

RAJAR DATA RELEASE



Quarter 4, 2012 – January 31st 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	%	%	%
			Q4 11	Q3 12	Q4 12	Q4 12 vs Q4 11	Q4 12 vs Q3 12	Q4 11	Q3 12	Q4 12
BBC RADIO SCOTLAND	H	4410	959	928	994	3.6%	7.1%	7.8	7.6	8.6
Bauer Aberdeen	Y	322	148	152	162	9.5%	6.6%	23.2	23.3	24.8
Radio Borders (Bauer Borders)	Y	107	59	51	51	-13.6%	0.0%	32.5	31.5	35.5
Bauer Dundee	Y	381	175	176	173	-1.1%	-1.7%	32.0	29.8	26.5
Bauer Edinburgh	H	1118	367	375	378	3.0%	0.8%	20.8	19.9	19.8
Bauer Glasgow	H	1854	640	685	722	12.8%	5.4%	19.0	19.3	20.8
Bauer Place Portfolio - Scotland	H	4133	1672	1735	1754	4.9%	1.1%	24.4	24.0	24.1
Bauer Radio Central Scotland	H	2874	1003	1055	1094	9.1%	3.7%	20.3	20.2	21.0
FM Bauer Place Portfolio Scotland	Y	4133	1530	1483	1505	-1.6%	1.5%	19.5	18.1	17.9
Capital Scotland	H	2755	500	476	468	-6.4%	-1.7%	7.6	6.5	6.0
Central FM	Y	207	49	53	60	22.4%	13.2%	7.1	8.1	8.6
Clyde 1 FM	H	1854	557	574	624	12.0%	8.7%	14.4	13.8	15.8
Clyde 2	H	1854	191	230	233	22.0%	1.3%	4.6	5.4	5.0
Forth2	H	1118	89	73	78	-12.4%	6.8%	2.4	3.9	4.2
ForthOne	H	1118	341	342	346	1.5%	1.2%	18.4	16.0	15.6
Kingdom FM	Y	287	83	83	87	4.8%	4.8%	12.1	13.1	13.1
Moray Firth Radio (Bauer Inverness)	Y	235	125	115	108	-13.6%	-6.1%	27.8	26.4	24.0
Northsound One	Y	322	132	126	137	3.8%	8.7%	16.8	17.0	18.5
Northsound Two	Y	322	43	52	55	27.9%	5.8%	6.4	6.3	6.3
Original 106 (Aberdeen)	Y	322	51	44	42	-17.6%	-4.5%	5.2	5.9	4.5
Real and Smooth Ltd. Scotland	H	2919	851	750	748	-12.1%	-0.3%	16.7	15.3	14.3
Real Radio Scotland	H	2732	652	545	547	-16.1%	0.4%	12.0	11.0	10.3
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	51	63	70	37.3%	11.1%	1.8	1.9	2.4
Smooth Radio Glasgow	H	1900	277	265	260	-6.1%	-1.9%	7.5	6.7	6.1
Tay-AM	Y	381	66	81	73	10.6%	-9.9%	10.5	13.9	12.3
Tay-FM	Y	381	134	124	130	-3.0%	4.8%	21.5	15.9	14.2
Wave 102 FM	Y	156	27	26	28	3.7%	7.7%	8.5	6.0	7.9
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	389	187	190	178	-4.8%	-6.3%	24.2	24.6	23.4