

RAJAR DATA RELEASE

Quarter 4, 2010 - FEBRUARY 3, 2011



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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	%	%	%
			Q4 09	Q3 10	Q4 10	Q4 10 vs Q4 09	Q4 10 vs Q3 10	Q4 09	Q3 10	Q4 10
BBC RADIO SCOTLAND ¹	H	4352		895	931		4.0%		7.5	8.4
Big City Scotland	Y	4084	1443	1461	1448	0.3%	-0.9%	20.1	19.5	19.3
Radio Borders	Y	107	52	60	62	19.2%	3.3%	32.4	34.9	39.3
Central FM	Y	218	44	48	50	13.6%	4.2%	8.2	5.2	5.3
Total Radio Clyde	H	1839	645	631	633	-1.9%	0.3%	19.1	21.3	20.8
Clyde 1 FM	H	1839	567	542	558	-1.6%	3.0%	15.6	15.9	17.2
Clyde 2	H	1839	181	209	187	3.3%	-10.5%	3.5	5.4	3.6
Bauer Radio Total Scotland	H	4320	1700	1700	1752	3.1%	3.1%	23.8	23.1	23.7
Bauer Radio Central Scotland	H	2839	981	972	965	-1.6%	-0.7%	20.0	21.2	20.9
Total Radio Forth	H	1096	340	348	336	-1.2%	-3.4%	19.5	18.5	18.8
ForthOne	H	1096	314	297	272	-13.4%	-8.4%	17.0	14.1	13.0
Forth2	H	1096	78	100	111	42.3%	11.0%	2.5	4.4	5.8
Galaxy Scotland	H	2722	312	457	448	43.6%	-2.0%	4.0	6.7	6.8
Galaxy Scotland (East)	H	1195	124	200	185	49.2%	-7.5%	4.0	6.4	6.7
Galaxy Scotland (West)	H	1706	208	295	307	47.6%	4.1%	3.9	6.7	6.9
GMG Radio Scotland	H	2885	840	850	820	-2.4%	-3.5%	19.2	16.7	15.8
Kingdom FM	Y	286	73	72	71	-2.7%	-1.4%	12.8	10.9	10.2
Moray Firth Radio	Y	232	117	127	130	11.1%	2.4%	25.4	29.5	30.2
Total Northsound Radio	Y	312	147	136	136	-7.5%	0.0%	29.6	25.6	25.9
Northsound One	Y	312	120	124	126	5.0%	1.6%	21.2	21.2	21.6
Northsound Two	Y	312	57	41	43	-24.6%	4.9%	8.5	4.4	4.3
Original 106 (Aberdeen)	Y	312	41	39	42	2.4%	7.7%	4	3.9	4.0
Real Radio (Scotland)	H	2698	670	665	622	-7.2%	-6.5%	16.7	13.2	11.3
96.3 Rock Radio	H	813	54	55	61	13.0%	10.9%	1.9	2.2	3.4
Smooth Radio (Glasgow)	H	1886	215	241	245	14.0%	1.7%	4.8	5.6	6.4
Total Radio Tay	Y	375	149	160	167	12.1%	4.4%	27.0	25.5	26.0
Tay-FM	Y	375	98	112	118	20.4%	5.4%	14.7	15.5	16.1
Tay-AM	Y	375	76	78	79	3.9%	1.3%	12.3	10.0	9.9
Wave 102 FM	Y	153	25	30	32	28.0%	6.7%	7.4	7.0	8.0
West Sound**	Y	388	167	185	180	7.8%	-2.7%	27.3	23.9	24.0

¹Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included