

RAJAR DATA RELEASE



Quarter 4, 2017 – February 8th 2018 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 16	Q3 17	Q4 17	Q4 17 vs. Q4 16	Q4 17 vs. Q3 17	Q4 16	Q3 17	Q4 17
BBC RADIO SCOTLAND	H	4541	952	870	839	-11.9%	-3.6%	8.6	6.4	6.5
Radio Borders (Bauer Borders)	Y	110	51	55	57	11.8%	3.6%	35.1	32.6	29.6
Capital Scotland*	H	2828	543	510	495	-8.8%	-2.9%	6.0	6.9	6.7
Central FM	Y	215	54	43	39	-27.8%	-9.3%	8.3	7.6	5.8
Clyde 1	H	1907	624	543	514	-17.6%	-5.3%	18.8	11.8	12.3
Clyde 2	H	1907	134	131	118	-11.9%	-9.9%	2.0	2.9	3.3
Forth 1	H	1147	320	380	351	9.7%	-7.6%	17.4	16.2	13.6
Forth 2	H	1147	72	77	81	12.5%	5.2%	2.9	2.5	3.4
Heart Scotland	H	2828	393	369	379	-3.6%	2.7%	5.8	4.8	6.3
Kingdom FM	Y	291	53	61	60	13.2%	-1.6%	9.5	9.6	8.9
Moray Firth Radio (Bauer Inverness)	Y	252	124	119	114	-8.1%	-4.2%	27.4	25.8	24.4
Northsound 1	Y	350	124	129	125	0.8%	-3.1%	22.5	17.3	17.9
Northsound 2	Y	350	21	23	22	4.8%	-4.3%	2.8	2.1	2.1
Original 106 (Aberdeen)	Y	350	75	71	69	-8.0%	-2.8%	10.7	10.3	8.9
Smooth Radio Scotland	H	1827	409	415	374	-8.6%	-9.9%	8.9	14.6	12.2
Tay FM	Y	394	135	139	139	3.0%	0.0%	20.0	16.0	15.0
Tay 2	Y	394	39	39	41	5.1%	5.1%	6.8	5.3	5.2
Wave 102	Y	144	19	28	29	52.6%	3.6%	5.4	7.1	8.1
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	187	166	166	-11.2%	0.0%	24.0	25.6	25.9

*PLEASE NOTE: CAPITAL SCOTLAND INCLUDES LISTENING TO CAPITAL UK AND CANNOT BE USED FOR COMPARISONS