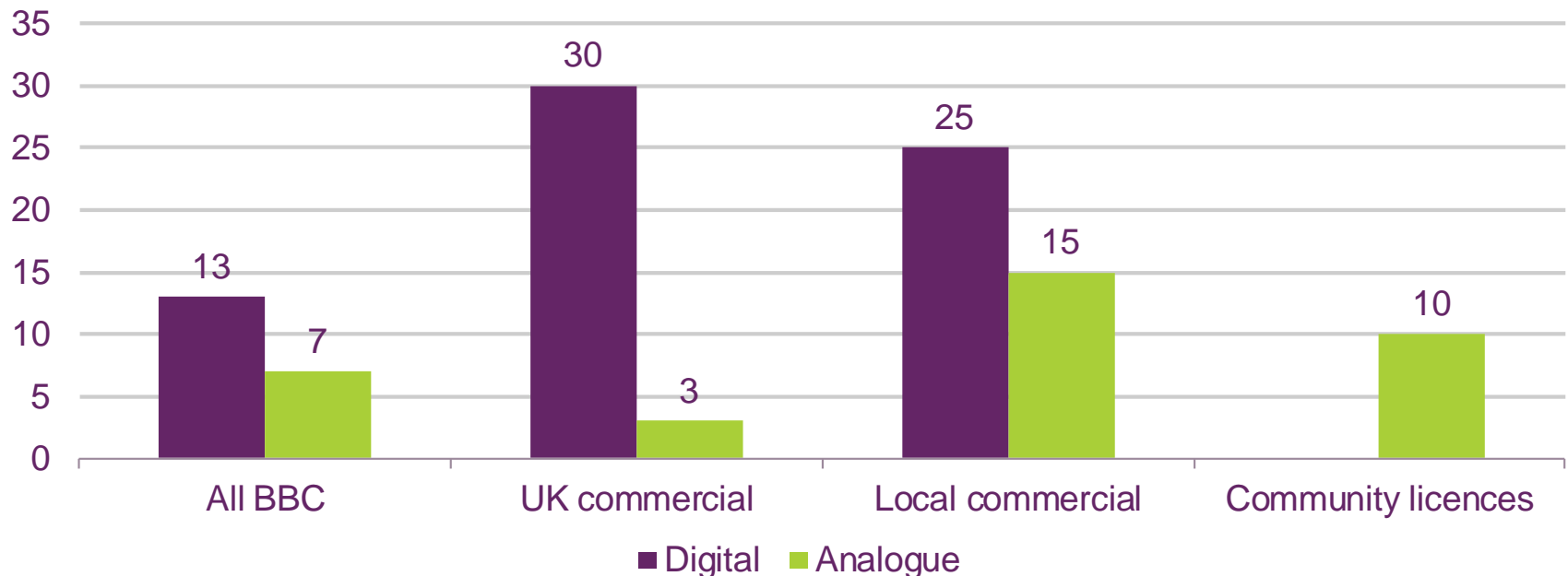


# 3. Radio and audio

## Figure 3.1

### Radio station availability



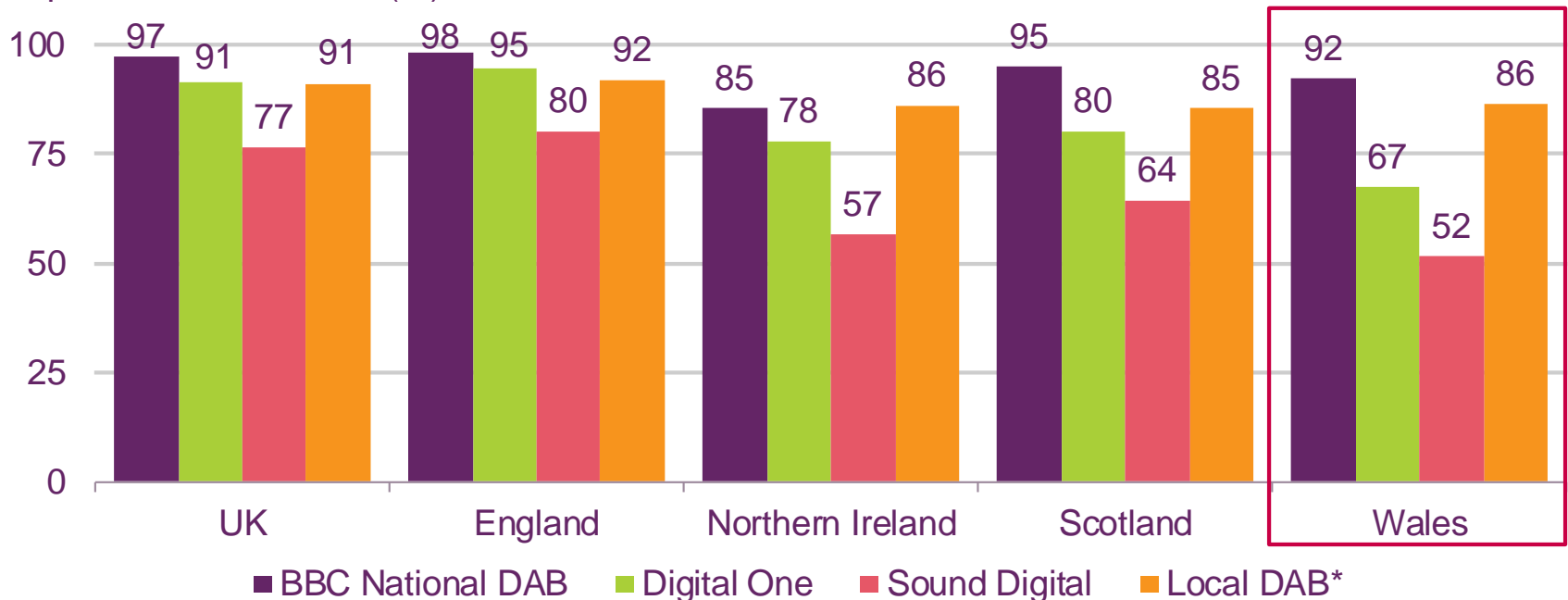
Source: Ofcom, May 2016

Note: This chart shows the maximum number of stations available; local variations and reception issues mean that listeners may not be able to access all of them.

## Figure 3.2

### Household coverage of DAB

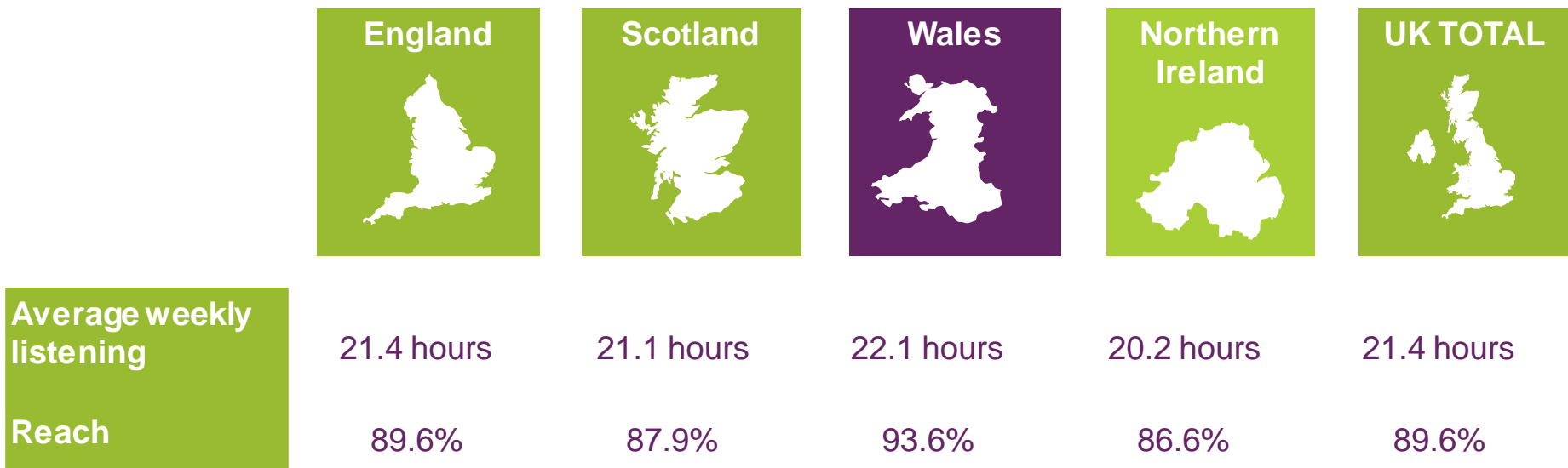
Proportion of households (%)



Source: BBC, Arqiva, Ofcom, May 2016. 'Figures for local DAB are projections of expected coverage for Autumn 2016 based upon a planned list of transmitter sites. The plan is continuing to be refined and actual coverage may differ slightly from those figures when the current programme of expansion completes.'

## Figure 3.3

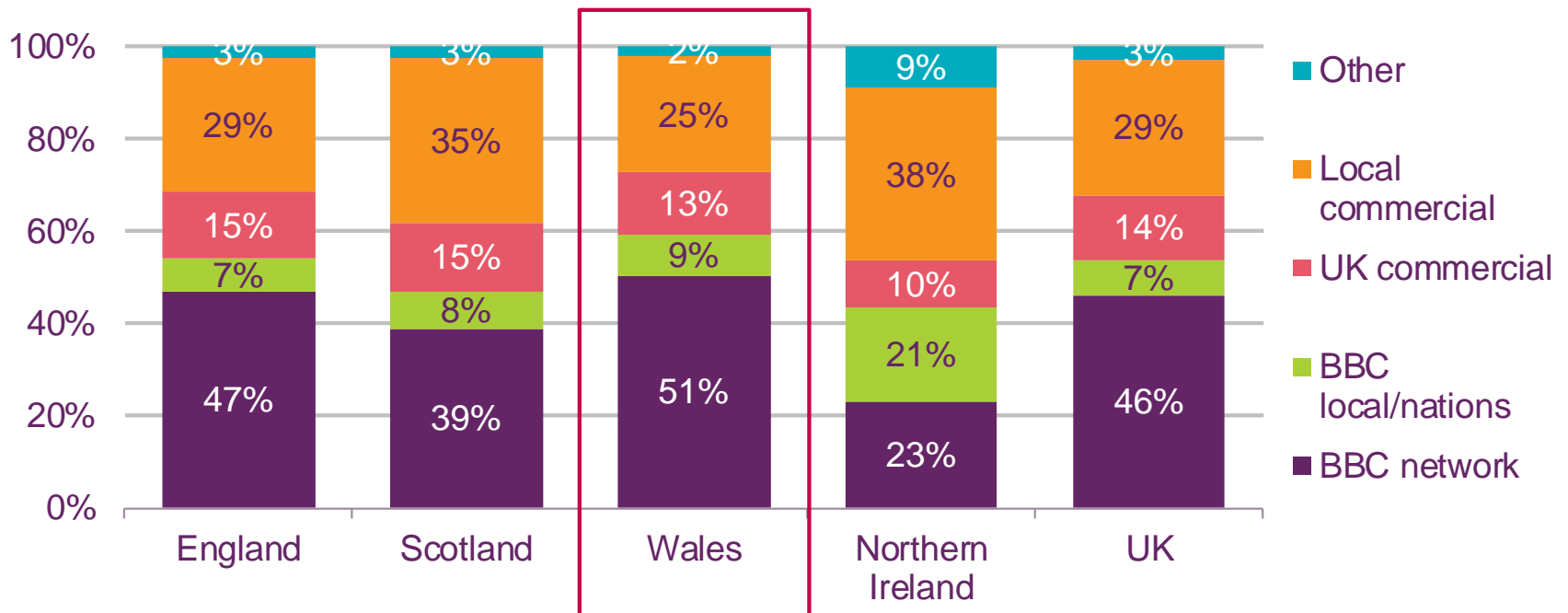
### Average weekly reach and listening hours: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015. Reach is defined as a percentage of the area adult population who listen to a station for at least 5 minutes in the course of an average week.

# Figure 3.4

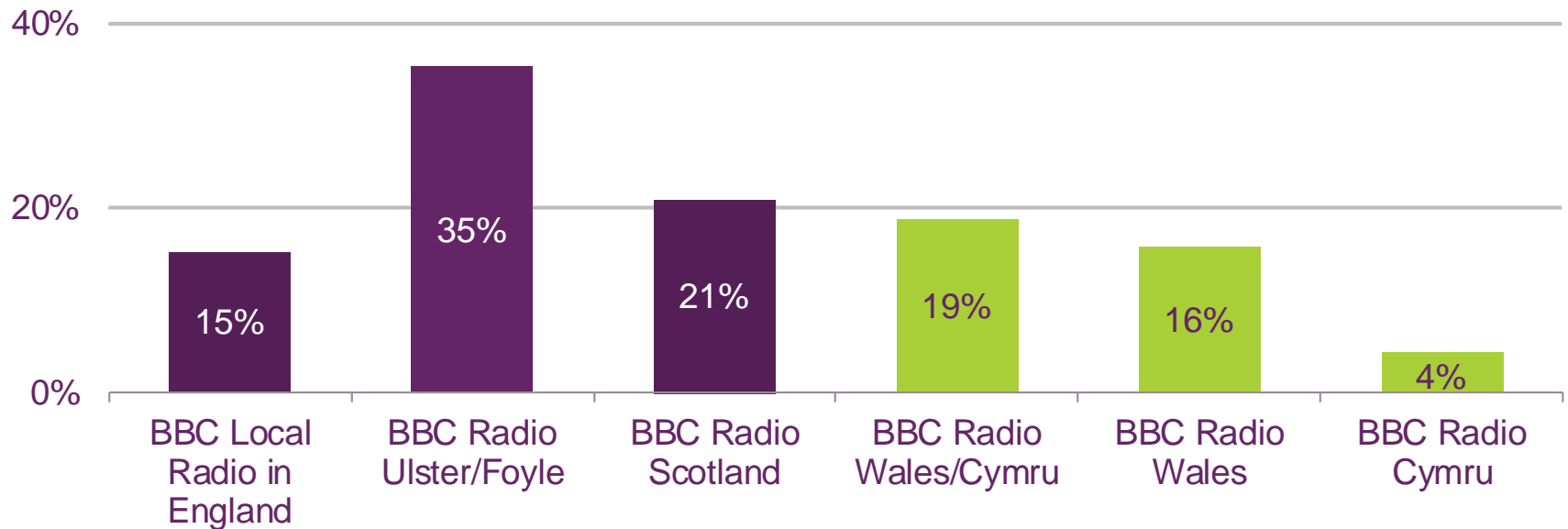
## Share of listening hours by nation: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

## Figure 3.5

### Weekly reach for nations'/local BBC services: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

# Figure 3.6

## Ownership of DAB digital radios

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ w ho listen to radio (n = 2832 UK, 399 Wales, 1693 England, 384 Scotland, 356 Northern Ireland, 192 Wales urban, 207 Wales rural, 854 Wales 2010, 397 Wales 2011, 405 Wales 2012, 383 Wales 2013, 403 Wales 2014, 406 Wales 2015, 399 Wales 2016)

NB. Data in 2011 based on those w ho listen to radio and have any radio sets in the household that someone listens to in most weeks

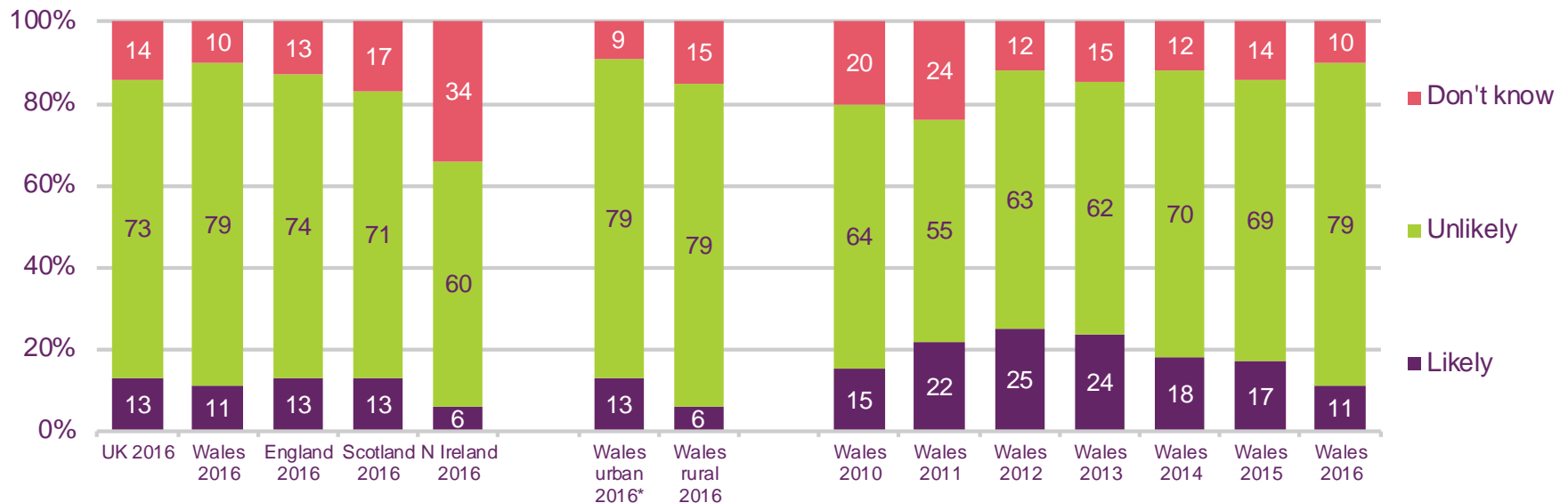
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales and UK in 2016, between Wales urban and rural in 2016 and between Wales 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Wales, urban and rural.

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

# Figure 3.7

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

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1593 UK, 212 Wales, 870 England, 236 Scotland, 275 Northern Ireland, 94 Wales urban, 118 Wales rural, 594 Wales 2010, 207 Wales 2011, 273 Wales 2012, 269 Wales 2013, 246 Wales 2014, 228 Wales 2015, 212 Wales 2016). \*Caution: Low base. Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales and UK in 2016, between Wales urban and rural in 2016 and between Wales 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Wales, urban and rural.

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

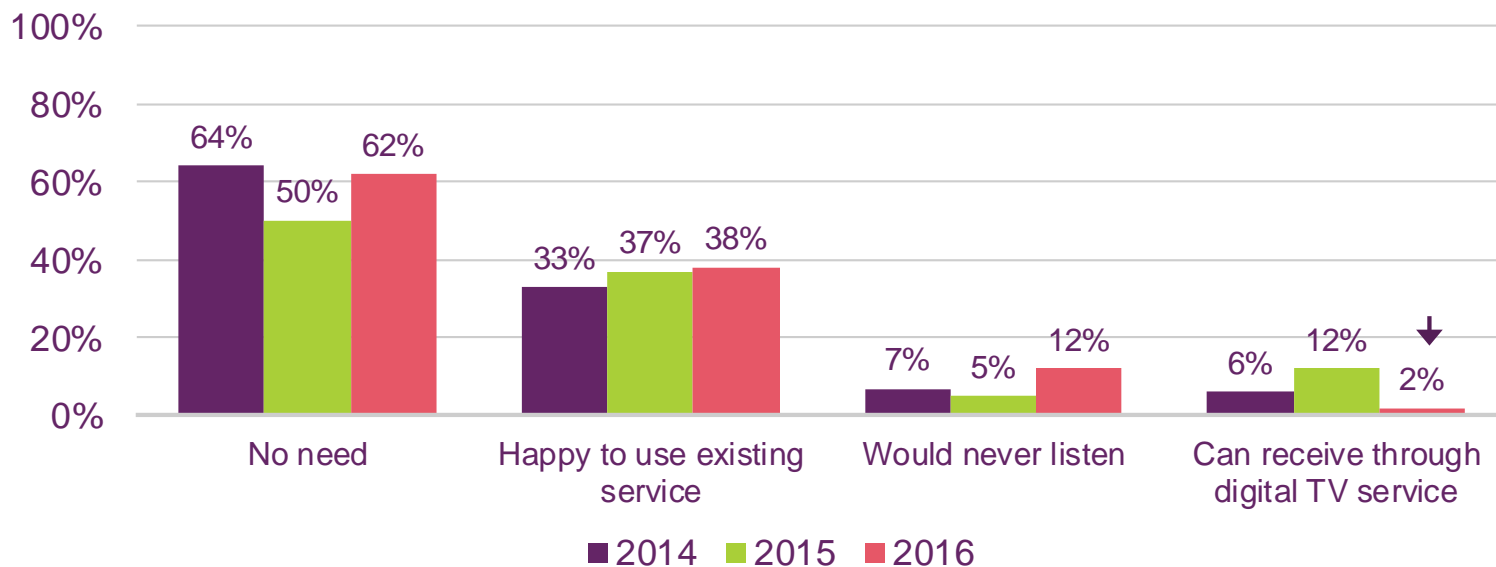
NB. Data in 2011 based on those who listen to radio, do not have a DAB set and have any radio sets in the household that someone listens to in most weeks.



# Figure 3.8

## Reasons why unlikely to purchase DAB in next year

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (Wales 2014 = 182; Wales 2015 = 166; Wales 2016 = 167)

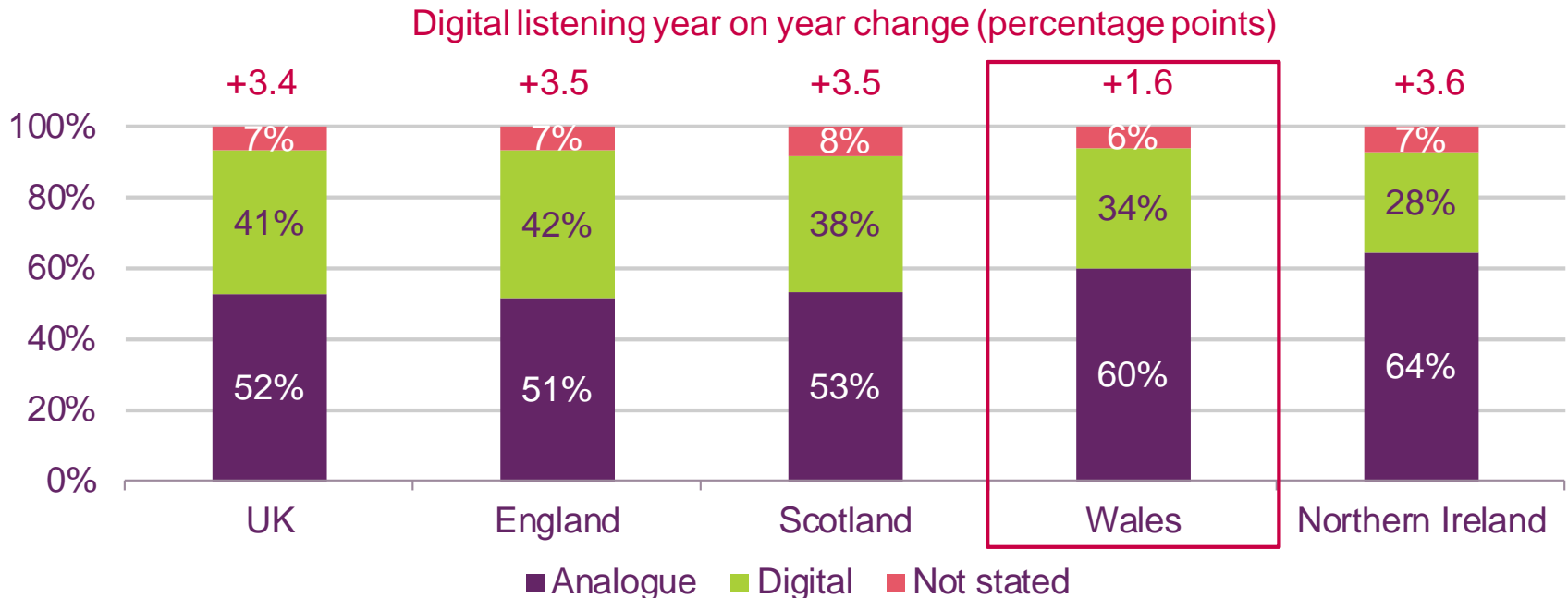
Responses shown for spontaneous mentions by 5% or more at a UK level

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Wales 2015 and 2016.

QJ14: Why are you unlikely to get digital radio in the next 12 months?

# Figure 3.9

## Share of listening hours via digital and analogue platforms: 2015

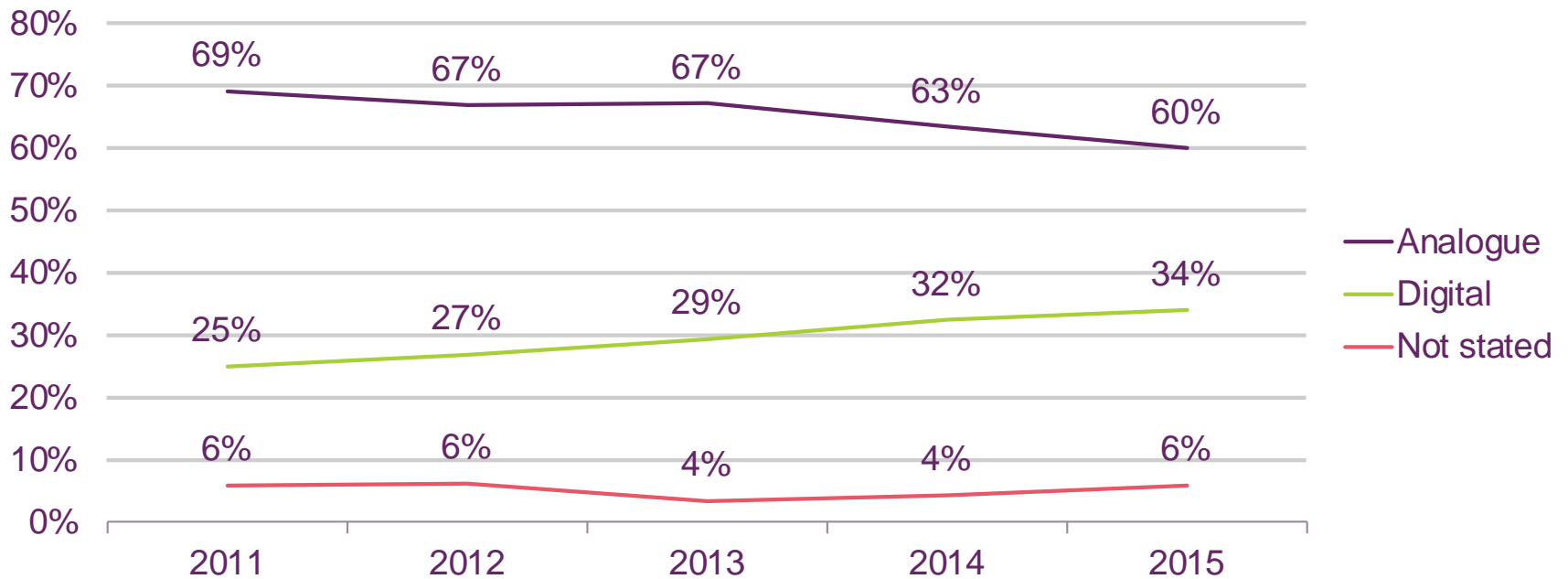


Source: RAJAR, All adults (15+), year ended Q4 2015

## Figure 3.10

### Share of listening hours via digital and analogue platforms in Wales: 2011-2015

Share of total listening hours

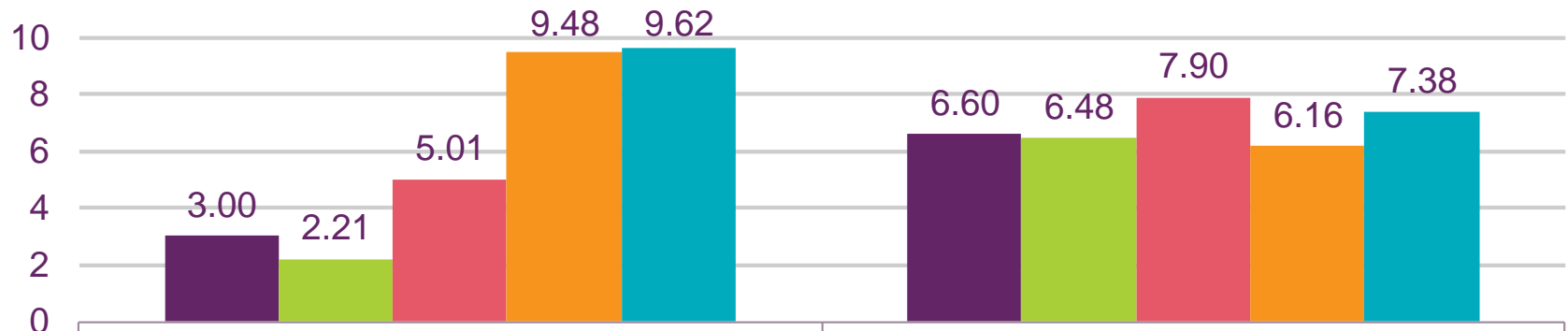


Source: RAJAR, all adults, calendar years 2011-2015

# Figure 3.11

## Local/nations' radio spend and revenue per head of population: 2015

Revenue / spend per head (£)



Annual change (£):

BBC local/nations content spend 2015-16  
 +0.13 +0.08 +0.26 +0.78 +0.22

Local commercial radio revenue 2015  
 +0.15 +0.10 -0.12 +1.32 +0.25

- UK nations average
- England
- Scotland
- Wales
- Northern Ireland

Source: Broadcasters