

RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

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 10	Q3 11	Q4 11	Q4 11 vs Q4 10	Q4 11 vs Q3 11	Q4 10	Q3 11	Q4 11
BBC RADIO SCOTLAND	H	4384	931	953	959	3.0%	0.6%	8.4	7.7	7.8
FM Bauer Place Portfolio Scotland	Y	4110	1448	1525	1530	5.7%	0.3%	19.3	19.4	19.5
Radio Borders (Bauer Borders)	Y	108	62	61	59	-4.8%	-3.3%	39.3	36.7	32.5
Central FM	Y	220	50	53	49	-2.0%	-7.5%	5.3	7.5	7.1
Bauer Glasgow	H	1847	633	674	640	1.1%	-5.0%	20.8	21.5	19.0
Clyde 1 FM	H	1847	558	583	557	-0.2%	-4.5%	17.2	16.9	14.4
Clyde 2	H	1847	187	204	191	2.1%	-6.4%	3.6	4.6	4.6
Bauer Place Portfolio - Scotland	H	4110	1752	1732	1672	-4.6%	-3.5%	23.7	24.3	24.4
Bauer Radio Central Scotland	H	2856	965	1041	1003	3.9%	-3.7%	20.9	21.1	20.3
Bauer Edinburgh	H	1107	336	371	367	9.2%	-1.1%	18.8	18.9	20.8
ForthOne	H	1107	272	342	341	25.4%	-0.3%	13.0	15.8	18.4
Forth2	H	1107	111	100	89	-19.8%	-11.0%	5.8	3.1	2.4
Capital Scotland (was Galaxy)	H	2739	448	500	500	11.6%	0.0%	6.8	6.8	7.6
GMG Radio Scotland	H	2901	820	820	851	3.8%	3.8%	15.8	15.4	16.7
Kingdom FM	Y	286	71	79	83	16.9%	5.1%	10.2	12.1	12.1
Moray Firth Radio (Bauer Inverness)	Y	234	130	128	125	-3.8%	-2.3%	30.2	27.9	27.8
Bauer Aberdeen	Y	319	136	149	148	8.8%	-0.7%	25.9	25.3	23.2
Northsound One	Y	319	126	136	132	4.8%	-2.9%	21.6	18.8	16.8
Northsound Two	Y	319	43	43	43	0.0%	0.0%	4.3	6.5	6.4
Original 106 (Aberdeen)	Y	319	42	51	51	21.4%	0.0%	4.0	4.6	5.2
Real Radio Scotland	H	2715	622	626	652	4.8%	4.2%	11.3	11.0	12.0
96.3 Real XS (was 96.3 Rock Radio)	H	818	61	60	51	-16.4%	-15.0%	3.4	2.1	1.8
Smooth Radio Glasgow	H	1894	245	255	277	13.1%	8.6%	6.4	6.9	7.5
Bauer Dundee	Y	378	167	175	175	4.8%	0.0%	26.0	30.3	32.0
Tay-FM	Y	378	118	133	134	13.6%	0.8%	16.1	20.1	21.5
Tay-AM	Y	378	79	67	66	-16.5%	-1.5%	9.9	10.2	10.5
Wave 102 FM	Y	155	32	28	27	-15.6%	-3.6%	8.0	8.9	8.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	180	181	187	3.9%	3.3%	24.0	23.3	24.2