

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Last Pub	W2 2008
Abbey FM	n/p	85	n/a	n/a	n/p	13	n/a	n/a	n/p	15%	n/p	90	n/a	n/a	n/p	7.1	n/p	5.1%		
105-107 Atlantic FM	441	449	8	2%	49	50	1	2%	11%	11%	267	254	-13	-5%	5.5	5.1	2.9%	2.6%		
Total Bauer Radio	50334	50735	401	1%	11904	12231	327	3%	24%	24%	105736	109159	3423	3%	8.9	8.9	10.3%	10.7%		
Total Bauer Radio ILR	36250	36470	220	1%	9308	9557	249	3%	26%	26%	83085	85434	2349	3%	8.9	8.9	11.5%	11.8%		
Big City Network	15919	16036	117	1%	4508	4642	134	3%	28%	29%	40881	41667	786	2%	9.1	9.0	13.5%	13.6%		
Big City FM and AM	n/p	16162	n/a	n/a	n/p	5274	n/a	n/a	n/p	33%	n/p	52377	n/a	n/a	n/p	9.9	n/p	16.9%		
Total Magic	50334	50735	401	1%	3212	3441	229	7%	6%	7%	22206	25539	3333	15%	6.9	7.4	2.1%	2.5%		
Magic Network (ILR)	21171	21247	76	0%	2647	2640	-7	0%	13%	12%	19141	19882	741	4%	7.2	7.5	4.6%	4.8%		
Magic Network - North	10390	10463	73	1%	667	680	13	2%	6%	6%	6026	6410	384	6%	9.0	9.4	3.0%	3.1%		
Bauer Radio - North East	2198	2196	-2	0%	724	746	22	3%	33%	34%	6369	6937	568	9%	8.8	9.3	16.6%	16.7%		
Big City Network - North East	2198	2196	-2	0%	598	607	9	2%	27%	28%	4410	4661	251	6%	7.4	7.7	11.5%	11.2%		
Metro Radio	1462	1453	-9	-1%	423	431	8	2%	29%	30%	3121	3270	149	5%	7.4	7.6	12.4%	11.7%		
TFM Radio	800	806	6	1%	175	177	2	1%	22%	22%	1290	1391	101	8%	7.4	7.9	9.0%	9.3%		
Magic Network - North East	2198	2196	-2	0%	214	231	17	8%	10%	11%	1958	2276	318	16%	9.1	9.8	5.1%	5.5%		
Magic 1152 (Newcastle)	1462	1453	-9	-1%	141	159	18	13%	10%	11%	1256	1586	330	26%	8.9	10.0	5.0%	5.7%		
Magic 1170 (Teesside)	800	806	6	1%	73	75	2	3%	9%	9%	702	690	-12	-2%	9.6	9.2	4.9%	4.6%		
Metro Radio/Magic 1152	1462	1453	-9	-1%	507	522	15	3%	35%	36%	4377	4856	479	11%	8.6	9.3	17.3%	17.4%		
TFM Radio/Magic 1170	800	806	6	1%	217	231	14	6%	27%	29%	1992	2081	89	4%	9.2	9.0	13.9%	13.9%		
Bauer Radio - North West	5057	5074	17	0%	1364	1393	29	2%	27%	27%	11514	12244	730	6%	8.4	8.8	11.6%	12.0%		
Big City Network - North West	4937	4947	10	0%	1237	1263	26	2%	25%	26%	9879	10413	534	5%	8.0	8.2	10.2%	10.5%		
Radio City 96.7	1804	1795	-9	0%	470	480	10	2%	26%	27%	4295	4335	40	1%	9.1	9.0	11.8%	11.9%		
Key 103 (Manchester)	2362	2376	14	1%	490	525	35	7%	21%	22%	3383	4068	685	20%	6.9	7.8	7.5%	8.5%		
97.4 Rock FM	1314	1320	6	0%	291	282	-9	-3%	22%	21%	2200	2009	-191	-9%	7.6	7.1	8.5%	7.7%		
Magic Network - North West	5022	5038	16	0%	225	210	-15	-7%	4%	4%	1636	1831	195	12%	7.3	8.7	1.7%	1.8%		
Magic 1548 (Liverpool)	1804	1795	-9	0%	76	82	6	8%	4%	5%	644	680	36	6%	8.5	8.2	1.8%	1.9%		
Magic 1152 (Manchester)	2362	2376	14	1%	101	77	-24	-24%	4%	3%	721	794	73	10%	7.2	10.3	1.6%	1.7%		
Magic 999 (Preston)	1098	1110	12	1%	49	50	1	2%	4%	5%	271	358	87	32%	5.6	7.1	1.3%	1.6%		
Key 103/Magic 1152 (Manchester)	2362	2376	14	1%	557	578	21	4%	24%	24%	4105	4862	757	18%	7.4	8.4	9.1%	10.2%		
Radio City 96.7/Magic 1548	1804	1795	-9	0%	504	521	17	3%	28%	29%	4939	5015	76	2%	9.8	9.6	13.6%	13.8%		
97.4 Rock FM/Magic 999	1435	1447	12	1%	319	320	1	0%	22%	22%	2470	2367	-103	-4%	7.7	7.4	8.8%	8.3%		
Bauer Radio - Yorkshire	3170	3229	59	2%	912	963	51	6%	29%	30%	9339	9522	183	2%	10.2	9.9	14.8%	15.0%		
Big City Network - Yorkshire	3170	3229	59	2%	756	796	40	5%	24%	25%	6907	7219	312	5%	9.1	9.1	11.0%	11.4%		
96.3 Radio Aire	940	969	29	3%	171	168	-3	-2%	18%	17%	1414	1378	-36	-3%	8.3	8.2	8.1%	8.0%		
Hallam FM	1310	1319	9	1%	360	395	35	10%	28%	30%	3602	3949	347	10%	10.0	10.0	13.9%	15.3%		
96.9 Viking FM	1112	1133	21	2%	229	238	9	4%	21%	21%	1891	1892	1	0%	8.3	7.9	8.0%	7.8%		
Magic Network - Yorkshire	3170	3229	59	2%	227	239	12	5%	7%	7%	2432	2303	-129	-5%	10.7	9.6	3.9%	3.6%		
Magic 828 (Leeds)	940	969	29	3%	95	89	-6	-6%	10%	9%	952	726	-226	-24%	10.0	8.2	5.4%	4.2%		
Magic AM (Sheffield)	1310	1319	9	1%	60	61	1	2%	5%	5%	596	640	44	7%	9.9	10.5	2.3%	2.5%		
Magic 1161 (Hull)	1112	1133	21	2%	84	99	15	18%	8%	9%	1044	1031	-13	-1%	12.4	10.4	4.4%	4.2%		
96.3 Radio Aire/Magic 828	940	969	29	3%	246	240	-6	-2%	26%	25%	2366	2104	-262	-11%	9.6	8.8	13.5%	12.2%		
Hallam FM/Magic AM	1310	1319	9	1%	396	428	32	8%	30%	32%	4198	4589	391	9%	10.6	10.7	16.2%	17.8%		
96.9 Viking FM/Magic 1161	1112	1133	21	2%	286	311	25	9%	26%	27%	2935	2924	-11	0%	10.3	9.4	12.5%	12.0%		
Total Kerrang!	50334	50735	401	1%	1297	1350	53	4%	3%	3%	5798	6220	422	7%	4.5	4.6	0.6%	0.6%		
Kerrang! 105.2	3486	3493	7	0%	401	384	-17	-4%	11%	11%	2469	2370	-99	-4%	6.2	6.2	3.4%	3.2%		
Bauer Radio London (Magic 105.4/Kiss 100)	10781	10785	4	0%	2996	2996	0	0%	28%	28%	22197	23791	1594	7%	7.4	7.9	10.1%	11.9%		
Kiss 100 FM	10781	10785	4	0%	1583	1414	-169	-11%	15%	13%	9454	9019	-435	-5%	6.0	6.4	4.3%	4.5%		
Magic 105.4	10781	10785	4	0%	1918	2005	87	5%	18%	19%	12743	14773	2030	16%	6.6	7.4	5.8%	7.4%		
Total Kiss Network	50334	50735	401	1%	2989	3149	160	5%	6%	6%	16549	17388	839	5%	5.5	5.5	1.6%	1.7%		
Kiss East	1977	2008	31	2%	277	298	21	8%	14%	15%	2148	2039	-109	-5%	7.8	6.9	4.8%	4.8%		
Kiss West	2273	2313	40	2%	225	263	38	17%	10%	11%	1582	2082	500	32%	7.0	7.9	3.3%	4.2%		

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	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008
Beacon Radio	1293	1296	3	0%	239	244	5	2%	19%	19%			1805	1889	84	5%	7.5	7.7			6.4%	6.3%
96.4 BRMB	2031	2043	12	1%	419	424	5	1%	21%	21%			2523	2837	314	12%	6.0	6.7			6.0%	6.4%
The Buzz 97.1 FM	438	438	0	0%	35	39	4	11%	8%	9%			211	263	52	25%	6.0	6.8			2.8%	3.3%
95.8 Capital Radio	10781	10785	4	0%	1563	1607	44	3%	14%	15%			10053	9319	-734	-7%	6.4	5.8			4.6%	4.6%
Champion 103 FM	122	122	0	0%	32	32	0	0%	26%	26%			329	294	-35	-11%	10.2	9.1			14.2%	13.1%
96.9 Chiltern FM (Bedford)	385	391	6	2%	94	98	4	4%	24%	25%			781	716	-65	-8%	8.3	7.3			10.5%	9.7%
97.6 Chiltern FM (Dunstable/Luton)	731	742	11	2%	160	174	14	9%	22%	23%			1039	1137	98	9%	6.5	6.5			7.4%	8.6%
Coast 96.3	242	240	-2	-1%	44	46	2	5%	18%	19%			388	437	49	13%	8.9	9.4			8.1%	9.2%
2CR FM	600	599	-1	0%	123	147	24	20%	20%	24%			831	703	-128	-15%	6.8	4.8			6.0%	5.4%
Essex FM (inc. Ten-17 FM)	1187	1208	21	2%	320	359	39	12%	27%	30%			3671	3615	-56	-2%	11.5	10.1			14.2%	13.2%
FOX FM	649	657	8	1%	160	165	5	3%	25%	25%			1352	1248	-104	-8%	8.5	7.6			9.7%	9.1%
102.7 Hereward FM	373	384	11	3%	107	109	2	2%	29%	28%			810	800	-10	-1%	7.6	7.3			9.3%	9.8%
Horizon Radio	219	226	7	3%	75	78	3	4%	34%	34%			588	694	106	18%	7.9	8.9			12.3%	14.2%
Gemini FM Total	525	531	6	1%	150	148	-2	-1%	28%	28%			1303	1206	-97	-7%	8.7	8.2			11.4%	10.3%
Gemini FM East (Exeter Area)	301	306	5	2%	89	87	-2	-2%	29%	29%			851	795	-56	-7%	9.6	9.1			12.4%	11.4%
Gemini FM West (Torbay Area)	224	226	2	1%	61	60	-1	-2%	27%	27%			452	411	-41	-9%	7.4	6.8			9.8%	8.6%
GWR	1287	1323	36	3%	350	345	-5	-1%	27%	26%			3638	3356	-282	-8%	10.4	9.7			14.0%	12.5%
Invicta FM	1147	1155	8	1%	365	354	-11	-3%	32%	31%			2749	3020	271	10%	7.5	8.5			9.9%	10.8%
Lantern FM 96.2 and 97.3	128	132	4	3%	45	47	2	4%	35%	36%			427	413	-14	-3%	9.6	8.8			14.3%	13.6%
105.4 Leicester Sound FM	652	603	-49	-8%	129	134	5	4%	20%	22%			1126	1013	-113	-10%	8.7	7.5			8.7%	8.5%
Marcher Sound (formerly MFM 103.4)	374	378	4	1%	69	68	-1	-1%	18%	18%			620	580	-40	-6%	9.0	8.5			7.6%	7.3%
Mercia	726	646	-80	-11%	123	131	8	7%	17%	20%			1287	1148	-139	-11%	7.5	8.8			8.6%	8.7%
Mercury FM (Herts)	330	330	0	0%	35	27	-8	-23%	11%	8%			169	157	-12	-7%	4.8	5.8			2.3%	2.4%
Mercury FM (Surrey & Sussex)	360	366	6	2%	84	91	7	8%	23%	25%			602	786	184	31%	7.2	8.7			7.4%	9.6%
Northants 96	519	536	17	3%	124	122	-2	-2%	24%	23%			1236	1014	-222	-18%	10.0	8.3			11.6%	9.5%
Orchard FM	336	339	3	1%	127	113	-14	-11%	38%	33%			1475	1509	34	2%	11.6	13.3			17.1%	18.5%
97 FM Plymouth Sound	330	333	3	1%	98	94	-4	-4%	30%	28%			773	625	-148	-19%	7.9	6.6			12.6%	10.7%
103.2 Power FM	1099	1117	18	2%	176	193	17	10%	16%	17%			1204	1154	-50	-4%	6.9	6.0			5.3%	5.2%
Q103	450	431	-19	-4%	98	99	1	1%	22%	23%			658	701	43	7%	6.7	7.1			6.8%	7.5%
Radio Broadland	628	639	11	2%	181	184	3	2%	29%	29%			1627	1585	-42	-3%	9.0	8.6			11.9%	12.3%
RAM FM	624	451	-173	-28%	116	105	-11	-9%	19%	23%			822	670	-152	-18%	7.1	6.4			6.2%	7.6%
Red Dragon	966	972	6	1%	260	253	-7	-3%	27%	26%			1989	2094	105	5%	7.6	8.3			9.7%	9.8%
102.4 Severn Sound FM	398	402	4	1%	103	110	7	7%	26%	27%			968	913	-55	-6%	9.4	8.3			12.4%	11.8%
SGR FM Total	653	674	21	3%	162	173	11	7%	25%	26%			1448	1312	-136	-9%	8.9	7.6			9.7%	9.0%
SGR FM	544	558	14	3%	118	124	6	5%	22%	22%			1075	822	-253	-24%	9.1	6.6			8.4%	6.7%
SGR Colchester	173	182	9	5%	55	57	2	4%	32%	31%			439	459	20	5%	8.0	8.1			12.2%	12.3%
Southern FM	994	1002	8	1%	332	318	-14	-4%	33%	32%			2495	2879	384	15%	7.5	9.1			10.3%	11.9%
South Hams Radio	64	66	2	3%	14	13	-1	-7%	21%	20%			126	156	30	24%	9.2	11.7			8.8%	10.7%
2-TEN FM	785	728	-57	-7%	194	205	11	6%	25%	28%			1296	1291	-5	0%	6.7	6.3			8.0%	9.1%
96 Trent FM	1112	1133	21	2%	326	314	-12	-4%	29%	28%			2670	2698	28	1%	8.2	8.6			11.1%	10.6%
Wyvern FM	495	491	-4	-1%	99	83	-16	-16%	20%	17%			793	579	-214	-27%	8.0	6.9			8.1%	5.9%
Choice FM London	10781	10785	4	0%	544	476	-68	-13%	5%	4%			4375	3712	-663	-15%	8.0	7.8			2.0%	1.8%
Fun Radio	10781	10784	3	0%	22	18	-4	-18%	*	*			222	266	44	20%	9.9	14.6			0.1%	0.1%
Ocean	988	1007	19	2%	174	150	-24	-14%	18%	15%			1143	1299	156	14%	6.6	8.6			5.6%	6.4%
GCap Gold Network	28820	28905	85	0%	810	825	15	2%	3%	3%			7470	6935	-535	-7%	9.2	8.4			1.2%	1.2%
Gold Bedford (was Classic Gold Bedford)	590	594	4	1%	23	20	-3	-13%	4%	3%			136	114	-22	-16%	5.8	5.8			1.1%	1.0%
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	785	728	-57	-7%	23	24	1	4%	3%	3%			272	124	-148	-54%	11.6	5.2			1.7%	0.9%
Gold Birmingham (was Capital Gold Birmingham)	2031	2043	12	1%	51	62	11	22%	3%	3%			413	480	67	16%	8.1	7.7			1.0%	1.1%
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/Wiltshire)	1287	1323	36	3%	44	50	6	14%	3%	4%			564	599	35	6%	12.7	12.1			2.2%	2.2%
Gold Coventry (was Classic Gold Coventry)	726	646	-80	-11%	13	13	0	0%	2%	2%			171	126	-45	-26%	12.9	9.4			1.1%	1.0%

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Gold Crawley (was Classic Gold Crawley)	360	366	6	2%	5	9	4	80%	1%	2%		47	83	36	77%	9.6	9.1			0.6%	1.0%			
Gold Derby (was Classic Gold Derby)	624	451	-173	-28%	17	12	-5	-29%	3%	3%		204	92	-112	-55%	11.9	8.0			1.5%	1.0%			
Gold Devon (was Classic Gold Devon)	526	532	6	1%	30	37	7	23%	6%	7%		246	366	120	49%	8.1	10.0			2.2%	3.0%			
Gold Dorset (was Classic Gold Dorset)	600	599	-1	0%	24	22	-2	-8%	4%	4%		170	165	-5	-3%	7.2	7.5			1.2%	1.3%			
Gold Essex (was Classic Gold Essex)	1187	1208	21	2%	26	36	10	38%	2%	3%		260	224	-36	-14%	10.2	6.3			1.0%	0.8%			
Gold Gloucester (was Classic Gold Gloucester)	398	402	4	1%	13	16	3	23%	3%	4%		236	188	-48	-20%	18.3	11.7			3.0%	2.4%			
Gold Hampshire (was Capital Gold Hampshire)	1099	1117	18	2%	28	35	7	25%	3%	3%		357	449	92	26%	12.9	12.8			1.6%	2.0%			
Gold Kent (was Capital Gold Kent)	1147	1155	8	1%	30	35	5	17%	3%	3%		295	239	-56	-19%	9.9	6.9			1.1%	0.9%			
Gold London (was Capital Gold London)	10781	10785	4	0%	224	253	29	13%	2%	2%		2018	1679	-339	-17%	9.0	6.6			0.9%	0.8%			
Gold Luton (was Classic Gold Luton)	1009	1029	20	2%	37	36	-1	-3%	4%	3%		298	288	-10	-3%	8.2	8.0			1.5%	1.5%			
Gold Manchester (was Capital Gold Manchester)	2362	2375	13	1%	55	50	-5	-9%	2%	2%		390	337	-53	-14%	7.1	6.8			0.9%	0.7%			
Gold Norfolk/Suffolk (was Classic Gold Amber Total)	1168	1191	23	2%	50	36	-14	-28%	4%	3%		534	402	-132	-25%	10.8	11.3			2.0%	1.6%			
Gold Norfolk (was Classic Gold Amber Norfolk)	628	639	11	2%	26	19	-7	-27%	4%	3%		208	187	-21	-10%	7.9	9.9			1.5%	1.5%			
Gold Suffolk (was Classic Gold Amber Suffolk)	544	558	14	3%	23	17	-6	-26%	4%	3%		327	215	-112	-34%	14.0	12.8			2.5%	1.8%			
Gold North Wales/Cheshire (was Classic Gold Marcher)	374	378	4	1%	6	4	-2	-33%	2%	1%		84	41	-43	-51%	14.9	9.4			1.0%	0.5%			
Gold Northampton (was Classic Gold Northampton)	519	536	17	3%	22	21	-1	-5%	4%	4%		186	148	-38	-20%	8.3	7.1			1.7%	1.4%			
Gold Nottingham (was Classic Gold Nottingham)	1112	1133	21	2%	33	37	4	12%	3%	3%		441	353	-88	-20%	13.4	9.6			1.8%	1.4%			
Gold Peterborough (was Classic Gold Peterborough)	561	576	15	3%	25	19	-6	-24%	4%	3%		328	154	-174	-53%	13.2	8.2			2.5%	1.2%			
Gold Plymouth (was Classic Gold Plymouth)	330	333	3	1%	7	10	3	43%	2%	3%		130	121	-9	-7%	17.5	12.6			2.1%	2.1%			
Gold Sussex (was Capital Gold Sussex)	994	1002	8	1%	32	40	8	25%	3%	4%		308	344	36	12%	9.7	8.6			1.3%	1.4%			
Gold South East Wales (was Capital Gold South East Wales)	966	972	6	1%	27	33	6	22%	3%	3%		233	288	55	24%	8.7	8.8			1.1%	1.3%			
Gold Wolverhampton (was Classic Gold Wolverhampton)	1293	1296	3	0%	30	27	-3	-10%	2%	2%		263	146	-117	-44%	8.8	5.4			0.9%	0.5%			
Total XFM (UK)	50334	50735	401	1%	1034	1007	-27	-3%	2%	2%		5637	4882	-755	-13%	5.5	4.8			0.5%	0.5%			
XFM 104.9	10781	10785	4	0%	379	558	179	47%	4%	5%		1957	2130	173	9%	5.2	3.8			0.9%	1.1%			
XFM Manchester	2777	2792	15	1%	190	189	-1	-1%	7%	7%		1231	1143	-88	-7%	6.5	6.1			2.3%	2.0%			
XFM Scotland	2674	2699	25	1%	214	199	-15	-7%	8%	7%		1185	1183	-2	0%	5.5	5.9			2.4%	2.5%			
XFM Scotland (East)	1161	1176	15	1%	94	82	-12	-13%	8%	7%		506	522	16	3%	5.4	6.4			2.5%	2.6%			
XFM Scotland (West)	1689	1700	11	1%	143	135	-8	-6%	8%	8%		766	729	-37	-5%	5.4	5.4			2.5%	2.4%			
Total Global Radio (UK)	50334	50735	401	1%	6532	6595	63	1%	13%	13%		51657	51751	94	0%	7.9	7.8			5.0%	5.1%			
Global Radio (ILR)	25471	25602	131	1%	5704	5712	8	0%	22%	22%		46919	46542	-377	-1%	8.2	8.1			9.2%	9.1%			
The Arrow (UK)	50334	50735	401	1%	121	153	32	26%	*%	*%		855	1109	254	30%	7.0	7.2			0.1%	0.1%			
Galaxy Network (UK)	50334	50735	401	1%	2631	2664	33	1%	5%	5%		16520	18057	1537	9%	6.3	6.8			1.6%	1.8%			
Galaxy Network (ILR)	11350	11453	103	1%	2258	2307	49	2%	20%	20%		14826	16535	1709	12%	6.6	7.2			6.7%	7.2%			
Galaxy Birmingham	2077	2090	13	1%	396	414	18	5%	19%	20%		2416	2918	502	21%	6.1	7.0			5.7%	6.4%			
Galaxy Manchester	2777	2792	15	1%	449	475	26	6%	16%	17%		2619	3245	626	24%	5.8	6.8			4.9%	5.8%			
Galaxy North East	2175	2173	-2	0%	469	458	-11	-2%	22%	21%		2970	3534	564	19%	6.3	7.7			7.8%	8.6%			
Galaxy Yorkshire	4321	4398	77	2%	944	960	16	2%	22%	22%		6821	6839	18	0%	7.2	7.1			8.0%	7.9%			
Total Heart (UK)	50334	50735	401	1%	3400	3410	10	0%	7%	7%		24087	23110	-977	-4%	7.1	6.8			2.3%	2.3%			
Heart FM (ILR)	16199	16239	40	0%	3008	2976	-32	-1%	19%	18%		22297	21301	-996	-4%	7.4	7.2			6.7%	6.5%			
100.7 Heart FM	3521	3526	5	0%	822	800	-22	-3%	23%	23%		6743	6694	-49	-1%	8.2	8.4			9.2%	8.8%			
Heart 106.2 FM	10781	10785	4	0%	1848	1774	-74	-4%	17%	16%		12855	11523	-1332	-10%	7.0	6.5			5.8%	5.7%			
Heart 106 (formerly 106 Century FM)	2086	2121	35	2%	339	351	12	4%	16%	17%		2453	2349	-104	-4%	7.2	6.7			5.5%	5.2%			
Heart Midlands (ILR)	5418	5454	36	1%	1152	1145	-7	-1%	21%	21%		9197	9043	-154	-2%	8.0	7.9			8.1%	7.7%			
Global Radio Midlands (ILR)	5418	5454	36	1%	1358	1372	14	1%	25%	25%		11613	11962	349	3%	8.6	8.7			10.2%	10.2%			
Globas Radio West Midlands (ILR)	3521	3526	5	0%	1028	1027	-1	0%	29%	29%		9160	9613	453	5%	8.9	9.4			12.5%	12.7%			
Total LBC (UK)	50334	50735	401	1%	824	845	21	3%	2%	2%		10194	9475	-719	-7%	12.4	11.2			1.0%	0.9%			
Total LBC (ILR)	10781	10785	4	0%	787	721	-66	-8%	7%	7%		10531	7079	-3452	-33%	13.4	9.8			4.8%	3.5%			
LBC 97.3	10781	10785	4	0%	701	594	-107	-15%	7%	6%		9893	5457	-4436	-45%	14.1	9.2			4.5%	2.7%			
LBC News 1152	10781	10785	4	0%	202	291	89	44%	2%	3%		639	1623	984	154%	3.2	5.6			0.3%	0.8%			
Global Radio London (ILR)	10781	10785	4	0%	2501	2349	-152	-6%	23%	22%		23386	18602	-4784	-20%	9.4	7.9			10.6%	9.3%			

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%
Total GMG Radio	50334	50735	401	1%	4792	5074	282	6%	10%	10%	47586	49205	1619	3%	9.9	9.7	4.6%	4.8%						
Total Real Radio/Century Radio	50334	50735	401	1%	2664	2738	74	3%	5%	5%	25456	23460	-1996	-8%	9.6	8.6	2.5%	2.3%						
GMG Radio North West (Century Radio (North West)/Smooth Radio (North West))	5176	5190	14	0%	1239	1219	-20	-2%	24%	23%	10812	11184	372	3%	8.7	9.2	10.4%	10.8%						
GMG Radio North East (Century Radio (North East)/Smooth Radio (North East))	n/p	2196	n/a	n/a	n/p	631	n/a	n/a	n/p	29%	n/p	5442	n/a	n/a	n/p	8.6	n/p	8.6%	13.1%					
Century Radio (North East/North West)	7373	7386	13	0%	1129	1153	24	2%	15%	16%	8853	8302	-551	-6%	7.8	7.2	6.3%	5.7%						
Century Radio (North East)	2198	2196	-2	0%	455	449	-6	-1%	21%	20%	3286	2975	-311	-9%	7.2	6.6	8.6%	7.2%						
Century Radio (North West)	5176	5190	14	0%	715	678	-37	-5%	14%	13%	5463	5145	-318	-6%	7.6	7.6	5.3%	4.9%						
Total Real Radio	50334	50735	401	1%	1546	1593	47	3%	3%	3%	16602	15159	-1443	-9%	10.7	9.5	1.6%	1.5%						
Real Radio (Scotland/Wales/Yorkshire)	7133	7214	81	1%	1393	1429	36	3%	20%	20%	15610	14212	-1398	-9%	11.2	9.9	11.5%	10.5%						
Real Radio (Scotland)	2650	2675	25	1%	712	727	15	2%	27%	27%	8641	7543	-1098	-13%	12.1	10.4	17.9%	16.0%						
Real Radio (Wales)	1754	1764	10	1%	363	374	11	3%	21%	21%	3900	3967	67	2%	10.8	10.6	10.8%	10.9%						
Real Radio (Yorkshire)	2729	2775	46	2%	318	328	10	3%	12%	12%	3070	2701	-369	-12%	9.6	8.2	5.9%	5.3%						
GMG Radio Scotland (Real Radio/96.3 Rock Radio/Smooth Radio (Glasgow))	2835	2860	25	1%	884	883	-1	0%	31%	31%	11427	10369	-1058	-9%	12.9	11.7	22.3%	20.6%						
Real Radio (Scotland)/96.3 Rock Radio	2650	2675	25	1%	749	751	2	0%	28%	28%	9059	7855	-1204	-13%	12.1	10.5	18.7%	16.6%						
96.3 Rock Radio	804	811	7	1%	46	39	-7	-15%	6%	5%	418	312	-106	-25%	9.0	8.0	2.8%	2.2%						
Total Smooth Radio	50334	50735	401	1%	2376	2706	330	14%	5%	5%	21712	25432	3720	17%	9.1	9.4	2.1%	2.5%						
Smooth Radio (London/North West/East & West Midlands/Glasgow/North West)	23382	25642	2260	10%	2077	2390	313	15%	9%	9%	19652	23279	3627	18%	9.5	9.7	4.2%	4.6%						
Smooth Radio (East & West Midlands)	5557	5594	37	1%	737	711	-26	-4%	13%	13%	9003	9166	163	2%	12.2	12.9	7.7%	7.7%						
Smooth Radio (East Midlands)	2078	2110	32	2%	292	277	-15	-5%	14%	13%	3155	3251	96	3%	10.8	11.7	7.1%	7.3%						
Smooth Radio (West Midlands)	3521	3526	5	0%	446	438	-8	-2%	13%	12%	5848	5974	126	2%	13.1	13.6	8.0%	7.9%						
Smooth Radio (Glasgow)	1869	1878	9	0%	212	218	6	3%	11%	12%	2368	2514	146	6%	11.2	11.5	7.0%	7.6%						
Smooth Radio (London)	10781	10785	4	0%	518	437	-81	-16%	5%	4%	3424	3442	18	1%	6.6	7.9	1.6%	1.7%						
Smooth Radio (North East)	n/p	2196	n/a	n/a	n/p	275	n/a	n/a	n/p	13%	n/p	2467	n/a	n/a	n/p	9.0	n/p	5.9%						
Smooth Radio (North West)	5176	5190	14	0%	718	721	3	0%	14%	14%	5350	6038	688	13%	7.5	8.4	5.1%	5.8%						
JACKfm Oxfordshire	n/p	412	n/a	n/a	n/p	62	n/a	n/a	n/p	15%	n/p	404	n/a	n/a	n/p	6.5	n/p	5.0%						
106 JACKfm	n/p	412	n/a	n/a	n/p	47	n/a	n/a	n/p	11%	n/p	335	n/a	n/a	n/p	7.1	n/p	4.1%						
Oxford's FM107.9	213	412	199	93%	13	19	6	46%	6%	5%	60	69	9	15%	4.5	3.6	1.5%	0.9%						
KCFM 99.8	n/p	473	n/a	n/a	n/p	56	n/a	n/a	n/p	12%	n/p	374	n/a	n/a	n/p	6.7	n/p	3.5%						
Kingdom FM	290	292	2	1%	56	59	3	5%	19%	20%	454	516	62	14%	8.0	8.8	9.7%	10.2%						
kmfm Group	976	980	4	0%	157	154	-3	-2%	16%	16%	1441	1418	-23	-2%	9.2	9.2	6.2%	6.0%						
kmfm East	463	469	6	1%	88	96	8	9%	19%	21%	835	905	70	8%	9.5	9.4	7.6%	8.1%						
kmfm West	512	512	0	0%	69	58	-11	-16%	13%	11%	605	513	-92	-15%	8.8	8.9	4.9%	4.1%						
Lincs FM Group	2152	2174	22	1%	656	631	-25	-4%	31%	29%	7516	6622	-894	-12%	11.4	10.5	16.9%	14.9%						
Lincs FM 102.2	880	894	14	2%	336	334	-2	-1%	38%	37%	4347	3863	-484	-11%	12.9	11.6	22.7%	20.5%						
Oak FM	n/p	262	n/a	n/a	n/p	44	n/a	n/a	n/p	17%	n/p	479	n/a	n/a	n/p	10.8	n/p	9.3%						
Oak FM ((Hinckley) formerly Fosseyway Radio)	146	149	3	2%	28	24	-4	-14%	19%	16%	362	350	-12	-3%	12.9	14.6	11.9%	11.2%						
Oak FM (Loughborough)	111	113	2	2%	25	20	-5	-20%	22%	18%	189	129	-60	-32%	7.6	6.3	9.2%	6.3%						
White Rose Radio Network (Lincs FM Group)	1030	1036	6	1%	259	252	-7	-3%	25%	24%	2595	2338	-257	-10%	10.0	9.3	12.4%	11.3%						
Dearne FM	223	225	2	1%	74	77	3	4%	33%	34%	764	727	-37	-5%	10.4	9.4	17.9%	16.2%						
Ridings FM	291	293	2	1%	43	41	-2	-5%	15%	14%	501	409	-92	-18%	11.6	9.9	8.5%	7.4%						
Rother FM	205	205	0	0%	36	32	-4	-11%	18%	16%	329	247	-82	-25%	9.1	7.6	8.1%	5.9%						
Trax FM	359	363	4	1%	98	100	2	2%	27%	28%	945	983	38	4%	9.6	9.9	12.5%	13.2%						
Lite FM	180	185	5	3%	26	30	4	15%	14%	16%	277	311	34	12%	10.8	10.4	7.1%	7.5%						
The Litt Radio Group (London)	10783	10784	1	0%	503	480	-23	-5%	5%	4%	4457	3931	-526	-12%	8.9	8.2	2.0%	1.8%						
Easy Radio	10781	10784	3	0%	13	18	5	38%	*	*	47	59	12	26%	3.5	3.3	*	*						
South London Radio 107.3 FM (South FM)	1466	1472	6	0%	24	19	-5	-21%	2%	1%	152	65	-87	-57%	6.4	3.4	0.5%	0.2%						
Time FM 106.6	275	278	3	1%	24	25	1	4%	9%	9%	125	133	8	6%	5.2	5.2	2.2%	2.3%						
Time FM 106.8	581	554	-27	-5%	18	17	-1	-6%	3%	3%	80	69	-11	-14%	4.5	3.9	0.7%	0.6%						
Time FM 107.5	396	398	2	1%	27	20	-7	-26%	7%	5%	252	178	-74	-29%	9.5	8.8	3.3%	2.5%						
The Sunrise Group	50334	50735	401	1%	551	538	-13	-2%	1%	1%	4538	4162	-376	-8%	8.2	7.7	0.4%	0.4%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2008/LAST PUBLISHED DATA

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	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	
Dream 107.7 FM	223	228	5	2%	22	20	-2	-9%	10%	9%			125	199	74	59%	5.8	9.8			2.7%	4.1%	
North Norfolk Radio	89	92	3	3%	16	16	0	0%	18%	18%			199	175	-24	-12%	12.1	10.8			9.0%	8.0%	
99.9 Radio Norwich	490	317	-173	-35%	39	38	-1	-3%	8%	12%			282	270	-12	-4%	7.2	7.2			2.7%	4.3%	
Town 102 FM	290	299	9	3%	29	21	-8	-28%	10%	7%			264	172	-92	-35%	9.0	8.1			4.3%	2.9%	
Channel 103 FM	73	75	2	3%	37	39	2	5%	50%	51%			410	450	40	10%	11.1	11.6			25.4%	27.3%	
Delta FM	95	94	-1	-1%	15	16	1	7%	16%	17%			147	138	-9	-6%	9.7	8.7			6.9%	6.7%	
Island FM 104.7	50	51	1	2%	23	24	1	4%	46%	47%			315	353	38	12%	13.7	14.7			37.2%	40.0%	
Kick and Kestrel	215	220	5	2%	46	43	-3	-7%	21%	20%			418	374	-44	-11%	9.1	8.7			8.2%	7.3%	
Kestrel FM	130	134	4	3%	33	31	-2	-6%	25%	23%			315	273	-42	-13%	9.6	8.8			9.4%	7.9%	
Kick FM	84	86	2	2%	13	12	-1	-8%	15%	14%			103	101	-2	-2%	7.9	8.4			5.9%	6.0%	
Total Town and Country Broadcasting	1045	1964	919	88%	172	199	27	16%	16%	10%			1467	1561	94	6%	8.5	7.8			6.8%	3.9%	
107.8 Radio Hampshire	392	403	11	3%	30	25	-5	-17%	8%	6%			142	116	-26	-18%	4.8	4.6			1.7%	1.4%	
Town and Country Broadcasting (South and West Wales)	653	1559	906	139%	151	179	28	19%	23%	11%			1365	1491	126	9%	9.0	8.3			10.5%	4.7%	
106.3 Bridge FM	119	120	1	1%	39	37	-2	-5%	33%	31%			378	278	-100	-26%	9.7	7.4			15.0%	11.3%	
Nation Radio (was XFM South Wales)	n/p	1387	n/a	n/a	n/p	31	n/a	n/a	n/p	2%			n/p	139	n/a	n/a	n/p	4.5				n/p	0.5%
97.1 Radio Carmarthenshire (including 97.5 Scarlet FM)	124	124	0	0%	33	31	-2	-6%	27%	25%			227	224	-3	-1%	6.8	7.1			10.1%	10.3%	
102.5 Radio Pembrokeshire	91	92	1	1%	50	46	-4	-8%	55%	50%			551	500	-51	-9%	11.0	10.9			30.6%	29.2%	
102.1 Swansea Bay Radio	446	449	3	1%	35	36	1	3%	8%	8%			366	324	-42	-11%	10.5	9.0			4.0%	3.6%	
Total UKRD	2749	2719	-30	-1%	458	460	2	0%	17%	17%			4119	4031	-88	-2%	9.0	8.8			7.3%	7.3%	
Pirate FM	465	473	8	2%	152	145	-7	-5%	33%	31%			1536	1482	-54	-4%	10.1	10.2			15.6%	14.7%	
Star Radio West	732	734	2	0%	47	50	3	6%	6%	7%			437	431	-6	-1%	9.3	8.7			3.0%	3.0%	
Star Radio in Bristol	447	445	-2	0%	19	19	0	0%	4%	4%			160	115	-45	-28%	8.2	5.9			2.0%	1.3%	
Star Radio in Cheltenham	159	157	-2	-1%	8	11	3	38%	5%	7%			63	67	4	6%	7.8	6.3			2.0%	2.2%	
Star Radio in North Somerset	126	130	4	3%	15	19	4	27%	12%	15%			161	206	45	28%	10.4	10.8			5.5%	7.5%	
The County Sound Radio Network	571	529	-42	-7%	142	147	5	4%	25%	28%			1109	1075	-34	-3%	7.8	7.3			9.3%	10.0%	
County Sound 1566	571	529	-42	-7%	7	5	-2	-29%	1%	1%			42	12	-30	-71%	5.8	2.2			0.4%	0.1%	
96.4 Eagle Radio	571	529	-42	-7%	137	143	6	4%	24%	27%			1067	1062	-5	0%	7.8	7.4			9.0%	9.9%	
Total UKRD East	483	480	-3	-1%	97	101	4	4%	20%	21%			885	918	33	4%	9.1	9.1			8.0%	8.6%	
Fen Radio 107.5	77	81	4	5%	14	13	-1	-7%	18%	16%			97	82	-15	-15%	7.1	6.2			4.6%	4.3%	
KL.FM 96.7	147	149	2	1%	50	49	-1	-2%	34%	33%			445	430	-15	-3%	8.8	8.8			12.8%	11.9%	
Star Radio in Cambridge	287	278	-9	-3%	34	44	10	29%	12%	16%			262	376	114	44%	7.7	8.6			4.2%	6.3%	
96.2 The Revolution	498	503	5	1%	19	17	-2	-11%	4%	3%			152	124	-28	-18%	8.0	7.5			1.7%	1.4%	
UTV Radio (inc. talkSPORT)	50334	50735	401	1%	3733	3668	-65	-2%	7%	7%			32427	30992	-1435	-4%	8.7	8.4			3.2%	3.0%	
UTV Radio (excl. talkSPORT)	7862	7727	-135	-2%	1362	1305	-57	-4%	17%	17%			12347	11634	-713	-6%	9.1	8.9			7.9%	7.7%	
Imagine FM	372	374	2	1%	38	39	1	3%	10%	10%			152	212	60	39%	4.0	5.4			2.2%	3.1%	
107.6 Juice FM	968	956	-12	-1%	142	117	-25	-18%	15%	12%			861	653	-208	-24%	6.1	5.6			4.4%	3.3%	
Peak 107 FM	406	410	4	1%	86	72	-14	-16%	21%	18%			775	632	-143	-18%	9.0	8.7			9.6%	7.6%	
The Pulse/Pulse Classic Gold	823	836	13	2%	150	147	-3	-2%	18%	18%			1050	895	-155	-15%	7.0	6.1			6.8%	6.0%	
The Pulse	823	836	13	2%	133	130	-3	-2%	16%	16%			872	723	-149	-17%	6.5	5.6			5.7%	4.9%	
Pulse Classic Gold	823	836	13	2%	40	36	-4	-10%	5%	4%			178	171	-7	-4%	4.5	4.7			1.2%	1.2%	
Signal One & Signal Two	759	767	8	1%	264	265	1	0%	35%	35%			3643	3435	-208	-6%	13.8	12.9			20.8%	19.6%	
Signal One	759	767	8	1%	237	247	10	4%	31%	32%			3098	2928	-170	-5%	13.0	11.8			17.7%	16.7%	
Signal Two	759	767	8	1%	74	61	-13	-18%	10%	8%			545	507	-38	-7%	7.3	8.3			3.1%	2.9%	
Talk 107	1000	1014	14	1%	33	41	8	24%	3%	4%			212	300	88	42%	6.5	7.4			1.2%	1.7%	
107.4 Tower FM	435	431	-4	-1%	47	56	9	19%	11%	13%			419	441	22	5%	8.9	7.9			4.8%	5.1%	
UTV Radio - South Wales	793	800	7	1%	218	199	-19	-9%	27%	25%			1886	1841	-45	-2%	8.7	9.2			11.3%	11.3%	
Total Swansea Sound/96.4 FM The Wave	446	449	3	1%	166	152	-14	-8%	37%	34%			1346	1365	19	1%	8.1	9.0			14.7%	15.6%	
96.4 FM The Wave	446	449	3	1%	115	100	-15	-13%	26%	22%			918	812	-106	-12%	8.0	8.2			10.0%	9.3%	
Swansea Sound - 1170 MW	446	449	3	1%	67	69	2	3%	15%	15%			428	553	125	29%	6.4	8.1			4.7%	6.3%	
Valleys Radio	347	351	4	1%	52	47	-5	-10%	15%	13%			540	476	-64	-12%	10.5	10.1			7.1%	6.3%	

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 2 2008/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Last Pub	W2 2008		
U105	785	791	6	1%	93	98	5	5%	12%	12%	806	877	71	9%	8.7	9.0	5.4%	6.0%		
Radio Wave 96.5 FM	241	240	-1	0%	73	75	2	3%	30%	31%	776	829	53	7%	10.6	11.0	15.4%	17.0%		
102.4 Wish / 107.2 Wire	699	702	3	0%	166	151	-15	-9%	24%	21%	1165	1089	-76	-7%	7.0	7.2	8.3%	7.9%		
107.2 Wire FM	273	274	1	0%	73	66	-7	-10%	27%	24%	495	392	-103	-21%	6.8	5.9	9.1%	7.3%		
102.4 Wish FM	463	463	0	0%	76	80	4	5%	16%	17%	590	741	151	26%	7.8	9.2	6.3%	7.6%		
107.7 The Wolf	428	426	-2	0%	36	45	9	25%	8%	11%	326	342	16	5%	9.0	7.6	3.5%	3.7%		
Wave 102 FM	172	173	1	1%	28	32	4	14%	16%	18%	217	292	75	35%	7.8	9.1	6.8%	9.0%		
Yorkshire Radio	4902	4988	86	2%	42	37	-5	-12%	1%	1%	160	162	2	1%	3.8	4.3	0.2%	0.2%		
BBC Local Radio	40363	40855	492	1%	7801	7252	-549	-7%	19%	18%	77357	75286	-2071	-3%	9.9	10.4	9.2%	9.1%		
BBC Radio Berkshire	769	772	3	0%	126	125	-1	-1%	16%	16%	1071	885	-186	-17%	8.5	7.1	6.7%	5.9%		
BBC Radio Bristol	1292	920	-372	-29%	194	165	-29	-15%	15%	18%	2436	2360	-76	-3%	12.6	14.3	8.6%	13.0%		
BBC Radio Cambridgeshire	689	691	2	0%	131	130	-1	-1%	19%	19%	1300	1436	136	10%	9.9	11.1	8.4%	9.5%		
BBC Radio Cornwall	441	449	8	2%	131	138	7	5%	30%	31%	1762	2014	252	14%	13.4	14.6	18.8%	21.0%		
BBC Coventry and Warwickshire	665	653	-12	-2%	99	93	-6	-6%	15%	14%	933	709	-224	-24%	9.5	7.6	6.6%	5.2%		
BBC Radio Cumbria	407	403	-4	-1%	115	119	4	3%	28%	29%	1131	1323	192	17%	9.8	11.1	13.5%	16.7%		
BBC Radio Derby	614	622	8	1%	157	152	-5	-3%	26%	24%	1678	1531	-147	-9%	10.7	10.1	13.1%	12.2%		
BBC Radio Devon	949	962	13	1%	247	249	2	1%	26%	26%	3160	2981	-179	-6%	12.8	12.0	15.9%	14.8%		
BBC Essex	1216	1244	28	2%	241	270	29	12%	20%	22%	3486	3506	20	1%	14.5	13.0	12.9%	12.3%		
BBC Radio Gloucestershire	472	477	5	1%	102	104	2	2%	22%	22%	927	914	-13	-1%	9.0	8.7	9.6%	9.7%		
BBC Hereford & Worcester	490	484	-6	-1%	111	103	-8	-7%	23%	21%	1307	1217	-90	-7%	11.8	11.8	13.6%	12.7%		
BBC Radio Humberside	739	755	16	2%	209	210	1	0%	28%	28%	2558	2313	-245	-10%	12.2	11.0	16.2%	13.6%		
BBC Radio Kent	1349	1364	15	1%	260	236	-24	-9%	19%	17%	3213	3161	-52	-2%	12.4	13.4	9.8%	9.6%		
BBC Radio Lancashire	1162	1178	16	1%	245	252	7	3%	21%	21%	2416	2115	-301	-12%	9.9	8.4	10.7%	9.1%		
BBC Radio Leeds	1548	1589	41	3%	249	240	-9	-4%	16%	15%	1865	2109	244	13%	7.5	8.8	6.5%	7.4%		
BBC Radio Leicester	774	782	8	1%	163	159	-4	-2%	21%	20%	1537	1461	-76	-5%	9.4	9.2	9.6%	9.3%		
BBC Radio Lincolnshire	518	528	10	2%	125	131	6	5%	24%	25%	1494	1520	26	2%	12.0	11.6	12.8%	14.0%		
BBC London 94.9	10781	10785	4	0%	559	464	-95	-17%	5%	4%	4145	2912	-1233	-30%	7.4	6.3	1.9%	1.5%		
BBC Radio Manchester	2095	2106	11	1%	236	209	-27	-11%	11%	10%	1666	1946	280	17%	7.1	9.3	3.9%	4.6%		
BBC Radio Merseyside	1622	1613	-9	-1%	343	361	18	5%	21%	22%	5258	5351	93	2%	15.3	14.8	16.4%	16.4%		
BBC Radio Newcastle	1409	1397	-12	-1%	265	271	6	2%	19%	19%	2230	1937	-293	-13%	8.4	7.1	9.2%	7.3%		
BBC Radio Norfolk	738	749	11	1%	204	189	-15	-7%	28%	25%	2576	2352	-224	-9%	12.6	12.4	15.1%	14.5%		
BBC Radio Northampton	450	464	14	3%	95	105	10	11%	21%	23%	946	804	-142	-15%	10.0	7.7	9.8%	8.8%		
BBC Radio Nottingham	755	771	16	2%	190	169	-21	-11%	25%	22%	1890	1794	-96	-5%	9.9	10.6	11.0%	10.0%		
BBC Radio Oxford 95.2FM	504	508	4	1%	85	91	6	7%	17%	18%	893	742	-151	-17%	10.5	8.1	8.2%	7.3%		
BBC Radio Sheffield	1231	1241	10	1%	268	255	-13	-5%	22%	21%	3045	2369	-676	-22%	11.4	9.3	12.7%	9.9%		
BBC Radio Shropshire	375	377	2	1%	110	110	0	0%	29%	29%	1157	1264	107	9%	10.5	11.5	13.0%	13.9%		
BBC Radio Solent	1484	1500	16	1%	282	243	-39	-14%	19%	16%	2897	2380	-517	-18%	10.3	9.8	9.1%	7.7%		
BBC Solent for Dorset	169	170	1	1%	24	22	-2	-8%	14%	13%	211	202	-9	-4%	8.9	9.0	5.2%	5.1%		
BBC Somerset	403	407	4	1%	26	38	12	46%	7%	9%	318	390	72	23%	12.1	10.2	3.0%	3.9%		
BBC Southern Counties Radio	2391	2407	16	1%	305	282	-23	-8%	13%	12%	3080	2703	-377	-12%	10.1	9.6	5.5%	5.1%		
BBC Radio Stoke	586	592	6	1%	172	155	-17	-10%	29%	26%	1521	1547	26	2%	8.8	10.0	11.3%	11.4%		
BBC Radio Suffolk	505	518	13	3%	146	159	13	9%	29%	31%	1725	1757	32	2%	11.8	11.1	15.1%	16.5%		
BBC Tees	773	780	7	1%	135	139	4	3%	17%	18%	930	912	-18	-2%	6.9	6.5	6.7%	6.3%		
BBC Three Counties Radio	1230	1255	25	2%	152	139	-13	-9%	12%	11%	1389	1247	-142	-10%	9.1	8.9	5.9%	5.3%		
BBC WM (Birmingham & Black Country)	2221	2234	13	1%	290	272	-18	-6%	13%	12%	2588	4211	1623	63%	8.9	15.5	5.6%	8.2%		
BBC Radio Wiltshire/Swindon	523	528	5	1%	75	85	10	13%	14%	16%	683	967	284	42%	9.1	11.3	6.2%	8.1%		
BBC Radio York	510	521	11	2%	87	86	-1	-1%	17%	16%	812	671	-141	-17%	9.3	7.8	7.7%	6.2%		
BBC Radio Guernsey	50	51	1	2%	17	18	1	6%	35%	35%	233	258	25	11%	13.4	14.5	27.6%	29.2%		
BBC Radio Jersey	73	75	2	3%	36	34	-2	-6%	49%	45%	477	411	-66	-14%	13.1	12.1	29.5%	25.0%		

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LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Market Share			
	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change %	%	Last Pub	W2 2008	Change 000's	%	Last Pub	W2 2008	Change %	%
Heat	50334	50735	401	1%	446	432	-14	-3%	1%	1%			1430	1205	-225	-16%	3.2	2.8	0.1%	0.1%
The Hits	50334	50735	401	1%	1571	1477	-94	-6%	3%	3%			6084	5741	-343	-6%	3.9	3.9	0.6%	0.6%
Mojo Radio	50334	50735	401	1%	256	329	73	29%	1%	1%			890	1151	261	29%	3.5	3.5	0.1%	0.1%
Q	50334	50735	401	1%	282	277	-5	-2%	1%	1%			842	616	-226	-27%	3.0	2.2	0.1%	0.1%
Smash Hits Radio	50334	50735	401	1%	973	976	3	0%	2%	2%			3264	3301	37	1%	3.4	3.4	0.3%	0.3%
talkSPORT	50334	50735	401	1%	2470	2384	-86	-3%	5%	5%			19725	18989	-736	-4%	8.0	8.0	1.9%	1.9%
Total Virgin Radio Network	50334	50735	401	1%	2695	2648	-47	-2%	5%	5%			15744	15882	138	1%	5.8	6.0	1.5%	1.6%
Total Virgin Radio	50334	50735	401	1%	2466	2400	-66	-3%	5%	5%			14447	14377	-70	0%	5.9	6.0	1.4%	1.4%
Total Virgin (London)	10781	10784	3	0%	1148	1068	-80	-7%	11%	10%			7245	6755	-490	-7%	6.3	6.3	3.3%	3.2%
Virgin Radio London	10781	10784	3	0%	1080	1009	-71	-7%	10%	9%			6265	5937	-328	-5%	5.8	5.9	2.9%	2.8%
Virgin Radio National	50334	50735	401	1%	1507	1524	17	1%	3%	3%			8133	8403	270	3%	5.4	5.5	0.8%	0.8%
Virgin Radio Classic Rock	50334	50735	401	1%	239	267	28	12%	%	1%			908	1086	178	20%	3.8	4.1	0.1%	0.1%
Virgin Radio Xtreme	50334	50735	401	1%	95	120	25	26%	%	%			389	420	31	8%	4.1	3.5	%	%
BBC Radio 1	50334	50735	401	1%	11067	10684	-383	-3%	22%	21%			109824	101625	-8199	-7%	9.9	9.5	10.6%	10.0%
BBC Radio 2	50334	50735	401	1%	13632	12998	-634	-5%	27%	26%			170097	162446	-7651	-4%	12.5	12.5	16.5%	16.0%
BBC Radio 3	50334	50735	401	1%	1795	1910	115	6%	4%	4%			9764	12116	2352	24%	5.4	6.3	0.9%	1.2%
BBC Radio 4	50334	50735	401	1%	9561	9534	-27	0%	19%	19%			125863	121626	-4237	-3%	13.2	12.8	12.2%	12.0%
BBC Radio FIVE LIVE	50334	50735	401	1%	6022	6001	-21	0%	12%	12%			47655	47150	-505	-1%	7.9	7.9	4.6%	4.6%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	50334	50735	401	1%	6088	6116	28	0%	12%	12%			49070	48927	-143	0%	8.1	8.0	4.7%	4.8%
FIVE LIVE SPORTS EXTRA	50334	50735	401	1%	648	748	100	15%	1%	1%			1415	1777	362	26%	2.2	2.4	0.1%	0.2%
BBC 6 Music	50334	50735	401	1%	520	551	31	6%	1%	1%			2855	3517	662	23%	5.5	6.4	0.3%	0.3%
1 Xtra from the BBC	50334	50735	401	1%	595	491	-104	-17%	1%	1%			3273	2847	-426	-13%	5.5	5.8	0.3%	0.3%
BBC7	50334	50735	401	1%	813	812	-1	0%	2%	2%			4831	4363	-468	-10%	5.9	5.4	0.5%	0.4%
BBC Asian Network UK	50334	50735	401	1%	535	473	-62	-12%	1%	1%			3372	3195	-177	-5%	6.3	6.8	0.3%	0.3%
BBC World Service	50334	50735	401	1%	1345	1310	-35	-3%	3%	3%			6322	6667	345	5%	4.7	5.1	0.6%	0.7%
BBC Local/Regional	50334	50735	401	1%	10293	9504	-789	-8%	20%	19%			101786	97148	-4638	-5%	9.9	10.2	9.9%	9.6%
ALL NATIONAL COMMERCIAL (UK)	50334	50735	401	1%	14126	13760	-366	-3%	28%	27%			110948	114002	3054	3%	7.9	8.3	10.7%	11.2%
ALL LOCAL COMMERCIAL (UK)	50334	50735	401	1%	24847	24992	145	1%	49%	49%			313448	317079	3631	1%	12.6	12.7	30.3%	31.2%
ALL COMMERCIAL (UK)	50334	50735	401	1%	31019	30984	-35	0%	62%	61%			424396	431081	6685	2%	13.7	13.9	41.1%	42.4%
ALL BBC (UK)	50334	50735	401	1%	34219	33323	-896	-3%	68%	66%			587057	564476	-22581	-4%	17.2	16.9	56.8%	55.5%
ALL RADIO (UK)	50334	50735	401	1%	45397	45117	-280	-1%	90%	89%			1033308	1016681	-16627	-2%	22.8	22.5	100.0%	100.0%