

# RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008



## SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009

KEY	
Quarter 4, 2007 in green	
Quarter 3, 2008 in blue	
Quarter 4, 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	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
BBC RADIO SCOTLAND	Q	4309	937	947	986	5.2%	4.1%	8.5	8.5	9.1
Radio Borders	Y	106	58	56	53	-8.6%	-5.4%	32.4	31.0	29.1
Central FM	Y	214	39	41	41	5.1%	0.0%	6.4	8.9	8.8
Total Radio Clyde	H	1832	620	683	689	11.1%	0.9%	19.8	22.8	21.9
Clyde 1 FM	H	1832	534	589	592	10.9%	0.5%	13.7	16.2	15.2
Clyde 2	H	1832	209	238	238	13.9%	0.0%	6.0	6.5	6.7
Bauer Radio Total Scotland	H	4280	1646	1694	1700	3.3%	0.4%	23.4	24.5	24.0
Bauer Radio Central Scotland	H	2817	929	1020	1009	8.6%	-1.1%	20.0	22.1	21.3
Total Radio Forth	H	1080	316	340	324	2.5%	-4.7%	18.5	19.0	18.4
ForthOne	H	1080	282	308	295	4.6%	-4.2%	14.2	16.1	15.2
Forth2	H	1080	97	94	94	-3.1%	0.0%	4.2	2.9	3.2
Galaxy Scotland (was XFM Scotland)	H	2699	224	211	210	-6.3%	-0.5%	2.8	2.9	2.7
Galaxy Scotland (East) (was XFM Scotland (East))	H	1176	121	87	88	-27.3%	1.1%	3.1	2.9	2.9
Galaxy Scotland (West) (was XFM Scotland West)	H	1699	134	138	137	2.2%	-0.7%	2.6	3.1	2.8
Kingdom FM	Y	292	59	64	65	10.2%	1.6%	10.5	10.5	9.6
Moray Firth Radio	Y	231	110	112	106	-3.6%	-5.4%	24.2	22.4	20.7
Total Northsound Radio	Y	309	146	132	140	-4.1%	6.1%	28.9	27.2	27.5
Northsound One	Y	309	121	118	125	3.3%	5.9%	18.6	18.5	20.2
Northsound Two	Y	309	57	50	46	-19.3%	-8.0%	10.4	8.6	7.4
Original 106	Y	309			35	n/a	n/a			3.7
Real Radio (Scotland)	H	2676	789	759	725	-8.1%	-4.5%	21.1	15.9	16.6
96.3 Rock Radio	H	810	57	47	53	-7.0%	12.8%	3.4	2.5	2.5
Smooth Radio (Glasgow)	H	1878	199	216	226	13.6%	4.6%	6.4	6.9	7.3
Talk 107	H	1015	35	37	27	-22.9%	-27.0%	1.2	1.2	0.7
Total Radio Tay	H	371	163	155	163	0.0%	5.2%	29.8	28.9	31.5
Tay-FM	H	371	123	101	106	-13.8%	5.0%	18.0	14.4	15.8
Tay-AM	H	371	74	83	86	16.2%	3.6%	11.8	14.6	15.7
Wave 102 FM	Y	153	26	33	27	3.8%	-18.2%	7.6	9.9	9.3
West Sound*	H	386	152	161	160	5.3%	-0.6%	25.3	26.8	25.9

\* audience to opt out services included