

## Listeners and demographics by regional radio stations

Station	Adults	Men	Women	15-24	25-34	35-44	44-54	55-64	65-74	75+	ABC1	C2DE
Clyde 1	1,822,927	862,118	960,809	298,976	275,555	337,254	311,273	254,498	189,964	155,407	866,443	956,484
Clyde 2	1,822,927	862,118	960,809	298,976	275,555	337,254	311,273	254,498	189,964	155,407	866,443	956,484
Forth 1	1,064,308	505,957	558,351	170,638	172,868	199,917	174,708	150,241	104,678	91,258	550,306	514,002
Forth 2	1,064,308	505,957	558,351	170,638	172,868	199,917	174,708	150,241	104,678	91,258	550,306	514,002
Tay AM	365,554	173,372	192,182	59,127	46,180	61,143	60,847	56,763	42,638	38,856	196,630	168,924
Tay FM	365,554	173,372	192,182	59,127	46,180	61,143	60,847	56,763	42,638	38,856	196,630	168,924
Northsound 1	298,647	146,800	151,847	46,688	44,287	55,836	53,449	43,549	29,301	25,537	170,848	127,799
Northsound 2	298,647	146,800	151,847	46,688	44,287	55,836	53,449	43,549	29,301	25,537	170,848	127,799
West sound	386,270	182,828	203,442	55,266	46,170	68,583	66,527	63,746	47,523	38,455	185,532	200,738
Moray Firth	228,868	111,384	117,484	31,200	28,496	41,488	40,418	37,953	27,015	22,298	127,501	101,367
Radio Borders	104,778	49,962	54,816	13,038	10,971	18,637	18,633	18,214	13,525	11,760	54,105	50,673
Central FM	212,029	100,848	111,181	32,399	29,827	41,012	35,619	32,444	22,849	17,879	100,610	111,419