

RAJAR DATA RELEASE



Quarter 1, 2018 – May 17th 2018 SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.
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	%	%	%
			Q1 17	Q4 17	Q1 18	Q1 18 vs. Q1 17	Q1 18 vs. Q4 17	Q1 17	Q4 17	Q1 18
BBC RADIO SCOTLAND	H	4540	957	839	910	-4.9%	8.5%	9.4	6.5	7.4
Radio Borders (Bauer Borders)	Y	109	52	57	52	0.0%	-8.8%	33.5	29.6	27.2
Capital Scotland	H	2828	544	495	488	-10.3%	-1.4%	6.7	6.7	6.0
Central FM	Y	215	50	39	38	-24.0%	-2.6%	7.3	5.8	5.7
Clyde 1	H	1906	608	514	486	-20.1%	-5.4%	16.1	12.3	12.8
Clyde 2	H	1906	123	118	111	-9.8%	-5.9%	2.3	3.3	3.9
Forth 1	H	1146	323	351	326	0.9%	-7.1%	16.9	13.6	13.5
Forth 2	H	1146	78	81	79	1.3%	-2.5%	3.9	3.4	3.9
Heart Scotland	H	2828	387	379	420	8.5%	10.8%	6.6	6.3	5.6
Kingdom FM	Y	291	61	60	53	-13.1%	-11.7%	9.8	8.9	7.4
Moray Firth Radio (Bauer Inverness)	Y	251	128	114	116	-9.4%	1.8%	28.4	24.4	23.5
Northsound 1	Y	350	118	125	138	16.9%	10.4%	22.7	17.9	18.3
Northsound 2	Y	350	22	22	21	-4.5%	-4.5%	2.6	2.1	3.0
Original 106 (Aberdeen)	Y	350	75	69	71	-5.3%	2.9%	10.3	8.9	6.7
Smooth Radio Scotland	H	1828	390	374	399	2.3%	6.7%	9.2	12.2	10.3
Tay FM	Y	394	138	139	128	-7.2%	-7.9%	18.0	15.0	14.4
Tay 2	Y	394	41	41	41	0.0%	0.0%	6.3	5.2	5.1
Wave FM (surveyed as Wave 102)	Y	145	21	29	26	23.8%	-10.3%	5.6	8.1	7.6
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	394	182	166	175	-3.8%	5.4%	24.5	25.9	27.6

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