

# RAJAR DATA RELEASE

## Quarter 1, 2011 - MAY 12, 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	%	%	%
			Q1 10	Q4 10	Q1 11	Q1 11 vs Q1 10	Q1 11 vs Q4 10	Q1 10	Q4 10	Q1 11
BBC RADIO SCOTLAND	H	4353	955	931	1045	9.4%	12.2%	8.1	8.4	9.2
FM Bauer Place Portfolio Scotland	Y	4084	1457	1448	1464	0.5%	1.1%	20.2	19.3	18.9
Radio Borders (Bauer Borders)	Y	107	55	62	61	10.9%	-1.6%	31.6	39.3	39.1
Central FM	Y	218	41	50	54	31.7%	8.0%	6.6	5.3	6.1
Bauer Glasgow	H	1840	664	633	701	5.6%	10.7%	20.9	20.8	19.9
Clyde 1 FM	H	1840	569	558	579	1.8%	3.8%	15.3	17.2	14.4
Clyde 2	H	1840	221	187	256	15.8%	36.9%	5.6	3.6	5.5
Bauer Place Portfolio - Scotland	H	4083	1782	1752	1722	-3.4%	-1.7%	25.4	23.7	23.8
Bauer Radio Central Scotland	H	2839	1017	965	1042	2.5%	8.0%	22.3	20.9	20.2
Bauer Edinburgh	H	1096	360	336	344	-4.4%	2.4%	22.6	18.8	18.7
ForthOne	H	1096	326	272	299	-8.3%	9.9%	19.7	13.0	14.8
Forth2	H	1096	88	111	95	8.0%	-14.4%	2.8	5.8	3.9
Capital Scotland (was Galaxy)	H	2721	391	448	460	17.6%	2.7%	5.2	6.8	6.2
GMG Radio Scotland	H	2885	845	820	860	1.8%	4.9%	18.1	15.8	15.9
Kingdom FM	Y	286	73	71	76	4.1%	7.0%	12.6	10.2	10.6
Moray Firth Radio (Bauer Inverness)	Y	232	126	130	119	-5.6%	-8.5%	29.6	30.2	26.3
Bauer Aberdeen	Y	312	146	136	141	-3.4%	3.7%	28.8	25.9	25.1
Northsound One	Y	312	122	126	131	7.4%	4.0%	21.9	21.6	20.0
Northsound Two	Y	312	53	43	42	-20.8%	-2.3%	6.9	4.3	5.1
Original 106 (Aberdeen)	Y	312	42	42	45	7.1%	7.1%	4.1	4.0	4.6
Real Radio (Scotland)	H	2697	669	622	654	-2.2%	5.1%	14.7	11.3	12.2
96.3 Rock Radio	H	814	50	61	69	38.0%	13.1%	1.9	3.4	3.5
Smooth Radio (Glasgow)	H	1886	220	245	261	18.6%	6.5%	6.0	6.4	5.4
Bauer Dundee	Y	375	153	167	170	11.1%	1.8%	26.1	26.0	27.1
Tay-FM	Y	375	99	118	130	31.3%	10.2%	14.5	16.1	17.9
Tay-AM	Y	375	77	79	70	-9.1%	-11.4%	11.6	9.9	9.2
Wave 102 FM	Y	153	26	32	32	23.1%	0.0%	7.9	8.0	7.8
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	175	180	182	4.0%	1.1%	27.6	24.0	24.5

\*\* audience to opt out services included

\* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB