

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

ALL COMMERCIAL RADIO

	ALL	ALL	MEN	MEN	MEN	MEN	MEN	MEN	ALL							ABC1	C2DE	ALL	H/WFE	CHILD
	ADULTS	MEN							WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN			WOMEN	WOMEN	HOUSE
	15+	15+	15-24	25-34	35-44	45-54	55-64	65+	15+	15-24	25-34	35-44	45-54	55-64	65+		0-14	10-14		
UNW. SAMPLE	25958	12439	1406	1588	1748	2174	2157	3366	13519	1455	1601	2166	2413	2289	3595	14447	11511	21926	5560	800
EST. POP'N	52352	25596	4204	4366	4218	4389	3568	4851	26756	3977	4219	4277	4516	3718	6050	28654	23698	42689	12404	3453
POP PROFILE	100.0%	48.9%	8.0%	8.3%	8.1%	8.4%	6.8%	9.3%	51.1%	7.6%	8.1%	8.2%	8.6%	7.1%	11.6%	54.7%	45.3%	81.5%	23.7%	100.0%
MONDAY-SUNDAY																				
WEEKLY REACH	33148	16056	2821	2906	2889	3008	2136	2295	17092	2983	3031	3107	3087	2279	2606	18260	14888	26532	8931	2541
% REACH	63%	63%	67%	67%	69%	69%	60%	47%	64%	75%	72%	73%	68%	61%	43%	64%	63%	62%	72%	74%
TOTAL HOURS	443305	217027	32355	38682	41352	46958	30087	27593	226279	37706	35616	40911	46842	32644	32560	202121	241185	360034	116366	22615
AVERAGE HOURS	13.4	13.5	11.5	13.3	14.3	15.6	14.1	12.0	13.2	12.6	11.7	13.2	15.2	14.3	12.5	11.1	16.2	13.6	13.0	8.9
REACH PROFILE	100.0%	48.4%	8.5%	8.8%	8.7%	9.1%	6.4%	6.9%	51.6%	9.0%	9.1%	9.4%	9.3%	6.9%	7.9%	55.1%	44.9%	80.0%	26.9%	100.0%
HOURS PROFILE	100.0%	49.0%	7.3%	8.7%	9.3%	10.6%	6.8%	6.2%	51.0%	8.5%	8.0%	9.2%	10.6%	7.4%	7.3%	45.6%	54.4%	81.2%	26.2%	5.1%
MARKET SHARE	43.3%	41.3%	55.4%	48.2%	46.2%	43.6%	34.3%	27.0%	45.5%	67.4%	59.5%	54.7%	52.4%	39.4%	24.2%	37.1%	50.5%	42.2%	53.4%	68.5%

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	ALL	ALL	MEN	MEN	MEN	MEN	MEN	MEN	ALL							ABC1	C2DE	ALL	H/WFE	CHILD
	ADULTS	MEN							WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN			WOMEN	WOMEN	HOUSE
	15+	15+	15-24	25-34	35-44	45-54	55-64	65+	15+	15-24	25-34	35-44	45-54	55-64	65+		0-14	10-14		
UNW. SAMPLE	25958	12439	1406	1588	1748	2174	2157	3366	13519	1455	1601	2166	2413	2289	3595	14447	11511	21926	5560	800
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POP PROFILE	100.0%	48.9%	8.0%	8.3%	8.1%	8.4%	6.8%	9.3%	51.1%	7.6%	8.1%	8.2%	8.6%	7.1%	11.6%	54.7%	45.3%	81.5%	23.7%	100.0%
MONDAY-SUNDAY																				
WEEKLY REACH	16038	8512	1431	1383	1461	1612	1191	1435	7526	1576	1245	1191	1140	921	1453	9359	6679	12708	3964	1037
% REACH	31%	33%	34%	32%	35%	37%	33%	30%	28%	40%	30%	28%	25%	25%	24%	33%	28%	30%	32%	30%
TOTAL HOURS	130614	73637	9206	11415	14124	15660	10573	12658	56977	9983	9010	7593	9634	7918	12840	67543	63071	107029	30280	7851
AVERAGE HOURS	8.1	8.7	6.4	8.3	9.7	9.7	8.9	8.8	7.6	6.3	7.2	6.4	8.5	8.6	8.8	7.2	9.4	8.4	7.6	7.6
REACH PROFILE	100.0%	53.1%	8.9%	8.6%	9.1%	10.0%	7.4%	8.9%	46.9%	9.8%	7.8%	7.4%	7.1%	5.7%	9.1%	58.4%	41.6%	79.2%	24.7%	100.0%
HOURS PROFILE	100.0%	56.4%	7.0%	8.7%	10.8%	12.0%	8.1%	9.7%	43.6%	7.6%	6.9%	5.8%	7.4%	6.1%	9.8%	51.7%	48.3%	81.9%	23.2%	6.0%
MARKET SHARE	12.8%	14.0%	15.8%	14.2%	15.8%	14.5%	12.0%	12.4%	11.5%	17.9%	15.1%	10.2%	10.8%	9.6%	9.5%	12.4%	13.2%	12.5%	13.9%	23.8%

POPULATION AND AUDIENCE FIGURES EXPRESSED AS 000'S

Source:RAJAR/Ipsos MORI/RSMB