

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011			Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
107.8 Arrow FM for Hastings	116	115	-1	-1%	23	22	-1	-4%	20%	19%			138	125	-13	-9%	6.1	5.7	4.8%	4.3%		
105-107 Atlantic FM	455	454	-1	0%	70	71	1	1%	15%	16%			422	386	-36	-9%	6.0	5.5	4.0%	3.6%		
Bauer Radio Total Portfolio	51951	51951	0	0%	13610	13328	-282	-2%	26%	26%			115898	109739	-6159	-5%	8.5	8.2	10.8%	10.4%		
Bauer Passion Portfolio	51951	51951	0	0%	6169	6337	168	3%	12%	12%			37322	38695	1373	4%	6.0	6.1	3.5%	3.8%		
Bauer Passion Portfolio Digital Stations	51951	51951	0	0%	2089	2096	7	0%	4%	4%			10370	8809	-1561	-15%	5.0	4.2	1.0%	0.9%		
Heat	51951	51951	0	0%	631	648	17	3%	1%	1%			2648	1808	-840	-32%	4.2	2.8	0.2%	0.2%		
The Hits	51951	51951	0	0%	995	984	-11	-1%	2%	2%			3863	3166	-697	-18%	3.9	3.2	0.4%	0.3%		
Q	51951	51951	0	0%	209	283	74	35%	*%	1%			532	933	401	75%	2.5	3.3	*%	0.1%		
Smash Hits Radio	51951	51951	0	0%	889	1004	115	13%	2%	2%			3327	2902	-425	-13%	3.7	2.9	0.3%	0.3%		
Total Bauer Radio ILR	37220	37220	0	0%	10670	10507	-163	-2%	29%	28%			89982	85804	-4178	-5%	8.4	8.2	11.9%	11.7%		
Bauer Place Portfolio Total	51951	51951	0	0%	8992	8779	-213	-2%	17%	17%			76823	71836	-4987	-6%	8.5	8.2	7.1%	6.8%		
FM Bauer Place Portfolio	28720	28720	0	0%	7433	7295	-138	-2%	26%	25%			60102	55878	-4224	-7%	8.1	7.7	10.4%	10.0%		
Bauer Place Portfolio England	23673	23674	1	0%	5777	5710	-67	-1%	24%	24%			45590	42987	-2603	-6%	7.9	7.5	9.5%	9.2%		
FM Bauer Place Portfolio England	23189	23189	0	0%	5223	5173	-50	-1%	23%	22%			37357	34792	-2565	-7%	7.2	6.7	8.0%	7.6%		
Bauer Place Portfolio - North East	2242	2242	0	0%	767	783	16	2%	34%	35%			7114	6493	-621	-9%	9.3	8.3	16.0%	14.8%		
Bauer Middlesborough	815	813	-2	0%	258	262	4	2%	32%	32%			2592	2224	-368	-14%	10.0	8.5	15.0%	12.5%		
Bauer Newcastle	1492	1491	-1	0%	509	522	13	3%	34%	35%			4522	4269	-253	-6%	8.9	8.2	15.8%	15.5%		
Bauer Place Portfolio - North West	5116	5116	0	0%	1440	1394	-46	-3%	28%	27%			11219	10946	-273	-2%	7.8	7.9	11.0%	11.0%		
Bauer Liverpool (inc. City Talk)	1800	1800	0	0%	543	533	-10	-2%	30%	30%			5122	4962	-160	-3%	9.4	9.3	13.8%	13.5%		
Bauer Liverpool	1800	1800	0	0%	516	505	-11	-2%	29%	28%			4658	4380	-278	-6%	9.0	8.7	12.6%	11.9%		
Bauer Manchester	2420	2420	0	0%	633	612	-21	-3%	26%	25%			4335	4553	218	5%	6.8	7.4	9.0%	9.9%		
Bauer Preston	1387	1387	0	0%	313	296	-17	-5%	23%	21%			2226	2013	-213	-10%	7.1	6.8	8.2%	7.8%		
Bauer Place Portfolio - Yorkshire	3149	3149	0	0%	924	942	18	2%	29%	30%			8676	8159	-517	-6%	9.4	8.7	14.1%	13.1%		
Bauer Hull	914	913	-1	0%	283	276	-7	-2%	31%	30%			2661	2363	-298	-11%	9.4	8.6	14.4%	12.4%		
Bauer Leeds	1018	1018	0	0%	223	242	19	9%	22%	24%			2063	2496	433	21%	9.2	10.3	10.4%	12.3%		
Bauer Sheffield	1275	1276	1	0%	421	432	11	3%	33%	34%			4006	3338	-668	-17%	9.5	7.7	16.6%	13.8%		
Bauer Radio London (Magic 105.4/Kiss 100)	11157	11157	0	0%	3209	3408	199	6%	29%	31%			21719	23857	2138	10%	6.8	7.0	9.6%	11.1%		
Kiss 100 FM	11157	11157	0	0%	1703	1874	171	10%	15%	17%			9056	11583	2527	28%	5.3	6.2	4.0%	5.4%		
Magic 105.4	11157	11157	0	0%	1993	2167	174	9%	18%	19%			12663	12273	-390	-3%	6.4	5.7	5.6%	5.7%		
FM Bauer Place Portfolio North East	2242	2242	0	0%	535	577	42	8%	24%	26%			3787	3936	149	4%	7.1	6.8	8.5%	9.0%		
Metro Radio	1492	1491	-1	0%	361	386	25	7%	24%	26%			2477	2551	74	3%	6.9	6.6	8.7%	9.3%		
TFM Radio	815	813	-2	0%	174	191	17	10%	21%	24%			1309	1384	75	6%	7.5	7.2	7.6%	7.8%		
C.F.M. (Bauer Carlisle)	247	247	0	0%	107	95	-12	-11%	43%	39%			999	789	-210	-21%	9.3	8.3	18.3%	16.0%		
Bauer FM Liverpool	1800	1800	0	0%	496	490	-6	-1%	28%	27%			4168	3988	-180	-4%	8.4	8.1	11.2%	10.8%		
Total City Talk/Magic 1548	1800	1800	0	0%	160	185	25	16%	9%	10%			1418	1555	137	10%	8.9	8.4	3.8%	4.2%		
City Talk 105.9	1562	1562	0	0%	67	86	19	28%	4%	6%			464	582	118	25%	6.9	6.7	1.4%	1.8%		
FM Bauer Place Portfolio North West	4968	4968	0	0%	1298	1265	-33	-3%	26%	25%			9182	8766	-416	-5%	7.1	6.9	9.3%	9.1%		
Radio City 96.7	1800	1800	0	0%	465	458	-7	-2%	26%	25%			3704	3407	-297	-8%	8.0	7.4	10.0%	9.2%		
Key 103 (Manchester)	2420	2420	0	0%	570	555	-15	-3%	24%	23%			3666	3607	-59	-2%	6.4	6.5	7.6%	7.9%		
97.4 Rock FM	1239	1239	0	0%	283	267	-16	-6%	23%	22%			1812	1752	-60	-3%	6.4	6.6	7.6%	7.6%		
FM Bauer Place Portfolio Yorkshire	2813	2813	0	0%	739	736	-3	0%	26%	26%			5807	4700	-1107	-19%	7.9	6.4	10.7%	8.5%		
96.3 Radio Aire	682	681	-1	0%	142	145	3	2%	21%	21%			1076	1068	-8	-1%	7.6	7.4	8.4%	8.0%		
Hallam FM	1275	1276	1	0%	362	376	14	4%	28%	30%			3158	2390	-768	-24%	8.7	6.3	13.1%	9.9%		
96.9 Viking FM	914	913	-1	0%	235	219	-16	-7%	26%	24%			1574	1242	-332	-21%	6.7	5.7	8.5%	6.5%		
Bauer Northern Ireland	1432	1433	1	0%	651	629	-22	-3%	45%	44%			7102	5903	-1199	-17%	10.9	9.4	23.8%	21.1%		
97.4 Cool FM	979	979	0	0%	421	430	9	2%	43%	44%			4396	3761	-635	-14%	10.5	8.7	20.5%	18.8%		
Downtown Radio (DTR)	1432	1433	1	0%	288	263	-25	-9%	20%	18%			2707	2142	-565	-21%	9.4	8.2	9.1%	7.7%		
Bauer Place Portfolio - Scotland	4110	4110	0	0%	1732	1672	-60	-3%	42%	41%			19092	18388	-704	-4%	11.0	11.0	24.3%	24.4%		
FM Bauer Place Portfolio Scotland	4110	4110	0	0%	1525	1530	5	0%	37%	37%			15122	14922	-200	-1%	9.9	9.8	19.4%	19.5%		
Bauer Radio Central Scotland	2857	2856	-1	0%	1041	1003	-38	-4%	36%	35%			11103	10320	-783	-7%	10.7	10.3	21.1%	20.3%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
Scottish AMs	3541	3541	0	0%	411	408	-3	-1%	12%	12%	3450	3206	-244	-7%	8.4	7.9	5.3%	5.1%		
Bauer Glasgow	1848	1847	-1	0%	674	640	-34	-5%	36%	35%	7203	6432	-771	-11%	10.7	10.1	21.5%	19.0%		
Clyde 1 FM	1848	1847	-1	0%	583	557	-26	-4%	32%	30%	5654	4884	-770	-14%	9.7	8.8	16.9%	14.4%		
Clyde 2	1848	1847	-1	0%	204	191	-13	-6%	11%	10%	1550	1548	-2	0%	7.6	8.1	4.6%	4.6%		
Bauer Edinburgh	1108	1107	-1	0%	371	367	-4	-1%	33%	33%	3899	3888	-11	0%	10.5	10.6	18.9%	20.8%		
ForthOne	1108	1107	-1	0%	342	341	-1	0%	31%	31%	3258	3441	183	6%	9.5	10.1	15.8%	18.4%		
Forth2	1108	1107	-1	0%	100	89	-11	-11%	9%	8%	642	447	-195	-30%	6.4	5.0	3.1%	2.4%		
Moray Firth Radio (Bauer Inverness)	234	234	0	0%	128	125	-3	-2%	55%	53%	1538	1520	-18	-1%	12.0	12.2	27.9%	27.8%		
Bauer Aberdeen	318	319	1	0%	149	148	-1	-1%	47%	47%	1564	1431	-133	-9%	10.5	9.6	25.3%	23.2%		
Northsound One	318	319	1	0%	136	132	-4	-3%	43%	41%	1163	1035	-128	-11%	8.5	7.9	18.8%	16.8%		
Northsound Two	318	319	1	0%	43	43	0	0%	14%	14%	401	396	-5	-1%	9.3	9.2	6.5%	6.4%		
Radio Borders (Bauer Borders)	107	108	1	1%	61	59	-2	-3%	57%	54%	844	719	-125	-15%	13.8	12.2	36.7%	32.5%		
Bauer Dundee	378	378	0	0%	175	175	0	0%	46%	46%	2193	2208	15	1%	12.5	12.6	30.3%	32.0%		
Tay-FM	378	378	0	0%	133	134	1	1%	35%	35%	1455	1484	29	2%	11.0	11.1	20.1%	21.5%		
Tay-AM	378	378	0	0%	67	66	-1	-1%	18%	18%	738	724	-14	-2%	11.0	10.9	10.2%	10.5%		
West Sound (inc. West FM) (Bauer Southwest Scotland)	389	389	0	0%	181	187	6	3%	47%	48%	1813	1940	127	7%	10.0	10.4	23.3%	24.2%		
Kerrang! UK	51951	51951	0	0%	1390	1311	-79	-6%	3%	3%	6937	6098	-839	-12%	5.0	4.7	0.6%	0.6%		
Kerrang! 105.2	3551	3550	-1	0%	373	327	-46	-12%	11%	9%	2951	2319	-632	-21%	7.9	7.1	4.2%	3.4%		
Kiss UK	51951	51951	0	0%	4143	4175	32	1%	8%	8%	21397	22194	797	4%	5.2	5.3	2.0%	2.1%		
Kiss East	2072	2073	1	0%	429	453	24	6%	21%	22%	2759	2777	18	1%	6.4	6.1	6.3%	6.4%		
Kiss West	2393	2393	0	0%	471	485	14	3%	20%	20%	3184	3299	115	4%	6.8	6.8	5.9%	6.3%		
Magic UK	51951	51951	0	0%	3833	3865	32	1%	7%	7%	26208	23929	-2279	-9%	6.8	6.2	2.4%	2.3%		
Magic Network - North	10473	10472	-1	0%	806	833	27	3%	8%	8%	8232	8195	-37	0%	10.2	9.8	4.0%	4.0%		
Magic Network - North East	2242	2242	0	0%	281	286	5	2%	13%	13%	3327	2557	-770	-23%	11.8	9.0	7.5%	5.8%		
Magic 1152 (Newcastle)	1492	1491	-1	0%	178	187	9	5%	12%	13%	2045	1718	-327	-16%	11.5	9.2	7.1%	6.3%		
Magic 1170 (Teesside)	815	813	-2	0%	104	99	-5	-5%	13%	12%	1282	839	-443	-35%	12.4	8.5	7.4%	4.7%		
Magic Network - North West	5081	5081	0	0%	232	234	2	1%	5%	5%	2037	2179	142	7%	8.8	9.3	2.0%	2.2%		
Magic 1548 (Liverpool)	1800	1800	0	0%	101	109	8	8%	6%	6%	954	973	19	2%	9.4	8.9	2.6%	2.6%		
Magic 1152 (Manchester)	2420	2420	0	0%	91	82	-9	-10%	4%	3%	669	946	277	41%	7.4	11.5	1.4%	2.1%		
Magic 999 (Preston)	1102	1103	1	0%	40	43	3	8%	4%	4%	414	260	-154	-37%	10.3	6.0	1.9%	1.2%		
Magic Network - Yorkshire	3149	3149	0	0%	292	313	21	7%	9%	10%	2869	3459	590	21%	9.8	11.0	4.7%	5.6%		
Magic 828 (Leeds)	1018	1018	0	0%	106	128	22	21%	10%	13%	986	1429	443	45%	9.3	11.1	5.0%	7.1%		
Magic AM (Sheffield)	1275	1276	1	0%	103	100	-3	-3%	8%	8%	848	948	100	12%	8.2	9.5	3.5%	3.9%		
Magic 1161 (Hull)	914	913	-1	0%	87	88	1	1%	10%	10%	1088	1121	33	3%	12.5	12.8	5.9%	5.9%		
Wave 105 FM (Bauer South Coast)	1762	1762	0	0%	397	389	-8	-2%	23%	22%	3972	3824	-148	-4%	10.0	9.8	10.8%	10.2%		
The Breeze (South)	1261	1261	0	0%	43	55	12	28%	3%	4%	304	408	104	34%	7.0	7.4	1.2%	1.6%		
The Breeze (East) (formerly The Quay)	640	640	0	0%	18	23	5	28%	3%	4%	133	214	81	61%	7.4	9.5	1.0%	1.6%		
The Breeze (West)	621	621	0	0%	25	33	8	32%	4%	5%	171	194	23	13%	6.8	6.0	1.3%	1.6%		
Triple Broadcast Co Group	424	1428	1004	237%	64	70	6	9%	15%	5%	551	500	-51	-9%	8.7	7.1	6.2%	1.7%		
Total Fire Radio	n/p	1294	n/a	n/a	n/p	50	n/a	n/a	n/p	4%	n/p	366	n/a	n/a	n/p	7.3	n/p	1.4%		
Fire Radio	290	290	0	0%	43	45	2	5%	15%	15%	401	332	-69	-17%	9.3	7.4	6.9%	5.5%		
Fire Radio South Coast	n/p	1003	n/a	n/a	n/p	5	n/a	n/a	n/p	1%	n/p	34	n/a	n/a	n/p	6.4	n/p	0.2%		
Nova Radio - Weston (was Star Radio in North Somerset)	134	135	1	1%	20	20	0	0%	15%	15%	150	134	-16	-11%	7.4	6.7	4.8%	4.1%		
Central FM	220	220	0	0%	53	49	-4	-8%	24%	22%	283	257	-26	-9%	5.3	5.2	7.5%	7.1%		
Total Cheshire Radio	364	363	-1	0%	55	53	-2	-4%	15%	15%	328	369	41	13%	6.0	7.0	4.7%	5.3%		
Cheshire's Silk 106.9	179	179	0	0%	20	19	-1	-5%	11%	11%	104	93	-11	-11%	5.3	4.8	3.0%	2.7%		
Chester's Dee 106.3	185	184	-1	-1%	35	34	-1	-3%	19%	18%	225	276	51	23%	6.3	8.2	6.2%	7.9%		
Total CN Radio	836	836	0	0%	265	261	-4	-2%	32%	31%	2697	2170	-527	-20%	10.2	8.3	14.0%	11.6%		
The Bay	284	284	0	0%	108	108	0	0%	38%	38%	1331	1166	-165	-12%	12.4	10.7	19.5%	17.6%		
Citybeat 96.7/102.5FM	553	552	-1	0%	139	126	-13	-9%	25%	23%	990	761	-229	-23%	7.1	6.0	7.7%	6.3%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
Lakeland Radio	51	51	0	0%	14	16	2	14%	28%	32%	136	142	6	4%	9.6	8.9	11.4%	12.0%		
Connect FM (was Connect FM and Lite 106.8FM)	413	413	0	0%	46	42	-4	-9%	11%	10%	470	427	-43	-9%	10.1	10.2	5.8%	5.7%		
Exeter FM	296	296	0	0%	29	29	0	0%	10%	10%	175	166	-9	-5%	6.1	5.8	2.6%	2.5%		
3FM	69	69	0	0%	21	22	1	5%	30%	32%	213	197	-16	-8%	10.2	9.0	13.5%	12.0%		
<b>Total Global Radio (UK)</b>	<b>51951</b>	<b>51951</b>	<b>0</b>	<b>0%</b>	<b>19800</b>	<b>19414</b>	<b>-386</b>	<b>-2%</b>	<b>38%</b>	<b>37%</b>	<b>174795</b>	<b>171308</b>	<b>-3487</b>	<b>-2%</b>	<b>8.8</b>	<b>8.8</b>	<b>16.3%</b>	<b>16.3%</b>		
Total Choice (UK)	51951	51951	0	0%	765	778	13	2%	1%	1%	4075	4245	170	4%	5.3	5.5	0.4%	0.4%		
Choice FM London	11157	11157	0	0%	562	543	-19	-3%	5%	5%	3067	3147	80	3%	5.5	5.8	1.4%	1.5%		
Classic FM	51951	51951	0	0%	5388	5364	-24	0%	10%	10%	34135	36683	2548	7%	6.3	6.8	3.2%	3.6%		
Capital Network (UK)	51951	51951	0	0%	7032	7079	47	1%	14%	14%	45889	46287	398	1%	6.5	6.5	4.3%	4.4%		
Gold Network (UK)	51951	51951	0	0%	1547	1543	-4	0%	3%	3%	13844	14672	828	6%	9.0	9.5	1.3%	1.4%		
Heart Network (UK)	51951	51951	0	0%	7649	7465	-184	-2%	15%	14%	57864	53082	-4782	-8%	7.6	7.1	5.4%	5.0%		
Total LBC (UK)	51951	51951	0	0%	1115	1149	34	3%	2%	2%	12468	13275	807	6%	11.2	11.6	1.2%	1.3%		
Total XFM (UK)	51951	51951	0	0%	990	839	-151	-15%	2%	2%	5187	5071	-116	-2%	5.2	6.0	0.5%	0.5%		
Global Radio London (ILR)	11157	11157	0	0%	4734	4627	-107	-2%	42%	41%	47440	44641	-2799	-6%	10.0	9.6	21.0%	20.7%		
Global Radio (ILR)	42190	42310	120	0%	13887	13666	-221	-2%	33%	32%	124224	122441	-1783	-1%	8.9	9.0	14.4%	14.4%		
Capital Network (ILR)	30225	30346	121	0%	6196	6294	98	2%	21%	21%	41841	42748	907	2%	6.8	6.8	6.9%	7.2%		
Capital Birmingham (was Galaxy)	2123	2123	0	0%	467	426	-41	-9%	22%	20%	3748	3160	-588	-16%	8.0	7.4	8.9%	8.0%		
Capital East Midlands (was Leicester Sound RAM & Trent FM)	1959	1960	1	0%	558	525	-33	-6%	28%	27%	4378	3831	-547	-12%	7.8	7.3	11.0%	9.7%		
Capital London	11157	11157	0	0%	2179	2254	75	3%	20%	20%	12659	12767	108	1%	5.8	5.7	5.6%	5.9%		
Capital Manchester (was Galaxy)	2838	2838	0	0%	515	519	4	1%	18%	18%	3238	3027	-211	-7%	6.3	5.8	5.5%	5.6%		
Capital North East (was Galaxy)	2219	2217	-2	0%	549	555	6	1%	25%	25%	4185	4469	284	7%	7.6	8.0	9.5%	10.3%		
Capital Scotland (was Galaxy)	2739	2739	0	0%	500	500	0	0%	18%	18%	3423	3711	288	8%	6.8	7.4	6.8%	7.6%		
Capital South Coast (was Galaxy)	1661	1782	121	7%	202	236	34	17%	12%	13%	1355	1601	246	18%	6.7	6.8	3.9%	4.2%		
Capital South Wales (was Red Dragon)	997	998	1	0%	261	253	-8	-3%	26%	25%	1844	1877	33	2%	7.1	7.4	8.2%	8.1%		
Capital Yorkshire (was Galaxy)	4533	4532	-1	0%	1021	1080	59	6%	23%	24%	7673	8442	769	10%	7.5	7.8	8.7%	9.6%		
Gold Network (ILR)	32364	32484	120	0%	1195	1194	-1	0%	4%	4%	11067	11905	838	8%	9.3	10.0	1.6%	1.8%		
Gold Birmingham	2077	2078	1	0%	67	67	0	0%	3%	3%	761	667	-94	-12%	11.3	9.9	1.8%	1.7%		
Gold Cambridgeshire	837	838	1	0%	37	44	7	19%	4%	5%	308	472	164	53%	8.3	10.6	1.9%	3.0%		
Gold Coventry	665	666	1	0%	24	22	-2	-8%	4%	3%	161	136	-25	-16%	6.6	6.3	1.3%	1.1%		
Gold Devon	1028	1028	0	0%	28	39	11	39%	3%	4%	271	298	27	10%	9.8	7.7	1.1%	1.2%		
Gold East Anglia	1205	1205	0	0%	78	79	1	1%	6%	7%	721	730	9	1%	9.2	9.3	2.7%	2.7%		
Gold East Midlands	1959	1960	1	0%	73	82	9	12%	4%	4%	677	814	137	20%	9.2	9.9	1.7%	2.1%		
Gold Essex	1344	1345	1	0%	79	57	-22	-28%	6%	4%	843	787	-56	-7%	10.6	13.7	2.6%	2.5%		
Gold Four Counties	1994	1994	0	0%	63	69	6	10%	3%	3%	289	550	261	90%	4.6	7.9	0.7%	1.4%		
Gold Kent	1177	1177	0	0%	51	58	7	14%	4%	5%	570	535	-35	-6%	11.1	9.2	2.0%	1.9%		
Gold London	11157	11157	0	0%	377	375	-2	-1%	3%	3%	4143	3770	-373	-9%	11.0	10.0	1.8%	1.7%		
Gold Manchester	2838	2838	0	0%	79	79	0	0%	3%	3%	536	563	27	5%	6.8	7.1	1.0%	1.0%		
Gold North West & Wales	997	997	0	0%	23	25	2	9%	2%	3%	196	212	16	8%	8.4	8.5	1.0%	1.1%		
Gold Solent	1661	1782	121	7%	76	74	-2	-3%	5%	4%	712	873	161	23%	9.4	11.8	2.0%	2.3%		
Gold South Wales	997	998	1	0%	46	46	0	0%	5%	5%	762	752	-10	-1%	16.7	16.4	3.4%	3.3%		
Gold Sussex	1359	1358	-1	0%	56	54	-2	-4%	4%	4%	667	645	-22	-3%	11.9	12.1	2.1%	2.0%		
Gold Thames Valley	1425	1424	-1	0%	30	32	2	7%	2%	2%	218	295	77	35%	7.3	9.2	0.7%	1.0%		
Gold West Country	2170	2170	0	0%	104	89	-15	-14%	5%	4%	1182	951	-231	-20%	11.4	10.7	2.5%	2.0%		
Gold Wolverhampton	1305	1305	0	0%	52	46	-6	-12%	4%	4%	606	552	-54	-9%	11.5	12.0	2.2%	2.0%		
Heart Network (ILR)	28795	28917	122	0%	6901	6716	-185	-3%	24%	23%	53930	49462	-4468	-8%	7.8	7.4	9.0%	8.4%		
Heart Cambridgeshire	837	838	1	0%	201	197	-4	-2%	24%	24%	1685	1366	-319	-19%	8.4	6.9	10.2%	8.7%		
Heart Devon	1028	1028	0	0%	341	310	-31	-9%	33%	30%	2697	2187	-510	-19%	7.9	7.1	11.0%	9.0%		
Heart East Anglia	1205	1205	0	0%	324	318	-6	-2%	27%	26%	2697	2585	-112	-4%	8.3	8.1	10.1%	9.5%		
Heart East Midlands	2187	2188	1	0%	61	78	17	28%	3%	4%	177	287	110	62%	2.9	3.7	0.4%	0.6%		
Heart Essex	1344	1345	1	0%	498	400	-98	-20%	37%	30%	4036	4179	143	4%	8.1	10.4	12.7%	13.1%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
<b>LOCAL COMMERCIAL</b>																				
Heart Four Counties	1994	1994	0	0%	494	551	57	12%	25%	28%	4318	4117	-201	-5%	8.7	7.5	10.8%	10.7%		
Heart Kent	1177	1177	0	0%	378	346	-32	-8%	32%	29%	4121	3310	-811	-20%	10.9	9.6	14.8%	11.6%		
Heart London	11157	11157	0	0%	2027	1931	-96	-5%	18%	17%	13137	9886	-3251	-25%	6.5	5.1	5.8%	4.6%		
Heart North West and Wales	997	996	-1	0%	209	190	-19	-9%	21%	19%	1554	1401	-153	-10%	7.4	7.4	8.1%	7.5%		
Heart Solent	1661	1782	121	7%	311	340	29	9%	19%	19%	1927	1960	33	2%	6.2	5.8	5.5%	5.1%		
Heart Sussex	1359	1358	-1	0%	349	342	-7	-2%	26%	25%	3201	3315	114	4%	9.2	9.7	9.9%	10.4%		
Heart Thames Valley	1425	1424	-1	0%	378	373	-5	-1%	27%	26%	2215	2280	65	3%	5.9	6.1	7.6%	7.7%		
Heart West Country	2170	2170	0	0%	708	690	-18	-3%	33%	32%	6566	5314	-1252	-19%	9.3	7.7	13.7%	11.2%		
Heart West Midlands	3584	3584	0	0%	839	748	-91	-11%	23%	21%	6145	5757	-388	-6%	7.3	7.7	8.6%	8.3%		
LBC (ILR)	11157	11157	0	0%	989	1122	133	13%	9%	10%	11706	12826	1120	10%	11.8	11.4	5.2%	5.9%		
LBC 97.3	11157	11157	0	0%	841	967	126	15%	8%	9%	9905	10920	1015	10%	11.8	11.3	4.4%	5.1%		
LBC News 1152	11157	11157	0	0%	382	396	14	4%	3%	4%	1801	1906	105	6%	4.7	4.8	0.8%	0.9%		
XFM (ILR)	13994	13995	1	0%	749	620	-129	-17%	5%	4%	4217	4149	-68	-2%	5.6	6.7	1.5%	1.5%		
XFM London	11157	11157	0	0%	435	406	-29	-7%	4%	4%	2728	2247	-481	-18%	6.3	5.5	1.2%	1.0%		
XFM Manchester	2838	2838	0	0%	212	195	-17	-8%	7%	7%	1647	1645	-2	0%	7.8	8.4	2.9%	3.1%		
Total GMG Radio	51951	51951	0	0%	5685	5593	-92	-2%	11%	11%	49825	47586	-2239	-4%	8.8	8.5	4.6%	4.5%		
GMG Radio North West Total	5272	5272	0	0%	1413	1331	-82	-6%	27%	25%	12806	11562	-1244	-10%	9.1	8.7	12.1%	11.2%		
GMG Radio North West Regional	5235	5235	0	0%	1305	1227	-78	-6%	25%	23%	11964	10623	-1341	-11%	9.2	8.7	11.4%	10.4%		
GMG Radio North East	2242	2242	0	0%	656	660	4	1%	29%	29%	6185	5670	-515	-8%	9.4	8.6	13.9%	12.9%		
GMG Radio Scotland	2902	2901	-1	0%	820	851	31	4%	28%	29%	8174	8646	472	6%	10.0	10.2	15.4%	16.7%		
Total Real Radio UK	n/p	51951	n/a	n/a	n/p	2661	n/a	n/a	n/p	5%	n/p	21836	n/a	n/a	n/p	8.2	n/p	2.1%		
Total Real Radio ILR Network	n/p	15499	n/a	n/a	n/p	2461	n/a	n/a	n/p	16%	n/p	20926	n/a	n/a	n/p	8.5	n/p	6.9%		
Real Radio Brand UK	51951	51951	0	0%	2607	2516	-91	-3%	5%	5%	21616	20641	-975	-5%	8.3	8.2	2.0%	2.0%		
Real Radio Brand ILR Network	15461	15461	0	0%	2403	2316	-87	-4%	16%	15%	20431	19732	-699	-3%	8.5	8.5	6.6%	6.5%		
Real Radio North East - (was Century Radio)	2242	2242	0	0%	323	317	-6	-2%	14%	14%	2281	1927	-354	-16%	7.1	6.1	5.1%	4.4%		
Total Real Radio North West	n/p	5272	n/a	n/a	n/p	642	n/a	n/a	n/p	12%	n/p	5111	n/a	n/a	n/p	8.0	n/p	4.9%		
Real Radio North West - (was Century Radio)	5235	5235	0	0%	587	531	-56	-10%	11%	10%	4640	4172	-468	-10%	7.9	7.9	4.4%	4.1%		
106.1 Real XS (was 106.1 Rock Radio)	2281	2280	-1	0%	141	131	-10	-7%	6%	6%	842	939	97	12%	6.0	7.2	1.8%	2.2%		
Total Real Radio Scotland	n/p	2715	n/a	n/a	n/p	685	n/a	n/a	n/p	25%	n/p	6066	n/a	n/a	n/p	8.9	n/p	12.6%		
Real Radio Scotland	2716	2715	-1	0%	626	652	26	4%	23%	24%	5505	5810	305	6%	8.8	8.9	11.0%	12.0%		
96.3 Real XS (was 96.3 Rock Radio)	819	818	-1	0%	60	51	-9	-15%	7%	6%	315	256	-59	-19%	5.3	5.0	2.1%	1.8%		
Real Radio Wales	2524	2524	0	0%	495	455	-40	-8%	20%	18%	4448	4336	-112	-3%	9.0	9.5	8.0%	7.8%		
Real Radio Wales (North)	688	688	0	0%	48	47	-1	-2%	7%	7%	339	295	-44	-13%	7.0	6.2	2.5%	2.2%		
Real Radio Wales (South)	1837	1836	-1	0%	447	407	-40	-9%	24%	22%	4109	4041	-68	-2%	9.2	9.9	9.9%	9.6%		
Real Radio Yorkshire	2878	2877	-1	0%	371	368	-3	-1%	13%	13%	3557	3552	-5	0%	9.6	9.6	6.4%	6.6%		
Smooth Radio UK	51951	51951	0	0%	3328	3315	-13	0%	6%	6%	27052	25751	-1301	-5%	8.1	7.8	2.5%	2.4%		
Smooth Radio ILR Network	26248	26248	0	0%	2862	2818	-44	-2%	11%	11%	24043	22463	-1580	-7%	8.4	8.0	4.6%	4.4%		
Smooth Radio Midlands	5721	5721	0	0%	774	736	-38	-5%	14%	13%	7203	6525	-678	-9%	9.3	8.9	6.3%	5.9%		
Smooth Radio East Midlands	2178	2177	-1	0%	382	362	-20	-5%	18%	17%	3297	3375	78	2%	8.6	9.3	7.4%	7.7%		
Smooth Radio West Midlands	3584	3584	0	0%	398	378	-20	-5%	11%	11%	3976	3195	-781	-20%	10.0	8.5	5.6%	4.6%		
Smooth Radio Glasgow	1894	1894	0	0%	255	277	22	9%	13%	15%	2354	2580	226	10%	9.2	9.3	6.9%	7.5%		
Smooth Radio London	11157	11157	0	0%	612	456	-156	-25%	5%	4%	3906	2344	-1562	-40%	6.4	5.1	1.7%	1.1%		
Smooth Radio North East	2242	2242	0	0%	418	437	19	5%	19%	19%	3905	3743	-162	-4%	9.3	8.6	8.8%	8.5%		
Smooth Radio North West	5235	5235	0	0%	873	822	-51	-6%	17%	16%	7323	6451	-872	-12%	8.4	7.8	7.0%	6.3%		
IOW Radio	120	122	2	2%	37	38	1	3%	31%	31%	412	377	-35	-8%	11.1	9.8	13.4%	12.6%		
JACKfm Oxfordshire	499	501	2	0%	104	85	-19	-18%	21%	17%	586	437	-149	-25%	5.6	5.2	5.5%	4.2%		
Glide FM 107.9 (was Oxford's FM107.9)	488	490	2	0%	21	18	-3	-14%	4%	4%	97	133	36	37%	4.7	7.2	0.9%	1.3%		
106 JACKfm (Oxford)	499	501	2	0%	91	71	-20	-22%	18%	14%	489	304	-185	-38%	5.4	4.3	4.6%	2.9%		
Jack FM South Coast (Was The Coast)	1694	1692	-2	0%	103	132	29	28%	6%	8%	733	1016	283	39%	7.1	7.7	2.1%	2.8%		
106 JACKfm/Star Radio (Bristol)	614	615	1	0%	120	121	1	1%	20%	20%	845	756	-89	-11%	7.0	6.2	6.2%	5.8%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Last Pub	W4 2011	Change 000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
<b>LOCAL COMMERCIAL</b>																				
106 JACKfm (Bristol) (was Original 106)	615	614	-1	0%	114	108	-6	-5%	19%	18%	806	653	-153	-19%	7.1	6.1	5.8%	5.2%		
The Breeze (South West) (was Star Radio (Bristol))	478	478	0	0%	27	28	1	4%	6%	6%	157	115	-42	-27%	5.7	4.1	1.5%	1.1%		
Kingdom FM	287	286	-1	0%	79	83	4	5%	28%	29%	651	674	23	4%	8.2	8.1	12.1%	12.1%		
kmfm Group	1032	1032	0	0%	169	168	-1	-1%	16%	16%	1253	1339	86	7%	7.4	8.0	5.1%	5.4%		
kmfm East	504	504	0	0%	96	94	-2	-2%	19%	19%	781	861	80	10%	8.1	9.2	6.9%	7.3%		
kmfm West	528	528	0	0%	73	74	1	1%	14%	14%	472	478	6	1%	6.5	6.4	3.6%	3.6%		
Lincs FM Group	2692	2692	0	0%	662	631	-31	-5%	25%	23%	6809	6512	-297	-4%	10.3	10.3	12.1%	11.6%		
Lincs FM 102.2	902	902	0	0%	324	288	-36	-11%	36%	32%	3982	3761	-221	-6%	12.3	13.1	19.8%	18.7%		
Oak FM	312	311	-1	0%	33	27	-6	-18%	10%	9%	250	199	-51	-20%	7.7	7.4	3.9%	3.1%		
Lincs FM Group Yorkshire	1495	1494	-1	0%	297	295	-2	-1%	20%	20%	2474	2474	0	0%	8.3	8.4	8.1%	8.3%		
Dearne FM	230	230	0	0%	57	54	-3	-5%	25%	23%	625	551	-74	-12%	11.0	10.2	13.3%	12.0%		
KCFM 99.8	451	452	1	0%	68	67	-1	-1%	15%	15%	524	535	11	2%	7.7	8.0	5.5%	6.0%		
Ridings FM	297	296	-1	0%	45	44	-1	-2%	15%	15%	316	334	18	6%	7.0	7.6	5.1%	5.6%		
Rother FM	206	207	1	0%	35	38	3	9%	17%	18%	277	296	19	7%	8.0	7.8	6.9%	7.5%		
Trax FM	362	363	1	0%	92	92	0	0%	26%	25%	732	757	25	3%	7.9	8.2	10.2%	10.5%		
The Local Radio Company Group Total	1981	1980	-1	0%	524	516	-8	-2%	26%	26%	4571	4606	35	1%	8.7	8.9	11.4%	11.5%		
2BR	190	190	0	0%	55	55	0	0%	29%	29%	487	470	-17	-3%	8.8	8.5	13.7%	13.5%		
Minster FM	308	308	0	0%	76	78	2	3%	25%	25%	544	669	125	23%	7.2	8.5	8.8%	10.8%		
Mix 96	120	121	1	1%	37	38	1	3%	31%	32%	282	224	-58	-21%	7.6	5.9	11.1%	8.9%		
Spire FM	115	114	-1	-1%	42	42	0	0%	37%	36%	411	421	10	2%	9.7	10.1	14.5%	15.2%		
Spirit FM	216	217	1	0%	47	48	1	2%	22%	22%	449	440	-9	-2%	9.5	9.2	9.7%	9.5%		
Star North East	378	378	0	0%	50	50	0	0%	13%	13%	449	442	-7	-2%	8.9	8.9	6.4%	6.4%		
Star NE - North (was Durham FM)	209	210	1	0%	22	23	1	5%	10%	11%	190	165	-25	-13%	8.8	7.1	5.5%	4.7%		
Star NE - South (was Alpha 103.2)	169	168	-1	-1%	29	26	-3	-10%	17%	16%	259	277	18	7%	9.0	10.5	7.4%	8.2%		
97.2 Stray FM	145	144	-1	-1%	48	47	-1	-2%	34%	32%	338	333	-5	-1%	7.0	7.1	12.0%	11.8%		
Sun FM	274	274	0	0%	84	74	-10	-12%	31%	27%	832	677	-155	-19%	9.9	9.1	16.2%	13.2%		
Wessex FM	119	118	-1	-1%	42	43	1	2%	35%	37%	421	477	56	13%	10.1	11.1	15.4%	16.8%		
Yorkshire Coast Radio	117	117	0	0%	41	41	0	0%	35%	35%	358	453	95	27%	8.8	11.0	14.0%	17.0%		
Radio Mansfield 103.2	154	154	0	0%	38	37	-1	-3%	25%	24%	382	346	-36	-9%	10.1	9.2	12.0%	10.9%		
Manx Radio	69	69	0	0%	36	40	4	11%	52%	58%	432	468	36	8%	12.0	11.7	27.3%	28.5%		
Midwest Radio	191	169	-22	-12%	42	41	-1	-2%	22%	24%	373	334	-39	-10%	8.9	8.2	8.2%	7.8%		
Original 106 (Aberdeen)	318	319	1	0%	51	51	0	0%	16%	16%	283	321	38	13%	5.6	6.3	4.6%	5.2%		
Total Orion Midlands	5900	5899	-1	0%	1348	1277	-71	-5%	23%	22%	9410	10157	747	8%	7.0	8.0	7.9%	8.8%		
Orion Midlands FM	5900	5899	-1	0%	1273	1215	-58	-5%	22%	21%	8392	9178	786	9%	6.6	7.6	7.1%	8.0%		
Gem 106	2187	2187	0	0%	426	403	-23	-5%	19%	18%	2950	2898	-52	-2%	6.9	7.2	6.5%	6.5%		
Orion West Midlands	3802	3803	1	0%	924	878	-46	-5%	24%	23%	6460	7259	799	12%	7.0	8.3	8.5%	10.0%		
Orion West Midlands FM	3802	3803	1	0%	848	813	-35	-4%	22%	21%	5442	6280	838	15%	6.4	7.7	7.2%	8.6%		
Beacon Radio	1305	1305	0	0%	266	274	8	3%	20%	21%	1776	2431	655	37%	6.7	8.9	6.3%	8.9%		
96.4 BRMB	2077	2078	1	0%	359	331	-28	-8%	17%	16%	1707	1825	118	7%	4.8	5.5	4.1%	4.7%		
Mercia	665	666	1	0%	153	140	-13	-8%	23%	21%	1230	1080	-150	-12%	8.0	7.7	9.7%	8.7%		
Wyvern FM	496	496	0	0%	111	106	-5	-5%	22%	21%	679	751	72	11%	6.1	7.1	7.0%	7.7%		
Gold Birmingham	2077	2078	1	0%	67	67	0	0%	3%	3%	761	667	-94	-12%	11.3	9.9	1.8%	1.7%		
Gold Coventry	665	666	1	0%	24	22	-2	-8%	4%	3%	161	136	-25	-16%	6.6	6.3	1.3%	1.1%		
Gold Wolverhampton	1305	1305	0	0%	52	46	-6	-12%	4%	4%	606	552	-54	-9%	11.5	12.0	2.2%	2.0%		
Palm FM	226	226	0	0%	42	37	-5	-12%	19%	16%	326	300	-26	-8%	7.7	8.1	6.1%	5.4%		
Premier Christian Radio	11157	11157	0	0%	181	89	-92	-51%	2%	1%	1461	1076	-385	-26%	8.1	12.0	0.6%	0.5%		
Q Radio Network	576	576	0	0%	128	125	-3	-2%	22%	22%	818	847	29	4%	6.4	6.8	7.6%	7.9%		
Q100.5 (Was Five FM)	83	83	0	0%	23	22	-1	-4%	28%	26%	172	173	1	1%	7.4	8.0	10.5%	10.5%		
Q102.9FM/Q97.2FM/Q101.2FM	298	298	0	0%	79	78	-1	-1%	27%	26%	534	555	21	4%	6.8	7.1	9.5%	10.3%		
Q106 (was Six FM)	94	94	0	0%	12	12	0	0%	13%	13%	73	87	14	19%	6.0	7.3	4.3%	5.2%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011		
Q107 (was Seven FM)	146	146	0	0%	15	14	-1	-7%	10%	10%	38	32	-6	-16%	2.6	2.2	1.4%	1.1%		
Reading 107 FM	237	237	0	0%	25	24	-1	-4%	10%	10%	181	128	-53	-29%	7.4	5.3	4.7%	3.2%		
96.2 The Revolution	513	513	0	0%	48	37	-11	-23%	9%	7%	489	303	-186	-38%	10.1	8.1	4.8%	3.2%		
Southend & Chelmsford Radio	484	484	0	0%	54	58	4	7%	11%	12%	313	355	42	13%	5.8	6.1	2.8%	3.2%		
107.5 Sovereign Radio	152	151	-1	-1%	22	23	1	5%	14%	15%	145	139	-6	-4%	6.7	6.2	4.0%	3.8%		
The Sunrise Group	51951	51951	0	0%	599	539	-60	-10%	1%	1%	5189	4642	-547	-11%	8.7	8.6	0.5%	0.4%		
Buzz Asia 963 & 972AM	11156	11157	1	0%	101	108	7	7%	1%	1%	392	480	88	22%	3.9	4.4	0.2%	0.2%		
Kisमत Radio 1035 (Greater London)	11157	11157	0	0%	133	69	-64	-48%	1%	1%	427	526	99	23%	3.2	7.7	0.2%	0.2%		
Sunrise Radio (Greater London)	11157	11157	0	0%	360	332	-28	-8%	3%	3%	3207	2759	-448	-14%	8.9	8.3	1.4%	1.3%		
Sunrise Radio National	51951	51951	0	0%	453	490	37	8%	1%	1%	3787	3496	-291	-8%	8.4	7.1	0.4%	0.3%		
Time FM 106.6	294	293	-1	0%	16	16	0	0%	6%	5%	167	100	-67	-40%	10.2	6.3	2.9%	1.8%		
Tindle Radio Group	1377	1377	0	0%	357	359	2	1%	26%	26%	3735	3694	-41	-1%	10.5	10.3	12.1%	11.9%		
Kestrel FM (North and South)	232	232	0	0%	47	51	4	9%	20%	22%	412	422	10	2%	8.7	8.3	7.9%	8.0%		
KESTREL FM - was Delta Radio	95	94	-1	-1%	14	16	2	14%	15%	17%	115	144	29	25%	8.1	8.9	6.2%	7.2%		
Kestrel FM	137	138	1	1%	33	34	1	3%	24%	25%	296	279	-17	-6%	8.9	8.1	8.9%	8.5%		
Tindle Radio Anglia	1014	1015	1	0%	237	237	0	0%	23%	23%	2456	2384	-72	-3%	10.4	10.0	10.6%	10.3%		
THE BEACH	187	186	-1	-1%	56	54	-2	-4%	30%	29%	634	581	-53	-8%	11.2	10.8	16.1%	14.7%		
Dream 100	144	144	0	0%	49	51	2	4%	34%	35%	661	678	17	3%	13.5	13.3	17.9%	18.5%		
North Norfolk Radio	92	91	-1	-1%	24	22	-2	-8%	27%	24%	313	274	-39	-12%	12.9	12.3	12.7%	10.8%		
Radio NORWICH 99.9	334	334	0	0%	48	49	1	2%	14%	15%	352	342	-10	-3%	7.3	7.0	4.7%	4.6%		
Town 102 FM	282	281	-1	0%	59	62	3	5%	21%	22%	496	510	14	3%	8.4	8.3	8.2%	8.5%		
Channel 103 FM	77	77	0	0%	44	45	1	2%	56%	59%	483	527	44	9%	11.1	11.7	30.8%	31.9%		
Island FM 104.7	53	53	0	0%	29	26	-3	-10%	54%	49%	383	361	-22	-6%	13.2	13.8	36.2%	34.8%		
Total Touch Radio Network	986	986	0	0%	152	147	-5	-3%	15%	15%	1210	1148	-62	-5%	8.0	7.8	6.1%	5.9%		
107.6 Banbury Sound	83	84	1	1%	15	16	1	7%	19%	19%	125	138	13	10%	8.1	8.7	7.6%	8.1%		
Rugby FM	72	72	0	0%	22	24	2	9%	31%	34%	234	217	-17	-7%	10.4	8.9	15.3%	14.0%		
Touchradio Staffs	249	249	0	0%	30	26	-4	-13%	12%	11%	302	230	-72	-24%	10.2	8.7	5.7%	4.4%		
96.2FM Touchradio - Coventry	291	290	-1	0%	27	22	-5	-19%	9%	8%	182	104	-78	-43%	6.6	4.7	3.5%	2.2%		
102FM Touchradio - Warks, Worcs, Cotswolds	291	291	0	0%	50	51	1	2%	17%	18%	296	382	86	29%	5.9	7.4	4.7%	6.2%		
107.3 Touchradio - Warwick	136	136	0	0%	10	11	1	10%	7%	8%	71	77	6	8%	7.0	7.1	2.8%	2.9%		
Total Town and Country Broadcasting	51951	51951	0	0%	482	486	4	1%	1%	1%	2788	2901	113	4%	5.8	6.0	0.3%	0.3%		
NME Radio	51951	51951	0	0%	219	188	-31	-14%	*%	*%	657	497	-160	-24%	3.0	2.6	0.1%	*%		
Town and Country Broadcasting (South and West Wales)	1681	1681	0	0%	277	278	1	0%	17%	17%	2214	2320	106	5%	8.0	8.3	5.8%	6.2%		
102.1 Bay Radio	458	458	0	0%	43	43	0	0%	9%	9%	176	198	22	13%	4.1	4.6	1.7%	2.0%		
106.3 Bridge FM	123	123	0	0%	41	37	-4	-10%	33%	30%	320	286	-34	-11%	7.9	7.7	11.1%	10.2%		
97.1 Radio Carmarthenshire	127	128	1	1%	40	38	-2	-5%	31%	30%	375	349	-26	-7%	9.4	9.1	12.7%	11.5%		
Radio Ceredigion	82	81	-1	-1%	10	11	1	10%	13%	13%	77	78	1	1%	7.5	7.4	4.6%	4.8%		
Nation Radio	1421	1422	1	0%	136	120	-16	-12%	10%	8%	1001	967	-34	-3%	7.4	8.1	3.2%	3.0%		
102.5 Radio Pembrokeshire	96	96	0	0%	42	48	6	14%	43%	50%	522	592	70	13%	12.6	12.4	20.5%	22.5%		
Total UKRD	1625	1626	1	0%	417	420	3	1%	26%	26%	4066	3367	-699	-17%	9.7	8.0	11.3%	10.1%		
107 The Bee	181	182	1	1%	24	24	0	0%	13%	13%	262	212	-50	-19%	11.0	9.0	8.9%	7.3%		
Pirate FM	478	478	0	0%	164	169	5	3%	34%	35%	1652	1708	56	3%	10.1	10.1	14.7%	15.0%		
The County Sound Radio Network	545	545	0	0%	155	151	-4	-3%	28%	28%	1571	1134	-437	-28%	10.2	7.5	12.5%	10.0%		
County Sound 1566	545	545	0	0%	15	7	-8	-53%	3%	1%	150	54	-96	-64%	10.0	7.4	1.2%	0.5%		
96.4 Eagle Radio	545	545	0	0%	146	146	0	0%	27%	27%	1421	1080	-341	-24%	9.7	7.4	11.3%	9.5%		
Total UKRD East	420	421	1	0%	64	66	2	3%	15%	16%	556	489	-67	-12%	8.7	7.4	6.5%	5.9%		
KL.FM 96.7	148	148	0	0%	44	42	-2	-5%	29%	28%	410	404	-6	-1%	9.4	9.6	12.7%	12.2%		
Star Radio in Cambridge	271	271	0	0%	33	30	-3	-9%	12%	11%	263	218	-45	-17%	8.1	7.3	4.3%	3.7%		
UTV Radio (inc. talkSPORT)	51951	51951	0	0%	4490	4466	-24	-1%	9%	9%	33753	33937	184	1%	7.5	7.6	3.1%	3.2%		
UTV Radio (excl. talkSPORT)	6116	6116	0	0%	1516	1450	-66	-4%	25%	24%	13662	13326	-336	-2%	9.0	9.2	10.6%	10.7%		

**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Weekly Reach %		Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011
107.6 Juice FM	959	959	0	0%	185	195	10	5%	19%	20%	1286	1509	223	17%	7.0	7.7	6.2%	7.2%
Peak 107 FM	417	418	1	0%	89	87	-2	-2%	21%	21%	707	769	62	9%	7.9	8.9	8.0%	8.7%
The Pulse/Pulse 2	859	859	0	0%	183	157	-26	-14%	21%	18%	1398	1120	-278	-20%	7.6	7.1	8.4%	7.3%
The Pulse	859	859	0	0%	168	138	-30	-18%	20%	16%	960	647	-313	-33%	5.7	4.7	5.8%	4.2%
Pulse 2	859	859	0	0%	51	44	-7	-14%	6%	5%	438	473	35	8%	8.6	10.8	2.6%	3.1%
Signal One & Signal Two	771	772	1	0%	306	328	22	7%	40%	42%	3735	3814	79	2%	12.2	11.6	21.9%	22.2%
Signal One	771	772	1	0%	284	310	26	9%	37%	40%	3009	3069	60	2%	10.6	9.9	17.7%	17.9%
Signal Two	771	772	1	0%	79	75	-4	-5%	10%	10%	725	745	20	3%	9.2	9.9	4.3%	4.3%
Total Swansea Sound/96.4 FM The Wave	458	458	0	0%	189	173	-16	-8%	41%	38%	1917	1740	-177	-9%	10.1	10.0	18.5%	17.2%
96.4 FM The Wave	458	458	0	0%	151	137	-14	-9%	33%	30%	1282	1177	-105	-8%	8.5	8.6	12.4%	11.6%
Swansea Sound - 1170 MW	458	458	0	0%	65	58	-7	-11%	14%	13%	635	563	-72	-11%	9.7	9.7	6.1%	5.6%
U105	867	868	1	0%	223	211	-12	-5%	26%	24%	2328	2443	115	5%	10.5	11.6	12.0%	13.7%
Radio Wave 96.5 FM	236	237	1	0%	75	70	-5	-7%	32%	30%	689	623	-66	-10%	9.2	8.9	13.9%	12.4%
102.4 Wish/107.2 Wire/107.4 Tower FM	1113	1113	0	0%	193	194	1	1%	17%	17%	1348	1259	-89	-7%	7.0	6.5	6.3%	6.0%
107.4 Tower FM	431	431	0	0%	51	57	6	12%	12%	13%	416	374	-42	-10%	8.1	6.6	5.3%	4.8%
107.2 Wire FM	277	277	0	0%	61	61	0	0%	22%	22%	478	442	-36	-8%	7.8	7.3	7.8%	7.5%
102.4 Wish FM	466	465	-1	0%	82	79	-3	-4%	18%	17%	454	443	-11	-2%	5.5	5.6	5.2%	5.1%
107.7 The Wolf	434	435	1	0%	49	53	4	8%	11%	12%	288	378	90	31%	5.9	7.1	3.2%	4.2%
Wave 102 FM	154	155	1	1%	28	27	-1	-4%	18%	17%	239	212	-27	-11%	8.6	7.8	8.9%	8.5%
Yorkshire Radio	4517	4517	0	0%	72	89	17	24%	2%	2%	369	316	-53	-14%	5.2	3.5	0.4%	0.4%

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	Last Pub	W4 2011				
BBC Local Radio	41957	41957	0	0%	7250	7295	45	1%	17%	17%	68812	70386	1574	2%	9.5	9.6	7.9%	8.4%						
BBC Radio Berkshire	816	815	-1	0%	145	127	-18	-12%	18%	16%	1138	708	-430	-38%	7.9	5.6	7.3%	4.6%						
BBC Radio Bristol	912	912	0	0%	144	149	5	3%	16%	16%	854	1128	274	32%	5.9	7.6	4.2%	5.8%						
BBC Radio Cambridgeshire	713	713	0	0%	108	117	9	8%	15%	16%	1251	1040	-211	-17%	11.6	8.9	8.7%	7.4%						
BBC Radio Cornwall	455	454	-1	0%	152	173	21	14%	34%	38%	1861	1957	96	5%	12.2	11.3	16.7%	18.9%						
BBC Coventry and Warwickshire	673	673	0	0%	88	85	-3	-3%	13%	13%	549	659	110	20%	6.3	7.8	4.2%	5.3%						
BBC Radio Cumbria	404	404	0	0%	141	129	-12	-9%	35%	32%	1576	1395	-181	-11%	11.1	10.8	16.9%	16.9%						
BBC Radio Derby	636	636	0	0%	140	159	19	14%	22%	25%	1661	1825	164	10%	11.8	11.5	12.7%	13.5%						
BBC Radio Devon	976	975	-1	0%	259	251	-8	-3%	27%	26%	2785	3145	360	13%	10.7	12.5	12.0%	13.4%						
BBC Essex	1290	1291	1	0%	278	262	-16	-6%	22%	20%	2764	3065	301	11%	10.0	11.7	9.2%	10.2%						
BBC Radio Gloucestershire	488	489	1	0%	93	93	0	0%	19%	19%	910	925	15	2%	9.7	9.9	8.5%	8.5%						
BBC Hereford & Worcester	492	491	-1	0%	102	99	-3	-3%	21%	20%	1126	1047	-79	-7%	11.0	10.5	12.0%	10.6%						
BBC Radio Humberside	773	773	0	0%	175	204	29	17%	23%	26%	1495	1711	216	14%	8.5	8.4	9.3%	10.5%						
BBC Radio Kent	1394	1394	0	0%	236	259	23	10%	17%	19%	3679	3184	-495	-13%	15.6	12.3	11.0%	9.6%						
BBC Radio Lancashire	1169	1170	1	0%	216	243	27	13%	19%	21%	1965	2165	200	10%	9.1	8.9	8.6%	9.8%						
BBC Radio Leeds	1655	1655	0	0%	241	257	16	7%	15%	16%	1887	1892	5	0%	7.8	7.4	6.0%	6.1%						
BBC Radio Leicester	812	812	0	0%	167	163	-4	-2%	21%	20%	1345	1386	41	3%	8.0	8.5	7.7%	8.0%						
BBC Radio Lincolnshire	535	535	0	0%	96	101	5	5%	18%	19%	1430	1342	-88	-6%	14.8	13.3	11.6%	11.4%						
BBC London 94.9	11157	11157	0	0%	474	485	11	2%	4%	4%	2332	2751	419	18%	4.9	5.7	1.0%	1.3%						
BBC Radio Manchester	2146	2146	0	0%	179	249	70	39%	8%	12%	1139	1442	303	27%	6.3	5.8	2.7%	3.6%						
BBC Radio Merseyside	1618	1619	1	0%	348	368	20	6%	22%	23%	5420	6160	740	14%	15.6	16.8	16.1%	18.5%						
BBC Radio Newcastle	1437	1436	-1	0%	265	295	30	11%	18%	21%	2194	2444	250	11%	8.3	8.3	8.0%	9.3%						
BBC Radio Norfolk	771	771	0	0%	212	206	-6	-3%	28%	27%	2492	2296	-196	-8%	11.7	11.1	14.2%	12.9%						
BBC Radio Northampton	479	479	0	0%	94	105	11	12%	20%	22%	1124	1165	41	4%	12.0	11.1	11.3%	12.6%						
BBC Radio Nottingham	798	797	-1	0%	190	197	7	4%	24%	25%	1640	1744	104	6%	8.6	8.8	10.4%	11.1%						
BBC Oxford 95.2FM	514	514	0	0%	73	71	-2	-3%	14%	14%	657	752	95	14%	9.0	10.6	6.0%	6.9%						
BBC Radio Sheffield	1274	1274	0	0%	239	251	12	5%	19%	20%	1939	1883	-56	-3%	8.1	7.5	7.9%	7.9%						
BBC Radio Shropshire	377	378	1	0%	108	104	-4	-4%	29%	28%	1049	916	-133	-13%	9.7	8.8	12.5%	11.5%						
BBC Radio Solent	1559	1559	0	0%	277	280	3	1%	18%	18%	2660	2891	231	9%	9.6	10.3	8.1%	8.6%						
BBC Solent for Dorset	166	165	-1	-1%	23	24	1	4%	14%	15%	192	259	67	35%	8.5	10.8	5.4%	7.2%						
BBC Somerset	436	436	0	0%	67	61	-6	-9%	15%	14%	598	599	1	0%	8.9	9.8	6.2%	6.0%						
BBC Radio Stoke	597	598	1	0%	209	174	-35	-17%	35%	29%	1910	1512	-398	-21%	9.1	8.7	14.1%	11.3%						
BBC Radio Suffolk	535	534	-1	0%	128	140	12	9%	24%	26%	1352	1395	43	3%	10.6	10.0	12.1%	11.8%						
BBC Sussex and BBC Surrey	2478	2478	0	0%	261	229	-32	-12%	11%	9%	2859	2301	-558	-20%	11.0	10.1	5.0%	4.1%						
BBC Radio Tees	788	787	-1	0%	109	135	26	24%	14%	17%	916	1175	259	28%	8.4	8.7	5.4%	6.8%						
BBC Three Counties Radio	1295	1295	0	0%	182	154	-28	-15%	14%	12%	1053	1073	20	2%	5.8	7.0	4.3%	4.4%						
BBC WM (Birmingham & Black Country)	2268	2269	1	0%	239	264	25	10%	11%	12%	1990	2130	140	7%	8.3	8.1	4.4%	5.0%						
BBC Radio Wiltshire/Swindon	547	548	1	0%	93	88	-5	-5%	17%	16%	705	841	136	19%	7.6	9.5	5.9%	6.8%						
BBC Radio York	532	533	1	0%	94	89	-5	-5%	18%	17%	993	842	-151	-15%	10.5	9.4	9.3%	7.8%						
BBC Radio Guernsey	53	53	0	0%	23	24	1	4%	42%	45%	278	290	12	4%	12.3	12.3	26.3%	28.0%						
BBC Radio Jersey	77	77	0	0%	29	29	0	0%	38%	37%	356	376	20	6%	12.2	13.1	22.7%	22.7%						



**HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2011/LAST PUBLISHED DATA**

	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011	000's	%	Last Pub	W4 2011	Last Pub	W4 2011
<b>LOCAL COMMERCIAL</b>																		
Total Absolute Radio Network	51951	51951	0	0%	2841	2814	-27	-1%	5%	5%	20283	18815	-1468	-7%	7.1	6.7	1.9%	1.8%
Total Absolute Radio	51951	51951	0	0%	1604	1599	-5	0%	3%	3%	10276	11184	908	9%	6.4	7.0	1.0%	1.1%
Total Absolute Radio Network (London)	11157	11157	0	0%	1045	1064	19	2%	9%	10%	6940	7692	752	11%	6.6	7.2	3.1%	3.6%
Total Absolute Radio (London)	11157	11157	0	0%	771	816	45	6%	7%	7%	4855	5415	560	12%	6.3	6.6	2.2%	2.5%
Absolute Radio London	11157	11157	0	0%	551	554	3	1%	5%	5%	3599	2926	-673	-19%	6.5	5.3	1.6%	1.4%
Absolute Radio National	51951	51951	0	0%	1197	1228	31	3%	2%	2%	6677	8258	1581	24%	5.6	6.7	0.6%	0.8%
Absolute 80s	51951	51951	0	0%	1018	828	-190	-19%	2%	2%	6311	3960	-2351	-37%	6.2	4.8	0.6%	0.4%
Absolute Radio 90s	51951	51951	0	0%	366	348	-18	-5%	1%	1%	1560	1565	5	0%	4.3	4.5	0.1%	0.2%
Absolute Radio 00s	51951	51951	0	0%	120	139	19	16%	*%	*%	426	542	116	27%	3.5	3.9	*%	0.1%
Absolute Radio Classic Rock	51951	51951	0	0%	346	391	45	13%	1%	1%	1710	1563	-147	-9%	4.9	4.0	0.2%	0.2%
Chill	51951	51951	0	0%	180	172	-8	-4%	*%	*%	771	763	-8	-1%	4.3	4.4	0.1%	0.1%
Jazz FM	51951	51951	0	0%	508	512	4	1%	1%	1%	2371	1908	-463	-20%	4.7	3.7	0.2%	0.2%
Planet Rock	51951	51951	0	0%	840	811	-29	-3%	2%	2%	6309	6187	-122	-2%	7.5	7.6	0.6%	0.6%
talkSPORT	51951	51951	0	0%	3132	3196	64	2%	6%	6%	20141	21608	1467	7%	6.4	6.8	1.9%	2.1%
BBC Radio 1	51951	51951	0	0%	11850	11665	-185	-2%	23%	22%	98396	87865	-10531	-11%	8.3	7.5	9.1%	8.5%
BBC Radio 2	51951	51951	0	0%	14309	14267	-42	0%	28%	27%	170896	167735	-3161	-2%	11.9	11.8	15.9%	16.3%
BBC Radio 3	51951	51951	0	0%	2052	2097	45	2%	4%	4%	11951	13762	1811	15%	5.8	6.6	1.1%	1.3%
BBC Radio 4	51951	51951	0	0%	10555	10834	279	3%	20%	21%	129606	129290	-316	0%	12.3	11.9	12.0%	12.5%
BBC Radio 4 (including 4 Extra)	51951	51951	0	0%	10754	11060	306	3%	21%	21%	138854	137849	-1005	-1%	12.9	12.5	12.9%	13.4%
BBC Radio 4 Extra	51951	51951	0	0%	1526	1554	28	2%	3%	3%	9248	8559	-689	-7%	6.1	5.5	0.9%	0.8%
BBC Radio FIVE LIVE	51951	51951	0	0%	6237	6227	-10	0%	12%	12%	44407	44642	235	1%	7.1	7.2	4.1%	4.3%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51951	51951	0	0%	6431	6342	-89	-1%	12%	12%	49673	45844	-3829	-8%	7.7	7.2	4.6%	4.4%
FIVE LIVE SPORTS EXTRA	51951	51951	0	0%	1150	616	-534	-46%	2%	1%	5266	1202	-4064	-77%	4.6	2.0	0.5%	0.1%
BBC 6 Music	51951	51951	0	0%	1229	1443	214	17%	2%	3%	9183	12450	3267	36%	7.5	8.6	0.9%	1.2%
1 Xtra from the BBC	51951	51951	0	0%	904	1017	113	13%	2%	2%	5249	4461	-788	-15%	5.8	4.4	0.5%	0.4%
BBC Asian Network UK	51951	51951	0	0%	507	472	-35	-7%	1%	1%	3359	3453	94	3%	6.6	7.3	0.3%	0.3%
BBC World Service	51951	51951	0	0%	1501	1388	-113	-8%	3%	3%	8760	6437	-2323	-27%	5.8	4.6	0.9%	0.6%
BBC Local/Regional	51951	51951	0	0%	9499	9604	105	1%	18%	18%	89694	92029	2335	3%	9.4	9.6	8.3%	8.9%
<b>ALL NATIONAL COMMERCIAL (UK)</b>	51951	51951	0	0%	15573	15441	-132	-1%	30%	30%	123581	121307	-2274	-2%	7.9	7.9	11.5%	11.8%
<b>ALL LOCAL COMMERCIAL (UK)</b>	51951	51951	0	0%	27036	26275	-761	-3%	52%	51%	342497	315157	-27340	-8%	12.7	12.0	31.8%	30.6%
<b>ALL COMMERCIAL (UK)</b>	51951	51951	0	0%	33719	32821	-898	-3%	65%	63%	466078	436464	-29614	-6%	13.8	13.3	43.3%	42.4%
<b>ALL BBC (UK)</b>	51951	51951	0	0%	34863	34940	77	0%	67%	67%	586015	571885	-14130	-2%	16.8	16.4	54.5%	55.5%
<b>ALL RADIO (UK)</b>	51951	51951	0	0%	47137	46677	-460	-1%	91%	90%	1075844	1030416	-45428	-4%	22.8	22.1	100.0%	100.0%