

RAJAR DATA RELEASE



Quarter 4, 2018 – February 6th 2019

SCOTTISH STATIONS

| STATIONS | SURVEY PERIOD | TSA SIZE | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---|---------------|----------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | | Q4 17 | Q3 18 | Q4 18 | Q4 18 vs. Q4 17 | Q4 18 vs. Q3 18 | Q4 17 | Q3 18 | Q4 18 |
| BBC RADIO SCOTLAND | H | 4580 | 839 | 854 | 749 | -10.7% | -12.3% | 6.5 | 8.0 | 6.7 |
| Radio Borders | Y | 110 | 57 | 50 | 48 | -15.8% | -4.0% | 29.6 | 32.1 | 32.1 |
| Capital Scotland | H | 2862 | 495 | 573 | 567 | 14.5% | -1.0% | 6.7 | 7.3 | 7.9 |
| Central FM | Y | 217 | 39 | 43 | 45 | 15.4% | 4.7% | 5.8 | 7.0 | 11.6 |
| Clyde 1 | H | 1925 | 514 | 553 | 535 | 4.1% | -3.3% | 12.3 | 17.4 | 14.4 |
| Clyde 2 | H | 1925 | 118 | 135 | 140 | 18.6% | 3.7% | 3.3 | 4.3 | 3.8 |
| Forth 1 | H | 1163 | 351 | 331 | 315 | -10.3% | -4.8% | 13.6 | 16.2 | 16.5 |
| Forth 2 | H | 1163 | 81 | 62 | 70 | -13.6% | 12.9% | 3.4 | 4.0 | 4.2 |
| Heart Scotland | H | 2862 | 379 | 397 | 400 | 5.5% | 0.8% | 6.3 | 5.0 | 4.5 |
| Kingdom FM | Y | 293 | 60 | 48 | 49 | -18.3% | 2.1% | 8.9 | 5.5 | 6.3 |
| MFR | Y | 254 | 114 | 117 | 121 | 6.1% | 3.4% | 24.4 | 25.4 | 25.4 |
| Northsound 1 | Y | 351 | 125 | 138 | 138 | 10.4% | 0.0% | 17.9 | 16.5 | 15.0 |
| Northsound 2 | Y | 351 | 22 | 28 | 28 | 27.3% | 0.0% | 2.1 | 2.8 | 3.7 |
| Original 106 (Aberdeen) | Y | 351 | 69 | 79 | 85 | 23.2% | 7.6% | 8.9 | 10.0 | 10.5 |
| Scottish Sun 80s ¹ | Y | 2862 | | | 11 | | | | | 0.1 |
| Scottish Sun Greatest Hits ¹ | Y | 2862 | | | 7 | | | | | 0.1 |
| Scottish Sun Hits ¹ | Y | 2862 | | | 5 | | | | | * |
| Smooth Radio Scotland | H | 1846 | 374 | 350 | 337 | -9.9% | -3.7% | 12.2 | 7.9 | 8.9 |
| Tay FM | Y | 396 | 139 | 134 | 147 | 5.8% | 9.7% | 15.0 | 16.6 | 17.2 |
| Tay 2 | Y | 396 | 41 | 42 | 45 | 9.8% | 7.1% | 5.2 | 5.5 | 5.2 |
| Wave FM | Y | 234 | 29 | 27 | 28 | -3.4% | 3.7% | 8.1 | 4.1 | 4.7 |
| West Sound (inc. West FM)** | Y | 396 | 166 | 179 | 179 | 7.8% | 0.0% | 25.9 | 26.4 | 25.9 |

¹ Station changed reporting survey period

** audience to opt out services included

* = less than 0.05%