

# RAJAR DATA RELEASE

Quarter 1, 2016 – May 19<sup>th</sup> 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       | %     | %     | %     |
|   |               |          | Q1 15 | Q4 15 | Q1 16 | Q1 16 vs. Q1 15 | Q1 16 vs. Q4 15 | Q1 15 | Q4 15 | Q1 16 |
| BBC RADIO SCOTLAND                                    | H             | 4498     | 931   | 943   | 940   | 1.0%            | -0.3%           | 7.9   | 8.5   | 7.9   |
| Radio Borders (Bauer Borders)                         | Y             | 110      | 57    | 56    | 59    | 3.5%            | 5.4%            | 32.3  | 33.0  | 36.4  |
| Capital Scotland                                      | H             | 2795     | 514   | 570   | 573   | 11.5%           | 0.5%            | 5.8   | 5.9   | 6.6   |
| Central FM  | Y             | 213      | 45    | 52    | 58    | 28.9%           | 11.5%           | 8.5   | 10.6  | 9.4   |
| Clyde 1   | H             | 1890     | 556   | 584   | 627   | 12.8%           | 7.4%            | 12.1  | 16.1  | 16.5  |
| Clyde 2   | H             | 1890     | 155   | 158   | 151   | -2.6%           | -4.4%           | 3.0   | 3.1   | 3.0   |
| Clyde 3   | Y             | 1891     |       | 18    | 17    |                 | -5.6%           |       | 0.2   | 0.1   |
| Forth 1   | H             | 1129     | 354   | 358   | 336   | -5.1%           | -6.1%           | 14.7  | 17.2  | 17.4  |
| Forth 2   | H             | 1129     | 76    | 67    | 45    | -40.8%          | -32.8%          | 2.7   | 3.7   | 2.1   |
| Forth 3   | Y             | 1129     |       | 8     | 11    |                 | 37.5%           |       | 0.1   | 0.3   |
| Heart Scotland  | H             | 2795     | 430   | 427   | 411   | -4.4%           | -3.7%           | 5.9   | 6.7   | 7.1   |
| Kingdom FM  | Y             | 289      | 61    | 65    | 60    | -1.6%           | -7.7%           | 6.5   | 11.7  | 11.1  |
| Moray Firth Radio (Bauer Inverness)                   | Y             | 250      | 113   | 120   | 117   | 3.5%            | -2.5%           | 20.6  | 20.9  | 21.3  |
| Northsound 1  | Y             | 345      | 127   | 141   | 139   | 9.4%            | -1.4%           | 14.9  | 17.4  | 19.1  |
| Northsound 2  | Y             | 345      | 37    | 33    | 31    | -16.2%          | -6.1%           | 4.3   | 3.3   | 3.3   |
| Original 106 (Aberdeen)                               | Y             | 345      | 83    | 80    | 80    | -3.6%           | 0.0%            | 9.1   | 11.3  | 12.6  |
| Smooth Radio Scotland                                 | H             | 1982     | 401   | 405   | 416   | 3.7%            | 2.7%            | 12.8  | 8.7   | 8.9   |
| Tay FM  | Y             | 392      | 153   | 140   | 134   | -12.4%          | -4.3%           | 19.4  | 18.7  | 19.7  |
| Tay 2   | Y             | 392      | 63    | 46    | 42    | -33.3%          | -8.7%           | 8.4   | 8.5   | 7.8   |
| Tay 3   | Y             | 392      |       | 2     | 3     |                 | 50.0%           |       | 0.1   | *     |
| Wave 102  | Y             | 145      |       | 25    | 24    |                 | -4.0%           |       | 7.1   | 7.3   |
| West Sound (inc. West FM)(Bauer Southwest Scotland)** | Y             | 395      | 180   | 177   | 187   | 3.9%            | 5.6%            | 26.0  | 20.2  | 21.3  |