

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009
107.8 Arrow FM for Hastings	114	113	-1	-1%	19	20	1	5%	16%	18%			149	116	-33	-22%	8.0	5.8		6.0%	4.6%	
105-107 Atlantic FM	456	456	0	0%	53	58	5	9%	12%	13%			270	334	64	24%	5.1	5.8		2.8%	3.4%	
107.6 Banbury Sound	83	82	-1	-1%	19	19	0	0%	22%	23%			171	172	1	1%	9.2	9.1		9.5%	9.6%	
Total Bauer Radio	51280	51280	0	0%	12494	12185	-309	-2%	24%	24%			109636	105363	-4273	-4%	8.8	8.6		10.8%	10.6%	
Total Bauer Radio ILR	36655	36655	0	0%	9852	9614	-238	-2%	27%	26%			85116	82641	-2475	-3%	8.6	8.6		11.9%	11.8%	
Big City Network	15961	15960	-1	0%	4532	4447	-85	-2%	28%	28%			41624	39988	-1636	-4%	9.2	9.0		14.1%	13.7%	
Big City FM and AM	16115	16115	0	0%	5187	5101	-86	-2%	32%	32%			51698	50537	-1161	-2%	10.0	9.9		17.3%	17.2%	
Big City England	10496	10496	0	0%	2539	2498	-41	-2%	24%	24%			20632	19548	-1084	-5%	8.1	7.8		10.7%	10.2%	
Total Magic	51280	51280	0	0%	3620	3358	-262	-7%	7%	7%			23886	24490	604	3%	6.6	7.3		2.4%	2.5%	
Magic Network - North	10369	10370	1	0%	727	682	-45	-6%	7%	7%			6848	7587	739	11%	9.4	11.1		3.6%	4.0%	
Bauer Radio - North East	2215	2215	0	0%	742	745	3	0%	34%	34%			6454	6850	396	6%	8.7	9.2		16.1%	17.1%	
Big City Network - North East	2215	2215	0	0%	568	572	4	1%	26%	26%			4158	3893	-265	-6%	7.3	6.8		10.4%	9.7%	
Metro Radio	1467	1467	0	0%	424	393	-31	-7%	29%	27%			3027	2621	-406	-13%	7.1	6.7		11.4%	10.0%	
TFM Radio	813	813	0	0%	145	182	37	26%	18%	22%			1132	1272	140	12%	7.8	7.0		7.7%	8.4%	
Magic Network - North East	2215	2215	0	0%	246	251	5	2%	11%	11%			2295	2957	662	29%	9.3	11.8		5.7%	7.4%	
Magic 1152 (Newcastle)	1467	1467	0	0%	147	151	4	3%	10%	10%			1198	1797	599	50%	8.1	11.9		4.5%	6.9%	
Magic 1170 (Teesside)	813	813	0	0%	99	101	2	2%	12%	12%			1097	1160	63	6%	11.1	11.5		7.5%	7.7%	
Metro Radio/Magic 1152	1467	1467	0	0%	527	492	-35	-7%	36%	34%			4224	4418	194	5%	8.0	9.0		15.9%	16.9%	
TFM Radio/Magic 1170	813	813	0	0%	217	256	39	18%	27%	32%			2229	2432	203	9%	10.3	9.5		15.2%	16.1%	
Bauer Liverpool	1799	1799	0	0%	438	454	16	4%	24%	25%			4212	4331	119	3%	9.6	9.5		13.1%	13.4%	
Total City Talk/Magic 1548	1799	1799	0	0%	132	140	8	6%	7%	8%			1019	1129	110	11%	7.7	8.0		3.2%	3.5%	
Bauer FM Liverpool	1799	1799	0	0%	394	407	13	3%	22%	23%			3548	3644	96	3%	9.0	9.0		11.1%	11.3%	
City Talk 105.9	1560	1560	0	0%	49	57	8	16%	3%	4%			355	442	87	25%	7.3	7.8		1.3%	1.6%	
Bauer Radio - North West	5099	5099	0	0%	1257	1271	14	1%	25%	25%			10706	10286	-420	-4%	8.5	8.1		11.6%	11.4%	
Big City Network - North West	4944	4944	0	0%	1123	1145	22	2%	23%	23%			8921	8595	-326	-4%	7.9	7.5		10.0%	9.9%	
Radio City 96.7	1799	1799	0	0%	366	381	15	4%	20%	21%			3192	3202	10	0%	8.7	8.4		10.0%	9.9%	
Key 103 (Manchester)	2393	2392	-1	0%	461	463	2	0%	19%	19%			3228	2900	-328	-10%	7.0	6.3		7.4%	7.1%	
97.4 Rock FM	1243	1243	0	0%	313	321	8	3%	25%	26%			2501	2492	-9	0%	8.0	7.8		11.1%	10.9%	
Magic Network - North West	5063	5064	1	0%	220	202	-18	-8%	4%	4%			1785	1692	-93	-5%	8.1	8.4		2.0%	1.9%	
Magic 1548 (Liverpool)	1799	1799	0	0%	89	87	-2	-2%	5%	5%			664	686	22	3%	7.4	7.9		2.1%	2.1%	
Magic 1152 (Manchester)	2393	2392	-1	0%	83	76	-7	-8%	3%	3%			773	707	-66	-9%	9.4	9.3		1.8%	1.7%	
Magic 999 (Preston)	1114	1114	0	0%	48	40	-8	-17%	4%	4%			348	298	-50	-14%	7.3	7.5		1.7%	1.5%	
Key 103/Magic 1152 (Manchester)	2393	2392	-1	0%	512	512	0	0%	21%	21%			4001	3607	-394	-10%	7.8	7.0		9.2%	8.8%	
Radio City 96.7/Magic 1548	1799	1799	0	0%	414	428	14	3%	23%	24%			3856	3889	33	1%	9.3	9.1		12.0%	12.1%	
97.4 Rock FM/Magic 999	1397	1398	1	0%	348	350	2	1%	25%	25%			2849	2791	-58	-2%	8.2	8.0		11.1%	10.7%	
Bauer Radio - Yorkshire	3091	3091	0	0%	930	847	-83	-9%	30%	27%			9414	8923	-491	-5%	10.1	10.5		15.8%	15.0%	
Big City Network - Yorkshire	3091	3091	0	0%	759	683	-76	-10%	25%	22%			6646	5985	-661	-10%	8.8	8.8		11.1%	10.1%	
96.3 Radio Aire	988	989	1	0%	130	106	-24	-18%	13%	11%			1003	881	-122	-12%	7.7	8.3		6.0%	5.1%	
Hallam FM	1256	1256	0	0%	362	332	-30	-8%	29%	26%			3073	2775	-298	-10%	8.5	8.3		13.1%	12.1%	
96.9 Viking FM	905	905	0	0%	270	246	-24	-9%	30%	27%			2570	2329	-241	-9%	9.5	9.5		12.4%	11.4%	
Magic Network - Yorkshire	3091	3091	0	0%	261	229	-32	-12%	8%	7%			2768	2938	170	6%	10.6	12.9		4.6%	4.9%	
Magic 828 (Leeds)	988	989	1	0%	104	85	-19	-18%	11%	9%			870	857	-13	-1%	8.4	10.1		5.2%	5.0%	
Magic AM (Sheffield)	1256	1256	0	0%	85	79	-6	-7%	7%	6%			1069	1095	26	2%	12.7	13.9		4.6%	4.8%	
Magic 1161 (Hull)	905	905	0	0%	77	67	-10	-13%	9%	7%			899	1025	126	14%	11.6	15.2		4.3%	5.0%	
96.3 Radio Aire/Magic 828	988	989	1	0%	209	176	-33	-16%	21%	18%			1872	1738	-134	-7%	8.9	9.9		11.2%	10.2%	
Hallam FM/Magic AM	1256	1256	0	0%	420	387	-33	-8%	33%	31%			4143	3870	-273	-7%	9.9	10.0		17.6%	16.8%	
96.9 Viking FM/Magic 1161	905	905	0	0%	307	288	-19	-6%	34%	32%			3469	3354	-115	-3%	11.3	11.6		16.8%	16.4%	
Total Kerrang!	51280	51280	0	0%	1277	1215	-62	-5%	2%	2%			5419	5804	385	7%	4.2	4.8		0.5%	0.6%	
Kerrang! 105.2	3514	3514	0	0%	359	319	-40	-11%	10%	9%			1935	1838	-97	-5%	5.4	5.8		2.9%	2.7%	
Bauer Radio London (Magic 105.4/Kiss 100)	10895	10895	0	0%	3139	3076	-63	-2%	29%	28%			21906	21060	-846	-4%	7.0	6.8		10.1%	10.5%	

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	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change %	%
Kiss 100 FM	10895	10895	0	0%	1563	1605	42	3%	14%	15%			9865	8669	-1196	-12%	6.3	5.4			4.5%	4.3%		
Magic 105.4	10895	10895	0	0%	2009	1821	-188	-9%	18%	17%			12041	12391	350	3%	6.0	6.8			5.5%	6.1%		
Total Kiss Network	51280	51280	0	0%	3537	3385	-152	-4%	7%	7%			19488	18449	-1039	-5%	5.5	5.5			1.9%	1.8%		
Kiss East	2046	2046	0	0%	343	336	-7	-2%	17%	16%			2687	2582	-105	-4%	7.8	7.7			6.2%	6.2%		
Kiss West	2353	2353	0	0%	336	321	-15	-4%	14%	14%			1976	1822	-154	-8%	5.9	5.7			4.0%	3.8%		
Bauer Radio Total Scotland	4304	4303	-1	0%	1705	1700	-5	0%	40%	40%			18650	18275	-375	-2%	10.9	10.7			24.0%	23.8%		
Big City Scotland	4067	4068	1	0%	1439	1443	4	0%	35%	35%			15017	15239	222	1%	10.4	10.6			19.7%	20.1%		
Bauer Radio Central Scotland	2830	2829	-1	0%	993	981	-12	-1%	35%	35%			10247	9549	-698	-7%	10.3	9.7			20.6%	20.0%		
Total Radio Clyde	1835	1837	2	0%	635	645	10	2%	35%	35%			6487	5770	-717	-11%	10.2	9.0			20.3%	19.1%		
Clyde 1 FM	1835	1837	2	0%	560	567	7	1%	30%	31%			5175	4707	-468	-9%	9.2	8.3			16.2%	15.6%		
Clyde 2	1835	1837	2	0%	178	181	3	2%	10%	10%			1312	1063	-249	-19%	7.4	5.9			4.1%	3.5%		
Total Radio Forth	1088	1090	2	0%	360	340	-20	-6%	33%	31%			3760	3778	18	0%	10.4	11.1			19.4%	19.5%		
ForthOne	1088	1090	2	0%	335	314	-21	-6%	31%	29%			3101	3287	186	6%	9.2	10.5			16.0%	17.0%		
Forth2	1088	1090	2	0%	91	78	-13	-14%	8%	7%			659	491	-168	-25%	7.2	6.3			3.4%	2.5%		
C.F.M.Radio	246	246	0	0%	89	91	2	2%	36%	37%			832	883	51	6%	9.4	9.7			17.3%	19.2%		
Moray Firth Radio	232	231	-1	0%	115	117	2	2%	50%	50%			1390	1400	10	1%	12.1	12.0			25.2%	25.4%		
Total Northsound Radio	312	311	-1	0%	160	147	-13	-8%	51%	47%			1968	1819	-149	-8%	12.3	12.4			30.5%	29.6%		
Northsound One	312	311	-1	0%	133	120	-13	-10%	43%	39%			1415	1299	-116	-8%	10.6	10.8			21.9%	21.2%		
Northsound Two	312	311	-1	0%	60	57	-3	-5%	19%	18%			553	520	-33	-6%	9.2	9.0			8.6%	8.5%		
Radio Borders	106	106	0	0%	49	52	3	6%	47%	49%			688	714	26	4%	13.9	13.7			31.1%	32.4%		
Total Radio Tay	372	372	0	0%	151	149	-2	-1%	40%	40%			1784	1889	105	6%	11.9	12.6			27.3%	27.0%		
Tay-FM	372	372	0	0%	98	98	0	0%	26%	26%			982	1028	46	5%	10.0	10.5			15.0%	14.7%		
Tay-AM	372	372	0	0%	77	76	-1	-1%	21%	20%			802	860	58	7%	10.4	11.3			12.3%	12.3%		
West Sound	387	387	0	0%	166	167	1	1%	43%	43%			1846	1814	-32	-2%	11.1	10.8			27.5%	27.3%		
Downtown Radio (DTR) / 97.4 Cool FM	1407	1407	0	0%	553	537	-16	-3%	39%	38%			6475	6203	-272	-4%	11.7	11.5			22.9%	22.3%		
97.4 Cool FM	962	962	0	0%	349	344	-5	-1%	36%	36%			3715	3456	-259	-7%	10.6	10.0			19.3%	18.8%		
Downtown Radio (DTR)	1407	1407	0	0%	250	235	-15	-6%	18%	17%			2760	2747	-13	0%	11.1	11.7			9.8%	9.9%		
Wave 105 FM	1732	1732	0	0%	369	388	19	5%	21%	22%			3193	3582	389	12%	8.6	9.2			8.2%	9.1%		
107 The Bee	185	183	-2	-1%	21	20	-1	-5%	12%	11%			346	313	-33	-10%	16.2	15.4			12.2%	11.7%		
Central FM	216	216	0	0%	41	44	3	7%	19%	20%			360	350	-10	-3%	8.8	8.0			8.7%	8.2%		
Total Cheshire Radio	367	366	-1	0%	53	56	3	6%	14%	15%			354	372	18	5%	6.7	6.6			5.1%	5.5%		
Cheshire's Silk 106.9	179	179	0	0%	18	20	2	11%	10%	11%			54	60	6	11%	3.0	2.9			1.6%	1.8%		
Chester's Dee 106.3	188	187	-1	-1%	35	36	1	3%	18%	19%			300	312	12	4%	8.6	8.8			8.3%	9.1%		
Total CN Radio	868	867	-1	0%	241	233	-8	-3%	28%	27%			1912	1880	-32	-2%	7.9	8.1			11.0%	10.7%		
The Bay	324	323	-1	0%	99	95	-4	-4%	31%	29%			802	734	-68	-8%	8.1	7.8			12.4%	11.1%		
Citybeat 96.7/102.5FM	544	544	0	0%	144	128	-16	-11%	26%	24%			1194	1184	-10	-1%	8.3	9.2			10.4%	11.2%		
Lakeland Radio	52	52	0	0%	16	15	-1	-6%	32%	30%			120	114	-6	-5%	7.3	7.3			11.5%	10.4%		
The Coast	1661	1662	1	0%	95	117	22	23%	6%	7%			585	772	187	32%	6.2	6.6			1.6%	2.0%		
Connect FM	225	224	-1	0%	40	40	0	0%	18%	18%			310	382	72	23%	7.7	9.5			7.4%	8.9%		
Dream 107.7 FM	231	231	0	0%	21	21	0	0%	9%	9%			187	139	-48	-26%	9.0	6.7			3.8%	3.0%		
Fire 107.6 FM	284	285	1	0%	32	31	-1	-3%	11%	11%			148	139	-9	-6%	4.6	4.5			2.4%	2.2%		
3FM	68	68	0	0%	22	22	0	0%	33%	32%			232	212	-20	-9%	10.3	9.8			14.5%	13.7%		
Total Global Radio (UK)	51280	51280	0	0%	18477	18132	-345	-2%	36%	35%			170769	165558	-5211	-3%	9.2	9.1			16.8%	16.6%		
Chill	51280	51280	0	0%	229	198	-31	-14%	**	**			954	863	-91	-10%	4.2	4.4			0.1%	0.1%		
Classic FM	51280	51280	0	0%	5445	5134	-311	-6%	11%	10%			37083	34995	-2088	-6%	6.8	6.8			3.7%	3.5%		
Galaxy Network (UK)	51280	51280	0	0%	3813	3831	18	0%	7%	7%			26607	26246	-361	-1%	7.0	6.9			2.6%	2.6%		
Gold Network (UK)	51280	51280	0	0%	1211	1221	10	1%	2%	2%			11859	12228	369	3%	9.8	10.0			1.2%	1.2%		
Heart Network (UK)	51280	51280	0	0%	7364	7263	-101	-1%	14%	14%			59989	58720	-1269	-2%	8.1	8.1			5.9%	5.9%		
Total LBC (UK)	51280	51280	0	0%	1073	1042	-31	-3%	2%	2%			12479	12882	403	3%	11.6	12.4			1.2%	1.3%		
Total XFM (UK)	51280	51280	0	0%	934	881	-53	-6%	2%	2%			4410	4297	-113	-3%	4.7	4.9			0.4%	0.4%		

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Global Radio London (ILR)	10895	10895	0	0%	4626	4385	-241	-5%	42%	40%		44849	42396	-2453	-5%	9.7	9.7			20.6%	21.0%			
Global Radio (ILR)	41743	41743	0	0%	13131	12903	-228	-2%	31%	31%		123338	119831	-3507	-3%	9.4	9.3			15.0%	14.9%			
Fun Radio	10895	10895	0	0%	46	28	-18	-39%	*%	*%		168	69	-99	-59%	3.6	2.5			0.1%	*%			
Galaxy Network (ILR)	26303	26303	0	0%	3336	3382	46	1%	13%	13%		23928	23562	-366	-2%	7.2	7.0			4.7%	4.8%			
Choice FM London	10895	10895	0	0%	573	528	-45	-8%	5%	5%		3532	3498	-34	-1%	6.2	6.6			1.6%	1.7%			
Galaxy Birmingham	2099	2099	0	0%	349	330	-19	-5%	17%	16%		2414	2054	-360	-15%	6.9	6.2			5.9%	5.2%			
Galaxy Manchester	2811	2811	0	0%	463	500	37	8%	16%	18%		3374	3240	-134	-4%	7.3	6.5			6.6%	6.5%			
Galaxy North East	2192	2191	-1	0%	533	516	-17	-3%	24%	24%		4047	3936	-111	-3%	7.6	7.6			10.2%	9.9%			
Galaxy Scotland (was XFM Scotland)	2711	2711	0	0%	250	312	62	25%	9%	11%		1636	1813	177	11%	6.5	5.8			3.4%	4.0%			
Galaxy Scotland (East) (was XFM Scotland (East))	1186	1186	0	0%	123	124	1	1%	10%	10%		828	844	16	2%	6.7	6.8			3.9%	4.0%			
Galaxy Scotland (West) (was XFM Scotland (West))	1704	1703	-1	0%	151	208	57	38%	9%	12%		942	1065	123	13%	6.2	5.1			3.2%	3.9%			
Galaxy South Coast (was 103.2 Power FM)	1133	1133	0	0%	190	186	-4	-2%	17%	16%		1254	1246	-8	-1%	6.6	6.7			4.9%	4.8%			
Galaxy Yorkshire	4462	4462	0	0%	1014	978	-36	-4%	23%	22%		7841	7637	-204	-3%	7.7	7.8			9.1%	9.1%			
Gold Network (ILR)	29182	29182	0	0%	1044	1023	-21	-2%	4%	4%		10582	10630	48	0%	10.1	10.4			1.8%	1.8%			
Gold Bedford	605	605	0	0%	27	28	1	4%	4%	5%		193	207	14	7%	7.2	7.3			1.7%	1.8%			
Gold Berkshire/North Hampshire	741	742	1	0%	26	29	3	12%	3%	4%		180	246	66	37%	7.0	8.4			1.3%	1.6%			
Gold Birmingham	2055	2054	-1	0%	75	79	4	5%	4%	4%		526	776	250	48%	7.1	9.8			1.3%	2.0%			
Gold Bristol/Bath/Wiltshire	1350	1351	1	0%	64	64	0	0%	5%	5%		812	785	-27	-3%	12.7	12.3			2.9%	3.0%			
Gold Coventry	653	653	0	0%	29	19	-10	-34%	4%	3%		178	181	3	2%	6.2	9.6			1.5%	1.4%			
Gold Crawley	373	373	0	0%	5	6	1	20%	1%	1%		89	111	22	25%	16.7	20.1			1.1%	1.4%			
Gold Derby	455	455	0	0%	18	17	-1	-6%	4%	4%		189	213	24	13%	10.8	12.7			2.1%	2.5%			
Gold Devon	541	540	-1	0%	6	8	2	33%	1%	1%		74	75	1	1%	13.0	9.3			0.6%	0.7%			
Gold Dorset	605	604	-1	0%	26	26	0	0%	4%	4%		80	268	188	235%	3.1	10.1			0.6%	1.9%			
Gold Essex	1227	1227	0	0%	41	54	13	32%	3%	4%		588	770	182	31%	14.5	14.4			2.1%	2.8%			
Gold Gloucester	407	406	-1	0%	17	14	-3	-18%	4%	4%		263	198	-65	-25%	15.6	13.7			3.0%	2.3%			
Gold Hampshire	1133	1133	0	0%	60	54	-6	-10%	5%	5%		631	678	47	7%	10.6	12.5			2.4%	2.6%			
Gold Kent	1166	1166	0	0%	26	33	7	27%	2%	3%		242	275	33	14%	9.4	8.3			0.9%	1.0%			
Gold London	10895	10895	0	0%	352	258	-94	-27%	3%	2%		3571	2548	-1023	-29%	10.1	9.9			1.6%	1.3%			
Gold Luton	1043	1043	0	0%	37	21	-16	-43%	4%	2%		407	197	-210	-52%	10.9	9.2			2.0%	1.0%			
Gold Manchester	2393	2393	0	0%	44	57	13	30%	2%	2%		451	618	167	37%	10.4	10.8			1.0%	1.5%			
Gold Norfolk/Suffolk	1158	1158	0	0%	57	50	-7	-12%	5%	4%		759	502	-257	-34%	13.4	10.0			3.1%	2.1%			
Gold Norfolk	647	648	1	0%	36	28	-8	-22%	5%	4%		411	359	-52	-13%	11.5	12.7			3.0%	2.6%			
Gold Suffolk	516	517	1	0%	22	22	0	0%	4%	4%		356	163	-193	-54%	16.5	7.3			3.4%	1.6%			
Gold North Wales/Cheshire	384	383	-1	0%	9	10	1	11%	2%	3%		76	101	25	33%	8.4	10.1			1.0%	1.4%			
Gold Northampton	548	549	1	0%	17	20	3	18%	3%	4%		220	220	0	0%	12.9	10.9			2.0%	2.1%			
Gold Nottingham	1151	1150	-1	0%	41	49	8	20%	4%	4%		449	528	79	18%	11.0	10.7			1.9%	2.3%			
Gold Peterborough	582	583	1	0%	40	41	1	3%	7%	7%		527	412	-115	-22%	13.3	10.1			4.3%	3.6%			
Gold Plymouth	339	338	-1	0%	15	17	2	13%	4%	5%		108	121	13	12%	7.1	7.3			1.6%	1.9%			
Gold Sussex	1010	1011	1	0%	42	47	5	12%	4%	5%		393	427	34	9%	9.3	9.1			1.8%	2.0%			
Gold South East Wales	979	979	0	0%	25	31	6	24%	3%	3%		253	420	167	66%	10.3	13.5			1.2%	2.1%			
Gold Wolverhampton	1298	1298	0	0%	47	45	-2	-4%	4%	3%		358	432	74	21%	7.6	9.5			1.3%	1.6%			
Heart Network (ILR)	28243	28242	-1	0%	6842	6690	-152	-2%	24%	24%		56798	55591	-1207	-2%	8.3	8.3			9.9%	9.9%			
Heart 103 FM Anglesey and Gwynedd (was Champion)	122	123	1	1%	30	31	1	3%	25%	25%		253	246	-7	-3%	8.3	8.0			10.4%	10.2%			
Heart 102.3 FM Dorset and New Forest (was 2CR)	605	604	-1	0%	121	115	-6	-5%	20%	19%		883	684	-199	-23%	7.3	5.9			6.6%	4.9%			
Heart 96.9 FM Bedford (was 96.9 Chiltern FM)	397	397	0	0%	101	100	-1	-1%	26%	25%		865	870	5	1%	8.5	8.7			11.3%	11.9%			
Heart 97.6 FM Beds/Bucks (was 97.6 Chiltern FM)	751	751	0	0%	203	163	-40	-20%	27%	22%		1716	1526	-190	-11%	8.5	9.3			11.7%	10.4%			
Heart Berkshire and North Hants (was 2-Ten FM)	741	742	1	0%	207	180	-27	-13%	28%	24%		1505	1652	147	10%	7.3	9.2			10.7%	11.0%			
Heart Bristol/Bath/Wiltshire (was GWR)	1350	1351	1	0%	419	390	-29	-7%	31%	29%		4038	3504	-534	-13%	9.6	9.0			14.7%	13.3%			
Heart 103 FM Cambridgeshire (was Q103)	441	441	0	0%	116	107	-9	-8%	26%	24%		896	884	-12	-1%	7.8	8.2			9.8%	10.0%			
Heart 103.4 FM Cheshire and North East Wales (was Marcher So	384	383	-1	0%	68	67	-1	-1%	18%	18%		613	607	-6	-1%	9.1	9.1			8.2%	8.1%			

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%
Heart Colchester/Suffolk	667	668	1	0%	197	195	-2	-1%	30%	29%			1984	1671	-313	-16%	10.1	8.6			14.4%	12.5%		
Heart Colchester (was SGR Colchester)	191	190	-1	-1%	71	61	-10	-14%	37%	32%			508	511	3	1%	7.2	8.4			11.8%	12.0%		
Heart Suffolk (was SGR FM)	516	546	30	6%	129	137	8	6%	25%	25%			1407	1213	-194	-14%	10.9	8.9			13.3%	11.2%		
Heart Devon Total (was Gemini)	541	540	-1	0%	159	162	3	2%	29%	30%			1431	1405	-26	-2%	9.0	8.6			12.3%	12.2%		
Heart 106 FM East Midlands	2154	2154	0	0%	367	345	-22	-6%	17%	16%			2924	2777	-147	-5%	8.0	8.1			6.8%	6.6%		
Heart Exeter & East Devon (was Gemini)	313	313	0	0%	100	105	5	5%	32%	34%			898	866	-32	-4%	9.0	8.2			13.0%	12.7%		
Heart Torbay & South Devon (was Gemini)	228	227	-1	0%	59	57	-2	-3%	26%	25%			533	539	6	1%	9.1	9.4			11.2%	11.5%		
Heart Essex (was Essex FM)	1227	1227	0	0%	349	353	4	1%	28%	29%			3349	3609	260	8%	9.6	10.2			12.1%	13.0%		
Heart Gloucestershire (was Severn Sound)	407	406	-1	0%	115	115	0	0%	28%	28%			1080	1091	11	1%	9.4	9.5			12.1%	12.6%		
Heart Hampshire and West Sussex (was Ocean)	1022	1022	0	0%	182	189	7	4%	18%	18%			1557	1544	-13	-1%	8.5	8.2			6.8%	6.8%		
Heart Kent (was Invicta FM)	1166	1166	0	0%	392	355	-37	-9%	34%	30%			3886	3895	9	0%	9.9	11.0			14.6%	14.0%		
Heart 106.2 FM London	10895	10895	0	0%	1893	1881	-12	-1%	17%	17%			10248	10649	401	4%	5.4	5.7			4.7%	5.3%		
Heart 103.3 FM Milton Keynes (was Horizon Radio)	231	232	1	0%	76	84	8	11%	33%	36%			596	766	170	29%	7.8	9.2			12.7%	16.1%		
Heart 102.4 FM Norfolk (was Radio Broadland)	647	648	1	0%	185	192	7	4%	29%	30%			1732	1858	126	7%	9.3	9.7			12.5%	13.3%		
Heart 96.6 FM Northants (was Northants)	548	549	1	0%	165	152	-13	-8%	30%	28%			1791	1438	-353	-20%	10.9	9.5			16.6%	13.9%		
Heart North Devon (was Lantern FM)	133	134	1	1%	54	55	1	2%	40%	41%			553	545	-8	-1%	10.3	9.9			19.3%	18.0%		
Heart 96.3 FM North Wales Coast (was Coast)	244	243	-1	0%	48	51	3	6%	20%	21%			415	469	54	13%	8.7	9.2			8.3%	9.4%		
Heart Oxfordshire (was Fox FM)	665	665	0	0%	165	178	13	8%	25%	27%			1506	1514	8	1%	9.1	8.5			10.9%	11.5%		
Heart 102.7 Peterborough (was Hereward)	386	387	1	0%	114	103	-11	-10%	30%	27%			1118	872	-246	-22%	9.8	8.4			13.5%	11.0%		
Heart Plymouth (was Plymouth Sound)	339	338	-1	0%	99	95	-4	-4%	29%	28%			903	900	-3	0%	9.1	9.5			13.7%	13.8%		
Heart Somerset (was Orchard FM)	343	343	0	0%	123	126	3	2%	36%	37%			1361	1518	157	12%	11.1	12.0			16.6%	18.1%		
Heart South Hams	66	66	0	0%	12	14	2	17%	19%	21%			113	118	5	4%	9.2	8.5			8.0%	8.5%		
Heart Sussex (was Southern FM)	1010	1011	1	0%	294	286	-8	-3%	29%	28%			2940	2715	-225	-8%	10.0	9.5			13.7%	12.9%		
Heart 100.7 FM West Midlands	3548	3547	-1	0%	791	801	10	1%	22%	23%			6211	6180	-31	0%	7.9	7.7			9.0%	9.1%		
Heart 97.1 FM Wirral (was The Buzz)	439	438	-1	0%	46	43	-3	-7%	11%	10%			249	231	-18	-7%	5.4	5.4			3.4%	3.3%		
The Hit Music Network (ILR)	17666	17666	0	0%	3579	3477	-102	-3%	20%	20%			25687	23415	-2272	-9%	7.2	6.7			7.3%	6.8%		
95.8 Capital FM	10895	10895	0	0%	1818	1827	9	0%	17%	17%			12113	9967	-2146	-18%	6.7	5.5			5.6%	4.9%		
Beacon Radio	1298	1298	0	0%	224	199	-25	-11%	17%	15%			1691	1510	-181	-11%	7.5	7.6			6.4%	5.7%		
96.4 BRMB	2055	2054	-1	0%	343	365	22	6%	17%	18%			1925	2280	355	18%	5.6	6.2			4.9%	5.9%		
105.4 Leicester Sound FM	617	617	0	0%	108	116	8	7%	18%	19%			744	744	0	0%	6.9	6.4			6.2%	6.4%		
Mercia	653	653	0	0%	140	125	-15	-11%	21%	19%			1101	996	-105	-10%	7.9	8.0			9.0%	7.9%		
Mercury FM (Herts)	330	331	1	0%	33	29	-4	-12%	10%	9%			203	168	-35	-17%	6.1	5.8			2.9%	2.6%		
Mercury FM (Surrey & Sussex)	373	373	0	0%	85	90	5	6%	23%	24%			541	585	44	8%	6.4	6.5			6.9%	7.4%		
RAM FM	455	455	0	0%	94	88	-6	-6%	21%	19%			710	687	-23	-3%	7.5	7.8			7.9%	8.1%		
Red Dragon	979	979	0	0%	294	305	11	4%	30%	31%			2474	1978	-496	-20%	8.4	6.5			12.0%	9.9%		
96 Trent FM	1151	1150	-1	0%	337	315	-22	-7%	29%	27%			2855	2509	-346	-12%	8.5	8.0			12.0%	10.9%		
Wyvern FM	496	496	0	0%	97	93	-4	-4%	20%	19%			770	724	-46	-6%	7.9	7.8			8.0%	7.4%		
LBC (ILR) - was Total LBC (ILR)	10895	10895	0	0%	1045	913	-132	-13%	10%	8%			12685	12521	-164	-1%	12.1	13.7			5.8%	6.2%		
LBC 97.3	10895	10895	0	0%	907	841	-66	-7%	8%	8%			10459	11436	977	9%	11.5	13.6			4.8%	5.7%		
LBC News 1152	10895	10895	0	0%	378	235	-143	-38%	3%	2%			2225	1086	-1139	-51%	5.9	4.6			1.0%	0.5%		
XFM (ILR)	13706	13706	0	0%	714	678	-36	-5%	5%	5%			3413	3576	163	5%	4.8	5.3			1.3%	1.4%		
XFM 104.9	10895	10895	0	0%	546	519	-27	-5%	5%	5%			2700	3213	513	19%	4.9	6.2			1.2%	1.6%		
XFM Manchester	2811	2811	0	0%	166	143	-23	-14%	6%	5%			832	646	-186	-22%	5.0	4.5			1.6%	1.3%		
Total GMG Radio	51280	51280	0	0%	5016	4861	-155	-3%	10%	9%			45173	44946	-227	-1%	9.0	9.2			4.4%	4.5%		
GMG Radio North West Total	5251	5251	0	0%	1117	1115	-2	0%	21%	21%			10212	10306	94	1%	9.1	9.2			10.7%	11.1%		
GMG Radio North West Regional	5214	5213	-1	0%	1025	1025	0	0%	20%	20%			9059	9372	313	3%	8.8	9.1			9.6%	10.1%		
GMG Radio North East	2215	2215	0	0%	529	530	1	0%	24%	24%			4813	4304	-509	-11%	9.1	8.1			12.0%	10.7%		
GMG Radio Scotland	2874	2873	-1	0%	864	840	-24	-3%	30%	29%			9445	9331	-114	-1%	10.9	11.1			18.7%	19.2%		
Total Real Radio	51280	51280	0	0%	2396	2353	-43	-2%	5%	5%			21800	22413	613	3%	9.1	9.5			2.1%	2.2%		
Real Radio (ILR Network)	14716	14716	0	0%	2184	2164	-20	-1%	15%	15%			19747	20875	1128	6%	9.0	9.6			7.3%	7.9%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009
Real Radio (North East) - (was Century Radio)	2215	2215	0	0%	309	308	-1	0%	14%	14%			1988	1986	-2	0%	6.4	6.5			4.9%	5.0%
Real Radio (North West) - (was Century Radio)	5214	5213	-1	0%	450	474	24	5%	9%	9%			4100	4538	438	11%	9.1	9.6			4.3%	4.9%
Real Radio (Scotland)	2687	2688	1	0%	693	670	-23	-3%	26%	25%			7157	7589	432	6%	10.3	11.3			15.2%	16.7%
Real Radio (Wales)	1781	1781	0	0%	427	419	-8	-2%	24%	24%			3856	3753	-103	-3%	9.0	9.0			10.4%	10.4%
Real Radio (Yorkshire)	2819	2819	0	0%	304	293	-11	-4%	11%	10%			2646	3007	361	14%	8.7	10.3			5.3%	6.1%
96.3 Rock Radio	812	811	-1	0%	56	54	-2	-4%	7%	7%			464	256	-208	-45%	8.3	4.8			3.3%	1.9%
106.1 Rock Radio	2254	2254	0	0%	119	122	3	3%	5%	5%			1152	934	-218	-19%	9.6	7.6			2.8%	2.4%
Total Smooth Radio	51280	51280	0	0%	2804	2694	-110	-4%	5%	5%			21756	21344	-412	-2%	7.8	7.9			2.1%	2.1%
Smooth Radio (ILR Network)	25859	25858	-1	0%	2444	2332	-112	-5%	9%	9%			19756	19168	-588	-3%	8.1	8.2			4.0%	4.0%
Smooth Radio Midlands	5652	5652	0	0%	659	668	9	1%	12%	12%			6656	7139	483	7%	10.1	10.7			6.0%	6.5%
Smooth Radio (East Midlands)	2146	2145	-1	0%	278	292	14	5%	13%	14%			2874	2976	102	4%	10.3	10.2			6.6%	7.1%
Smooth Radio (West Midlands)	3548	3547	-1	0%	381	376	-5	-1%	11%	11%			3782	4163	381	10%	9.9	11.1			5.5%	6.1%
Smooth Radio (Glasgow)	1882	1883	1	0%	202	215	13	6%	11%	11%			1824	1486	-338	-19%	9.0	6.9			5.5%	4.8%
Smooth Radio (London)	10895	10895	0	0%	583	414	-169	-29%	5%	4%			3985	2790	-1195	-30%	6.8	6.7			1.8%	1.4%
Smooth Radio (North East)	2215	2215	0	0%	307	298	-9	-3%	14%	13%			2825	2318	-507	-18%	9.2	7.8			7.0%	5.8%
Smooth Radio (North West)	5214	5213	-1	0%	686	664	-22	-3%	13%	13%			4960	4834	-126	-3%	7.2	7.3			5.2%	5.2%
Imagine FM	375	375	0	0%	31	30	-1	-3%	8%	8%			174	180	6	3%	5.5	6.0			2.5%	2.7%
IOW Radio	120	119	-1	-1%	32	36	4	13%	27%	30%			291	355	64	22%	9.0	9.9			11.2%	12.4%
JACKfm Oxfordshire	418	418	0	0%	60	52	-8	-13%	14%	12%			433	357	-76	-18%	7.2	6.9			5.2%	4.4%
106 JACKfm	418	418	0	0%	49	44	-5	-10%	12%	11%			304	261	-43	-14%	6.2	5.9			3.6%	3.2%
Oxford's FM107.9	418	418	0	0%	16	12	-4	-25%	4%	3%			129	96	-33	-26%	8.2	8.2			1.5%	1.2%
Kingdom FM	293	285	-8	-3%	69	73	4	6%	23%	25%			537	654	117	22%	7.8	9.0			10.7%	12.8%
kmfm Group	988	988	0	0%	159	164	5	3%	16%	17%			1287	1476	189	15%	8.1	9.0			5.6%	6.4%
kmfm East	472	472	0	0%	93	99	6	6%	20%	21%			873	1042	169	19%	9.4	10.5			7.9%	9.2%
kmfm West	516	517	1	0%	63	67	4	6%	12%	13%			365	483	118	32%	5.8	7.2			3.1%	4.0%
Lincs FM Group	2669	2669	0	0%	668	611	-57	-9%	25%	23%			6897	6485	-412	-6%	10.3	10.6			13.0%	11.8%
Lincs FM 102.2	904	905	1	0%	342	294	-48	-14%	38%	32%			4053	3574	-479	-12%	11.9	12.2			22.3%	19.3%
Oak FM	313	313	0	0%	39	34	-5	-13%	12%	11%			335	283	-52	-16%	8.6	8.4			5.4%	4.5%
Lincs FM Group Yorkshire	1468	1468	0	0%	284	280	-4	-1%	19%	19%			2652	2811	159	6%	9.3	10.0			9.0%	9.3%
Dearne FM	228	227	-1	0%	54	42	-12	-22%	24%	19%			579	455	-124	-21%	10.6	10.7			12.9%	11.3%
KCFM 99.8	428	428	0	0%	66	71	5	8%	15%	17%			539	580	41	8%	8.2	8.2			5.4%	5.6%
Ridings FM	295	294	-1	0%	45	36	-9	-20%	15%	12%			309	276	-33	-11%	6.9	7.6			6.3%	5.3%
Rother FM	207	207	0	0%	31	32	1	3%	15%	15%			359	385	26	7%	11.4	12.1			9.4%	10.2%
Trax FM	365	365	0	0%	89	99	10	11%	24%	27%			866	1116	250	29%	9.8	11.3			11.8%	14.9%
Lite FM	185	186	1	1%	25	23	-2	-8%	13%	12%			119	122	3	3%	4.8	5.3			3.0%	3.2%
The Local Radio Company Group Total	2356	1981	-375	-16%	529	475	-54	-10%	22%	24%			4074	3868	-206	-5%	7.7	8.2			8.6%	10.0%
Alpha 103.2	143	143	0	0%	22	22	0	0%	15%	15%			147	165	18	12%	6.7	7.5			5.9%	6.3%
2BR	194	195	1	1%	47	55	8	17%	24%	28%			395	481	86	22%	8.4	8.7			13.2%	15.3%
Durham FM	207	207	0	0%	31	29	-2	-6%	15%	14%			216	193	-23	-11%	6.9	6.6			6.1%	5.5%
Minster FM	335	335	0	0%	73	71	-2	-3%	22%	21%			555	508	-47	-8%	7.6	7.1			8.7%	7.9%
Mix 96	122	122	0	0%	39	39	0	0%	32%	32%			235	253	18	8%	6.1	6.5			9.0%	9.9%
Spire FM	113	113	0	0%	42	41	-1	-2%	37%	36%			516	521	5	1%	12.3	12.8			19.3%	19.4%
Spirit FM	209	209	0	0%	43	41	-2	-5%	20%	20%			369	346	-23	-6%	8.6	8.4			7.7%	7.7%
97.2 Stray FM	146	146	0	0%	48	43	-5	-10%	33%	29%			330	261	-69	-21%	6.9	6.1			10.5%	8.5%
Sun FM	271	271	0	0%	59	59	0	0%	22%	22%			484	506	22	5%	8.1	8.5			9.3%	10.2%
Wessex FM	122	122	0	0%	38	37	-1	-3%	31%	30%			285	247	-38	-13%	7.6	6.7			11.0%	9.5%
Yorkshire Coast Radio	118	118	0	0%	36	37	1	3%	30%	31%			313	386	73	23%	8.8	10.4			12.6%	15.3%
Radio Mansfield 103.2	154	155	1	1%	41	40	-1	-2%	27%	26%			384	365	-19	-5%	9.2	9.2			11.9%	11.6%
Manx Radio	68	68	0	0%	36	37	1	3%	54%	55%			449	448	-1	0%	12.3	12.0			28.2%	28.9%
Midwest Radio	196	195	-1	-1%	35	34	-1	-3%	18%	17%			359	329	-30	-8%	10.3	9.6			8.0%	7.1%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change %	%
Northern Media Group	566	566	0	0%	136	140	4	3%	24%	25%			1146	1207	61	5%	8.4	8.6			10.5%	11.1%		
Five FM	81	81	0	0%	22	22	0	0%	27%	27%			224	201	-23	-10%	10.2	9.3			14.4%	13.7%		
Q102.9FM/Q97.2FM/Q101.2FM	294	294	0	0%	86	92	6	7%	29%	31%			712	837	125	18%	8.3	9.1			12.5%	14.4%		
Seven FM	144	145	1	1%	18	16	-2	-11%	12%	11%			117	89	-28	-24%	6.5	5.6			4.0%	3.2%		
Six FM	91	92	1	1%	11	11	0	0%	12%	12%			93	80	-13	-14%	8.2	7.1			5.5%	4.5%		
Original 106 (Aberdeen)	312	311	-1	0%	39	41	2	5%	13%	13%			225	244	19	8%	5.7	5.9			3.5%	4.0%		
Total Orion	5829	5829	0	0%	1223	1165	-58	-5%	21%	20%			9257	9340	83	1%	7.6	8.0			8.1%	8.2%		
Heart 106 FM East Midlands	2154	2154	0	0%	367	345	-22	-6%	17%	16%			2924	2777	-147	-5%	8.0	8.1			6.8%	6.6%		
Orion West	3766	3765	-1	0%	859	822	-37	-4%	23%	22%			6333	6563	230	4%	7.4	8.0			8.6%	9.0%		
Beacon Radio	1298	1298	0	0%	224	199	-25	-11%	17%	15%			1691	1510	-181	-11%	7.5	7.6			6.4%	5.7%		
96.4 BRMB	2055	2054	-1	0%	343	365	22	6%	17%	18%			1925	2280	355	18%	5.6	6.2			4.9%	5.9%		
Gold Wolverhampton	1298	1298	0	0%	47	45	-2	-4%	4%	3%			358	432	74	21%	7.6	9.5			1.3%	1.6%		
Gold Birmingham	2055	2054	-1	0%	75	79	4	5%	4%	4%			526	776	250	48%	7.1	9.8			1.3%	2.0%		
Gold Coventry	653	653	0	0%	29	19	-10	-34%	4%	3%			178	181	3	2%	6.2	9.6			1.5%	1.4%		
Mercia	653	653	0	0%	140	125	-15	-11%	21%	19%			1101	996	-105	-10%	7.9	8.0			9.0%	7.9%		
Wyvern FM	496	496	0	0%	97	93	-4	-4%	20%	19%			770	724	-46	-6%	7.9	7.8			8.0%	7.4%		
Panjab Radio	10895	10895	0	0%	56	44	-12	-21%	1%	1%			410	235	-175	-43%	7.3	5.3			0.2%	0.1%		
Pennine FM (formerly 107.9 Home FM)	206	205	-1	0%	18	18	0	0%	9%	9%			130	113	-17	-13%	7.2	6.4			3.6%	3.1%		
Premier Christian Radio	10895	10895	0	0%	164	136	-28	-17%	2%	1%			1269	2254	985	78%	7.8	16.6			0.6%	1.1%		
107.4 The Quay	376	376	0	0%	51	55	4	8%	14%	14%			228	241	13	6%	4.5	4.4			2.7%	2.8%		
Reading 107 FM	223	224	1	0%	23	23	0	0%	10%	10%			126	146	20	16%	5.5	6.4			3.5%	3.9%		
96.2 The Revolution	507	507	0	0%	24	24	0	0%	5%	5%			188	335	147	78%	7.8	14.0			2.1%	4.0%		
Southwest Local Radio Group (Palm & Exeter FM)	531	530	-1	0%	55	59	4	7%	10%	11%			411	415	4	1%	7.5	7.0			3.6%	3.7%		
Exeter FM	303	303	0	0%	25	24	-1	-4%	8%	8%			146	121	-25	-17%	5.7	5.0			2.2%	1.8%		
Palm FM	228	227	-1	0%	29	35	6	21%	13%	15%			265	294	29	11%	9.0	8.4			5.6%	6.3%		
107.5 Sovereign Radio	151	150	-1	-1%	23	24	1	4%	15%	16%			126	163	37	29%	5.5	6.8			4.4%	5.5%		
Total Star Radio (Bristol)	588	587	-1	0%	53	51	-2	-4%	9%	9%			388	351	-37	-10%	7.3	6.8			3.2%	3.0%		
Original 106 (Bristol)	588	588	0	0%	27	20	-7	-26%	5%	3%			118	110	-8	-7%	4.4	5.6			1.0%	0.9%		
Star Radio (Bristol)	457	457	0	0%	38	35	-3	-8%	8%	8%			298	247	-51	-17%	7.9	7.0			3.2%	2.7%		
Star Radio in North Somerset	133	133	0	0%	22	19	-3	-14%	16%	14%			222	176	-46	-21%	10.2	9.2			7.6%	6.0%		
The Sunrise Group	51280	51280	0	0%	503	578	75	15%	1%	1%			4699	5205	506	11%	9.3	9.0			0.5%	0.5%		
Buzz Asia 963 & 972AM	10895	10895	0	0%	188	167	-21	-11%	2%	2%			1193	935	-258	-22%	6.3	5.6			0.6%	0.4%		
Kisamat Radio 1035 (Greater London)	10895	10895	0	0%	114	85	-29	-25%	1%	1%			782	849	67	9%	6.8	10.0			0.4%	0.4%		
Sunrise Radio (Greater London)	10895	10895	0	0%	355	364	9	3%	3%	3%			2963	2562	-401	-14%	8.3	7.0			1.4%	1.3%		
Sunrise Radio National	51280	51280	0	0%	469	483	14	3%	1%	1%			3753	3192	-561	-15%	8.0	6.6			0.4%	0.3%		
SWR Group	463	464	1	0%	59	62	3	5%	13%	13%			603	647	44	7%	10.3	10.4			6.0%	6.4%		
Bath FM	103	104	1	1%	13	11	-2	-15%	12%	10%			79	50	-29	-37%	6.3	4.7			3.6%	2.4%		
Brunel FM	184	184	0	0%	12	16	4	33%	7%	9%			99	126	27	27%	8.0	8.0			2.5%	3.1%		
QuayWest FM	110	109	-1	-1%	18	20	2	11%	17%	18%			235	269	34	14%	12.9	13.7			8.9%	10.0%		
3TR	66	66	0	0%	15	16	1	7%	23%	24%			189	202	13	7%	12.4	12.7			14.0%	15.6%		
Time FM 106.6	282	282	0	0%	28	23	-5	-18%	10%	8%			198	149	-49	-25%	7.1	6.5			3.7%	2.9%		
Tindle Radio Group	1438	1350	-88	-6%	307	294	-13	-4%	21%	22%			2971	2912	-59	-2%	9.7	9.9			10.0%	10.4%		
Tindle Radio Anglia	993	993	0	0%	176	185	9	5%	18%	19%			1513	1715	202	13%	8.6	9.3			7.5%	8.4%		
103.4 The Beach	184	184	0	0%	53	51	-2	-4%	29%	27%			510	552	42	8%	9.6	10.9			14.6%	15.0%		
Dream 100	141	141	0	0%	33	39	6	18%	24%	27%			301	371	70	23%	9.0	9.6			10.8%	14.0%		
North Norfolk Radio	92	91	-1	-1%	15	17	2	13%	16%	19%			148	180	32	22%	9.8	10.3			6.9%	8.3%		
99.9 Radio Norwich	324	324	0	0%	44	46	2	5%	14%	14%			302	343	41	14%	6.8	7.4			4.3%	4.8%		
Town 102 FM	275	275	0	0%	30	32	2	7%	11%	12%			252	269	17	7%	8.3	8.4			4.9%	5.2%		
Channel 103 FM	76	76	0	0%	40	39	-1	-3%	53%	51%			447	409	-38	-9%	11.1	10.4			29.8%	28.0%		
Delta FM	93	93	0	0%	15	15	0	0%	17%	16%			164	158	-6	-4%	10.6	10.7			8.1%	7.9%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

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	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Last Pub	W4 2009		
Island FM 104.7	51	51	0	0%	25	24	-1	-4%	48%	48%			288	294	6	2%	11.7	12.0	35.5%	35.3%		
Kestrel FM	136	136	0	0%	36	31	-5	-14%	27%	23%			419	337	-82	-20%	11.5	10.8	12.6%	9.7%		
Total Touch Radio Network	890	889	-1	0%	128	132	4	3%	14%	15%			1180	1214	34	3%	9.2	9.2	6.7%	6.9%		
Rugby FM	71	70	-1	-1%	22	20	-2	-9%	31%	28%			211	209	-2	-1%	9.6	10.5	14.9%	14.8%		
Touchradio Staffs	247	248	1	0%	25	29	4	16%	10%	12%			271	307	36	13%	10.8	10.5	5.6%	6.6%		
96.2FM Touchradio - Coventry	285	285	0	0%	32	33	1	3%	11%	12%			227	231	4	2%	7.2	7.0	4.2%	4.3%		
102FM Touchradio - Warks, Worcs, Cotswolds	287	287	0	0%	43	44	1	2%	15%	15%			418	419	1	0%	9.7	9.5	6.9%	6.8%		
107.3 Touchradio - Warwick	133	133	0	0%	7	7	0	0%	5%	5%			53	48	-5	-9%	8.0	7.2	2.3%	2.1%		
Town and Country Broadcasting (South and West Wales)	1578	1578	0	0%	204	215	11	5%	13%	14%			1686	1792	106	6%	8.3	8.3	5.1%	5.5%		
Total Bridge FM	n/p	1405	n/a	n/a	n/p	103	n/a	n/a	n/p	7%			n/p	736	n/a	n/a	n/p	7.1	n/p	2.5%		
106.3 Bridge FM	121	122	1	1%	37	36	-1	-3%	30%	30%			357	321	-36	-10%	9.8	8.9	14.2%	12.5%		
Nation Radio	1405	1405	0	0%	78	89	11	14%	6%	6%			344	552	208	60%	4.4	6.2	1.2%	1.9%		
97.1 Radio Carmarthenshire	127	127	0	0%	38	38	0	0%	30%	30%			289	324	35	12%	7.7	8.4	11.1%	12.4%		
102.5 Radio Pembrokeshire	92	92	0	0%	42	42	0	0%	45%	45%			449	466	17	4%	10.7	11.2	22.8%	24.4%		
102.1 Bay Radio (was 102.1 Swansea Bay Radio)	454	454	0	0%	35	38	3	9%	8%	8%			322	266	-56	-17%	9.1	7.1	3.5%	2.9%		
Total UKRD	1567	1434	-133	-8%	407	382	-25	-6%	26%	27%			3594	3162	-432	-12%	8.8	8.3	11.0%	10.9%		
Pirate FM	480	480	0	0%	144	153	9	6%	30%	32%			1546	1650	104	7%	10.8	10.8	15.4%	16.0%		
The County Sound Radio Network	538	539	1	0%	161	154	-7	-4%	30%	29%			1214	1167	-47	-4%	7.6	7.6	11.2%	10.8%		
County Sound 1566	538	539	1	0%	13	14	1	8%	2%	3%			65	51	-14	-22%	5.0	3.6	0.6%	0.5%		
96.4 Eagle Radio	538	539	1	0%	147	140	-7	-5%	27%	26%			1149	1117	-32	-3%	7.8	8.0	10.6%	10.3%		
Total UKRD East	415	415	0	0%	76	77	1	1%	18%	19%			583	594	11	2%	7.7	7.7	6.7%	7.6%		
KL.FM 96.7	150	149	-1	-1%	49	48	-1	-2%	32%	32%			581	494	-87	-15%	12.0	10.3	16.4%	14.5%		
Star Radio in Cambridge	266	266	0	0%	26	25	-1	-4%	10%	9%			159	112	-47	-30%	6.2	4.5	2.9%	2.2%		
UTV Radio (inc. talkSPORT)	51280	51280	0	0%	3593	3616	23	1%	7%	7%			30462	30897	435	1%	8.5	8.5	3.0%	3.1%		
UTV Radio (excl. talkSPORT)	6069	6069	0	0%	1226	1201	-25	-2%	20%	20%			11595	10667	-928	-8%	9.5	8.9	9.9%	9.5%		
107.6 Juice FM	954	954	0	0%	109	122	13	12%	11%	13%			713	595	-118	-17%	6.5	4.9	4.5%	3.7%		
Peak 107 FM	413	413	0	0%	84	85	1	1%	20%	21%			866	838	-28	-3%	10.4	9.9	10.3%	10.1%		
The Pulse/Pulse 2	848	848	0	0%	143	135	-8	-6%	17%	16%			1122	936	-186	-17%	7.9	6.9	7.2%	6.4%		
The Pulse	848	848	0	0%	136	124	-12	-9%	16%	15%			1043	843	-200	-19%	7.6	6.8	6.7%	5.7%		
Pulse 2	848	848	0	0%	35	35	0	0%	4%	4%			79	92	13	16%	2.3	2.6	0.5%	0.6%		
Signal One & Signal Two	770	771	1	0%	239	254	15	6%	31%	33%			3311	3420	109	3%	13.8	13.5	20.2%	21.9%		
Signal One	770	771	1	0%	224	243	19	8%	29%	32%			2891	3026	135	5%	12.9	12.5	17.6%	19.4%		
Signal Two	770	771	1	0%	45	44	-1	-2%	6%	6%			420	394	-26	-6%	9.3	9.0	2.6%	2.5%		
107.4 Tower FM	430	431	1	0%	51	49	-2	-4%	12%	11%			414	350	-64	-15%	8.2	7.1	5.3%	4.7%		
Total Swansea Sound/96.4 FM The Wave	454	454	0	0%	189	184	-5	-3%	42%	41%			2012	1888	-124	-6%	10.7	10.3	22.0%	20.6%		
96.4 FM The Wave	454	454	0	0%	142	138	-4	-3%	31%	30%			1218	1160	-58	-5%	8.6	8.4	13.3%	12.7%		
Swansea Sound - 1170 MW	454	454	0	0%	75	78	3	4%	16%	17%			793	728	-65	-8%	10.6	9.4	8.7%	7.9%		
U105	851	851	0	0%	142	136	-6	-4%	17%	16%			1392	1117	-275	-20%	9.8	8.2	7.9%	6.8%		
Radio Wave 96.5 FM	241	240	-1	0%	63	63	0	0%	26%	26%			589	586	-3	-1%	9.3	9.3	11.8%	11.7%		
102.4 Wish / 107.2 Wire	703	705	2	0%	139	147	8	6%	20%	21%			993	1008	15	2%	7.1	6.8	7.4%	7.5%		
107.2 Wire FM	277	276	-1	0%	65	63	-2	-3%	23%	23%			528	468	-60	-11%	8.2	7.4	9.0%	8.6%		
102.4 Wish FM	465	464	-1	0%	75	86	11	15%	16%	19%			465	540	75	16%	6.2	6.3	5.7%	6.3%		
107.7 The Wolf	429	429	0	0%	40	41	1	3%	9%	10%			216	272	56	26%	5.5	6.7	2.6%	3.2%		
Wave 102 FM	153	153	0	0%	24	25	1	4%	15%	17%			194	204	10	5%	8.2	8.1	7.4%	7.4%		
Yorkshire Radio	5058	4461	-597	-12%	63	52	-11	-17%	1%	1%			337	182	-155	-46%	5.4	3.5	0.3%	0.2%		

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	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009
BBC Local Radio	41367	41367	0	0%	6390	6706	316	5%	15%	16%		62815	63451	636	1%	9.8	9.5	7.7%	8.0%			
BBC Radio Berkshire	786	786	0	0%	114	132	18	16%	14%	17%		890	1106	216	24%	7.8	8.4	6.1%	7.5%			
BBC Radio Bristol	885	885	0	0%	159	153	-6	-4%	18%	17%		1736	1604	-132	-8%	10.9	10.5	9.6%	9.3%			
BBC Radio Cambridgeshire	703	703	0	0%	109	109	0	0%	15%	16%		823	739	-84	-10%	7.6	6.8	5.8%	5.8%			
BBC Radio Cornwall	456	456	0	0%	135	143	8	6%	30%	31%		1659	1765	106	6%	12.2	12.3	17.0%	17.8%			
BBC Coventry and Warwickshire	659	660	1	0%	73	78	5	7%	11%	12%		563	596	33	6%	7.7	7.6	4.4%	4.5%			
BBC Radio Cumbria	407	406	-1	0%	121	122	1	1%	30%	30%		1197	1243	46	4%	9.9	10.2	15.4%	15.9%			
BBC Radio Derby	629	629	0	0%	154	155	1	1%	25%	25%		1696	1643	-53	-3%	11.0	10.6	13.7%	13.8%			
BBC Radio Devon	977	978	1	0%	216	202	-14	-6%	22%	21%		2464	2440	-24	-1%	11.4	12.1	12.3%	12.5%			
BBC Essex	1261	1262	1	0%	234	224	-10	-4%	19%	18%		2895	2809	-86	-3%	12.4	12.5	10.2%	9.9%			
BBC Radio Gloucestershire	483	483	0	0%	103	97	-6	-6%	21%	20%		1056	1155	99	9%	10.3	11.9	9.4%	11.5%			
BBC Hereford & Worcester	494	494	0	0%	108	96	-12	-11%	22%	19%		945	1097	152	16%	8.7	11.5	9.7%	11.6%			
BBC Radio Humberside	763	763	0	0%	218	184	-34	-16%	29%	24%		2205	2024	-181	-8%	10.1	11.0	12.4%	11.5%			
BBC Radio Kent	1378	1379	1	0%	218	204	-14	-6%	16%	15%		2485	2260	-225	-9%	11.4	11.1	7.7%	6.8%			
BBC Radio Lancashire	1183	1184	1	0%	227	222	-5	-2%	19%	19%		2183	2264	81	4%	9.6	10.2	10.2%	10.7%			
BBC Radio Leeds	1619	1620	1	0%	229	233	4	2%	14%	14%		1819	1750	-69	-4%	7.9	7.5	6.5%	6.4%			
BBC Radio Leicester	798	799	1	0%	161	180	19	12%	20%	23%		1765	1747	-18	-1%	11.0	9.7	11.6%	11.1%			
BBC Radio Lincolnshire	535	535	0	0%	111	94	-17	-15%	21%	18%		1316	1126	-190	-14%	11.9	12.0	11.9%	10.3%			
BBC London 94.9	10895	10895	0	0%	405	443	38	9%	4%	4%		3045	3272	227	7%	7.5	7.4	1.4%	1.6%			
BBC Radio Manchester	2121	2120	-1	0%	187	212	25	13%	9%	10%		1470	1524	54	4%	7.8	7.2	3.8%	4.2%			
BBC Radio Merseyside	1616	1616	0	0%	279	302	23	8%	17%	19%		4140	3409	-731	-18%	14.8	11.3	14.7%	12.1%			
BBC Radio Newcastle	1412	1411	-1	0%	296	282	-14	-5%	21%	20%		2417	2147	-270	-11%	8.2	7.6	9.4%	8.5%			
BBC Radio Norfolk	759	759	0	0%	190	192	2	1%	25%	25%		2722	2398	-324	-12%	14.3	12.5	16.0%	14.7%			
BBC Radio Northampton	476	476	0	0%	75	84	9	12%	16%	18%		837	1076	239	29%	11.2	12.7	8.8%	12.3%			
BBC Radio Nottingham	784	783	-1	0%	171	178	7	4%	22%	23%		1511	1680	169	11%	8.9	9.4	9.1%	10.7%			
BBC Oxford 95.2FM	515	515	0	0%	71	63	-8	-11%	14%	12%		771	558	-213	-28%	10.8	8.9	7.2%	5.6%			
BBC Radio Sheffield	1254	1255	1	0%	216	225	9	4%	17%	18%		1949	1925	-24	-1%	9.0	8.5	8.4%	8.5%			
BBC Radio Shropshire	378	378	0	0%	103	94	-9	-9%	27%	25%		1290	1242	-48	-4%	12.5	13.2	16.1%	15.5%			
BBC Radio Solent	1519	1519	0	0%	249	236	-13	-5%	16%	16%		2856	2633	-223	-8%	11.5	11.1	8.2%	7.6%			
BBC Solent for Dorset	172	172	0	0%	22	22	0	0%	13%	13%		192	206	14	7%	8.7	9.4	5.3%	5.7%			
BBC Somerset	439	439	0	0%	56	54	-2	-4%	13%	12%		779	706	-73	-9%	14.0	13.0	7.2%	6.4%			
BBC Radio Stoke	594	595	1	0%	192	161	-31	-16%	32%	27%		1976	1811	-165	-8%	10.3	11.3	15.1%	14.9%			
BBC Radio Suffolk	528	528	0	0%	110	113	3	3%	21%	21%		930	1183	253	27%	8.4	10.5	8.9%	11.1%			
BBC Sussex and BBC Surrey	2439	2439	0	0%	219	220	1	0%	9%	9%		2263	2094	-169	-7%	10.3	9.5	4.3%	4.0%			
BBC Tees	786	786	0	0%	121	136	15	12%	15%	17%		774	690	-84	-11%	6.4	5.1	5.5%	4.7%			
BBC Three Counties Radio	1271	1271	0	0%	142	133	-9	-6%	11%	10%		1067	964	-103	-10%	7.5	7.3	4.4%	3.9%			
BBC WM (Birmingham & Black Country)	2247	2246	-1	0%	238	231	-7	-3%	11%	10%		2236	2337	101	5%	9.4	10.1	5.1%	5.5%			
BBC Radio Wiltshire/Swindon	536	536	0	0%	68	73	5	7%	13%	14%		652	530	-122	-19%	9.5	7.2	5.9%	4.9%			
BBC Radio York	530	530	0	0%	87	84	-3	-3%	16%	16%		633	632	-1	0%	7.3	7.6	5.8%	5.8%			
BBC Radio Guernsey	51	51	0	0%	18	18	0	0%	35%	35%		191	209	18	9%	10.7	11.5	23.6%	25.1%			
BBC Radio Jersey	76	76	0	0%	32	31	-1	-3%	42%	41%		338	324	-14	-4%	10.6	10.3	22.6%	22.2%			

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2009/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Change %	%	Last Pub	W4 2009	Change 000's	%	Last Pub	W4 2009	Last Pub	W4 2009		
LOCAL COMMERCIAL																						
Total Absolute Radio Network (was Total Virgin Radio Network)	51280	51280	0	0%	1805	1673	-132	-7%	4%	3%	12272	12484	212	2%	6.8	7.5	1.2%	1.3%				
Total Absolute Radio (was Total Virgin Radio)	51280	51280	0	0%	1587	1493	-94	-6%	3%	3%	11038	11272	234	2%	7.0	7.6	1.1%	1.1%				
Total Absolute Radio (London) (was Total Virgin (London))	10895	10895	0	0%	877	803	-74	-8%	8%	7%	5670	5946	276	5%	6.5	7.4	2.6%	3.0%				
Absolute Radio London (was Virgin Radio London)	10895	10895	0	0%	783	689	-94	-12%	7%	6%	4506	4684	178	4%	5.8	6.8	2.1%	2.3%				
Absolute Radio National (was Virgin Radio National)	51280	51280	0	0%	926	903	-23	-2%	2%	2%	6531	6588	57	1%	7.1	7.3	0.6%	0.7%				
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51280	51280	0	0%	179	217	38	21%	*%	*%	898	924	26	3%	5.0	4.3	0.1%	0.1%				
Absolute Radio Xtreme (was Virgin Radio Xtreme)	51280	51280	0	0%	71	81	10	14%	*%	*%	404	284	-120	-30%	5.7	3.5	*%	*%				
Heat	51280	51280	0	0%	623	447	-176	-28%	1%	1%	2327	1966	-361	-16%	3.7	4.4	0.2%	0.2%				
The Hits	51280	51280	0	0%	1151	1011	-140	-12%	2%	2%	4475	3246	-1229	-27%	3.9	3.2	0.4%	0.3%				
Jazz FM	51280	51280	0	0%	416	446	30	7%	1%	1%	1850	1542	-308	-17%	4.4	3.5	0.2%	0.2%				
NME Radio	51280	51280	0	0%	218	177	-41	-19%	*%	*%	472	597	125	26%	2.2	3.4	*%	0.1%				
Planet Rock	51280	51280	0	0%	708	698	-10	-1%	1%	1%	5163	4956	-207	-4%	7.3	7.1	0.5%	0.5%				
Q	51280	51280	0	0%	270	219	-51	-19%	1%	*%	733	718	-15	-2%	2.7	3.3	0.1%	0.1%				
Smash Hits Radio	51280	51280	0	0%	961	858	-103	-11%	2%	2%	3977	2577	-1400	-35%	4.1	3.0	0.4%	0.3%				
talkSPORT	51280	51280	0	0%	2474	2496	22	1%	5%	5%	19586	20438	852	4%	7.9	8.2	1.9%	2.1%				
BBC Radio 1	51280	51280	0	0%	11112	10763	-349	-3%	22%	21%	99597	97215	-2382	-2%	9.0	9.0	9.9%	9.8%				
BBC Radio 2	51280	51280	0	0%	13622	13473	-149	-1%	27%	26%	160624	163009	2385	1%	11.8	12.1	15.9%	16.5%				
BBC Radio 3	51280	51280	0	0%	2192	1874	-318	-15%	4%	4%	13947	10902	-3045	-22%	6.4	5.8	1.4%	1.1%				
BBC Radio 4	51280	51280	0	0%	10218	9841	-377	-4%	20%	19%	125263	123719	-1544	-1%	12.3	12.6	12.4%	12.5%				
BBC Radio FIVE LIVE	51280	51280	0	0%	6390	6106	-284	-4%	12%	12%	49027	44711	-4316	-9%	7.7	7.3	4.9%	4.5%				
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51280	51280	0	0%	6535	6188	-347	-5%	13%	12%	53173	45845	-7328	-14%	8.1	7.4	5.3%	4.6%				
FIVE LIVE SPORTS EXTRA	51280	51280	0	0%	963	663	-300	-31%	2%	1%	4146	1134	-3012	-73%	4.3	1.7	0.4%	0.1%				
BBC 6 Music	51280	51280	0	0%	624	695	71	11%	1%	1%	3067	3798	731	24%	4.9	5.5	0.3%	0.4%				
1 Xtra from the BBC	51280	51280	0	0%	547	531	-16	-3%	1%	1%	3866	2980	-886	-23%	7.1	5.6	0.4%	0.3%				
BBC Radio 7	51280	51280	0	0%	884	931	47	5%	2%	2%	5231	5660	429	8%	5.9	6.1	0.5%	0.6%				
BBC Asian Network UK	51280	51280	0	0%	357	360	3	1%	1%	1%	1979	1879	-100	-5%	5.5	5.2	0.2%	0.2%				
BBC World Service	51280	51280	0	0%	1257	1227	-30	-2%	2%	2%	5612	5972	360	6%	4.5	4.9	0.6%	0.6%				
BBC Local/Regional	51280	51280	0	0%	8532	8862	330	4%	17%	17%	82786	83901	1115	1%	9.7	9.5	8.2%	8.5%				
ALL NATIONAL COMMERCIAL (UK)	51280	51280	0	0%	13516	13001	-515	-4%	26%	25%	109666	103134	-6532	-6%	8.1	7.9	10.9%	10.4%				
ALL LOCAL COMMERCIAL (UK)	51280	51280	0	0%	25069	25306	237	1%	49%	49%	318239	317929	-310	0%	12.7	12.6	31.6%	32.2%				
ALL COMMERCIAL (UK)	51280	51280	0	0%	31225	31374	149	0%	61%	61%	427905	421063	-6842	-2%	13.7	13.4	42.4%	42.6%				
ALL BBC (UK)	51280	51280	0	0%	33577	33264	-313	-1%	65%	65%	555143	544880	-10263	-2%	16.5	16.4	55.0%	55.2%				
ALL RADIO (UK)	51280	51280	0	0%	45721	45968	247	1%	89%	90%	1008480	987584	-20896	-2%	22.1	21.5	100.0%	100.0%				