

RAJAR DATA RELEASE

Quarter 2, 2015 – August 6th 2015

SCOTTISH STATIONS

WEEKLY REACH:
SHARE OF LISTENING:

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.

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 14	Q1 15	Q2 15	Q2 15 vs. Q2 14	Q2 15 vs. Q1 15	Q2 14	Q1 15	Q2 15
BBC RADIO SCOTLAND	H	4498	955	931	941	-1.5%	1.1%	8.5	7.9	7.7
Radio Borders (Bauer Borders)	Y	108	59	57	55	-6.8%	-3.5%	35.5	32.3	31.0
Capital Scotland	H	2795	523	514	531	1.5%	3.3%	7.7	5.8	6.5
Central FM	Y	215	48	45	53	10.4%	17.8%	7.3	8.5	8.7
Clyde 1	H	1889	533	556	583	9.4%	4.9%	13.8	12.1	13.1
Clyde 2	H	1889	135	155	161	19.3%	3.9%	2.5	3.0	2.9
Clyde 3	H	1889			21					0.2
Forth 1	H	1128	332	354	342	3.0%	-3.4%	15.2	14.7	12.0
Forth 2	H	1128	68	76	66	-2.9%	-13.2%	2.9	2.7	2.7
Forth 3	H	1128			10					0.1
Heart Scotland	H	2795	421	430	424	0.7%	-1.4%	6.0	5.9	4.8
Kingdom FM	Y	289	64	61	60	-6.3%	-1.6%	9.0	6.5	8.2
Moray Firth Radio (Bauer Inverness)	Y	250	120	113	115	-4.2%	1.8%	25.3	20.6	20.9
Northsound 1	Y	344	139	127	138	-0.7%	8.7%	20.5	14.9	15.9
Northsound 2	Y	344	35	37	37	5.7%	0.0%	2.7	4.3	5.0
Original 106 (Aberdeen)	Y	344	80	83	75	-6.3%	-9.6%	10.7	9.1	9.5
RockSport (was Eklipse Sports Radio)	H	2795			7					*
Smooth Radio Scotland	H	1981	284	401	392	38.0%	-2.2%	5.7	12.8	9.8
Tay FM	Y	391	164	153	148	-9.8%	-3.3%	19.5	19.4	18.8
Tay 2	Y	391	82	63	55	-32.9%	-12.7%	12.4	8.4	7.9
Tay 3	H	390			1					*
Wave 102	Y	144			23					5.3
West Sound (inc. West FM)(Bauer Southwest Scotland)**	Y	395	177	180	192	8.5%	6.7%	27.9	26.0	24.3
XFM Scotland	H	830	51	35	39	-23.5%	11.4%	1.6	2.0	1.7