

## 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 22	Q3 23	Q4 23	Q4 23 vs. Q4 22	Q4 23 vs. Q3 23	Q4 22	Q3 23	Q4 23
BBC Radio Scotland	H	4649	780	827	800	2.6%	-3.3%	6.2	6.8	6.1
Capital Scotland	H	2931	389	384	373	-4.1%	-2.9%	3.0	3.1	2.6
Central FM	Y	219	32	46	47	46.9%	2.2%	7.4	9.2	8.8
Clyde 1	H	1955	664	625	683	2.9%	9.3%	18.2	13.8	17.5
Forth 1	H	1202	331	333	358	8.2%	7.5%	18.9	16.6	16.1
Greatest Hits Radio (Ayrshire & Dumfries & Galloway) (was West Sound)	Y	397	69	75	72	4.3%	-4.0%	10.0	9.8	10.9
Greatest Hits Radio (Edinburgh & the Lothians & Fife & Falkirk) (was Forth 2)	H	1202	74	108	108	45.9%	0.0%	3.9	7.3	4.6
Greatest Hits Radio (Glasgow & the West) (was Clyde 2)	H	1955	166	256	238	43.4%	-7.0%	3.7	4.7	3.8
Greatest Hits Radio (North East Scotland) (was Northsound 2)	Y	344	22	38	37	68.2%	-2.6%	3.3	3.7	3.9
Greatest Hits Radio (North of Scotland)	Y	258		19	17		-10.5%		2.5	3.1
Greatest Hits Radio (Scottish Borders & North Northumberland) (was Radio Borders)	Y	112	45	38	41	-8.9%	7.9%	21.7	18.1	19.3
Greatest Hits Radio (Tayside & Fife) (was Tay 2)	Y	395	18	29	35	94.4%	20.7%	2.8	4.6	7.1
Heart Scotland East	H	1231	105	124	139	32.4%	12.1%	2.7	2.9	3.5
Heart Scotland West	H	1666	253	256	216	-14.6%	-15.6%	3.7	3.1	3.1
Kingdom FM	Y	294	54	45	51	-5.6%	13.3%	7.5	5.6	5.8
MFR	Y	258	119	101	91	-23.5%	-9.9%	23.4	14.7	11.8
Nation Radio Scotland (East)	H	1202	16	15	18	12.5%	20.0%	0.4	0.1	0.1
Nation Radio Scotland (West)	H	1893	86	105	115	33.7%	9.5%	1.8	2.7	3.3
Northsound 1	Y	344	105	113	115	9.5%	1.8%	13.6	12.3	11.7
Original 106 (Aberdeen)	Y	344	63	77	74	17.5%	-3.9%	9.3	12.6	15.2
Smooth Radio Scotland	H	1893	333	347	320	-3.9%	-7.8%	6.4	5.9	6.2
Tay FM	Y	395	122	113	110	-9.8%	-2.7%	16.4	19.1	19.2
West FM	Y	289	96	93	93	-3.1%	0.0%	13.1	17.1	17.6