



# RAJAR DATA RELEASE

Quarter 1, 2012 . May 17, 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	%	%	%
			Q1 11	Q4 11	Q1 12	Q1 12 vs Q1 11	Q1 12 vs Q4 11	Q1 11	Q4 11	Q1 12
BBC RADIO SCOTLAND	H	4384	1045	959	1007	-3.6%	5.0%	9.2	7.8	8.9
FM Bauer Place Portfolio Scotland	Y	4110	1464	1530	1504	2.7%	-1.7%	18.9	19.5	18.9
Radio Borders (Bauer Borders)	Y	108	61	59	57	-6.6%	-3.4%	39.1	32.5	33.1
Central FM	Y	220	54	49	51	-5.6%	4.1%	6.1	7.1	7.4
Bauer Glasgow	H	1847	701	640	595	-15.1%	-7.0%	19.9	19.0	15.6
Clyde 1 FM	H	1847	579	557	517	-10.7%	-7.2%	14.4	14.4	12.1
Clyde 2	H	1847	256	191	184	-28.1%	-3.7%	5.5	4.6	3.5
Bauer Place Portfolio - Scotland	H	4110	1722	1672	1645	-4.5%	-1.6%	23.8	24.4	22.1
Bauer Radio Central Scotland	H	2856	1042	1003	967	-7.2%	-3.6%	20.2	20.3	17.9
Bauer Edinburgh	H	1107	344	367	378	9.9%	3.0%	18.7	20.8	20.3
ForthOne	H	1107	299	341	354	18.4%	3.8%	14.8	18.4	17.8
Forth2	H	1107	95	89	76	-20.0%	-14.6%	3.9	2.4	2.5
Capital Scotland (was Galaxy)	H	2739	460	500	484	5.2%	-3.2%	6.2	7.6	6.7
GMG Radio Scotland	H	2903	860	851	866	0.7%	1.8%	15.9	16.7	16.8
Kingdom FM	Y	288	76	83	78	2.6%	-6.0%	10.6	12.1	11.3
Moray Firth Radio (Bauer Inverness)	Y	234	119	125	127	6.7%	1.6%	26.3	27.8	27.1
Bauer Aberdeen	Y	318	141	148	145	2.8%	-2.0%	25.1	23.2	22.5
Northsound One	Y	318	131	132	127	-3.1%	-3.8%	20.0	16.8	16.2
Northsound Two	Y	318	42	43	42	0.0%	-2.3%	5.1	6.4	6.3
Original 106 (Aberdeen)	Y	318	45	51	50	11.1%	-2.0%	4.6	5.2	5.9
Real Radio Scotland	H	2716	654	652	650	-0.6%	-0.3%	12.2	12.0	12.4
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	819	69	51	68	-1.4%	33.3%	3.5	1.8	3.0
Smooth Radio Glasgow	H	1894	261	277	290	11.1%	4.7%	5.4	7.5	6.9
Bauer Dundee	Y	378	170	175	170	0.0%	-2.9%	27.1	32.0	30.5
Tay-FM	Y	378	130	134	124	-4.6%	-7.5%	17.9	21.5	18.5
Tay-AM	Y	378	70	66	72	2.9%	9.1%	9.2	10.5	12.0
Wave 102 FM	Y	154	32	27	27	-15.6%	0.0%	7.8	8.5	8.7
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	182	187	189	3.8%	1.1%	24.5	24.2	23.8