

# RAJAR DATA RELEASE

## Quarter 3, 2009 - OCTOBER 29, 2009



RELEASED AT 07.00HRS THURSDAY OCTOBER 29, 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	%	%	%
			Q3 08	Q2 09	Q3 09	Q3 09 vs Q3 08	Q3 09 vs Q2 09	Q3 08	Q2 09	Q3 09
BBC RADIO SCOTLAND	Q	4334	947	938	822	-13.2%	-12.4%	8.5	7.7	6.7
Big City Scotland	Y	4067	1374	1458	1439	4.7%	-1.3%	18.4	19.6	19.7
Radio Borders	Y	106	56	48	49	-12.5%	2.1%	31.0	31.2	31.1
Central FM	Y	216	41	39	41	0.0%	5.1%	8.9	7.8	8.7
Total Radio Clyde	H	1835	683	687	635	-7.0%	-7.6%	22.8	23.6	20.3
Clyde 1 FM	H	1835	589	599	560	-4.9%	-6.5%	16.2	18.8	16.2
Clyde 2	H	1835	238	180	178	-25.2%	-1.1%	6.5	4.8	4.1
Bauer Radio Total Scotland	H	4304	1694	1765	1705	0.6%	-3.4%	24.5	24.9	24.0
Bauer Radio Central Scotland	H	2830	1020	1058	993	-2.6%	-6.1%	22.1	22.8	20.6
Total Radio Forth	H	1088	340	376	360	5.9%	-4.3%	19.0	19.7	19.4
ForthOne	H	1088	308	332	335	8.8%	0.9%	16.1	16.0	16.0
Forth2	H	1088	94	94	91	-3.2%	-3.2%	2.9	3.7	3.4
Galaxy Scotland	H	2711	211	209	250	18.5%	19.6%	2.9	2.7	3.4
Galaxy Scotland (East)	H	1186	87	106	123	41.4%	16.0%	2.9	3.1	3.9
Galaxy Scotland (West)	H	1704	138	131	151	9.4%	15.3%	3.1	2.6	3.2
GMG Radio Scotland	H	2874	925	896	864	-6.6%	-3.6%	20.0	19.5	18.7
Kingdom FM	Y	293	64	69	69	7.8%	0.0%	10.5	8.8	10.7
Moray Firth Radio	Y	232	112	116	115	2.7%	-0.9%	22.4	23.9	25.2
Total Northsound Radio	Y	312	132	156	160	21.2%	2.6%	27.2	28.5	30.5
Northsound One	Y	312	118	137	133	12.7%	-2.9%	18.5	20.9	21.9
Northsound Two	Y	312	50	52	60	20.0%	15.4%	8.6	7.6	8.6
Original 106 (Aberdeen)	Y	312		37	39		5.4%		3.6	3.5
Real Radio (Scotland)	H	2687	759	704	693	-8.7%	-1.6%	15.9	14.9	15.2
96.3 Rock Radio	H	812	47	46	56	19.1%	21.7%	2.5	3.6	3.3
Smooth Radio (Glasgow)	H	1882	216	218	202	-6.5%	-7.3%	6.9	6.8	5.5
Total Radio Tay 1	Y	372			151					27.3
Tay-FM 1	Y	372			98					15.0
Tay-AM 1	Y	372			77					12.3
Wave 102 FM	Y	153	33	26	24	-27.3%	-7.7%	9.9	8.2	7.4
West Sound**	Y	387	161	165	166	3.1%	0.6%	26.8	27.2	27.5

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

\*\* audience to opt out services included

\* = less than 0.05%