

RAJAR DATA RELEASE

Quarter 2, 2011 - AUGUST 4, 2011



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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	%	%	%
			Q2 10	Q1 11	Q2 11	Q2 11 vs Q2 10	Q2 11 vs Q1 11	Q2 10	Q1 11	Q2 11
BBC RADIO SCOTLAND	H	4384	966	1045	1035	7.1%	-1.0%	7.8	9.2	8.7
FM Bauer Place Portfolio Scotland	Y	4111	1443	1464	1504	4.2%	2.7%	19.3	18.9	19.2
Radio Borders (Bauer Borders)	Y	107	60	61	61	1.7%	0.0%	34.8	39.1	36.0
Central FM	Y	219	49	54	54	10.2%	0.0%	6.3	6.1	7.3
Bauer Glasgow	H	1847	646	701	701	8.5%	0.0%	19.7	19.9	20.2
Clyde 1 FM	H	1847	530	579	575	8.5%	-0.7%	12.6	14.4	14.6
Clyde 2	H	1847	254	256	263	3.5%	2.7%	7.1	5.5	5.6
Bauer Place Portfolio - Scotland	H	4110	1780	1722	1773	-0.4%	3.0%	24.3	23.8	23.2
Bauer Radio Central Scotland	H	2855	1003	1042	1081	7.8%	3.7%	21.2	20.2	20.2
Bauer Edinburgh	H	1107	364	344	384	5.5%	11.6%	21.5	18.7	18.5
ForthOne	H	1107	329	299	349	6.1%	16.7%	18.1	14.8	15.3
Forth2	H	1107	90	95	97	7.8%	2.1%	3.4	3.9	3.2
Capital Scotland (was Galaxy)	H	2739	429	460	467	8.9%	1.5%	6.4	6.2	5.6
GMG Radio Scotland	H	2902	884	860	843	-4.6%	-2.0%	17.7	15.9	15.1
Kingdom FM	Y	287	70	76	81	15.7%	6.6%	11.7	10.6	11.2
Moray Firth Radio (Bauer Inverness)	Y	234	122	119	125	2.5%	5.0%	29.1	26.3	27.0
Bauer Aberdeen	Y	318	135	141	145	7.4%	2.8%	27.2	25.1	24.3
Northsound One	Y	318	115	131	135	17.4%	3.1%	21.1	20.0	19.1
Northsound Two	Y	318	48	42	41	-14.6%	-2.4%	6.1	5.1	5.2
Original 106 (Aberdeen)	Y	318	40	45	44	10.0%	-2.2%	3.7	4.6	4.1
Real Radio Scotland	H	2716	708	654	646	-8.8%	-1.2%	14.1	12.2	11.6
96.3 Rock Radio	H	819	54	69	67	24.1%	-2.9%	2.4	3.5	2.6
Smooth Radio Glasgow	H	1894	246	261	249	1.2%	-4.6%	5.9	5.4	5.6
Bauer Dundee	Y	378	160	170	173	8.1%	1.8%	26.3	27.1	28.7
Tay-FM	Y	378	108	130	127	17.6%	-2.3%	15.5	17.9	18.0
Tay-AM	Y	378	78	70	71	-9.0%	1.4%	10.8	9.2	10.6
Wave 102 FM	Y	155	28	32	30	7.1%	-6.3%	7.8	7.8	8.8
West Sound (inc.West FM)(Bauer Southwest Scotland)**	Y	388	177	182	189	6.8%	3.8%	24.9	24.5	23.7

** audience to opt out services included

* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB