

RAJAR DATA RELEASE



Quarter 1, 2017 – May 18th 2017 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 16	Q4 16	Q1 17	Q1 17 vs. Q1 16	Q1 17 vs. Q4 16	Q1 16	Q4 16	Q1 17
BBC RADIO SCOTLAND	H	4528	940	952	957	1.8%	0.5%	7.9	8.6	9.4
Radio Borders (Bauer Borders)	Y	109	59	51	52	-11.9%	2.0%	36.4	35.1	33.5
Capital Scotland	H	2815	573	543	544	-5.1%	0.2%	6.6	6.0	6.7
Central FM	Y	215	58	54	50	-13.8%	-7.4%	9.4	8.3	7.3
Clyde 1	H	1901	627	624	608	-3.0%	-2.6%	16.5	18.8	16.1
Clyde 2	H	1901	151	134	123	-18.5%	-8.2%	3.0	2.0	2.3
Clyde 3	Y	1900	17	27	23	35.3%	-14.8%	0.1	0.3	0.3
Forth 1	H	1141	336	320	323	-3.9%	0.9%	17.4	17.4	16.9
Forth 2	H	1141	45	72	78	73.3%	8.3%	2.1	2.9	3.9
Forth 3	Y	1140	11	5	1	-90.9%	-80.0%	0.3	0.2	*
Heart Scotland	H	2815	411	393	387	-5.8%	-1.5%	7.1	5.8	6.6
Kingdom FM	Y	290	60	53	61	1.7%	15.1%	11.1	9.5	9.8
Moray Firth Radio (Bauer Inverness)	Y	251	117	124	128	9.4%	3.2%	21.3	27.4	28.4
Northsound 1	Y	348	139	124	118	-15.1%	-4.8%	19.1	22.5	22.7
Northsound 2	Y	348	31	21	22	-29.0%	4.8%	3.3	2.8	2.6
Original 106 (Aberdeen)	Y	348	80	75	75	-6.3%	0.0%	12.6	10.7	10.3
Smooth Radio Scotland	H	1992	416	409	390	-6.3%	-4.6%	8.9	8.9	9.2
Tay FM	Y	394	134	135	138	3.0%	2.2%	19.7	20.0	18.0
Tay 2	Y	394	42	39	41	-2.4%	5.1%	7.8	6.8	6.3
Tay 3	Y	394	3	2	1	-66.7%	-50.0%*	*	*	*
Wave 102	Y	144	24	19	21	-12.5%	10.5%	7.3	5.4	5.6
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	396	187	187	182	-2.7%	-2.7%	21.3	24.0	24.5