

RAJAR DATA RELEASE



Quarter 3, 2016 – October 27th 2016 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	%	%	%
			Q3 15	Q2 16	Q3 16	Q3 16 vs. Q3 15	Q3 16 vs. Q2 16	Q3 15	Q2 16	Q3 16
BBC RADIO SCOTLAND	H	4528	948	929	901	-5.0%	-3.0%	7.7	7.5	7.1
Radio Borders (Bauer Borders)	Y	109	56	55	54	-3.6%	-1.8%	31.3	35.1	34.3
Capital Scotland	H	2816	564	580	594	5.3%	2.4%	5.7	6.4	6.7
Central FM	Y	214	57	51	53	-7.0%	3.9%	9.1	8.3	8.8
Clyde 1	H	1900	576	643	660	14.6%	2.6%	14.9	13.9	16.9
Clyde 2	H	1900	147	156	162	10.2%	3.8%	2.9	3.1	2.6
Clyde 3 ¹	Y	1901		18	21		16.7%		0.2	0.3
Forth 1	H	1140	347	366	325	-6.3%	-11.2%	14.9	17.5	13.8
Forth 2	H	1140	72	45	53	-26.4%	17.8%	3.8	2.1	2.0
Forth 3 ¹	Y	1141		8	7		-12.5%		0.2	0.2
Heart Scotland	H	2816	465	416	410	-11.8%	-1.4%	5.0	6.2	6.7
Kingdom FM	Y	291	67	54	50	-25.4%	-7.4%	10.5	10.1	8.5
Moray Firth Radio (Bauer Inverness)	Y	251	118	116	124	5.1%	6.9%	20.4	21.1	24.7
Northsound 1	Y	348	144	131	121	-16.0%	-7.6%	16.2	18.4	20.7
Northsound 2	Y	348	35	30	26	-25.7%	-13.3%	4.6	3.9	3.8
Original 106 (Aberdeen)	Y	348	82	79	66	-19.5%	-16.5%	11.0	12.4	9.3
Smooth Radio Scotland	H	1992	374	400	420	12.3%	5.0%	9.5	8.0	8.0
Tay FM	Y	394	148	135	133	-10.1%	-1.5%	20.8	21.3	20.2
Tay 2	Y	394	52	40	38	-26.9%	-5.0%	7.0	8.0	7.8
Tay 3 ¹	Y	394		2	2		0.0%		*	*
Wave 102	Y	144	24	20	20	-16.7%	0.0%	6.2	5.9	5.7
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	396	186	180	192	3.2%	6.7%	22.9	21.9	22.4