

RAJAR DATA RELEASE



Quarter 2, 2016 – August 4th 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	%	%	%
			Q2 15	Q1 16	Q2 16	Q2 16 vs. Q2 15	Q2 16 vs. Q1 16	Q2 15	Q1 16	Q2 16
BBC RADIO SCOTLAND	H	4528	941	940	929	-1.3%	-1.2%	7.7	7.9	7.5
Radio Borders (Bauer Borders)	Y	110	55	59	55	0.0%	-6.8%	31.0	36.4	35.1
Capital Scotland	H	2815	531	573	580	9.2%	1.2%	6.5	6.6	6.4
Central FM	Y	214	53	58	51	-3.8%	-12.1%	8.7	9.4	8.3
Clyde 1	H	1900	583	627	643	10.3%	2.6%	13.1	16.5	13.9
Clyde 2	H	1900	161	151	156	-3.1%	3.3%	2.9	3.0	3.1
Clyde 3 ¹	Y	1901		17	18		5.9%		0.1	0.2
Forth 1	H	1140	342	336	366	7.0%	8.9%	12.0	17.4	17.5
Forth 2	H	1140	66	45	45	-31.8%	0.0%	2.7	2.1	2.1
Forth 3 ¹	Y	1141		11	8		-27.3%		0.3	0.2
Heart Scotland	H	2815	424	411	416	-1.9%	1.2%	4.8	7.1	6.2
Kingdom FM	Y	290	60	60	54	-10.0%	-10.0%	8.2	11.1	10.1
Moray Firth Radio (Bauer Inverness)	Y	251	115	117	116	0.9%	-0.9%	20.9	21.3	21.1
Northsound 1	Y	349	138	139	131	-5.1%	-5.8%	15.9	19.1	18.4
Northsound 2	Y	349	37	31	30	-18.9%	-3.2%	5.0	3.3	3.9
Original 106 (Aberdeen)	Y	349	75	80	79	5.3%	-1.3%	9.5	12.6	12.4
Smooth Radio Scotland	H	1992	392	416	400	2.0%	-3.8%	9.8	8.9	8.0
Tay FM	Y	394	148	134	135	-8.8%	0.7%	18.8	19.7	21.3
Tay 2	Y	394	55	42	40	-27.3%	-4.8%	7.9	7.8	8.0
Tay 3 ¹	Y	394		3	2		-33.3%		*	*
Wave 102	Y	145	23	24	20	-13.0%	-16.7%	5.3	7.3	5.9
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	396	192	187	180	-6.3%	-3.7%	24.3	21.3	21.9