620	1619	-1	0%	233	226	-7	-3%	14%	14%	1750	1532	-218	-12%	7.5	6.8	6.4%	6.0%		
BBC Radio Leicester	799	798	-1	0%	180	161	-19	-11%	23%	20%	1747	1462	-285	-16%	9.7	9.1	11.1%	9.4%		
BBC Radio Lincolnshire	535	536	1	0%	94	111	17	18%	18%	21%	1126	1294	168	15%	12.0	11.7	10.3%	11.4%		
BBC London 94.9	10895	10894	-1	0%	443	521	78	18%	4%	5%	3272	3166	-106	-3%	7.4	6.1	1.6%	1.5%		
BBC Radio Manchester	2120	2121	1	0%	212	241	29	14%	10%	11%	1524	1753	229	15%	7.2	7.3	4.2%	4.8%		
BBC Radio Merseyside	1616	1615	-1	0%	302	324	22	7%	19%	20%	3409	3323	-86	-3%	11.3	10.3	12.1%	11.4%		
BBC Radio Newcastle	1411	1412	1	0%	282	299	17	6%	20%	21%	2147	1859	-288	-13%	7.6	6.2	8.5%	7.7%		
BBC Radio Norfolk	759	759	0	0%	192	214	22	11%	25%	28%	2398	2714	316	13%	12.5	12.7	14.7%	16.2%		
BBC Radio Northampton	476	476	0	0%	84	99	15	18%	18%	21%	1076	1142	66	6%	12.7	11.6	12.3%	12.2%		
BBC Radio Nottingham	783	783	0	0%	178	182	4	2%	23%	23%	1680	1755	75	4%	9.4	9.6	10.7%	11.3%		
BBC Oxford 95.2FM	515	514	-1	0%	63	76	13	21%	12%	15%	558	922	364	65%	8.9	12.1	5.6%	9.1%		
BBC Radio Sheffield	1255	1254	-1	0%	225	255	30	13%	18%	20%	1925	2110	185	10%	8.5	8.3	8.5%	9.2%		
BBC Radio Shropshire	378	377	-1	0%	94	111	17	18%	25%	30%	1242	1152	-90	-7%	13.2	10.3	15.5%	13.7%		
BBC Radio Solent	1519	1519	0	0%	236	243	7	3%	16%	16%	2633	2516	-117	-4%	11.1	10.4	7.6%	7.1%		
BBC Solent for Dorset	172	172	0	0%	22	24	2	9%	13%	14%	206	194	-12	-6%	9.4	8.0	5.7%	5.4%		
BBC Somerset	439	439	0	0%	54	55	1	2%	12%	13%	706	545	-161	-23%	13.0	9.8	6.4%	5.2%		
BBC Radio Stoke	595	596	1	0%	161	174	13	8%	27%	29%	1811	1556	-255	-14%	11.3	8.9	14.9%	13.2%		
BBC Radio Suffolk	528	528	0	0%	113	128	15	13%	21%	24%	1183	1283	100	8%	10.5	10.0	11.1%	11.5%		
BBC Sussex and BBC Surrey	2439	2440	1	0%	220	260	40	18%	9%	11%	2094	2388	294	14%	9.5	9.2	4.0%	4.5%		
BBC Tees	786	787	1	0%	136	126	-10	-7%	17%	16%	690	754	64	9%	5.1	6.0	4.7%	4.9%		
BBC Three Counties Radio	1271	1271	0	0%	133	147	14	11%	10%	12%	964	1172	208	22%	7.3	8.0	3.9%	4.7%		
BBC WM (Birmingham & Black Country)	2246	2242	-4	0%	231	243	12	5%	10%	11%	2337	2844	507	22%	10.1	11.7	5.5%	6.9%		
BBC Radio Wiltshire/Swindon	536	537	1	0%	73	69	-4	-5%	14%	13%	530	574	44	8%	7.2	8.3	4.9%	5.0%		
BBC Radio York	530	530	0	0%	84	82	-2	-2%	16%	15%	632	829	197	31%	7.6	10.1	5.8%	7.4%		
BBC Radio Guernsey	51	51	0	0%	18	18	0	0%	35%	36%	209	222	13	6%	11.5	12.2	25.1%	24.8%		
BBC Radio Jersey	76	77	1	1%	31	28	-3	-10%	41%	36%	324	314	-10	-3%	10.3	11.2	22.2%	22.0%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 1 2010/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share				
	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010	Change 000's	%	Last Pub	W1 2010	Change %	%	Last Pub	W1 2010	Change %	%	
LOCAL COMMERCIAL																									
Total Absolute Radio Network (was Total Virgin Radio Network)	51280	51280	0	0%	1673	1822	149	9%	3%	4%	12484	13996	1512	12%	7.5	7.7			1.3%	1.4%					
Total Absolute Radio (was Total Virgin Radio)	51280	51280	0	0%	1493	1396	-97	-6%	3%	3%	11272	11047	-225	-2%	7.6	7.9			1.1%	1.1%					
Total Absolute Radio (London) (was Total Virgin (London))	10895	10894	-1	0%	803	690	-113	-14%	7%	6%	5946	5542	-404	-7%	7.4	8.0			3.0%	2.6%					
Absolute Radio London (was Virgin Radio London)	10895	10894	-1	0%	689	600	-89	-13%	6%	6%	4684	4219	-465	-10%	6.8	7.0			2.3%	2.0%					
Absolute Radio National (was Virgin Radio National)	51280	51280	0	0%	903	945	42	5%	2%	2%	6588	6827	239	4%	7.3	7.2			0.7%	0.7%					
Absolute 80s	n/p	51280	n/a	n/a	n/p	264	n/a	n/a	n/p	1%	n/p	1421	n/a	n/a	n/p	5.4			n/p	0.1%					
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51280	51280	0	0%	217	255	38	18%	*%	*%	924	1202	278	30%	4.3	4.7			0.1%	0.1%					
Heat	51280	51280	0	0%	447	447	0	0%	1%	1%	1966	1444	-522	-27%	4.4	3.2			0.2%	0.1%					
The Hits	51280	51280	0	0%	1011	1055	44	4%	2%	2%	3246	3579	333	10%	3.2	3.4			0.3%	0.4%					
Jazz FM	51280	51280	0	0%	446	471	25	6%	1%	1%	1542	1894	352	23%	3.5	4.0			0.2%	0.2%					
NME Radio	51280	51280	0	0%	177	226	49	28%	*%	*%	597	555	-42	-7%	3.4	2.5			0.1%	0.1%					
Panjab Radio	10895	51280	40385	371%	44	172	128	291%	*%	*%	235	913	678	289%	5.3	5.3			0.1%	0.1%					
Planet Rock	51280	51280	0	0%	698	694	-4	-1%	1%	1%	4956	5905	949	19%	7.1	8.5			0.5%	0.6%					
Q	51280	51280	0	0%	219	231	12	5%	*%	*%	718	788	70	10%	3.3	3.4			0.1%	0.1%					
Smash Hits Radio	51280	51280	0	0%	858	853	-5	-1%	2%	2%	2577	3009	432	17%	3.0	3.5			0.3%	0.3%					
talkSPORT	51280	51280	0	0%	2496	2368	-128	-5%	5%	5%	20438	16346	-4092	-20%	8.2	6.9			2.1%	1.6%					
BBC Radio 1	51280	51280	0	0%	10763	11737	974	9%	21%	23%	97215	95972	-1243	-1%	9.0	8.2			9.8%	9.5%					
BBC Radio 2	51280	51280	0	0%	13473	14569	1096	8%	26%	28%	163009	174355	11346	7%	12.1	12.0			16.5%	17.2%					
BBC Radio 3	51280	51280	0	0%	1874	2025	151	8%	4%	4%	10902	11908	1006	9%	5.8	5.9			1.1%	1.2%					
BBC Radio 4	51280	51280	0	0%	9841	10029	188	2%	19%	20%	123719	123378	-341	0%	12.6	12.3			12.5%	12.2%					
BBC Radio FIVE LIVE	51280	51280	0	0%	6106	6481	375	6%	12%	13%	44711	46418	1707	4%	7.3	7.2			4.5%	4.6%					
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51280	51280	0	0%	6188	6563	375	6%	12%	13%	45845	48109	2264	5%	7.4	7.3			4.6%	4.7%					
FIVE LIVE SPORTS EXTRA	51280	51280	0	0%	663	685	22	3%	1%	1%	1134	1691	557	49%	1.7	2.5			0.1%	0.2%					
BBC 6 Music	51280	51280	0	0%	695	1023	328	47%	1%	2%	3798	7852	4054	107%	5.5	7.7			0.4%	0.8%					
1 Xtra from the BBC	51280	51280	0	0%	531	663	132	25%	1%	1%	2980	3194	214	7%	5.6	4.8			0.3%	0.3%					
BBC Radio 7	51280	51280	0	0%	931	1049	118	13%	2%	2%	5660	5750	90	2%	6.1	5.5			0.6%	0.6%					
BBC Asian Network UK	51280	51280	0	0%	360	357	-3	-1%	1%	1%	1879	1595	-284	-15%	5.2	4.5			0.2%	0.2%					
BBC World Service	51280	51280	0	0%	1227	1288	61	5%	2%	3%	5972	6072	100	2%	4.9	4.7			0.6%	0.6%					
BBC Local/Regional	51280	51280	0	0%	8862	9987	1125	13%	17%	19%	83901	93844	9943	12%	9.5	9.4			8.5%	9.3%					
ALL NATIONAL COMMERCIAL (UK)	51280	51280	0	0%	13001	13614	613	5%	25%	27%	103134	103905	771	1%	7.9	7.6			10.4%	10.3%					
ALL LOCAL COMMERCIAL (UK)	51280	51280	0	0%	25306	26089	783	3%	49%	51%	317929	314610	-3319	-1%	12.6	12.1			32.2%	31.1%					
ALL COMMERCIAL (UK)	51280	51280	0	0%	31374	32162	788	3%	61%	63%	421063	418514	-2549	-1%	13.4	13.0			42.6%	41.3%					
ALL BBC (UK)	51280	51280	0	0%	33264	34877	1613	5%	65%	68%	544880	572029	27149	5%	16.4	16.4			55.2%	56.5%					
ALL RADIO (UK)	51280	51280	0	0%	45968	46479	511	1%	90%	91%	987584	1013061	25477	3%	21.5	21.8			100.0%	100.0%					