



RAJAR DATA RELEASE

Quarter 3, 2012 – October 25th, 2012

SCOTTISH STATIONS

WEEKLY REACH: 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.

SHARE OF LISTENING: 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.

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STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q3 11	Q2 12	Q3 12	Q3 12 vs Q3 11	Q3 12 vs Q2 12	Q3 11	Q2 12	Q3 12
BBC RADIO SCOTLAND	H	4410	953	959	928	-2.6%	-3.2%	7.7	8.3	7.6
Bauer Aberdeen	Y	321	149	151	152	2.0%	0.7%	25.3	23.2	23.3
Radio Borders (Bauer Borders)	Y	108	61	53	51	-16.4%	-3.8%	36.7	33.3	31.5
Bauer Dundee	Y	381	175	173	176	0.6%	1.7%	30.3	30.8	29.8
Bauer Edinburgh	H	1119	371	386	375	1.1%	-2.8%	18.9	19.7	19.9
Bauer Glasgow	H	1853	674	625	685	1.6%	9.6%	21.5	16.9	19.3
Bauer Place Portfolio - Scotland	H	4134	1732	1681	1735	0.2%	3.2%	24.3	22.3	24.0
Bauer Radio Central Scotland	H	2874	1041	1006	1055	1.3%	4.9%	21.1	18.6	20.2
FM Bauer Place Portfolio Scotland	Y	4133	1525	1478	1483	-2.8%	0.3%	19.4	18.3	18.1
Capital Scotland	H	2756	500	519	476	-4.8%	-8.3%	6.8	7.3	6.5
Central FM	Y	208	53	49	53	0.0%	8.2%	7.5	7.8	8.1
Clyde 1 FM	H	1853	583	528	574	-1.5%	8.7%	16.9	12.5	13.8
Clyde 2	H	1853	204	202	230	12.7%	13.9%	4.6	4.5	5.4
Forth2	H	1119	100	71	73	-27.0%	2.8%	3.1	2.5	3.9
ForthOne	H	1119	342	361	342	0.0%	-5.3%	15.8	17.2	16.0
Kingdom FM	Y	288	79	83	83	5.1%	0.0%	12.1	12.6	13.1
Moray Firth Radio (Bauer Inverness)	Y	235	128	115	115	-10.2%	0.0%	27.9	24.2	26.4
Northsound One	Y	321	136	128	126	-7.4%	-1.6%	18.8	17.4	17.0
Northsound Two	Y	321	43	43	52	20.9%	20.9%	6.5	5.8	6.3
Original 106 (Aberdeen)	Y	321	51	47	44	-13.7%	-6.4%	4.6	5.2	5.9
Real and Smooth Ltd. Scotland	H	2918	820	836	750	-8.5%	-10.3%	15.4	16.4	15.3
Real Radio Scotland	H	2732	626	599	545	-12.9%	-9.0%	11.0	11.6	11.0
96.3 Real XS Glasgow (was 96.3 Rock Radio)	H	822	60	74	63	5.0%	-14.9%	2.1	2.8	1.9
Smooth Radio Glasgow	H	1901	255	300	265	3.9%	-11.7%	6.9	7.2	6.7
Tay-AM	Y	381	67	77	81	20.9%	5.2%	10.2	14.1	13.9
Tay-FM	Y	381	133	121	124	-6.8%	2.5%	20.1	16.7	15.9
Wave 102 FM	Y	156	28	23	26	-7.1%	13.0%	8.9	6.3	6.0
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	388	181	180	190	5.0%	5.6%	23.3	24.8	24.6