

# RAJAR DATA RELEASE

## Quarter 3, 2010 - OCTOBER 28, 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	%	%	%
			Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC RADIO SCOTLAND <sup>1</sup>	H	4352		966	895		-7.3%		7.8	7.5
Big City Scotland	Y	4083	1439	1443	1461	1.5%	1.2%	19.7	19.3	19.5
Radio Borders	Y	107	49	60	60	22.4%	0.0%	31.1	34.8	34.9
Central FM	Y	219	41	49	48	17.1%	-2.0%	8.7	6.3	5.2
Total Radio Clyde	H	1839	635	646	631	-0.6%	-2.3%	20.3	19.7	21.3
Clyde 1 FM	H	1839	560	530	542	-3.2%	2.3%	16.2	12.6	15.9
Clyde 2	H	1839	178	254	209	17.4%	-17.7%	4.1	7.1	5.4
Bauer Radio Total Scotland	H	4320	1705	1780	1700	-0.3%	-4.5%	24.0	24.3	23.1
Bauer Radio Central Scotland	H	2838	993	1003	972	-2.1%	-3.1%	20.6	21.2	21.2
Total Radio Forth	H	1096	360	364	348	-3.3%	-4.4%	19.4	21.5	18.5
ForthOne	H	1096	335	329	297	-11.3%	-9.7%	16.0	18.1	14.1
Forth2	H	1096	91	90	100	9.9%	11.1%	3.4	3.4	4.4
Galaxy Scotland	H	2722	250	429	457	82.8%	6.5%	3.4	6.4	6.7
Galaxy Scotland (East)	H	1196	123	166	200	62.6%	20.5%	3.9	4.6	6.4
Galaxy Scotland (West)	H	1706	151	293	295	95.4%	0.7%	3.2	7.3	6.7
GMG Radio Scotland	H	2885	864	884	850	-1.6%	-3.8%	18.7	17.7	16.7
Kingdom FM	Y	286	69	70	72	4.3%	2.9%	10.7	11.7	10.9
Moray Firth Radio	Y	233	115	122	127	10.4%	4.1%	25.2	29.1	29.5
Total Northsound Radio	Y	313	160	135	136	-15.0%	0.7%	30.5	27.2	25.6
Northsound One	Y	313	133	115	124	-6.8%	7.8%	21.9	21.1	21.2
Northsound Two	Y	313	60	48	41	-31.7%	-14.6%	8.6	6.1	4.4
Original 106 (Aberdeen)	Y	313	39	40	39	0.0%	-2.5%	3.5	3.7	3.9
Real Radio (Scotland)	H	2698	693	708	665	-4.0%	-6.1%	15.2	14.1	13.2
96.3 Rock Radio	H	813	56	54	55	-1.8%	1.9%	3.3	2.4	2.2
Smooth Radio (Glasgow)	H	1885	202	246	241	19.3%	-2.0%	5.5	5.9	5.6
Total Radio Tay	Y	375	151	160	160	6.0%	0.0%	27.3	26.3	25.5
Tay-FM	Y	375	98	108	112	14.3%	3.7%	15.0	15.5	15.5
Tay-AM	Y	375	77	78	78	1.3%	0.0%	12.3	10.8	10.0
Wave 102 FM	Y	154	24	28	30	25.0%	7.1%	7.4	7.8	7.0
West Sound**	Y	388	166	177	185	11.4%	4.5%	27.5	24.9	23.9

<sup>1</sup> Station changed reporting survey period

\* = less than 0.05%

\*\* audience to opt out services included