

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2007

SCOTTISH STATIONS (r)

RELEASED AT 07.00HRS THURSDAY 31 JANUARY 31, 2008



Radio Joint
Audience
Research
Limited

KEY
Quarter 4, 2006 in green
Quarter 3, 2007 in blue
Quarter 4, 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	%	%	%
			Q4 06	Q3 07	Q4 07	Q4 07 vs Q4 06	Q4 07 vs Q3 07	Q4 06	Q3 07	Q4 07
BBC RADIO SCOTLAND	Q	4267	1096	819	937	-14.5	14.4	9.4	7.2	8.5
Radio Borders	Y	105	60	57	58	-3.3	1.8	38.2	31.5	32.4
Central FM	Y	211	44	37	39	-11.4	5.4	6.9	5.5	6.4
Total Radio Clyde	H	1824	705	650	620	-12.1	-4.6	23.6	19.3	19.8
Clyde 1 FM	H	1824	595	564	534	-10.3	-5.3	16.7	13.7	13.7
Clyde 2	H	1824	282	202	209	-25.9	3.5	6.9	5.6	6.0
EMAP Total Scotland	H	4248	1741	1722	1646	-5.5	-4.4	23.5	23.7	23.4
EMAP Central Scotland	H	2791	1031	968	929	-9.9	-4.0	21.5	19.2	20.0
Total Radio Forth	H	1065	328	320	316	-3.7	-1.3	16.0	17.1	18.5
ForthOne	H	1065	289	280	282	-2.4	0.7	12.8	13.0	14.2
Forth2	H	1065	101	103	97	-4.0	-5.8	3.3	4.1	4.2
Kingdom FM	Y	290	77	63	59	-23.4	-6.3	13.4	11.4	10.5
Moray Firth Radio	Y	230	105	107	110	4.8	2.8	23.5	24.0	24.2
Total Northsound Radio	Y	299	150	153	146	-2.7	-4.6	25.8	28.6	28.9
Northsound One	Y	299	123	124	121	-1.6	-2.4	18.4	19.6	18.6
Northsound Two	Y	299	54	56	57	5.6	1.8	7.4	9.0	10.4
Real Radio (Scotland)	H	2651	762	809	789	3.5	-2.5	16.9	20.4	21.1
96.3 Rock Radio	H	804	55	56	57	3.6	1.8	2.4	3.0	3.4
Smooth Radio (Glasgow)	H	1868	214	189	199	-7.0	5.3	6.0	6.1	6.4
Talk 107	H	1000	34	29	35	2.9	20.7	0.7	0.9	1.2
Total Radio Tay	H	365	155	178	163	5.2	-8.4	28.6	33.7	29.8
Tay-FM	H	365	105	129	123	17.1	-4.7	16.5	20.5	18.0
Radio Tay-AM	H	365	76	83	74	-2.6	-10.8	12.1	13.2	11.8
Wave 102 FM	Y	171	33	25	26	-21.2	4.0	11.1	7.8	7.6
West Sound*	H	386	159	173	152	-4.4	-12.1	26.2	27.2	25.3
XFM Scotland	H	2674	294	240	224	-23.8	-6.7	4.4	3.1	2.8
XFM Scotland (East)	H	1161	119	134	121	1.7	-9.7	4.0	4.1	3.1
XFM Scotland (West)	H	1689	192	131	134	-30.2	2.3	4.9	2.6	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