# The Communications Market in England

## 3 Radio and audio content

# 3.1 Radio and audio content

## 3.1.1 Recent developments in England

**Community radio**

Community radio licences are awarded to small-scale operators working on a not-for-profit basis to serve local geographic areas or particular communities. The number of community stations has increased over the past three years, with a total of 228 licence awards since the start of community radio licensing in March 2005. Of these, 184 were for communities in England, with 137 stations currently on air across the English regions (July 2010).

In May 2009, Angel Radio Havant became the first community radio station in the UK to win the Queen's award for voluntary service, which recognises outstanding contributions to local communities made by volunteer groups[24].

Recent community radio awards in 2009/10 included awards for stations in London and the South East of England (Figure 3.1):

24 http://www.direct.gov.uk/prod_consum_dg/groups/dg_digitalassets/@dg/@en/documents/digitalasset/dg_181026.pdf

## Figure 3.1 Community stations awarded in England 2009/10

| Community station | Location | Award date |
|---|---|---|
| Betar Bangla | Stratford, east London | June 2010 |
| Generation Radio | Clapham Park, south London | June 2010 |
| Greenwich Kasapah | Greenwich, south east London | June 2010 |
| Reprezent FM | South London | June 2010 |
| Rinse FM | Inner London | June 2010 |
| Streetlife Radio | Waltham Forest, north east London | June 2010 |
| Susy Radio | Redhill and Reigate, Surrey | June 2010 |
| SAFE Radio | Grays, Essex | March 2010 |
| SFM | Sittingbourne, Kent | February 2010 |
| Gateway FM | Basildon, Essex | February 2010 |
| Insanity | Egham, Surrey | February 2010 |
| Kane FM | Guildford, Surrey | February 2010 |
| The Vibe | Watford | February 2010 |
| OX4 FM | Oxford | December 2009 |
| 1 Ummah FM | Reading | October 2009 |
| Marlow FM | Marlow, Bucks | September 2009 |
| Bradio BGWS | Farnborough, Aldershot, Camberley and Fleet | September 2009 |
| Seahaven FM | Newhaven, Seaford and Peacehaven, East Sussex | September 2009 |
| The Park | Brockenhurst, Hampshire | September 2009 |
| Voice FM | Southampton | September 2009 |

*Source: Ofcom June 2010*

### Station format changes

Ofcom continues to be approached by some broadcasters about the possibility of changes to a station's format. The matters to which Ofcom has regard when deciding whether or not to agree to a change are set out in our published format change request policy.[25]

In October the Radio Licensing Committee (RLC) allowed a request from Original 106.5 (Bristol) to change the licensed format of its station from that of an adult alternative, album-led station to become an adult-alternative station playing some adult-oriented album tracks with classic rock and predominantly non-contemporary pop/rock hits. In other words, the station is no longer required to be 'album-led'. [26]

The request, which represented a significant change to the character of the station service, was the subject of a public consultation which ran from September 14 to October 9 2009.

[25] http://www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/
[26] http://www.ofcom.org.uk/consult/condocs/originalbristol/statement/

Ofcom undertook a similar consultation following a request from Passion Radio Oxford (PRO) to change the format of Oxford's FM 107.9. The station is currently a "voice for the young" with a requirement to deliver the sort of cutting-edge music that would be appreciated by Oxford's students and youth community. PRO wished to change the character of the station to become an easy-listening station targeted at an audience of over-45s.[27] Because this type of change represents a substantial change in the character of the service, Ofcom always consults publicly before coming to a decision. In this particular case the request was turned down.

**DAB roll-out**

In March 2010 the BBC announced[28] that it was investing in a further 60 digital radio transmitters as part of its commitment to reach 90% of the UK population[29]. This is the final part of a planned roll-out which started in 2008 and which has already resulted in more than 50 additional transmitters being added to the network.

For listeners in England, this brings three new transmitters in Greater London and the Home Counties – boosting reception across the capital and providing coverage to the Weald of Kent, as well as High Wycombe, Stevenage and Welwyn Garden City. There will be nine new transmitters for the South West, including extensions of digital radio to Newquay and Bodmin, Tiverton and Teignmouth, and two new transmitters for Derbyshire, including one for Derby itself, and new transmitters for Saffron Walden, Shaftesbury, Stroud and Sunderland.

**Smaller players winning plaudits**

In 2010 The Hackney Podcast[30] won Sony Radio Gold for the best internet radio programme. [31] The Hackney Podcast was set up in 2008 by Francesca Panetta and Felix Carey and it is freely available to download from their website.

September 2009's podcast[32] looked at water and how it fits into the lives of people in Hackney. It featured author and psycho-geographer Iain Sinclair and architectural historian Simon Inglis, with music from electro-acoustic composers Francisco Lopez, Stefano Tedesco, Tom Haines, Leafcutter John and Felix Carey.

The Sony judges commented: "The Hackney Podcast is just the type of targeted and locally-orientated content that sets podcasting apart from conventional radio broadcasting. Using first-rate contributors, the podcast examined how water fits into the lives of people in Hackney. The production quality is outstanding, giving the whole listen a water-like lyricism that carries the listener through to its conclusion".[33]

The Prison Radio Association[34] (PRA) built on its success last year[35] to win a Bronze Award at the Sony Radio Academy Awards in the Best Community Programming category.[36]

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27 http://www.ofcom.org.uk/consult/condocs/oxfordsfm1079/summary/
28 http://www.bbc.co.uk/pressoffice/pressreleases/stories/2010/03_march/23/digital.shtml
29 http://www.bbc.co.uk/aboutthebbc/purpose/public_purposes/communication.shtml
30 http://hackneypodcast.co.uk/
31 http://www.radioawards.org/winners/?awid=198&awname=Best+Internet+Programme&year=2010
32 http://hackneypodcast.co.uk/2009/09/edition-14-water/
33 http://www.radioawards.org/winners/?awid=198&awname=Best+Internet+Programme&year=2010
34 http://www.prisonradioassociation.org/
35 http://www.prisonradioassociation.org/?con=pressrelease

This success built on the four awards (two Bronze Awards: the Interview Award and the Speech Award, and two Gold Awards: the Listener Participation Award and the Community Award), that the group had won at previous Sony Radio Awards.

Based in HMP Brixton, Electric Radio Brixton supports rehabilitation by engaging prisoners in programming that addresses a range of issues related to offending behaviour. The Sony judges noted: "This no-holds-barred approach captures the harsh realities of life inside. The story delivered impact through impressive production techniques and credible storytelling."[37]

### 3.1.2 The radio industry

**BBC radio funding in England**

Figure 3.2 shows that the BBC's per-capita local radio spend is lower in England than in the other UK nations. Total BBC spend on local services in the English regions totalled £138m in 2009/10, up by 3.1% on £134m in 2008/09. On a per-capita basis this was equivalent to £2.82 per person (up 10p on £2.72 in 2008/09). By comparison, spend per person was highest in Wales £11.21, then Northern Ireland at £11.12, and Scotland at £7.82.

**Figure 3.2 BBC spend on national / local radio programming 2009-10**


*Source: BBC Annual Report and Accounts 2009/10*
*Note: The revenue data above have been compiled by the BBC to illustrate UK public services expenditure by service.*

**Commercial radio revenue**

Revenue generated by the commercial stations in England stood at almost £322m in 2009; down by 12% from £368m in 2008. This was equivalent to around 83% of total UK local commercial radio revenues of almost £390m in 2009. Adjusting for population size gives a figure of £6.60 per head in England for 2009, down from £7.54 in 2008 (Figure 3.3).

By comparison, local commercial revenue per head was higher in Scotland at £7.84 and also in Northern Ireland at £7.62, while revenues in Wales were lowest at £5.49 per head. Local commercial radio revenues in England and Northern Ireland were down 12% on the year,

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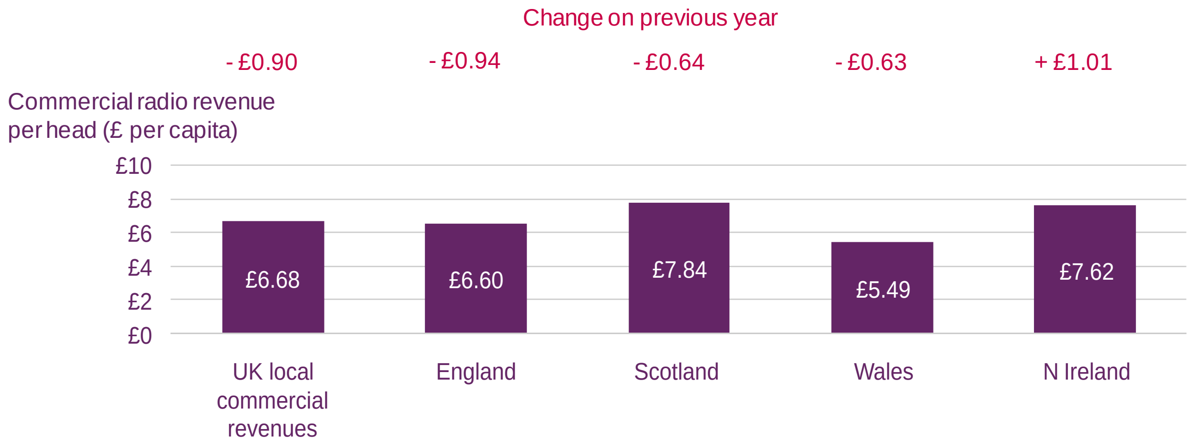
[36] http://www.radioawards.org/winners/?awid=197&awname=Best+Community+Programming&year=2010

[37] http://www.radioawards.org/winners/?awid=197&awname=Best+Community+Programming&year=2010

while Wales saw a fall of 10%. In Scotland the commercial market fared slightly better with revenues down by 8% in 2009.

**Figure 3.3 Local commercial radio revenue, per head, 2009**




*Source: Ofcom, operators 2009*
*Note: Chart shows net broadcasting revenues based on returns received by Ofcom for the year 2009. The UK total shows the average for local commercial radio revenues across the four nations and excludes revenues for the UK-wide commercial stations.*

### 3.1.3 Radio service availability

**DAB digital radio coverage increases, with further transmitters installed**

The BBC is still expanding its national DAB digital radio network, and in March 2010 it announced that it would invest in a further 61 national digital radio transmitters as part of its commitment to reach 90% of the UK population. In July 2010, following the announcement of the government's Digital Radio Action Plan, the BBC confirmed plans to complete the programme of new transmitters by mid-2011, to bring its national in-home coverage to at least 92% of the UK population, (up from an estimated coverage of 85% at present). This development work will also see enhanced reception for vehicles, with coverage of UK's motorway network expected to reach 93% (from 83% at present). Road coverage within the M25 area would reach around 99% (up from the current 89%), with the addition of four new transmitters to bring this up to FM-equivalent levels.

For listeners in England, this brings three new transmitters for Greater London and the Home Counties – boosting reception across the capital and providing coverage to the Weald of Kent, as well as providing coverage to High Wycombe, Stevenage and Welwyn Garden City. There will be nine new transmitters for the South West – including extensions of digital radio to Newquay and Bodmin, Tiverton and Teignmouth and two new transmitters for Derbyshire, including one for the city of Derby, and new transmitters for Saffron Walden, Shaftesbury, Stroud, and Sunderland.

The national commercial network, operated by Digital One, covers an estimated 90% of the UK population, with a network of over 130 transmitters. Ongoing development of the network continues to increase national commercial coverage.

In July 2010, as part of the government's Digital Radio Action Plan, Ofcom was asked to lead a process to consider the future spectrum planning requirements of digital radio, in order to prepare for the digital radio upgrade and to make recommendations to Ministers. This process will establish the current levels of FM coverage, which will provide the benchmark for future planning, and determine the most technically efficient way of matching

DAB coverage to FM. This process is likely to consider appropriate DAB field strengths; this will be needed to calculate accurately the existing coverage of all national and local multiplexes, and to work out what steps are required to improve coverage. The process is likely to be completed by the end of Q2 2011.

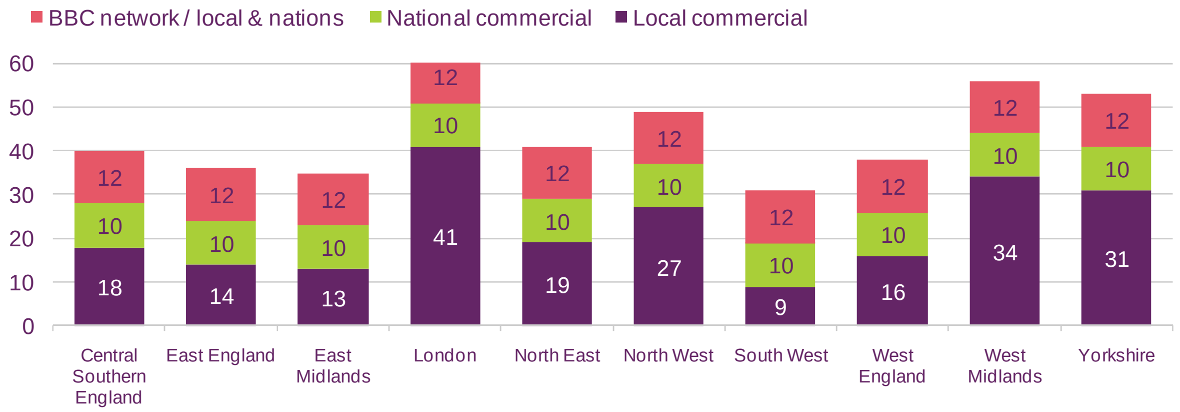
**DAB station choice higher in larger cities**

In terms of station availability, there are currently 20 national DAB services available, both from the BBC (11) and from Digital One (9), with local services increasing this number.

The BBC multiplex carries all the BBC's UK-based radio services, Radio 1, 2, 3, 4, 5 Live, 6, 7, BBC World Service, BBC Asian Network, 1Xtra and 5 Live Sports Extra. The Digital One network currently provides nine national stations across Wales, Scotland, and England: Classic FM, talkSPORT, Absolute Radio, Planet Rock, BFBS, UCB UK, Absolute 80s, Amazing Radio, and Premier.

With variations in the coverage and range of local commercial stations available across the country, the choice of DAB stations across the English regions ranges from over 60 in the London area to 29 in areas such as Plymouth and Cornwall. Larger cities, including Birmingham, Liverpool and Manchester, have access to up to 42 DAB services, including the 20 national stations (Figure 3.4). Medium-sized cities such as Leicester, Nottingham, and Stoke have access to 30-31 DAB stations.

**Figure 3.4 Availability of DAB stations, by geography**




*Source: Ofcom, July 2010*
*Note: This chart shows the maximum number of stations available in each area; local variations, along with reception issues, mean that listeners may not be able to access all of these.*

## 3.1.4 Patterns of listening to audio content

**Hours of radio listening are second highest in England of all the UK nations**

Radio services reached 90.1% of the adult population in England on a weekly basis in Q1 2010; this was up from 89.5% a year previously. This was a higher reach than in Scotland (87.3%) and Northern Ireland (89.6%) but below Wales (90.5%). Average hours per listener in England were 21.9 hours per week in Q1 2010, down by 1.8% from 22.3 hours a year previously. Weekly listening was highest in Wales, at 22.7 hours a week, followed by Northern Ireland (22.0), with Scotland the lowest at 21.0 (Figure 3.5)

## Figure 3.5 Levels of radio listening in 2010

Average weekly listening hours and percentage reach of population

| | England | Scotland | Wales | Northern Ireland | UK TOTAL |
|---|---|---|---|---|---|
| Average weekly listening | 21.9 hours | 21.0 hours | 22.7 hours | 22 hours | 21.9 hours |
| Reach | 90.1% | 87.3% | 90.5% | 89.6% | 89.9% |

*Source: RAJAR, year to Q1 2010*

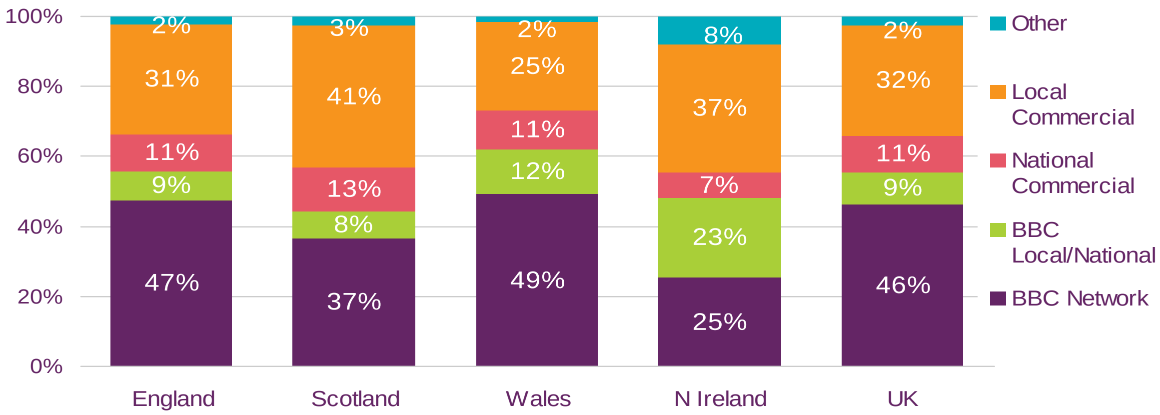
**BBC share of listening higher in England than in other UK nations**

Figure 3.6 illustrates how listening to BBC stations accounted for over half (56%) of all radio listening in England in Q1 2010. BBC network listening accounted for 47.3% of this, (up 0.6% in the year), while BBC local radio listening in England held a 8.5% share (-0.5%).

The commercial radio stations held a 41.9% share of listening in England in Q1 2010. The majority of this (31.4%) was local commercial listening, (stable, year on year), with national commercial making up the other 10.5% (down 0.4% on the year).

## Figure 3.6 Share of listening hours, by nation and sector

Audience share for BBC and commercial stations, local/national



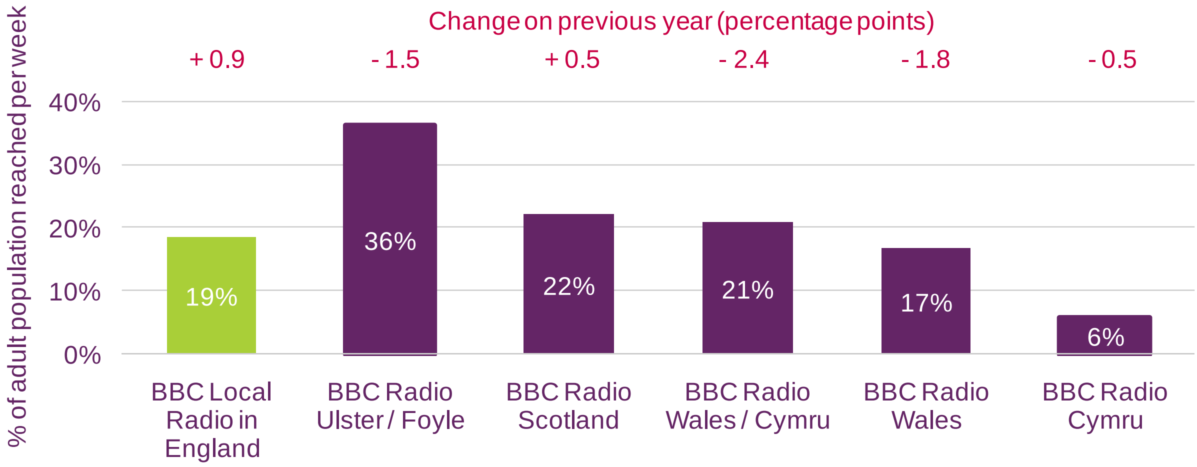

*Source: RAJAR, year to Q1 2010*

BBC local radio in England attracted a weekly audience of around 7.7 million adults in Q1 2010. This was equivalent to just under one in five (19%) of the adult population in England using local BBC services every week (Figure 3.7).

Audience reach was up, by 0.9 percentage points on the year. By comparison, the audience for BBC services in Wales was down by 2.4pp, and in Northern Ireland listening to Ulster / Foyle was down 1.5pp. BBC Radio Scotland saw an increase of 0.5pp. The weekly reach of local BBC radio in England is similar, at 19%, to that of BBC Radio Wales at 21% and BBC Radio Scotland at 22%. The local BBC services with the highest local reach in England include BBC Radio Cumbria (38%), BBC Radio Guernsey and BBC Radio Jersey, both at 36%, and BBC Radio Cornwall (31%).

**Figure 3.7 Weekly reach for national / local BBC services, Q1 2010**

Percentage of adult population reached per week




*Source: RAJAR, weekly reach Q1 2010*

## 3.1.5 Digital device ownership

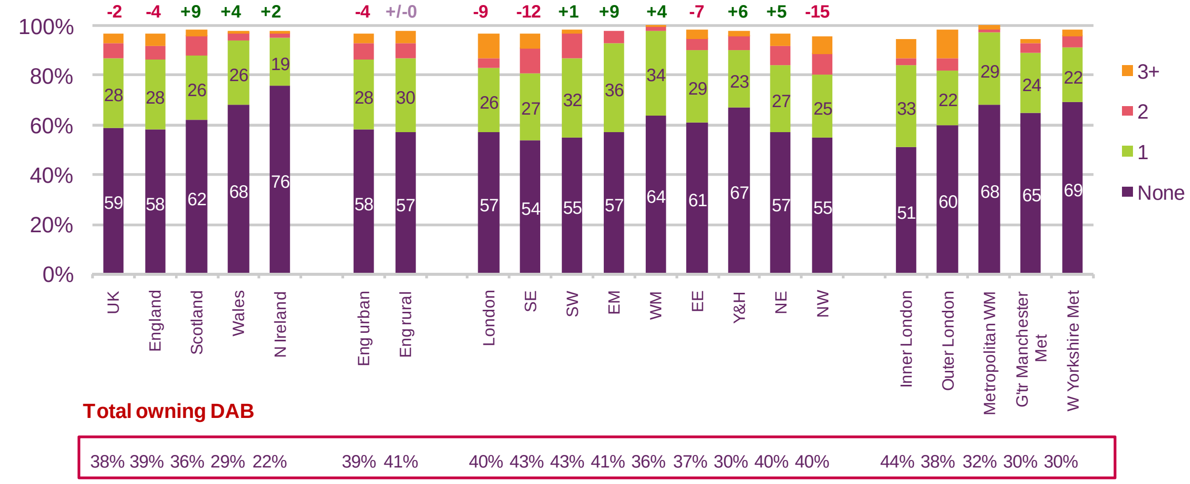
**Ownership of DAB**

Across England 39% of radio listeners claimed to own at least one DAB digital radio set; one percentage point higher than the UK average of 38%. Take-up in England was higher than in Northern Ireland (22%), Wales (29%) and Scotland (36%). Radio listeners in rural areas of England were more likely to own a DAB radio than those in urban areas, 41% and 39% respectively.

Within the regions of England, radio listeners in the South East and South West were the most likely to say that they owned at least one DAB radio set, both at 43%. Ownership was lowest in the Yorkshire and Humber region at 30%. Of the more local metropolitan areas, ownership was highest in the inner London area, at 44% (Figure 3.8).

## Figure 3.8 Ownership of DAB digital radios

Proportion of radio listeners (%) (Figure above bar shows % point change in listening to audio on mobile from Q1 2009)



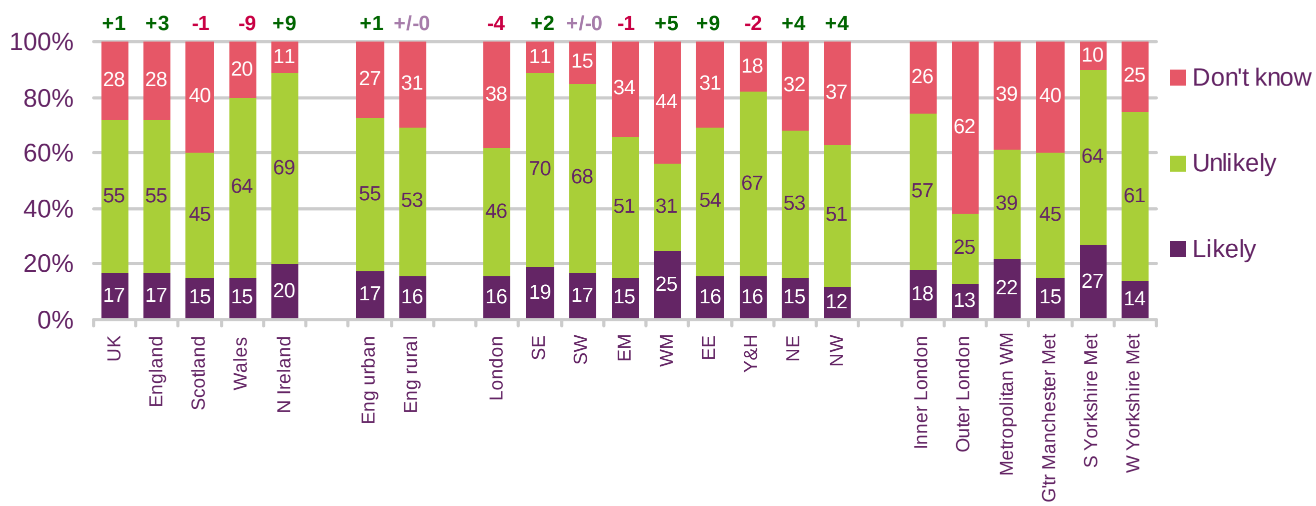

*Source: Ofcom research, Q1 2010*
*Base Adults aged 15+ who listen to radio (n= 7017 UK, 4476 England, 1034 Scotland, 854 Wales, 653 Northern Ireland)*
*Note: Remaining percentages are Don't know responses*
*QP9. How many DAB sets do you have in your household?*

### Likelihood to purchase DAB radio set higher in England than in Scotland and Wales

Around 17% of radio listeners in England without a DAB radio set said they were likely to purchase one within the next 12 months, in line with the UK-wide average figure of 17%. Within the regions of England, people in the West Midlands expressed the greatest interest, with one in four (25%) intending to buy. This figure was lowest in North West England at only 12%. People living in urban areas (17%) were slightly more likely to buy than those in rural areas (16%) (Figure 3.9).

## Figure 3.9 Intention to purchase DAB radio

Proportion of radio listeners (%) (Figure above bar shows % point change in listening to audio on mobile from Q1 2009)




*Source: Ofcom research, Q1 2010*
*Base: Adults aged 15+ who listen to radio and do not have a DAB set (n= 4445 UK, 2690 England, 661 Scotland, 594 Wales, 500 Northern Ireland)*
*QP12: How likely is it that your household will get a DAB radio in the next 12 months?*

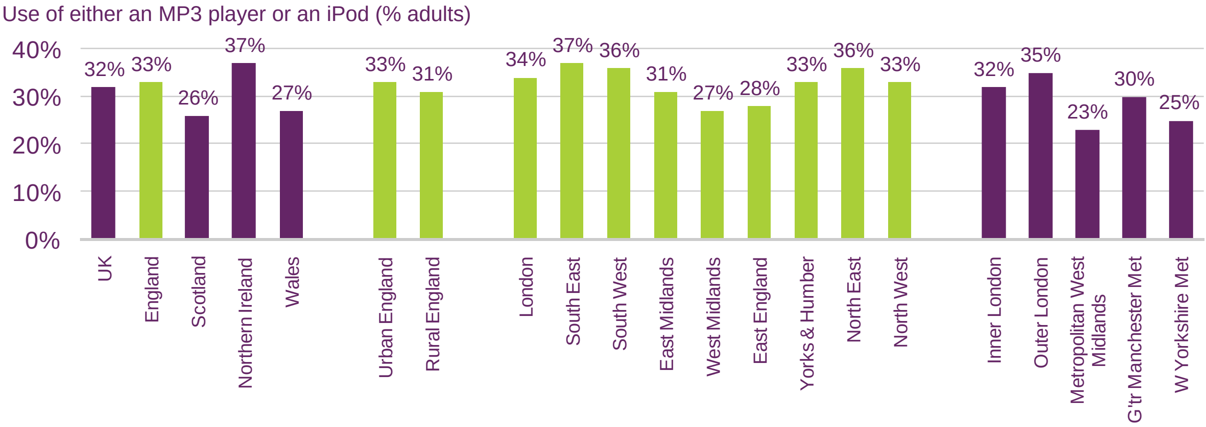
**Reasons for not purchasing a DAB radio set**

Of the reasons given for not wanting DAB, some respondents said they felt they did not need the DAB service; this was highest in the Yorkshire and Humber area (65%), and also in London, at 61%. Over half of listeners (51%) in the North East said they happy with their existing service, while another 7% thought that DAB was too expensive generally. Nine per cent of people in the outer London area thought that the cost of DAB might prevent them from buying. The areas which cited poor reception as a factor included the rural areas of England (13%), and in the regions, respondents in the South West (12%) and outer London (10%).

**Ownership of MP3 players**

A third of respondents in England claimed to use an MP3 player or iPod themselves, while 41% said that there was at least one MP3 player in their home. Within the regions, ownership was highest in the South East at 37% and also above average in the South West and North East, both at 36%. The lower areas of take-up included the East of England (28%) and the West Midlands region (27%), with ownership particularly low in the West Midlands metropolitan area, at 23% (Figure 3.10).

**Figure 3.10 Personal use of MP3 player / iPod**




*Source: Ofcom research, Q1 2010*
*Base: All adults aged 15+ (n = 9013 UK, 1075 England, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 England urban, 265 England rural, 348 South East England, 360 South West England, 367 North/ Mid England)*
*QB2. Do you personally use: MP3 player / IPod?*

## 3.1.6 Digital radio listening

**Listening to radio online and via DAB is higher in England than in other UK nations**

By Q1 2010 listening online had been tried by just over one in five (21%) of respondents in England; this was higher than in the other nations: Northern Ireland (16%), Scotland (14%), and Wales (12%). Levels of listening to digital radio via a DAB set were also higher in England, with almost a third (29%) having used a DAB radio, higher than in Northern Ireland (27%), Scotland (19%), and Wales (22%).

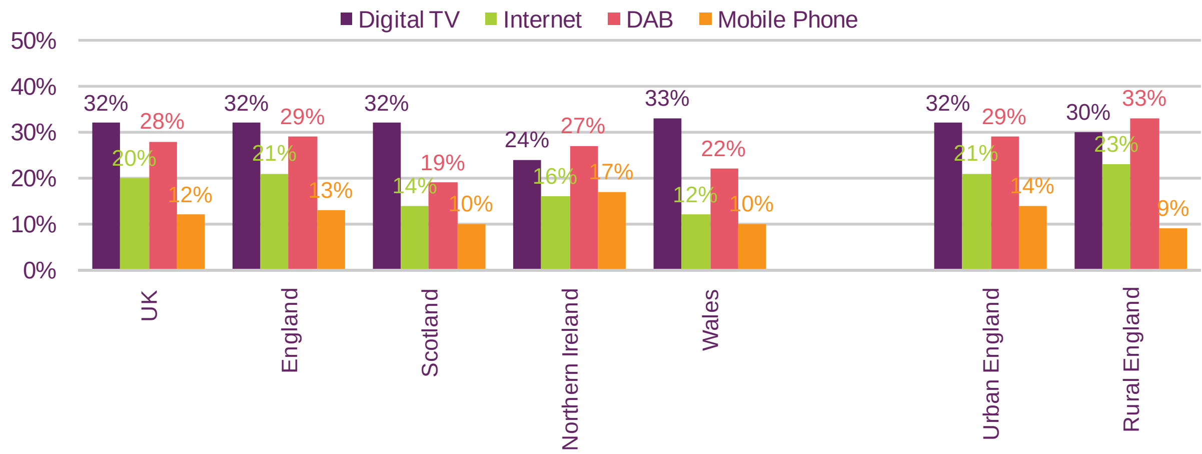
By Q1 2010 a third (32%) of people in England claimed to be using digital TV to listen to radio channels; this was also the most popular way of accessing digital radio. By comparison, following switchover in Wales the figure was 33%, while in Scotland it was 32%, and was lowest in Northern Ireland at 24%.

About one in eight people (13%) in England had at some time listened to radio over a mobile phone, comparable to 10% in Scotland and Wales but lower than Northern Ireland (17%).

DAB listening was higher in rural England at 33% than in urban areas at 29%. However, listening via a mobile phone was higher in urban areas, at 14% versus 9%. DTV and online listening were broadly similar across urban and rural areas (Figure 3.11).

### Figure 3.11 Listening to radio via DTV, internet, mobile phone, (UK nations, urban and rural England)

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




*Source: Ofcom research, Q1 2010*
*Base: Adults aged 15+ who listen to radio (n= 7017 UK, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 England urban, 231 England rural)*
*QP3. How often, if at all, do you access the radio via – digital radio onTV; internet, DAB radio, mobile phone?*

**Varying trends in digital listening across the English regions**

A number of variances were highlighted by the research into the use of digital platforms to access audio content within the English regions.

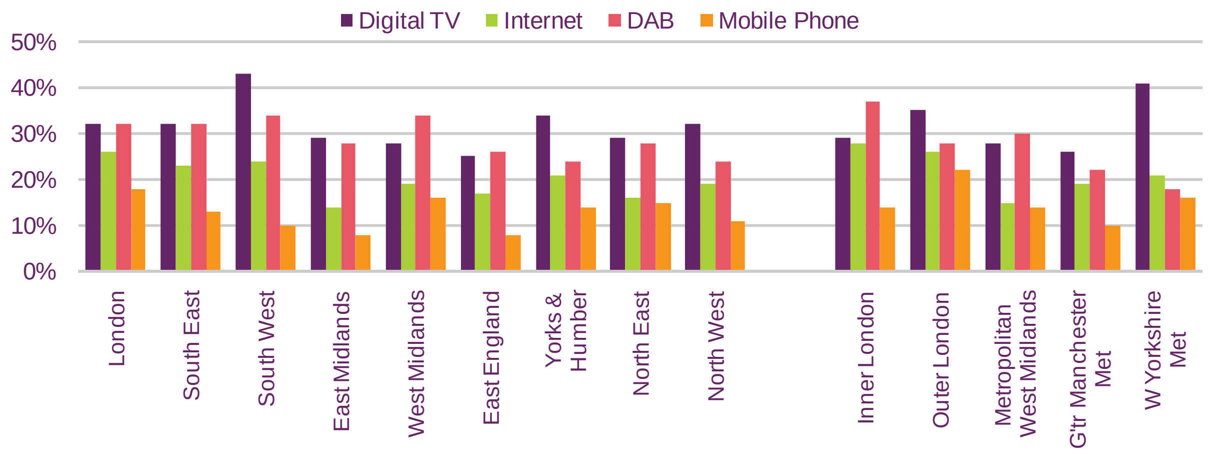
Listening via DTV was notably higher in the South West at 43%, possibly aided by switchover in this area. Similarly, the metropolitan areas of South and West Yorkshire were also higher than the 32% England average, at 41%. Listening via DTV was lowest in the East of England (25%), a lower area of DTV take-up generally.

Listening online was highest in the London area at 26%, (the outer London area was higher still at 28%). It was much lower in the East Midlands (14%) and the North East (16%).

Listening via DAB radio was higher in the South West and West Midlands regions, both at 34%, and higher still in the metropolitan areas of South Yorkshire (40%) and outer London (37%). The regions where DAB use was lower included Yorkshire and the Humber and the North West, both at 24%. The metropolitan areas of West Yorkshire (18%) and Greater Manchester (22%) were the lowest of the local areas (Figure 3.12).

**Figure 3.12 Listening to radio via DTV, internet, mobile phone – English regions and metropolitan areas**

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

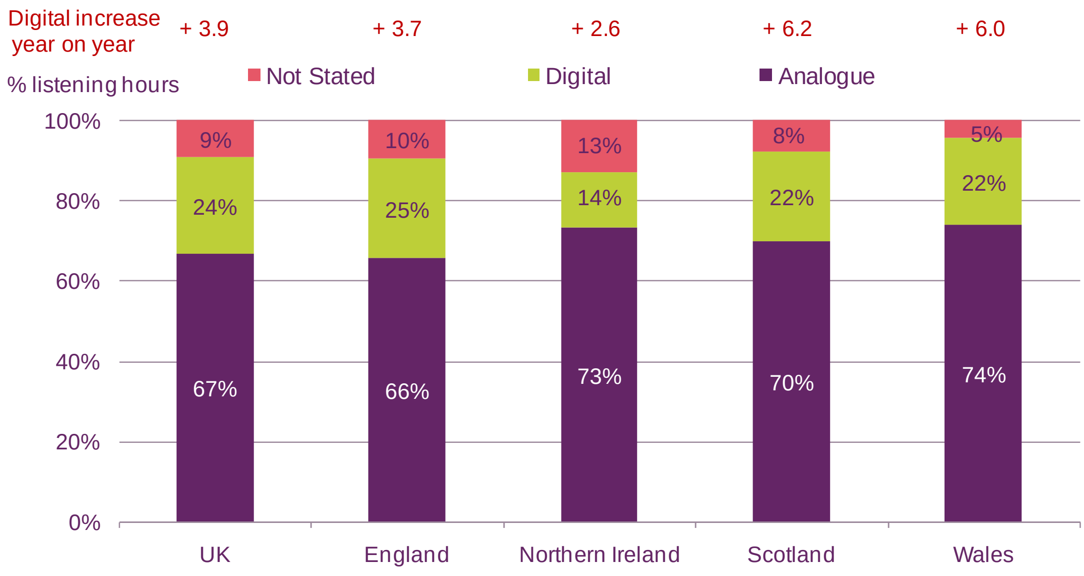



*Source: Ofcom research, Q1 2010*
*Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 England, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 England urban, 231 England rural, 251 South East England, 277 South West England, 326 North/ Mid England)*
*QP3. How often, if at all, do you access the radio via – Digital radio viaTV, internet, DAB radio, mobile phone?*

### A quarter of radio listening hours in England are via digital platforms

In Q1 2010, radio listening via digital platforms (including listening via DAB set, DTV, or online), had reached a quarter (25%) of all radio listening hours in England. This was up by 3.7 percentage points on a year previously and was higher than the other UK nations. It was lowest in Northern Ireland at 14%, while in Wales and Scotland just over a fifth of listening (22%) was via digital platforms. This reflected the general pattern of take-up and availability of digital radio across the nations.

**Figure 3.13 Share of radio listening hours via digital and analogue platforms**




*Source: RAJAR / Octagon, Q1 2010*
*Note: 'Not Stated' category refers to listening where the respondent did not specify the platform used.*

**Use of a mobile phone to listen to audio is higher in urban areas, particularly London**

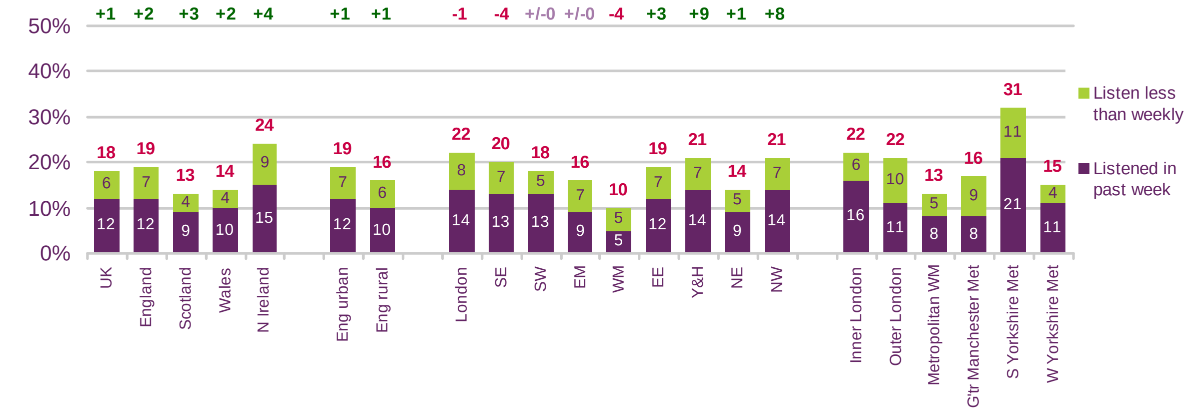
Many mobile phones now offer consumers the ability to listen to audio content without paying data charges or needing lots of storage space. Audio content includes both radio and MP3 files – either uploaded from a PC or downloaded from the internet.

In Q1 2010 one in five adults in England (19%) used their mobile phone to listen to audio content. This was highest in Northern Ireland, which increased by four percentage points to 24% in the past year, and lowest in Scotland and Wales (13% and 14%).

Urban areas (19%) continued to report higher use of mobile phones for this activity than rural areas (16%); this was particularly high in London, at 22%.

## Figure 3.14 Proportion of adults who have used a mobile phone to listen to audio

*Proportion of respondents (%) who have used their mobile to listen to audio content* (Figure above bar shows % point change in listening to audio on mobile from Q1 2009)




*Source: Ofcom research, Q1 2010*
*Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)*
*QD28. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?*

### 3.1.7 Listening to music online

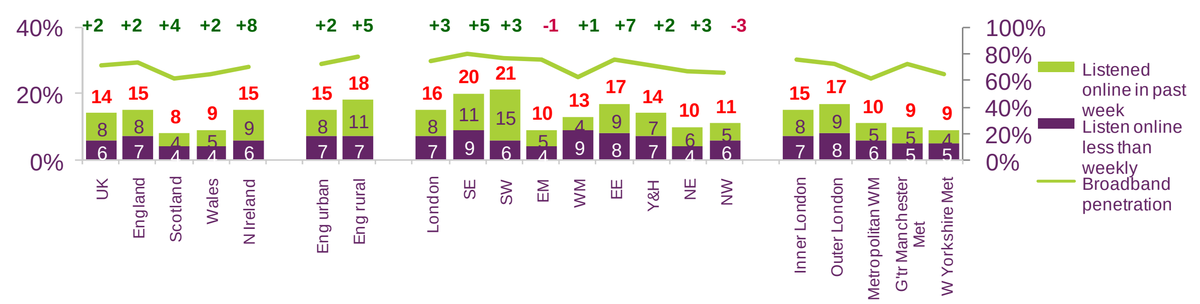
**London has higher internet radio use than other urban areas**

Listening to the radio online remains less popular than watching TV online. One in seven (15%) adults in England said they listened to the radio via the internet; this is now in line with Northern Ireland but remains higher than Scotland and Wales.

Use of internet radio varied greatly across England, with the highest use reported in the South West (21%) and South East (20%), with the lowest levels of use in the North East and East Midlands (both 10%). People in London reported higher use of internet radio than those living in other urban areas.

## Figure 3.15 Proportion of adults living in a household that has used the internet to listen to radio

Online radio listening: proportion of individuals with broadband at home *(Figure above bar shows % point change in listening to audio on mobile from Q1 2009)*




*Source: Ofcom research, Q1 2010*
*Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)*
*QE12. Which, if any, of these do you or members of your household use the internet for whilst at home?*

The internet has opened up a variety of new ways for consumers to discover, interact with, listen to, share and manipulate the music they want to listen to. Consumers can listen to the radio online, buy music downloads from sites such as iTunes, stream music from sites like Spotify and take advantage of the plethora of music blogs and information sites.

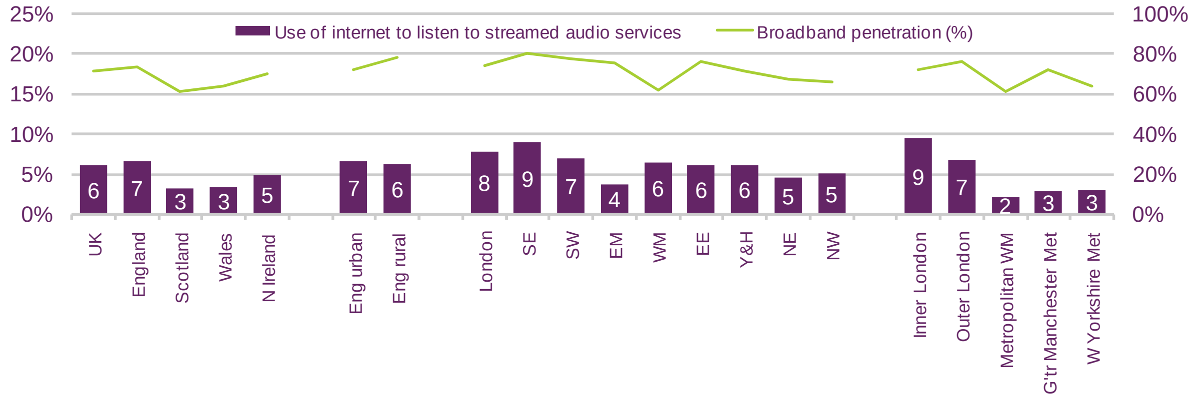
**Listening to streamed audio services is still a niche activity**

During the past year several on-demand streaming services have grown in prominence as an alternative way of consuming music online. Instead of listening to online radio stations, or paying to download individual tracks from services such as iTunes, services such as Spotify, We7 and Last.fm allow users to stream music on-demand to their computers (and, in some cases, mobile devices). The basic tier of these services is usually advertising-supported and provided to consumers for free. But most services also offer premium subscription tiers without adverts and with advanced or mobile functionality.

Although streaming services have received significant media attention over the past year, Ofcom research shows that take-up is still relatively low. Across the UK just 6% of consumers claim to have accessed these services using the internet (Figure 3.16). Take-up was lowest in Scotland and Wales (both 3%), and higher in Northern Ireland (5%) and England (7%). In England use of these services ranged from 2% in the metropolitan West Midlands to 9% in inner London.

**Figure 3.16 Use of the internet for listening to streamed audio services**

*Use of internet to streamed audio: Proportion of individuals with broadband at home*




*Source: Ofcom research, Q1 2010*
*Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)*
*QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?*

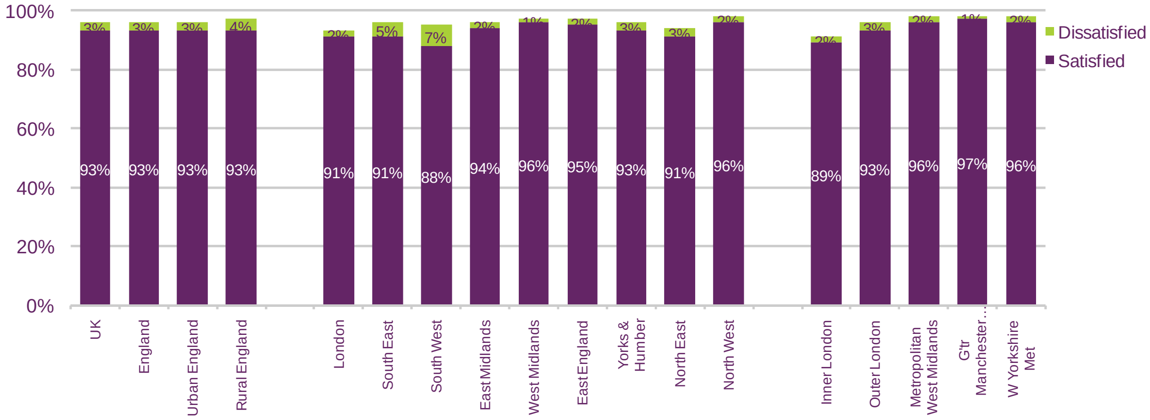
## 3.1.8 Satisfaction with radio services

**Satisfaction with choice of radio services higher in southern England**

Satisfaction with the choice of stations available in England was relatively high at 93%, with only 3% of respondents in England saying that they were dissatisfied with station choice in their area. Satisfaction was higher than average in the West Midlands and North West, both at 96%. Dissatisfaction was highest in the South West, with 7% unhappy with station choice, while in the South East 5% were dissatisfied.

## Figure 3.17 Satisfaction with choice of radio services

Satisfaction with radio station choice (%)




*Source: Ofcom research, Q1 2010*
*Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 England, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 England urban, 231 England rural, 251 South East England, 277 South West England, 326 North/ Mid England).*
*Note: Remaining percentages also includes 'Neither' responses. QP4: How satisfied are you with the choice of radio stations available in your area*