

RAJAR DATA RELEASE

Quarter 4, 2009 - FEBRUARY 4, 2010



RELEASED AT 07.00HRS THURSDAY FEBRUARY 4, 2010

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 08	Q3 09	Q4 09	Q4 09 vs Q4 08	Q4 09 vs Q3 09	Q4 08	Q3 09	Q4 09
BBC RADIO SCOTLAND	Q	4334	986	822	864	-12.4%	5.1%	9.1	6.7	7.4
Big City Scotland	Y	4068	1392	1439	1443	3.7%	0.3%	18.2	19.7	20.1
Radio Borders	Y	106	53	49	52	-1.9%	6.1%	29.1	31.1	32.4
Central FM	Y	216	41	41	44	7.3%	7.3%	8.8	8.7	8.2
Total Radio Clyde	H	1837	689	635	645	-6.4%	1.6%	21.9	20.3	19.1
Clyde 1 FM	H	1837	592	560	567	-4.2%	1.3%	15.2	16.2	15.6
Clyde 2	H	1837	238	178	181	-23.9%	1.7%	6.7	4.1	3.5
Bauer Radio Total Scotland	H	4303	1700	1705	1700	0.0%	-0.3%	24.0	24.0	23.8
Bauer Radio Central Scotland	H	2829	1009	993	981	-2.8%	-1.2%	21.3	20.6	20.0
Total Radio Forth	H	1090	324	360	340	4.9%	-5.6%	18.4	19.4	19.5
ForthOne	H	1090	295	335	314	6.4%	-6.3%	15.2	16.0	17.0
Forth2	H	1090	94	91	78	-17.0%	-14.3%	3.2	3.4	2.5
Galaxy Scotland	H	2711	210	250	312	48.6%	24.8%	2.7	3.4	4.0
Galaxy Scotland (East)	H	1186	88	123	124	40.9%	0.8%	2.9	3.9	4.0
Galaxy Scotland (West)	H	1703	137	151	208	51.8%	37.7%	2.8	3.2	3.9
GMG Radio Scotland	H	2873	919	864	840	-8.6%	-2.8%	20.8	18.7	19.2
Kingdom FM	Y	285	65	69	73	12.3%	5.8%	9.6	10.7	12.8
Moray Firth Radio	Y	231	106	115	117	10.4%	1.7%	20.7	25.2	25.4
Total Northsound Radio	Y	311	140	160	147	5.0%	-8.1%	27.5	30.5	29.6
Northsound One	Y	311	125	133	120	-4.0%	-9.8%	20.2	21.9	21.2
Northsound Two	Y	311	46	60	57	23.9%	-5.0%	7.4	8.6	8.5
Original 106 (Aberdeen)	Y	311	35	39	41	17.1%	5.1%	3.7	3.5	4.0
Real Radio (Scotland)	H	2688	725	693	670	-7.6%	-3.3%	16.6	15.2	16.7
96.3 Rock Radio	H	811	53	56	54	1.9%	-3.6%	2.5	3.3	1.9
Smooth Radio (Glasgow)	H	1883	226	202	215	-4.9%	6.4%	7.3	5.5	4.8
Total Radio Tay 1	Y	372		151	149		-1.3%		27.3	27.0
Tay-FM 1	Y	372		98	98		0.0%		15.0	14.7
Tay-AM 1	Y	372		77	76		-1.3%		12.3	12.3
Wave 102 FM	Y	153	27	24	25	-7.4%	4.2%	9.3	7.4	7.4
West Sound**	Y	387	160	166	167	4.4%	0.6%	25.9	27.5	27.3

¹ Station changed reporting survey period

** audience to opt out services included

* = less than 0.05%