

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2007

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY AUGUST 16, 2007



KEY	
Quarter 2, 2006 in green	
Quarter 1, 2007 in blue	
Quarter 2, 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	%	%	%
			Q2 06	Q1 07	Q2 07	Q2 07 vs Q2 06	Q2 07 vs Q1 07	Q2 06	Q1 07	Q2 07
BBC Radio Scotland	Q	4267	927	1055	909	-1.9	-13.8	7.4	8.9	8.0
Radio Borders	Y	105	59	59	54	-8.5	-8.5	39.9	36.3	28.8
Central FM	Y	212	45	42	41	-8.9	-2.4	8.4	6.8	6.3
Total Radio Clyde	H	1824	736	692	684	-7.1	-1.2	25.3	22.8	21.0
Clyde 1 FM	H	1824	595	586	586	-1.5	0.0	16.6	15.5	14.7
Clyde 2	H	1824	321	270	224	-30.2	-17.0	8.7	7.3	6.4
EMAP Total Scotland	H	4250	1828	1727	1723	-5.7	-0.2	25.8	23.6	23.6
EMAP Central Scotland	H	2791	1115	999	988	-11.4	-1.1	24.0	20.8	20.3
Total Radio Forth	H	1064	383	311	308	-19.6	-1.0	20.0	15.8	17.1
ForthOne	H	1064	331	265	260	-21.5	-1.9	15.5	12.4	12.9
Forth2	H	1064	127	103	107	-15.7	3.9	4.5	3.4	4.2
Kingdom FM	Y	289	81	78	73	-9.9	-6.4	12.7	14.4	14.2
Moray Firth Radio	Y	228	113	112	104	-8.0	-7.1	25.7	27.2	26.0
Total Northsound Radio	Y	298	148	152	160	8.1	5.3	27.9	25.4	27.9
Northsound One	Y	298	122	126	134	9.8	6.3	18.9	18.9	20.4
Northsound Two	Y	298	54	53	57	5.6	7.5	9.0	6.5	7.5
Real Radio (Scotland)	H	2615	723	766	771	6.6	0.7	15.5	17.5	18.6
96.3 Rock Radio	H	804	60	49	51	-15.0	4.1	2.8	2.4	2.1
Smooth Radio (Glasgow)	H	1868	222	185	192	-13.5	3.8	6.7	5.5	5.5
Talk 107	H	1000	16	43	26	62.5	-39.5	0.2	1.2	0.8
Total Radio Tay	H	365	151	163	170	12.6	4.3	32.3	31.0	30.7
Tay-FM	H	365	108	107	109	0.9	1.9	15.8	16.1	15.5
Radio Tay-AM	H	365	82	79	84	2.4	6.3	16.5	15.0	15.2
Wave 102 FM	Y	171	34	29	27	-20.6	-6.9	11.2	11.8	9.1
West Sound *	H	386	167	159	167	0.0	5.0	24.3	27.4	25.8
XFM Scotland	H	2674	305	282	266	-12.8	-5.7	4.2	3.0	2.9
XFM Scotland (East)	H	1161	143	123	135	-5.6	9.8	4.2	2.8	3.5
XFM Scotland (West)	H	1689	180	177	148	-17.8	-16.4	4.3	3.1	2.6

* audience to opt out services included

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

Source: RAJAR / Ipsos MORI / RSMB
RAJAR / PJPR