

RAJAR DATA RELEASE



Quarter 2, 2014 – July 31st 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	%	%	%
			Q2 13	Q1 14	Q2 14	Q2 14 vs Q2 13	Q2 14 vs Q1 14	Q2 13	Q1 14	Q2 14
BBC RADIO SCOTLAND	H	4506	948	923	955	0.7%	3.5%	9.3	8.1	8.5
Bauer Aberdeen	Y	344	166	148	156	-6.0%	5.4%	27.8	23.0	23.1
Radio Borders (Bauer Borders)	Y	110	51	57	59	15.7%	3.5%	32.0	32.4	35.5
Bauer Dundee	Y	392	179	195	213	19.0%	9.2%	25.5	31.8	31.9
Bauer Edinburgh	H	1128	363	371	361	-0.6%	-2.7%	22.3	15.5	18.1
Bauer Glasgow	H	1893	659	626	599	-9.1%	-4.3%	20.8	16.8	16.3
Bauer Place - Scotland	H	4236	1687	1661	1627	-3.6%	-2.0%	24.5	22.1	22.1
Bauer Place - Central Scotland	H	2919	1021	993	957	-6.3%	-3.6%	22.0	16.9	17.6
Bauer Place - Scotland FMs	Y	4237	1538	1494	1511	-1.8%	1.1%	19.4	18.8	18.8
Capital Scotland	H	2798	523	534	523	0.0%	-2.1%	6.5	7.7	7.7
Central FM	Y	214	55	49	48	-12.7%	-2.0%	6.9	7.4	7.3
Clyde 1 FM	H	1893	584	563	533	-8.7%	-5.3%	17.0	14.4	13.8
Clyde 2	H	1893	168	144	135	-19.6%	-6.3%	3.8	2.4	2.5
Forth2	H	1128	72	68	68	-5.6%	0.0%	2.6	1.8	2.9
ForthOne	H	1128	331	336	332	0.3%	-1.2%	19.7	13.6	15.2
Kingdom FM	Y	289	70	62	64	-8.6%	3.2%	9.3	8.6	9.0
Moray Firth Radio (Bauer Inverness)	Y	251	111	109	120	8.1%	10.1%	24.1	24.3	25.3
Northsound One	Y	344	137	129	139	1.5%	7.8%	19.7	18.8	20.5
Northsound Two	Y	344	60	34	35	-41.7%	2.9%	8.1	4.3	2.7
Original 106 (Aberdeen)	Y	344	53	66	80	50.9%	21.2%	5.7	10.6	10.7
Heart Scotland (was Real Radio Scotland)	H	2798	488	499	421	-13.7%	-15.6%	8.6	7.7	6.0
XFM Scotland (was 96.3 Real XS Glasgow)	H	830	56	69	51	-8.9%	-26.1%	1.5	3.4	1.6
Smooth Radio Glasgow	H	1984	268	272	284	6.0%	4.4%	6.5	6.0	5.7
Tay-AM	Y	392	76	82	82	7.9%	0.0%	10.5	12.9	12.4
Tay-FM	Y	392	142	148	164	15.5%	10.8%	15.0	19.0	19.5
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	180	176	177	-1.7%	0.6%	24.3	26.7	27.9