

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 0 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

DEC 2007	MAR 2008	JUN 2008	SEP 2008	DEC 2008	MAR 2009	JUN 2009	SEP 2009	DEC 2009	MAR 2010	JUN 2010	SEP 2010	DEC 2010	MAR 2011	JUN 2011	SEP 2011	DEC 2011	MAR 2012	JUN 2012	SEP 2012
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UNW. SAMPLE  
EST. POP'N

**STATION X**

MONDAY-SUNDAY  
WEEKLY REACH  
% REACH  
TOTAL HOURS  
AVERAGE HOURS  
MARKET SHARE

**ALL STATIONS**

MONDAY-SUNDAY  
WEEKLY REACH  
% REACH  
TOTAL HOURS  
AVERAGE HOURS

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR NOTE: USE OF THIS INFORMATION OTHER THAN FOR INTERNAL PURPOSES IS EMBARGOED UNTIL 00.01am ON THURSDAY 25th OCT 2012.  
 THE RAJAR BOARD WILL TAKE A SERIOUS VIEW OF PUBLICATION OF ANY RESULTS, IN WHATEVER FORM, PRIOR TO THIS TIME.**

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 1 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

ALL ADULTS 15+	ADULTS 15-24	ADULTS 25-34	ADULTS 35-44	ADULTS 45-54	ADULTS 55-64	ADULTS 65-74	ADULTS 75+	ADULTS 15-34	ADULTS 15-44	ABC1 ADULTS	C2DE ADULTS	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65-74	MEN 75+
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UNW. SAMPLE  
 EST. POP'N  
 POP PROFILE

**STATION X**

MONDAY-SUNDAY  
 WEEKLY REACH  
 % REACH  
 TOTAL HOURS  
 AVERAGE HOURS  
 REACH PROFILE  
 HOURS PROFILE  
 MARKET SHARE

**ALL STATIONS**

MONDAY-SUNDAY  
 WEEKLY REACH  
 % REACH  
 TOTAL HOURS  
 AVERAGE HOURS  
 REACH PROFILE  
 HOURS PROFILE

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

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**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 1 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

ALL ADULTS 15+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65-74	WOMEN 75+	ABC1 MEN	ABC1 WOMEN	C2DE MEN	C2DE WOMEN	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14	ALL INDIVS 10+	ALL INDIVS 12+	ALL INDIVS 18+
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UNW. SAMPLE  
 EST. POP'N  
 POP PROFILE

**STATION X**

MONDAY-SUNDAY  
 WEEKLY REACH  
 % REACH  
 TOTAL HOURS  
 AVERAGE HOURS  
 REACH PROFILE  
 HOURS PROFILE  
 MARKET SHARE

**ALL STATIONS**

MONDAY-SUNDAY  
 WEEKLY REACH  
 % REACH  
 TOTAL HOURS  
 AVERAGE HOURS  
 REACH PROFILE  
 HOURS PROFILE

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR NOTE: USE OF THIS INFORMATION OTHER THAN FOR INTERNAL PURPOSES IS EMBARGOED UNTIL 00.01am ON THURSDAY 25th OCT 2012.  
 THE RAJAR BOARD WILL TAKE A SERIOUS VIEW OF PUBLICATION OF ANY RESULTS, IN WHATEVER FORM, PRIOR TO THIS TIME.**

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 2 - SHARE OF LISTENING BY SEGMENTS**

**STATION X**

ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
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UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00

06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SATURDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00  
06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SUNDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00  
06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

MONDAY-SUNDAY

06.00-09.00  
06.00-12.00  
06.00-15.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

Source: RAJAR/Ipsos MORI/RSMB

RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)

TABLE 3 - REACH BY SEGMENTS

STATION X

ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
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UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00

06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SATURDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00  
06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SUNDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00  
06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

MONDAY-SUNDAY

06.00-09.00  
06.00-12.00  
06.00-15.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 4 - AUDIENCE BY HALF HOUR - WEEKDAY AVERAGE**

**STATION X**

ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
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UNW. SAMPLE  
EST. POP'N

06.00-06.30  
 06.30-07.00  
 07.00-07.30  
 07.30-08.00  
 08.00-08.30  
 08.30-09.00  
 09.00-09.30  
 09.30-10.00  
 10.00-10.30  
 10.30-11.00  
 11.00-11.30  
 11.30-12.00  
 12.00-12.30  
 12.30-13.00  
 13.00-13.30  
 13.30-14.00  
 14.00-14.30  
 14.30-15.00  
 15.00-15.30  
 15.30-16.00  
 16.00-16.30  
 16.30-17.00  
 17.00-17.30  
 17.30-18.00  
 18.00-18.30  
 18.30-19.00  
 19.00-19.30  
 19.30-20.00  
 20.00-20.30  
 20.30-21.00  
 21.00-21.30  
 21.30-22.00  
 22.00-22.30  
 22.30-23.00  
 23.00-23.30  
 23.30-24.00  
 24.00-00.30  
 00.30-01.00  
 01.00-01.30  
 01.30-02.00  
 02.00-02.30  
 02.30-03.00  
 03.00-03.30  
 03.30-04.00  
 04.00-04.30  
 04.30-05.00  
 05.00-05.30  
 05.30-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

Source: RAJAR/Ipsos MORI/RSMB

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 5 - AUDIENCE BY HALF HOUR - SATURDAY**

**STATION X**

ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
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UNW. SAMPLE  
EST. POP'N

06.00-06.30  
06.30-07.00  
07.00-07.30  
07.30-08.00  
08.00-08.30  
08.30-09.00  
09.00-09.30  
09.30-10.00  
10.00-10.30  
10.30-11.00  
11.00-11.30  
11.30-12.00  
12.00-12.30  
12.30-13.00  
13.00-13.30  
13.30-14.00  
14.00-14.30  
14.30-15.00  
15.00-15.30  
15.30-16.00  
16.00-16.30  
16.30-17.00  
17.00-17.30  
17.30-18.00  
18.00-18.30  
18.30-19.00  
19.00-19.30  
19.30-20.00  
20.00-20.30  
20.30-21.00  
21.00-21.30  
21.30-22.00  
22.00-22.30  
22.30-23.00  
23.00-23.30  
23.30-24.00  
24.00-00.30  
00.30-01.00  
01.00-01.30  
01.30-02.00  
02.00-02.30  
02.30-03.00  
03.00-03.30  
03.30-04.00  
04.00-04.30  
04.30-05.00  
05.00-05.30  
05.30-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

Source: RAJAR/Ipsos MORI/RSMB

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 6 - AUDIENCE BY HALF HOUR - SUNDAY**

**STATION X**

ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
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UNW. SAMPLE  
EST. POP'N

06.00-06.30  
06.30-07.00  
07.00-07.30  
07.30-08.00  
08.00-08.30  
08.30-09.00  
09.00-09.30  
09.30-10.00  
10.00-10.30  
10.30-11.00  
11.00-11.30  
11.30-12.00  
12.00-12.30  
12.30-13.00  
13.00-13.30  
13.30-14.00  
14.00-14.30  
14.30-15.00  
15.00-15.30  
15.30-16.00  
16.00-16.30  
16.30-17.00  
17.00-17.30  
17.30-18.00  
18.00-18.30  
18.30-19.00  
19.00-19.30  
19.30-20.00  
20.00-20.30  
20.30-21.00  
21.00-21.30  
21.30-22.00  
22.00-22.30  
22.30-23.00  
23.00-23.30  
23.30-24.00  
24.00-00.30  
00.30-01.00  
01.00-01.30  
01.30-02.00  
02.00-02.30  
02.30-03.00  
03.00-03.30  
03.30-04.00  
04.00-04.30  
04.30-05.00  
05.00-05.30  
05.30-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

Source: RAJAR/Ipsos MORI/RSMB



**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	ALL STATION	COMPETITIVE STATION	COMPETITIVE STATION	COMPETITIVE STATION
		TIVE	TIVE	TIVE
		1	2	3
RADIO	X			

UNW. SAMPLE  
EST. POP'N

MONDAY-SUNDAY  
WEEKLY REACH

% REACH

TOTAL HOURS

AVERAGE HOURS

MARKET SHARE

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

\* RAJAR NOTE : STATIONS MARKED WITH AN ASTERISK DO NOT COVER THE WHOLE OF THIS TOTAL SURVEY AREA

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	
ALL STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION
RADIO	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22		

UNW. SAMPLE  
EST. POP'N

MONDAY-SUNDAY  
WEEKLY REACH

% REACH

TOTAL HOURS

AVERAGE HOURS

MARKET SHARE

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

\* RAJAR NOTE : STATIONS MARKED WITH AN ASTERISK DO NOT COVER THE WHOLE OF THIS TOTAL SURVEY AREA

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE	COMPETI TIVE
ALL STATION RADIO	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION
	23	24	25	26	27	28	29	30	31

UNW. SAMPLE  
EST. POP'N

MONDAY-SUNDAY  
WEEKLY REACH

% REACH

TOTAL HOURS

AVERAGE HOURS

MARKET SHARE

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

\* RAJAR NOTE : STATIONS MARKED WITH AN ASTERISK DO NOT COVER THE WHOLE OF THIS TOTAL SURVEY AREA

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 8 - SHARE OF LISTENING BY SEGMENTS**

STATION X

	COMPETITIVE	COMPETITIVE	COMPETITIVE
ALL STATION RADIO	STATION X	STATION 1	STATION 2

UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

SATURDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

SUNDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

MONDAY-SUNDAY

06.00-09.00

06.00-12.00

06.00-15.00

06.00-18.00

06.00-24.00

06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 8 - SHARE OF LISTENING BY SEGMENTS**

STATION X

	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE
ALL STATION RADIO	STATION 4	STATION 5	STATION 6	STATION 7	STATION 8	STATION 9	STATION 10	STATION 11	STATION 12	STATION 13	STATION 14	STATION 15	STATION 16	STATION 17	STATION 18	STATION 19	STATION 20	STATION 21	STATION 22	

UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

SATURDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

SUNDAY

06.00-09.00

09.00-12.00

12.00-15.00

15.00-18.00

18.00-21.00

21.00-24.00

24.00-06.00

06.00-12.00

06.00-18.00

06.00-24.00

06.00-06.00

MONDAY-SUNDAY

06.00-09.00

06.00-12.00

06.00-15.00

06.00-18.00

06.00-24.00

06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 8 - SHARE OF LISTENING BY SEGMENTS**

**STATION X**

	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE	COMPETITIVE
	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE
ALL STATION RADIO	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION
	23	24	25	26	27	28	29	30	31

UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

- 06.00-09.00
- 09.00-12.00
- 12.00-15.00
- 15.00-18.00
- 18.00-21.00
- 21.00-24.00
- 24.00-06.00
- 06.00-12.00
- 06.00-18.00
- 06.00-24.00
- 06.00-06.00

SATURDAY

- 06.00-09.00
- 09.00-12.00
- 12.00-15.00
- 15.00-18.00
- 18.00-21.00
- 21.00-24.00
- 24.00-06.00
- 06.00-12.00
- 06.00-18.00
- 06.00-24.00
- 06.00-06.00

MONDAY-SUNDAY

- 06.00-09.00
- 06.00-12.00
- 06.00-15.00
- 06.00-18.00
- 06.00-24.00
- 06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 9 - REACH BY SEGMENTS**

**STATION X**

ALL RADIO	COMPETITIVE			
	STATION X	STATION 1	STATION 2	STATION 3
UNW. SAMPLE EST. POP'N				
MONDAY-FRIDAY				
06.00-09.00				
09.00-12.00				
12.00-15.00				
15.00-18.00				
18.00-21.00				
21.00-24.00				
24.00-06.00				
06.00-12.00				
06.00-18.00				
06.00-24.00				
06.00-06.00				
SATURDAY				
06.00-09.00				
09.00-12.00				
12.00-15.00				
15.00-18.00				
18.00-21.00				
21.00-24.00				
24.00-06.00				
06.00-12.00				
06.00-18.00				
06.00-24.00				
06.00-06.00				
SUNDAY				
06.00-09.00				
09.00-12.00				
12.00-15.00				
15.00-18.00				
18.00-21.00				
21.00-24.00				
24.00-06.00				
06.00-12.00				
06.00-18.00				
06.00-24.00				
06.00-06.00				
MONDAY-SUNDAY				
06.00-09.00				
06.00-12.00				
06.00-15.00				
06.00-18.00				
06.00-24.00				
06.00-06.00				

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)

TABLE 9 - REACH BY SEGMENTS

STATION X

STATION X ALL RADIO	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI		
	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	
STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	
	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22			
UNW. SAMPLE																						
EST. POP'N																						
MONDAY-FRIDAY																						
06.00-09.00																						
09.00-12.00																						
12.00-15.00																						
15.00-18.00																						
18.00-21.00																						
21.00-24.00																						
24.00-06.00																						
06.00-12.00																						
06.00-18.00																						
06.00-24.00																						
06.00-06.00																						
SATURDAY																						
06.00-09.00																						
09.00-12.00																						
12.00-15.00																						
15.00-18.00																						
18.00-21.00																						
21.00-24.00																						
24.00-06.00																						
06.00-12.00																						
06.00-18.00																						
06.00-24.00																						
06.00-06.00																						
SUNDAY																						
06.00-09.00																						
09.00-12.00																						
12.00-15.00																						
15.00-18.00																						
18.00-21.00																						
21.00-24.00																						
24.00-06.00																						
06.00-12.00																						
06.00-18.00																						
06.00-24.00																						
06.00-06.00																						
MONDAY-SUNDAY																						
06.00-09.00																						
06.00-12.00																						
06.00-15.00																						
06.00-18.00																						
06.00-24.00																						
06.00-06.00																						

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -



**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)  
TABLE 9 - REACH BY SEGMENTS**

**STATION X**

ALL RADIO	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI	COMPETI
	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE	TIVE
	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION	STATION
	23	24	25	26	27	28	29	30	31

UNW. SAMPLE  
EST. POP'N

MONDAY-FRIDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00

06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SATURDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00

06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

SUNDAY

06.00-09.00  
09.00-12.00  
12.00-15.00  
15.00-18.00  
18.00-21.00  
21.00-24.00  
24.00-06.00

06.00-12.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

MONDAY-SUNDAY

06.00-09.00  
06.00-12.00  
06.00-15.00  
06.00-18.00  
06.00-24.00  
06.00-06.00

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

**RAJAR WEEKS 26 2012 - 37 2012 (25th JUNE '12 - 16th SEPTEMBER '12)**  
**TABLE 10 - PREDICTED CUMULATIVE AUDIENCES**

**STATION X**

	ALL ADULTS 15+	ALL MEN 15+	MEN 15-24	MEN 25-34	MEN 35-44	MEN 45-54	MEN 55-64	MEN 65+	ALL WOMEN 15+	WOMEN 15-24	WOMEN 25-34	WOMEN 35-44	WOMEN 45-54	WOMEN 55-64	WOMEN 65+	ABC1	C2DE	ALL HOUSE WIVES	H/WFE +CHLD 0-14	CHILD -REN 10-14
UNW. SAMPLE EST. POP'N																				
1 Week																				
2 Weeks																				
3 Weeks																				
4 Weeks																				
5 Weeks																				
6 Weeks																				
7 Weeks																				
8 Weeks																				
9 Weeks																				
10 Weeks																				
11 Weeks																				
12 Weeks																				
13 Weeks																				

\*\*\* Average daily reach in this group is less than 500; predicted audience results are invalid.

- POPULATION AND AUDIENCE FIGURES ARE EXPRESSED IN '000S -

Source: RAJAR/Ipsos MORI/RSMB