

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2008



Radio Joint
Audience
Research
Limited

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 1, 2008

KEY	
Quarter 1, 2007 in green	
Quarter 4, 2007 in blue	
Quarter 1, 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	%	%	%
			Q1 07	Q4 07	Q1 08	Q1 08 vs Q1 07	Q1 08 vs Q4 07	Q1 07	Q4 07	Q1 08
BBC RADIO SCOTLAND	Q	4267	1055	937	1008	-4.5	7.6	8.9	8.5	9.6
Radio Borders	Y	105	59	58	58	-1.7	0.0	36.3	32.4	32.2
Central FM	Y	212	42	39	40	-4.8	2.6	6.8	6.4	7.2
Total Radio Clyde	H	1824	692	620	616	-11.0	-0.6	22.8	19.8	20.9
Clyde 1 FM	H	1824	586	534	526	-10.2	-1.5	15.5	13.7	14.3
Clyde 2	H	1824	270	209	227	-15.9	8.6	7.3	6.0	6.6
Bauer Total Scotland	H	4248	1727	1646	1581	-8.5	-3.9	23.6	23.4	23.7
Bauer Central Scotland	H	2791	999	929	899	-10.0	-3.2	20.8	20.0	21.2
Total Radio Forth	H	1064	311	316	291	-6.4	-7.9	15.8	18.5	20.1
ForthOne	H	1064	265	282	258	-2.6	-8.5	12.4	14.2	15.3
Forth2	H	1064	103	97	90	-12.6	-7.2	3.4	4.2	4.8
Kingdom FM	Y	290	78	59	56	-28.2	-5.1	14.4	10.5	9.7
Moray Firth Radio	Y	229	112	110	108	-3.6	-1.8	27.2	24.2	22.6
Total Northsound Radio	Y	298	152	146	146	-3.9	0.0	25.4	28.9	33.3
Northsound One	Y	298	126	121	122	-3.2	0.8	18.9	18.6	21.1
Northsound Two	Y	298	53	57	60	13.2	5.3	6.5	10.4	12.2
Real Radio (Scotland)	H	2650	766	789	712	-7.0	-9.8	17.5	21.1	17.9
96.3 Rock Radio	H	804	49	57	46	-6.1	-19.3	2.4	3.4	2.8
Smooth Radio (Glasgow)	H	1869	185	199	212	14.6	6.5	5.5	6.4	7.0
Talk 107	H	1000	43	35	33	-23.3	-5.7	1.2	1.2	1.2
Total Radio Tay	H	366	163	163	154	-5.5	-5.5	31.0	29.8	25.2
Tay-FM	H	366	107	123	111	3.7	-9.8	16.1	18.0	15.2
Tay-AM	H	366	79	74	67	-15.2	-9.5	15.0	11.8	10.0
Wave 102 FM	Y	172	29	26	28	-3.4	7.7	11.8	7.6	6.8
West Sound*	H	385	159	152	143	-10.1	-5.9	27.4	25.3	23.5
XFM Scotland	H	2674	282	224	214	-24.1	-4.5	3.0	2.8	2.4
XFM Scotland (East)	H	1161	123	121	94	-23.6	-22.3	2.8	3.1	2.5
XFM Scotland (West)	H	1689	177	134	143	-19.2	6.7	3.1	2.6	2.5

* 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