



RAJAR DATA RELEASE

Quarter 1, 2014 – May 15th 2014

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	%	%	%
			Q1 13	Q4 13	Q1 14	Q1 14 vs Q1 13	Q1 14 vs Q4 13	Q1 13	Q4 13	Q1 14
BBC RADIO SCOTLAND	H	4455	998	868	923	-7.5%	6.3%	8.9	7.3	8.1
Bauer Aberdeen	Y	330	169	157	148	-12.4%	-5.7%	27.4	26.4	23.0
Radio Borders (Bauer Borders)	Y	108	47	54	57	21.3%	5.6%	31.4	30.7	32.4
Bauer Dundee	Y	386	181	201	195	7.7%	-3.0%	27.0	30.7	31.8
Bauer Edinburgh	H	1136	377	357	371	-1.6%	3.9%	23.8	16.3	15.5
Bauer Glasgow	H	1867	661	644	626	-5.3%	-2.8%	20.5	17.9	16.8
Bauer Place Portfolio - Scotland	H	4181	1706	1710	1661	-2.6%	-2.9%	24.8	22.9	22.1
Bauer Radio Central Scotland	H	2905	1037	999	993	-4.2%	-0.6%	22.4	17.9	16.9
FM Bauer Place Portfolio Scotland	Y	4181	1526	1523	1494	-2.1%	-1.9%	19.0	19.6	18.8
Capital Scotland	H	2787	474	552	534	12.7%	-3.3%	6.3	7.7	7.7
Central FM	Y	210	56	49	49	-12.5%	0.0%	7.8	7.5	7.4
Clyde 1 FM	H	1867	601	580	563	-6.3%	-2.9%	16.5	14.7	14.4
Clyde 2	H	1867	171	168	144	-15.8%	-14.3%	3.9	3.2	2.4
Forth2	H	1136	71	74	68	-4.2%	-8.1%	3.3	2.8	1.8
ForthOne	H	1136	348	320	336	-3.4%	5.0%	20.5	13.5	13.6
Kingdom FM	Y	289	83	61	62	-25.3%	1.6%	13.0	8.2	8.6
Moray Firth Radio (Bauer Inverness)	Y	237	111	116	109	-1.8%	-6.0%	23.6	23.1	24.3
Northsound One	Y	330	141	136	129	-8.5%	-5.1%	20.6	20.0	18.8
Northsound Two	Y	330	59	40	34	-42.4%	-15.0%	6.8	6.4	4.3
Original 106 (Aberdeen)	Y	330	53	66	66	24.5%	0.0%	4.3	9.0	10.6
Real Radio Scotland (now Heart Scotland)	H	2787	472	567	499	5.7%	-12.0%	8.5	10.0	7.7
96.3 Real XS Glasgow (now XFM Scotland)	H	831	58	70	69	19.0%	-1.4%	2.2	3.8	3.4
Smooth Radio Glasgow	H	1961	278	259	272	-2.2%	5.0%	6.7	5.9	6.0
Tay-AM	Y	386	75	82	82	9.3%	0.0%	12.3	12.2	12.9
Tay-FM	Y	386	138	153	148	7.2%	-3.3%	14.7	18.5	19.0
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	390	179	177	176	-1.7%	-0.6%	24.0	28.1	26.7