

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008

KEY

Quarter 2, 2007 in green
 Quarter 1, 2008 in blue
 Quarter 2, 2008 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

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
BBC RADIO SCOTLAND	Q	4310	909	1008	824	-9.4	-18.3	8.0	9.6	7.5
Radio Borders	Y	105	54	58	60	11.1	3.4	28.8	32.2	32.6
Central FM	Y	214	41	40	40	-2.4	0.0	6.3	7.2	9.1
Total Radio Clyde	H	1832	684	616	643	-6.0	4.4	21.0	20.9	21.7
Clyde 1 FM	H	1832	586	526	554	-5.5	5.3	14.7	14.3	15.0
Clyde 2	H	1832	224	227	227	1.3	0.0	6.4	6.6	6.7
Bauer Radio Total Scotland	H	4280	1723	1581	1636	-5.0	3.5	23.6	23.7	23.5
Bauer Radio Central Scotland	H	2817	988	899	956	-3.2	6.3	20.3	21.2	21.2
Total Radio Forth	H	1079	308	291	317	2.9	8.9	17.1	20.1	18.9
ForthOne	H	1079	260	258	277	6.5	7.4	12.9	15.3	14.4
Forth2	H	1079	107	90	95	-11.2	5.6	4.2	4.8	4.5
Kingdom FM	Y	292	73	56	59	-19.2	5.4	14.2	9.7	10.2
Moray Firth Radio	Y	230	104	108	109	4.8	0.9	26.0	22.6	21.2
Total Northsound Radio	Y	309	160	146	138	-13.8	-5.5	27.9	33.3	29.6
Northsound One	Y	309	134	122	118	-11.9	-3.3	20.4	21.1	18.4
Northsound Two	Y	309	57	60	57	0.0	-5.0	7.5	12.2	11.1
Real Radio (Scotland)	H	2675	771	712	727	-5.7	2.1	18.6	17.9	16.0
96.3 Rock Radio	H	811	51	46	39	-23.5	-15.2	2.1	2.8	2.2
Smooth Radio (Glasgow)	H	1878	192	212	218	13.5	2.8	5.5	7.0	7.6
Talk 107	H	1014	26	33	41	57.7	24.2	0.8	1.2	1.7
Total Radio Tay	H	370	170	154	157	-7.6	1.9	30.7	25.2	26.7
Tay-FM	H	370	109	111	104	-4.6	-6.3	15.5	15.2	15.4
Tay-AM	H	370	84	67	75	-10.7	11.9	15.2	10.0	11.3
Wave 102 FM	Y	173	27	28	32	18.5	14.3	9.1	6.8	9.0
West Sound*	H	386	167	143	155	-7.2	8.4	25.8	23.5	23.6
XFM Scotland	H	2699	266	214	199	-25.2	-7.0	2.9	2.4	2.5
XFM Scotland (East)	H	1176	135	94	82	-39.3	-12.8	3.5	2.5	2.6
XFM Scotland (West)	H	1700	148	143	135	-8.8	-5.6	2.6	2.5	2.4

* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

