

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 25, 2007



KEY	
Quarter 3, 2006 in green	
Quarter 2, 2007 in blue	
Quarter 3, 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	%	%	%
			Q3 06	Q2 07	Q3 07	Q3 07 vs Q3 06	Q3 07 vs Q2 07	Q3 06	Q2 07	Q3 07
BBC Radio Scotland	Q	4267	939	909	819	-12.8	-9.9	8.6	8.0	7.2
Radio Borders	Y	105	61	54	57	-6.6	5.6	39.6	28.8	31.5
Central FM	Y	213	42	41	37	-11.9	-9.8	7.0	6.3	5.5
Total Radio Clyde	H	1824	685	684	650	-5.1	-5.0	23.5	21.0	19.3
Clyde 1 FM	H	1824	566	586	564	-0.4	-3.8	16.2	14.7	13.7
Clyde 2	H	1824	274	224	202	-26.3	-9.8	7.3	6.4	5.6
EMAP Total Scotland	H	4248	1777	1723	1722	-3.1	-0.1	24.5	23.6	23.7
EMAP Central Scotland	H	2791	1057	988	968	-8.4	-2.0	22.4	20.3	19.2
Total Radio Forth	H	1065	376	308	320	-14.9	3.9	18.6	17.1	17.1
ForthOne	H	1065	327	260	280	-14.4	7.7	14.1	12.9	13.0
Forth2	H	1065	120	107	103	-14.2	-3.7	4.5	4.2	4.1
Kingdom FM	Y	289	82	73	63	-23.2	-13.7	13.1	14.2	11.4
Moray Firth Radio	Y	229	109	104	107	-1.8	2.9	25.2	26.0	24.0
Total Northsound Radio	Y	299	150	160	153	2.0	-4.4	27.0	27.9	28.6
Northsound One	Y	299	126	134	124	-1.6	-7.5	19.0	20.4	19.6
Northsound Two	Y	299	55	57	56	1.8	-1.8	8.1	7.5	9.0
Real Radio (Scotland)	H	2617	736	771	809	9.9	4.9	16.9	18.6	20.4
96.3 Rock Radio	H	804	56	51	56	0.0	9.8	2.4	2.1	3.0
Smooth Radio (Glasgow)	H	1869	229	192	189	-17.5	-1.6	7.1	5.5	6.1
Talk 107	H	1000	23	26	29	26.1	11.5	0.4	0.8	0.9
Total Radio Tay	H	365	149	170	178	19.5	4.7	29.3	30.7	33.7
Tay-FM	H	365	105	109	129	22.9	18.3	15.5	15.5	20.5
Radio Tay-AM	H	365	75	84	83	10.7	-1.2	13.8	15.2	13.2
Wave 102 FM	Y	171	33	27	25	-24.2	-7.4	11.1	9.1	7.8
West Sound *	H	386	168	167	173	3.0	3.6	24.8	25.8	27.2
XFM Scotland	H	2676	308	266	240	-22.1	-9.8	4.6	2.9	3.1
XFM Scotland (East)	H	1161	143	135	134	-6.3	-0.7	4.7	3.5	4.1
XFM Scotland (West)	H	1689	182	148	131	-28.0	-11.5	4.7	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