

# N&R Scotland Radio / Audio charts

August 2010

# Figure 3.1

## Community radio stations in Scotland

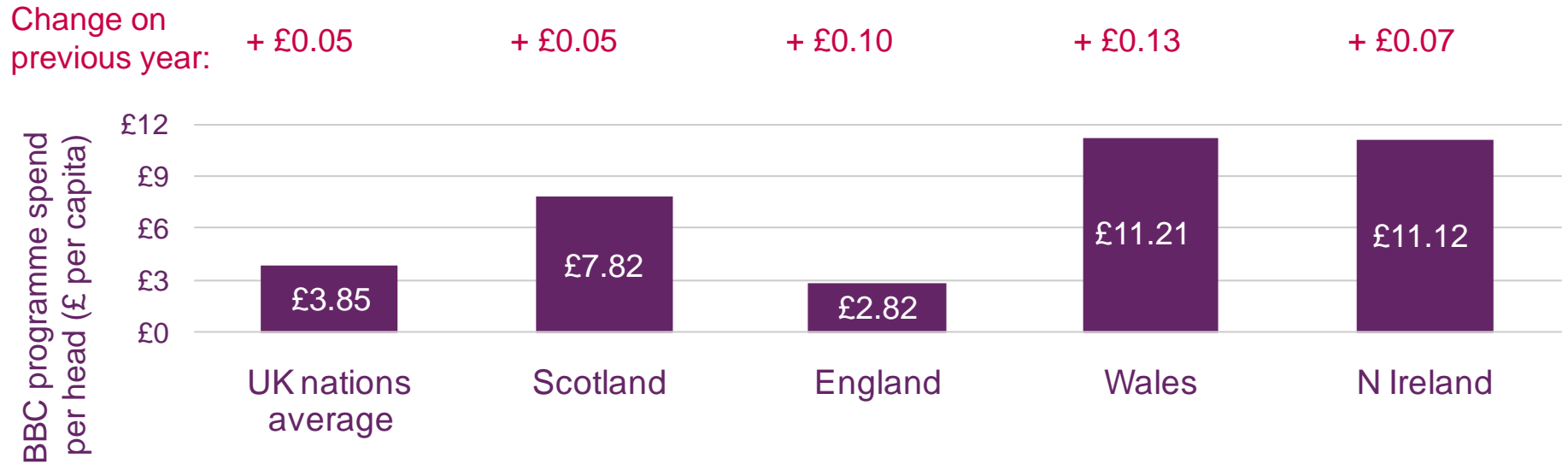


Source: Ofcom

Community station	Location	On-air date
shmuFM	Aberdeen	20/10/2007
Speysound Radio	Badenoch & Strathspey	06/12/2009
Pulse FM	Barrhead	28/07/2009
Revival Radio	Cumbernauld	03/09/2006
Alive Radio	Dumfries	01/09/2009
Dunoon Community Radio	Dunoon, Argyll	01/12/2009
Edinburgh Garrison FM	Edinburgh	14/08/2006
Celtic Music AM	Glasgow	16/01/2008
Awaz FM	Glasgow - Central	01/01/2006
Insight Radio, RNIB Scotland	Glasgow - West	30/03/2007
Sunny Govan Radio	Govan	23/03/2007
Leith FM	Leith	24/03/2007
Black Diamond FM	Midlothian	29/03/2007

## Figure 3.2

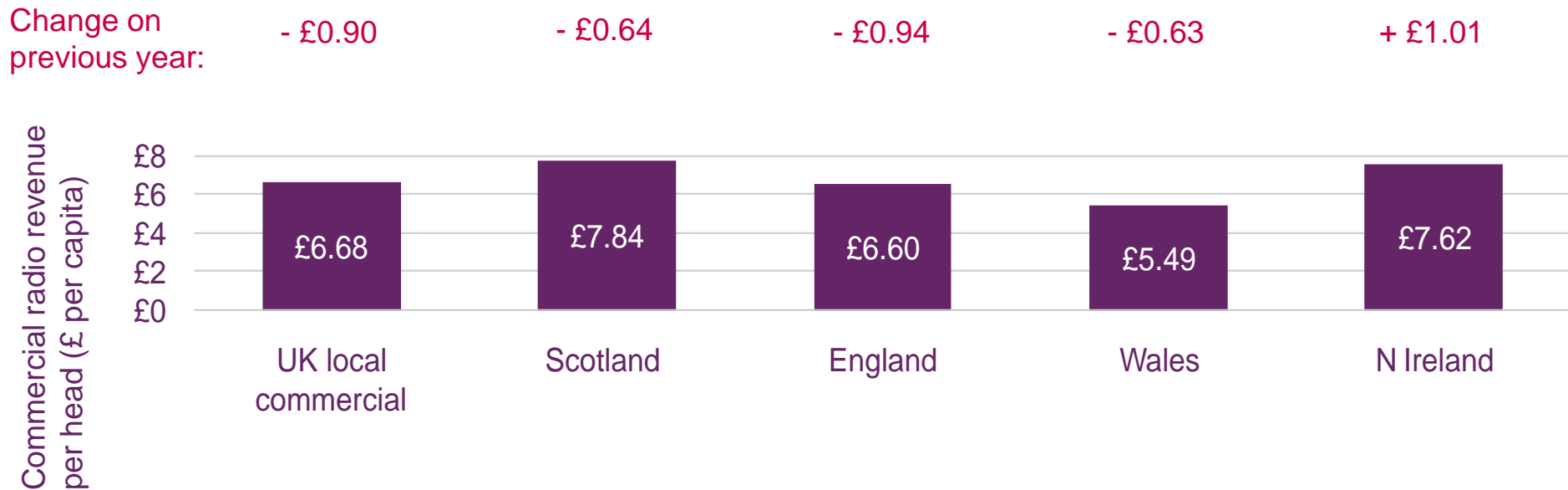
### BBC investment in national/local radio programming 2009/10, per head of population



Source: Ofcom / BBC Annual report 2009/10

# Figure 3.3

## Commercial radio revenue per head 2009

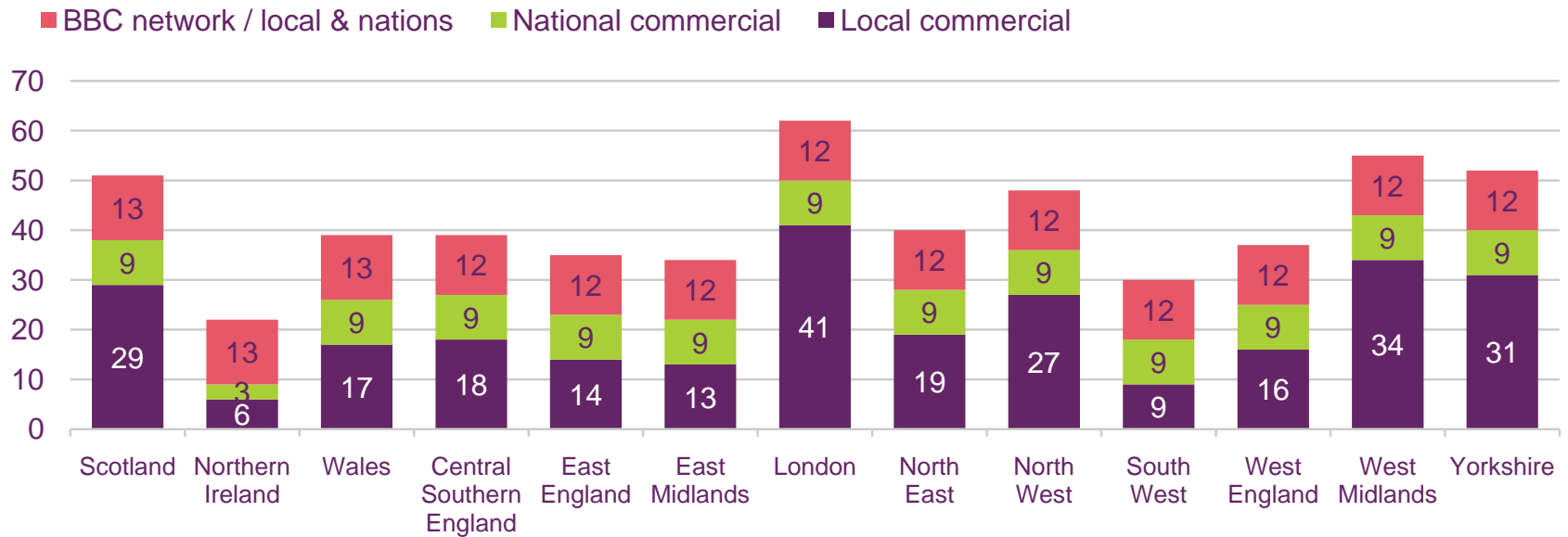


Source: Ofcom/NBR returns 2009

Note: Chart shows net broadcasting revenues as based on returns received by Ofcom for the year 2009. The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT, and Absolute

# Figure 3.4

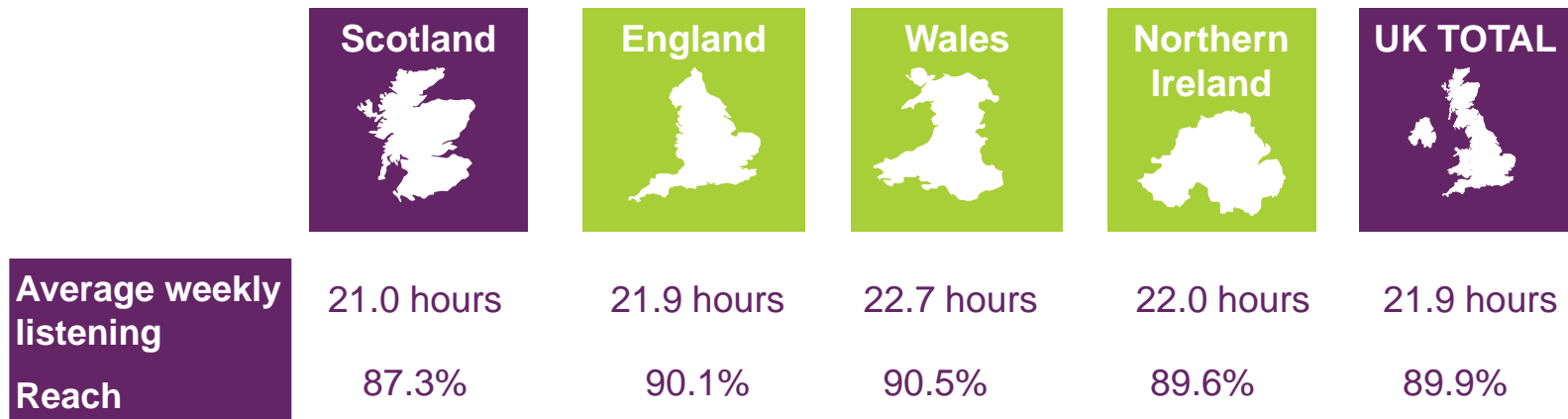
## Availability of DAB stations, by area



Source: Ofcom, June 2010

## Figure 3.5

### Average weekly reach and listening hours – year to Q1 2010

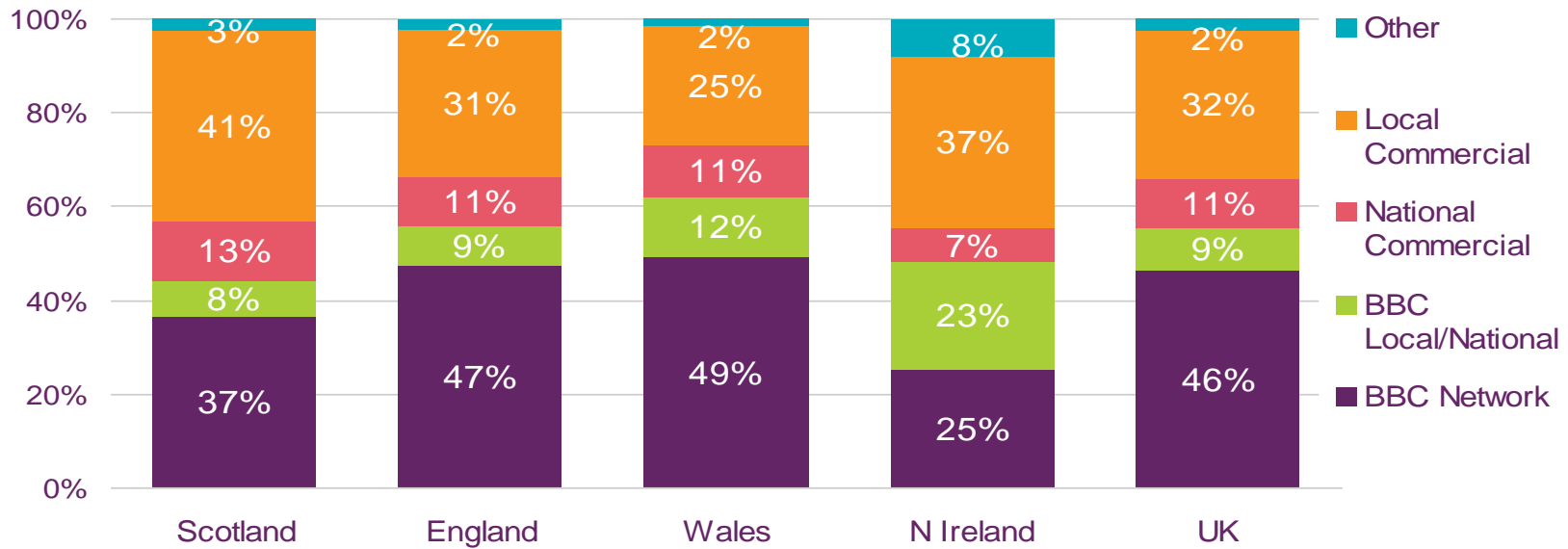


Source: RAJAR, All adults (15+), year ended Q1 2010

# Figure 3.6

Share of listening hours, by nation– year to Q1 2010  
 (Audience share for BBC and commercial stations, local /national)

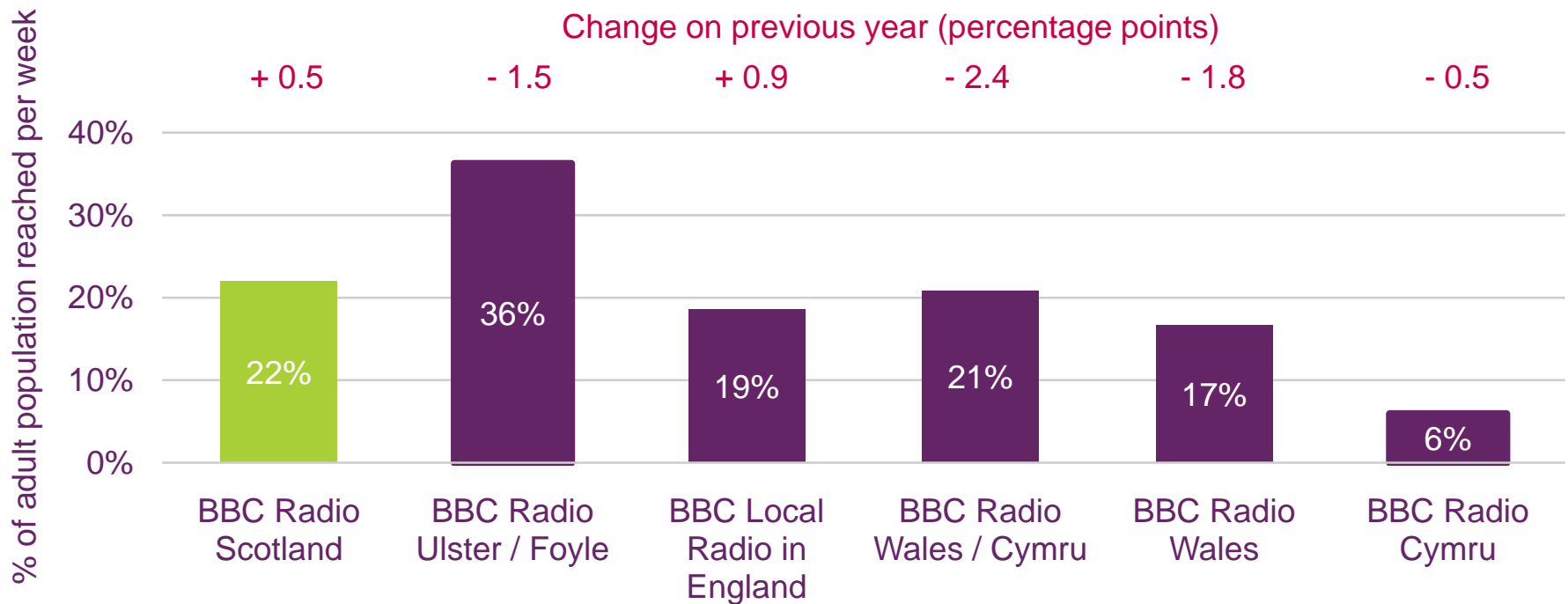
Audience share for BBC and commercial stations, local/national



Source: RAJAR, All adults (15+), year ended Q1 2010

## Figure 3.7

### Weekly reach for National BBC services in Northern Ireland, Scotland and Wales and local BBC radio in England, Q1 2010



Source: Rajar Q1 2010

Note: Average weekly reach of adult population Q1 2010

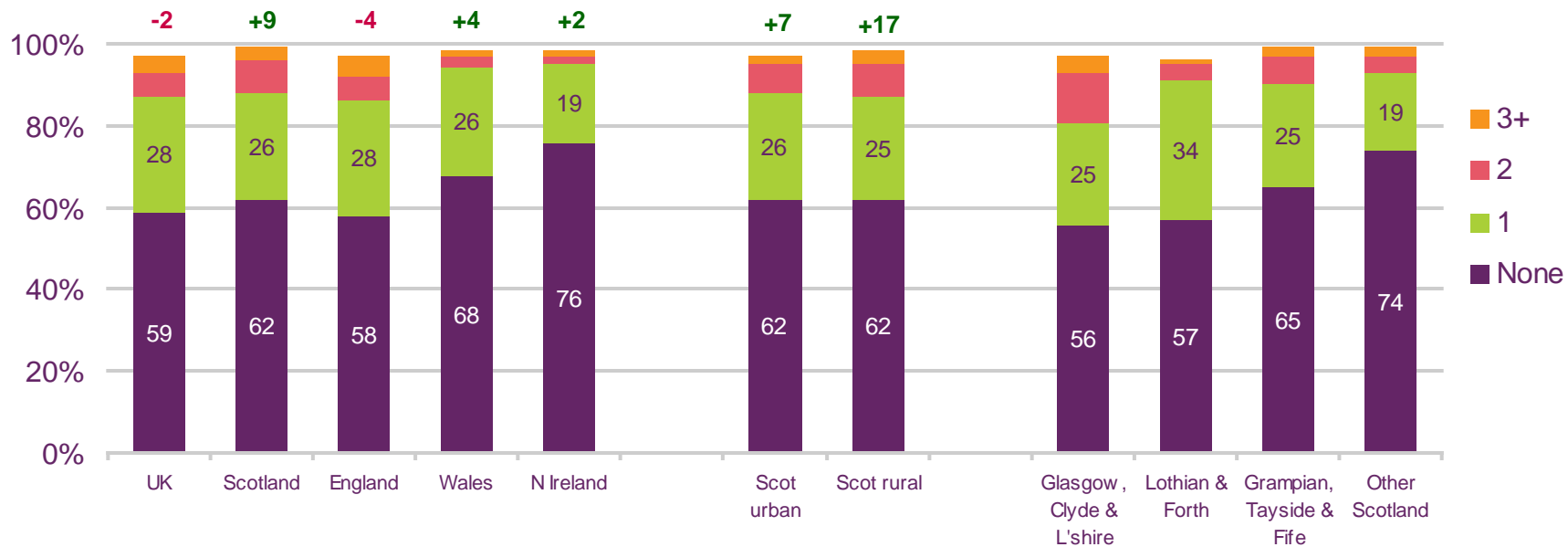


# Figure 3.8

## Ownership of DAB digital radios

Percentage of respondents

Figure above bar shows % point change in DAB sets in household from Q1 2009



Total owning DAB	38%	36%	39%	29%	22%	36%	36%	41%	40%	34%	24%
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Source: Ofcom research, Quarter 1 2010

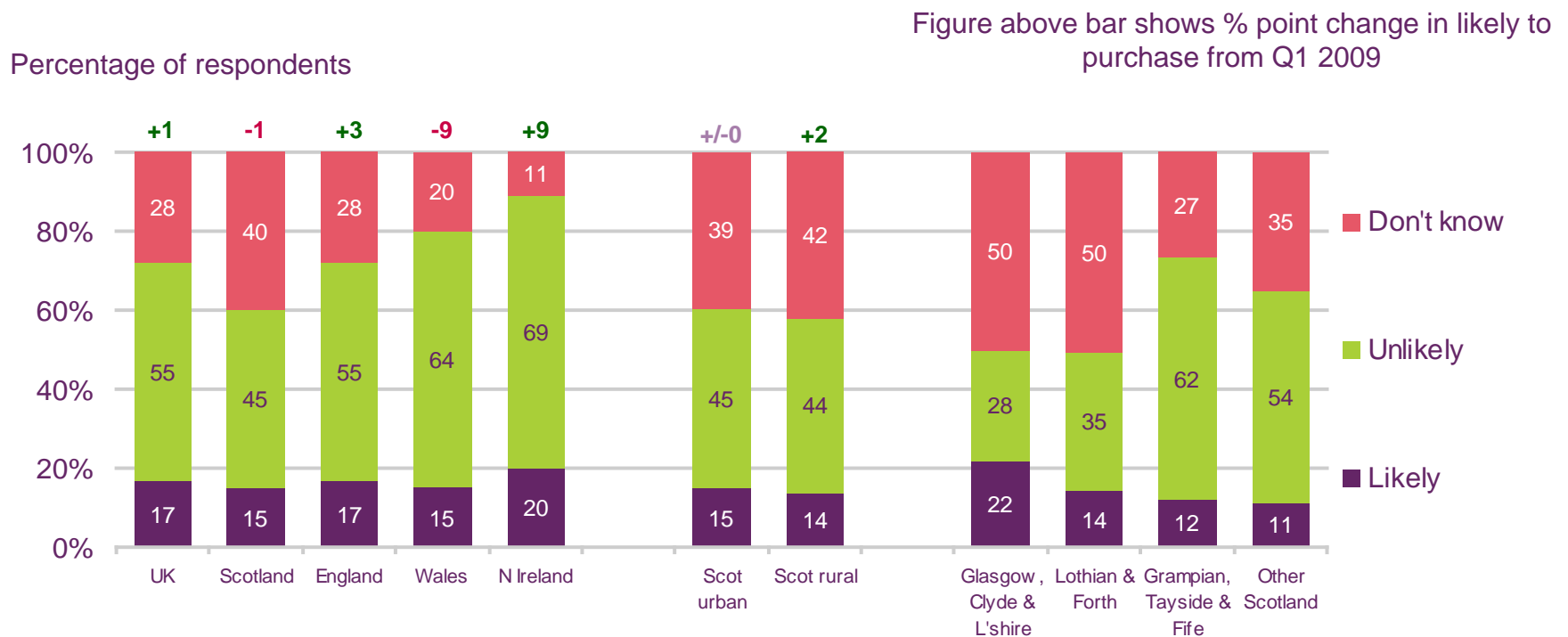
Base: Adults aged 15+ who listen to radio (n= 7017 UK, 1034 Scotland, 4476 England, 854 Wales, 825 Scotland urban, 209 Scotland rural, 253 Glasgow, Clyde & Lanarkshire, 239 Lothian & Forth, 284 Grampian Tayside & Fife, 258 Other Scotland)

Note: Remaining percentages are Don't know responses

QP9. How many DAB sets do you have in your household?

# Figure 3.9

## Likelihood of purchasing a DAB radio within the next year



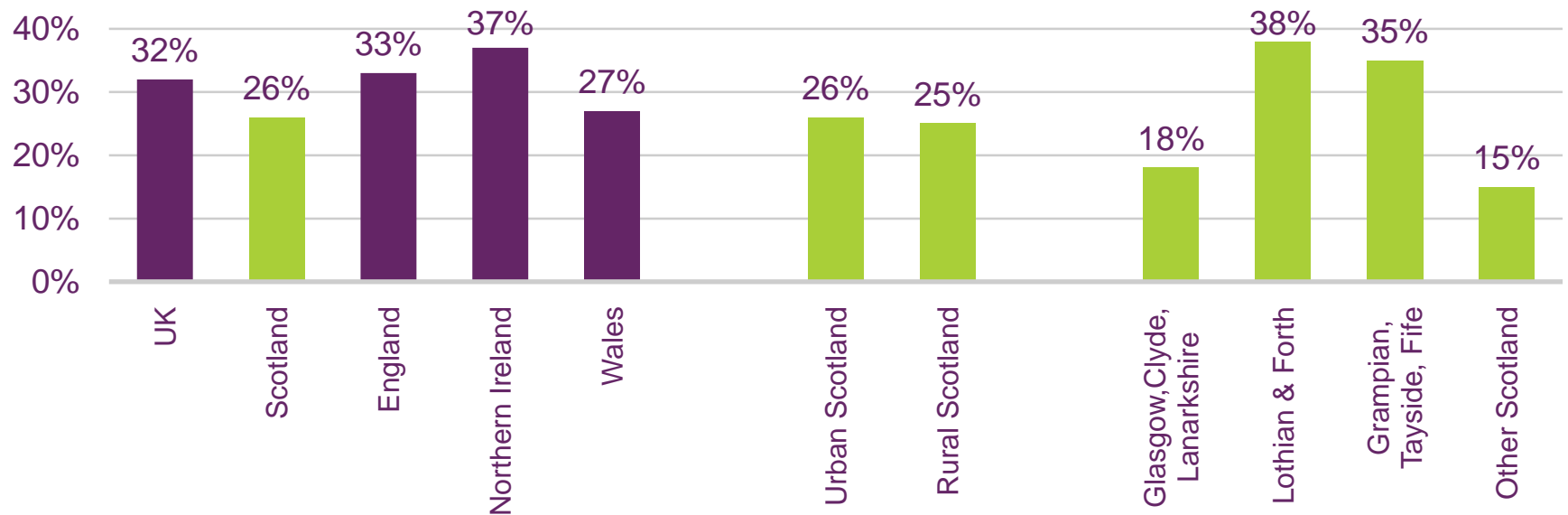
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio and do not have a DAB set (n= 4445 UK, 661 Scotland, 2690 England, 594 Wales, 500 Northern Ireland, 531 Scotland urban, 130 Scotland rural, 142 Glasgow, Clyde & Lanarkshire, 139 Lothian & Forth, 188 Grampian Tayside & Fife, 192 Other Scotland)  
 QP12: How likely is it that your household will get a DAB radio in the next 12 months?

# Figure 3.10

## Use of either an MP3 player or an iPod

Use of either an MP3 player or an iPod (% adults)



Source: Ofcom research, Quarter 1 2010

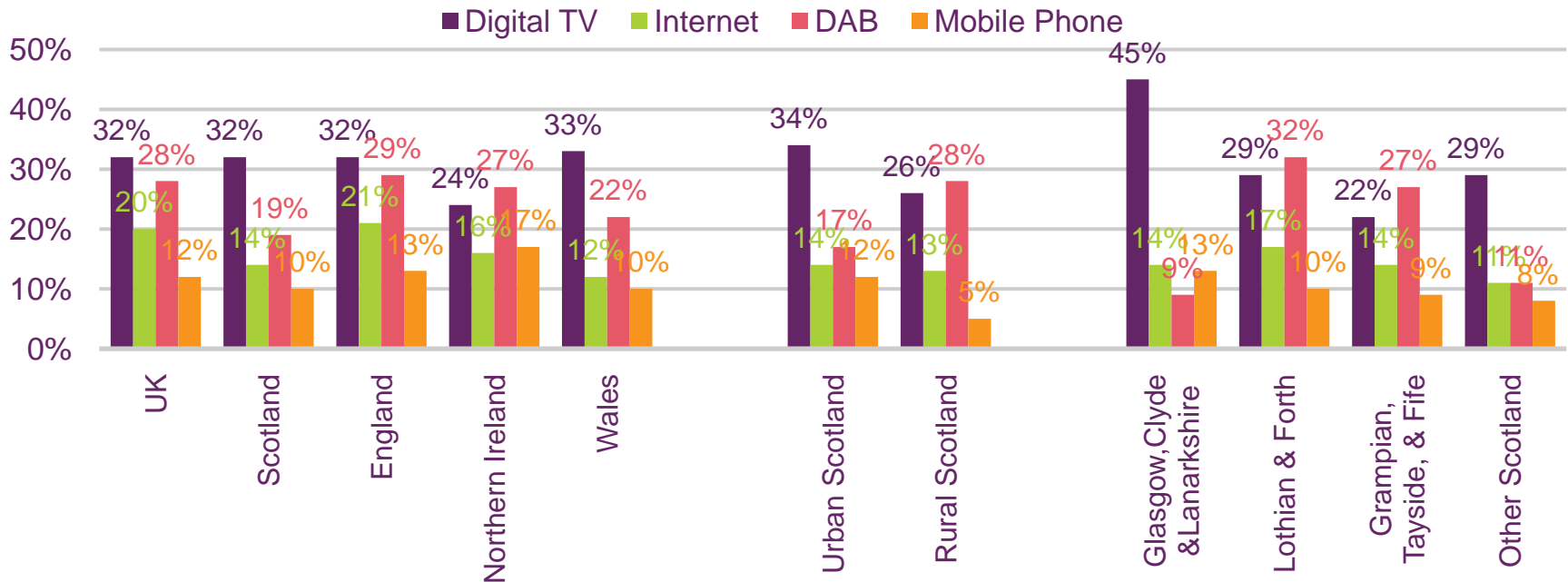
Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

QB2. Do you personally use: Mp3 player / iPod?

# Figure 3.11

## Listening to radio via internet, DTV, mobile phone

Proportion of respondents (%) who have listened to radio via DTV, internet or mobile phone



Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

QP3. How often, if at all, do you access the radio via – Digital radio via: TV, Internet, DAB radio, mobile phone?

# Figure 3.12

## Share of radio listening hours via digital and analogue platforms

Digital increase  
year on year + 3.9

+ 6.2

+ 3.7

+ 2.6

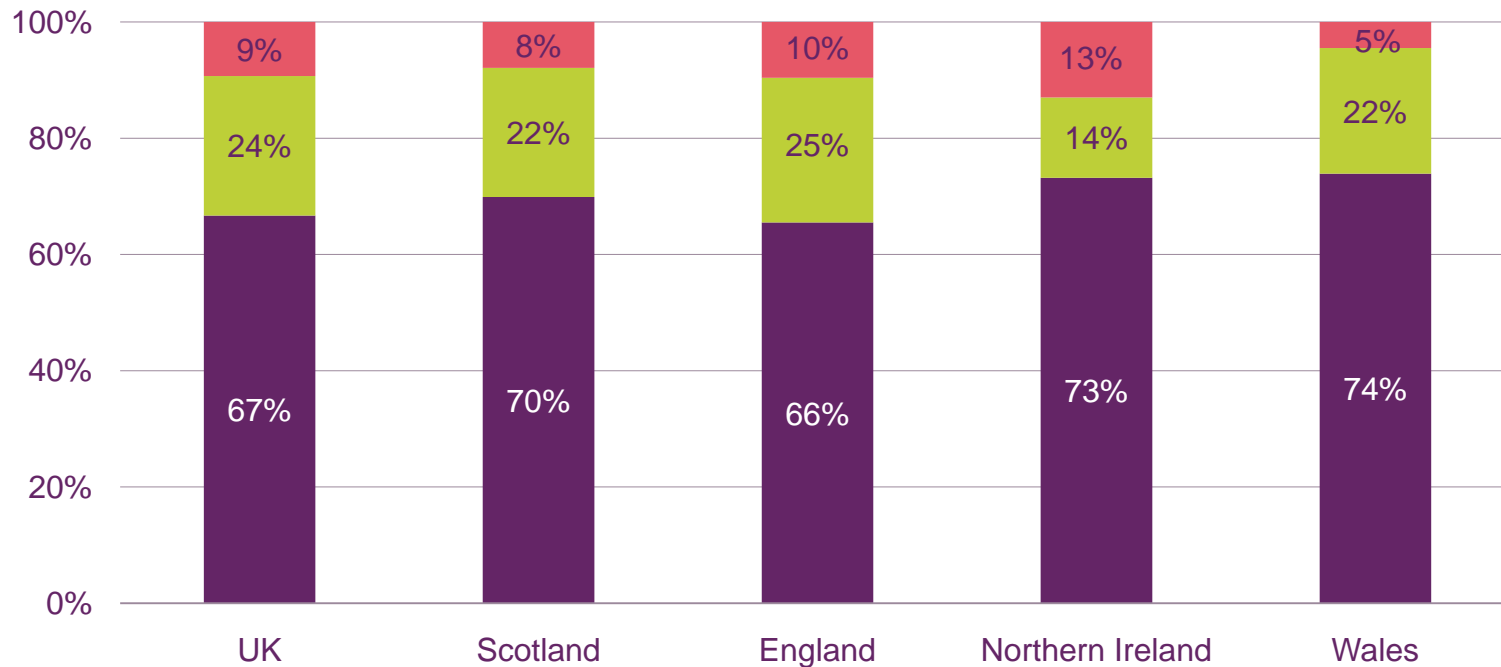
+ 6.0

% listening hours

■ Not Stated

■ Digital

■ Analogue



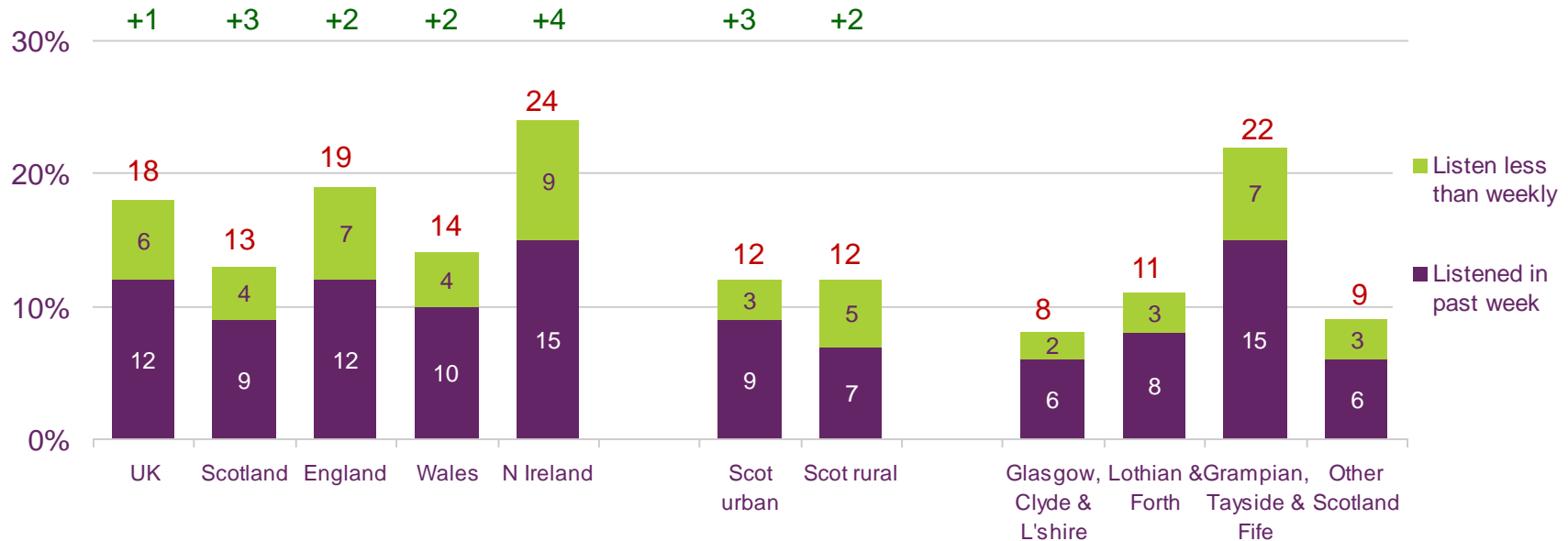
Source: RAJAR/ Octagon, Q1 2010

# Figure 3.13

## Listening to audio content on mobile phone

Proportion of respondents (%) who have used their mobile to listen to audio content

Figure above bar shows % point change in likely to purchase from Q1 2009



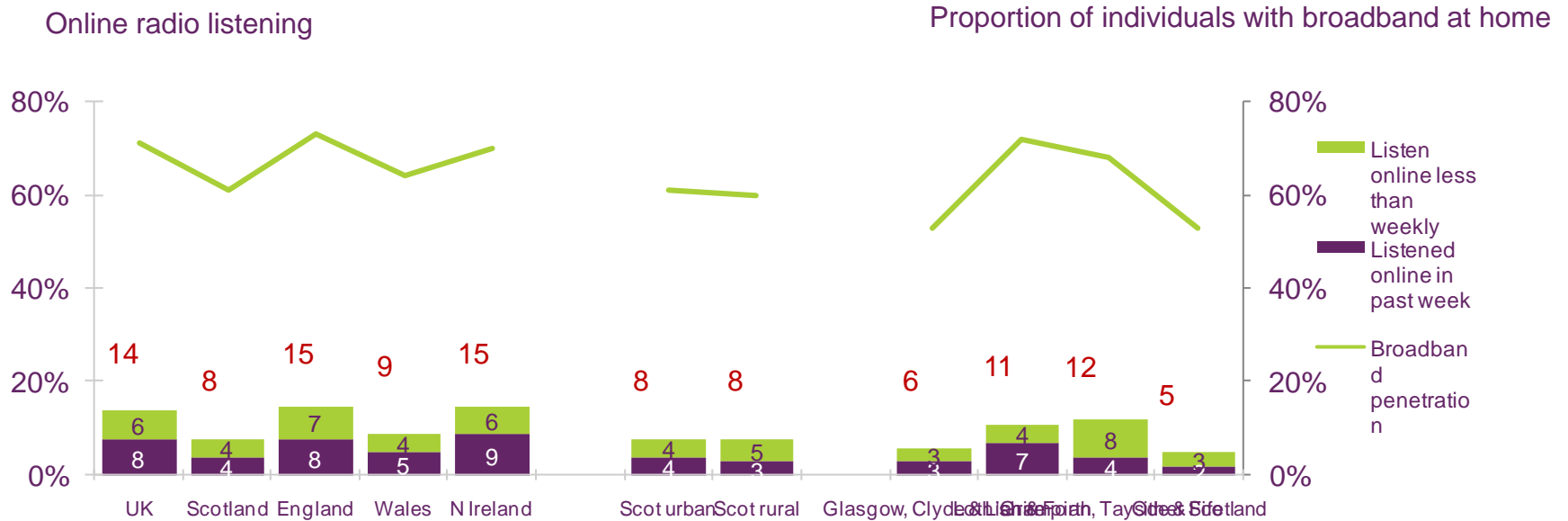
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week?

# Figure 3.14

## Proportion of adults living in a household that has used the internet to listen to radio



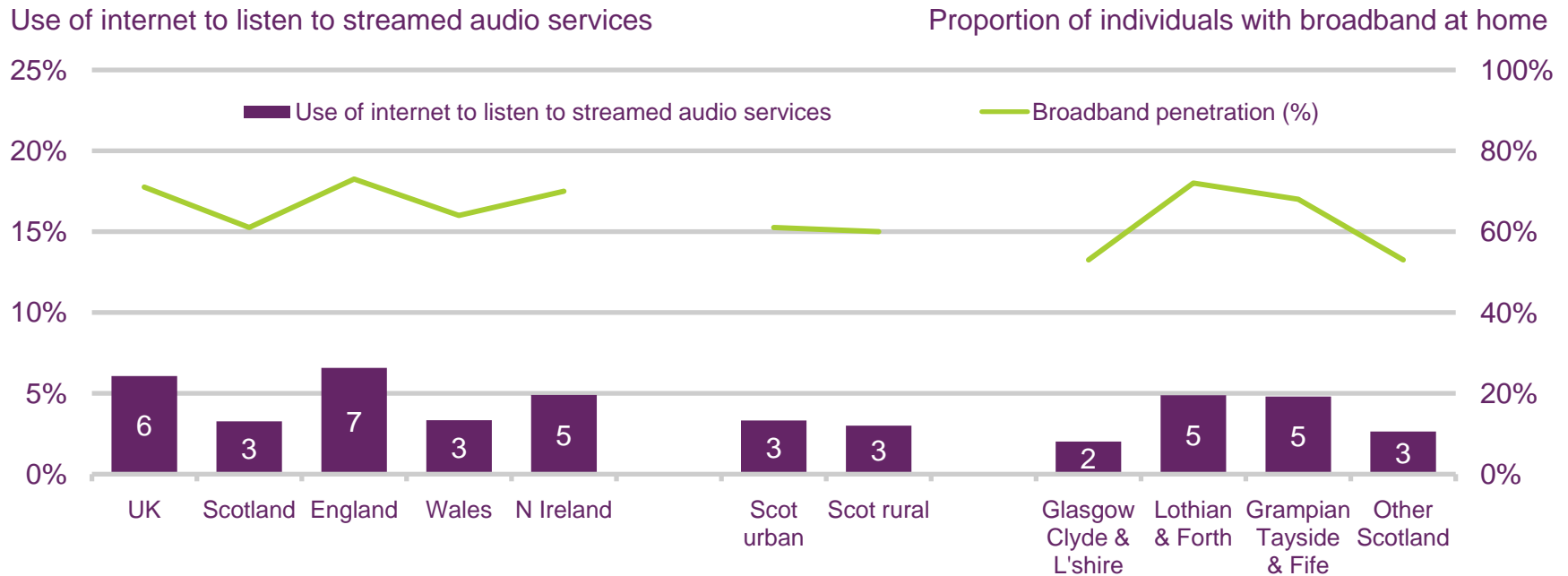
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?

# Figure 3.15

## Use of internet for listening to streamed audio services



Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

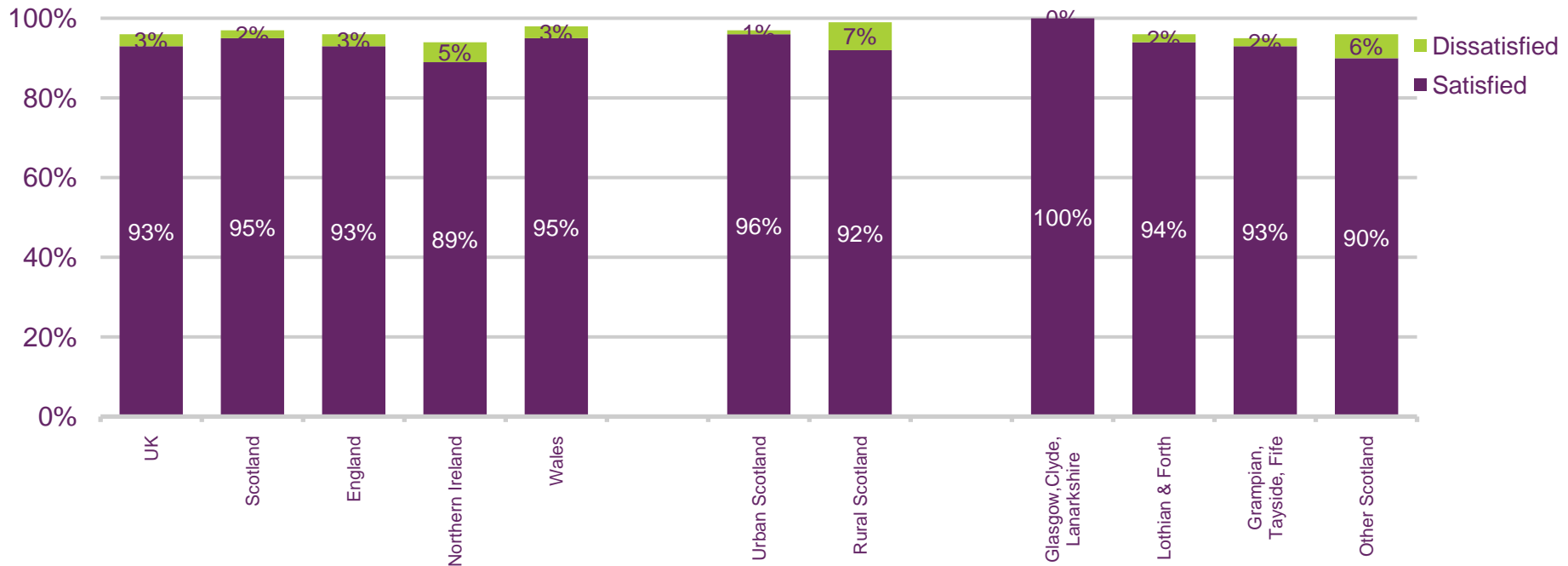
QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?



# Figure 3.16

## Satisfaction with choice of radio services

Satisfaction with radio station choice (%)



Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

QP4. How satisfied are you with the choice of radio stations available in your area?