

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2007

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 10, 2007

KEY	
Quarter 1, 2006 in green	
Quarter 4, 2006 in blue	
Quarter 1, 2007 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	%	%	%
			Q1 06	Q4 06	Q1 07	Q1 07 vs Q1 06	Q1 07 vs. Q4 06	Q1 06	Q4 06	Q1 07
BBC Radio Scotland	Q	4252	1036	1096	1055	1.8	-3.7	8.3	9.4	8.9
Radio Borders	Y	104	56	60	59	5.4	-1.7	38.9	38.2	36.3
Central FM	Y	189	44	44	42	-4.5	-4.5	8.4	6.9	6.8
Total Radio Clyde	H	1813	761	705	692	-9.1	-1.8	24.4	23.6	22.8
Clyde 1 FM	H	1813	614	595	586	-4.6	-1.5	16.3	16.7	15.5
Clyde 2	H	1813	331	282	270	-18.4	-4.3	8.1	6.9	7.3
EMAP Total Scotland	H	4223	1825	1741	1727	-5.4	-0.8	25.3	23.5	23.6
EMAP Central Scotland	H	2774	1087	1031	999	-8.1	-3.1	22.2	21.5	20.8
Total Radio Forth	H	1062	333	328	311	-6.6	-5.2	16.4	16.0	15.8
ForthOne	H	1062	297	289	265	-10.8	-8.3	14.1	12.8	12.4
Forth2	H	1062	103	101	103	0.0	2.0	2.3	3.3	3.4
Kingdom FM	Y	287	78	77	78	0.0	1.3	12.1	13.4	14.4
Moray Firth Radio	Y	245	112	105	112	0.0	6.7	25.0	23.5	27.2
Total Northsound Radio	Y	298	150	150	152	1.3	1.3	30.3	25.8	25.4
Northsound One	Y	298	127	123	126	-0.8	2.4	20.6	18.4	18.9
Northsound Two	Y	298	54	54	53	-1.9	-1.9	9.7	7.4	6.5
Real Radio (Scotland)	H	2664	720	762	766	6.4	0.5	16.4	16.9	17.5
96.3 Rock Radio (formerly Q96)	H	695	46	55	49	6.5	-10.9	2.3	2.4	2.4
Saga 105.2 FM	H	1833	205	214	185	-9.8	-13.6	6.3	6.0	5.5
Talk 107	H	1020	N/A	34	43	N/A	26.5	N/A	0.7	1.2
Total Radio Tay	H	361	160	155	163	1.9	5.2	32.1	28.6	31.0
Tay-FM	H	361	110	105	107	-2.7	1.9	16.9	16.5	16.1
Radio Tay-AM	H	361	91	76	79	-13.2	3.9	15.2	12.1	15.0
Wave 102 FM	Y	156	30	33	29	-3.3	-12.1	10.6	11.1	11.8
West Sound *	H	382	166	159	159	-4.2	0.0	26.4	26.2	27.4
XFM Scotland	H	2664	347	294	282	-18.7	-4.1	4.8	4.4	3.0
XFM Scotland (East)	H	1133	158	119	123	-22.2	3.4	4.5	4.0	2.8
XFM Scotland (West)	H	1665	220	192	177	-19.5	-7.8	5.1	4.9	3.1

* audience to opt out services included

Source: RAJAR / Ipsos MORI

RAJAR / PJPR

