

**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)**  
**TABLE 0 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	DEC 2006	MAR 2007	JUN 2007	SEP 2007	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
UNW. SAMPLE	4300	4287	4163	3862	3705	3737	3745	3907	4149	4277	4240	3911	3850	3764	3478	3317	3200	3314	3415	3362
EST. POP'N	3484	3485	3485	3486	3487	3486	3493	3491	3492	3492	3513	3514	3514	3513	3535	3535	3535	3534	3550	3551

**KERRANG! 105.2**

MONDAY-SUNDAY WEEKLY REACH	398	401	382	376	359	401	384	360	368	374	373	359	319	321	336	366	361	381	374	373
% REACH	11%	11%	11%	11%	10%	11%	11%	10%	11%	11%	11%	10%	9%	9%	10%	10%	10%	11%	11%	11%
TOTAL HOURS	2992	3024	2404	2678	2265	2469	2370	2066	2253	2137	1898	1935	1838	1844	1907	2052	2427	2472	2685	2951
AVERAGE HOURS	7.5	7.5	6.3	7.1	6.3	6.2	6.2	5.7	6.1	5.7	5.1	5.4	5.8	5.7	5.7	5.6	6.7	6.5	7.2	7.9
MARKET SHARE	3.8%	4.0%	3.2%	3.7%	3.3%	3.4%	3.2%	2.8%	3.2%	3.0%	2.7%	2.9%	2.7%	2.8%	2.9%	3.1%	3.6%	3.6%	3.8%	4.2%

**ALL STATIONS**

MONDAY-SUNDAY WEEKLY REACH	3159	3160	3149	3093	3105	3141	3145	3112	3100	3133	3121	3029	3017	3063	3051	3032	3066	3118	3160	3150
% REACH	91%	91%	90%	89%	89%	90%	90%	89%	89%	90%	89%	86%	86%	87%	86%	86%	87%	88%	89%	89%
TOTAL HOURS	77755	76508	74228	71716	69554	72186	75011	73214	70615	72140	70759	67706	66904	66679	65192	65898	66637	67990	71075	70533
AVERAGE HOURS	24.6	24.2	23.6	23.2	22.4	23.0	23.9	23.5	22.8	23.0	22.7	22.4	22.2	21.8	21.4	21.7	21.7	21.8	22.5	22.4

- 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.**  
**CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD.**

Source: RAJAR/Ipsos MORI/RSMB

**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)**  
**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+
UNW. SAMPLE	3362	372	412	600	611	562	483	322	784	1384	1728	1634	1556	173	194	280	268	264	219	158
EST. POP'N	3551	589	570	593	584	497	419	300	1158	1751	1736	1815	1736	296	288	298	294	243	179	137
POP PROFILE	100.0%	16.6%	16.0%	16.7%	16.4%	14.0%	11.8%	8.4%	32.6%	49.3%	48.9%	51.1%	48.9%	8.3%	8.1%	8.4%	8.3%	6.9%	5.0%	3.9%

**KERRANG! 105.2**

MONDAY-SUNDAY

WEEKLY REACH	373	129	69	81	66	22	6	-	197	279	184	189	222	77	36	52	40	13	3	-
% REACH	11%	22%	12%	14%	11%	4%	1%	-	17%	16%	11%	10%	13%	26%	13%	17%	14%	5%	2%	-
TOTAL HOURS	2951	813	735	810	512	70	10	-	1548	2358	1303	1648	2084	549	541	600	344	45	4	-
AVERAGE HOURS	7.9	6.3	10.7	10.0	7.7	3.2	1.7	-	7.8	8.5	7.1	8.7	9.4	7.1	14.9	11.5	8.5	3.5	1.3	-
REACH PROFILE	100.0%	34.6%	18.4%	21.8%	17.7%	5.9%	1.6%	-	52.9%	74.7%	49.3%	50.7%	59.6%	20.6%	9.8%	13.9%	10.8%	3.5%	0.9%	-
HOURS PROFILE	100.0%	27.5%	24.9%	27.5%	17.3%	2.4%	0.4%	-	52.4%	79.9%	44.2%	55.8%	70.6%	18.6%	18.3%	20.3%	11.7%	1.5%	0.2%	-
MARKET SHARE	4.2%	9.2%	7.3%	6.1%	4.1%	0.6%	0.1%	-	8.2%	7.3%	3.8%	4.5%	5.4%	11.7%	8.9%	7.6%	4.9%	0.8%	0.1%	-

**ALL STATIONS**

MONDAY-SUNDAY

WEEKLY REACH	3150	511	499	557	534	436	368	245	1010	1567	1591	1559	1564	252	257	287	267	222	161	118
% REACH	89%	87%	88%	94%	91%	88%	88%	82%	87%	89%	92%	86%	90%	85%	89%	96%	91%	91%	90%	86%
TOTAL HOURS	70533	8791	10070	13262	12446	11201	8590	6173	18861	32123	34153	36380	38733	4710	6090	7865	7062	6004	3447	3556
AVERAGE HOURS	22.4	17.2	20.2	23.8	23.3	25.7	23.4	25.2	18.7	20.5	21.5	23.3	24.8	18.7	23.7	27.4	26.5	27.0	21.4	30.1
REACH PROFILE	100.0%	16.2%	15.8%	17.7%	17.0%	13.9%	11.7%	7.8%	32.1%	49.8%	50.5%	49.5%	49.7%	8.0%	8.2%	9.1%	8.5%	7.1%	5.1%	3.8%
HOURS PROFILE	100.0%	12.5%	14.3%	18.8%	17.6%	15.9%	12.2%	8.8%	26.7%	45.5%	48.4%	51.6%	54.9%	6.7%	8.6%	11.2%	10.0%	8.5%	4.9%	5.0%

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**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)**  
**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+
UNW. SAMPLE	3362	1806	199	218	320	343	298	264	164	806	922	750	884	2749	804	120	3482	3433	3267
EST. POP'N	3551	1815	293	281	295	290	254	240	163	864	872	872	943	2763	873	263	3814	3699	3394
POP PROFILE	100.0%	51.1%	8.2%	7.9%	8.3%	8.2%	7.1%	6.8%	4.6%	24.3%	24.6%	24.6%	26.6%	77.8%	24.6%	6.9%	100.0%	97.0%	89.0%

**KERRANG! 105.2**

MONDAY-SUNDAY

WEEKLY REACH	373	151	52	32	29	26	9	3	-	107	77	116	74	237	112	47	420	412	348
% REACH	11%	8%	18%	11%	10%	9%	4%	1%	-	12%	9%	13%	8%	9%	13%	18%	11%	11%	10%
TOTAL HOURS	2951	866	263	194	211	168	25	6	-	963	340	1121	526	1867	769	157	3107	3060	2760
AVERAGE HOURS	7.9	5.7	5.1	6.0	7.2	6.5	2.8	2.2	-	9.0	4.4	9.7	7.1	7.9	6.9	3.3	7.4	7.4	7.9
REACH PROFILE	100.0%	40.4%	13.9%	8.6%	7.9%	6.9%	2.4%	0.7%	-	28.6%	20.7%	31.0%	19.7%	63.6%	29.9%	11.3%	100.0%	98.0%	82.8%
HOURS PROFILE	100.0%	29.4%	8.9%	6.6%	7.1%	5.7%	0.8%	0.2%	-	32.6%	11.5%	38.0%	17.8%	63.3%	26.1%	5.0%	100.0%	98.5%	88.8%
MARKET SHARE	4.2%	2.7%	6.5%	4.9%	3.9%	3.1%	0.5%	0.1%	-	5.3%	2.1%	5.4%	3.3%	3.3%	4.9%	5.9%	4.2%	4.2%	4.0%

**ALL STATIONS**

MONDAY-SUNDAY

WEEKLY REACH	3150	1586	259	242	270	267	214	207	127	789	802	775	784	2458	791	234	3383	3290	3006
% REACH	89%	87%	89%	86%	92%	92%	84%	86%	78%	91%	92%	89%	83%	89%	91%	89%	89%	89%	89%
TOTAL HOURS	70533	31800	4081	3980	5397	5384	5197	5143	2618	18098	16055	20635	15745	56989	15767	2642	73175	72096	68407
AVERAGE HOURS	22.4	20.1	15.7	16.5	20.0	20.2	24.3	24.9	20.7	22.9	20.0	26.6	20.1	23.2	19.9	11.3	21.6	21.9	22.8
REACH PROFILE	100.0%	50.3%	8.2%	7.7%	8.6%	8.5%	6.8%	6.6%	4.0%	25.1%	25.5%	24.6%	24.9%	78.0%	25.1%	6.9%	100.0%	97.2%	88.9%
HOURS PROFILE	100.0%	45.1%	5.8%	5.6%	7.7%	7.6%	7.4%	7.3%	3.7%	25.7%	22.8%	29.3%	22.3%	80.8%	22.4%	3.6%	100.0%	98.5%	93.5%

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RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 2 - SHARE OF LISTENING BY SEGMENTS

KERRANG! 105.2

	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	3362	1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551	1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
MONDAY-FRIDAY																				
01.00-03.00	2.8	2.9	8.6	2.9	0.6	6.3	-	-	2.8	-	-	1.8	11.5	-	-	2.9	2.7	2.3	0.4	5.4
03.00-05.00	2.3	1.6	4.0	-	3.6	1.4	1.0	0.1	4.1	2.8	-	-	18.0	-	-	0.6	3.8	2.2	0.5	13.2
05.00-07.00	3.9	4.2	12.2	4.7	5.0	5.6	0.8	0.1	3.4	23.4	0.4	3.5	3.6	1.0	-	3.3	4.5	2.8	3.9	0.4
07.00-10.00	4.3	5.7	11.4	8.0	8.9	6.9	0.9	-	2.8	9.9	5.6	3.8	2.2	0.4	-	4.3	4.4	3.2	4.4	10.1
10.00-11.00	4.2	5.7	9.7	10.9	7.4	5.5	1.2	-	2.7	8.5	4.3	4.9	1.6	0.5	0.1	4.2	4.3	3.4	5.0	12.9
11.00-15.00	4.8	6.3	11.5	10.4	9.3	5.7	0.7	*	2.8	5.0	7.0	5.4	1.7	0.3	-	4.6	4.9	4.0	6.5	1.0
15.00-16.00	5.3	6.7	13.4	9.9	10.7	4.0	0.1	0.1	3.3	5.1	5.0	6.1	3.3	0.3	-	4.6	5.9	4.7	8.6	15.3
16.00-19.00	5.2	6.5	17.0	7.9	10.9	3.1	0.7	*	3.5	7.8	6.6	3.1	2.9	1.3	-	4.1	6.5	4.0	6.2	5.8
19.00-22.00	5.2	6.3	13.7	13.6	5.3	5.7	0.6	-	3.6	5.6	1.7	3.7	7.1	2.0	0.1	5.7	4.8	4.3	3.5	8.6
22.00-01.00	2.7	2.7	8.2	1.3	2.9	3.8	0.2	-	2.8	6.8	0.3	0.5	9.6	-	0.8	2.8	2.6	1.9	2.3	5.7
SATURDAY																				
01.00-04.00	2.4	1.9	-	-	2.6	12.6	-	-	3.0	-	-	-	19.6	-	-	1.6	3.1	2.8	1.2	-
04.00-06.00	1.8	0.7	-	-	2.0	-	-	-	3.9	3.8	-	-	71.8	-	-	1.0	2.4	1.7	-	-
06.00-10.00	3.0	4.6	11.8	11.6	5.8	1.2	1.8	1.3	1.2	9.3	3.1	1.0	1.5	-	-	2.4	3.6	1.8	1.1	11.5
10.00-14.00	3.6	5.9	15.1	10.2	8.6	2.1	2.2	-	1.6	6.2	3.6	0.4	0.5	-	0.2	3.4	3.9	2.4	1.3	2.1
14.00-18.00	3.0	4.3	11.8	13.1	3.3	0.4	0.6	-	1.5	2.7	1.8	2.8	2.3	-	-	3.3	2.8	1.9	3.0	5.6
18.00-22.00	4.2	4.8	12.3	12.0	4.2	0.5	0.6	-	3.4	-	4.4	9.2	4.3	-	-	2.5	5.8	3.8	5.5	1.0
22.00-01.00	2.6	1.1	-	9.6	-	-	-	-	4.0	6.6	2.7	7.1	10.2	-	-	0.3	5.0	3.2	7.2	2.0
SUNDAY																				
01.00-04.00	2.4	-	-	-	-	-	-	-	4.6	-	-	6.1	27.5	-	-	-	5.8	2.8	2.7	60.7
04.00-06.00	1.7	-	-	-	-	-	-	-	4.6	-	-	-	93.2	-	-	-	3.4	1.8	-	-
06.00-10.00	1.7	1.5	5.3	2.2	2.6	3.1	0.5	-	1.8	2.4	10.7	3.6	2.1	0.2	-	1.3	2.0	1.6	4.1	0.5
10.00-13.00	2.2	3.3	13.0	4.4	5.4	3.5	0.2	0.1	1.5	3.7	0.5	3.5	2.1	0.4	-	1.5	3.0	1.9	4.8	-
13.00-17.00	2.2	3.6	5.5	16.5	4.1	2.2	0.1	-	0.9	0.6	-	2.4	1.0	-	0.7	0.9	3.6	2.2	4.4	0.7
17.00-20.00	2.8	3.0	6.6	8.4	0.1	4.4	1.0	-	2.7	2.8	5.7	3.8	3.6	-	1.0	2.2	3.4	2.4	4.8	4.2
20.00-22.00	5.2	5.3	16.7	-	-	15.0	-	-	5.1	5.3	11.4	5.9	7.0	-	-	6.8	3.9	3.8	5.5	-
22.00-01.00	2.6	3.3	10.5	-	-	15.5	-	-	1.7	2.8	-	0.7	8.0	-	-	1.4	3.9	0.8	0.3	-
MONDAY-SUNDAY																				
06.00-09.00	4.1	5.3	11.1	7.7	8.6	6.4	0.8	*	2.8	12.5	5.6	3.2	2.6	0.4	-	3.8	4.5	3.0	4.3	5.4
09.00-12.00	3.9	5.3	11.1	9.3	6.9	5.0	1.2	0.2	2.4	7.4	4.8	4.3	1.4	0.5	*	4.0	3.8	3.0	4.5	11.5
12.00-15.00	4.4	6.2	11.5	11.0	9.4	5.1	0.8	*	2.2	3.1	5.9	4.5	1.6	*	0.1	3.9	4.9	3.6	6.1	1.2
15.00-18.00	4.8	6.1	13.8	8.9	9.7	3.0	0.5	*	3.0	5.9	4.9	4.1	2.4	0.8	0.3	4.0	5.5	3.8	6.6	6.9
06.00-24.00	4.3	5.6	11.9	9.3	8.0	4.9	0.8	0.1	2.7	6.6	5.0	4.0	2.7	0.5	0.1	3.9	4.6	3.3	5.0	6.0
06.00-06.00	4.2	5.4	11.7	8.9	7.6	4.9	0.8	0.1	2.7	6.5	4.9	3.9	3.1	0.5	0.1	3.8	4.5	3.3	4.9	5.9

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RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 3 - REACH BY SEGMENTS

KERRANG! 105.2

	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	3362		1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551		1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
MONDAY-FRIDAY																					
01.00-03.00	13	*	11	8	1	1	1	-	-	1	-	-	1	1	-	-	10	3	5	1	2
03.00-05.00	8	*	6	2	-	2	1	1	*	2	1	-	-	1	-	-	2	7	6	1	1
05.00-07.00	71	2%	45	14	5	11	12	2	*	26	13	1	5	3	3	-	30	41	46	16	1
07.00-10.00	190	5%	115	41	23	28	16	7	-	75	25	19	15	10	5	-	90	100	117	59	29
10.00-11.00	108	3%	64	24	16	12	11	2	-	44	13	13	12	4	2	1	49	59	66	33	11
11.00-15.00	176	5%	106	35	17	24	23	7	*	70	20	24	16	6	3	-	80	96	121	57	4
15.00-16.00	104	3%	63	18	14	17	12	1	*	40	14	11	10	5	1	-	40	63	68	42	13
16.00-19.00	190	5%	114	39	21	34	15	4	*	76	26	22	13	13	2	-	101	89	112	63	22
19.00-22.00	115	3%	70	29	13	11	12	4	-	44	21	5	3	10	5	1	71	44	61	18	21
22.00-01.00	50	1%	30	17	3	4	5	1	-	19	12	2	1	4	-	1	33	17	24	10	10
SATURDAY																					
01.00-04.00	3	*	2	-	-	1	1	-	-	1	-	-	-	1	-	-	2	1	3	1	-
04.00-06.00	2	*	*	-	-	*	-	-	-	1	1	-	-	1	-	-	*	1	1	-	-
06.00-10.00	44	1%	35	10	9	8	3	3	3	9	4	3	2	1	-	-	24	20	25	6	5
10.00-14.00	64	2%	46	22	5	11	5	3	-	18	8	7	1	1	-	1	32	32	37	9	3
14.00-18.00	39	1%	28	10	7	7	1	2	-	12	3	3	3	4	-	-	21	18	24	13	3
18.00-22.00	29	1%	22	12	5	2	2	1	-	7	-	2	4	1	-	-	12	17	20	6	1
22.00-01.00	9	*	2	-	2	-	-	-	-	7	4	1	1	1	-	-	3	6	6	3	1
SUNDAY																					
01.00-04.00	2	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	2	2	1	1
04.00-06.00	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
06.00-10.00	27	1%	14	3	3	3	4	1	-	13	5	4	2	2	1	-	15	12	18	9	1
10.00-13.00	42	1%	23	10	3	5	4	1	*	19	4	2	5	7	1	-	19	23	29	15	-
13.00-17.00	32	1%	19	6	6	5	1	1	-	13	3	-	4	3	-	3	11	21	23	13	2
17.00-20.00	25	1%	16	2	4	*	9	1	-	9	3	2	2	1	-	1	14	11	15	7	2
20.00-22.00	21	1%	13	6	-	-	7	-	-	9	4	3	2	1	-	-	15	7	12	4	-
22.00-01.00	14	*	9	6	-	-	4	-	-	4	3	-	1	1	-	-	8	5	1	1	-
MONDAY-SUNDAY																					
06.00-09.00	182	5%	111	33	24	28	17	6	3	71	21	20	15	10	5	-	88	94	120	58	24
09.00-12.00	201	6%	117	48	20	18	19	9	3	84	31	22	15	12	4	1	101	100	118	63	24
12.00-15.00	181	5%	119	42	22	24	24	7	*	62	15	20	18	9	*	1	78	103	124	62	4
15.00-18.00	209	6%	117	34	26	33	20	4	*	92	28	26	17	16	2	3	104	105	133	73	25
06.00-24.00	369	10%	219	74	36	52	40	13	3	151	52	32	29	26	9	3	181	189	237	112	47
06.00-06.00	373	11%	222	77	36	52	40	13	3	151	52	32	29	26	9	3	184	189	237	112	47

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 4 - AUDIENCE BY HALF HOUR - WEEKDAY AVERAGE

KERRANG! 105.2

	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	3362	1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551	1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
06.00-06.30	11	*	7	1	2	2	*	-	4	2	-	*	1	1	-	5	6	8	3	-
06.30-07.00	25	1%	15	3	3	4	5	*	9	6	*	2	1	1	-	11	13	13	5	*
07.00-07.30	39	1%	26	5	4	9	8	*	13	8	2	1	2	-	-	18	21	22	8	*
07.30-08.00	45	1%	32	6	6	12	7	1	12	6	3	1	2	*	-	22	23	26	8	1
08.00-08.30	52	2%	36	8	10	11	7	1	16	4	6	3	2	1	-	28	24	33	13	4
08.30-09.00	45	1%	31	6	9	10	6	*	13	3	5	3	2	*	-	21	24	30	12	6
09.00-09.30	38	1%	24	6	7	5	5	1	13	3	4	5	1	*	-	18	20	24	11	5
09.30-10.00	34	1%	25	6	7	6	5	1	9	3	2	3	1	*	-	16	18	21	7	5
10.00-10.30	37	1%	27	6	9	7	5	1	10	4	2	3	1	*	-	15	22	24	10	4
10.30-11.00	35	1%	24	5	8	6	4	1	11	4	2	3	1	*	-	16	19	23	9	*
11.00-11.30	37	1%	24	5	7	6	5	1	13	4	4	3	1	1	-	16	20	24	11	*
11.30-12.00	35	1%	25	6	7	7	4	*	10	3	2	3	1	1	-	15	20	23	10	*
12.00-12.30	31	1%	23	4	7	7	5	*	9	1	2	4	1	*	-	15	17	21	10	*
12.30-13.00	32	1%	24	5	7	8	5	*	7	1	2	3	1	-	-	14	18	22	9	*
13.00-13.30	40	1%	31	6	8	9	6	1	9	1	4	3	1	-	-	15	25	26	13	*
13.30-14.00	36	1%	29	6	6	10	6	*	7	1	2	3	1	*	-	16	20	24	11	*
14.00-14.30	28	1%	22	4	7	8	2	*	6	1	3	2	1	-	-	12	17	20	10	*
14.30-15.00	28	1%	21	4	7	8	2	-	7	1	3	2	*	-	-	11	17	19	12	*
15.00-15.30	29	1%	20	3	6	9	3	*	9	2	2	3	2	-	-	11	18	22	13	4
15.30-16.00	26	1%	20	5	5	7	3	*	6	1	1	3	1	*	-	11	15	18	11	1
16.00-16.30	31	1%	22	4	6	9	2	1	9	2	2	3	1	1	-	12	18	21	14	1
16.30-17.00	32	1%	25	7	6	10	2	*	8	2	2	2	1	1	-	14	19	18	11	1
17.00-17.30	33	1%	25	7	5	10	2	*	8	3	2	2	1	1	-	16	17	19	9	3
17.30-18.00	30	1%	22	7	3	10	2	*	8	3	2	1	2	1	-	12	17	17	7	4
18.00-18.30	23	1%	15	5	3	5	2	*	8	2	3	1	2	*	-	9	14	14	5	1
18.30-19.00	22	1%	14	6	3	4	1	*	7	3	2	1	2	*	-	8	13	13	5	1
19.00-19.30	21	1%	15	5	4	4	1	*	6	2	1	1	2	*	-	11	9	11	4	2
19.30-20.00	19	1%	14	4	3	2	4	*	5	2	1	1	1	*	-	12	6	12	3	1
20.00-20.30	20	1%	16	5	5	2	4	*	5	1	*	1	2	1	-	12	8	14	2	1
20.30-21.00	16	*	12	5	4	2	1	*	4	1	-	1	1	*	-	7	9	11	1	1
21.00-21.30	12	*	8	3	4	1	1	*	4	1	*	1	1	*	-	5	7	7	1	3
21.30-22.00	11	*	7	2	4	*	1	-	4	2	*	*	2	-	-	5	6	7	1	3
22.00-22.30	7	*	3	1	*	1	1	*	4	2	*	-	1	-	*	4	3	3	1	3
22.30-23.00	7	*	3	1	*	1	1	*	4	2	-	-	1	-	*	4	3	4	1	2
23.00-23.30	5	*	3	2	*	1	*	-	2	*	-	*	1	-	*	2	3	3	1	*
23.30-24.00	4	*	3	2	-	1	*	-	2	*	-	-	1	-	*	1	3	2	1	*
24.00-00.30	5	*	3	2	*	*	1	-	1	*	-	*	1	-	-	3	2	2	1	*
00.30-01.00	4	*	3	2	*	*	*	-	1	*	-	*	1	-	-	2	2	2	1	-
01.00-01.30	3	*	2	2	*	*	-	-	1	-	-	*	1	-	-	2	1	1	*	*
01.30-02.00	2	*	1	1	*	*	-	-	1	-	-	*	1	-	-	1	1	1	*	*
02.00-02.30	2	*	1	*	*	-	1	-	1	-	-	-	1	-	-	1	1	2	-	*
02.30-03.00	2	*	1	*	*	-	1	-	1	-	-	-	1	-	-	1	1	2	-	*
03.00-03.30	1	-	*	*	-	-	-	-	1	-	-	-	1	-	-	*	1	1	-	*
03.30-04.00	1	-	*	*	-	-	-	-	1	-	-	-	1	-	-	*	1	1	-	-
04.00-04.30	2	-	1	-	-	1	-	*	1	-	-	-	1	-	-	*	2	2	*	-
04.30-05.00	1	-	*	-	-	*	-	*	1	-	-	-	1	-	-	*	1	1	*	-
05.00-05.30	1	-	1	-	-	*	*	*	1	-	-	-	1	-	-	1	1	1	*	-
05.30-06.00	5	*	4	2	-	1	1	-	1	*	-	-	1	-	-	1	4	4	1	-

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

Source: RAJAR/Ipsos MORI/RSMB

**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)**  
**TABLE 5 - AUDIENCE BY HALF HOUR - SATURDAY**

**KERRANG! 105.2**

	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	3362	1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551	1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
06.00-06.30	4	*	2	-	2	-	-	-	2	1	-	-	1	-	-	-	4	4	-	-
06.30-07.00	5	*	2	-	2	-	-	-	3	2	-	-	1	-	-	-	5	4	-	-
07.00-07.30	12	*	9	4	2	3	-	-	4	2	*	-	1	-	-	3	9	5	1	-
07.30-08.00	17	1%	14	6	5	3	-	1	3	2	*	-	1	-	-	7	10	7	2	*
08.00-08.30	21	1%	17	6	5	2	2	2	5	1	3	-	1	-	-	8	14	11	3	-
08.30-09.00	18	1%	14	2	5	2	1	2	1	1	1	1	1	-	-	5	12	10	2	-
09.00-09.30	24	1%	22	5	6	6	-	2	3	2	1	-	1	-	-	12	13	12	*	5
09.30-10.00	23	1%	21	5	6	5	1	1	3	2	1	-	1	-	-	14	10	11	1	5
10.00-10.30	20	1%	14	4	4	3	2	1	-	6	4	2	*	-	-	15	5	11	2	*
10.30-11.00	20	1%	15	4	4	3	2	1	-	5	4	-	1	-	-	14	6	11	1	*
11.00-11.30	25	1%	16	7	4	3	*	1	-	9	6	4	-	-	-	16	10	13	-	1
11.30-12.00	23	1%	17	10	4	3	-	*	1	6	4	2	-	-	-	12	11	10	-	1
12.00-12.30	26	1%	21	9	4	5	3	-	-	5	4	1	-	*	-	12	14	12	*	*
12.30-13.00	25	1%	21	7	4	6	3	1	-	4	3	1	-	*	-	9	16	13	2	-
13.00-13.30	28	1%	23	10	5	7	-	2	-	5	2	1	-	*	1	5	23	19	5	1
13.30-14.00	24	1%	20	7	4	7	-	2	-	4	1	1	*	1	1	7	17	13	4	-
14.00-14.30	16	1%	14	4	4	4	-	2	-	2	-	1	*	1	-	6	10	10	4	1
14.30-15.00	16	*	13	6	5	3	-	-	-	3	1	1	1	-	-	7	9	7	4	2
15.00-15.30	18	1%	15	6	6	3	1	-	3	1	1	1	-	-	-	9	9	9	4	1
15.30-16.00	17	1%	12	6	5	1	-	-	-	4	2	-	1	2	-	12	4	6	3	-
16.00-16.30	14	*	9	4	4	1	-	-	-	4	2	-	1	2	-	11	3	5	2	-
16.30-17.00	12	*	8	4	4	-	-	-	4	2	-	1	2	-	-	10	3	4	1	-
17.00-17.30	6	*	6	2	3	*	-	-	1	-	-	1	-	-	-	3	4	4	2	*
17.30-18.00	7	*	4	1	2	1	-	-	3	-	-	2	1	-	-	2	5	5	2	*
18.00-18.30	14	*	10	7	2	1	-	-	4	-	1	3	1	-	-	4	9	9	4	*
18.30-19.00	8	*	4	1	2	1	-	-	4	-	2	2	1	-	-	2	6	6	3	*
19.00-19.30	9	*	5	1	1	2	-	-	4	-	1	2	1	-	-	3	6	7	4	-
19.30-20.00	14	*	10	5	4	2	-	-	4	-	1	2	1	-	-	6	8	9	4	1
20.00-20.30	13	*	9	5	2	1	1	*	-	4	-	1	2	1	-	6	8	8	4	1
20.30-21.00	11	*	7	3	2	1	-	1	-	4	-	1	2	1	-	3	8	8	4	-
21.00-21.30	6	*	2	-	2	-	-	-	4	-	1	2	1	-	-	-	6	6	3	-
21.30-22.00	5	*	2	-	2	-	-	-	3	-	1	2	1	-	-	-	5	5	2	-
22.00-22.30	5	*	2	-	2	-	-	-	2	-	1	1	1	-	-	-	5	5	2	-
22.30-23.00	7	*	2	-	2	-	-	-	5	2	1	1	1	-	-	1	6	6	2	-
23.00-23.30	3	*	-	-	-	-	-	-	3	1	-	1	1	-	-	-	3	3	2	-
23.30-24.00	3	*	-	-	-	-	-	-	3	1	-	1	1	-	-	-	3	3	2	-
24.00-00.30	3	*	-	-	-	-	-	-	3	1	-	1	1	-	-	-	3	3	2	-
00.30-01.00	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	2	2	1	*
01.00-01.30	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	2	2	1	1
01.30-02.00	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	2	2	1	-
02.00-02.30	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
02.30-03.00	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
03.00-03.30	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
03.30-04.00	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
04.00-04.30	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
04.30-05.00	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
05.00-05.30	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
05.30-06.00	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-

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

Source: RAJAR/Ipsos MORI/RSMB

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 6 - AUDIENCE BY HALF HOUR - SUNDAY

KERRANG! 105.2

	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	3362	1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551	1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
06.00-06.30	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	-	-
06.30-07.00	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	2	2	1	-
07.00-07.30	5	*	1	-	1	*	-	-	3	-	2	1	1	-	-	1	3	5	3	-
07.30-08.00	5	*	2	-	1	*	-	-	4	-	2	1	1	-	-	2	3	5	3	-
08.00-08.30	5	*	*	-	-	*	-	*	5	-	3	1	1	-	-	2	4	5	3	-
08.30-09.00	6	*	1	-	*	-	1	-	5	-	3	2	1	-	-	2	4	6	3	-
09.00-09.30	13	*	9	3	*	3	1	-	4	1	2	1	*	-	-	6	7	9	4	-
09.30-10.00	15	*	10	3	1	2	4	-	5	1	1	1	1	1	-	7	8	10	3	*
10.00-10.30	18	1%	10	2	2	2	3	-	9	4	*	1	3	1	-	10	9	15	7	-
10.30-11.00	14	*	6	2	1	2	1	-	8	3	-	1	2	1	-	5	8	11	6	-
11.00-11.30	15	*	8	4	-	2	2	-	6	1	-	1	3	*	-	4	11	10	7	-
11.30-12.00	11	*	10	6	-	3	1	-	1	*	-	1	1	-	-	2	10	7	4	-
12.00-12.30	13	*	10	4	2	2	2	-	3	1	1	2	-	-	-	3	10	8	5	-
12.30-13.00	13	*	9	3	2	3	2	1	4	1	-	3	-	-	-	4	9	9	5	-
13.00-13.30	14	*	12	1	4	5	1	*	2	-	-	2	-	-	-	2	12	12	6	-
13.30-14.00	10	*	10	1	3	4	1	-	1	-	-	1	-	-	-	1	9	9	4	1
14.00-14.30	10	*	7	1	4	1	-	-	3	-	-	-	3	-	-	2	8	8	5	-
14.30-15.00	8	*	7	2	5	-	-	-	1	-	-	*	*	-	-	4	4	6	2	-
15.00-15.30	8	*	7	3	3	-	1	-	1	-	-	1	-	-	-	8	5	5	3	-
15.30-16.00	5	*	5	2	3	-	-	-	1	-	-	1	-	-	-	5	4	2	2	-
16.00-16.30	8	*	6	3	-	2	1	-	3	-	-	1	-	-	2	3	5	5	4	-
16.30-17.00	7	*	4	2	-	1	1	-	3	1	-	1	-	*	-	2	5	4	3	-
17.00-17.30	6	*	3	2	1	*	*	-	3	1	-	1	-	-	1	1	5	3	2	-
17.30-18.00	9	*	4	2	2	-	1	-	5	2	1	1	*	-	1	3	6	5	3	*
18.00-18.30	12	*	5	2	3	-	1	1	6	3	1	1	1	-	-	5	6	6	4	1
18.30-19.00	8	*	5	2	3	-	*	-	3	-	1	1	1	-	-	3	5	6	4	1
19.00-19.30	9	*	5	2	2	-	1	1	4	-	1	1	1	-	-	3	6	6	3	-
19.30-20.00	11	*	7	2	1	-	4	1	4	-	2	1	1	-	-	5	6	9	3	*
20.00-20.30	10	*	5	2	-	4	-	-	5	*	3	1	1	-	-	6	4	8	3	-
20.30-21.00	7	*	3	2	-	2	-	-	4	1	2	-	1	-	-	4	3	4	2	-
21.00-21.30	10	*	7	5	-	2	-	-	3	1	1	*	1	-	-	7	3	5	2	-
21.30-22.00	11	*	7	6	-	1	-	-	4	3	-	1	1	-	-	6	4	3	1	-
22.00-22.30	7	*	4	4	-	1	-	-	2	1	-	*	1	-	-	4	3	1	*	-
22.30-23.00	3	*	2	1	-	1	-	-	1	-	-	-	1	-	-	1	2	1	-	-
23.00-23.30	3	*	2	1	-	1	-	-	1	-	-	-	1	-	-	1	2	1	-	-
23.30-24.00	4	*	3	1	-	2	-	-	1	-	-	-	1	-	-	1	3	1	-	-
24.00-00.30	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
00.30-01.00	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
01.00-01.30	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
01.30-02.00	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
02.00-02.30	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
02.30-03.00	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
03.00-03.30	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
03.30-04.00	2	*	1	-	-	1	-	-	1	-	-	-	1	-	-	2	1	-	-	-
04.00-04.30	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
04.30-05.00	2	-	*	-	-	-	-	*	1	1	-	-	-	-	-	2	2	-	-	-
05.00-05.30	4	*	3	-	-	2	-	*	1	1	-	-	-	-	-	4	3	-	-	-
05.30-06.00	8	*	7	2	-	5	-	*	1	1	-	-	-	-	-	2	6	5	-	-

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

Source: RAJAR/Ipsos MORI/RSMB



**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)  
TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	ALL RADIO	KER RANG! 105.2	* CAPITAL BIRMINGHAM (WAS GALAXY)	HEART WEST MID LANDS	SMOOTH RADIO TH MID LANDS	SMOOTH RADIO WEST MID LANDS	* BEA CON RADIO	* 96.4 BRMB	* MER CIA	* GOLD BIRMINGHAM	* GOLD COV ENTRY	* GOLD WOLVERHAMPTON	* BBC COV ENTRY AND WICKS	* BBC WM BLACK COUNTRY	TOTAL ABSOLUTE RADIO	CAPITAL NET WORK (UK)	TOTAL CHOICE (UK)	GOLD NET WORK UK	KISS UK	TOTAL LBC (UK)	MAGIC UK	TOTAL REAL RADIO	SUNRISE NATIONAL	TOTAL XFM (UK)
UNW. SAMPLE EST. POP'N	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551
MONDAY-SUNDAY WEEKLY REACH	3150	373	467	837	397	397	224	359	153	67	24	48	82	239	55	600	49	120	113	10	65	11	12	12
% REACH	89%	11%	13%	24%	11%	11%	6%	10%	4%	2%	1%	1%	2%	7%	2%	17%	1%	3%	3%	*	2%	*	*	*
TOTAL HOURS	70533	2951	3748	6144	3975	3969	1548	1707	1230	761	161	569	534	1990	791	4474	294	1147	410	100	210	49	44	21
AVERAGE HOURS	22.4	7.9	8.0	7.3	10.0	10.0	6.9	4.8	8.0	11.3	6.6	11.8	6.5	8.3	14.4	7.5	6.0	9.6	3.6	9.9	3.2	4.7	3.6	1.8
MARKET SHARE	100.0%	4.2%	5.3%	8.7%	5.6%	5.6%	2.2%	2.4%	1.7%	1.1%	0.2%	0.8%	0.8%	2.8%	1.1%	6.3%	0.4%	1.6%	0.6%	0.1%	0.3%	0.1%	0.1%	*

- 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 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)  
TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	ALL RADIO	BBC RADIO 1	BBC RADIO 2	BBC RADIO 3	BBC RADIO 4	BBC RADIO 4 (INCL 4 EXTRA)	BBC RADIO 4 EXTRA	BBC RADIO FIVE LIVE	BBC RADIO FIVE LIVE(INC SPORTS EXTRA)	FIVE LIVE SPORTS EXTRA	BBC 6 MUSIC	1XTRA FROM THE BBC	BBC ASIAN NET WORK	BBC WORLD SERVICE	OTHER BBC LOCAL	ANY BBC	OTHER LOCAL COMM.	ABSO LUTE 80S	ABSO LUTE RADIO 90S	ABSO LUTE RADIO 00S	ABSO LUTE RADIO CLASSIC ROCK	ABSO LUTE RADIO NATIONAL	CHILL	CLASSIC FM
UNW. SAMPLE EST. POP'N	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551
MONDAY-SUNDAY WEEKLY REACH	3150	809	839	82	572	590	91	477	495	80	42	94	150	80	175	2275	299	58	26	13	24	55	11	317
% REACH	89%	23%	24%	2%	16%	17%	3%	13%	14%	2%	1%	3%	4%	2%	5%	64%	8%	2%	1%	*	1%	2%	*	9%
TOTAL HOURS	70533	6316	10073	717	7271	7943	673	4063	4372	310	324	518	1329	418	1623	36157	2054	421	116	55	65	791	83	1711
AVERAGE HOURS	22.4	7.8	12.0	8.7	12.7	13.5	7.4	8.5	8.8	3.9	7.7	5.5	8.8	5.2	9.3	15.9	6.9	7.3	4.4	4.1	2.7	14.4	7.8	5.4
MARKET SHARE	100.0%	9.0%	14.3%	1.0%	10.3%	11.3%	1.0%	5.8%	6.2%	0.4%	0.5%	0.7%	1.9%	0.6%	2.3%	51.3%	2.9%	0.6%	0.2%	0.1%	0.1%	1.1%	0.1%	2.4%

- 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 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)  
TABLE 7 - CUMULATIVE WEEKLY AUDIENCE (REACH), TOTAL AND AVERAGE HOURS**

	ALL RADIO	HEAT	THE HITS	JAZZ FM	NME RADIO	PLANET ROCK	Q	SMASH HITS RADIO	TALK SPORT	OTHER NATION AL COMMER CIAL	ANY COMMER CIAL	OTHER STATION
UNW. SAMPLE	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362
EST. POP'N	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551
MONDAY-SUNDAY WEEKLY REACH	3150	34	46	21	10	51	12	62	241	-	2323	240
% REACH	89%	1%	1%	1%	*	1%	*	2%	7%	-	65%	7%
TOTAL HOURS	70533	110	152	54	10	400	35	155	1762	-	32277	2099
AVERAGE HOURS	22.4	3.2	3.3	2.6	1.0	7.9	2.9	2.5	7.3	-	13.9	8.8
MARKET SHARE	100.0%	0.2%	0.2%	0.1%	*	0.6%	0.1%	0.2%	2.5%	-	45.8%	3.0%

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RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 8 - SHARE OF LISTENING BY SEGMENTS

KERRANG! 105.2

	ALL RADIO	KERRANG! 105.2	CAPITAL BIRMINGHAM HAM (WAS GALAXY)	HEART WEST MID LANDS	SMOOTH RADIO TH MID LANDS	SMOOTH RADIO WEST MID LANDS	* BEA CON RADIO	* 96.4 BRMB	* MER CIA	* GOLD BIRMINGHAM HAM	* GOLD COV ENTRY	* GOLD WOLVER HAMPTON	* BBC COV AND WAR WICKS	* BBC WM (B'HAM & BLACK COUN TRY)	TOTAL ABSO LUTE RADIO	CAPITAL NET WORK (UK)	TOTAL CHOICE (UK)	GOLD NET WORK UK	KISS UK	TOTAL LBC (UK)	MAGIC UK	TOTAL REAL RADIO	SUNRISE RADIO NATION AL	TOTAL XFM (UK)	
UNW. SAMPLE	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	
EST. POP'N	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	
MONDAY-FRIDAY																									
01.00-03.00	100.0	2.8	6.4	8.6	4.8	4.8	2.2	1.0	1.0	0.8	0.1	0.5	0.1	0.6	2.2	6.9	4.0	0.9	1.1	0.1	0.2	0.1	0.2	-	
03.00-05.00	100.0	2.3	2.7	7.4	7.0	7.0	2.1	1.4	0.7	-	-	-	-	0.3	2.2	2.8	5.0	-	0.6	0.1	0.1	0.5	0.1	-	
05.00-07.00	100.0	3.9	2.6	7.5	8.0	8.0	2.9	1.7	2.2	0.4	0.2	0.4	0.6	1.5	1.1	3.6	1.3	0.7	*	0.1	0.2	0.1	-		
07.00-10.00	100.0	4.3	4.9	9.0	5.4	5.4	2.8	2.5	2.0	1.0	0.1	0.9	0.8	3.1	1.1	5.9	0.2	1.5	0.3	0.1	0.2	0.1	0.1		
10.00-11.00	100.0	4.2	5.1	9.2	6.6	6.5	2.8	1.9	2.3	1.2	0.1	0.9	0.6	3.8	1.5	5.8	0.2	1.7	0.5	-	0.4	0.1	*		
11.00-15.00	100.0	4.8	6.0	8.5	6.0	6.0	2.0	2.7	2.1	1.1	0.3	0.6	0.8	2.9	1.7	6.9	0.1	1.7	0.6	*	0.2	0.1	0.1		
15.00-16.00	100.0	5.3	6.7	7.5	5.4	5.4	2.1	3.7	1.6	1.1	0.3	0.9	0.7	2.3	1.6	8.0	0.4	1.6	0.6	*	0.2	0.1	*		
16.00-19.00	100.0	5.2	6.0	8.5	4.7	4.7	2.0	2.7	1.1	1.0	0.2	0.9	0.7	3.3	0.9	7.1	0.3	1.5	0.7	0.2	0.1	*	0.1		
19.00-22.00	100.0	5.2	5.1	8.7	4.8	4.8	1.2	2.1	1.6	1.2	0.2	0.7	0.7	3.3	0.4	6.7	0.4	1.7	1.4	0.5	0.5	*	0.1		
22.00-01.00	100.0	2.7	6.9	9.3	5.4	5.4	1.8	1.6	1.7	1.5	0.5	1.1	0.1	0.7	0.9	7.5	1.4	2.5	0.6	0.1	0.7	*	0.1		
SATURDAY																									
01.00-04.00	100.0	2.4	9.9	8.9	3.7	3.7	0.9	1.6	1.4	0.4	-	0.4	-	-	2.3	11.0	2.7	0.6	2.9	-	-	0.1	-		
04.00-06.00	100.0	1.8	3.2	11.2	4.0	4.0	0.3	2.6	0.4	-	-	-	-	0.1	1.7	3.2	2.1	0.2	3.3	-	-	0.5	-		
06.00-10.00	100.0	3.0	3.7	7.2	6.8	6.8	1.7	3.2	1.8	1.5	0.3	1.2	1.2	3.5	0.2	4.5	0.2	2.4	0.8	0.1	0.1	-	-		
10.00-14.00	100.0	3.6	6.0	8.7	5.7	5.7	2.8	2.7	1.1	1.5	0.1	1.3	1.2	2.8	0.9	6.8	0.4	2.0	0.7	0.2	0.3	*	*		
14.00-18.00	100.0	3.0	5.1	9.2	3.5	3.5	2.5	2.2	1.1	0.9	*	0.4	2.2	4.8	0.3	6.2	0.2	1.2	0.7	-	0.2	-	0.1		
18.00-22.00	100.0	4.2	5.3	10.1	4.8	4.8	1.1	2.3	1.0	0.7	0.3	0.7	0.6	2.3	0.4	7.0	0.3	1.3	0.8	-	0.8	*	*		
22.00-01.00	100.0	2.6	6.8	14.7	5.8	5.8	0.9	2.3	1.3	0.5	0.8	0.5	*	0.2	0.3	8.2	0.7	1.6	0.1	0.4	*	-	-		
SUNDAY																									
01.00-04.00	100.0	2.4	6.3	14.1	2.8	2.8	0.8	-	-	-	-	-	-	-	1.1	9.2	1.0	-	-	0.4	-	-	-		
04.00-06.00	100.0	1.7	-	10.0	1.0	1.0	-	-	0.7	1.5	0.6	-	-	-	0.8	1.3	-	2.1	-	-	-	-	-		
06.00-10.00	100.0	1.7	2.4	8.1	6.8	6.7	1.6	1.8	2.0	1.3	0.2	1.2	1.2	2.5	0.5	3.6	0.1	2.3	0.3	0.6	0.1	-	*		
10.00-13.00	100.0	2.2	3.9	10.6	7.2	7.1	2.3	2.8	1.3	1.0	0.4	1.0	0.8	2.1	1.0	5.1	0.2	2.1	0.4	0.5	0.6	-	0.1		
13.00-17.00	100.0	2.2	6.2	9.3	5.8	5.8	2.8	2.0	1.3	1.1	0.5	0.8	0.6	3.4	1.0	6.9	0.2	2.1	0.5	0.1	0.5	0.1	0.1		
17.00-20.00	100.0	2.8	6.2	6.2	6.6	6.6	1.5	1.3	1.0	1.1	0.1	1.0	0.7	2.6	0.9	7.7	*	1.5	0.5	0.3	0.5	0.1	0.1		
20.00-22.00	100.0	5.2	5.7	10.8	5.4	5.4	0.5	1.6	0.9	2.1	0.3	1.3	-	1.2	0.3	7.1	-	2.6	1.0	0.9	0.7	-	0.4		
22.00-01.00	100.0	2.6	5.3	6.6	2.6	2.2	1.2	1.0	1.9	0.8	1.0	0.1	-	-	0.4	6.2	0.8	2.1	1.2	0.1	0.8	-	-		
MONDAY-SUNDAY																									
06.00-09.00	100.0	4.1	4.2	8.1	5.5	5.5	2.5	2.5	2.0	0.9	0.2	0.8	0.8	2.9	0.9	5.3	0.4	1.5	0.3	0.1	0.2	0.1	0.1		
09.00-12.00	100.0	3.9	5.2	9.6	6.6	6.6	2.6	2.2	2.1	1.3	0.2	1.0	0.8	3.3	1.3	5.9	0.2	1.8	0.5	0.1	0.4	0.1	*		
12.00-15.00	100.0	4.4	6.0	8.5	5.8	5.8	2.1	2.8	1.8	1.0	0.3	0.6	0.9	2.8	1.6	7.0	0.2	1.7	0.6	0.1	0.2	0.1	0.1		
15.00-18.00	100.0	4.8	6.1	8.3	4.8	4.8	2.2	2.9	1.2	1.2	0.2	0.9	0.9	3.5	1.1	7.2	0.3	1.6	0.5	0.1	0.2	*	*		
06.00-24.00	100.0	4.3	5.4	8.7	5.6	5.6	2.2	2.5	1.8	1.1	0.2	0.8	0.8	2.9	1.1	6.4	0.3	1.7	0.6	0.1	0.3	0.1	0.1		
06.00-06.00	100.0	4.2	5.3	8.7	5.6	5.6	2.2	2.4	1.7	1.1	0.2	0.8	0.8	2.8	1.1	6.3	0.4	1.6	0.6	0.1	0.3	0.1	0.1		

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 8 - SHARE OF LISTENING BY SEGMENTS

KERRANGI 105.2

	ALL RADIO	BBC RADIO 1	BBC RADIO 2	BBC RADIO 3	BBC RADIO 4	BBC RADIO 4 (INCL EXTRA)	BBC RADIO 4 EXTRA	BBC RADIO FIVE LIVE	BBC RADIO FIVE LIVE (INC SPORTS EXTRA)	FIVE LIVE EXTRA	BBC 6 MUSIC	1XTRA FROM THE BBC	BBC ASIAN NET WORK	BBC WORLD SERVICE	OTHER BBC LOCAL	ANY BBC	OTHER LOCAL COMM.	ABSO LUTE 80S	ABSO LUTE 90S	ABSO LUTE RADIO 00S	ABSO LUTE RADIO CLASSIC ROCK	ABSO LUTE RADIO NATIONAL	CHILL	CLASSIC FM	
UNW. SAMPLE	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	
EST. POP'N	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	
MONDAY-FRIDAY																									
01.00-03.00	100.0	4.4	4.7	0.4	11.0	13.5	2.5	11.4	11.4	-	0.5	1.6	0.6	7.3	1.0	46.1	1.7	1.2	0.5	-	0.3	2.2	-	2.9	
03.00-05.00	100.0	4.9	6.9	0.2	9.6	10.8	1.3	12.1	12.1	-	0.3	1.0	0.8	11.9	0.6	49.7	1.7	1.5	*	-	0.3	2.2	-	2.4	
05.00-07.00	100.0	8.8	15.7	0.4	16.3	17.2	0.9	7.8	7.8	-	0.3	0.2	0.5	1.0	2.1	56.1	2.0	0.3	0.2	0.2	*	1.1	0.1	2.2	
07.00-10.00	100.0	10.7	16.7	0.8	11.7	12.5	0.8	3.8	3.8	*	0.3	0.3	1.4	0.2	3.6	54.4	3.2	0.3	0.2	*	0.1	1.1	0.1	1.7	
10.00-11.00	100.0	9.8	18.2	1.0	6.9	7.9	1.0	3.3	3.4	0.2	0.4	0.6	1.6	0.1	2.6	50.0	3.9	0.6	0.2	*	0.1	1.5	0.1	2.1	
11.00-15.00	100.0	10.1	15.9	0.8	8.4	9.4	1.0	3.9	4.4	0.4	0.3	0.5	1.9	0.2	1.8	49.1	3.6	0.7	0.2	*	0.1	1.7	0.2	2.2	
15.00-16.00	100.0	10.6	15.2	1.4	7.7	8.2	0.6	4.9	5.5	0.6	0.4	0.6	3.1	0.1	1.5	49.6	3.3	1.0	*	*	*	1.6	0.2	2.1	
16.00-19.00	100.0	9.8	14.7	1.5	10.7	11.3	0.5	4.6	5.2	0.6	0.4	0.8	2.7	0.1	1.4	51.8	2.7	0.3	0.1	0.3	*	0.9	0.1	2.2	
19.00-22.00	100.0	7.5	7.1	1.9	7.9	8.7	0.8	8.6	9.0	0.4	0.7	1.6	3.1	1.5	1.8	46.9	2.7	0.7	0.2	0.1	0.2	0.4	0.1	3.3	
22.00-01.00	100.0	4.2	5.6	0.9	15.3	18.2	2.8	7.4	7.4	*	1.1	2.2	1.7	1.3	1.7	45.0	2.2	0.7	0.4	-	0.3	0.9	0.2	3.5	
SATURDAY																									
01.00-04.00	100.0	1.4	3.9	0.1	11.9	15.6	3.7	13.5	13.5	-	0.8	2.0	1.0	2.2	-	40.4	0.8	0.3	0.4	-	-	2.3	-	3.3	
04.00-06.00	100.0	1.7	10.5	-	13.2	13.5	0.3	13.7	13.7	-	2.4	0.5	-	2.4	1.6	46.3	0.6	-	0.2	-	-	1.7	-	6.0	
06.00-10.00	100.0	6.0	19.0	0.7	14.8	15.7	0.9	6.6	6.6	*	0.3	0.1	1.3	0.2	3.5	58.2	2.0	0.2	-	-	0.1	0.2	0.2	2.7	
10.00-14.00	100.0	8.5	13.9	0.8	8.2	8.9	0.7	9.0	10.5	1.6	0.8	0.8	1.9	0.4	1.9	52.4	2.1	0.8	*	-	0.1	0.9	*	2.3	
14.00-18.00	100.0	6.6	9.0	1.4	6.1	6.6	0.6	14.8	17.7	2.9	0.4	1.4	1.9	0.1	2.1	54.3	2.3	1.0	*	-	*	0.3	*	3.1	
18.00-22.00	100.0	6.8	8.3	2.3	8.3	8.9	0.6	6.0	7.0	1.0	2.2	2.1	3.3	1.2	1.1	46.0	3.0	1.2	0.7	0.2	0.2	0.4	0.3	3.8	
22.00-01.00	100.0	3.2	4.4	0.6	14.4	17.0	2.6	6.8	6.8	-	1.0	1.8	1.5	1.5	1.4	39.4	3.2	0.9	-	-	0.9	0.3	0.7	3.8	
SUNDAY																									
01.00-04.00	100.0	3.4	1.8	0.4	19.4	22.6	3.2	15.8	15.8	-	0.5	0.7	-	2.7	0.9	48.8	1.8	-	-	-	0.8	1.1	-	2.3	
04.00-06.00	100.0	2.7	8.3	0.3	17.8	18.3	0.4	20.0	20.0	-	-	0.8	-	2.1	2.9	55.4	1.8	-	-	-	-	0.8	-	6.2	
06.00-10.00	100.0	4.7	19.5	0.9	15.4	16.1	0.6	6.4	6.4	-	0.1	0.1	1.1	0.9	4.1	57.5	2.0	0.8	-	*	-	0.5	0.1	3.5	
10.00-13.00	100.0	6.4	17.7	1.2	11.3	12.2	0.9	3.9	4.9	1.0	0.1	0.3	1.5	0.2	2.9	50.3	2.6	0.9	0.1	0.1	*	1.0	0.1	3.1	
13.00-17.00	100.0	8.5	10.8	1.2	6.3	7.8	1.4	10.9	12.5	1.6	0.6	0.5	1.9	0.2	2.3	50.5	2.3	1.2	0.1	-	0.2	1.0	-	3.4	
17.00-20.00	100.0	12.5	11.2	1.0	8.4	8.7	0.3	10.4	11.3	0.9	0.6	1.4	3.1	0.3	1.5	54.8	1.4	0.7	*	-	0.1	0.9	-	3.2	
20.00-22.00	100.0	7.7	8.1	1.0	7.5	8.1	0.6	4.2	4.8	0.7	1.1	3.1	2.6	2.6	1.5	41.8	1.6	1.1	0.2	-	0.6	0.3	0.7	4.4	
22.00-01.00	100.0	5.0	8.5	1.2	18.6	22.5	3.9	9.4	9.6	0.2	1.8	2.1	1.4	1.1	2.7	56.0	1.0	0.8	-	-	0.3	0.4	*	4.2	
MONDAY-SUNDAY																									
06.00-09.00	100.0	9.8	16.6	0.7	14.8	15.5	0.7	5.0	5.0	*	0.3	0.2	1.1	0.3	3.6	56.8	2.7	0.3	0.2	0.1	*	0.9	0.1	2.0	
09.00-12.00	100.0	9.3	17.7	0.9	7.9	8.8	0.9	3.9	4.2	0.3	0.4	0.5	1.7	0.1	2.7	50.5	3.4	0.6	0.2	*	0.1	1.3	0.1	2.1	
12.00-15.00	100.0	9.5	14.8	0.8	8.8	9.8	1.0	5.3	6.1	0.8	0.4	0.6	1.9	0.3	1.8	49.7	3.3	0.8	0.2	*	0.1	1.6	0.1	2.3	
15.00-18.00	100.0	9.9	14.1	1.4	8.1	8.7	0.5	6.8	7.9	1.1	0.4	0.8	2.7	0.1	1.6	51.9	2.8	0.6	0.1	0.1	*	1.1	0.1	2.2	
06.00-24.00	100.0	9.2	14.6	1.1	10.1	11.0	0.9	5.4	5.9	0.5	0.5	0.7	1.9	0.4	2.4	51.4	3.0	0.6	0.2	0.1	0.1	1.1	0.1	2.4	
06.00-06.00	100.0	9.0	14.3	1.0	10.3	11.3	1.0	5.8	6.2	0.4	0.5	0.7	1.9	0.6	2.3	51.3	2.9	0.6	0.2	0.1	0.1	1.1	0.1	2.4	

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 8 - SHARE OF LISTENING BY SEGMENTS

KERRANG! 105.2

	ALL RADIO	HEAT	THE HITS	JAZZ FM	NME RADIO	PLANET ROCK	Q	SMASH HITS RADIO	TALK SPORT	OTHER NATION AL COMMERCIAL	ANY COMMERCIAL	OTHER STATION
UNW. SAMPLE	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362
EST. POP'N	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551
MONDAY-FRIDAY												
01.00-03.00	100.0	0.9	0.2	-	-	-	-	0.4	4.9	-	49.0	4.9
03.00-05.00	100.0	0.5	0.1	-	-	-	0.1	0.2	5.8	-	45.3	5.0
05.00-07.00	100.0	0.1	0.1	-	-	0.1	-	*	3.4	-	41.8	2.1
07.00-10.00	100.0	0.1	0.1	*	-	0.4	*	0.2	1.7	-	43.7	1.9
10.00-11.00	100.0	0.1	0.2	*	-	0.6	*	0.1	2.0	-	47.3	2.7
11.00-15.00	100.0	0.2	0.2	0.1	*	0.7	*	0.3	2.3	-	48.4	2.5
15.00-16.00	100.0	*	0.2	*	*	0.6	*	0.1	2.0	-	47.8	2.6
16.00-19.00	100.0	*	*	0.1	*	0.7	0.1	0.1	2.8	-	45.0	3.2
19.00-22.00	100.0	0.3	0.2	0.2	*	0.7	0.1	0.1	3.4	-	47.8	5.3
22.00-01.00	100.0	0.8	0.4	0.1	*	0.1	0.1	0.4	3.8	-	49.3	5.8
SATURDAY												
01.00-04.00	100.0	1.6	-	-	-	-	-	-	4.5	-	49.4	10.2
04.00-06.00	100.0	-	-	-	-	-	-	-	4.6	-	42.7	11.0
06.00-10.00	100.0	-	*	-	-	0.1	*	0.1	2.4	-	39.9	1.9
10.00-14.00	100.0	0.1	0.4	0.1	-	0.8	0.1	0.5	1.8	-	45.4	2.2
14.00-18.00	100.0	-	0.5	0.2	-	0.9	0.1	0.2	5.2	-	43.8	1.9
18.00-22.00	100.0	0.2	1.0	0.7	-	0.3	-	0.4	2.7	-	48.7	5.3
22.00-01.00	100.0	0.5	0.1	0.7	-	-	-	0.9	2.2	-	52.8	7.8
SUNDAY												
01.00-04.00	100.0	-	-	-	-	-	-	1.7	2.6	-	41.1	10.1
04.00-06.00	100.0	-	-	-	-	2.0	-	-	5.6	-	33.2	11.4
06.00-10.00	100.0	*	0.1	*	-	0.8	0.1	0.4	2.2	-	39.3	3.3
10.00-13.00	100.0	-	0.6	*	-	1.0	0.2	0.6	1.7	-	47.5	2.3
13.00-17.00	100.0	*	0.5	0.1	-	1.1	0.2	0.6	2.1	-	46.8	2.7
17.00-20.00	100.0	-	0.6	0.1	0.2	1.2	-	*	2.4	-	41.1	4.1
20.00-22.00	100.0	0.1	0.2	0.4	0.3	0.8	-	-	2.7	-	50.4	7.8
22.00-01.00	100.0	0.4	*	0.5	-	1.7	-	*	3.4	-	40.0	4.0
MONDAY-SUNDAY												
06.00-09.00	100.0	0.1	0.1	*	-	0.3	*	0.1	2.1	-	41.4	1.7
09.00-12.00	100.0	0.1	0.3	*	*	0.6	*	0.2	1.8	-	47.0	2.5
12.00-15.00	100.0	0.2	0.3	0.1	*	0.7	0.1	0.4	2.3	-	47.9	2.4
15.00-18.00	100.0	*	0.2	0.1	*	0.7	0.1	0.1	2.9	-	45.5	2.6
06.00-24.00	100.0	0.1	0.2	0.1	*	0.6	*	0.2	2.4	-	45.8	2.8
06.00-06.00	100.0	0.2	0.2	0.1	*	0.6	0.1	0.2	2.5	-	45.8	3.0

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 9 - REACH BY SEGMENTS

KERRANG! 105.2

			* CAPITAL BIRMINGHAM		HEART WEST MID LANDS	SMOOTH TH RADIO MID LANDS	SMOOTH RADIO WEST MID LANDS	* BEA CON RADIO	* 96.4 BRMB	* MER CIA	* GOLD BIRMINGHAM	* GOLD COV ENTRY	* GOLD WOLVER HAMP TON	* BBC COV ENTRY (WICKS)	* BBC WM (B'HAM & BLACK COUN TRY)	TOTAL ABSO LUTE RADIO	CAPITAL NET WORK (UK)	TOTAL CHOICE (UK)	GOLD NET WORK UK	KISS UK	TOTAL LBC (UK)	MAGIC UK	TOTAL REAL RADIO	SUNRISE RADIO NATION AL	TOTAL XFM (UK)	
UNW. SAMPLE EST. POP'N	3362 3551		3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	
MONDAY-FRIDAY																										
01.00-03.00	277	8%	13	24	42	10	10	9	4	3	4	*	2	1	2	4	27	4	5	5	1	1	*	1	-	
03.00-05.00	209	6%	8	9	29	15	15	2	6	3	-	-	-	-	1	2	10	5	-	3	*	1	*	1	-	
05.00-07.00	1054	30%	71	56	120	83	83	34	42	29	10	1	12	10	25	10	78	10	15	2	1	9	3	-	-	
07.00-10.00	2548	72%	190	238	412	199	199	119	187	95	33	6	27	34	112	26	303	24	56	37	4	21	4	4	2	
10.00-11.00	1845	52%	108	142	263	147	147	80	64	55	27	3	18	16	64	21	170	6	41	21	-	13	4	1	2	
11.00-15.00	2332	66%	176	246	406	210	210	113	147	71	35	8	21	32	111	34	313	18	53	46	1	21	6	5	3	
15.00-16.00	1471	41%	104	136	190	96	96	56	83	32	17	7	11	14	38	19	169	11	28	21	2	7	3	1	2	
16.00-19.00	2141	60%	190	210	319	163	162	84	122	54	24	10	16	29	81	30	262	17	41	36	3	8	1	4	3	
19.00-22.00	1608	45%	115	135	227	96	96	40	66	42	19	8	14	23	61	10	182	14	31	25	6	17	2	4	1	
22.00-01.00	902	25%	50	79	131	67	67	20	29	17	16	5	9	5	14	9	94	4	27	16	4	10	*	3	-	
SATURDAY																										
01.00-04.00	130	4%	3	13	13	4	4	1	4	2	2	-	2	-	-	1	15	2	2	6	-	-	*	-	-	
04.00-06.00	115	3%	2	5	12	5	5	*	6	1	-	-	-	-	*	1	5	2	1	2	-	-	*	-	-	
06.00-10.00	1339	38%	44	59	119	101	101	25	43	27	22	2	15	17	51	6	75	3	32	12	1	3	-	-	-	
10.00-14.00	1533	43%	64	136	170	94	94	48	61	19	23	2	17	20	55	12	152	9	31	21	3	7	1	1	3	
14.00-18.00	1080	30%	39	84	124	42	42	34	31	11	10	1	7	19	39	4	98	5	13	9	-	3	-	2	-	
18.00-22.00	714	20%	29	61	75	39	39	12	31	9	5	2	5	9	19	4	76	4	8	10	-	6	2	1	-	
22.00-01.00	328	9%	9	25	44	21	21	2	16	7	3	3	2	*	2	1	29	2	6	1	2	*	-	-	-	
SUNDAY																										
01.00-04.00	92	3%	2	6	16	2	2	1	-	-	-	-	-	-	-	1	9	2	-	-	*	-	-	-	-	
04.00-06.00	85	2%	1	-	8	2	2	-	-	1	3	1	-	-	-	1	2	-	4	-	-	-	-	-	-	
06.00-10.00	1111	31%	27	36	106	73	72	21	27	23	13	4	8	13	31	5	58	1	24	8	3	2	-	1	-	
10.00-13.00	1256	35%	42	60	159	86	85	29	42	18	15	6	15	9	29	10	88	2	31	10	4	10	-	2	2	
13.00-17.00	1015	29%	32	85	113	61	61	28	26	15	10	5	7	4	48	8	102	9	20	9	4	8	1	2	4	
17.00-20.00	723	20%	25	58	63	44	44	12	16	8	11	2	9	4	22	7	70	3	13	6	3	5	*	2	-	
20.00-22.00	358	10%	21	22	34	26	26	2	8	4	5	1	4	-	5	1	29	-	7	6	3	3	-	2	-	
22.00-01.00	297	8%	14	18	27	11	10	3	6	6	2	3	1	-	-	1	20	2	6	4	1	2	-	-	-	
MONDAY-SUNDAY																										
06.00-09.00	2426	68%	182	216	379	187	187	95	167	87	33	5	25	37	100	27	283	15	52	33	4	23	4	4	2	
09.00-12.00	2615	74%	201	274	501	253	253	130	170	91	43	10	34	39	120	36	343	23	74	54	5	24	5	4	6	
12.00-15.00	2489	70%	181	273	434	210	210	114	168	71	34	13	25	43	132	34	344	21	60	51	4	27	6	5	8	
15.00-18.00	2378	67%	209	263	408	185	184	117	158	57	33	11	18	40	119	35	331	20	52	45	5	15	3	6	3	
06.00-24.00	3147	89%	369	467	832	394	394	223	358	153	67	24	48	82	239	55	600	49	120	112	10	65	11	12	12	
06.00-06.00	3150	89%	373	467	837	397	397	224	359	153	67	24	48	82	239	55	600	49	120	113	10	65	11	12	12	

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 9 - REACH BY SEGMENTS

KERRANG! 105.2

	ALL RADIO	BBC RADIO 1	BBC RADIO 2	BBC RADIO 3	BBC RADIO 4	BBC RADIO 4 (INCL EXTRA)	BBC RADIO 4 EXTRA	BBC RADIO FIVE LIVE	BBC RADIO FIVE LIVE(INC SPORTS EXTRA)	FIVE LIVE SPORTS EXTRA	BBC 6 MUSIC	1XTRA FROM THE BBC	BBC ASIAN NET WORK	BBC WORLD SERVICE	OTHER BBC LOCAL	ANY BBC	OTHER LOCAL COMM.	ABSO LUTE 80S	ABSO LUTE 90S	ABSO LUTE RADIO 00S	ABSO LUTE RADIO CLASSIC ROCK	ABSO LUTE RADIO NATION AL	CHILL	CLASSIC FM	
UNW. SAMPLE EST. POP'N	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	3362 3551	
MONDAY-FRIDAY																									
01.00-03.00	277 8%	21 21	21 21	3 3	38 45	45 9	9 22	22 22	- 3	3 7	7 3	3 15	15 7	7 134	134 7	7 5	5 2	2 -	- 1	1 4	4 -	- 11	- 11	- 11	
03.00-05.00	209 6%	21 24	24 1	1 25	29 29	29 4	4 17	17 17	- 2	2 3	3 4	4 17	17 5	5 111	111 6	6 4	4 *	* -	- 1	1 2	2 -	- 9	- 9	- 9	
05.00-07.00	1054 30%	144 179	179 7	7 199	203 13	13 88	88 13	13 88	- 4	4 8	8 9	9 16	16 34	34 636	636 38	38 5	5 6	6 6	6 1	1 10	10 3	3 28	3 28	3 28	
07.00-10.00	2548 72%	444 550	550 28	28 376	391 29	29 183	183 3	3 14	14 23	23 72	72 17	17 106	106 1576	1576 159	159 14	14 11	11 7	7 6	6 26	26 4	4 108	4 108	4 108	4 108	
10.00-11.00	1845 52%	246 377	377 23	23 171	192 25	25 96	96 11	11 11	11 23	23 40	40 7	7 61	61 1029	1029 103	103 14	14 9	9 2	2 5	5 21	21 3	3 81	3 81	3 81	3 81	
11.00-15.00	2332 66%	410 492	492 28	28 305	325 34	34 167	167 186	186 24	24 18	18 38	38 77	77 15	15 82	82 1433	1433 156	156 25	25 13	13 2	2 7	7 34	34 4	4 159	4 159	4 159	
15.00-16.00	1471 41%	201 252	252 23	23 158	165 13	13 95	95 105	105 14	14 9	9 18	18 53	53 6	6 33	33 810	810 72	72 17	17 2	2 *	* 19	19 3	3 59	3 59	3 59	3 59	
16.00-19.00	2141 60%	371 392	392 27	27 332	348 23	23 187	187 207	207 30	30 13	13 35	35 89	89 12	12 57	57 1320	1320 101	101 19	19 5	5 8	8 3	3 30	30 5	5 107	5 107	5 107	
19.00-22.00	1608 45%	219 206	206 35	35 216	231 27	27 172	172 10	10 21	21 30	30 55	55 16	16 39	39 925	925 71	71 23	23 10	10 6	6 8	8 10	10 5	5 88	5 88	5 88	5 88	
22.00-01.00	902 25%	78 86	86 25	25 146	166 36	36 80	80 80	80 1	1 8	8 20	20 23	23 24	24 458	458 33	33 12	12 10	10 -	- 3	3 9	9 4	4 50	4 50	4 50	4 50	
SATURDAY																									
01.00-04.00	130 4%	4 9	9 *	* 15	22 8	8 12	12 12	12 -	- 3	3 4	4 2	2 4	4 -	4 59	59 2	2 1	1 *	* -	- 1	1 -	- 4	- 4	- 4	- 4	
04.00-06.00	115 3%	2 14	14 -	- 18	19 1	1 16	16 16	16 -	- 2	2 1	1 -	- 3	3 -	3 57	57 2	2 -	- *	* -	- 1	1 -	- 8	- 8	- 8	- 8	
06.00-10.00	1339 38%	102 262	262 12	12 203	218 16	16 95	95 96	96 1	1 7	7 5	5 21	21 5	5 44	44 776	776 35	35 6	6 -	- 2	2 6	6 3	3 39	3 39	3 39	3 39	
10.00-14.00	1533 43%	163 218	218 15	15 144	152 10	10 149	149 169	169 21	21 11	11 13	13 42	42 11	11 33	33 838	838 42	42 14	14 2	2 -	- 2	2 12	12 1	1 51	1 51	1 51	
14.00-18.00	1080 30%	94 112	112 12	12 82	89 8	8 156	156 179	179 30	30 3	3 16	16 33	33 1	1 29	29 584	584 34	34 9	9 2	2 -	- 1	1 4	4 1	1 44	1 44	1 44	
18.00-22.00	714 20%	62 56	56 14	14 71	76 6	6 52	52 59	59 7	7 10	10 14	14 26	26 6	6 8	8 339	339 24	24 8	8 3	3 3	3 1	1 4	4 3	3 29	3 29	3 29	
22.00-01.00	328 9%	16 19	19 2	2 55	63 9	9 22	22 22	22 -	- 2	2 5	5 4	4 6	6 144	144 10	10 2	2 -	- -	- 1	1 1	1 3	3 15	3 15	3 15	3 15	
SUNDAY																									
01.00-04.00	92 3%	4 3	3 1	1 16	18 2	2 11	11 11	11 -	- 1	1 2	2 -	- 4	4 1	1 43	43 1	1 -	- -	- 1	1 1	1 -	- 4	- 4	- 4	- 4	
04.00-06.00	85 2%	4 11	11 1	1 11	12 1	1 12	12 12	12 -	- 1	1 -	- 3	3 3	3 46	46 1	1 -	- -	- -	- 1	1 -	- 5	- 5	- 5	- 5	- 5	
06.00-10.00	1111 31%	70 223	223 11	11 180	191 13	13 74	74 74	74 -	- 2	2 5	5 17	17 10	10 44	44 648	648 28	28 8	8 -	- *	* -	- 5	5 2	2 46	2 46	2 46	
10.00-13.00	1256 35%	111 206	206 13	13 147	157 11	11 61	61 74	74 14	14 3	3 5	5 33	33 7	7 34	34 645	645 41	41 7	7 1	1 2	2 2	2 10	10 3	3 39	3 39	3 39	
13.00-17.00	1015 29%	101 113	113 9	9 78	94 20	20 102	102 116	116 16	16 3	3 9	9 36	36 6	6 25	25 529	529 32	32 12	12 2	2 -	- 1	1 8	8 -	8 42	8 42	8 42	
17.00-20.00	723 20%	89 86	86 5	5 84	87 3	3 82	82 87	87 9	9 4	4 10	10 28	28 3	3 16	16 406	406 14	14 7	7 2	2 -	- 2	2 7	7 -	- 26	- 26	- 26	
20.00-22.00	358 10%	30 40	40 3	3 39	44 5	5 16	16 18	18 3	3 3	3 10	10 6	6 5	5 5	5 164	164 7	7 6	6 2	2 -	- 2	2 1	1 2	2 15	2 15	2 15	
22.00-01.00	297 8%	20 25	25 7	7 57	69 14	14 27	27 27	27 3	3 2	2 4	4 6	6 3	3 7	7 168	168 5	5 4	4 -	- -	- 1	1 1	1 1	1 13	1 13	1 13	
MONDAY-SUNDAY																									
06.00-09.00	2426 68%	418 537	537 27	27 380	394 35	35 194	194 194	194 3	3 12	12 22	22 59	59 24	24 105	105 1519	1519 138	138 17	17 9	9 6	6 2	2 27	27 6	6 104	6 104	6 104	
09.00-12.00	2615 74%	471 590	590 36	36 346	365 35	35 211	211 232	232 38	38 19	19 38	38 76	76 16	16 106	106 1638	1638 169	169 28	28 16	16 4	4 11	11 36	36 7	7 164	7 164	7 164	
12.00-15.00	2489 70%	437 508	508 35	35 335	352 38	38 238	238 268	268 39	39 23	23 42	42 95	95 21	21 92	92 1583	1583 159	159 34	34 13	13 2	2 6	6 34	34 4	4 168	4 168	4 168	
15.00-18.00	2378 67%	433 466	466 37	37 317	332 30	30 294	294 320	320 54	54 15	15 52	52 91	91 12	12 78	78 1514	1514 134	134 28	28 8	8 9	9 2	2 35	35 6	6 123	6 123	6 123	
06.00-24.00	3147 89%	807 837	837 82	82 570	588 88	88 476	476 494	494 80	80 42	42 93	93 147	147 61	61 175	175 2275	2275 299	299 58	58 26	26 13	13 24	24 55	55 11	11 315	11 315	11 315	
06.00-06.00	3150 89%	809 839	839 82	82 572	590 91	91 477	477 495	495 80	80 42	42 94	94 150	150 80	80 175	175 2275	2275 299	299 58	58 26	26 13	13 24	24 55	55 11	11 317	11 317	11 317	

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



**RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)**  
**TABLE 9 - REACH BY SEGMENTS**

**KERRANG! 105.2**

	ALL RADIO	HEAT	THE HITS	JAZZ FM	NME RADIO	PLANET ROCK	Q	SMASH HITS RADIO	TALK SPORT	OTHER NATION AL COMMER CIAL	ANY COMMER CIAL	OTHER STATION
UNW. SAMPLE	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362	3362
EST. POP'N	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551	3551
<b>MONDAY-FRIDAY</b>												
01.00-03.00	277	8%	4	2	-	-	-	3	15	-	148	17
03.00-05.00	209	6%	1	1	-	-	1	1	9	-	100	13
05.00-07.00	1054	30%	1	3	-	4	-	1	44	-	519	26
07.00-10.00	2548	72%	14	14	5	-	17	2	16	93	-	1493
10.00-11.00	1845	52%	7	10	*	-	14	1	8	55	-	1055
11.00-15.00	2332	66%	14	22	7	2	23	3	24	97	-	1457
15.00-16.00	1471	41%	2	9	1	1	12	1	5	42	-	834
16.00-19.00	2141	60%	4	4	2	4	20	4	8	88	-	1270
19.00-22.00	1608	45%	7	8	7	1	18	2	8	73	-	917
22.00-01.00	902	25%	8	8	5	2	4	4	5	35	-	507
<b>SATURDAY</b>												
01.00-04.00	130	4%	3	-	-	-	-	-	8	-	66	13
04.00-06.00	115	3%	-	-	-	-	-	-	5	-	53	10
06.00-10.00	1339	38%	-	3	-	-	5	1	2	33	-	588
10.00-14.00	1533	43%	2	8	3	-	8	1	12	49	-	785
14.00-18.00	1080	30%	-	7	2	-	8	1	4	59	-	543
18.00-22.00	714	20%	3	8	7	-	2	-	3	27	-	373
22.00-01.00	328	9%	3	1	4	-	-	-	2	7	-	172
<b>SUNDAY</b>												
01.00-04.00	92	3%	-	-	-	-	-	1	2	-	41	9
04.00-06.00	85	2%	-	-	-	-	4	-	5	-	33	7
06.00-10.00	1111	31%	1	5	1	-	8	1	8	21	-	493
10.00-13.00	1256	35%	-	10	1	-	10	1	15	32	-	635
13.00-17.00	1015	29%	*	7	3	-	9	1	5	25	-	526
17.00-20.00	723	20%	-	5	1	2	7	-	1	19	-	325
20.00-22.00	358	10%	1	2	1	2	3	-	-	11	-	187
22.00-01.00	297	8%	1	1	2	-	2	-	1	11	-	132
<b>MONDAY-SUNDAY</b>												
06.00-09.00	2426	68%	10	6	5	-	24	2	14	100	-	1393
09.00-12.00	2615	74%	14	25	5	1	23	3	30	107	-	1672
12.00-15.00	2489	70%	14	26	6	2	31	4	32	115	-	1543
15.00-18.00	2378	67%	3	21	7	4	25	4	15	130	-	1492
06.00-24.00	3147	89%	34	46	20	10	51	12	62	241	-	2315
06.00-06.00	3150	89%	34	46	21	10	51	12	62	241	-	2323

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

RAJAR WEEKS 13 2011 - 37 2011 (28th MARCH '11 - 18th SEPTEMBER '11)

TABLE 10 - PREDICTED CUMULATIVE AUDIENCES

KERRANG! 105.2

	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. SAMP	3362	1556	173	194	280	268	264	377	1806	199	218	320	343	298	428	1728	1634	2749	804	120
EST. POP'N	3551	1736	296	288	298	294	243	316	1815	293	281	295	290	254	402	1736	1815	2763	873	263
1 Week	373	222	77	36	52	40	13	3	151	52	32	29	26	9	3	184	189	237	112	47
	11%	13%	26%	13%	17%	14%	5%	1%	8%	18%	11%	10%	9%	4%	1%	11%	10%	9%	13%	18%
2 Weeks	487	288	99	46	67	52	18	6	199	68	41	39	35	13	4	240	247	309	145	63
	14%	17%	34%	16%	22%	18%	7%	2%	11%	23%	15%	13%	12%	5%	1%	14%	14%	11%	17%	24%
3 Weeks	554	327	112	51	75	60	21	9	228	77	46	44	41	15	5	273	282	353	164	72
	16%	19%	38%	18%	25%	20%	9%	3%	13%	26%	16%	15%	14%	6%	1%	16%	16%	13%	19%	28%
4 Weeks	603	354	121	55	81	65	23	12	249	84	50	48	45	16	5	297	306	383	178	79
	17%	20%	41%	19%	27%	22%	10%	4%	14%	29%	18%	16%	16%	6%	1%	17%	17%	14%	20%	30%
5 Weeks	640	375	127	58	86	69	25	15	265	89	53	51	49	18	6	315	325	407	189	84
	18%	22%	43%	20%	29%	23%	10%	5%	15%	30%	19%	17%	17%	7%	1%	18%	18%	15%	22%	32%
6 Weeks	670	392	132	60	90	72	27	17	278	93	55	54	51	19	6	330	341	427	198	88
	19%	23%	45%	21%	30%	24%	11%	5%	15%	32%	20%	18%	18%	7%	2%	19%	19%	15%	23%	33%
7 Weeks	696	407	137	62	93	74	28	19	289	96	57	56	54	20	7	342	354	443	205	91
	20%	23%	46%	22%	31%	25%	11%	6%	16%	33%	20%	19%	18%	8%	2%	20%	19%	16%	23%	35%
8 Weeks	718	419	140	64	96	77	29	21	298	99	59	58	55	20	7	353	365	457	211	94
	20%	24%	47%	22%	32%	26%	12%	7%	16%	34%	21%	20%	19%	8%	2%	20%	20%	17%	24%	36%
9 Weeks	737	430	144	66	98	79	30	23	307	101	60	59	57	21	7	362	375	470	217	97
	21%	25%	49%	23%	33%	27%	12%	7%	17%	35%	21%	20%	20%	8%	2%	21%	21%	17%	25%	37%
10 Weeks	754	440	146	67	100	80	31	25	314	104	61	61	59	22	7	371	383	481	221	99
	21%	25%	49%	23%	34%	27%	13%	8%	17%	35%	22%	21%	20%	9%	2%	21%	21%	17%	25%	38%
11 Weeks	770	448	149	68	102	82	31	27	321	106	62	62	60	22	8	379	391	491	226	101
	22%	26%	50%	24%	34%	28%	13%	9%	18%	36%	22%	21%	21%	9%	2%	22%	22%	18%	26%	38%
12 Weeks	784	456	151	69	103	83	32	29	327	108	64	63	61	23	8	385	399	500	230	103
	22%	26%	51%	24%	35%	28%	13%	9%	18%	37%	23%	21%	21%	9%	2%	22%	22%	18%	26%	39%
13 Weeks	797	463	153	70	105	85	33	31	333	109	65	64	62	23	8	392	405	508	233	104
	22%	27%	52%	24%	35%	29%	13%	10%	18%	37%	23%	22%	22%	9%	2%	23%	22%	18%	27%	40%

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