

# CMR 2010: England Radio / Audio charts

August 2010

# Figure 3.1

## England community stations awarded in 2009/10

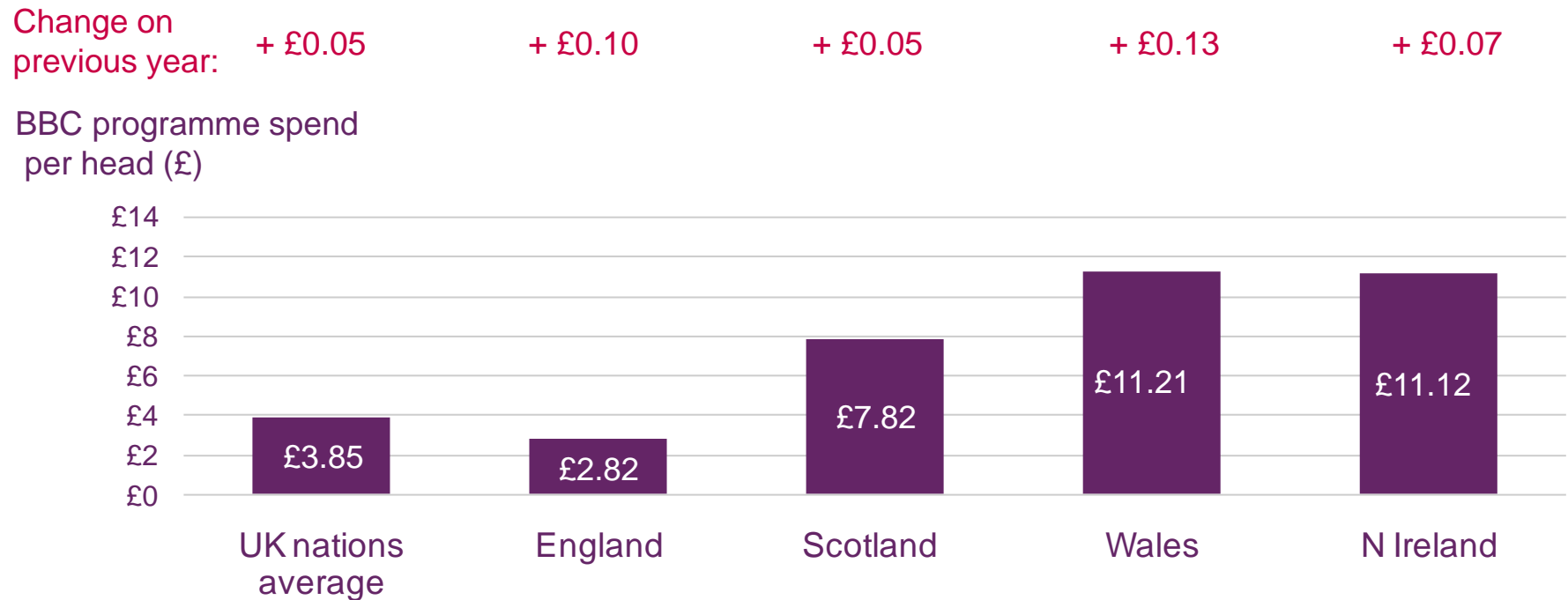


Community station	Location	Award date
Betar Bangla	Stratford, east London	June 2010
Generation Radio	Clapham Park, south London	June 2010
Greenwich Kasapah	Greenwich, south east London	June 2010
Reprezent FM	South London	June 2010
Rinse FM	Inner London	June 2010
Streetlife Radio	Waltham Forest, north 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

Source: Ofcom, June 2010

## Figure 3.2

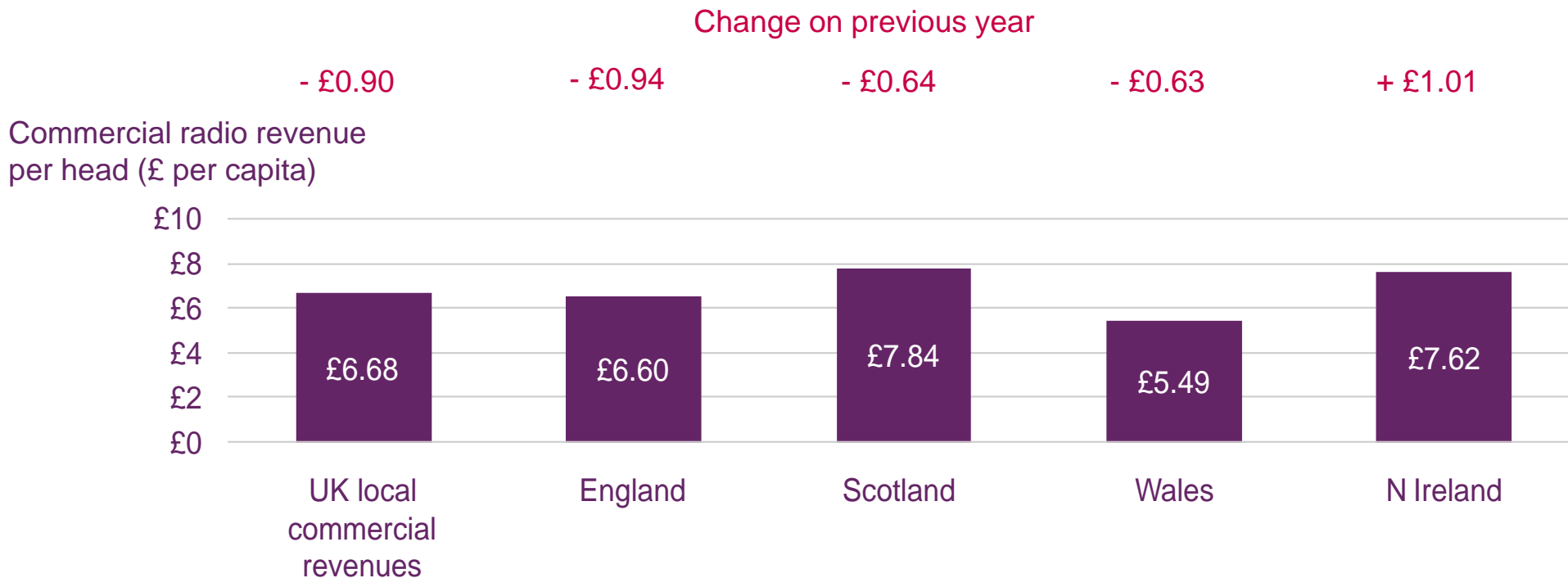
### BBC investment in national/local radio programming 2009/10, per head of population



Source: Ofcom / BBC Annual report 2009/10

# Figure 3.3

## Commercial radio revenue per head 2009

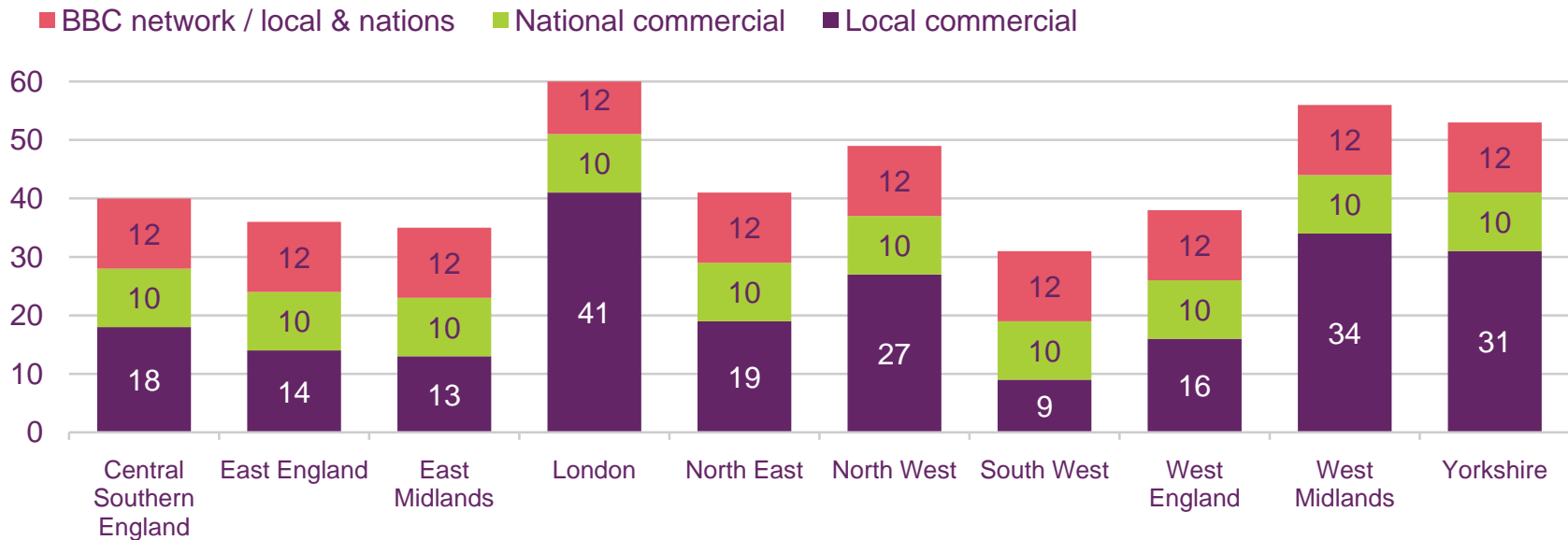


Source: Ofcom/NBR returns 2009

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

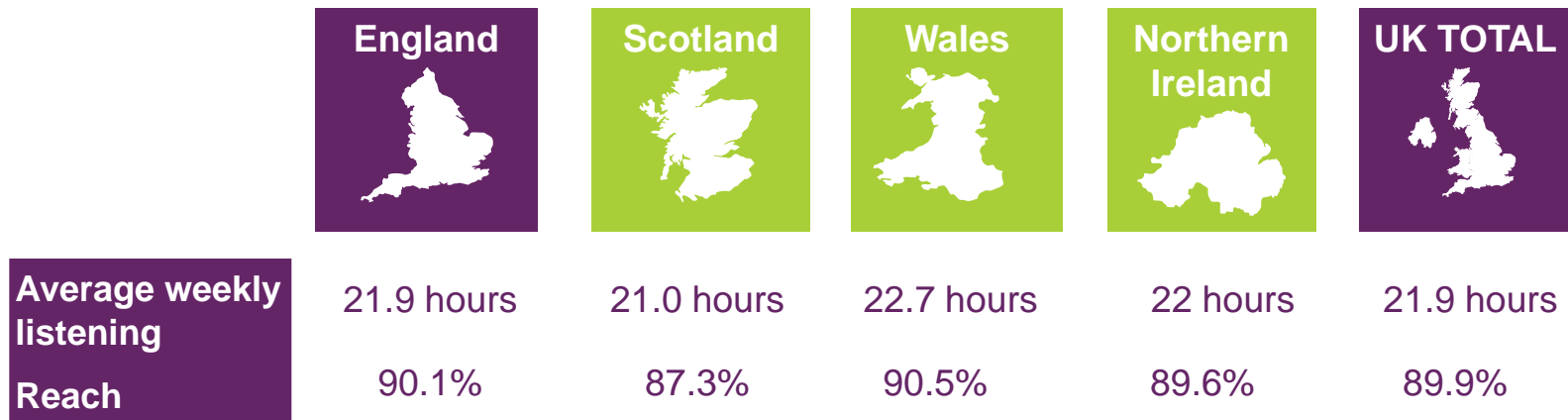


Source: Ofcom, June 2010

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.

## Figure 3.5

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

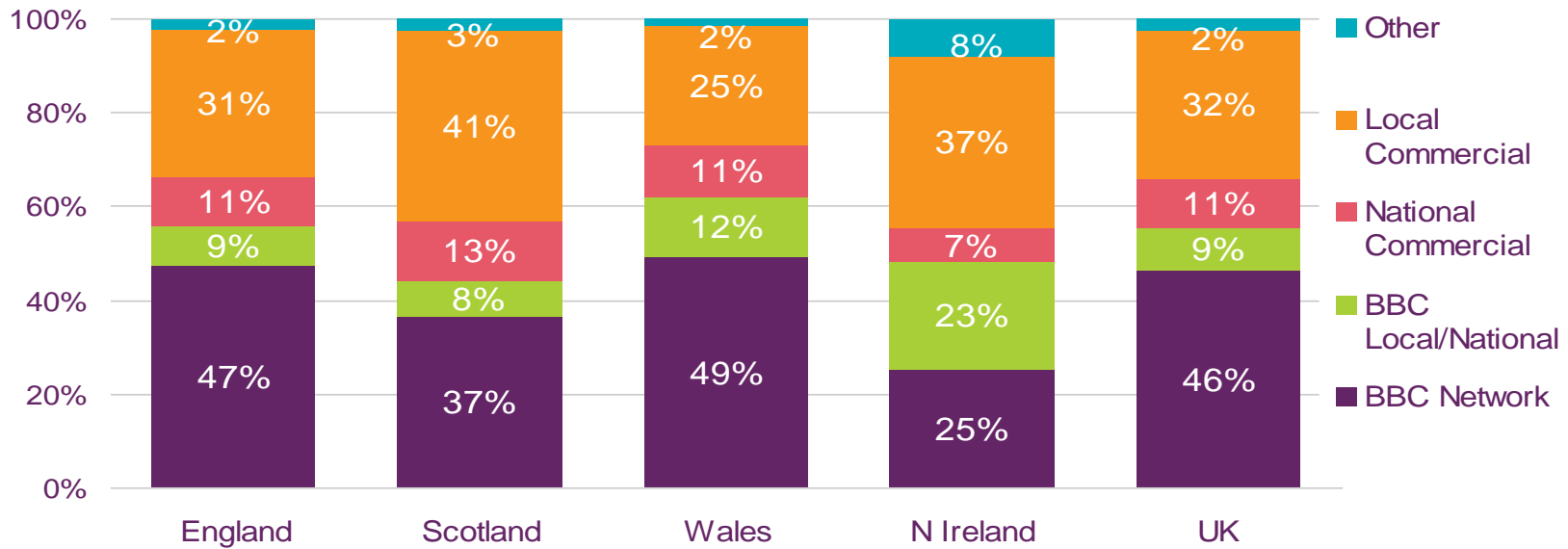


Source: RAJAR, All adults (15+), year ended Q1 2010

# Figure 3.6

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

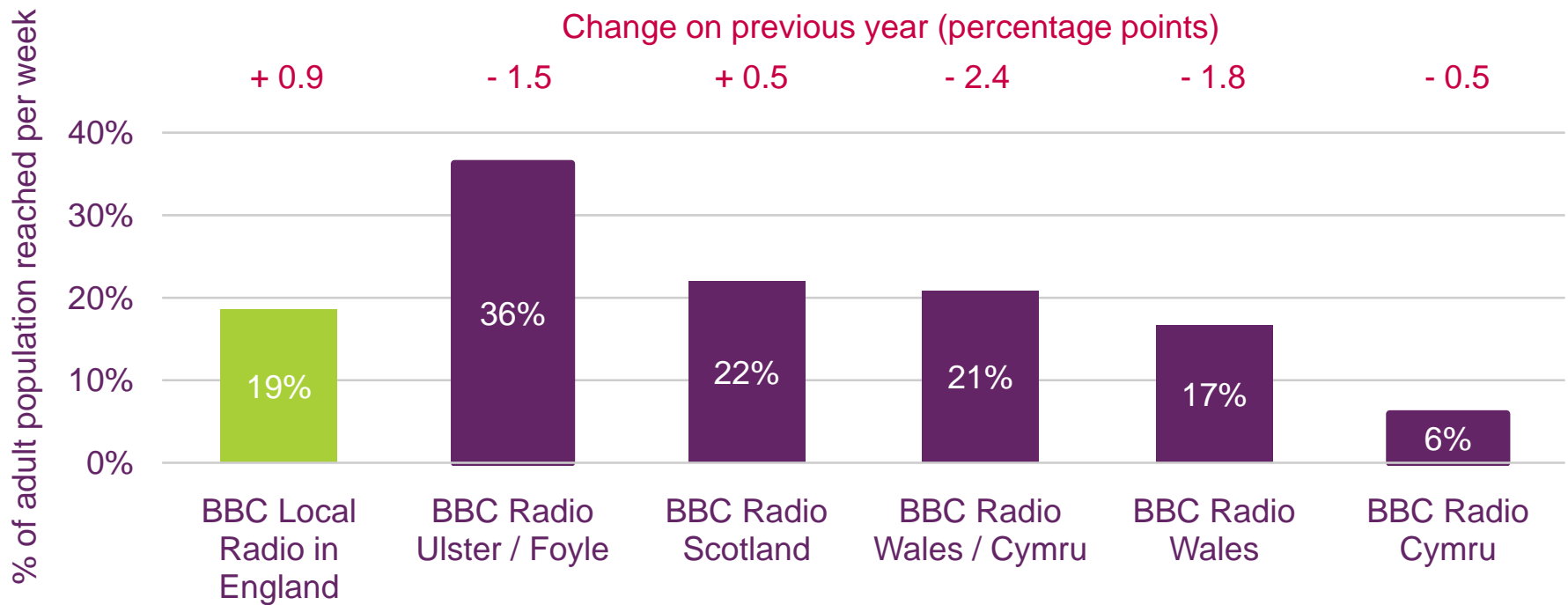
Audience share for BBC and commercial stations, local/national



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

## Figure 3.7

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



Source: Rajar Q1 2010

Note: Average weekly reach of adult population Q1 2010



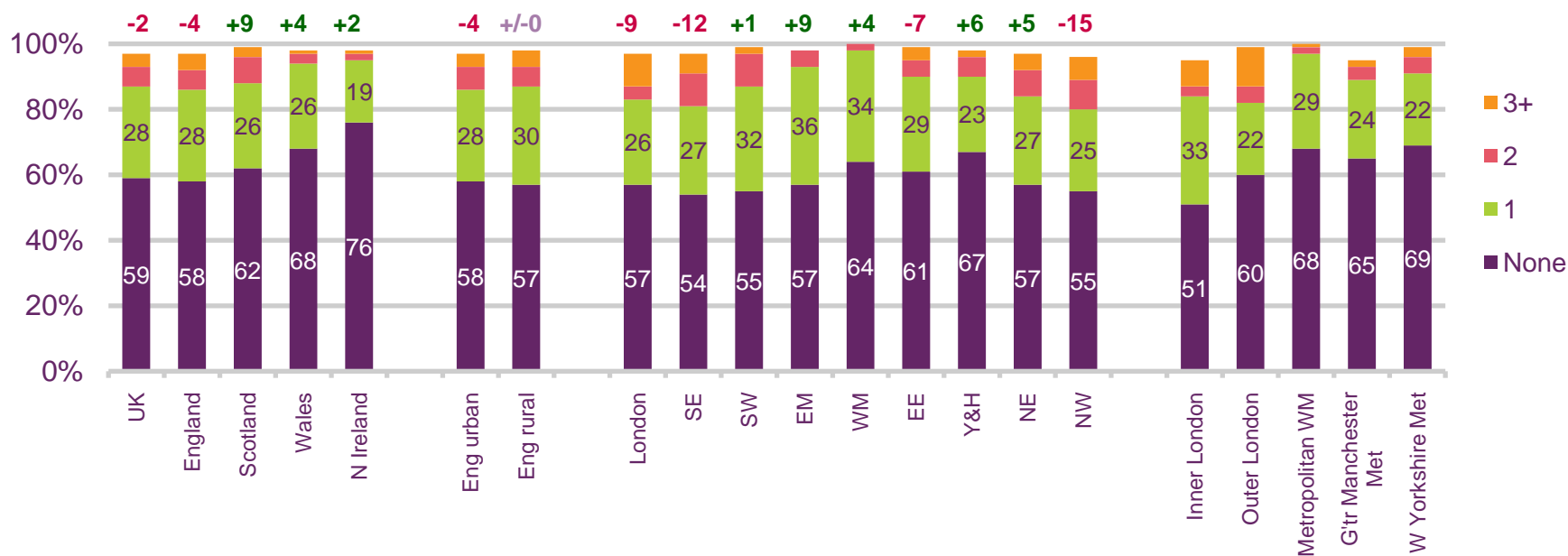
# Figure 3.8



## Ownership of DAB digital radios

Percentage of respondents

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



<b>Total owning DAB</b>	38%	39%	36%	29%	22%	39%	41%	40%	43%	43%	41%	36%	37%	30%	40%	40%	44%	38%	32%	30%	30%
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Source: Ofcom research, Quarter 1 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

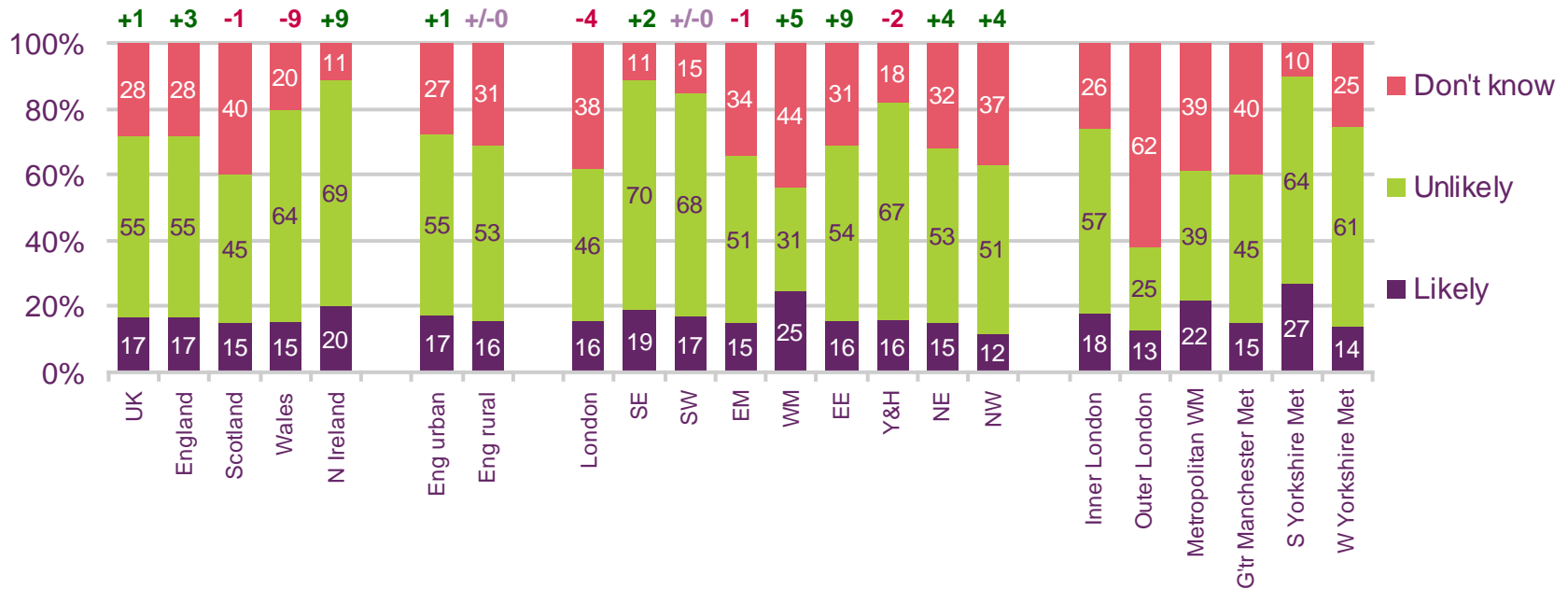
QP9. How many DAB sets do you have in your household?

# Figure 3.9

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

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

Percentage of respondents



Source: Ofcom research, Quarter 1 2010

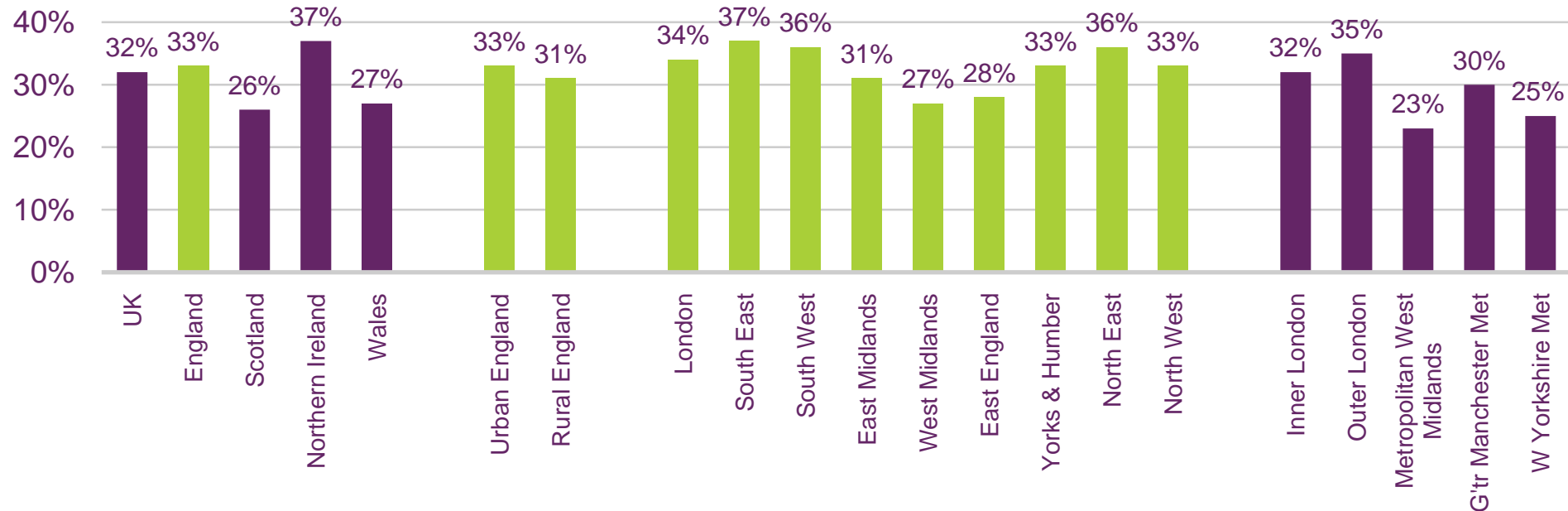
Base: Adults aged 15+ who listen to radio and do not have a DAB set (n= 4445 UK, 2690 England, 661 Scotland, 594 Wales, 500 Northern Ireland)

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

# 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

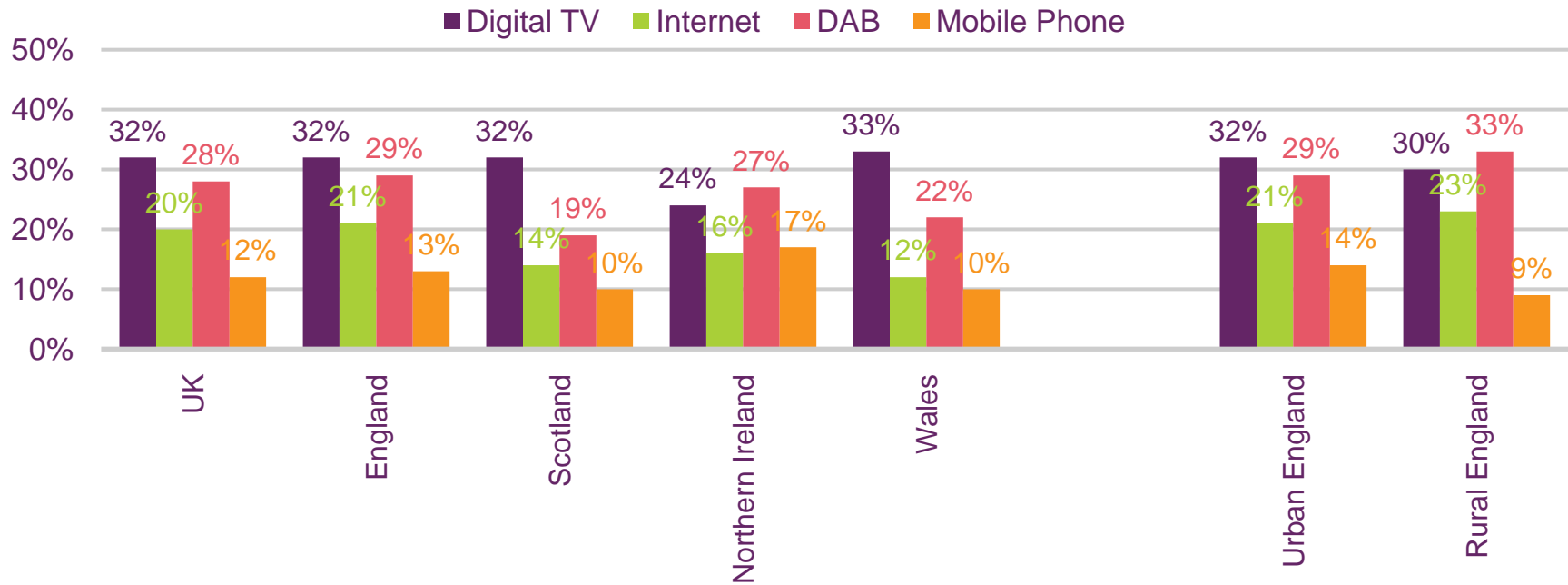
Base: All adults aged 15+ (n = 9013 UK, 1075 Wales, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 Wales urban, 265 Wales rural, 348 South East Wales, 360 South West Wales, 367 North/ Mid Wales)

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

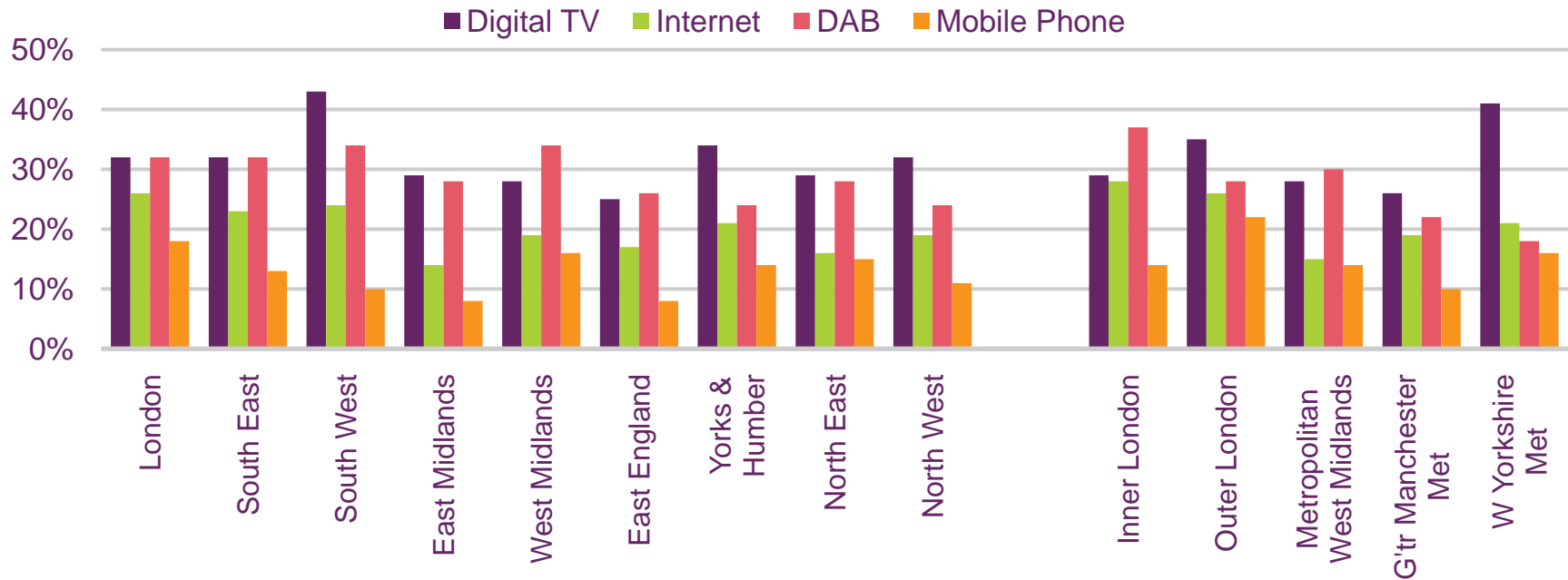
Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

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

# Figure 3.12

## Listening to radio via internet, DTV, mobile phone – English regions

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



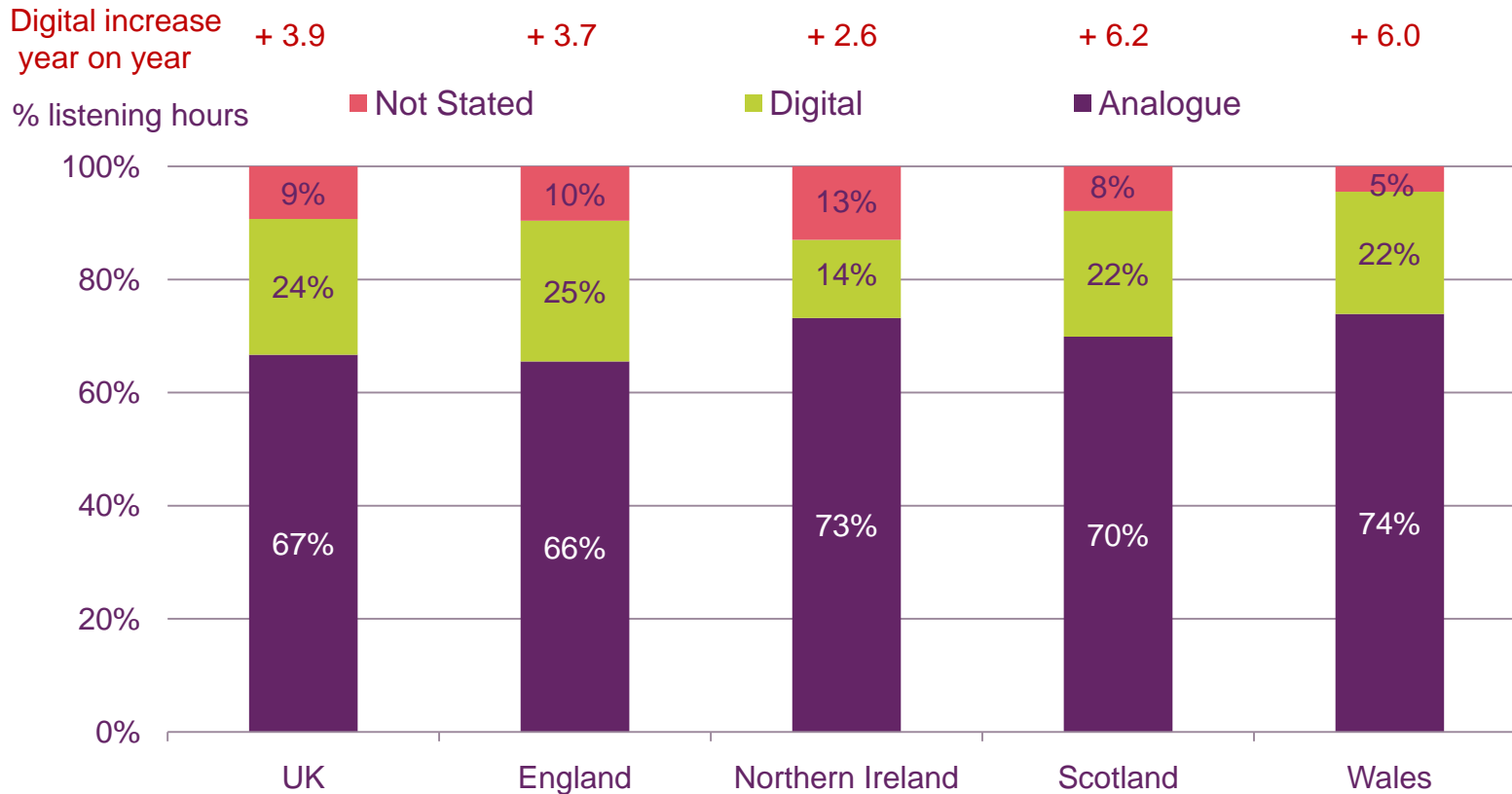
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

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

# Figure 3.13

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



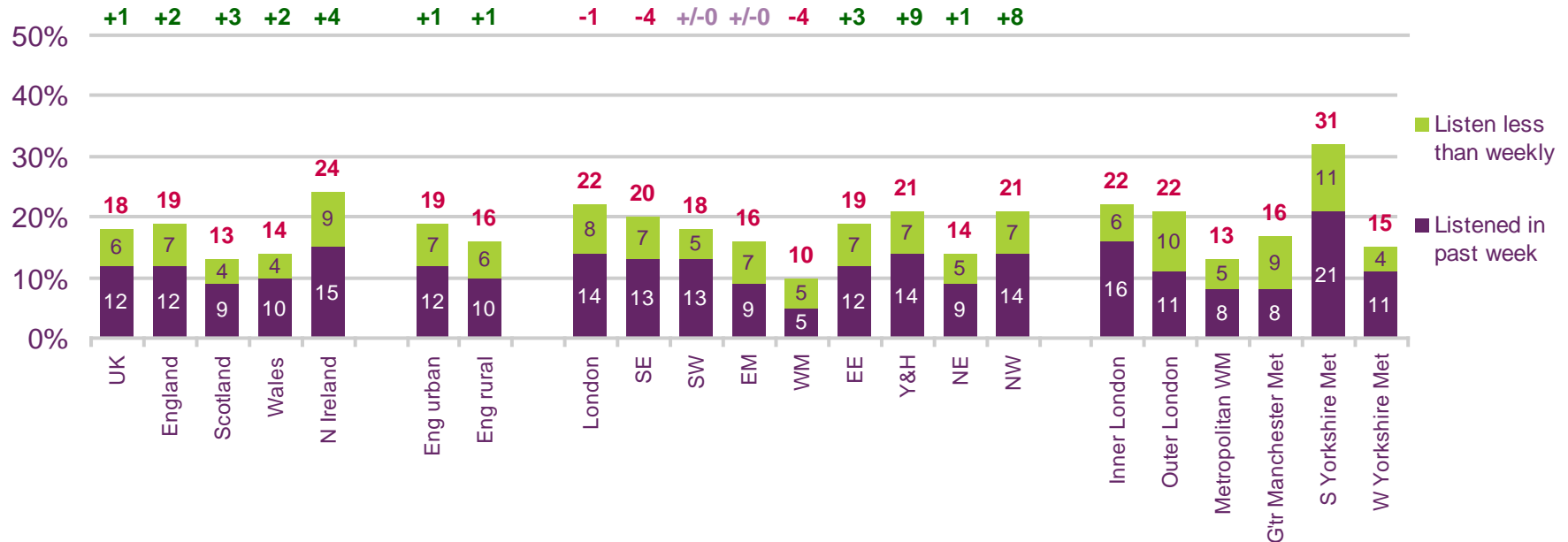
Source: RAJAR / Octagon, Q1 2010

# Figure 3.14

## 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 listening to audio on mobile 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)

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?

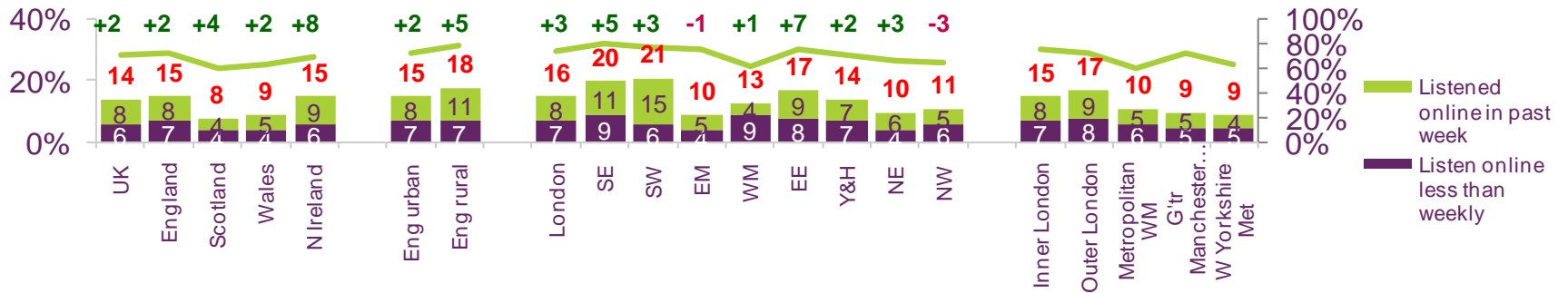
# Figure 3.15

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

Figure above bar shows % point change in online radio listening from Q1 2009

Online radio listening

Proportion of individuals with broadband at home



Source: Ofcom research, Quarter 1 2010

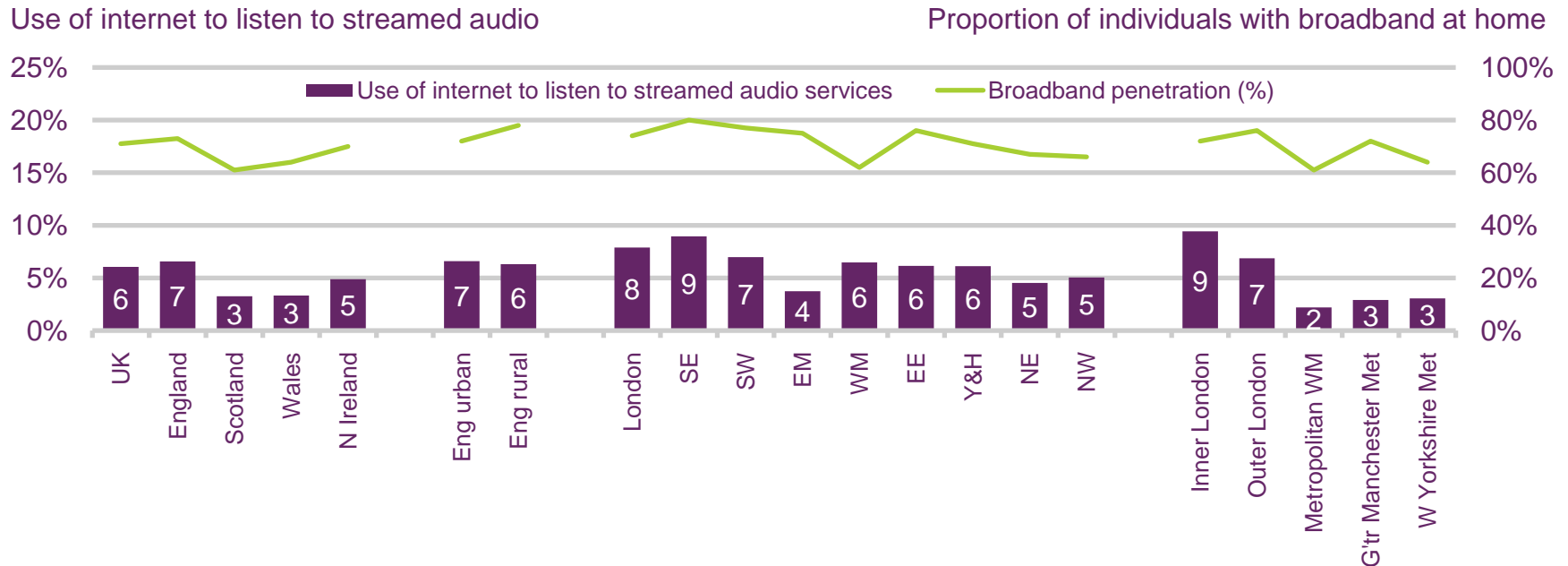
Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

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 3.16

## Use of internet for listening to streamed audio services



Source: Ofcom research, Quarter 1 2010

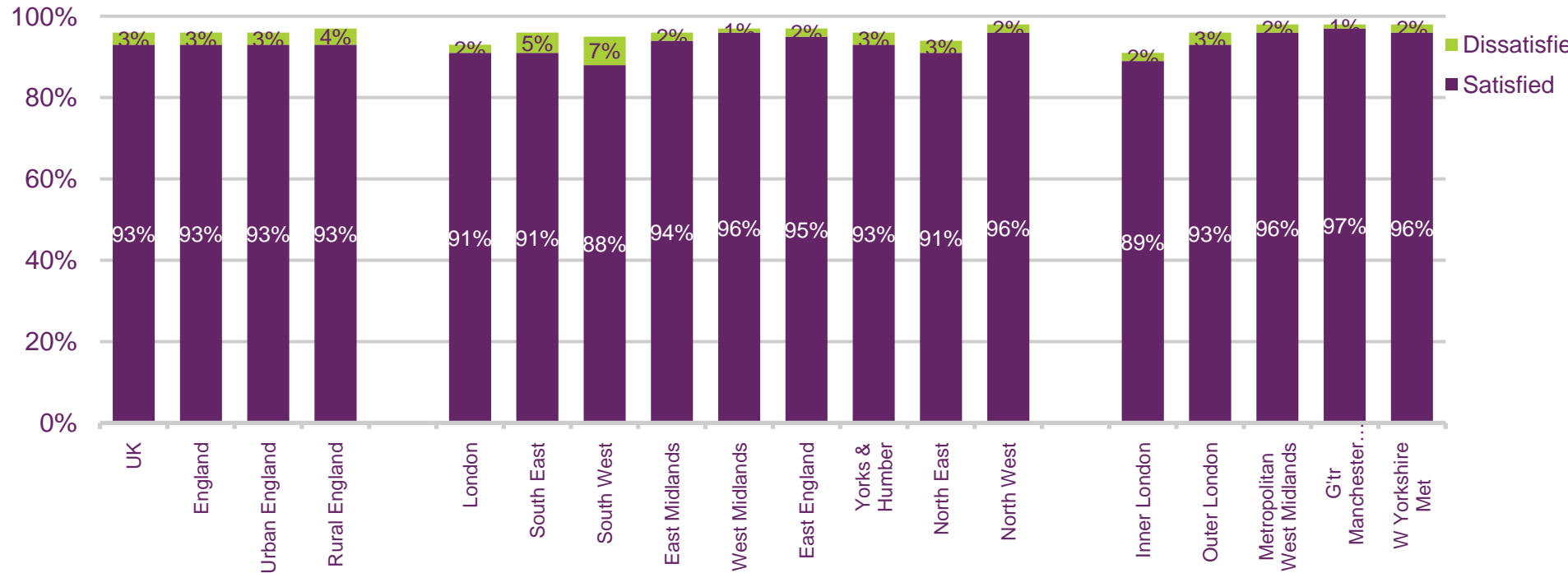
Base: Adults aged 15+ (n= 6682 UK, 5586 England, 582 Scotland, 330 Wales, 184 Northern Ireland)

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

# Figure 3.17

## Satisfaction with radio stations choice – by area

Satisfaction with radio station choice (%)



Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

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