

**RAJAR WEEKS 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
TABLE 0 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	JUN 2002	SEP 2002	DEC 2002	MAR 2003	JUN 2003	SEP 2003	DEC 2003	MAR 2004	JUN 2004	SEP 2004	DEC 2004	MAR 2005	JUN 2005	SEP 2005	DEC 2005	MAR 2006	JUN 2006	SEP 2006	DEC 2006	MAR 2007
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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 7.00am ON THURSDAY 10th MAY 2007.
THE RAJAR BOARD WILL TAKE A SERIOUS VIEW OF PUBLICATION OF ANY RESULTS, IN WHATEVER FORM, PRIOR TO THIS TIME.**

Source: RAJAR/Ipsos MORI/RSMB

**RAJAR WEEKS 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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	ADULTS 35-44	ADULTS 45-54	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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14	ALL INDIVS 4+	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 -

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THE RAJAR BOARD WILL TAKE A SERIOUS VIEW OF PUBLICATION OF ANY RESULTS, IN WHATEVER FORM, PRIOR TO THIS TIME.**

Source: RAJAR/Ipsos MORI/RSMB

RAJAR WEEKS 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)

TABLE 2 - AVERAGE AUDIENCE 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 4-14
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UNW. SAMPLE
EST. POP'N

MONDAY-FRIDAY

24.00-02.00
02.00-06.00
06.00-08.00
08.00-12.00
12.00-16.00
16.00-18.30
18.30-19.00
19.00-21.00
21.00-24.00

06.00-24.00

06.00-06.00

SATURDAY

24.00-04.00
06.00-09.00
09.00-12.00
12.00-14.00
14.00-16.00
16.00-17.00
17.00-19.00
19.00-21.00
21.00-22.00
22.00-23.00
23.00-24.00

SUNDAY

24.00-04.00
04.00-07.00
07.00-09.00
09.00-12.00
12.00-14.00
14.00-16.00
16.00-17.00
17.00-19.00
19.00-21.00
21.00-23.00
23.00-02.00

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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14
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UNW. SAMPLE
EST. POP'N

MONDAY-FRIDAY

24.00-02.00
02.00-06.00
06.00-08.00
08.00-12.00
12.00-16.00
16.00-18.30
18.30-19.00
19.00-21.00
21.00-24.00

06.00-24.00
06.00-06.00

SATURDAY

24.00-04.00
06.00-09.00
09.00-12.00
12.00-14.00
14.00-16.00
16.00-17.00
17.00-19.00
19.00-21.00
21.00-22.00
22.00-23.00
23.00-24.00

SUNDAY

24.00-04.00
04.00-07.00
07.00-09.00
09.00-12.00
12.00-14.00
14.00-16.00
16.00-17.00
17.00-19.00
19.00-21.00
21.00-23.00
23.00-02.00

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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14
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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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14
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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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14
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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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

ALL RADIO	STATION X	COMPETITIVE STATIONS									COMPETITIVE STATIONS							
		STATION 1	STATION 2	STATION 3	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	
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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
TABLE 8 - AVERAGE AUDIENCE BY SEGMENTS**

STATION X

ALL RADIO	STATION X	COMPETITIVE STATION 1	COMPETITIVE STATION 2	COMPETITIVE STATION 3	COMPETITIVE STATION 4	COMPETITIVE STATION 5	COMPETITIVE STATION 6	COMPETITIVE STATION 7	COMPETITIVE STATION 8	COMPETITIVE STATION 9	COMPETITIVE STATION 10	COMPETITIVE STATION 11	COMPETITIVE STATION 12	COMPETITIVE STATION 13	COMPETITIVE STATION 14	COMPETITIVE STATION 15	COMPETITIVE STATION 16
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UNW. SAMPLE
EST. POP'N

MONDAY-FRIDAY

- 24.00-02.00
- 02.00-06.00
- 06.00-08.00
- 08.00-12.00
- 12.00-16.00
- 16.00-18.30
- 18.30-19.00
- 19.00-21.00
- 21.00-24.00
- 06.00-24.00
- 06.00-06.00

SATURDAY

- 24.00-04.00
- 06.00-09.00
- 09.00-12.00
- 12.00-14.00
- 14.00-16.00
- 16.00-17.00
- 17.00-19.00
- 19.00-21.00
- 21.00-22.00
- 22.00-23.00
- 23.00-24.00

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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)

TABLE 9 - REACH BY SEGMENTS

STATION X

ALL RADIO	STATION X	COMPETITIVE STATION 1	COMPETITIVE STATION 2	COMPETITIVE STATION 3	COMPETITIVE STATION 4	COMPETITIVE STATION 5	COMPETITIVE STATION 6	COMPETITIVE STATION 7	COMPETITIVE STATION 8	COMPETITIVE STATION 9	COMPETITIVE STATION 10	COMPETITIVE STATION 11	COMPETITIVE STATION 12	COMPETITIVE STATION 13	COMPETITIVE STATION 14	COMPETITIVE STATION 15	COMPETITIVE STATION 16
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UNW. SAMPLE
EST. POP'N

MONDAY-FRIDAY

- 24.00-02.00
- 02.00-06.00
- 06.00-08.00
- 08.00-12.00
- 12.00-16.00
- 16.00-18.30
- 18.30-19.00
- 19.00-21.00
- 21.00-24.00

- 06.00-24.00
- 06.00-06.00

SATURDAY

- 24.00-04.00
- 06.00-09.00
- 09.00-12.00
- 12.00-14.00
- 14.00-16.00
- 16.00-17.00
- 17.00-19.00
- 19.00-21.00
- 21.00-22.00
- 22.00-23.00
- 23.00-24.00

SUNDAY

- 24.00-04.00
- 04.00-07.00
- 07.00-09.00
- 09.00-12.00
- 12.00-14.00
- 14.00-16.00
- 16.00-17.00
- 17.00-19.00
- 19.00-21.00
- 21.00-23.00
- 23.00-02.00

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 01 2007 - 12 2007 (1st JANUARY '07 - 25th MARCH '07)
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 4-14	
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																					

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