

RAJAR DATA RELEASE



Quarter 1, 2015 – May 21st 2015 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 14	Q4 14	Q1 15	Q1 15 vs. Q1 14	Q1 15 vs. Q4 14	Q1 14	Q4 14	Q1 15
BBC RADIO SCOTLAND	H	4505	923	888	931	0.9%	4.8%	8.1	8.0	7.9
Radio Borders (Bauer Borders)	Y	110	57	57	57	0.0%	0.0%	32.4	34.1	32.3
Capital Scotland	H	2798	534	498	514	-3.7%	3.2%	7.7	5.3	5.8
Central FM	Y	214	49	46	45	-8.2%	-2.2%	7.4	7.4	8.5
Clyde 1	H	1892	563	479	556	-1.2%	16.1%	14.4	11.5	12.1
Clyde 2	H	1892	144	129	155	7.6%	20.2%	2.4	3.0	3.0
Forth 1	H	1129	336	337	354	5.4%	5.0%	13.6	15.3	14.7
Forth 2	H	1129	68	59	76	11.8%	28.8%	1.8	1.8	2.7
Heart Scotland	H	2798	499	496	430	-13.8%	-13.3%	7.7	7.4	5.9
Kingdom FM	Y	290	62	55	61	-1.6%	10.9%	8.6	5.2	6.5
Moray Firth Radio (Bauer Inverness)	Y	251	109	116	113	3.7%	-2.6%	24.3	23.6	20.6
Northsound 1	Y	343	129	129	127	-1.6%	-1.6%	18.8	16.7	14.9
Northsound 2	Y	343	34	41	37	8.8%	-9.8%	4.3	4.7	4.3
Original 106 (Aberdeen)	Y	343	66	85	83	25.8%	-2.4%	10.6	9.8	9.1
Smooth Radio Scotland	H	1985	272	347	401	47.4%	15.6%	6.0	11.5	12.8
Tay FM	Y	391	148	151	153	3.4%	1.3%	19.0	19.3	19.4
Tay 2	Y	391	82	68	63	-23.2%	-7.4%	12.9	9.4	8.4
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	398	176	185	180	2.3%	-2.7%	26.7	26.4	26.0
XFM Scotland	H	830	69	38	35	-49.3%	-7.9%	3.4	1.9	2.0