

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2006

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY FEBRUARY 1, 2007



Radio Joint
Audience
Research
Limited

KEY	
Quarter 4, 2005 in green	
Quarter 3, 2006 in blue	
Quarter 4, 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.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 05	Q3 06	Q4 06	Q4 06 vs Q4 05	Q4 06 vs. Q3 06	Q4 05	Q3 06	Q4 06
BBC Radio Scotland	Q	4252	1017	939	1096	7.8	16.7	9.4	8.6	9.4
Radio Borders	Y	104	55	61	60	9.1	-1.6	39.2	39.6	38.2
Central FM	Y	189	41	42	44	7.3	4.8	7.2	7.0	6.9
Total Radio Clyde	H	1826	721	685	705	-2.2	2.9	23.3	23.5	23.6
Clyde 1 FM	H	1826	588	566	595	1.2	5.1	14.9	16.2	16.7
Clyde 2	H	1826	316	274	282	-10.8	2.9	8.3	7.3	6.9
EMAP Total Scotland	H	4235	1794	1777	1741	-3.0	-2.0	25.0	24.5	23.5
EMAP Central Scotland	H	2786	1047	1057	1031	-1.5	-2.5	21.3	22.4	21.5
Total Radio Forth	H	1062	335	376	328	-2.1	-12.8	15.5	18.6	16.0
ForthOne	H	1062	302	327	289	-4.3	-11.6	12.5	14.1	12.8
Forth2	H	1062	88	120	101	14.8	-15.8	3.1	4.5	3.3
Kingdom FM	Y	287	85	82	77	-9.4	-6.1	15.2	13.1	13.4
Moray Firth Radio	Y	245	111	109	105	-5.4	-3.7	25.3	25.2	23.5
Total Northsound Radio	Y	298	158	150	150	-5.1	0.0	30.2	27.0	25.8
Northsound One	Y	298	139	126	123	-11.5	-2.4	21.5	19.0	18.4
Northsound Two	Y	298	57	55	54	-5.3	-1.8	8.7	8.1	7.4
Q96	H	695	28	56	55	96.4	-1.8	1.3	2.4	2.4
Real Radio (Scotland)	H	2657	701	736	762	8.7	3.5	17.7	16.9	16.9
River FM	Y	135	23	22	20	-13.0	-9.1	5.5	5.2	5.3
Saga 105.2 FM	H	1854	190	229	214	12.6	-6.6	6.5	7.1	6.0
Talk 107	Q	1020	N/A	23	34	N/A	47.8	N/A	0.4	0.7
Total Radio Tay	H	361	170	149	155	-8.8	4.0	34.0	29.3	28.6
Tay-FM	H	361	116	105	105	-9.5	0.0	18.3	15.5	16.5
Radio Tay-AM	H	361	97	75	76	-21.6	1.3	15.8	13.8	12.1
Wave 102 FM	Y	156	29	33	33	13.8	0.0	10.6	11.1	11.1
West Sound *	H	382	163	168	159	-2.5	-5.4	28.2	24.8	26.2
XFM Scotland	H	2657	N/A	308	294	N/A	-4.5	N/A	4.6	4.4
XFM Scotland (East)	H	1146	N/A	143	119	N/A	-16.8	N/A	4.7	4.0
XFM Scotland (West)	H	1667	N/A	182	192	N/A	5.5	N/A	4.7	4.9

* audience to opt out services included

Source: RAJAR / Ipsos MORI

RAJAR / PJPR