

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2006

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 26, 2006



KEY
Quarter 3, 2005 in green
Quarter 2, 2006 in blue
Quarter 3 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	%	%	%
			Q3 05	Q2 06	Q3 06	Q3 06 vs Q3 05	Q3 06 vs Q2 06	Q3 05	Q2 06	Q3 06
BBC Radio Scotland	Q	4252	966	927	939	-2.8	1.3	9.3	7.4	8.6
Radio Borders	Y	104	56	59	61	8.9	3.4	39.9	39.9	39.6
Central FM	Y	189	46	45	42	-8.7	-6.7	7.5	8.4	7.0
Total Radio Clyde	H	1826	696	736	685	-1.6	-6.9	23.9	25.3	23.5
Clyde 1 FM	H	1826	580	595	566	-2.4	-4.9	16.3	16.6	16.2
Clyde 2	H	1826	285	321	274	-3.9	-14.6	7.7	8.7	7.3
EMAP Total Scotland	H	4235	1778	1828	1777	-0.1	-2.8	26.3	25.8	24.5
EMAP Central Scotland	H	2786	1042	1115	1057	1.4	-5.2	22.4	24.0	22.4
Total Radio Forth	H	1062	355	383	376	5.9	-1.8	17.4	20.0	18.6
ForthOne	H	1062	312	331	327	4.8	-1.2	13.1	15.5	14.1
Forth2	H	1062	114	127	120	5.3	-5.5	4.3	4.5	4.5
Kingdom FM	Y	287	87	81	82	-5.7	1.2	19.2	12.7	13.1
Moray Firth Radio	Y	245	108	113	109	0.9	-3.5	25.2	25.7	25.2
Total Northsound Radio	Y	298	157	148	150	-4.5	1.4	30.0	27.9	27.0
Northsound One	Y	298	140	122	126	-10.0	3.3	21.5	18.9	19.0
Northsound Two	Y	298	58	54	55	-5.2	1.9	8.5	9.0	8.1
Q96	H	695	50	60	56	12.0	-6.7	2.5	2.8	2.4
Real Radio (Scotland)	H	2657	733	723	736	0.4	1.8	17.3	15.5	16.9
River FM	Y	135	20	25	22	10.0	-12.0	4.6	4.8	5.2
Saga 105.2 FM	H	1854	185	222	229	23.8	3.2	7.3	6.7	7.1
Talk 107 **	Q	1018	N/A	16	23	N/A	N/A	N/A	0.2	0.4
Total Radio Tay	H	361	169	151	149	-11.8	-1.3	32.2	32.3	29.3
Tay-FM	H	361	125	108	105	-16.0	-2.8	18.5	15.8	15.5
Radio Tay-AM	H	361	82	82	75	-8.5	-8.5	13.7	16.5	13.8
Wave 102 FM	Y	156	28	34	33	17.9	-2.9	10.6	11.2	11.1
West Sound *	H	382	166	167	168	1.2	0.6	31.1	24.3	24.8
XFM Scotland	H	2657	N/A	305	308	N/A	1.0	N/A	4.2	4.6
XFM Scotland (East)	H	1146	N/A	143	143	N/A	0.0	N/A	4.2	4.7
XFM Scotland (West)	H	1667	N/A	180	182	N/A	1.1	N/A	4.3	4.7

* audience to opt out services included

** reporting period changed from H to Q