

# RAJAR DATA RELEASE



Quarter 3, 2014 – October 23<sup>rd</sup> 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	%	%	%
			Q3 13	Q2 14	Q3 14	Q3 14 vs. Q3 13	Q3 14 vs. Q2 14	Q3 13	Q2 14	Q3 14
BBC RADIO SCOTLAND	H	4505	888	955	870	-2.0%	-8.9%	7.9	8.5	8.3
Bauer Aberdeen	Y	344	164	156	150	-8.5%	-3.8%	26.3	23.1	23.4
Radio Borders (Bauer Borders)	Y	110	54	59	57	5.6%	-3.4%	34.2	35.5	34.1
Bauer Dundee	Y	391	191	213	201	5.2%	-5.6%	26.7	31.9	30.6
Bauer Edinburgh	H	1128	380	361	344	-9.5%	-4.7%	18.2	18.1	16.8
Bauer Glasgow	H	1891	654	599	570	-12.8%	-4.8%	20.4	16.3	14.1
Bauer Place - Scotland	H	4236	1706	1627	1587	-7.0%	-2.5%	23.1	22.1	20.5
Bauer Place - Central Scotland	H	2919	1033	957	912	-11.7%	-4.7%	20.2	17.6	15.6
Bauer Place - Scotland FMs	Y	4236	1531	1511	1462	-4.5%	-3.2%	19.5	18.8	18.0
Capital Scotland	H	2798	579	523	523	-9.7%	0.0%	7.6	7.7	6.9
Central FM	Y	215	56	48	45	-19.6%	-6.3%	7.8	7.3	7.0
Clyde 1 FM	H	1891	572	533	496	-13.3%	-6.9%	16.4	13.8	10.8
Clyde 2	H	1891	200	135	126	-37.0%	-6.7%	4.0	2.5	3.3
Forth2	H	1128	82	68	53	-35.4%	-22.1%	3.1	2.9	2.3
ForthOne	H	1128	340	332	323	-5.0%	-2.7%	15.1	15.2	14.5
Heart Scotland	H	2798	573	421	480	-16.2%	14.0%	10.8	6.0	6.6
Kingdom FM	Y	289	69	64	58	-15.9%	-9.4%	8.8	9.0	6.6
Moray Firth Radio (Bauer Inverness)	Y	250	108	120	119	10.2%	-0.8%	21.3	25.3	23.8
Northsound One	Y	344	140	139	131	-6.4%	-5.8%	20.1	20.5	19.8
Northsound Two	Y	344	47	35	39	-17.0%	11.4%	6.3	2.7	3.5
Original 106 (Aberdeen)	Y	344	60	80	81	35.0%	1.3%	7.0	10.7	10.0
Smooth Radio Scotland	H	1984	236	284	323	36.9%	13.7%	5.9	5.7	6.9
Tay-AM	Y	391	76	82	77	1.3%	-6.1%	10.4	12.4	12.0
Tay-FM	Y	391	150	164	152	1.3%	-7.3%	16.3	19.5	18.6
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	172	177	180	4.7%	1.7%	26.0	27.9	26.9
XFM Scotland	H	830	57	51	39	-31.6%	-23.5%	2.0	1.6	1.3