

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



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SCOTTISH STATIONS

WEEKLY REACH:

The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.

SHARE OF LISTENING:

The percentage of total listening time accounted for by a station in the area (TSA) in an average week

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 09	Q1 10	Q2 10	Q2 10 vs Q2 09	Q2 10 vs Q1 10	Q2 09	Q1 10	Q2 10
BBC RADIO SCOTLAND ¹	H	4352		955	966		1.2%		8.1	7.8
Big City Scotland	Y	4083	1458	1457	1443	-1.0%	-1.0%	19.6	20.2	19.3
Radio Borders	Y	107	48	55	60	25.0%	9.1%	31.2	31.6	34.8
Central FM	Y	218	39	41	49	25.6%	19.5%	7.8	6.6	6.3
Total Radio Clyde	H	1840	687	664	646	-6.0%	-2.7%	23.6	20.9	19.7
Clyde 1 FM	H	1840	599	569	530	-11.5%	-6.9%	18.8	15.3	12.6
Clyde 2	H	1840	180	221	254	41.1%	14.9%	4.8	5.6	7.1
Bauer Radio Total Scotland	H	4320	1765	1782	1780	0.8%	-0.1%	24.9	25.4	24.3
Bauer Radio Central Scotland	H	2839	1058	1017	1003	-5.2%	-1.4%	22.8	22.3	21.2
Total Radio Forth	H	1097	376	360	364	-3.2%	1.1%	19.7	22.6	21.5
ForthOne	H	1097	332	326	329	-0.9%	0.9%	16.0	19.7	18.1
Forth2	H	1097	94	88	90	-4.3%	2.3%	3.7	2.8	3.4
Galaxy Scotland	H	2721	209	391	429	105.3%	9.7%	2.7	5.2	6.4
Galaxy Scotland (East)	H	1195	106	142	166	56.6%	16.9%	3.1	3.9	4.6
Galaxy Scotland (West)	H	1705	131	276	293	123.7%	6.2%	2.6	6.1	7.3
GMG Radio Scotland	H	2884	896	845	884	-1.3%	4.6%	19.5	18.1	17.7
Kingdom FM	Y	286	69	73	70	1.4%	-4.1%	8.8	12.6	11.7
Moray Firth Radio	Y	232	116	126	122	5.2%	-3.2%	23.9	29.6	29.1
Total Northsound Radio	Y	312	156	146	135	-13.5%	-7.5%	28.5	28.8	27.2
Northsound One	Y	312	137	122	115	-16.1%	-5.7%	20.9	21.9	21.1
Northsound Two	Y	312	52	53	48	-7.7%	-9.4%	7.6	6.9	6.1
Original 106 (Aberdeen)	Y	312	37	42	40	8.1%	-4.8%	3.6	4.1	3.7
Real Radio (Scotland)	H	2699	704	669	708	0.6%	5.8%	14.9	14.7	14.1
96.3 Rock Radio	H	814	46	50	54	17.4%	8.0%	3.6	1.9	2.4
Smooth Radio (Glasgow)	H	1886	218	220	246	12.8%	11.8%	6.8	6.0	5.9
Total Radio Tay ¹	Y	375		153	160		4.6%		26.1	26.3
Tay-FM ¹	Y	375		99	108		9.1%		14.5	15.5
Tay-AM ¹	Y	375		77	78		1.3%		11.6	10.8
Wave 102 FM	Y	153	26	26	28	7.7%	7.7%	8.2	7.9	7.8
West Sound**	Y	388	165	175	177	7.3%	1.1%	27.2	27.6	24.9

¹Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included