

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2006

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 11, 2006

KEY	
Quarter 1, 2005 in green	
Quarter 4, 2005 in blue	
Quarter 1, 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	%	%	%
			Q1 05	Q4 05	Q1 06	Q1 06 vs Q1 05	Q1 06 vs. Q4 05	Q1 05	Q4 05	Q1 06
BBC Radio Scotland	Q	4188	947	1017	1036	9.4	1.9	7.9	9.4	8.3
Radio Borders	Y	102	60	55	56	-6.7	1.8	42.8	39.2	38.9
Central FM	Y	186	52	41	44	-15.4	7.3	9.3	7.2	8.4
Total Radio Clyde	H	1834	754	721	761	0.9	5.5	26.6	23.3	24.4
Clyde 1 FM	H	1834	594	588	614	3.4	4.4	16.8	14.9	16.3
Clyde 2	H	1834	366	316	331	-9.6	4.7	9.8	8.3	8.1
Total Radio Forth	H	1041	353	335	333	-5.7	-0.6	17.9	15.5	16.4
ForthOne	H	1041	312	302	297	-4.8	-1.7	13.7	12.5	14.1
Forth2	H	1041	112	88	103	-8.0	17.0	4.2	3.1	2.3
Moray Firth Radio	Y	236	117	111	112	-4.3	0.9	26.9	25.3	25.0
Total Northsound Radio	Y	297	164	158	150	-8.5	-5.1	32.5	30.2	30.3
Northsound One	Y	297	147	139	127	-13.6	-8.6	23.3	21.5	20.6
Northsound Two	Y	297	64	57	54	-15.6	-5.3	9.2	8.7	9.7
Real Radio (Scotland)	H	2619	649	701	720	10.9	2.7	14.1	17.7	16.4
Q96	H	690	42	28	46	9.5	64.3	2.3	1.3	2.3
Total Radio Tay	H	373	175	170	160	-8.6	-5.9	32.9	34.0	32.1
Tay-FM	H	373	131	116	110	-16.0	-5.2	20.4	18.3	16.9
Radio Tay-AM	H	373	90	97	91	1.1	-6.2	12.6	15.8	15.2
West Sound*	H	377	171	163	166	-2.9	1.8	31.2	28.2	26.4
Kingdom FM	Y	281	90	85	78	-13.3	-8.2	22.1	15.2	12.1
Wave 102 FM	Y	155	28	29	30	7.1	3.4	8.9	10.6	10.6
XFM Scotland	H	2619	N/A	N/A	347	N/A	N/A	N/A	N/A	4.8
XFM Scotland (East)	H	1124	N/A	N/A	158	N/A	N/A	N/A	N/A	4.5
XFM Scotland (West)	H	1649	N/A	N/A	220	N/A	N/A	N/A	N/A	5.1
River FM	Y	133	N/A	23	24	N/A	4.3	N/A	5.5	4.7
Saga 105.2 FM	H	1834	183	190	205	12.0	7.9	5.7	6.5	6.3

* audience to opt out services included

Source: RAJAR / Ipsos MORI

RAJAR / PJPR

