



RAJAR DATA RELEASE

Quarter 3, 2013 – October 24th 2013

SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.
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 12	Q2 13	Q3 13	Q3 13 vs Q3 12	Q3 13 vs Q2 13	Q3 12	Q2 13	Q3 13
BBC RADIO SCOTLAND	H	4455	928	948	888	-4.3%	-6.3%	7.6	9.3	7.9
Bauer Aberdeen	Y	329	152	166	164	7.9%	-1.2%	23.3	27.8	26.3
Radio Borders (Bauer Borders)	Y	108	51	51	54	5.9%	5.9%	31.5	32.0	34.2
Bauer Dundee	Y	385	176	179	191	8.5%	6.7%	29.8	25.5	26.7
Bauer Edinburgh	H	1137	375	363	380	1.3%	4.7%	19.9	22.3	18.2
Bauer Glasgow	H	1868	685	659	654	-4.5%	-0.8%	19.3	20.8	20.4
Bauer Place Portfolio - Scotland	H	4181	1735	1687	1706	-1.7%	1.1%	24.0	24.5	23.1
Bauer Radio Central Scotland	H	2905	1055	1021	1033	-2.1%	1.2%	20.2	22.0	20.2
FM Bauer Place Portfolio Scotland	Y	4181	1483	1538	1531	3.2%	-0.5%	18.1	19.4	19.5
Capital Scotland	H	2787	476	523	579	21.6%	10.7%	6.5	6.5	7.6
Central FM	Y	210	53	55	56	5.7%	1.8%	8.1	6.9	7.8
Clyde 1 FM	H	1868	574	584	572	-0.3%	-2.1%	13.8	17.0	16.4
Clyde 2	H	1868	230	168	200	-13.0%	19.0%	5.4	3.8	4.0
Forth2	H	1137	73	72	82	12.3%	13.9%	3.9	2.6	3.1
ForthOne	H	1137	342	331	340	-0.6%	2.7%	16.0	19.7	15.1
Kingdom FM	Y	290	83	70	69	-16.9%	-1.4%	13.1	9.3	8.8
Moray Firth Radio (Bauer Inverness)	Y	237	115	111	108	-6.1%	-2.7%	26.4	24.1	21.3
Northsound One	Y	329	126	137	140	11.1%	2.2%	17.0	19.7	20.1
Northsound Two	Y	329	52	60	47	-9.6%	-21.7%	6.3	8.1	6.3
Original 106 (Aberdeen)	Y	329	44	53	60	36.4%	13.2%	5.9	5.7	7.0
Real and Smooth Ltd. Scotland	H	2950	750	699	761	1.5%	8.9%	15.3	12.6	14.6
Real Radio Scotland	H	2764	545	488	573	5.1%	17.4%	11.0	8.6	10.8
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	831	63	56	57	-9.5%	1.8%	1.9	1.5	2.0
Smooth Radio Glasgow	H	1915	265	268	236	-10.9%	-11.9%	6.7	6.5	5.9
Tay-AM	Y	385	81	76	76	-6.2%	0.0%	13.9	10.5	10.4
Tay-FM	Y	385	124	142	150	21.0%	5.6%	15.9	15.0	16.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	190	180	172	-9.5%	-4.4%	24.6	24.3	26.0