



RAJAR DATA RELEASE

Quarter 2, 2012 – August 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.

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STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 11	Q1 12	Q2 12	Q2 12 vs Q2 11	Q2 12 vs Q1 12	Q2 11	Q1 12	Q2 12
BBC RADIO SCOTLAND	H	4409	1035	1007	959	-7.3%	-4.8%	8.7	8.9	8.3
FM Bauer Place Portfolio Scotland	Y	4135	1504	1504	1478	-1.7%	-1.7%	19.2	18.9	18.3
Radio Borders (Bauer Borders)	Y	108	61	57	53	-13.1%	-7.0%	36.0	33.1	33.3
Central FM	Y	208	54	51	49	-9.3%	-3.9%	7.3	7.4	7.8
Bauer Glasgow	H	1853	701	595	625	-10.8%	5.0%	20.2	15.6	16.9
Clyde 1 FM	H	1853	575	517	528	-8.2%	2.1%	14.6	12.1	12.5
Clyde 2	H	1853	263	184	202	-23.2%	9.8%	5.6	3.5	4.5
Bauer Place Portfolio - Scotland	H	4134	1773	1645	1681	-5.2%	2.2%	23.2	22.1	22.3
Bauer Radio Central Scotland	H	2873	1081	967	1006	-6.9%	4.0%	20.2	17.9	18.6
Bauer Edinburgh	H	1118	384	378	386	0.5%	2.1%	18.5	20.3	19.7
ForthOne	H	1118	349	354	361	3.4%	2.0%	15.3	17.8	17.2
Forth2	H	1118	97	76	71	-26.8%	-6.6%	3.2	2.5	2.5
Capital Scotland	H	2756	467	484	519	11.1%	7.2%	5.6	6.7	7.3
GMG Radio Scotland	H	2919	843	866	836	-0.8%	-3.5%	15.1	16.8	16.4
Kingdom FM	Y	288	81	78	83	2.5%	6.4%	11.2	11.3	12.6
Moray Firth Radio (Bauer Inverness)	Y	235	125	127	115	-8.0%	-9.4%	27.0	27.1	24.2
Bauer Aberdeen	Y	322	145	145	151	4.1%	4.1%	24.3	22.5	23.2
Northsound One	Y	322	135	127	128	-5.2%	0.8%	19.1	16.2	17.4
Northsound Two	Y	322	41	42	43	4.9%	2.4%	5.2	6.3	5.8
Original 106 (Aberdeen)	Y	322	44	50	47	6.8%	-6.0%	4.1	5.9	5.2
Real Radio Scotland	H	2732	646	650	599	-7.3%	-7.8%	11.6	12.4	11.6
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	67	68	74	10.4%	8.8%	2.6	3.0	2.8
Smooth Radio Glasgow	H	1900	249	290	300	20.5%	3.4%	5.6	6.9	7.2
Bauer Dundee	Y	381	173	170	173	0.0%	1.8%	28.7	30.5	30.8
Tay-FM	Y	381	127	124	121	-4.7%	-2.4%	18.0	18.5	16.7
Tay-AM	Y	381	71	72	77	8.5%	6.9%	10.6	12.0	14.1
Wave 102 FM	Y	156	30	27	23	-23.3%	-14.8%	8.8	8.7	6.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	189	189	180	-4.8%	-4.8%	23.7	23.8	24.8