

RAJAR DATA RELEASE



Quarter 4, 2016 – February 9th 2017 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 15	Q3 16	Q4 16	Q4 16 vs. Q4 15	Q4 16 vs. Q3 16	Q4 15	Q3 16	Q4 16
BBC RADIO SCOTLAND	H	4527	943	901	952	1.0%	5.7%	8.5	7.1	8.6
Radio Borders (Bauer Borders)	Y	109	56	54	51	-8.9%	-5.6%	33.0	34.3	35.1
Capital Scotland	H	2816	570	594	543	-4.7%	-8.6%	5.9	6.7	6.0
Central FM	Y	215	52	53	54	3.8%	1.9%	10.6	8.8	8.3
Clyde 1	H	1900	584	660	624	6.8%	-5.5%	16.1	16.9	18.8
Clyde 2	H	1900	158	162	134	-15.2%	-17.3%	3.1	2.6	2.0
Clyde 3	Y	1900	18	21	27	50.0%	28.6%	0.2	0.3	0.3
Forth 1	H	1141	358	325	320	-10.6%	-1.5%	17.2	13.8	17.4
Forth 2	H	1141	67	53	72	7.5%	35.8%	3.7	2.0	2.9
Forth 3	Y	1141	8	7	5	-37.5%	-28.6%	0.1	0.2	0.2
Heart Scotland	H	2816	427	410	393	-8.0%	-4.1%	6.7	6.7	5.8
Kingdom FM	Y	291	65	50	53	-18.5%	6.0%	11.7	8.5	9.5
Moray Firth Radio (Bauer Inverness)	Y	251	120	124	124	3.3%	0.0%	20.9	24.7	27.4
Northsound 1	Y	348	141	121	124	-12.1%	2.5%	17.4	20.7	22.5
Northsound 2	Y	348	33	26	21	-36.4%	-19.2%	3.3	3.8	2.8
Original 106 (Aberdeen)	Y	348	80	66	75	-6.3%	13.6%	11.3	9.3	10.7
Smooth Radio Scotland	H	1992	405	420	409	1.0%	-2.6%	8.7	8.0	8.9
Tay FM	Y	394	140	133	135	-3.6%	1.5%	18.7	20.2	20.0
Tay 2	Y	394	46	38	39	-15.2%	2.6%	8.5	7.8	6.8
Tay 3	Y	394	2	2	2	0.0%	0.0%	0.1*		*
Wave 102	Y	144	25	20	19	-24.0%	-5.0%	7.1	5.7	5.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	177	192	187	5.6%	-2.6%	20.2	22.4	24.0