

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	Last Pub	W3 2007
105-107 Atlantic FM	441	442	1	0%	52	65	13	25%	12%	15%	315	432	117	37%	6.0	6.7	3.1%	3.9%
107 The Bee	181	181	0	0%	16	19	3	19%	9%	10%	212	271	59	28%	13.5	14.4	5.5%	7.4%
Club Asia 963+972AM	10781	10780	-1	0%	223	216	-7	-3%	2%	2%	1516	1556	40	3%	6.8	7.2	0.7%	0.7%
Total CN Radio	1927	1927	0	0%	422	409	-13	-3%	22%	21%	3798	3506	-292	-8%	9.0	8.6	9.0%	8.8%
The Bay	310	308	-2	-1%	92	91	-1	-1%	30%	30%	792	797	5	1%	8.6	8.7	12.6%	13.0%
Citybeat 96.7FM	540	540	0	0%	146	140	-6	-4%	27%	26%	1333	1366	33	2%	9.1	9.7	10.4%	11.3%
CN Radio Midlands	1077	1078	1	0%	184	177	-7	-4%	17%	16%	1673	1343	-330	-20%	9.1	7.6	7.3%	6.2%
Oak 107 FM	111	111	0	0%	24	25	1	4%	21%	23%	217	213	-4	-2%	9.1	8.4	9.2%	9.8%
Rugby FM	72	71	-1	-1%	24	26	2	8%	34%	37%	230	243	13	6%	9.4	9.3	16.5%	17.0%
Touch FM Staffs (was Centre FM)	240	239	-1	0%	30	29	-1	-3%	13%	12%	309	311	2	1%	10.1	10.5	5.6%	5.7%
Touch FM - South Midlands	656	656	0	0%	91	93	2	2%	14%	14%	746	602	-144	-19%	8.2	6.4	5.5%	4.7%
Connect FM (was KCBC 107.4)	214	215	1	0%	48	47	-1	-2%	22%	22%	437	425	-12	-3%	9.1	9.1	9.3%	8.8%
Chester's Dee 106.3	184	185	1	1%	39	38	-1	-3%	21%	21%	319	291	-28	-9%	8.3	7.6	8.2%	7.7%
Total EMAP	50334	50334	0	0%	11946	12207	261	2%	24%	24%	107267	109363	2096	2%	9.0	9.0	10.2%	10.5%
Total EMAP ILR	36250	36250	0	0%	9471	9607	136	1%	26%	27%	85482	85179	-303	0%	9.0	8.9	11.5%	11.6%
Big City Network	15920	15919	-1	0%	4673	4610	-63	-1%	29%	29%	41759	40794	-965	-2%	8.9	8.8	13.3%	13.1%
Total Magic	50334	50334	0	0%	3378	3430	52	2%	7%	7%	25017	23287	-1730	-7%	7.4	6.8	2.4%	2.3%
Magic Network (ILR)	21172	21170	-2	0%	2603	2741	138	5%	12%	13%	20686	21029	343	2%	7.9	7.7	4.9%	5.0%
Magic Network - North	10391	10390	-1	0%	714	744	30	4%	7%	7%	7402	7242	-160	-2%	10.4	9.7	3.6%	3.6%
EMAP Radio - North East	2198	2198	0	0%	769	783	14	2%	35%	36%	7406	6962	-444	-6%	9.6	8.9	17.9%	16.8%
Big City Network - North East	2198	2198	0	0%	636	641	5	1%	29%	29%	5002	4620	-382	-8%	7.9	7.2	12.1%	11.1%
Metro Radio	1454	1462	8	1%	431	429	-2	0%	30%	29%	3467	3274	-193	-6%	8.0	7.6	13.4%	12.3%
TFM Radio	798	798	0	0%	206	214	8	4%	26%	27%	1536	1346	-190	-12%	7.5	6.3	9.5%	8.2%
Magic Network - North East	2198	2198	0	0%	245	241	-4	-2%	11%	11%	2404	2342	-62	-3%	9.8	9.7	5.8%	5.6%
Magic 1152 (Newcastle)	1454	1462	8	1%	166	161	-5	-3%	11%	11%	1447	1329	-118	-8%	8.7	8.3	5.6%	5.0%
Magic 1170 (Teesside)	798	798	0	0%	79	81	2	3%	10%	10%	957	1014	57	6%	12.2	12.6	5.9%	6.2%
Metro Radio/Magic 1152	1454	1462	8	1%	518	517	-1	0%	36%	35%	4913	4603	-310	-6%	9.5	8.9	19.0%	17.3%
TFM Radio/Magic 1170	798	798	0	0%	255	271	16	6%	32%	34%	2493	2359	-134	-5%	9.8	8.7	15.4%	14.4%
EMAP Radio - North West	5058	5057	-1	0%	1365	1329	-36	-3%	27%	26%	11982	11667	-315	-3%	8.8	8.8	12.2%	12.1%
Big City Network - North West	4937	4937	0	0%	1202	1170	-32	-3%	24%	24%	9709	9719	10	0%	8.1	8.3	10.1%	10.3%
Radio City 96.7	1805	1805	0	0%	442	415	-27	-6%	24%	23%	4299	3913	-386	-9%	9.7	9.4	11.3%	11.3%
Key 103 (Manchester)	2362	2362	0	0%	502	509	7	1%	21%	22%	3307	3705	398	12%	6.6	7.3	7.7%	8.5%
97.4 Rock FM	1314	1314	0	0%	283	275	-8	-3%	22%	21%	2103	2101	-2	0%	7.4	7.6	8.0%	7.9%
Magic Network - North West	5023	5023	0	0%	237	241	4	2%	5%	5%	2274	1948	-326	-14%	9.6	8.1	2.3%	2.0%
Magic 1548 (Liverpool)	1805	1805	0	0%	100	99	-1	-1%	6%	6%	874	795	-79	-9%	8.8	8.0	2.3%	2.3%
Magic 1152 (Manchester)	2362	2362	0	0%	94	96	2	2%	4%	4%	972	781	-191	-20%	10.3	8.1	2.3%	1.8%
Magic 999 (Preston)	1099	1098	-1	0%	43	46	3	7%	4%	4%	428	373	-55	-13%	9.9	8.2	2.0%	1.7%
Key 103/Magic 1152 (Manchester)	2362	2362	0	0%	568	567	-1	0%	24%	24%	4278	4486	208	5%	7.5	7.9	10.0%	10.3%
Radio City 96.7/Magic 1548	1805	1805	0	0%	503	480	-23	-5%	28%	27%	5173	4708	-465	-9%	10.3	9.8	13.7%	13.6%
97.4 Rock FM/Magic 999	1435	1434	-1	0%	321	315	-6	-2%	22%	22%	2531	2474	-57	-2%	7.9	7.8	8.8%	8.6%
EMAP Radio - Yorkshire	3169	3170	1	0%	929	935	6	1%	29%	29%	9224	9085	-139	-2%	9.9	9.7	14.2%	13.7%
Big City Network - Yorkshire	3169	3170	1	0%	785	762	-23	-3%	25%	24%	6500	6134	-366	-6%	8.3	8.0	10.0%	9.2%
96.3 Radio Aire	940	940	0	0%	134	150	16	12%	14%	16%	928	1295	367	40%	6.9	8.6	5.0%	6.1%
Hallam FM	1310	1310	0	0%	404	371	-33	-8%	31%	28%	3467	2900	-567	-16%	8.6	7.8	13.1%	11.1%
96.9 Viking FM	1111	1111	0	0%	253	248	-5	-2%	23%	22%	2106	1938	-168	-8%	8.3	7.8	8.8%	8.5%
Magic Network - Yorkshire	3169	3170	1	0%	232	262	30	13%	7%	8%	2724	2951	227	8%	11.8	11.3	4.2%	4.4%
Magic 828 (Leeds)	940	940	0	0%	91	89	-2	-2%	10%	9%	1234	1102	-132	-11%	13.6	12.4	6.6%	5.2%
Magic AM (Sheffield)	1310	1310	0	0%	64	67	3	5%	5%	5%	754	684	-70	-9%	11.8	10.2	2.9%	2.6%
Magic 1161 (Hull)	1111	1111	0	0%	77	106	29	38%	7%	10%	735	1165	430	59%	9.5	11.0	3.1%	5.1%
96.3 Radio Aire/Magic 828	940	940	0	0%	200	219	19	10%	21%	23%	2162	2397	235	11%	10.8	11.0	11.6%	11.3%

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	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%
Hallam FM/Magic AM	1310	1310	0	0%	439	408	-31	-7%	33%	31%	4221	3584	-637	-15%	9.6	8.8	16.0%	13.7%						
96.9 Viking FM/Magic 1161	1111	1111	0	0%	297	315	18	6%	27%	28%	2841	3104	263	9%	9.6	9.8	11.9%	13.5%						
Total Kerrang!	50334	50334	0	0%	1478	1387	-91	-6%	3%	3%	7167	6756	-411	-6%	4.8	4.9	0.7%	0.7%						
Kerrang! 105.2	3486	3486	0	0%	365	376	11	3%	10%	11%	2456	2678	222	9%	6.7	7.1	3.3%	3.7%						
EMAP Radio London (Magic 105.4/Kiss 100)	10782	10781	-1	0%	3017	3128	111	4%	28%	29%	23833	22477	-1356	-6%	7.9	7.2	10.8%	10.5%						
Kiss 100 FM	10782	10781	-1	0%	1515	1592	77	5%	14%	15%	9990	9151	-839	-8%	6.6	5.7	4.5%	4.3%						
Magic 105.4	10782	10781	-1	0%	1963	2027	64	3%	18%	19%	13842	13326	-516	-4%	7.1	6.6	6.2%	6.2%						
Total Kiss Network	50334	50334	0	0%	2928	3095	167	6%	6%	6%	16582	17252	670	4%	5.7	5.6	1.6%	1.7%						
Kiss East	1976	1977	1	0%	273	281	8	3%	14%	14%	2088	2140	52	2%	7.6	7.6	4.6%	4.9%						
Kiss West	2273	2273	0	0%	236	251	15	6%	10%	11%	1552	1569	17	1%	6.6	6.2	3.0%	3.1%						
EMAP Total Scotland	4250	4248	-2	0%	1723	1722	-1	0%	41%	41%	19287	18736	-551	-3%	11.2	10.9	23.6%	23.7%						
EMAP Central Scotland	2791	2791	0	0%	988	968	-20	-2%	35%	35%	10620	9793	-827	-8%	10.8	10.1	20.3%	19.2%						
Total Radio Clyde	1824	1824	0	0%	684	650	-34	-5%	38%	36%	7224	6466	-758	-10%	10.6	10.0	21.0%	19.3%						
Clyde 1 FM	1824	1824	0	0%	586	564	-22	-4%	32%	31%	5039	4583	-456	-9%	8.6	8.1	14.7%	13.7%						
Clyde 2	1824	1824	0	0%	224	202	-22	-10%	12%	11%	2185	1883	-302	-14%	9.7	9.3	6.4%	5.6%						
Total Radio Forth	1064	1065	1	0%	308	320	12	4%	29%	30%	3396	3327	-69	-2%	11.0	10.4	17.1%	17.1%						
ForthOne	1064	1065	1	0%	260	280	20	8%	24%	26%	2558	2532	-26	-1%	9.8	9.0	12.9%	13.0%						
Forth2	1064	1065	1	0%	107	103	-4	-4%	10%	10%	837	795	-42	-5%	7.8	7.7	4.2%	4.1%						
C.F.M.Radio	252	251	-1	0%	99	103	4	4%	39%	41%	1083	1092	9	1%	11.0	10.6	19.3%	20.5%						
Moray Firth Radio	228	229	1	0%	104	107	3	3%	46%	47%	1280	1282	2	0%	12.3	11.9	26.0%	24.0%						
Total Northsound Radio	298	299	1	0%	160	153	-7	-4%	54%	51%	1712	1684	-28	-2%	10.7	11.0	27.9%	28.6%						
Northsound One	298	299	1	0%	134	124	-10	-7%	45%	41%	1252	1152	-100	-8%	9.3	9.3	20.4%	19.6%						
Northsound Two	298	299	1	0%	57	56	-1	-2%	19%	19%	461	532	71	15%	8.0	9.4	7.5%	9.0%						
Radio Borders	105	105	0	0%	54	57	3	6%	51%	54%	657	728	71	11%	12.2	12.9	28.8%	31.5%						
Total Radio Tay	365	365	0	0%	170	178	8	5%	47%	49%	2302	2383	81	4%	13.6	13.4	30.7%	33.7%						
Tay-FM	365	365	0	0%	109	129	20	18%	30%	35%	1164	1447	283	24%	10.7	11.2	15.5%	20.5%						
Radio Tay-AM	365	365	0	0%	84	83	-1	-1%	23%	23%	1138	936	-202	-18%	13.5	11.2	15.2%	13.2%						
West Sound (inc. West FM)	386	386	0	0%	167	173	6	4%	43%	45%	1568	1662	94	6%	9.4	9.6	25.8%	27.2%						
Downtown Radio (DTR) / 97.4 Cool FM	1366	1367	1	0%	558	514	-44	-8%	41%	38%	5910	5845	-65	-1%	10.6	11.4	19.2%	19.2%						
97.4 Cool FM	935	935	0	0%	328	316	-12	-4%	35%	34%	3034	3017	-17	-1%	9.3	9.6	13.8%	14.3%						
Downtown Radio (DTR)	1366	1367	1	0%	279	254	-25	-9%	20%	19%	2876	2828	-48	-2%	10.3	11.2	9.3%	9.3%						
Wave 105 FM	1693	1694	1	0%	360	351	-9	-3%	21%	21%	3273	3317	44	1%	9.1	9.4	8.7%	8.7%						
3FM	65	66	1	2%	17	19	2	12%	26%	29%	188	224	36	19%	11.1	11.8	12.0%	14.7%						
Total GCap Media UK	50334	50334	0	0%	15185	15265	80	1%	30%	30%	134025	135916	1891	1%	8.8	8.9	12.8%	13.1%						
GCap Media - National Brands Total	50334	50334	0	0%	9153	9260	107	1%	18%	18%	71067	74314	3247	5%	7.8	8.0	6.8%	7.2%						
Chill	50334	50334	0	0%	189	183	-6	-3%	**	**	987	809	-178	-18%	5.2	4.4	0.1%	0.1%						
Classic FM	50334	50334	0	0%	5704	5844	140	2%	11%	12%	41715	43819	2104	5%	7.3	7.5	4.0%	4.3%						
Core	50334	50334	0	0%	126	122	-4	-3%	**	**	492	370	-122	-25%	3.9	3.0	**	**						
Fun Radio	50334	50334	0	0%	35	40	5	14%	**	**	118	226	108	92%	3.4	5.6	**	**						
Life	50334	50334	0	0%	112	133	21	19%	**	**	916	835	-81	-9%	8.2	6.3	0.1%	0.1%						
Planet Rock	50334	50334	0	0%	530	548	18	3%	1%	1%	3493	3872	379	11%	6.6	7.1	0.3%	0.4%						
theJazz	50334	50334	0	0%	334	388	54	16%	1%	1%	2340	1768	-572	-24%	7.0	4.6	0.2%	0.2%						
Total Choice (UK)	50334	50334	0	0%	585	784	199	34%	1%	2%	3963	5094	1131	29%	6.8	6.5	0.4%	0.5%						
GCap Media Gold Networks UK	50334	50334	0	0%	1512	1499	-13	-1%	3%	3%	11967	13202	1235	10%	7.9	8.8	1.1%	1.3%						
GCap Media - Local Brands Total	34792	34791	-1	0%	9202	9214	12	0%	26%	26%	81509	81148	-361	0%	8.9	8.8	11.2%	11.4%						
The One Network	29128	29127	-1	0%	7236	7172	-64	-1%	25%	25%	60682	59196	-1486	-2%	8.4	8.3	9.8%	9.7%						
Beacon FM	1292	1292	0	0%	245	251	6	2%	19%	19%	1864	2179	315	17%	7.6	8.7	6.6%	7.9%						
96.4 BRMB	2030	2030	0	0%	382	387	5	1%	19%	19%	2401	2291	-110	-5%	6.3	5.9	5.5%	5.6%						
The Buzz 97.1 FM	437	439	2	0%	50	48	-2	-4%	11%	11%	254	266	12	5%	5.1	5.5	3.0%	3.2%						
95.8 Capital Radio	10782	10781	-1	0%	1519	1707	188	12%	14%	16%	9085	10144	1059	12%	6.0	5.9	4.1%	4.7%						

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Champion 103 FM	122	122	0	0%	34	33	-1	-3%	28%	27%	432	363	-69	-16%	12.8	10.9	16.5%	14.0%				
96.9 Chiltern FM (Bedford)	386	386	0	0%	101	110	9	9%	26%	28%	885	863	-22	-2%	8.7	7.9	11.1%	10.2%				
97.6 Chiltern FM (Dunstable/Luton)	731	731	0	0%	195	194	-1	-1%	27%	27%	1768	1593	-175	-10%	9.1	8.2	12.0%	10.6%				
Coast 96.3	241	241	0	0%	48	47	-1	-2%	20%	20%	391	388	-3	-1%	8.1	8.2	7.6%	7.9%				
2CR FM	599	600	1	0%	142	134	-8	-6%	24%	22%	1004	999	-5	0%	7.1	7.5	7.2%	6.9%				
Essex FM (inc. Ten-17 FM)	1186	1186	0	0%	324	360	36	11%	27%	30%	3181	3843	662	21%	9.8	10.7	11.9%	14.7%				
FOX FM	647	648	1	0%	191	187	-4	-2%	30%	29%	1458	1656	198	14%	7.6	8.8	10.2%	12.2%				
102.7 Hereward FM	372	372	0	0%	114	106	-8	-7%	31%	28%	911	786	-125	-14%	8.0	7.4	11.0%	9.8%				
Horizon Radio	219	219	0	0%	72	75	3	4%	33%	34%	750	704	-46	-6%	10.4	9.4	16.1%	15.1%				
Gemini FM Total	525	525	0	0%	182	181	-1	-1%	35%	34%	1667	1616	-51	-3%	9.2	8.9	14.6%	14.3%				
Gemini FM East (Exeter Area)	302	301	-1	0%	102	109	7	7%	34%	36%	887	1000	113	13%	8.7	9.1	13.4%	15.5%				
Gemini FM West (Torbay Area)	224	224	0	0%	79	72	-7	-9%	35%	32%	781	616	-165	-21%	9.8	8.6	16.3%	12.6%				
GWR	1279	1284	5	0%	344	369	25	7%	27%	29%	3890	4385	495	13%	11.3	11.9	13.6%	15.3%				
Invicta FM	1147	1147	0	0%	366	359	-7	-2%	32%	31%	3528	3371	-157	-4%	9.6	9.4	12.5%	12.1%				
Lantern FM 96.2 and 97.3	128	128	0	0%	53	50	-3	-6%	41%	39%	710	639	-71	-10%	13.5	12.8	21.6%	20.3%				
105.4 Leicester Sound FM	651	652	1	0%	135	121	-14	-10%	21%	18%	909	873	-36	-4%	6.7	7.2	7.0%	6.8%				
Marcher Sound (formerly MFM 103.4)	374	375	1	0%	62	61	-1	-2%	17%	16%	679	668	-11	-2%	10.9	11.0	8.3%	8.9%				
Mercia	725	725	0	0%	138	132	-6	-4%	19%	18%	1028	1000	-28	-3%	7.5	7.6	7.0%	7.1%				
Mercury FM (Herts)	331	331	0	0%	37	39	2	5%	11%	12%	332	264	-68	-20%	9.0	6.7	4.7%	3.6%				
Mercury FM (Surrey & Sussex)	358	359	1	0%	70	70	0	0%	20%	19%	600	692	92	15%	8.5	9.9	7.5%	9.0%				
Northants 96	518	519	1	0%	159	141	-18	-11%	31%	27%	1636	1406	-230	-14%	10.3	10.0	14.2%	11.8%				
Orchard FM	334	336	2	1%	122	131	9	7%	36%	39%	1237	1358	121	10%	10.2	10.4	15.2%	16.6%				
97 FM Plymouth Sound	330	330	0	0%	102	96	-6	-6%	31%	29%	646	615	-31	-5%	6.4	6.4	11.0%	10.3%				
103.2 Power FM	1100	1099	-1	0%	248	211	-37	-15%	23%	19%	2006	1662	-344	-17%	8.1	7.9	8.3%	7.0%				
Q103	449	449	0	0%	90	87	-3	-3%	20%	19%	713	744	31	4%	8.0	8.5	7.9%	8.1%				
Radio Broadland	628	628	0	0%	186	167	-19	-10%	30%	27%	1955	1554	-401	-21%	10.5	9.3	13.7%	11.6%				
RAM FM	623	623	0	0%	121	101	-20	-17%	19%	16%	1160	626	-534	-46%	9.6	6.2	8.5%	4.8%				
Red Dragon	967	966	-1	0%	297	271	-26	-9%	31%	28%	2602	1964	-638	-25%	8.8	7.2	11.3%	9.5%				
102.4 Severn Sound FM	398	399	1	0%	103	114	11	11%	26%	28%	897	1076	179	20%	8.7	9.5	10.6%	13.1%				
SGR FM Total	654	654	0	0%	183	196	13	7%	28%	30%	1540	1615	75	5%	8.4	8.2	9.5%	10.8%				
SGR FM	544	542	-2	0%	140	139	-1	-1%	26%	26%	1111	1029	-82	-7%	7.9	7.4	8.3%	8.4%				
SGR Colchester	174	174	0	0%	53	55	2	4%	31%	32%	576	501	-75	-13%	10.8	9.1	13.4%	12.3%				
Southern FM	995	995	0	0%	349	310	-39	-11%	35%	31%	3479	2822	-657	-19%	10.0	9.1	15.3%	13.3%				
South Hams Radio	65	64	-1	-2%	15	14	-1	-7%	23%	22%	128	111	-17	-13%	8.5	8.0	8.8%	8.0%				
2-TEN FM	785	785	0	0%	216	208	-8	-4%	27%	26%	1737	1868	131	8%	8.1	9.0	10.7%	11.3%				
96 Trent FM	1110	1111	1	0%	306	301	-5	-2%	28%	27%	2638	2479	-159	-6%	8.6	8.2	11.4%	11.0%				
Wyvern FM	494	495	1	0%	93	103	10	11%	19%	21%	930	838	-92	-10%	10.0	8.1	8.8%	7.9%				
Choice FM London	10782	10781	-1	0%	500	611	111	22%	5%	6%	3588	4284	696	19%	7.2	7.0	1.6%	2.0%				
Ocean	988	988	0	0%	163	174	11	7%	17%	18%	1418	1252	-166	-12%	8.7	7.2	6.6%	6.0%				
GCap Gold Network	28818	28820	2	0%	1124	1102	-22	-2%	4%	4%	9555	10618	1063	11%	8.5	9.6	1.6%	1.8%				
Gold Bedford (was Classic Gold Bedford)	590	590	0	0%	14	17	3	21%	2%	3%	132	172	40	30%	9.4	9.9	1.1%	1.3%				
Gold Berkshire/North Hampshire (was Classic Gold Berkshire)	785	785	0	0%	17	19	2	12%	2%	2%	147	243	96	65%	8.8	12.8	0.9%	1.5%				
Gold Birmingham (was Capital Gold Birmingham)	2030	2030	0	0%	48	61	13	27%	2%	3%	338	276	-62	-18%	7.1	4.5	0.8%	0.7%				
Gold Bristol/Bath/Wiltshire (was Classic Gold Bristol/Bath/Wiltshire)	1279	1284	5	0%	54	59	5	9%	4%	5%	655	784	129	20%	12.2	13.3	2.3%	2.7%				
Gold Coventry (was Classic Gold Coventry)	725	725	0	0%	25	22	-3	-12%	3%	3%	247	128	-119	-48%	10.0	5.8	1.7%	0.9%				
Gold Crawley (was Classic Gold Crawley)	358	359	1	0%	4	4	0	0%	1%	1%	47	43	-4	-9%	11.5	11.2	0.6%	0.6%				
Gold Derby (was Classic Gold Derby)	623	623	0	0%	19	24	5	26%	3%	4%	150	238	88	59%	7.8	10.0	1.1%	1.8%				
Gold Devon (was Classic Gold Devon)	525	525	0	0%	17	24	7	41%	3%	5%	138	190	52	38%	8.0	7.8	1.2%	1.7%				
Gold Dorset (was Classic Gold Dorset)	599	600	1	0%	19	20	1	5%	3%	3%	87	257	170	195%	4.7	13.1	0.6%	1.8%				
Gold Essex (was Classic Gold Essex)	1186	1186	0	0%	27	34	7	26%	2%	3%	256	326	70	27%	9.3	9.7	1.0%	1.2%				

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%
Century FM (North East) - North	1444	1445	1	0%	268	307	39	15%	19%	21%	2017	2206	189	9%	7.5	7.2	7.8%	8.4%						
Century FM (North East) - South	812	811	-1	0%	214	218	4	2%	26%	27%	1588	1644	56	4%	7.4	7.5	9.7%	9.9%						
Century FM (North West)	5236	5235	-1	0%	718	765	47	7%	14%	15%	5626	6800	1174	21%	7.8	8.9	5.5%	6.8%						
Total Real Radio	50334	50334	0	0%	1637	1670	33	2%	3%	3%	17801	18368	567	3%	10.9	11.0	1.7%	1.8%						
Real Radio (Scotland/Wales/Yorkshire)	7098	7100	2	0%	1478	1517	39	3%	21%	21%	16659	17180	521	3%	11.3	11.3	11.7%	12.2%						
Real Radio (Scotland)	2615	2617	2	0%	771	809	38	5%	29%	31%	9185	9790	605	7%	11.9	12.1	18.6%	20.4%						
Real Radio (Wales)	1753	1754	1	0%	403	384	-19	-5%	23%	22%	4294	3879	-415	-10%	10.7	10.1	10.8%	10.4%						
Real Radio (Yorkshire)	2730	2729	-1	0%	305	325	20	7%	11%	12%	3181	3511	330	10%	10.4	10.8	6.0%	6.3%						
GMG Radio Scotland (Real Radio/96.3 Rock Radio/Smooth Radio (Glasg	2800	2800	0	0%	941	962	21	2%	34%	34%	11436	12309	873	8%	12.2	12.8	21.8%	24.1%						
Real Radio (Scotland)/96.3 Rock Radio	2615	2617	2	0%	805	846	41	5%	31%	32%	9503	10230	727	8%	11.8	12.1	19.2%	21.3%						
96.3 Rock Radio	804	804	0	0%	51	56	5	10%	6%	7%	318	440	122	38%	6.2	7.8	2.1%	3.0%						
Total Smooth Radio	50334	50334	0	0%	2292	2173	-119	-5%	5%	4%	21249	18508	-2741	-13%	9.3	8.5	2.0%	1.8%						
Smooth Radio (London/North West/East Midlands/West Midlands/Glasgo	23565	23562	-3	0%	2028	1952	-76	-4%	9%	8%	18781	18194	-587	-3%	9.3	9.3	3.9%	3.9%						
Smooth Radio (East & West Midlands)	5559	5558	-1	0%	716	689	-27	-4%	13%	12%	8344	7929	-415	-5%	11.7	11.5	7.1%	7.0%						
Smooth Radio (East Midlands)	2077	2078	1	0%	253	257	4	2%	12%	12%	2271	2531	260	11%	9.0	9.8	5.3%	6.0%						
Smooth Radio (West Midlands)	3520	3521	1	0%	463	432	-31	-7%	13%	12%	6073	5398	-675	-11%	13.1	12.5	8.1%	7.4%						
Smooth Radio (Glasgow)	1868	1869	1	0%	192	189	-3	-2%	10%	10%	1933	2079	146	8%	10.1	11.0	5.5%	6.1%						
Smooth Radio (London)	10782	10781	-1	0%	502	477	-25	-5%	5%	4%	3081	2856	-225	-7%	6.1	6.0	1.4%	1.3%						
Smooth Radio (North West)	5355	5357	2	0%	622	555	-67	-11%	12%	10%	6033	4064	-1969	-33%	9.7	7.3	5.7%	3.9%						
Hertbeat FM	198	198	0	0%	28	30	2	7%	14%	15%	258	321	63	24%	9.3	10.8	6.0%	7.5%						
Kingdom FM	289	289	0	0%	73	63	-10	-14%	25%	22%	796	574	-222	-28%	10.9	9.2	14.2%	11.4%						
kmfm Group	975	974	-1	0%	178	154	-24	-13%	18%	16%	1788	1599	-189	-11%	10.0	10.4	7.4%	6.7%						
kmfm East	464	463	-1	0%	109	96	-13	-12%	23%	21%	1268	1035	-233	-18%	11.6	10.7	11.1%	9.2%						
kmfm West	511	511	0	0%	69	57	-12	-17%	14%	11%	520	565	45	9%	7.5	9.9	4.1%	4.4%						
Lincs FM Group	2041	2041	0	0%	622	641	19	3%	30%	31%	7375	7323	-52	-1%	11.9	11.4	17.1%	17.1%						
Lincs FM 102.2	879	880	1	0%	348	348	0	0%	40%	40%	4730	4376	-354	-7%	13.6	12.6	24.1%	23.2%						
South & West Yorkshire (Lincs FM Group)	1030	1030	0	0%	247	265	18	7%	24%	26%	2407	2607	200	8%	9.7	9.8	11.6%	12.2%						
Dearne FM	224	224	0	0%	61	66	5	8%	27%	30%	512	596	84	16%	8.5	9.0	12.1%	14.4%						
Ridings FM	292	292	0	0%	34	35	1	3%	12%	12%	343	336	-7	-2%	10.0	9.7	6.0%	5.8%						
Rother FM	204	205	1	0%	38	34	-4	-11%	19%	17%	354	319	-35	-10%	9.3	9.4	8.8%	8.4%						
Trax FM	360	359	-1	0%	106	116	10	9%	29%	32%	1046	1054	8	1%	9.9	9.1	14.1%	14.2%						
Fosseway Radio	147	146	-1	-1%	25	24	-1	-4%	17%	17%	199	258	59	30%	8.0	10.6	6.8%	8.7%						
Lite FM	180	180	0	0%	23	23	0	0%	13%	13%	159	164	5	3%	6.8	7.1	4.3%	4.5%						
The Local Radio Company Group Total	4288	4290	2	0%	920	920	0	0%	21%	21%	7681	7457	-224	-3%	8.3	8.1	8.4%	8.3%						
Alpha 103.2	142	142	0	0%	25	26	1	4%	18%	19%	204	214	10	5%	8.1	8.1	7.6%	8.0%						
107.8 Arrow FM for Hastings	111	111	0	0%	25	24	-1	-4%	22%	22%	237	223	-14	-6%	9.7	9.1	7.8%	7.4%						
Bath FM	100	99	-1	-1%	18	18	0	0%	18%	18%	105	104	-1	-1%	5.9	5.8	4.4%	4.4%						
2BR	192	193	1	1%	56	51	-5	-9%	29%	26%	534	486	-48	-9%	9.6	9.5	13.4%	13.0%						
Central FM	212	213	1	0%	41	37	-4	-10%	19%	18%	260	228	-32	-12%	6.4	6.1	6.3%	5.5%						
107.9 Dune FM	207	208	1	0%	27	26	-1	-4%	13%	13%	183	163	-20	-11%	6.9	6.2	4.1%	3.7%						
Durham FM	247	248	1	0%	25	27	2	8%	10%	11%	188	224	36	19%	7.4	8.1	4.0%	4.8%						
Fire 107.6 FM	285	285	0	0%	46	42	-4	-9%	16%	15%	248	254	6	2%	5.4	6.0	4.0%	3.9%						
Huddersfield's Home 107.9	197	198	1	1%	20	20	0	0%	10%	10%	116	82	-34	-29%	5.9	4.2	3.3%	2.4%						
IOW Radio	122	121	-1	-1%	49	43	-6	-12%	40%	36%	382	387	5	1%	7.8	8.9	13.6%	14.5%						
Ivel FM	131	130	-1	-1%	32	32	0	0%	25%	25%	283	302	19	7%	8.8	9.4	9.2%	9.5%						
Minster FM	321	321	0	0%	93	80	-13	-14%	29%	25%	706	706	0	0%	7.6	8.8	10.0%	10.0%						
Total Mix	251	250	-1	0%	58	54	-4	-7%	23%	22%	465	368	-97	-21%	8.0	6.8	9.1%	7.0%						
Mix 96	118	117	-1	-1%	39	37	-2	-5%	33%	31%	330	242	-88	-27%	8.4	6.6	12.9%	9.0%						
Mix 107	133	133	0	0%	19	17	-2	-11%	14%	13%	134	125	-9	-7%	7.1	7.3	5.3%	5.0%						
107.4 The Quay	361	360	-1	0%	46	51	5	11%	13%	14%	360	358	-2	-1%	7.8	7.0	4.4%	4.5%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%
106.9 Silk FM	177	176	-1	-1%	31	29	-2	-6%	17%	16%			166	129	-37	-22%	5.4	4.5			4.9%	3.8%		
107.5 Sovereign Radio	147	146	-1	-1%	29	30	1	3%	20%	21%			190	187	-3	-2%	6.5	6.2			5.4%	5.4%		
Spire FM	112	112	0	0%	45	49	4	9%	40%	44%			487	492	5	1%	10.8	10.0			19.5%	19.3%		
Spirit FM	206	205	-1	0%	45	42	-3	-7%	22%	20%			363	300	-63	-17%	8.1	7.2			8.8%	6.9%		
97.2 Stray FM	142	141	-1	-1%	44	48	4	9%	31%	34%			441	474	33	7%	9.9	9.9			13.5%	14.7%		
Sun FM	271	272	1	0%	67	75	8	12%	25%	28%			539	706	167	31%	8.0	9.4			11.1%	13.6%		
3TR	66	66	0	0%	13	14	1	8%	20%	21%			152	158	6	4%	11.4	11.3			11.2%	11.2%		
Vale FM	56	56	0	0%	12	13	1	8%	21%	23%			116	124	8	7%	9.6	9.8			8.8%	9.3%		
Wessex FM	120	119	-1	-1%	41	39	-2	-5%	35%	33%			350	376	26	7%	8.4	9.5			12.9%	13.3%		
Yorkshire Coast Radio	113	113	0	0%	47	47	0	0%	42%	42%			450	400	-50	-11%	9.5	8.5			19.9%	17.5%		
Radio Mansfield 103.2	149	149	0	0%	44	48	4	9%	30%	32%			380	416	36	9%	8.6	8.7			11.5%	12.4%		
Manx Radio	65	66	1	2%	38	34	-4	-11%	58%	52%			566	515	-51	-9%	15.0	15.2			36.3%	33.7%		
106.7 Merseyside's KCR FM (formerly The Rocket)	291	290	-1	0%	11	11	0	0%	4%	4%			157	158	1	1%	14.3	14.1			2.5%	2.6%		
Original 106fm (Solent)	1625	1625	0	0%	32	34	2	6%	2%	2%			172	134	-38	-22%	5.3	4.0			0.5%	0.4%		
Oxford's FM107.9 (formerly Passion 107.9)	213	213	0	0%	14	16	2	14%	6%	8%			74	90	16	22%	5.3	5.5			1.8%	2.2%		
Premier Christian Radio	10782	10781	-1	0%	163	171	8	5%	2%	2%			1662	1476	-186	-11%	10.2	8.6			0.7%	0.7%		
Q102.9FM/Q97.2FM/Q101.2FM	289	289	0	0%	81	85	4	5%	28%	29%			708	709	1	0%	8.7	8.4			12.6%	12.9%		
Reading 107 FM	271	270	-1	0%	48	43	-5	-10%	18%	16%			307	244	-63	-21%	6.4	5.7			6.0%	4.6%		
Six FM	85	86	1	1%	22	23	1	5%	26%	27%			191	178	-13	-7%	8.8	7.7			12.3%	10.9%		
The Sunrise Group	50334	50334	0	0%	584	570	-14	-2%	1%	1%			4849	5092	243	5%	8.3	8.9			0.5%	0.5%		
Kisat Radio 1035 (Greater London)	10782	10781	-1	0%	66	104	38	58%	1%	1%			519	600	81	16%	7.8	5.8			0.2%	0.3%		
Sunrise Radio (Greater London)	10782	10781	-1	0%	425	399	-26	-6%	4%	4%			3549	3821	272	8%	8.3	9.6			1.6%	1.8%		
Sunrise Radio National	50334	50334	0	0%	571	537	-34	-6%	1%	1%			4330	4458	128	3%	7.6	8.3			0.4%	0.4%		
Yarr Radio	n/p	10780	n/a	n/a	n/p	9	n/a	n/a	n/p	*			n/p	28	n/a	n/a	n/p	3.1			n/p	*		
The London Media Company	1409	10780	9371	665%	82	86	4	5%	6%	1%			725	493	-232	-32%	8.9	5.7			2.4%	0.2%		
Easy Radio	n/p	10780	n/a	n/a	n/p	10	n/a	n/a	n/p	*			n/p	65	n/a	n/a	n/p	6.3			n/a	*		
Time 106.6 FM (formerly Star 106.6 Slough)	275	276	1	0%	24	32	8	33%	9%	12%			165	189	24	15%	6.9	5.9			2.6%	3.2%		
Time FM 106.8	524	524	0	0%	16	12	-4	-25%	3%	2%			74	48	-26	-35%	4.7	4.1			0.7%	0.4%		
Time FM 107.3	303	304	1	0%	6	7	1	17%	2%	2%			40	39	-1	-3%	7.2	5.8			0.6%	0.6%		
Time FM 107.5	395	396	1	0%	26	27	1	4%	6%	7%			274	294	20	7%	10.7	10.9			3.6%	4.0%		
Tindle Radio Group	1540	1540	0	0%	309	295	-14	-5%	20%	19%			3107	2933	-174	-6%	10.1	9.9			8.8%	8.5%		
103.4 The Beach	175	175	0	0%	55	53	-2	-4%	31%	30%			626	595	-31	-5%	11.4	11.2			17.4%	16.3%		
Channel 103 FM	73	73	0	0%	35	38	3	9%	49%	52%			365	391	26	7%	10.3	10.4			23.1%	24.8%		
Delta FM	94	94	0	0%	18	18	0	0%	19%	19%			167	172	5	3%	9.4	9.7			8.2%	8.1%		
Dream 100 (Colchester)/Dream 107.7 FM (Chelmsford)	401	402	1	0%	64	55	-9	-14%	16%	14%			720	549	-171	-24%	11.3	9.9			7.6%	5.9%		
Dream 100	179	178	-1	-1%	48	37	-11	-23%	27%	21%			615	440	-175	-28%	12.7	11.8			14.3%	10.4%		
Dream 107.7 FM	222	223	1	0%	15	18	3	20%	7%	8%			105	109	4	4%	6.9	6.0			2.0%	2.1%		
Island FM 104.7	50	49	-1	-2%	24	24	0	0%	48%	49%			336	353	17	5%	14.0	14.7			34.6%	37.4%		
Kick and Kestrel	216	214	-2	-1%	52	48	-4	-8%	24%	22%			442	429	-13	-3%	8.4	9.0			8.4%	8.2%		
Kestrel FM	131	131	0	0%	33	30	-3	-9%	25%	23%			300	308	8	3%	9.0	10.2			9.5%	9.4%		
Kick FM	84	84	0	0%	19	17	-2	-11%	23%	21%			142	120	-22	-15%	7.4	6.9			6.7%	6.1%		
North Norfolk Radio	90	91	1	1%	18	18	0	0%	20%	20%			170	201	31	18%	9.4	11.0			7.6%	9.1%		
99.9 Radio Norwich	490	490	0	0%	38	32	-6	-16%	8%	7%			273	204	-69	-25%	7.2	6.3			2.5%	2.0%		
Win 107.2	127	128	1	1%	9	11	2	22%	7%	8%			30	43	13	43%	3.5	4.0			1.1%	1.6%		
Town 102 FM	290	290	0	0%	35	31	-4	-11%	12%	11%			286	242	-44	-15%	8.2	7.7			4.3%	4.0%		
Total Town and Country Broadcasting	n/p	727	n/a	n/a	n/p	155	n/a	n/a	n/p	21%			n/p	1471	n/a	n/a	n/p	9.5			n/p	9.4%		
Radio Hampshire (formerly The Saint)	393	393	0	0%	37	38	1	3%	10%	10%			239	271	32	13%	6.4	7.2			2.7%	3.2%		
Town and Country Broadcasting (South and West Wales)	334	335	1	0%	117	117	0	0%	35%	35%			1278	1200	-78	-6%	10.9	10.2			18.0%	16.9%		
106.3 Bridge FM	118	118	0	0%	36	35	-1	-3%	30%	30%			390	380	-10	-3%	10.9	10.8			15.4%	14.5%		
97.1 Radio Carmarthenshire	125	125	0	0%	37	34	-3	-8%	29%	27%			335	277	-58	-17%	9.2	8.2			12.2%	10.6%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007	Change 000's	%	Last Pub	W3 2007
102.5 Radio Pembrokeshire	91	92	1	1%	45	48	3	7%	49%	53%			552	542	-10	-2%	12.3	11.2			30.7%	28.9%
Total UKRD	2749	2749	0	0%	439	460	21	5%	16%	17%			3899	4573	674	17%	8.9	9.9			6.9%	7.8%
Pirate FM	465	466	1	0%	139	143	4	3%	30%	31%			1508	1618	110	7%	10.9	11.3			14.1%	14.0%
Star Radio West	731	731	0	0%	52	54	2	4%	7%	7%			528	679	151	29%	10.1	12.6			3.2%	4.2%
Star Radio in Bristol	447	446	-1	0%	23	30	7	30%	5%	7%			221	439	218	99%	9.6	14.7			2.2%	4.4%
Star Radio in Cheltenham	158	158	0	0%	10	9	-1	-10%	6%	6%			97	89	-8	-8%	9.6	9.6			2.7%	2.7%
Star Radio in North Somerset	127	126	-1	-1%	25	22	-3	-12%	20%	18%			296	241	-55	-19%	11.6	10.7			9.5%	8.3%
The County Sound Radio Network	571	570	-1	0%	140	152	12	9%	25%	27%			1064	1398	334	31%	7.6	9.2			9.0%	11.3%
County Sound 1566	571	570	-1	0%	15	17	2	13%	3%	3%			152	156	4	3%	10.4	9.3			1.3%	1.3%
96.4 The Eagle	571	570	-1	0%	127	140	13	10%	22%	25%			913	1242	329	36%	7.2	8.9			7.7%	10.0%
Total UKRD East	484	484	0	0%	79	92	13	16%	16%	19%			689	792	103	15%	8.7	8.6			6.6%	7.2%
Fen Radio 107.5	78	78	0	0%	16	16	0	0%	21%	20%			171	146	-25	-15%	10.4	9.4			7.8%	6.5%
KL.FM 96.7	146	146	0	0%	46	49	3	7%	31%	33%			474	461	-13	-3%	10.4	9.5			14.1%	13.5%
Star Radio in Cambridge	287	287	0	0%	26	30	4	15%	9%	10%			154	176	22	14%	6.0	5.9			2.6%	3.0%
96.2 The Revolution	498	498	0	0%	29	19	-10	-34%	6%	4%			110	86	-24	-22%	3.8	4.4			1.5%	1.1%
UTV Radio (inc. talkSPORT)	50334	50334	0	0%	3658	3643	-15	0%	7%	7%			32247	30907	-1340	-4%	8.8	8.5			3.1%	3.0%
UTV Radio (excl. talkSPORT)	7861	7862	1	0%	1405	1416	11	1%	18%	18%			13176	12348	-828	-6%	9.4	8.7			8.1%	7.8%
Imagine FM	372	372	0	0%	30	34	4	13%	8%	9%			253	241	-12	-5%	8.3	7.0			3.6%	3.4%
107.6 Juice FM	968	969	1	0%	121	150	29	24%	12%	15%			720	698	-22	-3%	6.0	4.7			3.7%	3.8%
Peak 107 FM	407	407	0	0%	105	106	1	1%	26%	26%			1063	1111	48	5%	10.1	10.5			12.7%	13.4%
The Pulse/Pulse Classic Gold	824	823	-1	0%	148	146	-2	-1%	18%	18%			1015	1106	91	9%	6.9	7.6			6.8%	7.1%
The Pulse	824	823	-1	0%	130	126	-4	-3%	16%	15%			773	873	100	13%	6.0	6.9			5.2%	5.6%
Pulse Classic Gold	824	823	-1	0%	38	44	6	16%	5%	5%			241	233	-8	-3%	6.4	5.3			1.6%	1.5%
Signal One & Signal Two	760	760	0	0%	265	258	-7	-3%	35%	34%			3353	2959	-394	-12%	12.7	11.5			19.3%	16.4%
Signal One	760	760	0	0%	252	247	-5	-2%	33%	32%			2943	2503	-440	-15%	11.7	10.1			17.0%	13.9%
Signal Two	760	760	0	0%	55	54	-1	-2%	7%	7%			410	456	46	11%	7.5	8.4			2.4%	2.5%
Talk 107	1000	1000	0	0%	26	29	3	12%	3%	3%			155	167	12	8%	5.8	5.8			0.8%	0.9%
107.4 Tower FM	435	435	0	0%	91	68	-23	-25%	21%	16%			704	478	-226	-32%	7.8	7.0			8.4%	5.9%
UTV Radio - South Wales	792	794	2	0%	216	213	-3	-1%	27%	27%			2207	2105	-102	-5%	10.2	9.9			12.7%	12.3%
Total Swansea Sound/96.4 FM The Wave	446	447	1	0%	168	160	-8	-5%	38%	36%			1671	1604	-67	-4%	10.0	10.0			18.9%	17.6%
96.4 FM The Wave	446	447	1	0%	120	113	-7	-6%	27%	25%			942	894	-48	-5%	7.8	7.9			10.6%	9.8%
Swansea Sound - 1170 MW	446	447	1	0%	71	72	1	1%	16%	16%			729	711	-18	-2%	10.2	9.9			8.2%	7.8%
Valleys Radio	346	347	1	0%	48	53	5	10%	14%	15%			536	501	-35	-7%	11.2	9.4			6.3%	6.3%
U105	785	784	-1	0%	97	99	2	2%	12%	13%			1023	1016	-7	-1%	10.6	10.2			5.4%	5.7%
Radio Wave 96.5 FM	240	241	1	0%	67	60	-7	-10%	28%	25%			682	615	-67	-10%	10.2	10.2			13.2%	11.9%
Wave 102 FM	171	171	0	0%	27	25	-2	-7%	16%	15%			284	248	-36	-13%	10.5	9.9			9.1%	7.8%
102.4 Wish / 107.2 Wire	701	700	-1	0%	167	177	10	6%	24%	25%			1223	1289	66	5%	7.3	7.3			8.6%	9.3%
107.2 Wire FM	272	273	1	0%	54	62	8	15%	20%	23%			412	462	50	12%	7.6	7.4			7.3%	8.5%
102.4 Wish FM	463	463	0	0%	120	107	-13	-11%	26%	23%			884	769	-115	-13%	7.4	7.2			9.5%	8.4%
107.7 The Wolf	429	429	0	0%	43	41	-2	-5%	10%	10%			242	337	95	39%	5.6	8.2			2.7%	3.8%
Yorkshire Radio	4902	4902	0	0%	31	32	1	3%	1%	1%			150	225	75	50%	4.9	7.0			0.1%	0.2%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 3 2007/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	%	%	Last Pub	W3 2007	000's	%	Last Pub	W3 2007	Last Pub	W3 2007
Heat	50334	50334	0	0%	425	413	-12	-3%	1%	1%		1157	1179	22	2%		2.7	2.9	0.1%	0.1%
The Hits	50334	50334	0	0%	1345	1494	149	11%	3%	3%		5445	5936	491	9%		4.0	4.0	0.5%	0.6%
Mojo Radio	50334	50334	0	0%	227	219	-8	-4%	*%	*%		726	638	-88	-12%		3.2	2.9	0.1%	0.1%
Oneword Radio	50334	50334	0	0%	138	151	13	9%	*%	*%		544	510	-34	-6%		3.9	3.4	0.1%	*%
Q	50334	50334	0	0%	379	400	21	6%	1%	1%		1093	1224	131	12%		2.9	3.1	0.1%	0.1%
Smash Hits Radio	50334	50334	0	0%	906	990	84	9%	2%	2%		2745	3341	596	22%		3.0	3.4	0.3%	0.3%
talkSPORT (Talk Radio)	50334	50334	0	0%	2372	2312	-60	-3%	5%	5%		19258	18016	-1242	-6%		8.1	7.8	1.8%	1.8%
Total Virgin Radio Network	50334	50334	0	0%	2837	2774	-63	-2%	6%	6%		17632	17773	141	1%		6.2	6.4	1.7%	1.7%
Total Virgin Radio	50334	50334	0	0%	2534	2472	-62	-2%	5%	5%		15691	15795	104	1%		6.2	6.4	1.5%	1.5%
Total Virgin (London)	10781	10781	0	0%	1161	1127	-34	-3%	11%	10%		7177	7065	-112	-2%		6.2	6.3	3.3%	3.2%
Virgin Radio London	10781	10781	0	0%	1092	1057	-35	-3%	10%	10%		6500	6298	-202	-3%		6.0	6.0	3.0%	2.9%
Virgin Radio National	50334	50334	0	0%	1551	1541	-10	-1%	3%	3%		9172	9494	322	4%		5.9	6.2	0.9%	0.9%
Virgin Radio Classic Rock	50334	50334	0	0%	234	244	10	4%	*%	*%		1111	1245	134	12%		4.7	5.1	0.1%	0.1%
Virgin Radio Groove	50334	50334	0	0%	99	94	-5	-5%	*%	*%		529	472	-57	-11%		5.4	5.0	0.1%	*%
Virgin Radio Xtreme	50334	50334	0	0%	95	82	-13	-14%	*%	*%		300	260	-40	-13%		3.2	3.2	*%	*%
BBC Radio 1	50334	50334	0	0%	10873	10578	-295	-3%	22%	21%		108538	107804	-734	-1%		10.0	10.2	10.3%	10.6%
BBC Radio 2	50334	50334	0	0%	13117	13013	-104	-1%	26%	26%		164470	160707	-3763	-2%		12.5	12.3	15.6%	15.8%
BBC Radio 3	50334	50334	0	0%	1783	1938	155	9%	4%	4%		11175	12124	949	8%		6.3	6.3	1.1%	1.2%
BBC Radio 4	50334	50334	0	0%	9482	9262	-220	-2%	19%	18%		118749	113970	-4779	-4%		12.5	12.3	11.2%	11.2%
BBC Radio FIVE LIVE	50334	50334	0	0%	5890	5489	-401	-7%	12%	11%		44767	42941	-1826	-4%		7.6	7.8	4.2%	4.2%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	50334	50334	0	0%	6104	5652	-452	-7%	12%	11%		47673	45271	-2402	-5%		7.8	8.0	4.5%	4.4%
FIVE LIVE SPORTS EXTRA	50334	50334	0	0%	866	730	-136	-16%	2%	1%		2906	2329	-577	-20%		3.4	3.2	0.3%	0.2%
BBC 6 Music	50334	50334	0	0%	471	485	14	3%	1%	1%		2976	2530	-446	-15%		6.3	5.2	0.3%	0.2%
1 Xtra from the BBC	50334	50334	0	0%	473	421	-52	-11%	1%	1%		2491	2320	-171	-7%		5.3	5.5	0.2%	0.2%
BBC7	50334	50334	0	0%	738	795	57	8%	1%	2%		4059	4242	183	5%		5.5	5.3	0.4%	0.4%
BBC Asian Network UK	50334	50334	0	0%	455	476	21	5%	1%	1%		2578	2633	55	2%		5.7	5.5	0.2%	0.3%
BBC World Service	50334	50334	0	0%	1305	1303	-2	0%	3%	3%		7429	7632	203	3%		5.7	5.9	0.7%	0.7%
BBC Local/Regional	50334	50334	0	0%	9889	9600	-289	-3%	20%	19%		103377	95972	-7405	-7%		10.5	10.0	9.8%	9.4%
ALL NATIONAL COMMERCIAL (UK)	50334	50334	0	0%	14144	14219	75	1%	28%	28%		118515	118431	-84	0%		8.4	8.3	11.2%	11.6%
ALL LOCAL COMMERCIAL (UK)	50334	50334	0	0%	25791	25086	-705	-3%	51%	50%		340808	323026	-17782	-5%		13.2	12.9	32.3%	31.7%
ALL COMMERCIAL (UK)	50334	50334	0	0%	32005	31230	-775	-2%	64%	62%		459322	441457	-17865	-4%		14.4	14.1	43.5%	43.3%
ALL BBC (UK)	50334	50334	0	0%	33245	32893	-352	-1%	66%	65%		573516	555204	-18312	-3%		17.3	16.9	54.3%	54.4%
ALL RADIO (UK)	50334	50334	0	0%	45621	44863	-758	-2%	91%	89%		1055987	1020358	-35629	-3%		23.1	22.7	100.0%	100.0%