

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2006

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY AUGUST 3, 2006

KEY	
Quarter 2, 2005 in green	
Quarter 1, 2006 in blue	
Quarter 2 2006 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.05%	

TERMS

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 UK/area in an average week

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATION	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 05	Q1 06	Q2 06	Q2 06 vs Q2 05	Q2 06 vs. Q1 06	Q2 05	Q1 06	Q2 06
BBC Radio Scotland	Q	4252	982	1036	927	-5.6	-10.5	10.3	8.3	7.4
Radio Borders	Y	104	58	56	59	1.7	5.4	41.0	38.9	39.9
Central FM	Y	189	48	44	45	-6.3	2.3	8.0	8.4	8.4
Total Radio Clyde	H	1826	733	761	736	0.4	-3.3	23.6	24.4	25.3
Clyde 1 FM	H	1826	608	614	595	-2.1	-3.1	15.7	16.3	16.6
Clyde 2	H	1826	322	331	321	-0.3	-3.0	7.9	8.1	8.7
Total Radio Forth	H	1062	377	333	383	1.6	15.0	18.9	16.4	20.0
ForthOne	H	1062	328	297	331	0.9	11.4	14.3	14.1	15.5
Forth2	H	1062	136	103	127	-6.6	23.3	4.6	2.3	4.5
Kingdom FM	Y	287	88	78	81	-8.0	3.8	21.0	12.1	12.7
Moray Firth Radio	Y	245	116	112	113	-2.6	0.9	26.2	25.0	25.7
Total Northsound Radio	Y	298	162	150	148	-8.6	-1.3	32.7	30.3	27.9
Northsound One	Y	298	148	127	122	-17.6	-3.9	24.0	20.6	18.9
Northsound Two	Y	298	63	54	54	-14.3	0.0	8.8	9.7	9.0
Q96	H	695	57	46	60	5.3	30.4	3.1	2.3	2.8
Real Radio (Scotland)	H	2657	693	720	723	4.3	0.4	15.4	16.4	15.5
River FM	Y	135	17	24	25	47.1	4.2	4.2	4.7	4.8
Saga 105.2 FM	H	1854	182	205	222	22.0	8.3	6.1	6.3	6.7
Talk 107	Q	1020			16	N/A	N/A			0.2
Total Radio Tay	H	361	175	160	151	-13.7	-5.6	33.9	32.1	32.3
Tay-FM	H	361	124	110	108	-12.9	-1.8	19.9	16.9	15.8
Radio Tay-AM	H	361	84	91	82	-2.4	-9.9	14.0	15.2	16.5
Wave 102 FM	Y	156	26	30	34	30.8	13.3	8.6	10.6	11.2
West Sound*	H	382	166	166	167	0.6	0.6	29.3	26.4	24.3
XFM Scotland	H	2657		347	305	N/A	-12.1		4.8	4.2
XFM Scotland (East)	H	1140		158	143	N/A	-9.5		4.5	4.2
XFM Scotland (West)	H	1667		220	180	N/A	-18.2		5.1	4.3

* audience to opt out services included

Source: RAJAR / Ipsos MORI

RAJAR / PJPR

