

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 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	%	%	%
			Q1 09	Q4 09	Q1 10	Q1 10 vs Q1 09	Q1 10 vs Q4 09	Q1 09	Q4 09	Q1 10
BBC RADIO SCOTLAND ¹	H	4334			955					8.1
Big City Scotland	Y	4067	1428	1443	1457	2.0%	1.0%	19.3	20.1	20.2
Radio Borders	Y	106	49	52	55	12.2%	5.8%	29.3	32.4	31.6
Central FM	Y	217	45	44	41	-8.9%	-6.8%	9.2	8.2	6.6
Total Radio Clyde	H	1836	679	645	664	-2.2%	2.9%	22.5	19.1	20.9
Clyde 1 FM	H	1836	586	567	569	-2.9%	0.4%	17.4	15.6	15.3
Clyde 2	H	1836	206	181	221	7.3%	22.1%	5.1	3.5	5.6
Bauer Radio Total Scotland	H	4303	1738	1700	1782	2.5%	4.8%	24.4	23.8	25.4
Bauer Radio Central Scotland	H	2828	1021	981	1017	-0.4%	3.7%	22.0	20.0	22.3
Total Radio Forth	H	1089	347	340	360	3.7%	5.9%	19.1	19.5	22.6
ForthOne	H	1089	302	314	326	7.9%	3.8%	15.1	17.0	19.7
Forth2	H	1089	93	78	88	-5.4%	12.8%	3.9	2.5	2.8
Galaxy Scotland	H	2711	195	312	391	100.5%	25.3%	2.1	4.0	5.2
Galaxy Scotland (East)	H	1186	84	124	142	69.0%	14.5%	2.6	4.0	3.9
Galaxy Scotland (West)	H	1702	130	208	276	112.3%	32.7%	1.9	3.9	6.1
GMG Radio Scotland	H	2873	912	840	845	-7.3%	0.6%	20.6	19.2	18.1
Kingdom FM	Y	285	65	73	73	12.3%	0.0%	8.9	12.8	12.6
Moray Firth Radio	Y	232	109	117	126	15.6%	7.7%	22.5	25.4	29.6
Total Northsound Radio	Y	311	143	147	146	2.1%	-0.7%	27.4	29.6	28.8
Northsound One	Y	311	129	120	122	-5.4%	1.7%	20.4	21.2	21.9
Northsound Two	Y	311	47	57	53	12.8%	-7.0%	7.0	8.5	6.9
Original 106 (Aberdeen)	Y	311	38	41	42	10.5%	2.4%	3.7	4.0	4.1
Real Radio (Scotland)	H	2688	705	670	669	-5.1%	-0.1%	16.1	16.7	14.7
96.3 Rock Radio	H	811	47	54	50	6.4%	-7.4%	2.5	1.9	1.9
Smooth Radio (Glasgow)	H	1883	236	215	220	-6.8%	2.3%	7.3	4.8	6.0
Total Radio Tay ¹	Y	372		149	153		2.7%		27.0	26.1
Tay-FM ¹	Y	372		98	99		1.0%		14.7	14.5
Tay-AM ¹	Y	372		76	77		1.3%		12.3	11.6
Wave 102 FM	Y	153	27	25	26	-3.7%	4.0%	8.4	7.4	7.9
West Sound**	Y	387	164	167	175	6.7%	4.8%	25.8	27.3	27.6

¹ Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included