

RAJAR DATA RELEASE



Quarter 4, 2014 – February 5th 2015

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.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 13	Q3 14	Q4 14	Q4 14 vs. Q4 13	Q4 14 vs. Q3 14	Q4 13	Q3 14	Q4 14
BBC RADIO SCOTLAND	H	4505	868	870	888	2.3%	2.1%	7.3	8.3	8.0
Bauer Aberdeen	Y	344	157	150	149	-5.1%	-0.7%	26.4	23.4	21.4
Radio Borders (Bauer Borders)	Y	110	54	57	57	5.6%	0.0%	30.7	34.1	34.1
Bauer City 1 (Scotland)	Y	4236	1523	1462	1458	-4.3%	-0.3%	19.6	18.0	18.1
Bauer Dundee	Y	391	201	201	194	-3.5%	-3.5%	30.7	30.6	28.8
Bauer Edinburgh	H	1128	357	344	363	1.7%	5.5%	16.3	16.8	17.2
Bauer Glasgow	H	1891	644	570	548	-14.9%	-3.9%	17.9	14.1	14.5
Capital Scotland	H	2798	552	523	498	-9.8%	-4.8%	7.7	6.9	5.3
Central FM	Y	214	49	45	46	-6.1%	2.2%	7.5	7.0	7.4
Clyde 1	H	1891	580	496	479	-17.4%	-3.4%	14.7	10.8	11.5
Clyde 2	H	1891	168	126	129	-23.2%	2.4%	3.2	3.3	3.0
Forth 1	H	1128	320	323	337	5.3%	4.3%	13.5	14.5	15.3
Forth 2	H	1128	74	53	59	-20.3%	11.3%	2.8	2.3	1.8
Heart Scotland	H	2798	567	480	496	-12.5%	3.3%	10.0	6.6	7.4
Kingdom FM	Y	290	61	58	55	-9.8%	-5.2%	8.2	6.6	5.2
Moray Firth Radio (Bauer Inverness)	Y	250	116	119	116	0.0%	-2.5%	23.1	23.8	23.6
Northsound 1	Y	344	136	131	129	-5.1%	-1.5%	20.0	19.8	16.7
Northsound 2	Y	344	40	39	41	2.5%	5.1%	6.4	3.5	4.7
Original 106 (Aberdeen)	Y	344	66	81	85	28.8%	4.9%	9.0	10.0	9.8
Smooth Radio Scotland	H	1984	259	323	347	34.0%	7.4%	5.9	6.9	11.5
Tay FM	Y	391	153	152	151	-1.3%	-0.7%	18.5	18.6	19.3
Tay 2	Y	391	82	77	68	-17.1%	-11.7%	12.2	12.0	9.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	397	177	180	185	4.5%	2.8%	28.1	26.9	26.4
XFM Scotland	H	831	70	39	38	-45.7%	-2.6%	3.8	1.3	1.9