



RAJAR DATA RELEASE

Quarter 1, 2013 – May 16th 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	%	%	%
			Q1 12	Q4 12	Q1 13	Q1 13 vs Q1 12	Q1 13 vs Q4 12	Q1 12	Q4 12	Q1 13
BBC RADIO SCOTLAND	H	4410	1007	994	998	-0.9%	0.4%	8.9	8.6	8.9
Bauer Aberdeen	Y	322	145	162	169	16.6%	4.3%	22.5	24.8	27.4
Radio Borders (Bauer Borders)	Y	108	57	51	47	-17.3%	-7.5%	33.1	35.5	31.4
Bauer Dundee	Y	381	170	173	181	6.5%	4.6%	30.5	26.5	27.0
Bauer Edinburgh	H	1118	378	378	377	-0.3%	-0.3%	20.3	19.8	23.8
Bauer Glasgow	H	1853	595	722	661	11.1%	-8.4%	15.6	20.8	20.5
Bauer Place Portfolio - Scotland	H	4133	1645	1754	1706	3.7%	-2.7%	22.1	24.1	24.8
Bauer Radio Central Scotland	H	2872	967	1094	1037	7.2%	-5.2%	17.9	21.0	22.4
FM Bauer Place Portfolio Scotland	Y	4133	1504	1505	1526	1.5%	1.4%	18.9	17.9	19.0
Capital Scotland	H	2756	484	468	474	-2.1%	1.3%	6.7	6.0	6.3
Central FM	Y	207	51	60	56	9.0%	-6.2%	7.4	8.6	7.8
Clyde 1 FM	H	1853	517	624	601	16.2%	-3.7%	12.1	15.8	16.5
Clyde 2	H	1853	184	233	171	-7.1%	-26.6%	3.5	5.0	3.9
Forth2	H	1118	76	78	71	-6.6%	-9.0%	2.5	4.2	3.3
ForthOne	H	1118	354	346	348	-1.7%	0.6%	17.8	15.6	20.5
Kingdom FM	Y	287	78	87	83	7.5%	-4.4%	11.3	13.1	13.0
Moray Firth Radio (Bauer Inverness)	Y	235	127	108	111	-12.6%	2.8%	27.1	24.0	23.6
Northsound One	Y	322	127	137	141	11.0%	2.9%	16.2	18.5	20.6
Northsound Two	Y	322	42	55	59	40.5%	7.3%	6.3	6.3	6.8
Original 106 (Aberdeen)	Y	322	50	42	53	6.0%	26.2%	5.9	4.5	4.3
Real and Smooth Ltd. Scotland	H	2918	866	748	689	-20.4%	-7.9%	16.8	14.3	12.8
Real Radio Scotland	H	2732	650	547	472	-27.4%	-13.7%	12.4	10.3	8.5
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	68	70	58	-14.7%	-17.1%	3.0	2.4	2.2
Smooth Radio Glasgow	H	1900	290	260	278	-4.1%	6.9%	6.9	6.1	6.7
Tay-AM	Y	381	72	73	75	4.2%	2.7%	12.0	12.3	12.3
Tay-FM	Y	381	124	130	138	11.3%	6.2%	18.5	14.2	14.7
Wave 102 FM	Y	157	27	28	29	9.4%	4.3%	8.7	7.9	7.2
West Sound (inc. West FM)(Bauer Southwest Scotland)*	Y	388	189	178	179	-5.3%	0.6%	23.8	23.4	24.0