

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008

KEY

Quarter 3, 2007 in green

Quarter 2, 2008 in blue

Quarter 3, 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	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08

STATIONS	SURVEY PERIOD	TSA SIZE	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
			Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
BBC RADIO SCOTLAND	Q	4310	819	824	947	15.6	14.9	7.2	7.5	8.5
Radio Borders	Y	104	57	60	56	-1.8	-6.7	31.5	32.6	31.0
Central FM	Y	214	37	40	41	10.8	2.5	5.5	9.1	8.9
Total Radio Clyde	H	1831	650	643	683	5.1	6.2	19.3	21.7	22.8
Clyde 1 FM	H	1831	564	554	589	4.4	6.3	13.7	15.0	16.2
Clyde 2	H	1831	202	227	238	17.8	4.8	5.6	6.7	6.5
Bauer Radio Total Scotland	H	4280	1722	1636	1694	-1.6	3.5	23.7	23.5	24.5
Bauer Radio Central Scotland	H	2817	968	956	1020	5.4	6.7	19.2	21.2	22.1
Total Radio Forth	H	1080	320	317	340	6.3	7.3	17.1	18.9	19.0
ForthOne	H	1080	280	277	308	10.0	11.2	13.0	14.4	16.1
Forth2	H	1080	103	95	94	-8.7	-1.1	4.1	4.5	2.9
Kingdom FM	Y	292	63	59	64	1.6	8.5	11.4	10.2	10.5
Moray Firth Radio	Y	231	107	109	112	4.7	2.8	24.0	21.2	22.4
Total Northsound Radio	Y	309	153	138	132	-13.7	-4.3	28.6	29.6	27.2
Northsound One	Y	309	124	118	118	-4.8	0.0	19.6	18.4	18.5
Northsound Two	Y	309	56	57	50	-10.7	-12.3	9.0	11.1	8.6
Real Radio (Scotland)	H	2676	809	727	759	-6.2	4.4	20.4	16.0	15.9
96.3 Rock Radio	H	810	56	39	47	-16.1	20.5	3.0	2.2	2.5
Smooth Radio (Glasgow)	H	1878	189	218	216	14.3	-0.9	6.1	7.6	6.9
Talk 107	H	1014	29	41	37	27.6	-9.8	0.9	1.7	1.2
Total Radio Tay	H	370	178	157	155	-12.9	-1.3	33.7	26.7	28.9
Tay-FM	H	370	129	104	101	-21.7	-2.9	20.5	15.4	14.4
Tay-AM	H	370	83	75	83	0.0	10.7	13.2	11.3	14.6
Wave 102 FM	Y	174	25	32	33	32.0	3.1	7.8	9.0	9.9
West Sound*	H	386	173	155	161	-6.9	3.9	27.2	23.6	26.8
XFM Scotland	H	2699	240	199	211	-12.1	6.0	3.1	2.5	2.9
XFM Scotland (East)	H	1176	134	82	87	-35.1	6.1	4.1	2.6	2.9
XFM Scotland (West)	H	1700	131	135	138	5.3	2.2	2.6	2.4	3.1

* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR



Radio Joint Audience Research Limited