



DREAM 100 LISTENERS MOST LOYAL IN UK

Dream 100 is officially the number one radio station in North Essex according to the latest industry research – and has the most loyal listeners of any commercial station in the UK.

The quarterly RAJAR results published today shows the average time spent listening to Dream is 15.5 hours per adult per week – the highest figure of all 200+ stations in the commercial radio network.

The past twelve months has shown considerable growth at Dream 100.

48,900 adults tune in weekly, up 11% on this time last year, listening for a combined time of 756,300 total hours, a year on year increase of 66%.

Programme Director Tom Kay is delighted with the results:

“We’ve remained loyal to the area we serve - putting localness first - and this shows in the positive feedback we get from listeners, advertisers and once again in the official RAJAR figures”.

Gary Mulligan, Programme Manager and Daytime Presenter adds:

“The balance of music, news, competitions and everything local that matters to North Essex makes for a good listen. We’re delighted once again to be the area’s first choice”.

Dream 100 broadcasts to Tendring and North Essex on 100.2FM and online at www.dream100.com

ENDS---EMBARGOED UNTIL 00:01 THURSDAY 12th MAY 2011---
DATA SOURCE : RAJAR/IPSOS Q1 2011
DREAM 100 IS PART OF THE TINDLE RADIO GROUP.