

# RAJAR DATA RELEASE

## Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

### 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 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
BBC RADIO SCOTLAND	Q	4334	824	928	938	13.8%	1.1%	7.5	7.6	7.7
Big City Scotland	Y	4067	1365	1428	1458	6.8%	2.1%	17.7	19.3	19.6
Radio Borders	Y	106	60	49	48	-2.0%	-2.0%	32.6	29.3	31.2
Central FM	Y	216	40	45	39	-2.5%	-13.3%	9.1	9.2	7.8
Total Radio Clyde	H	1838	643	679	687	6.8%	1.2%	21.7	22.5	23.6
Clyde 1 FM	H	1838	554	586	599	8.1%	2.2%	15.0	17.4	18.8
Clyde 2	H	1838	227	206	180	-20.7%	-12.6%	6.7	5.1	4.8
Bauer Radio Total Scotland	H	4304	1636	1738	1765	7.9%	1.6%	23.5	24.4	24.9
Bauer Radio Central Scotland	H	2829	956	1021	1058	10.7%	3.6%	21.2	22.0	22.8
Total Radio Forth	H	1089	317	347	376	18.6%	8.4%	18.9	19.1	19.7
ForthOne	H	1089	277	302	332	19.9%	9.9%	14.4	15.1	16.0
Forth2	H	1089	95	93	94	-1.1%	1.1%	4.5	3.9	3.7
Galaxy Scotland	H	2712	199	195	209	5.0%	7.2%	2.5	2.1	2.7
Galaxy Scotland (East)	H	1186	82	84	106	29.3%	26.2%	2.6	2.6	3.1
Galaxy Scotland (West)	H	1703	135	130	131	-3.0%	0.8%	2.4	1.9	2.6
GMG Radio Scotland	H	2874	883	912	896	1.5%	-1.8%	20.6	20.6	19.5
Kingdom FM	Y	293	59	65	69	16.9%	6.2%	10.2	8.9	8.8
Moray Firth Radio	Y	232	109	109	116	6.4%	6.4%	21.2	22.5	23.9
Total Northsound Radio	Y	312	138	143	156	13.0%	9.1%	29.6	27.4	28.5
Northsound One	Y	312	118	129	137	16.1%	6.2%	18.4	20.4	20.9
Northsound Two	Y	312	57	47	52	-8.8%	10.6%	11.1	7.0	7.6
Original 106 (Aberdeen)	Y	312		38	37		-2.6%		3.7	3.6
Real Radio (Scotland)	H	2689	727	705	704	-3.2%	-0.1%	16.0	16.1	14.9
96.3 Rock Radio	H	811	39	47	46	17.9%	-2.1%	2.2	2.5	3.6
Smooth Radio (Glasgow)	H	1883	218	236	218	0.0%	-7.6%	7.6	7.3	6.8
Total Radio Tay	H	373	157	164	148	-5.7%	-9.8%	26.7	29.6	25.2
Tay-FM	H	373	104	109	103	-1.0%	-5.5%	15.4	17.2	14.3
Tay-AM	H	373	75	80	75	0.0%	-6.3%	11.3	12.4	10.9
Wave 102 FM	Y	153	32	27	26	-18.8%	-3.7%	9.0	8.4	8.2
West Sound**	H	388	155	164	165	6.5%	0.6%	23.6	25.8	27.2

\*\* audience to opt out services included

\* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB