



# RAJAR DATA RELEASE

Quarter 4, 2013 – February 6<sup>th</sup> 2014

## SCOTTISH STATIONS

<b>WEEKLY REACH:</b>	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.
<b>SHARE OF LISTENING:</b>	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	%	%	%
			Q4 12	Q3 13	Q4 13	Q4 13 vs Q4 12	Q4 13 vs Q3 13	Q4 12	Q3 13	Q4 13
<b>BBC RADIO SCOTLAND</b>	H	4456	994	888	868	-12.7%	-2.3%	8.6	7.9	7.3
Bauer Aberdeen	Y	330	162	164	157	-3.1%	-4.3%	24.8	26.3	26.4
Radio Borders (Bauer Borders)	Y	108	51	54	54	5.9%	0.0%	35.5	34.2	30.7
Bauer Dundee	Y	385	173	191	201	16.2%	5.2%	26.5	26.7	30.7
Bauer Edinburgh	H	1137	378	380	357	-5.6%	-6.1%	19.8	18.2	16.3
Bauer Glasgow	H	1868	722	654	644	-10.8%	-1.5%	20.8	20.4	17.9
Bauer Place Portfolio - Scotland	H	4181	1754	1706	1710	-2.5%	0.2%	24.1	23.1	22.9
Bauer Radio Central Scotland	H	2907	1094	1033	999	-8.7%	-3.3%	21.0	20.2	17.9
FM Bauer Place Portfolio Scotland	Y	4181	1505	1531	1523	1.2%	-0.5%	17.9	19.5	19.6
Capital Scotland	H	2788	468	579	552	17.9%	-4.7%	6.0	7.6	7.7
Central FM	Y	210	60	56	49	-18.3%	-12.5%	8.6	7.8	7.5
Clyde 1 FM	H	1868	624	572	580	-7.1%	1.4%	15.8	16.4	14.7
Clyde 2	H	1868	233	200	168	-27.9%	-16.0%	5.0	4.0	3.2
Forth2	H	1137	78	82	74	-5.1%	-9.8%	4.2	3.1	2.8
ForthOne	H	1137	346	340	320	-7.5%	-5.9%	15.6	15.1	13.5
Kingdom FM	Y	290	87	69	61	-29.9%	-11.6%	13.1	8.8	8.2
Moray Firth Radio (Bauer Inverness)	Y	236	108	108	116	7.4%	7.4%	24.0	21.3	23.1
Northsound One	Y	330	137	140	136	-0.7%	-2.9%	18.5	20.1	20.0
Northsound Two	Y	330	55	47	40	-27.3%	-14.9%	6.3	6.3	6.4
Original 106 (Aberdeen)	Y	330	42	60	66	57.1%	10.0%	4.5	7.0	9.0
Real and Smooth Ltd. Scotland	H	2952	748	761	765	2.3%	0.5%	14.3	14.6	14.2
Real Radio Scotland	H	2764	547	573	567	3.7%	-1.0%	10.3	10.8	10.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	832	70	57	70	0.0%	22.8%	2.4	2.0	3.8
Smooth Radio Glasgow	H	1915	260	236	259	-0.4%	9.7%	6.1	5.9	5.9
Tay-AM	Y	385	73	76	82	12.3%	7.9%	12.3	10.4	12.2
Tay-FM	Y	385	130	150	153	17.7%	2.0%	14.2	16.3	18.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	390	178	172	177	-0.6%	2.9%	23.4	26.0	28.1