

RAJAR DATA RELEASE

Quarter 3, 2011 - OCTOBER 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

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	%	%	%
			Q3 10	Q2 11	Q3 11	Q3 11 vs Q3 10	Q3 11 vs Q2 11	Q3 10	Q2 11	Q3 11
BBC RADIO SCOTLAND	H	4384	895	1035	953	6.5%	-7.9%	7.5	8.7	7.7
FM Bauer Place Portfolio Scotland	Y	4110	1461	1504	1525	4.4%	1.4%	19.5	19.2	19.4
Radio Borders (Bauer Borders)	Y	107	60	61	61	1.7%	0.0%	34.9	36.0	36.7
Central FM	Y	220	48	54	53	10.4%	-1.9%	5.2	7.3	7.5
Bauer Glasgow	H	1848	631	701	674	6.8%	-3.9%	21.3	20.2	21.5
Clyde 1 FM	H	1848	542	575	583	7.6%	1.4%	15.9	14.6	16.9
Clyde 2	H	1848	209	263	204	-2.4%	-22.4%	5.4	5.6	4.6
Bauer Place Portfolio - Scotland	H	4110	1700	1773	1732	1.9%	-2.3%	23.1	23.2	24.3
Bauer Radio Central Scotland	H	2857	972	1081	1041	7.1%	-3.7%	21.2	20.2	21.1
Bauer Edinburgh	H	1108	348	384	371	6.6%	-3.4%	18.5	18.5	18.9
ForthOne	H	1108	297	349	342	15.2%	-2.0%	14.1	15.3	15.8
Forth2	H	1108	100	97	100	0.0%	3.1%	4.4	3.2	3.1
Capital Scotland (was Galaxy)	H	2739	457	467	500	9.4%	7.1%	6.7	5.6	6.8
GMG Radio Scotland	H	2902	850	843	820	-3.5%	-2.7%	16.7	15.1	15.4
Kingdom FM	Y	287	72	81	79	9.7%	-2.5%	10.9	11.2	12.1
Moray Firth Radio (Bauer Inverness)	Y	234	127	125	128	0.8%	2.4%	29.5	27.0	27.9
Bauer Aberdeen	Y	318	136	145	149	9.6%	2.8%	25.6	24.3	25.3
Northsound One	Y	318	124	135	136	9.7%	0.7%	21.2	19.1	18.8
Northsound Two	Y	318	41	41	43	4.9%	4.9%	4.4	5.2	6.5
Original 106 (Aberdeen)	Y	318	39	44	51	30.8%	15.9%	3.9	4.1	4.6
Real Radio Scotland	H	2716	665	646	626	-5.9%	-3.1%	13.2	11.6	11.0
96.3 Rock Radio	H	819	55	67	60	9.1%	-10.4%	2.2	2.6	2.1
Smooth Radio Glasgow	H	1894	241	249	255	5.8%	2.4%	5.6	5.6	6.9
Bauer Dundee	Y	378	160	173	175	9.4%	1.2%	25.5	28.7	30.3
Tay-FM	Y	378	112	127	133	18.8%	4.7%	15.5	18.0	20.1
Tay-AM	Y	378	78	71	67	-14.1%	-5.6%	10.0	10.6	10.2
Wave 102 FM	Y	154	30	30	28	-6.7%	-6.7%	7.0	8.8	8.9
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	185	189	181	-2.2%	-4.2%	23.9	23.7	23.3

** audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB