Communications Market Report: Wales

Research Document

Publication date: 6 August 2015

About this document

The report contains statistics and analysis of the Wales communications sector and is a reference for industry, stakeholders and consumers. It also provides context to the work Ofcom undertakes in furthering the interests of consumers and citizens in the markets we regulate.

The report contains data and analysis on broadcast television and radio, fixed and mobile telephony, internet take-up and consumption and post.

We publish this report to support Ofcom's regulatory goal to research markets constantly and to remain at the forefront of technological understanding. It also fulfils the requirements on Ofcom under Section 358 of the Communications Act 2003 to publish an annual factual and statistical report. It also addresses the requirement to undertake and make public our consumer research (as set out in Sections 14 and 15 of the same Act).

Introduction

This is Ofcom's tenth annual review of the communications market in Wales. The report offers a detailed overview of communications services across the nation and monitors key trends in the availability and take-up of communications services across Wales.

This year's report includes research data commissioned from the British Population Survey that explores the use of communications services at a more granular level in Aberystwyth, Cardiff, Newport, Swansea and Wrexham.

Although individuals in Wales continue to watch significantly more television on average than those in the UK as a whole, the average time spent watching broadcast television declined by 12 minutes in 2014.

PSB spend by the BBC and ITV on non-network nations programming in Wales increased by 6% in nominal terms to £27.2m in 2014. The total spend by the BBC and ITV Wales on current affairs programming for people in Wales increased by 16% and spending on news increased by 15%. Spending on non-news programming declined by 2% in 2014.

Despite a 2% increase in first-run originated output during the year, first-run originated hours in Wales are down by 9% (943 hours) since 2009 – the largest decline in any UK nation. S4C spend on first-run commissioned programming remained stable at £63m.

In radio, Wales continues to have the highest share (59%) of listening to BBC services and the lowest share of listening to local commercial radio (26%). Ownership of DAB radio has remained unchanged at 47% but year-on-year growth in digital listening was highest in Wales, at 3 percentage points.

Close to nine in ten households in Wales now make use of the internet, and superfast broadband is now available to 79% of premises in Wales, the highest availability in the devolved nations. Take-up of broadband services (fixed and mobile) is now on a par with the UK average (78%) and higher than in Scotland or Northern Ireland.

In addition to our annual assessment of audio-visual, telecoms and postal services, the *Communications Market Report* for Wales 2015 provides analysis of the take-up of communications services and devices among those who can speak or write Welsh. The research suggests that those who can speak or write Welsh are significantly more likely than all adults in Wales to have a landline at home and significantly less likely to have internet access.

Finally, 62% of organisations in Wales say they have switched some of their communications from post to another method in the past 12 months: this is in line with the UK average.

The information set out in this report does not represent any proposal or conclusion by Ofcom in respect of the current or future definition of markets. Nor does it represent any proposal or conclusion about the assessment of significant market power for the purpose of the Communications Act 2003, the Competition Act 1998 or any other relevant legislation.

The full data set and charts are available in a searchable resource, which can be found at www.ofcom.org.uk/cmrwales. Companion reports for the UK and each of the nations can be found at www.ofcom.org.uk/cmr.

Contents

Setting the scene

Key facts about Wales

Figure	Wales	UK
Population	3.082 million (mid-2013 estimate)	64.106 million (mid-2013 estimate)
Age profile	Population aged <16: 18.0% Population aged 65+: 19.5%	Population aged <16: 18.8% Population aged 65+: 17.4%
Population density	148 people per square kilometre	263 people per square kilometre
Language	18.6% of the population can speak Welsh	n/a
Unemployment	6.7% of economically active population, aged 16 and over	5.5% of economically active population, aged 16 and over
Income and expenditure	Weekly household income: £618 Weekly household expenditure: £439	Weekly household income: £724 Weekly household expenditure: £497

Source: Office for National Statistics: Population Estimates for UK, England and Wales, Scotland and Northern Ireland, Mid-2013; Office for National Statistics: Regional Labour Market, May 2015; Office for National Statistics: Family Spending 2014 edition; Office for National Statistics: 2011 Census, Key Statistics for Unitary Authorities in Wales.

A note on our survey research

We conducted a face-to-face survey of 3,756 respondents aged 16+ in the UK, with 496 interviews conducted in Wales. Quotas were set and weighting applied to ensure that the sample was representative of the population of Wales in terms of age, gender, socio-economic group and geographic location. Fieldwork took place in January and February 2015.

Respondents were defined as urban if they lived in a settlement with a population of 2000 or more and rural if they lived in areas with smaller populations. The survey sample in Wales has error margins of approximately +/- 3-6% at the 95% confidence level.In urban and rural areas; survey error margins are approximately +/-4-7%.

In addition to the survey data, this report refers to information from a range of other sources, including data provided to Ofcom by stakeholders.Tables summarising the data collected in our survey are published on Ofcom's website.

1 Wales' communications market

1.1 Key findings for Wales

Introduction

This section sets out a selection of the key facts and figures relating to communications markets across Wales in 2014[1], comparing and contrasting nations and highlighting changes that have taken place in the past year.

Key findings for Wales

<u>Changes in audio-visual consumption in Wales</u>

- **On average, people in Wales watched 12 minutes less broadcast television per day in 2014 than in 2013** The decline in broadcast TV viewing in Wales was higher than in England[2] (9 mins/day), Scotland (7 mins/day) and the UK (network) as a whole (11 mins/day) but lower than the decline seen in Northern Ireland (15 mins/day).

- **Despite the decline in TV viewing, people in Wales spend the largest number of hours per day watching TV compared to the UK as a whole.** In 2014, people in Wales spent an average of 4 hours 11 minutes per day watching television, higher than Scotland (3 hours 59 minutes), Northern Ireland (3 hours 47 minutes) and the UK average (3 hours 47 minutes).

- **Ofcom's consumer research found fewer people in Wales claiming they were watching traditional TV (i.e. at the time of broadcast) compared to the previous year:** 8% of respondents said they were doing this more, while 27% said they were doing it less, a net change of -19%.

- **The research also showed increases in non-traditional viewing among Welsh respondents**. Net gains were +40% for watching using non-subscription catch-up (e.g. iPlayer), +18% for watching content personally recorded, and +13% of respondents using subscription on-demand services (e.g. Netflix).

- **Claimed reductions in traditional TV viewing (i.e. at time of broadcast), viewing via a TV screen, and viewing content from public service broadcasters,** were lower than reductions in watching DVDs (a net loss of -30% in Wales) and going to the cinema (-35% in Wales) over the same period.

- **Of all adults in Wales, 48% said they had used catch-up services in 2015, an increase of 8 percentage points since the same time in 2014.** This is in-line with catch-up usage in Scotland (49%) and the UK as a whole (48%), and higher than in Northern Ireland (32%). Use of both standalone video subscription services (14%) and PVRs (63%) are similar to the UK average.

[1] The Ofcom *Technology Tracker* also includes data from Q1 2015.
[2] The figure for England reflects the average across the English regions with the largest decline in North East (-17 minutes) and the smallest decline in Border (-2 minutes).

Social communication online and social networking

- **Three-quarters of internet users in Wales say that technology has changed the way they communicate, and two-thirds say these new communications methods have made life easier, both higher than in any other UK nation.** However, these new communication methods also bring some downsides. Just under half of all online adults in Wales (46%) agree that being online interrupts face-to-face conversations and around one in six (17%) say that they spend too much time online compared with spending time with friends and family.

- **Text messaging (79%), email (74%) and meeting face to face (73%) are the most commonly used forms of weekly communications with friends and family in Wales among online adults.** Voice calls (66%), social media (58%) and instant messaging (47%) are also commonly used forms of communication. Around one in five online users in Wales also use Twitter (23%), make comments on websites (20%), and use voice calls over the internet (19%) to communicate with friends and family.

- **Over one in five Welsh adults say they are 'hooked' on social media.** Overall, 22% of adults in Wales indicated a rating of between 7 and 10 on a 10-point scale (where 1 equated to 'I'm not at all hooked on social media' up to 10, 'I'm completely hooked on social media').

- **Facebook is the most popular social media brand.** Over eight in ten (83%) online adults in Wales claim to have used Facebook, when prompted with a list of websites. YouTube (72%) is also used by a majority in Wales. Twitter (48%) and WhatsApp (40%) are also used by a sizeable minority.

- **Use of Twitter is higher among online adults in Wales (48%), compared to the other nations.** Twitter is used by 40% of online adults in England, by 32% in Scotland and by 33% in Northern Ireland.

TV and audio-visual content

- **Total nominal PSB spend on current affairs and news programming for people in Wales increased year on year by 16% and 15% respectively.** There was a decrease in spend on non-news/ non-current affairs programming. These figures reflect an overall 6% increase in PSB spend on programming for people in Wales, in nominal terms.

- **The total number of hours broadcast by S4C in 2014 rose by 68 hours to 6,788 hours, driven by an increase in repeats**, which accounted for 57% of all programming during the year, up by 4%; from 3,737 hours in 2013 to 3,876 hours in 2014. First-run commissions from indie companies fell by 3% year on year, bringing the total to 1,916 hours in this category.

- **Over half of households in Wales receive satellite television through the main set; this remains higher than the UK average.** In 2015, satellite penetration across Wales as a whole was unchanged since 2014 at 53%, higher than the UK average of 41%. Smart TV ownership in Wales increased by 8pp to 17% in 2014, on a par with the UK average.

- **Cardiff and Aberystwyth are less likely than the rest of Wales to have pay-TV services**. Across the whole of Wales, 57% of the population have pay-TV, compared to 47% in Cardiff and 27% in Aberystwyth. This may be because more people live in rented accommodation in these towns/cities.

- **Those who speak or write Welsh are now more likely than in 2014 to have pay-TV on their main TV set (70% in 2015 vs. 54% in 2014).** This is similar to the increase for all adults in Wales since 2014.

- **Freesat is more popular in towns in North Wales than in the South Wales cities**. This may reflect coverage issues for digital terrestrial television in the north of Wales.

Radio and audio content

- **More people in Wales listen to radio, and they listen for longer, than in the UK as a whole.** In 2014 radio services reached 94.5% of the adult population in Wales and listeners tuned in for an average of 22.4 hours per week. For the UK on average, 89.5% of the population listen for 21.4 hours each week.

- **Close to half of adults in Wales who listen to radio have a digital radio set.** The proportion of radio listeners in Wales who owned at least one DAB set in 2015 was unchanged since the previous year (47%). Ownership of DAB radio sets in Wales is on a par with the UK average.

- **Those whose speak or write Welsh are significantly more likely than all adults in Wales to have a DAB radio set at home** (53% vs. 39%).

- **Wales was the only nation where revenue for local commercial stations declined in 2014.** Local commercial radio revenue fell by 2.9% to £4.84 per head of population. Commercial radio revenue per head of population is also far lower in Wales. The UK average is £6.45.

Telecoms and networks

- **Total broadband penetration increased by seven percentage points, to 78%, in Wales in the year to Q1 2015.** This increase was due to growth in the take-up of fixed broadband services over the period.

- **Seventy-nine per cent of premises in Wales were able to receive superfast broadband services in May 2015.** This was the second highest proportion across the UK nations, after England (84%).

- **Wales had the second largest increase in 4G availability among the UK nations between June 2014 and May 2015.** Over this period the proportion of premises in areas with outdoor 4G mobile coverage increased by 18.4 percentage points in Wales to 62.8%, although this was the lowest proportion across the UK nations.

- **Just under a quarter (23%) of adults in Wales had a 4G service in Q1 2015.** This was below the UK average of 30% despite representing an increase of 12 percentage points compared to the previous year.

- **The proportion of homes in Wales that are mobile-only has fallen since 2014.** Just under one in five households in Wales (17%) were mobile-only in Q1 2015, a decline of five percentage points since Q1 2014.

Internet and web-based content

- **Internet take-up in Wales increased between 2014 and 2015 to around 17 in every 20 households (86%).** This was a rise of six percentage points on the 2014 figure (80%).

- **Smartphone ownership in Wales was stable in 2015, at six in ten (63%) adults, in line with the UK as a whole**.

- **Tablet ownership in Wales has reached 60% of households** following growth of 15 percentage points since 2014**.** This means that tablet ownership is higher in Wales than in the UK as a whole (54%).

- **Those whose speak or write Welsh are significantly less likely than all adults in Wales to have internet access** (by any means) at home (76% vs. 86%), and less likely to have smartphone-only internet access (2% vs. 7%).

- **In 2014 internet users in Wales said they spent significantly more time using the internet at home (15.3 hours a week) than the average of 12.6 hours per week for the UK as a whole.** Overall, internet users in Wales spend an average of 21.2 hours online a week.

Post

- **Adults in Wales send more post than the UK as a whole.** Three-quarters of adults in Wales claimed to have sent at least one item by post in the past month. They claim to send 6.5 items of post each month on average; slightly more than the UK average of 6.0 items.

- **Adults in Wales are the most likely to have sent parcels in the past month.** People in Wales are slightly more likely than those in the rest of the UK to have sent parcels in the past month (42% vs. 40% across the UK). They are the least likely to have sent payments for bills through the post.

- **Almost nine in ten people in Wales are satisfied with Royal Mail.** The majority (88%) say they are satisfied with the service received from Royal Mail, compared to 86% across the UK as a whole.

Figure 1.1 Fast Facts for Wales

Nations' Fast Facts: wave 1 2015 (%)– unless otherwise stated, figures relate to household take-up

	UK	England	Scotland	Wales	Northern Ireland	UK urban	UK rural	Wales urban	Wales rural
Digital TV take-up	97	97	96	98	97	96 -	98 +	98	98
Pay digital TV	59	58	58 -10	67[1] + +10	63	59 +	55 -	69 +11	61
Freeview-only TV	30	30 -3	35[2] +10	24 - -9	28	30 -	35 +	23 -11	27
Smart TV take-up (among TV homes)	21 +9	21 +9	19 +11	17 +8	15 - +8	20 +8	23 +12	16 +8	18
HDTV service (among those with an HDTV)	75 +5	75 +5	75	69 -	75	74 - +4	81 +	67 -	78 +
DAB ownership (among radio listeners)[3]	43	44	37	47	29 -	42 -	50 +	49 +	38 -
Catch-up TV/ film viewing online/ on-demand (via any device, among those who use the internet)	56 +5	56 +5	62	57	42 -	56 +4	56 +10	58	54
Total internet access at home (via any device)	85 +3	86 +4	78 -	86 +6	79 -	85 +3	85	86	85
Broadband take-up at home (fixed or broadband)	80 +3	81 +4	73 -	78 +7	72 -	79 +3	82	77	80
Use mobile to access internet	61 +4	62 +5	59	59	60 +9	62 + +4	55 -	60	51
Mobile phone take-up (personal use)	93	93	91	90	91	92	93	90	89
Smartphone take-up (personal use)	66 +5	67 +6	63	63	63 +8	67 + +5	59 -	64	59
4G service take-up (among smartphone owners)	45 +26	45 +26	55 + +25	36 - +16	40 +25	46 + +26	35 - +16	38 +18	28
Fixed landline take-up	84	85	82	83	84	84 -	90 +	82	85
Desktop PC take-up	34	37	22 -	26 -	28 -	34	35	24 -	34 +
Laptop take-up	65	66	55 -	65 +8	55 -	64	67	65 +10	65
Tablet computer take-up	54 +10	54 +10	52 +10	60 + +15	54 +9	54 +11	55 +8	62 +16	54 +12
E-reader take-up (personal use)	20 +3	20 +3	14 -	19	15 -	19 +3	22	19	18
Households taking bundles	63	64	61	67 +8	61 +7	63	67	68 +9	64

Key: +Figure is significantly higher for nation than UK average or significantly higher for nation's urban/ rural than for nation's rural/ urban; -Figure is significantly lower for nation than UK average or significantly lower for nation's urban/ rural than for nation's rural/ urban; +xx Figures have risen significantly by xx percentage points since W1 2014; +xxFigures havedecreased significantly by xx percentage points since W1 2014;

	UK	England	Scotland	Wales	Northern Ireland
Fixed telephony availability	100	100	100	100	100
Fixed broadband availability[4]	99.98	100	99.86	100	100
LLU ADSL broadband availability[5]	95	96	89	93	89
Virgin Media cable broadband availability[6]	44	47	36	21	27
BT Openreach / Kcom fibre broadband availability[7]	82	82	75	83	92
NGA broadband availability[8]	90	90	85	87	95
Superfast broadband availability	83	84	73	79	77
2G mobile availability[9]	99.7	99.8	99.5	98.9	98.9
3G mobile availability[10]	99.3	99.6	97.1	97.9	98.6
4G mobile availability[11]	89.5	92.1	79.7	62.8	91.1
DTT availability[12]	98.5	98.6	98.7	97.8	97.4
TV consumption (minutes per day)	220	221 *	239	251	227
Radio consumption (minutes per day)	183	184	171	138	185

Source: Ofcom Technology Tracker W1 2015, BARB, RAJAR, industry data
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 1974 England urban, 290 England rural, 246 Scotland urban, 246 Scotland rural, 249 Wales urban, 247 Wales rural, 249 Northern Ireland urban, 255 Northern Ireland rural)
1. This increase may be attributable to an anomalous decline in Wales of cable TV as the main television set in 2014 - In 2015 cable take-up in Wales increased by 6 pp to 10% over the previous year, returning it to 2013 levels. Market research surveys are subject to sample error and will occasionally report anomalous results.
2. In 2014 the survey data indicated a decline in use of Freeview as a main television service in Scotland. The 2015 measure is similar to the previous measure from 2013. This may suggest that the apparent decrease in 2014 could have been accounted for by sample error.
3. DAB ownership in the nations and UK as reported here is sourced from Ofcom research. The UK CMR uses RAJAR data for DAB ownership
4. Proportion of premises connected to an ADSL-enabled BT local exchange based on BT data, December 2014
5. Proportion of premises connected to an LLU-enabled BT local exchange based on BT data, December 2014
6. Proportion of premises able to receive Virgin Media cable broadband services, May 2015
7. Proportion of premises able to receive BT Openreach/ KCom fibre broadband services, May 2015; under regulatory rules other providers can provide retail fibre broadband services to consumers using these networks.
8. Proportion of premises able to receive NGA broadband services, May 2015
9. Proportion of premises with outdoor 2G mobile coverage from at least one operator, May 2015
10. Proportion of premises with outdoor 3G mobile coverage from at least one operator, May 2015
11. Proportion of premises with outdoor 4G mobile coverage from at least one operator, May 2015
12. Estimated proportion of homes that can receive the PSB channels via DTT (3PSB Mux coverage). Joint TV planning project (Arqiva, BBC, Ofcom).
** This figure reflects the average across the English regions with the highest in Border at 250 minutes (4 hours 10 minutes) and lowest in West at 197 minutes (3 hours 17 minutes) respectively.*

1.2 Social communication online

Introduction

Ofcom conducted a survey among internet users to investigate how the internet, and being online and connected, has influenced the way in which people maintain their existing relationships, as well as build new contacts and friendships[3].

This section looks at Wales. It is worth noting that there are no significant differences between Wales and the other nations, so the story is consistent with the other nations throughout[4]. All figures reported in the narrative relate to Wales unless stated otherwise.

Attitudes to online communications

<u>Three-quarters of internet users in Wales agree that technology has changed the way they communicate</u>

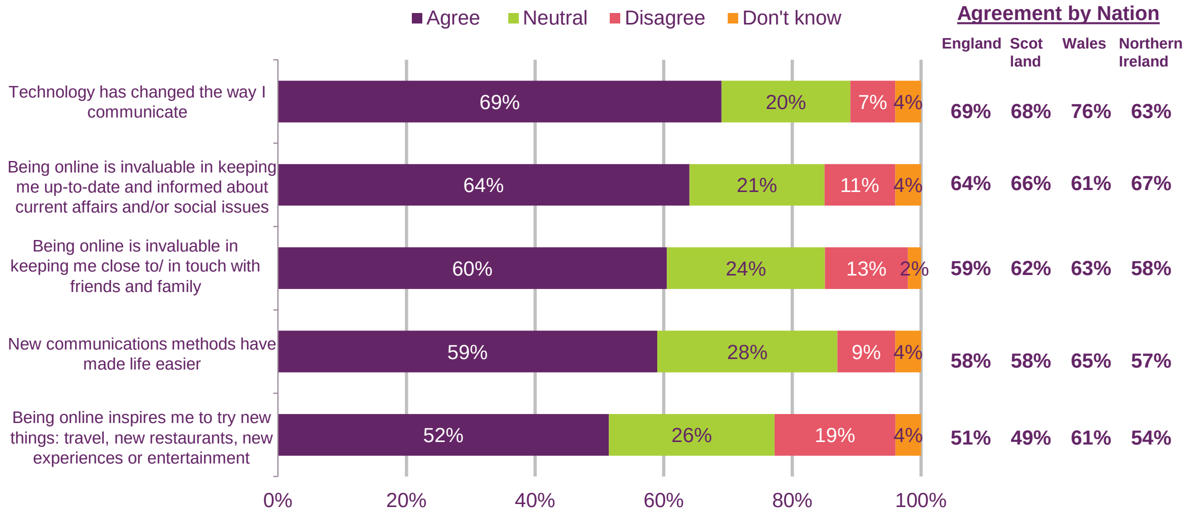
Three-quarters (76%) of internet users in Wales agree that '*technology has changed the way they communicate'* and two-thirds (65%) say that these new communication methods have '*made their life easier'*.

Digital communications are also seen to bring benefits. Around six in ten (61%) online adults in Wales agree that being online is '*invaluable for keeping them informed about current affairs and social issues*' and agree that it helps them '*keep in touch with close family and friends*' (63%). A similar proportion (61%) agrees that it '*inspires them to try new things'*.

[3] The survey was conducted by YouGov in May 2015 among an online sample of 2,290 UK adults and provides a snapshot of people's personal communications. The number of interviews achieved by nation are: England = 1879, Scotland = 200, Wales = 113 and Northern Ireland = 98.

[4] Due to low base sizes, the confidence with which the population average can be estimated within nation is limited. This means that only large differences between nations (between 8% and 18%) can be reported as significantly different at 95% confidence. No differences between nations are significant when these margins of confidence are applied.

Figure 1.2 Level of agreement with positive statements about online communications, by nation

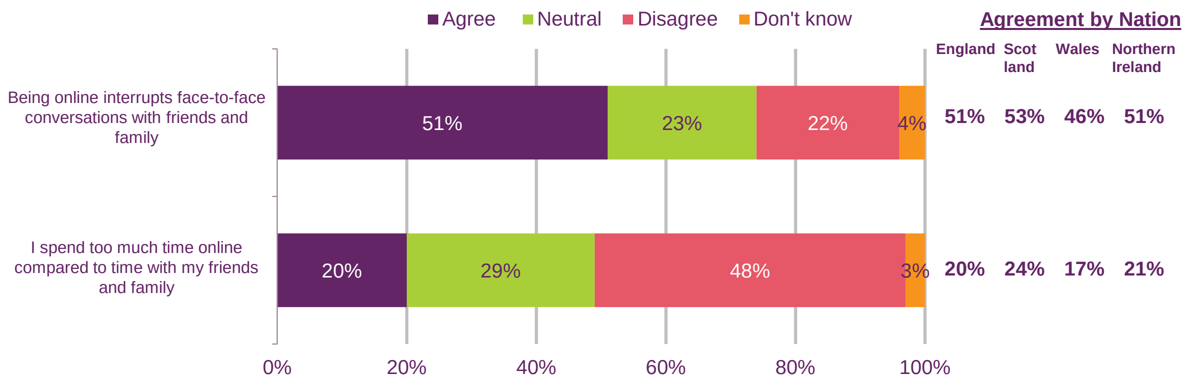


Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ (n=2290), England (n=1879), Scotland (n=200), Wales (n=113), Northern Ireland (n=98).
Q115. How much do you agree or disagree with the following statements?

<u>A minority (17%) of adults in Wales think that they spend too much time online compared to time spent with friends and family</u>

Despite the benefits seen in Figure 1.2, these new communication methods also bring some downsides. Just under half of all online adults in Wales (46%) agree that '*being online interrupts face-to-face conversations with friends and family*' and around one in six (17%) agree that they '*spend too much time online compared with spending actual time with friends and family*'. There is no significant difference between the nations on these two statements.

Figure 1.3 Level of agreement with negative statements about online communications, by nation



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ (n=2290), England (n=1879), Scotland (n=200), Wales (n=113), Northern Ireland (n=98).
Q115 How much do you agree or disagree with the following statements?

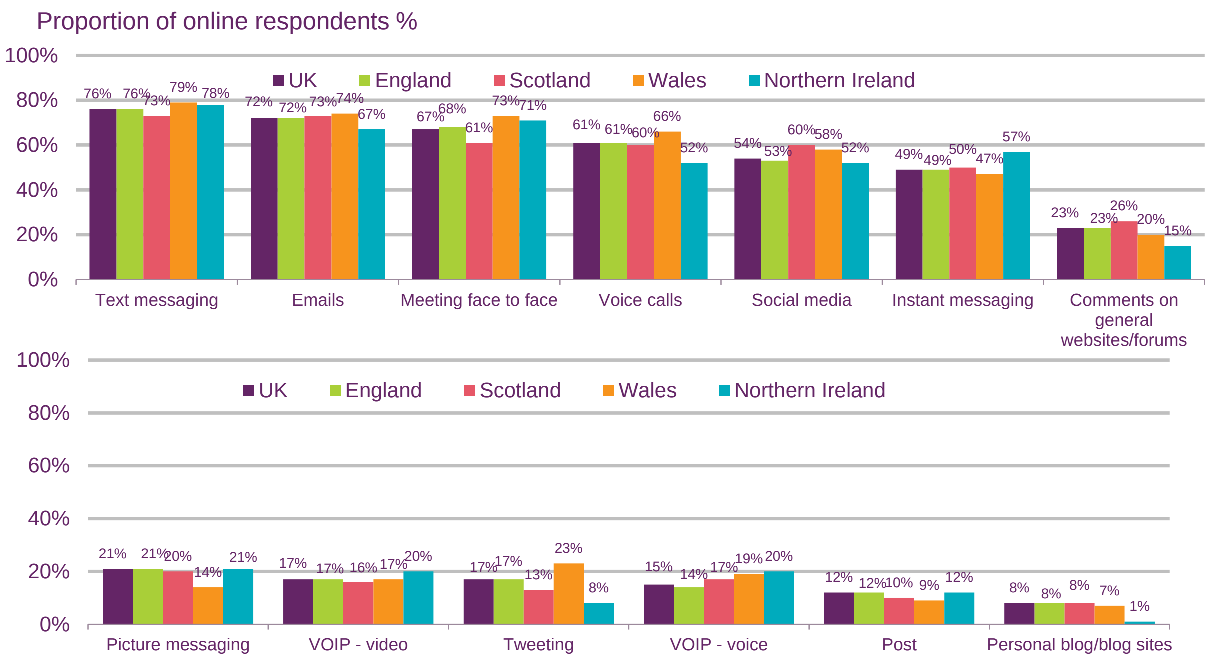
Communication methods

Text messaging and email are the most common weekly methods of communication

Figure 1.4 shows that text messaging (79%) and email communications (74%) are the top two most common methods of contact on a weekly basis. However, meeting face-to-face (73%) and voice calls (66%) are also used by a majority. Newer online methods of communication such as social media (58%) and instant messaging (47%) are also used by many people as part of their weekly communications repertoire. Around one in five online users in Wales also use Twitter (23%), make comments on websites (20%), and use voice calls over the internet (19%) to communicate with friends and family.

Postal communications such as letters or cards are used weekly or more often by one in ten online adults (9%), increasing to one in three (32%) when extending the time frame and considering usage once a month or more often.

Figure 1.4 Methods of communicating with friends and family: once a week or more often, by nation



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ (n=2290), England (n=1879), Scotland (n=200), Wales (n=113), Northern Ireland (n=98).
Q50. Thinking about your personal communications in general, how often do you use the following to communicate with family and friends?

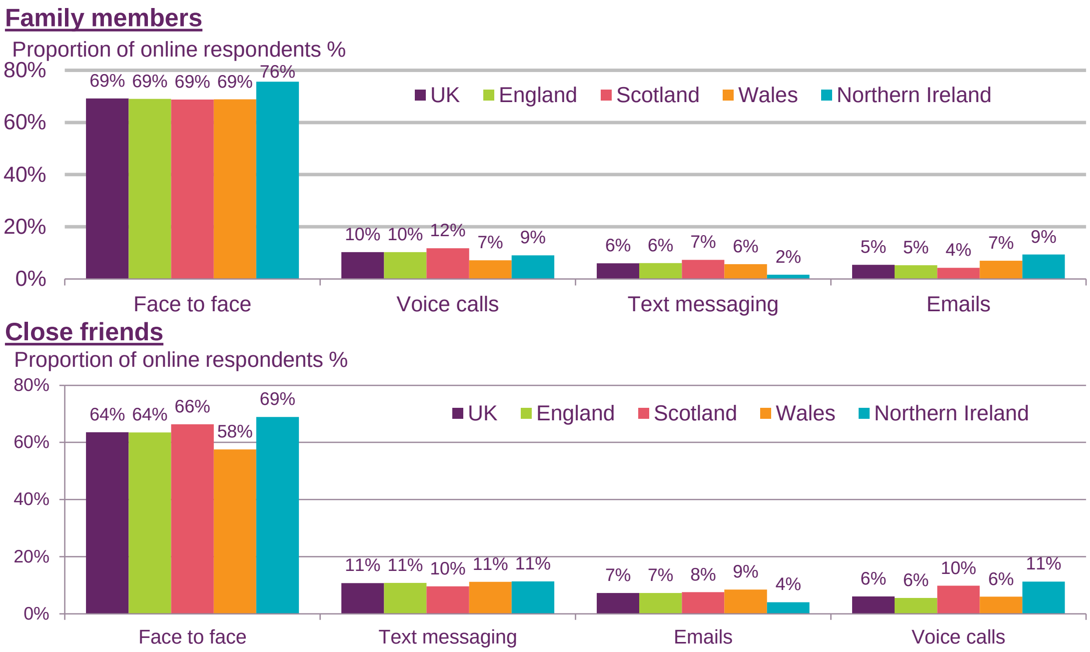
Communicating with close networks: friends and family

Over two-thirds of people in Wales prefer to communicate with family members in person

Figure 1.5 shows that the preferred methods of communication are the same for family and friends, with meeting people face-to-face being the dominant choice (69% for family and 58% for friends). This preference for face-to-face communication is consistent across all of the UK nations.

Voice calls (7% for family and 6% for friends), text messaging (6% for family and 11% for friends) and email (7% for family and 9% for friends) are the next preferred methods. Social media is notable for its low ranking for communicating with family members and close friends[5].

Figure 1.5 Preferred methods of communicating with friends and family



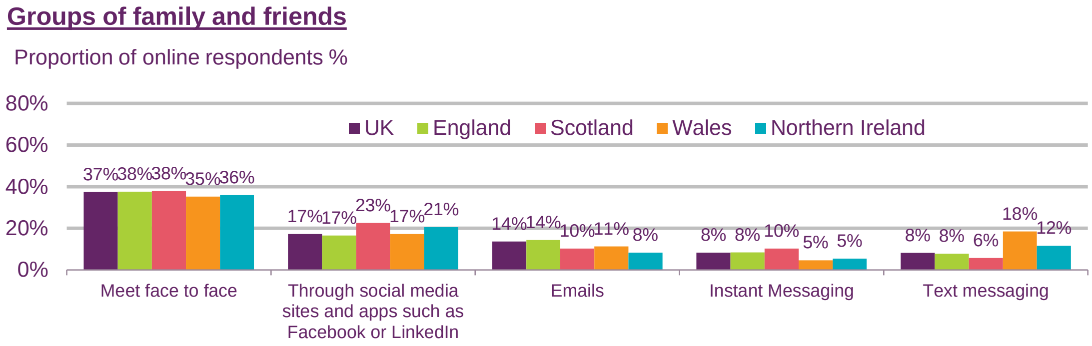
Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ who communicate with family members and close friends.
Q52. And which of these methods do you prefer to communicate with …… ?
Chart includes data for all responses 5% or over.

<u>When communicating with groups of friends and family, almost one in five people in Wales prefer to use social media</u>

Figure 1.6 shows the preferred method for communicating with groups of family and friends. While meeting face-to-face remains the preference for many (35% in Wales), social media is favoured by 17% of online adults in Wales, as is text messaging (18%).

[5] Data are shown for responses 5% or greater on the charts.

Figure 1.6 Preferred method of communicating with groups of friends and family: once a week or more often, by nation

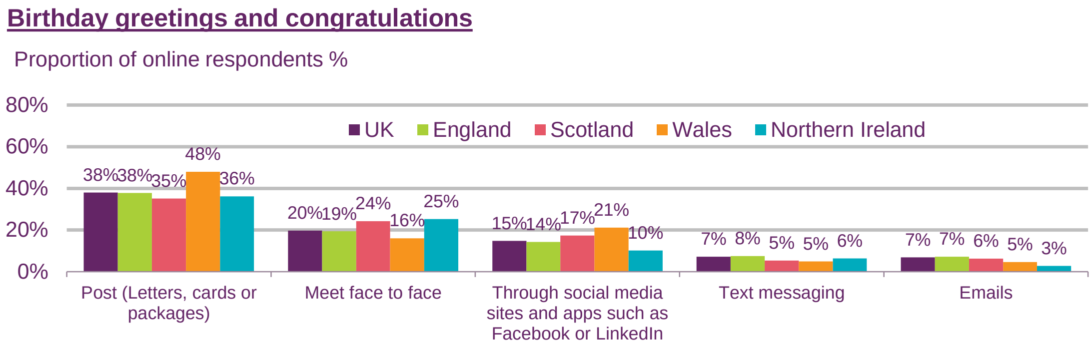


Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ who communicate with groups of family and friends.
Q52. And which of these methods do you prefer to communicate with …… ?
Chart includes data for all responses 5% or over.

<u>Overall, post is the preferred way of sending a greeting for half of online adults in Wales</u>

Figure 1.7 shows that around half of online adults in Wales (48%) use the postal service to send letters, cards or packets when they wish to send a greeting. A significant proportion (21%) prefer using social media and one in six (16%) prefer face-to-face.

Figure 1.7 Preferred method of making birthday greetings and congratulations



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ who send greetings for occasions and events such as birthdays, get well, congratulations, etc.
Q52. And which of these methods do you prefer to communicate for …… ?
Chart includes data for all responses 5% or over.

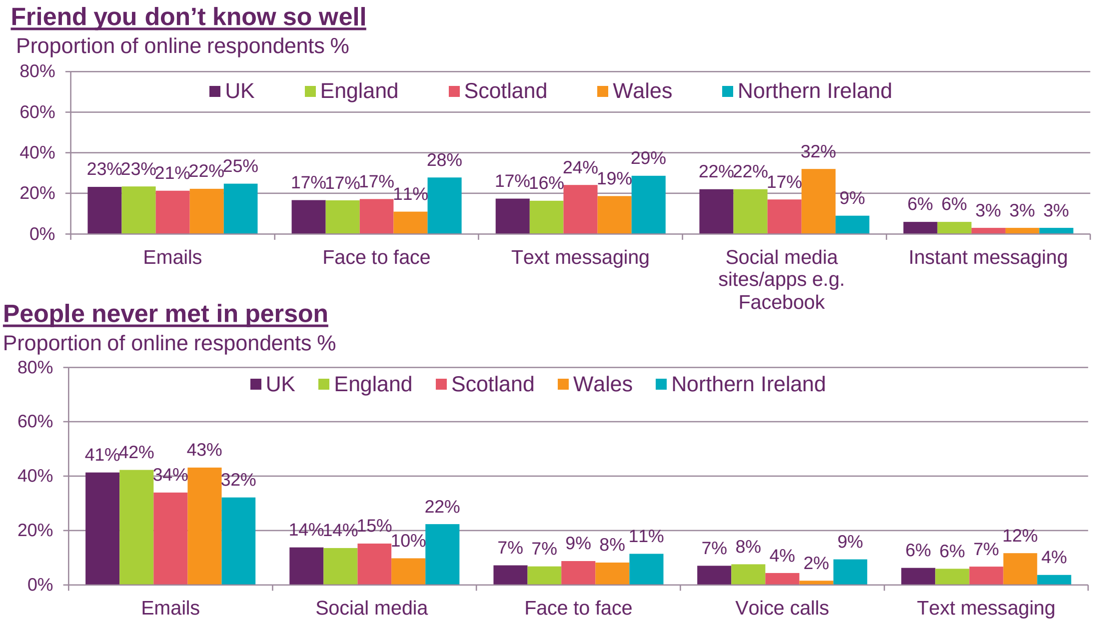
Communicating with people who are less well known

<u>Social media is the preferred methods for communicating with people less well known</u>

In Wales social media (32%) is the preferred methos of communicating with people known less well followed by email (22%) and text messaging (19%). Face-to-face (11%) is still a preferred method for one in ten.

Email's dominance rises (at 43%) to become a significant minority preference for contacting people never met in real life, followed by text messaging (12%) and social media (10%).

Figure 1.8 Preferred method of communicating with people less well known



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ who communicate with friends not known so well and people never met in person.
Q52. And which of these methods do you prefer to communicate with …… ?
Chart includes data for all responses 5% or over.

Making new contacts online

Of the 19% of online adults in Wales who use dating websites, over half have made new friendships through them

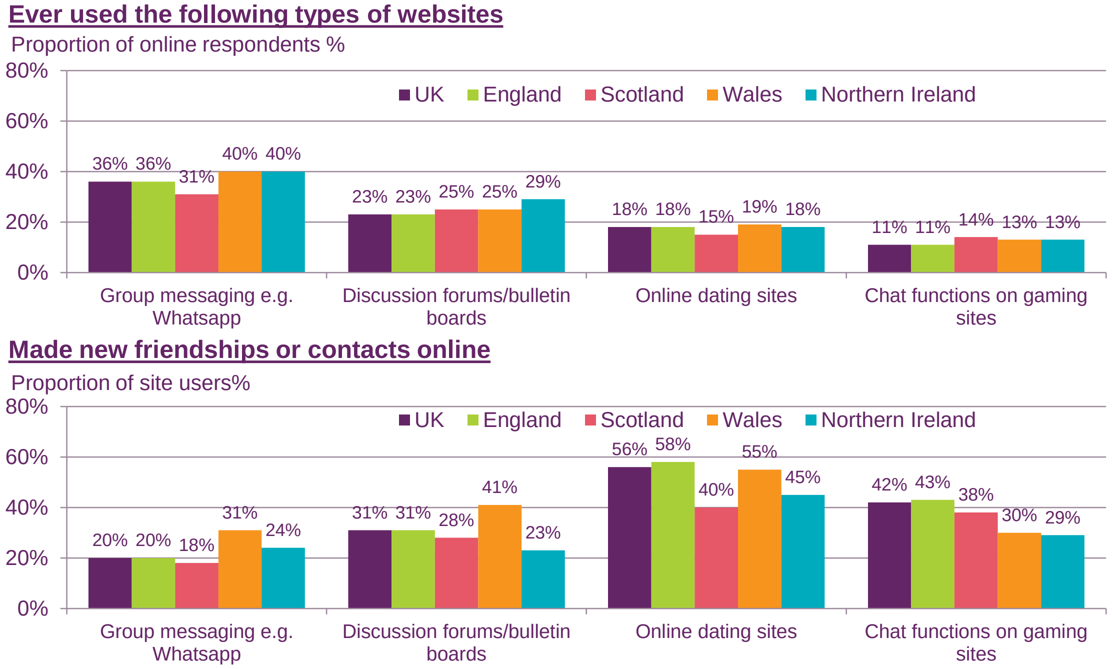
Much of the social media discussed in this section is one-way; that is, it is simply a user posting or creating information that another user can choose to read or view. However, some activities can facilitate introductions between people, enabling them to form new contacts or even friendships.

Figure 1.9 shows the extent to which people use different types of social media, alongside whether they have formed new relationships via these types of sites.

Off the four types of site covered in the survey, messaging platforms such as WhatsApp and Snapchat are used commonly (40% of online adults use these types of site in Wales), followed by discussion forums and bulletin boards (25%), and dating websites (19%). Chat functions within gaming websites (13%) have the lowest reach, used by around one in eight online adults in Wales.

Among the 19% of online adults in Wales who claim to have used dating websites, 55% have made new friendships. Discussion forums and bulletin boards are also a popular way for people to make new contacts, with over two-fifths (41%) of users in Wales claiming to have met new people this way. Around one in three online adult users of these sites in Wales have also met new people on group messaging platforms (31%) and via chat functions in gaming websites (30%).

Figure 1.9 Use of different online activities to make new contacts



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ and all website users aged 16+.
Q70. And have you ever used the following types of site?
Q70a. And have you ever made new friendships of contacts online?

1.3 Social networking

Introduction

Ofcom conducted a survey among internet users to investigate social media use and attitudes towards it. The data are sourced from the same questionnaire as covered in the previous section on personal communication networks[6].

This section looks at Wales. It is worth noting that there are no significant differences between Wales and the other nations, so the story is consistent with the other nations throughout[7]. All figures reported in the narrative relate to Wales unless stated otherwise.

Use of social networking sites

In terms of reach, Facebook is the most extensively-used social media site, followed by YouTube

According to Ofcom's Media Literacy study, in terms of reach, Facebook is the most popular social media brand, with 97% of adults with a social media profile using the site[8]. The online

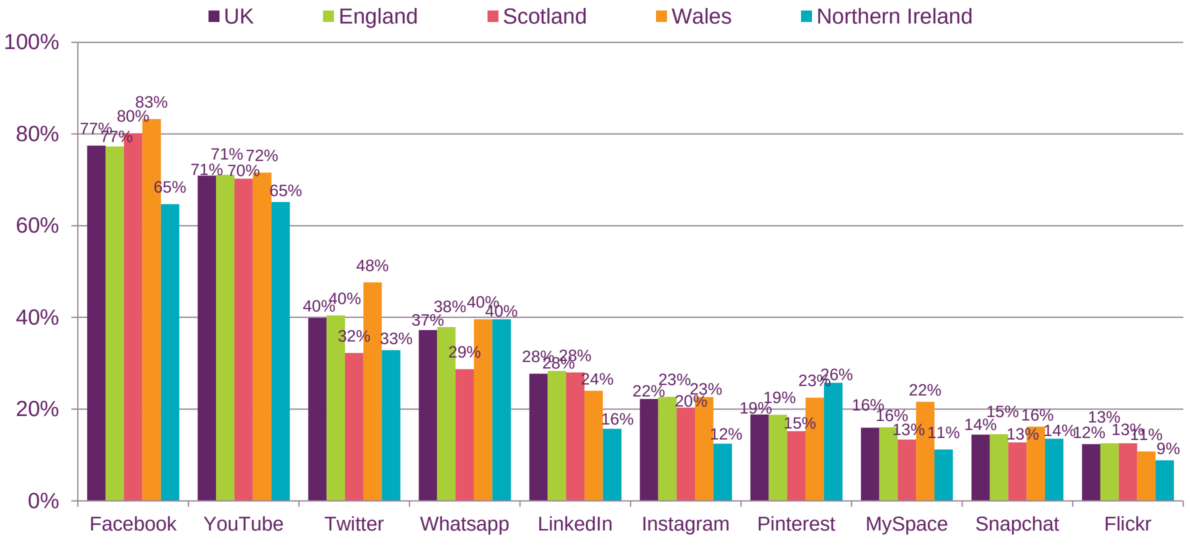
[6] The survey was conducted by YouGov in May 2015 among an online sample of 2,290 UK adults. The number of interviews achieved by nation are: England = 1879, Scotland = 200, Wales = 113 and Northern Ireland = 98.
[7] Due to low base sizes, the confidence with which the population average can be estimated within nation is limited. This means that only large differences between nations (between 8% and 18%) can be reported as significantly different at 95% confidence. No differences between nations are significant when these margins of confidence are applied.

research findings support this high use of Facebook, with over eight in ten (83%) online adults in Wales claiming to have ever used Facebook, when prompted with a list of websites. YouTube follows quite closely, with 72% of online users in Wales having 'ever' used it. Twitter (48%) and WhatsApp (40%) are also used by an increasing number of people in Wales.

<u>Video- and photo-based communications such as Instagram, Pinterest and Snapchat are becoming increasingly popular</u>

A quarter of online users in Wales have used Instagram (23%) and Pinterest (23%). A further one in six have used Snapchat (16%) and one in ten Flickr (11%).

Figure 1.10 Websites and apps ever used, by nation: top 10 responses



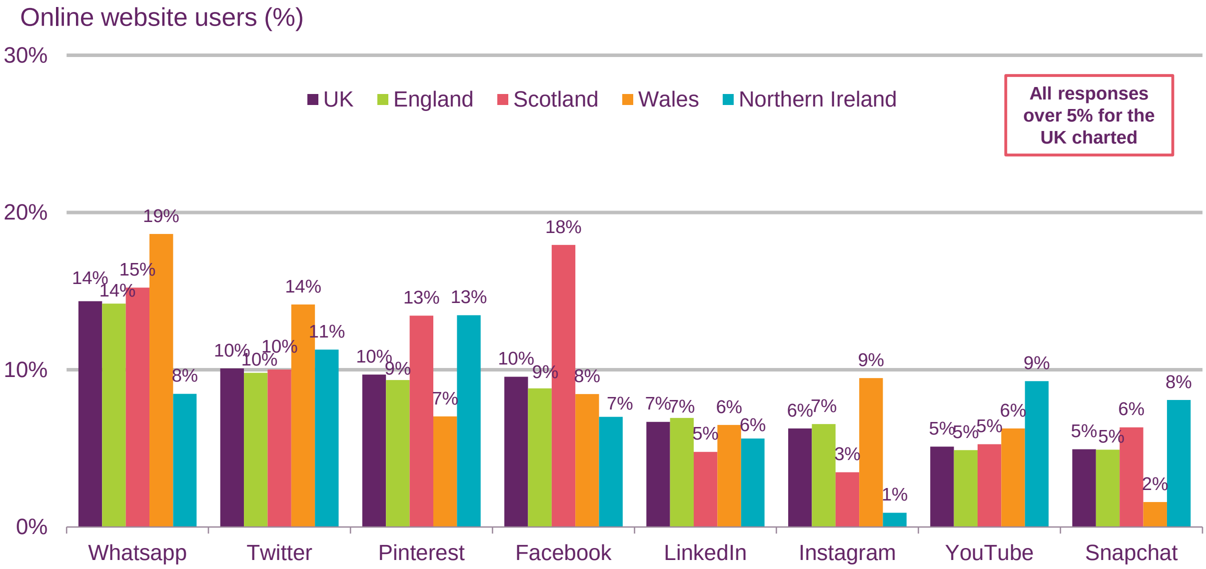
Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ (n=2290), England (n=1879), Scotland (n=200), Wales (n=113), Northern Ireland (n=98).
Q60. Which of the following websites have you ever used? (Top ten responses shown)

<u>WhatsApp, Pinterest and Instagram feature as recent additions for some online users in Wales</u>

As a method of identifying recent trends in website and app use, a question was asked regarding people's most recent addition. These are signs of the emergence of newer image- and photo-based websites in the responses to this question. Among those who claim to use any of the social networking/communication portals with which they were prompted (see Figure 1.11) WhatsApp was cited by 19% of website users as 'the most recent addition'. Twitter was also cited as a recent addition for one in seven (14%). Instagram (9%) and Pinterest (7%) also feature as a new addition for some.

[8] http://stakeholders.ofcom.org.uk/market-data-research/other/research-publications/adults/media-lit-10years/. Page 38.

Figure 1.11 Site or app most recently added



Source: Ofcom research, 'Connected Devices', May 2015
Base: All website users aged 16+ (n=1179), England (n=1457), Scotland (n=161), Wales (n=90), Northern Ireland (n=71).
Q61d. Which one is your most recent addition?
Chart includes data for all responses 5% or over.

<u>Two in five Welsh adults who take digital photos say they share them on social media</u>

The use of photo and image based sites is also supported by Ofcom research into how people take and share photos[9]. Over three quarters (76%) of adults in Wales take digital photos and the mobile phone is the device most often used for this: 57% of Welsh adults have ever taken photos with a mobile phone and 46% say this is the device they use most often.

Two in five (41%) Welsh adults who take digital photos say they share their photos using social media. Many of these are likely to be selfies. Over a quarter (27%) of people in Wales say they have ever taken a selfie and one in ten (10%) say they take selfies at least once a week.

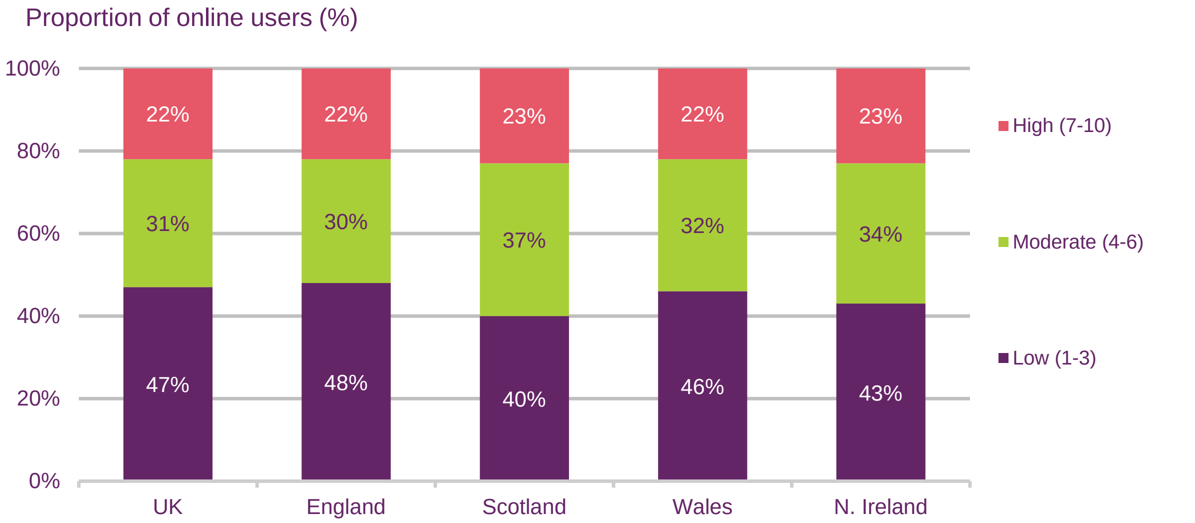
Attitudes to social media

<u>Over one in five people say that they are 'hooked' on social media</u>

In order to understand the extent to which social media is a part of people's lives, we asked people to indicate a number on a scale where 1 equated to '*I'm not at all hooked on social media'* up to 10, '*I'm completely hooked on social media'*. Overall, just over one in five adults (22%) in Wales indicated a rating of between 7-10 (see Figure 1.12), suggesting that these people perceive themselves to be 'hooked on social media'. A similar and consistent pattern is seen across all the nations.

[9] Findings taken from the Kantar Media Omnibus, a Face to Face survey commissioned by Ofcom and representative of all UK adults.

Figure 1.12 Extent to which people are 'hooked' on social media, by nation

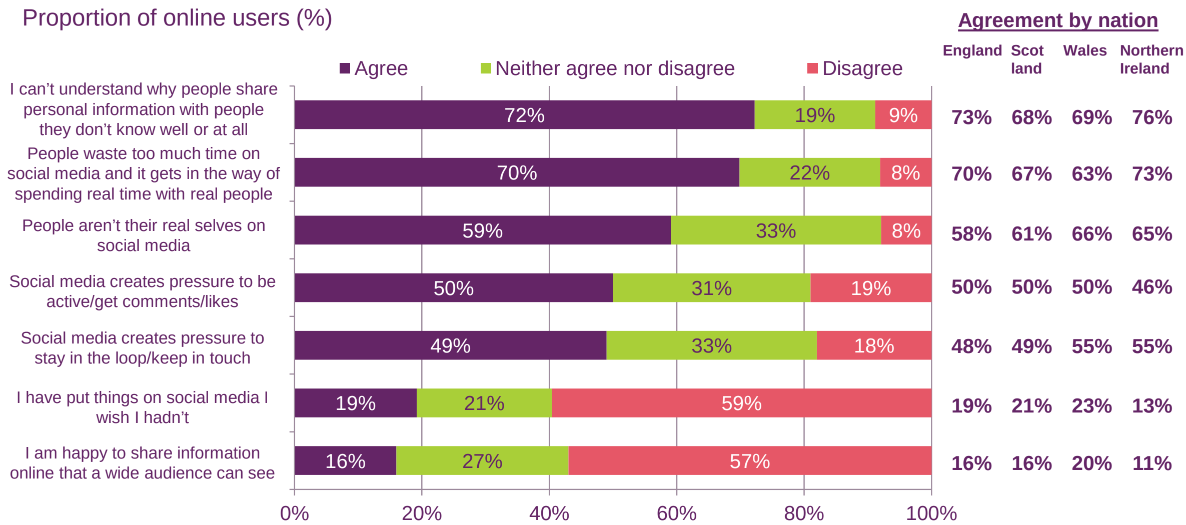


Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults aged 16+ (n=2290), England (n=1879), Scotland (n=200), Wales (n=113), Northern Ireland (n=98).
Q91. If you had to choose a number between 1 and 10, where 1 represented 'I'm not at all hooked on social media' and 10 represented 'I'm completely hooked on social media', which number would you choose for yourself?

<u>One in five have posted things online they wish they hadn't</u>

There are concerns about privacy in relation to social media use; Figure 1.13 shows that almost seven in ten adults in Wales (69%) agree that they '*can't understand why people share personal information with people they don't know well or at all*'. A similar proportion of people (63%) in Wales also agree that '*people waste too much time on social media'*. Twenty-three per cent of adults in Wales have put things online they wish they hadn't.

Figure 1.13 Level of agreement with statements about social media



Source: Ofcom research, 'Connected Devices', May 2015
Base: All online adults 16+ =2290
Q90 How much do you agree or disagree with the following statements regarding social media?

1.4 Changes in audio-visual consumption in Wales

Broadcast TV viewing

BARB analysis is based on viewing to scheduled TV programmes such as those listed in TV listings magazines or on electronic programme guides (EPGs) on TV sets. 'Broadcast TV viewing' refers to TV programmes watched on the TV set live at the time of broadcast (traditional TV viewing), recordings of these programmes or viewing of these programmes through catch-up player services (referred to as time-shifted), up to seven days after they were televised.

Traditional TV viewing

Traditional TV viewing refers to TV programmes watched live at the time of broadcast on the TV set.

Non-traditional TV viewing

Non-traditional TV viewing refers to TV programmes that are not watched live at the time of broadcast. This includes viewing of TV programmes through digital video recorders, catch-up services, on-demand subscription services and pay-per-view services.

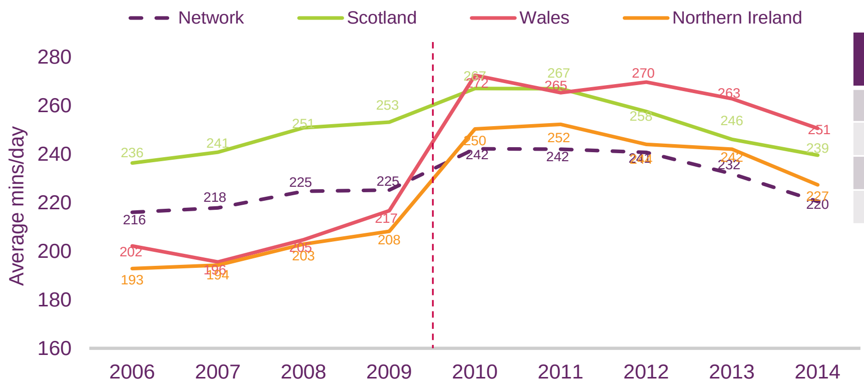
People in Wales watched 12 minutes less broadcast television per day in 2014 than in 2013 (4 hours 11 minutes)

The average individual in Wales watched 4 hours 11 minutes of broadcast TV a day in 2014[10]; 12 minutes less per day than in 2013 (Figure 1.14)[11]. This is the most marked fall in annual TV viewing minutes in Wales since 2010. Despite this, individuals in Wales still watch significantly more television on average than those in Scotland (3 hours 59 minutes), Northern Ireland (3 hours 47 minutes) and the UK as a whole (3 hours 40 minutes).

[10] When analysing BARB data we refer to viewing of programmes at the time of broadcast (live), any recordings of these programmes and if watched through a broadcaster catch-up service (eg BBC iPlayer) up to seven days afterwards.
[11] The rise in viewing seen in Figure 1.14 and Figure 1.15 between 2009-2010 across some ITV regions such as Wales, North East, and Border may be linked to specific regional BARB panel changes that occurred when the new BARB panel was introduced 1 Jan 2010. As a result pre- and post-panel change data must be treated with caution (see dotted line).

Figure 1.14 Average minutes of television viewing per day, by nation: all homes

Average minutes of viewing/day by TV region: Total TV, Individuals 4+



	% change: 2013-2014
Northern Ireland	**-6.1%(-15min)**
Wales	**-4.7%(-12min)**
Network	-4.9% (-11min)
Scotland	-2.7%(-7min)

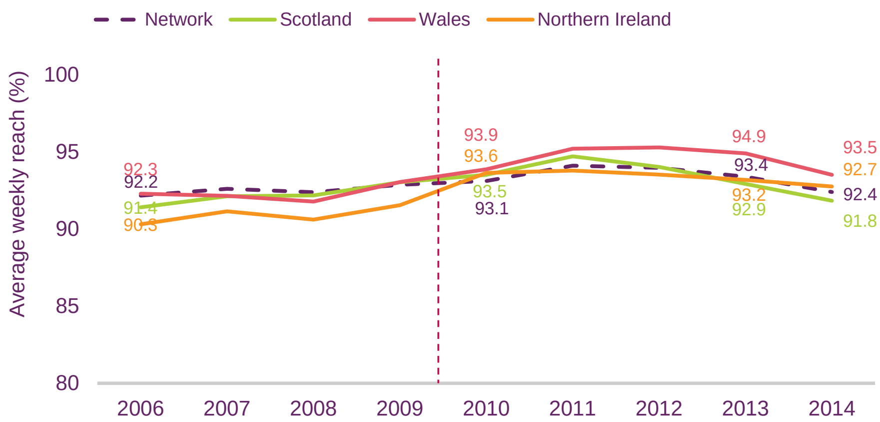
Source: BARB. Note: New BARB panel introduced 1 January 2010. As a result pre and post panel change data must be treated with caution (see dotted line). Note: Year-on-year percentage changes are calculated on data to two decimal places.

<u>Over nine in ten individuals (93.5%) in Wales watched TV every week in 2014; 1.4 percentage points less than in 2013</u>

In each of the nations and the UK as a whole, the proportion of individuals who watched TV in an average week was over 90%. (Figure 1.15). Year on year, average weekly reach fell in all nations, dipping the most in Wales (by 1.4 percentage points). Despite this, Wales maintains the highest average weekly reach compared to the other devolved nations and the UK as a whole, and has done so since 2010.

Figure 1.15 Average weekly reach of total TV, by nation

Average weekly reach by TV region: Total TV, Individuals 4+ (15 min+)



	Percentage point change: 2013-2014
Wales	**-1.4**
Scotland	**-1.1**
Network	-1.0
Northern Ireland	-0.4

Source: BARB. Reach criteria = 15 consecutive minutes of viewing at least once in the average week. Full weeks used. Note: New BARB panel introduced 1 January 2010. As a result pre- and post-panel change data must be treated with caution (see dotted line).

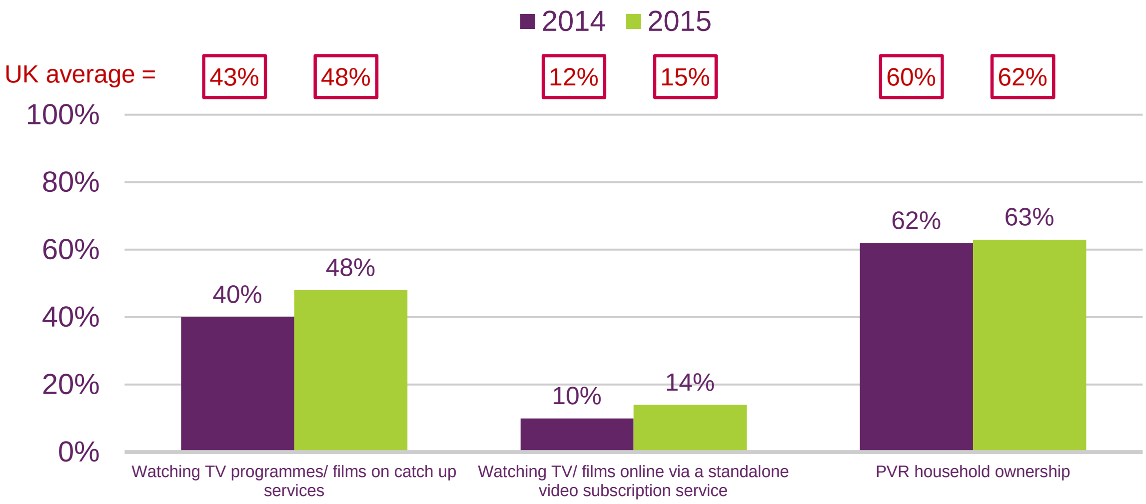
<u>Almost half of all adults in Wales used catch-up services such as iPlayer, ITV Player and All 4 in 2015; 8 percentage points higher than in 2014</u>

Figure 1.16 shows the year on year change in the use of ‘non-traditional TV viewing’ methods in Wales from the *Ofcom Technology Tracker*. The three methods covered are:

catch-up services (e.g. iPlayer, ITV Player, All 4), standalone video subscription services (e.g. Netflix, Amazon Instant) and personal video recorders (PVRs).

Of all adults in Wales, 48% said they had used catch-up services in 2015, an increase of 8 percentage points since the same time in 2014. This is in-line with catch-up usage in Scotland (49%) and the UK as a whole (48%), and higher than in Northern Ireland (32%). Use of both standalone video subscription services and PVRs are similar to the UK average.

Figure 1.16 Use of catch-up, standalone video subscription and PVRs in Wales



Source: Ofcom Technology Tracker, W1 2015
Base: All adults aged 16+ (UK 2014 = 3740, Wales 2014 = 491; UK 2015 = 3756, Wales 2015 = 496)
QH17 (QH46): Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? QR1A-B: Does your household have Sky+/ Virgin TiVo or V+? QR1C-E: Does your Freesat set top box/ Freeview box or Freeview TV set / broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? QR1F-G: Do you have a YouView/ Now TV set top box?

Consumer research on the decline in traditional TV viewing

In order to better understand the decline in traditional TV viewing[12], identified through the previous BARB analysis, Ofcom commissioned omnibus research in April 2015. The research was carried out by Gfk NOP among 1,878 UK adults aged 16 years and over, with additional boost interviews in Northern Ireland to allow individual nations' reporting[13]. The research resulted in 163 interviews in Scotland, 99 interviews in Wales and 110 interviews in Northern Ireland[14].

[12] Traditional TV viewing refers to TV programmes watched live at the time of broadcast on the TV set.
[13] Only a boost in Northern Ireland was needed, as sample sizes in the other nations were sufficient in the main sample.
[14] The Northern Ireland boost interviews and main interviews are reported together as a sample within the nations CMR, but the Northern Ireland boost interviews are not included in the overall UK sample.

The research asked consumers to identify which audio-visual related activities they were doing more or less of, compared to a year ago[15]. The purpose of this was to provide a view of changes in behaviour across different features e.g. screen used (TV vs. other), location of viewing (in home vs. out and about), traditional or non-traditional (e.g. at time of broadcast vs. catch-up, personally recorded, subscription on-demand or pay-per-view), and content viewed (e.g. programmes from BBC/ ITV/ UTV/ STV/ Channel 4 or Five, short clips, box sets/series, films). As abbreviations are used in this section, the full question wording and list of activities asked about are shown at the end of the section.

Research found increases in use of non-traditional viewing methods: non-subscription catch-up, watching recorded content and subscription on-demand services.

Figure 1.17 shows claimed changes in specific audio-visual activities among respondents in the nations and the UK as a whole, while Figure 1.18 shows the broader findings for Wales in more detail.

In the UK overall, the research identified claimed decreases in traditional TV viewing (that is, viewing 'at the time of broadcast') and also viewing 'via the TV set' over the past year. In parallel, respondents claimed to have increased their 'non-traditional' TV viewing, i.e. net gains were found for watching non-subscription catch-up, watching content they had personally recorded, and using subscription on-demand services (see Figure 1.17).

Respondents in Wales also indicated that overall they were doing less traditional TV viewing. Eight per cent said they watching more at the time of broadcast in April 2015 than in the previous year, while 27% said they were doing this less, resulting in a net change of -19%.

Claimed increases in 'non-traditional' TV viewing were also found in Wales. Net gains were +40% for watching non-subscription catch-up, +18% for watching content they had personally recorded and +13% of respondents saying they used subscription on-demand services.

As context to the findings above, it is worth noting that claimed decreases in traditional TV viewing (i.e. viewing at time of broadcast), viewing via TV set and viewing PSB TV were lower than the decreases noted for watching DVDs (net loss of -30% in Wales) and going to the cinema (-35% in Wales) over the same time period (see Figure 1.18). This mirrors the findings in the UK overall.

Wales differed from the overall trends in the UK in terms of changes in watching via specific screens, and in the location of viewing. In the UK overall, respondents were more likely to say that they watched content via a TV set less than they did a year ago, while in Wales, 29% said they watched via the TV set more, and 14% said they did this less (therefore the net change was +15%)[16].

In the UK overall, there was little reported change in the location of viewing, but respondents in Wales were more likely to say that they were watching both in the home (net change of +12%) and outside the home (+7%) more than they did a year ago.

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[15] The research identified respondents' own views on changes in their viewing and related behaviours, but it does not indicate the *volume* of change, e.g. minutes of viewing increased or decreased.

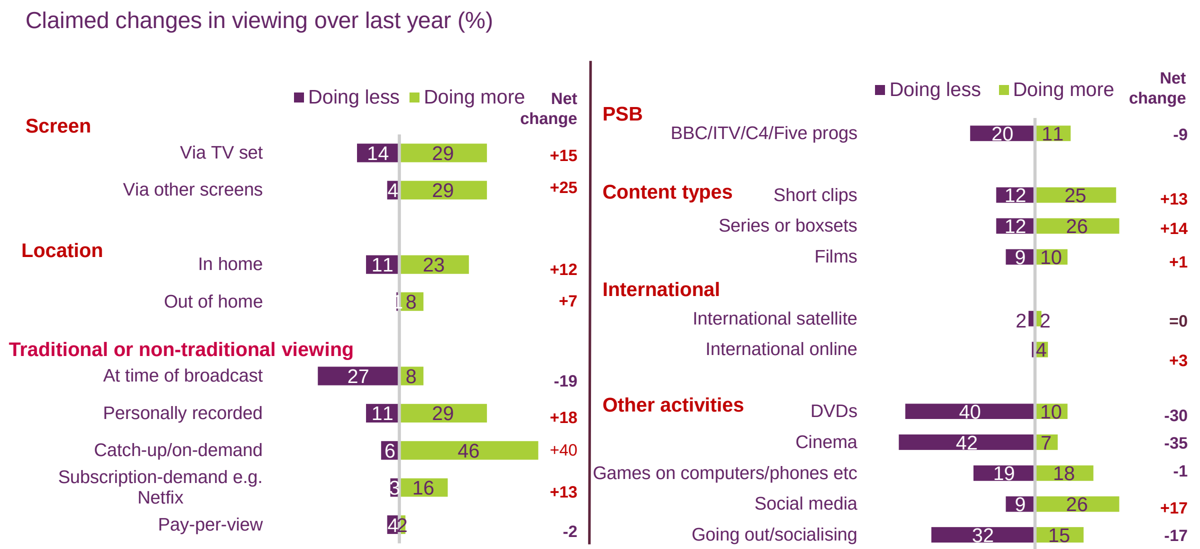
[16] It should be noted that the research is based on self-reported data and identifies respondents' own views on changes in their viewing and related behaviour. This report does not contain other data that confirms this self-reported increase in viewing via the TV set in Wales in 2015.

Figure 1.17 Claimed changes in key audio-visual activities over the past year (%), by nation

		Net change				
		UK (1878)	England (1568)	Scotland (163)	Wales (99)	Northern Ireland (110)
Screen	Watching via TV set	-7%	-7%	-6%	+15%	-10%
	Watching via other screens	+13%	+13%	+16%	+25%	+23%
Location of viewing	In home	0	-2%	+6%	+12%	+2%
	Out of home	-4%	-6%	0	+7%	+7%
Traditional or non-traditional viewing	At time of broadcast	-19%	-17%	-34%	-19%	-25%
	Personally recorded	+13%	+11%	+24%	+18%	+32%
	Catch-up/on-demand	+26%	+23%	+36%	+40%	+39%
	Subscription-demand e.g. Netflix	+8%	+7%	+15%	+13%	+22%
	Pay-per-view	-3%	-3%	-3%	-2%	+4%
Public Service Broadcasting	Watching BBC, ITV/STV/UTV, C4, Five programmes	-6%	-5%	-3%	-9%	-28%

Source: GfK NOP omnibus, April 2015. Base: All adults (1878). Question wording: QA, For each of the following activities please say if you are doing this more, the same amount or less now compared to a year go? This reports the 'net gain' or 'net loss' for an activity. For example, if 20% of respondents said they did an activity more and 5% said they did an activity less, the net gain would be +15% doing the activity more.

Figure 1.18 Claimed changes in activities over the past year (%), Wales



Source: GfK NOP omnibus, April 2015. Base: All adults 16+ in Wales (99). Question wording: QA, For each of the following activities please say if you are doing this more, the same amount or less now, compared to a year ago?

Ofcom omnibus: research question wording

For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. INTERVIEWER: READ OUT EACH STATEMENT INDIVIDUALLY. SINGLE CODE FOR EACH STATEMENT

Screen
- Using a TV set to watch any programmes/films/clips i.e. watching any programmes/films/clips using any service (e.g. Freeview, Sky, Netflix, BBC iplayer, via a games console etc)
- Using other screens to watch any programmes/films/clips e.g. home computers, tablets, smartphones (rather than the TV set)

Location
- Watching any TV, clip, programme when in your own home (watching could be on any screen e.g. TV, home computers, tablets, smartphones)
- Watching any TV, clip, programme when out and about (watching could be on any screen e.g. TVs, computers, tablets, smartphones)

Traditional or non-traditional viewing
- Watching TV programmes as they are broadcast on TV (e.g. watching EastEnders when it is shown on BBC1 at 7.30pm or watching Game of Thrones at 9pm on Sky Atlantic when it is broadcast)
- Watching TV that you have personally recorded, i.e. after recording it onto a set-top box, or PVR
- Watching any 'catch-up' or on-demand TV where you watch programmes/films that have been shown on TV recently (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch–up etc).
- Watching programmes/films through on-demand services that you pay a monthly subscription for like Netflix, Amazon Prime, Now TV etc
- Paying to watch individual programmes/films e.g. films through Sky's Box Office service or 'Pay per movie' with Virgin Movies

PSB
- Watching BBC, ITV/STV/UTV, Channel 4 or Five programmes in particular (through any channel, any screen and at any time)

Content
- Watching short clips e.g. like those found on Youtube, or linked on social media like Facebook
- Watching series or boxsets in any way, e.g. on TV, tablets, DVDs, Netflix etc
- Watching films (though any service, e.g. Netflix, Now TV, DVDs on either your TV set, computers or smartphones)

International
- Watching international channels via satellite services from other countries e.g. Hotbird, Turksat, Hellas Sat), Hispasat, Canal+, Cyfra.
- Watching programmes/films through international online video services from other countries, e.g. RTÉ Player, Hulu, My TF1, nc+

Other activities
- Watching DVDs
- Going to the cinema to watch films
- Playing games on a console, computer, tablet or smartphone etc
- Using social media e.g. Facebook, etc
- Going out and socialising

1.5 Analysis of communications services in Aberystwyth, Cardiff, Newport, Swansea and Wrexham

Introduction

Ofcom has commissioned research data from the British Population Survey (BPS) to explore communications services at a more granular level in Wales. The Welsh towns and cities that are included are Cardiff, Swansea, Newport, Aberystwyth and Wrexham. These cities will be compared to each other and to Wales as a whole with regard to take-up of landline, mobile phones and internet services.

Methodology

The BPS asks consumers in Great Britain about communications services; it comprises around 2,000 face-to-face, in-home interviews with adults (aged 15+) every week, allowing detailed regional and sub-demographic analysis.

Using data from the BPS (January 2014 to March 2015), analysis was undertaken on Aberystwyth, Cardiff, Newport, Swansea and Wrexham. The definition of each city is the area which is subject to the city council. For smaller towns, the boundary is defined as all individuals living in a postcode covered by that town and which is also classed as an urban area. For example, Wrexham is defined as all urban postcodes in LL11-LL14.

The bases for the cities and towns in Wales as a whole were as follows: Wales 4812; Cardiff 183; Swansea 208; Newport 292; Wrexham 201 and Aberystwyth 146. The BPS does not seek to be representative at very low levels, and samples from a particular town or city may not match the exact profile of that town. In Aberystwyth, 47% of the sample were students, as this town has a large university. The analysis was repeated excluding students, to try to better represent the town as a whole. Where the presence of students makes a significant difference to Aberystwyth's results, this will be noted.

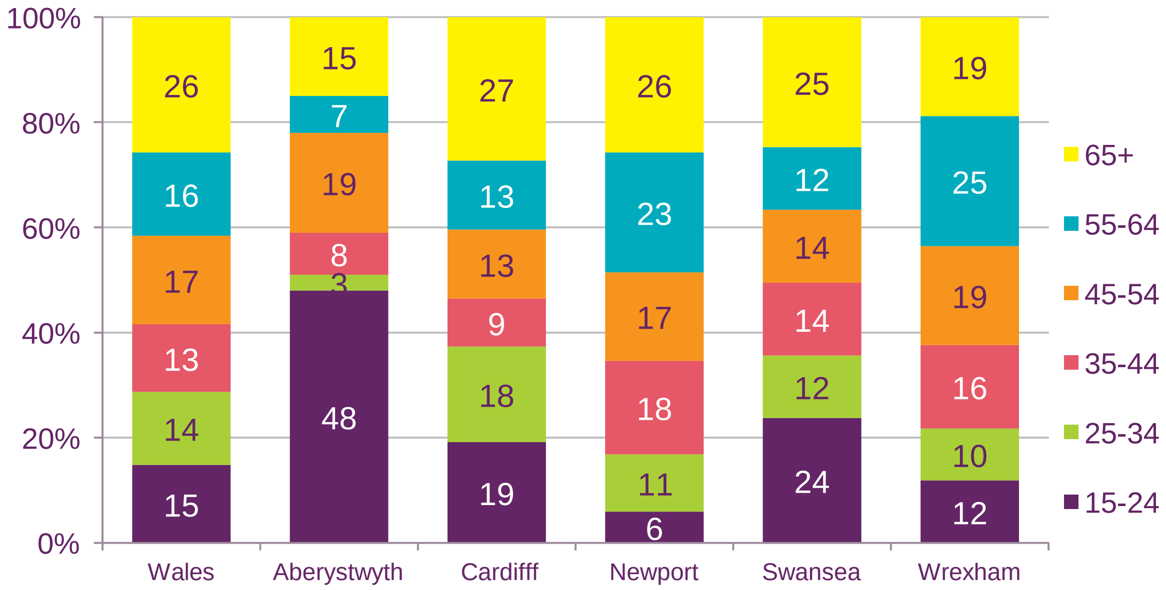
These cities were selected partly in order to include cities across North and South Wales and partly because analysis is limited to those areas where the BPS has a sufficiently large sample.

The BPS uses a different methodology to Ofcom's *Technology Tracker,* in that quotas and question wordings are different. Therefore, discrepancies between the BPS and Ofcom's quoted figures are not unexpected or of concern. The BPS questions also differ from Ofcom's in their terminology; e.g. using 'web-enabled phone' rather than 'smartphone'.

Profile of Wales as a whole and each of the towns and cities in the analysis

The samples in Swansea and Aberystwyth have a significantly younger profile than the other cities, and than Wales as a whole (Figure 1.19). In Aberystwyth, this is due to high student population. Newport and Wrexham have an older population profile; 66% and 63% of their populations respectively are aged 45+, compared to 59% of Wales as a whole.

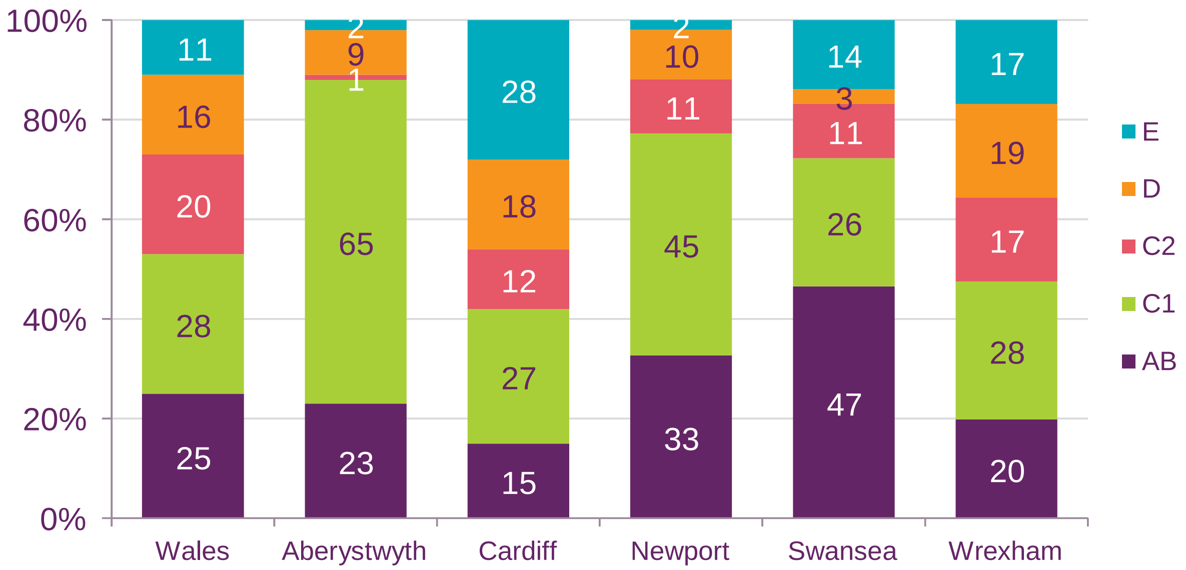
Figure 1.19 Age profiles of Wales, Aberystwyth, Cardiff, Newport, Swansea and Wrexham



Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth 146, Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)

Due to the presence of the university, Aberystwyth has a higher proportion of people in the C1 socio-economic group, as full-time students fall into this group (Figure 1.20). Cardiff has the most deprived of the samples under consideration, with 46% in socio-economic groups DE. Swansea and Newport are the most affluent samples, with 73% and 78% respectively in socio-economic groups ABC1.

Figure 1.20 Socio-economic profiles of Wales, Aberystwyth, Cardiff, Newport, Swansea and Wrexham



Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth146 , Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)

Other demographic differences

Cardiff has a higher level of unemployment than the other cities, and Wales as a whole. Thirty-six per cent of the sample in Newport is retired, compared to the Wales average of 30%. Cardiff is the most ethnically diverse of the cities, with 16% of respondents classifying themselves as an ethnic minority, compared to 2% across Wales as a whole.

Both Cardiff and Aberystwyth have large universities, and their samples have significantly more students than the Welsh average (12% for Cardiff and 47% for Aberystwyth). Perhaps as a result, both these cities have above-average numbers (21% and 44% respectively) of respondents living in privately rented accommodation. Wrexham (28%) and Cardiff (31%) have above the Welsh average numbers (17%) of people living in council or housing association properties.

Being aware of these differences between the cities is useful, as take-up and use of communiations services is affected by individuals' age, affluence, education level and life stage. We will be mindful of this when exploring differences in take-up and use between the cities.

Cardiff has lower take-up than other cities of landline and mobile services

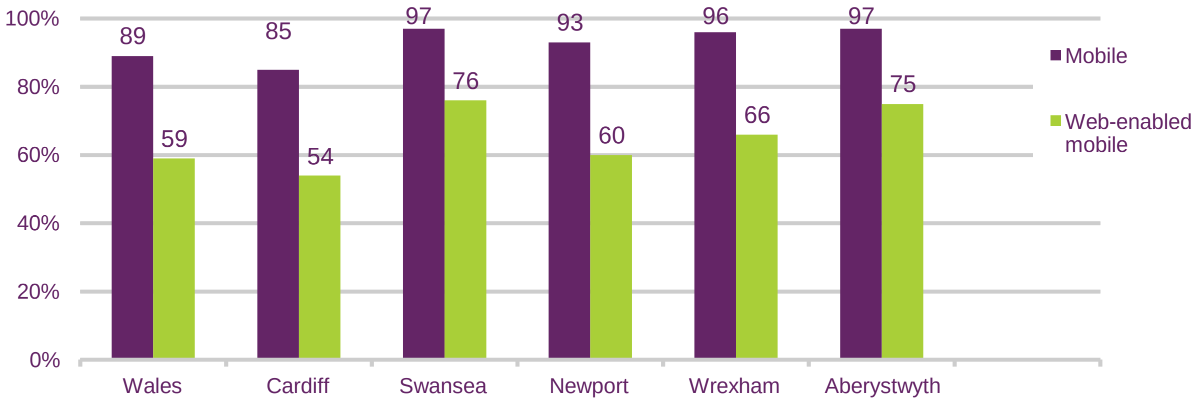
Across Wales, 79% of individuals live in a household with a landline (Figure 1.21). Cardiff respondents are the least likely to have a landline (71%); those living in the other cities are more likely than the Welsh average to have one. This excludes students in Aberystwyth; if these are included, only 62% of people in Aberystwyth have a landline.

Figure 1.21 Take-up of landline services in Welsh towns and cities

Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth 146 , Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)
Q: Do you have a landline telephone?

With the exception of Cardiff, take-up of any type of mobile phone is higher in all towns and cities than the Welsh average (Figure 1.22). Web-enabled mobiles are more common in Newport (76%) and Aberystwyth (75%) than in the other cities or Wales as a whole (59%). The high take-up in Aberystwyth is driven by the student population.

Figure 1.22 Take-up of mobile telephony services in towns and cities in Wales



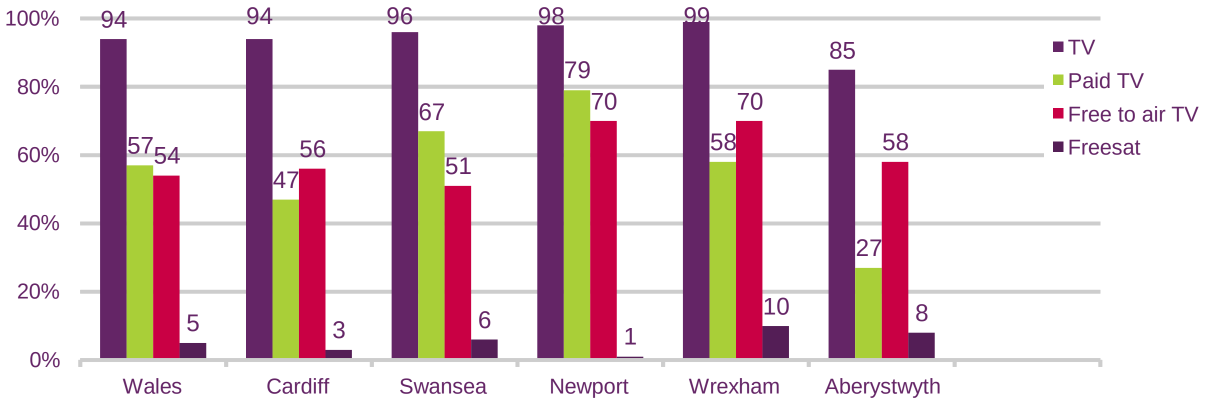
Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth 146, Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)
Q: Do you have a mobile telephone?
Q: Do you have a web-enabled phone?

Take-up of Freesat is more common in North Wales

Over nine in ten (94%) of the Welsh population have access to a television in the household (Figure 1.23). Significantly more people in Swansea (96%) and Wrexham (99%) have a TV in the household.

Cardiff and Aberystwyth (excluding students) have below-average take-up of pay-TV services (47% and 27%). Swansea and Wrexham have an above-average presence of at least one TV with Freeview or Freesat in the household (70% for both). Free satellite services are more common in the North Wales cities of Wrexham (10%) and Aberystwyth (8%), which reflects the fact that DTV coverage can be limited there[17].

Figure 1.23 Take-up of TV services in towns and cities in Wales



Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth 146, Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)
Q: Is there a TV in the household?
Q: Does your household have satellite/cable/Freeview or Freesat TV?

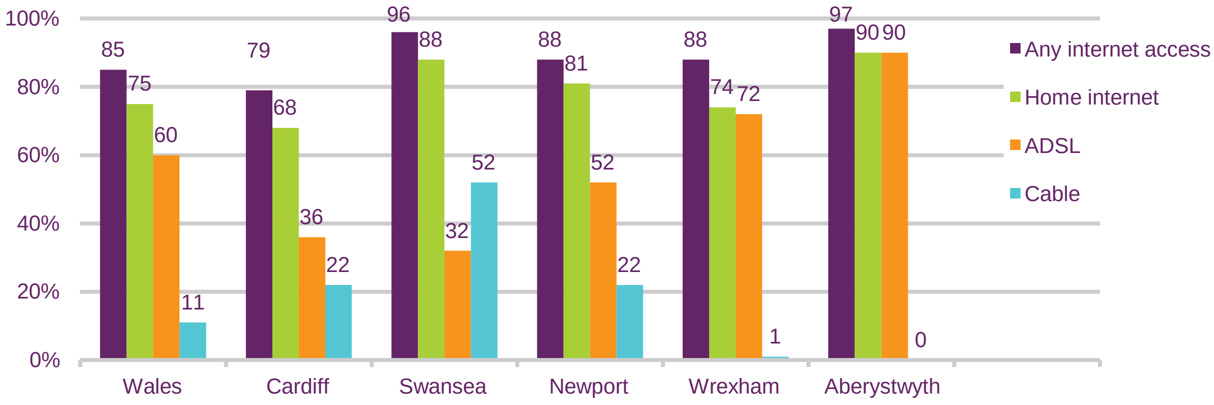
Access to cable broadband is limited in North Wales

Over fourth-fifths (85%) of the population in Wales have some type of access to the internet. Internet access is most common in Swansea (96%) and Aberystwyth (97%), and least common in Cardiff (79%). Seventy per cent of individuals in Wales have internet access at home, although this is most common in Swansea (88%).

Cable coverage is available mainly in South Wales. Between 22% and 52% of households in the South Wales cities of Cardiff, Newport and Swansea have cable broadband. However, this is lower in Wrexham (1%), with no cable broadband reported in Aberystwyth. In areas where cable is not present, broadband via xDSL is the only alternative (this includes broadband over ADSL and fibre services).

[17] http://maps.ofcom.org.uk/dtt/ for DTV coverage

Figure 1.24 Take-up of internet services in towns and cities in Wales



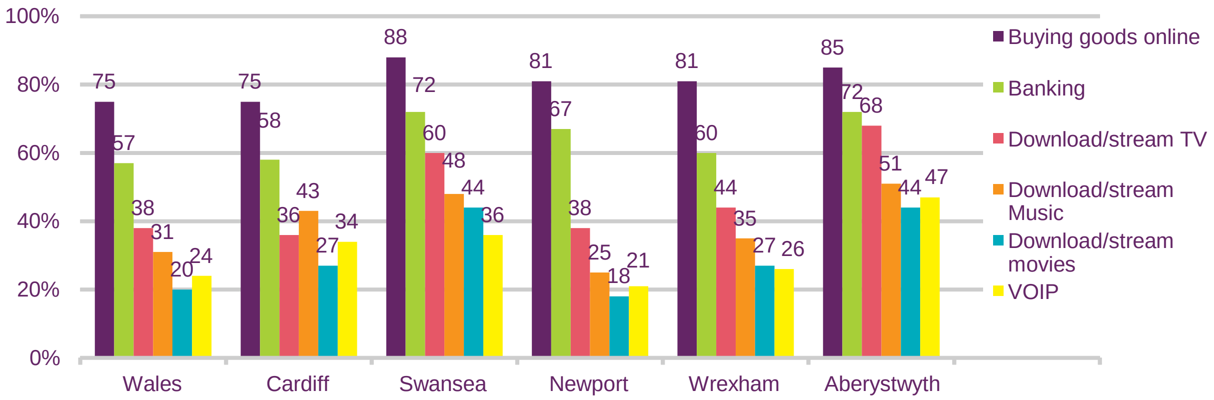
Source: British Population Survey
Base: All adults 15+ (Wales 5287, Aberystwyth, 146, Cardiff 196, Newport 292, Swansea 208 and Wrexham 211)
Q: Which of these best describes how frequently you use the internet?
Q. And how do you access the internet?
Q. Is your access to the internet at home: cable broadband, ADSL broadband , have broadband access but don't know type?

Online transactional services, such as banking, are less common in Cardiff than in the other towns and cities

Using the internet for transactions (purchasing goods and banking) is more common in Swansea, Newport and Aberystwyth than across Wales as a whole (Figure 1.25). In Cardiff, Swansea and Aberyswyth, people are significantly more likely to make use of VoIP services.

People in Swansea are more likely to download any form of content (TV, film and music) than those in the rest of Wales. If students are included in Aberstwyth, higher levels of downloading music, film and TV are reported there. If students are excluded, the Aberstwyth results show that people are more likely than those in the rest of Wales to download TV, but not music or film. Respondents from Cardiff are more likely than those in Wales as a whole to download music and film.

Figure 1.25 Use of Internet services in towns and cities in Wales



Source: British Population Survey
Base: All adults 15+ with internet access (Wales 3460, Aberystwyth, 137, Cardiff 139, Newport 225, Swansea 161 and Wrexham 175)
Q: Which oif the following have you done in the last three months?

1.6 Take-up of key communications services and devices among those who can speak or write Welsh

Introduction

From Ofcom's *Technology Tracker* survey (January-February 2015), we have undertaken some analysis of those who are able to speak or write Welsh (fluent and non-fluent), looking at their take-up of key communications services and devices.

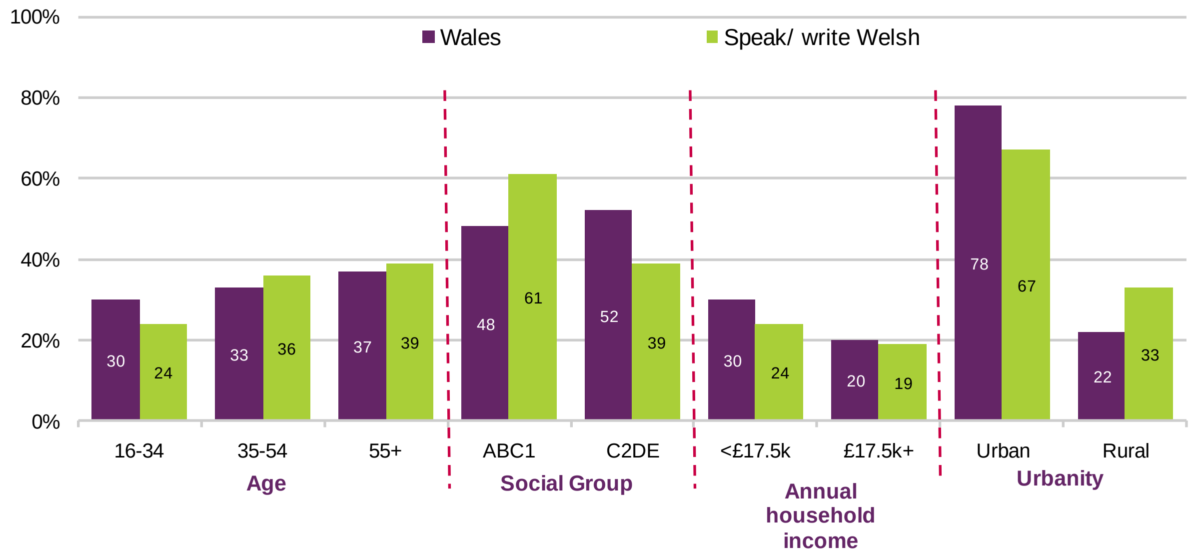
Figure 1.26 shows the demographic profile of those who can speak or write Welsh, and compares them to the Welsh sample as a whole. Following this, Figure 1.27 shows the take-up of key communications services and devices among adults in this sub-group.

A note on survey research

Please note that due to low base sizes, all findings are indicative and should therefore be treated with caution. The *Technology Tracker* sample in Wales was designed to be representative of the population of Wales as a whole, and is not therefore representative of those who speak and/or write Welsh.

Figure 1.26 compares those who can speak or write Welsh to all adults in Wales. In 2015, the annual household income of those who speak or write Welsh is comparable to all adults in Wales, and they are more likely than all adults in Wales to be in socio-economic groups ABC1 (61% vs. 48%). Welsh speakers/ writers are also more likely than all adults in Wales to live in rural areas (33% vs. 22%). They are also more likely to have an older demographic profile (24% aged 16-34 vs 39% aged 55+).

Figure 1.26 Demographic profile of those who can speak or write Welsh



Source: Ofcom Technology Tracker, Wave 1 2015
Base: All adults aged 16+ : 496 Wales, 138 speak or write Welsh (fluent and non-fluent)

Take-up of communications services and devices among those who speak or write Welsh

Figure 1.27 shows that in 2015, those whose speak or write Welsh are significantly more likely than all adults in Wales to have a landline at home (93% vs. 83%), or a DAB radio set at home (53% vs. 39%). However, these respondents are significantly less likely to have internet access (through any means) at home (76% vs. 86%), and less likely to have smartphone-only internet access (2% vs. 7%).

As with the apparent increase for all adults in Wales since 2014, in 2015 those who speak or write Welsh are more likely to have a tablet computer (59% vs. 38% in 2014), and to have pay TV on their main TV set (70% vs. 54% in 2014). Although there has been no change since 2014 among all adults in Wales, those who speak or write Welsh are now more likely to own a DAB radio set (53% vs. 36% in 2014).

Figure 1.27 Take- up of communications services and devices in Wales

	Wales (total)	Respondents who speak or write Welsh
Fixed Line	83%	93% ↑
Mobile phone (personal use)	90%	85%
Smartphone (personal use)	63%	58%
Computer (any type)	84%	77%
Tablet computer in household	60%	59%
Total Internet	86%	76% ↓
Broadband (fixed and mobile)	78%	73%
Fixed broadband	77%	72%
Mobile internet	59%	55%
Smartphone internet access only	7%	2% ↓
DAB radio	39%	53% ↑
Pay TV on main set	69%	70%
Bundle	67%	67%

Source: Ofcom Technology Tracker,wave 1 2015
Base: All adults aged 16+ : 496 Wales, 138 speak or write Welsh (fluent and non-fluent)
↑↓ *Indicates significant increase/ decrease compared to Wales as a whole at the 95% confidence level.*
Note: Mobile internet is access using a mobile phone or smartphone, through a WiFi network or the phone's mobile network.

2 Television and audio-visual content

2.1 Recent developments in Wales

BBC Cymru Wales

Programming

Highlights of BBC Wales' Dylan Thomas season included a re-telling of *Under Milk Wood*, starring a array of Welsh acting talent. Tom Hollander's portrayal of Thomas in *A Poet in New York* won acclaim from audience and critics (and was recognised with the RTS award for best actor). Across the season of programming, more than 800,000 people across Wales followed the BBC's coverage.

Wales continues to provide a major contribution to the BBC's UK television output – with *Doctor Who*, *Casualty*, *Crimewatch*, *Atlantis*, *Hinterland* and *A Poet in New York* broadcast across BBC One, BBC Two and BBC Four. In 2014/15, total television network production spend in Wales represented 7.1% of network television spending.

Peter Capaldi's introduction as the new Doctor was seen by 9.2 million viewers across the UK, and there were more than18.9 million requests to watch his first series on BBC iPlayer - an average of 1.6 million requests for each of the 12 episodes.

Audience performance

The BBC's television services continue to perform better in Wales than in any other nation for reach, share and viewing hours (and viewer appreciation scores are also ahead of the UK average).

Despite the overall decline in national programming for Wales over recent years, BBC Wales's English language TV service added an average of 1.8 points to network share - the highest annual contribution for almost a decade, but reach fell, reflecting the reduction in content volume, particularly in drama.

Key strategic developments

BBC Wales made further savings through its Delivering Quality First plan, with cumulative efficiencies of £18m since April 2012. This has been achieved through the reduction of support costs and overheads, and targeted efficiencies outside peak time across television and radio.

BBC Wales' plans to relocate to Cardiff city centre saw the announcement of the conditional sale of Broadcasting House and Tŷ Oldfield in Llandaff, and planning permission for the new proposed Wales Broadcasting House. The decision to relocate followed a detailed three-year study, prompted by the ageing facilities in Llandaff and the pressing need to modernise the outdated and unreliable technology.

BBC Wales continued to develop its online and mobile service – there were 3.5 million weekly unique browsers to BBC Wales content, with news and sport still the key drivers. The number of unique browsers to its Welsh language online service has quadrupled over the last three years, and BBC Cymru Fyw, the Welsh language online news service, continued to see strong audience growth. Alongside these developments, the inclusion of S4C as a full

BBC iPlayer channel has led to an average of 110,000 weekly viewing sessions to S4C so far in 2015.

ITV Cymru Wales

Channel 3 licences were renewed for a further ten years from January 2015, and for the first time ITV Cymru Wales has a stand-alone licence for Wales. The separate Channel 3 licence for Wales was created by redrawing the boundaries of ITV’s Wales and West licence.

Under the terms of the new licence ITV Cymru Wales is required to produce four hours of news, sport and weather as well as 90 minutes of non-news programming every week.

In June 2014, after 30 years at Culverhouse Cross in Cardiff, ITV Cymru Wales moved to new headquarters in Cardiff Bay. The new studios, based at Assembly Square next to the National Assembly for Wales, house over 100 ITV personnel. The new premises contain all ITV Cymru Wales' news, programming and production facilities, including a bespoke HD studio and editing and production facilities.

My Grandfather Dylan, shown in October 2014, became the first ITV Cymru Wales commission to be screened on the ITV network in almost 20 years. Made for ITV Cymru Wales by Welsh independent producer Green Bay Media, the programme commemorated the centenary of the birth of Dylan Thomas.

In November 2014, ITV Cymru Wales, in collaboration with Shiver, delivered its first network commission for the weekly current affairs programme *Tonight – Who owns Britain?*

S4C

S4C's role in reflecting national events and life in Wales remains highly appreciated by both Welsh and non-Welsh speaking viewers.

2014-15 saw a significant increase in S4C’s annual reach across the UK - to 8.4 million viewers (2013-14: 6.5 million). S4C content also became available on the BBC iPlayer in late 2014 - a tangible example of the new partnership between the two broadcasters. This, alongside S4C's own video-on-demand service, had a year-on-year increase of 193% in on-demand viewing in the last quarter of 2014-15.

Drama remains a cornerstone of S4C's offering and the past year included two new series *Cara Fi* and *35 Diwrnod* as well as several one-off short dramas and the two soaps: *Pobol y Cwm* celebrated its 40th anniversary in autumn 2014, and *Rownd a Rownd* will celebrate its 20th later in 2015. An original film, *Dan y Wenallt*, was broadcast to mark the Dylan Thomas centenary and sat alongside new factual programming.

Themed seasons continued, including a week to commemorate the end of the miners' strike. This included a range of factual programming including a series by Adam Price and *Y Streic a Fi*, a one-part drama featuring actors new to S4C.

While the licence fee income is known until the end of the current Charter period, the channel awaits confirmation of the level of funding it will receive from central government for 2015/16. Nevertheless, in 2014/15 80.9% of S4C's public income was invested directly in programme content, primarily from the independent production sector. S4C’s Annual Report states that every £1 invested by S4C in the economy generates total added value of £2.09. And in 2014/15, S4C's own costs remained low, at 3.98% of the channel's expenditure.

The then Secretary of State for Culture Media and Sport, Sajid Javid, announced in April 2014 that Huw Jones has been reappointed Chairman of the S4C Authority for four years from June 2015.

Channel 4 licence renewal

In March 2014, Ofcom announced that Channel 4's licence would be renewed for a ten-year period. Ofcom decided that Channel 4's quota for programming produced outside England (in Scotland, Wales and Northern Ireland combined) should triple, from its current level of 3% of money spent and hours broadcast to 9% from 2020.

Local TV

Cardiff's local TV station, Made in Cardiff, launched on 15 October 2014. It is available on Freeview channel 23 within the transmission area for the channel, and on Sky Guide 134 and Virgin 159.

The Made TV group holds licences for local TV in Cardiff, Bristol, Leeds, Middlesbrough and Newcastle. The other two local TV stations in Wales, Bay TV Swansea and Bay TV Clwyd in Mold, are both due to launch in 2015.

Made in Cardiff was found in breach of the Broadcasting Code for an episode of *Brits Behind Bars,* broadcast in December 2014, following a number of other recent Code breaches for programming on local television services provided by this licensee.

The station has recently announced that it is attracting a weekly audience of 196,000 viewers (after six months of being on air), as far North as Merthyr Tydfil, across to Bridgend and east to Newport.

Swansea Bay TV's application for an extension to its licenced coverage area, to include Neath and Port Talbot, was approved by the Broadcast Licensing Committee in early 2015. This can be achieved by making changes to the proposed equipment at the Kilvey Hill transmitter and will not require additional transmitters.

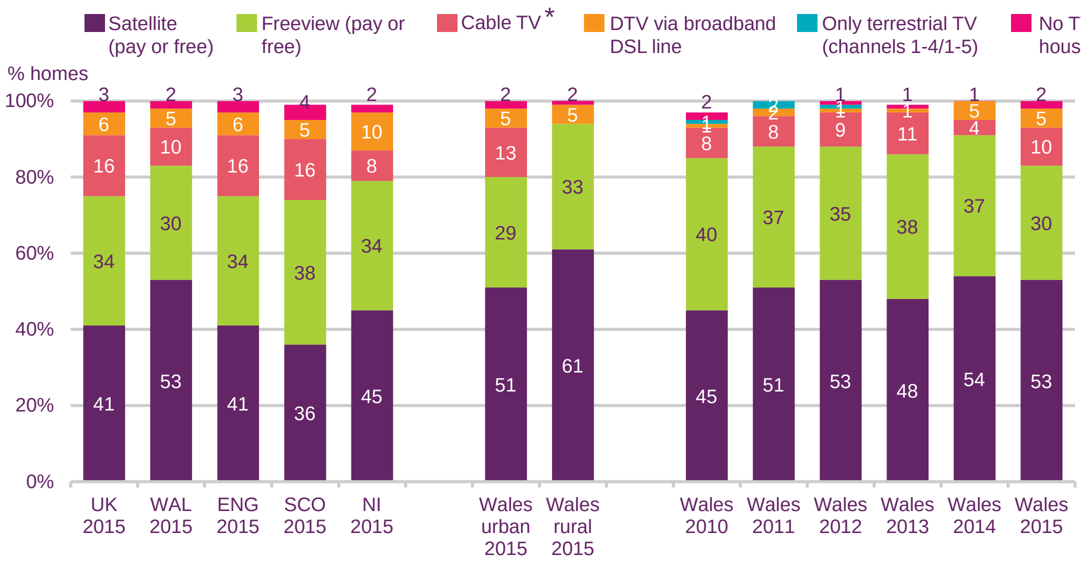
2.2 Digital television take-up in Wales

Over half of Welsh households receive satellite television through the main set, which continues to be higher than the UK average

Figure 2.1 shows that in 2015, satellite penetration across Wales as a whole remained unchanged since 2014 (at 53%). This is also true for Freeview take-up (30%)[18] and DTV via a broadband connection (5%). Cable take-up has increased by 6pp to 10% over the year, returning it to 2013 levels[19].

As in previous years, satellite television has higher penetration in rural areas of Wales (61% in rural areas vs. 51% in urban areas), where cable services are not available (take-up is 0% in rural areas vs. 13% in urban areas). Both urban (29%) and rural areas (33%) had similar take-up of Freeview television in 2015.

Figure 2.1 Main television set share, by platform



Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)
QH1a. Which, if any, of these types of television does your household use at the moment?/ QH1b And which of these do you consider is your main type of television?
Note: See footnote 19*

[18] The difference of 7pp between Q1 2014 and 2015 for Freeview is not statistically significant at the 95% confidence level.
[19] Decline in Wales cable TV as the main television set in 2014 - market research surveys are subject to sample error and will occasionally report anomalous results.

There has been an increase in take-up of pay TV in households in Wales, driven by an increase among urban households

In 2015, seven in ten households in Wales (with a television set) had pay TV[20] (69%). This is higher than the UK average (62%). Compared to 2014, households in Wales are more likely to subscribe to pay-TV services (69% vs. 59%), with this 10pp increase at least partly attributable to the increase for cable TV (6pp increase) as seen in Figure 2.1[21].

In 2015, take-up of pay-TV in Wales was higher in urban areas than in rural areas (71% vs. 63%), with the incidence in urban areas (71%) increasing by 11pp since 2014 (from 60%)[22].

Figure 2.2 Proportion of homes with free and pay television

Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ with a TV in household (n = 3616 UK, 485 Wales, 2197 England, 472 Scotland, 462 Northern Ireland, 243 Wales urban, 242 Wales rural, 1060 Wales 2010, 483 Wales 2011, 508 Wales 2012, 485 Wales 2013, 480 Wales 2014, 485 Wales 2015)
QH1a. Which, if any, of these types of television does your household use at the moment?

Over half of households in Wales have access to HDTV services, in line with the UK average

Seventy-six per cent of households in Wales claimed to have either HDTV services or an HD-ready television set, with this figure unchanged since 2014. More than half of households in Wales (53%) receive HDTV services, with a further 23% claiming to have a HD-ready TV, but not receiving HD services.

In Wales, HD-ready set ownership was higher in urban (78%) than in rural (70%) households.

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[20] Free TV refers to households that only receive Freeview with free channels (without any additional subscriptions to services such as Netflix or Top Up TV etc.) or only receive Freesat satellite TV. Pay TV refers to all other types of television service
[21] Please see footnote 19
[22] Please see footnote 19

Figure 2.3 Proportion of homes with HD television

Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales,2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural)
QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

Seventeen per cent of TV households in Wales have a smart TV set, an increase of 9% year on year

Among those in Wales with a television in the household, 17% claimed to have a smart television set, which is an increase since 2014 (from 9%).

There was an increase since 2014 among those in households in urban areas saying they had a smart TV set (16% vs. 8%), bringing the incidence of urban smart TV set ownership in 2015 into line with rural areas (16% for urban areas and 18% for rural areas).

Figure 2.4 Smart TV take-up

Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ with a TV in household (n = 3616 UK, 485 Wales, 2197 England, 472 Scotland, 462 Northern Ireland, 243 Wales urban, 242 Wales rural)
QH18. Are any of your TV sets 'smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

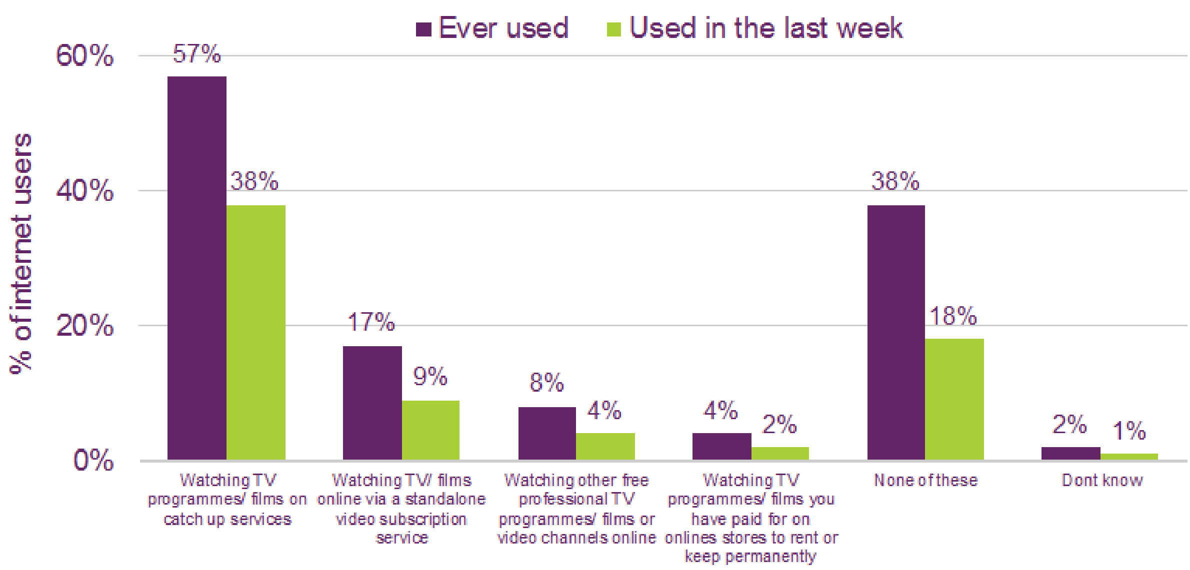
Catch-up services are the most popular way to watch TV programmes and films online among internet users in Wales

Among those in Wales who use the internet at home or elsewhere (e.g. on their smartphone, tablet or laptop), almost three in five (57%) say they have ever watched TV programmes or films on a catch-up service (e.g. iPlayer, ITV Player, All 4). Just under two in five (38%) of internet users claim to have watched these services in the past week.

Use of stand-alone video subscription services (e.g. Netflix, Amazon Instant) is less popular, with just under one in five (17%) internet users in Wales claiming to have ever used them. Less than one in ten (8%) internet users in Wales had ever watched TV programmes or films from free professional sources (e.g. official YouTube Channels, producers' websites) and less than one in twenty (4%) said they had watched TV programmes or films they had bought or rented digitally.

Just under two in five (38%) adults in Wales who use the internet at home or elsewhere have never used any of these services.

Figure 2.5 TV programmes, films: demand via any service



Source: Ofcom Technology Tracker, wave 1 2015
Base: All Wales adults aged 16+ who use the internet at home or elsewhere (n = 413)
QH17 (QH46)/QH18 (QH47): Thinking about your personal use of TV programmes and films online and on-demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? And which, if any, of these have you used in the last week?

2.3 Broadcast television content

Broadcast TV viewing

BARB analysis is based on viewing to scheduled TV programmes such as those listed in TV listings magazines or on electronic programme guides (EPG) on TV sets. Broadcast TV viewing refers to TV programmes watched on the TV set live at the time of broadcast (traditional TV viewing), and recordings of these programmes or viewing of these programmes through catch-up player services (referred to as time-shifted), up to seven days after they were televised.

People in Wales spend an average of 4 hours 11 minutes per day watching TV

In 2014, people in Wales spent an average of 251 minutes (4 hours 11 minutes) per day watching television, higher than Scotland at 230 minutes (3 hours 59 minutes), Northern Ireland at 227 minutes (3 hours 47 minutes) and the UK average of 220 minutes (3 hours 47 minutes). Of the 251 minutes spent watching television, 131 minutes were spent watching the main five PSB channels.[23] This was higher than in all other nations and the UK as a whole. Including the PSB portfolio channels,[24] viewers in Wales spent 183 minutes a day watching the PSB family of channels. (Figure 2.6).

Figure 2.6 Average minutes of television viewing per day, by nation: 2014

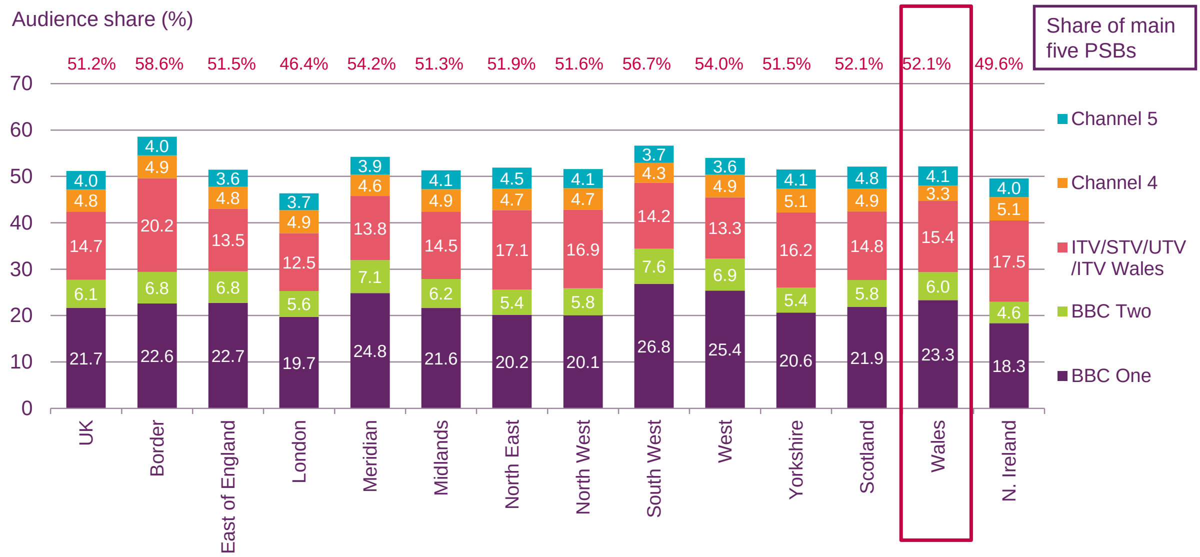
Source: BARB, Individuals (4+). Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5, including HD variants but excluding +1s. PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (inc ITV Breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5, 5*+1, 5USA, 5USA+1. HD variants are included where applicable.*
Note: This figure reflects the average across the English regions with the highest in Border at 250 minutes (4 hours 10 minutes) and lowest in West at 197 minutes (3 hours 17 minutes) respectively.

[23] Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5. Includes HD variants but excludes +1s.
[24] PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (incITV Breakfast) ,ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5*, 5*+1, 5USA, 5USA+1. HD variants are included where applicable.

Over half (52.1%) of all viewing is to the main five PSB channels

In 2014, the main five PSB channels accounted for a combined 52.1% share of total TV viewing in Wales, equal to their combined share in Scotland and one percentage point higher than the average 51.2% share across the UK. Viewing to BBC One in particular was highest in Wales compared to in other UK nations and regions, at 23.3%; 1.6 percentage points higher than viewing to BBC One across the UK as a whole and five percentage points higher than viewing to BBC One in Northern Ireland. Viewing to Channel 4, however, was lowest in Wales (3.3%) compared to the UK as a whole (4.8%) and all the other UK nations and regions (Figure 2.7).

Figure 2.7 Share of the main five PSB channels in all homes, by UK nations and regions: 2014



Source: BARB, Individuals (4+). HD channel variants are included but not +1s.
Note: Chart shows figures rounded to one decimal place. Numbers may not appear to sum up to total share of main five PSBs due to rounding.

The combined share of the main five PSB channels has decreased by 3.1pp in Wales since 2009

As can be seen in Figure 2.8, between 2009 and 2014 there was a 3.1 percentage point reduction in the combined share of the main five PSB channels in Wales. This decline was lower than that seen in Northern Ireland (9.2pp), Scotland (3.9pp) and the UK as a whole (6.6pp).

From 2009 to 2014, all UK nations and regions except Border[25] saw a reduction in the combined share of the main five PSB channels.

[25] In Border, however, their combined share increased from 54.4% to 58.6%. This may be explained by the profile of the ITV Border region; it has the highest proportion of 65+ adults of all the BARB ITV regions and the highest proportion of 45+s overall (67%).

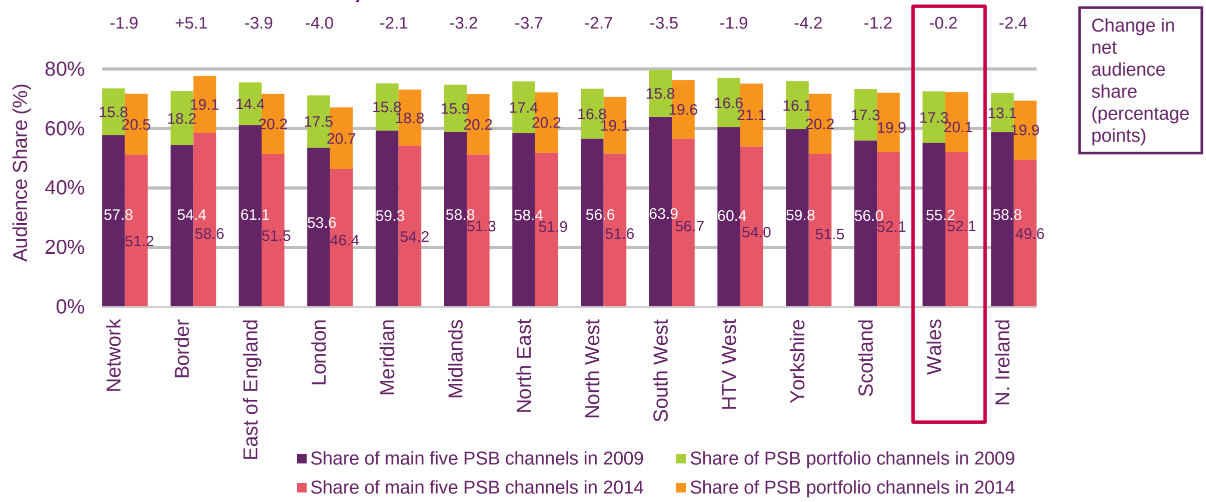
Figure 2.8 Reduction in combined share of the main five PSB channels, all homes: 2009 and 2014

Source: BARB, Individuals (4+). HD channel variants are included but not +1s.
Notes: i) Following digital switchover in Wales in 2010, S4C ceased to carry Channel 4 content. S4C is therefore included in the main five PSB channels in 2009 but not in 2014. S4C's average share in Wales in 2014 is 1.8% ii) In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre- and post-panel change data should be compared with some caution.

The total share of the main five PSBs and their families of channels was 72.3%

While the main five PSB channels' share of viewing decreased by 3.1pp, the PSB portfolio channels increased their share of viewing in Wales by 2.9pp between 2009 and 2014. Overall, the net share loss between 2009 and 2014 for the main five PSBs and their families of channels was the lowest decline seen in the nations and regions (0.2pp). Border was the only region to experience an increase in share of viewing to the main five PSBs and their families of channels (5.1pp) (Figure 2.9). In 2014 the total share of the main five PSBs and their families of channels was 72.3% in Wales.

Figure 2.9 Net change in the audience share of the main five PSB channels and their families of channels, all homes: 2009 and 2014

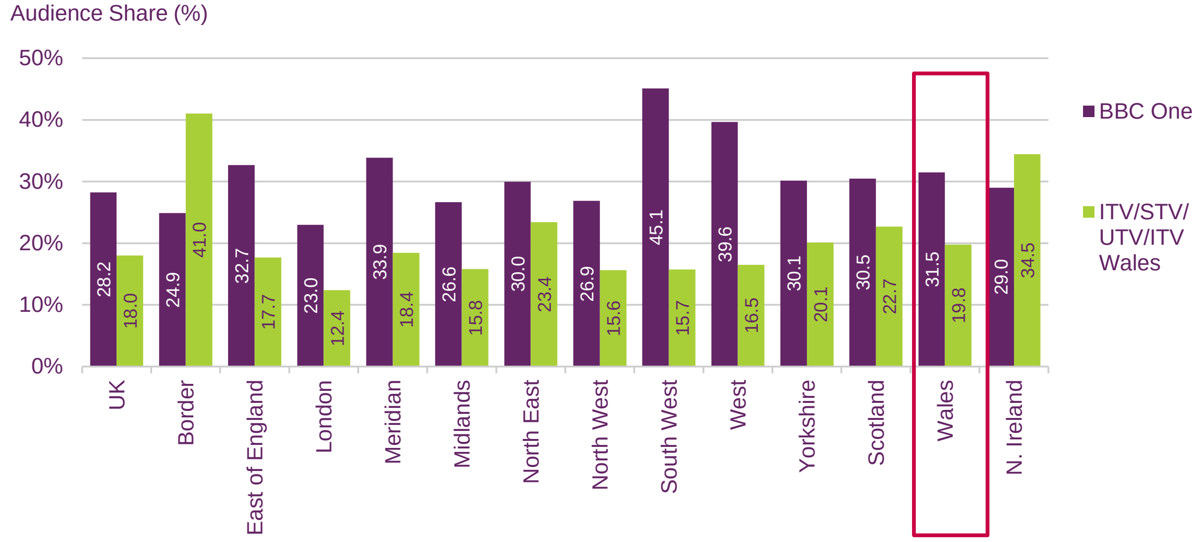


Source: BARB, Individuals 4+. Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5, including HD variants but excluding +1s. PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (incITV Breakfast) ,ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5, 5*+1, 5USA, 5USA+1. HD variants are included where applicable. Notes: i) Following digital switchover in Wales in 2010 S4C ceased to carry Channel 4 content. S4C is therefore included in the main five PSB channels in 2008 but not in 2014. S4C's average share in Wales in 2014 is 0.9% ii) In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre and post panel change data should be compared with some caution.*

BBC One's early evening local news' bulletin attracted a 31.5% share in Wales, higher than the UK average

In 2014, BBC One's early evening local news bulletin attracted an average share of 31.5% share of TV viewing in Wales between 6.30pm and 9pm; this was higher than the average share for the regional early evening news bulletins in Scotland (30.5%), Northern Ireland (29.0%) and the UK average for the same slot (28.2%). ITV Wales' counterpart bulletin attracted a lower share, although at 19.8% it was still higher than the Channel 3 UK average (18.0) (Figure 2.10).

Figure 2.10 BBC One and ITV/ STV/ UTV/ ITV Wales early evening news bulletin shares, all homes: 2014

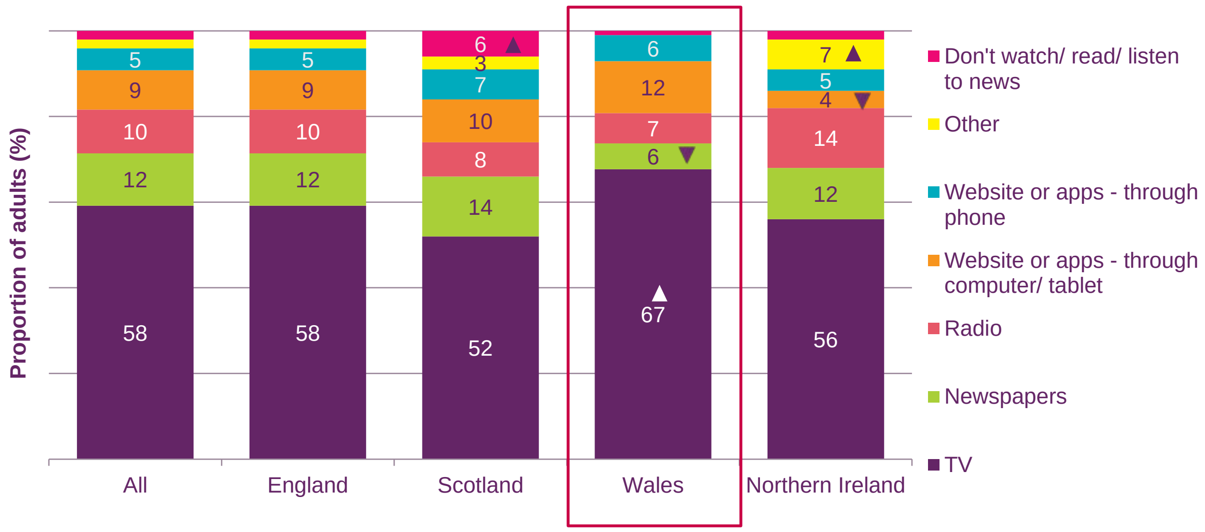


Source: BARB, Individuals (4+).BBC One includes HD variant. ITV excludes HD variants and +1. Note: Early evening ('local') news bulletin figures based on 'regional news' genre programmes, start time 17:55-18:35, 10 mins+ duration, BBC One and ITV (exc HD), weekdays. UK figures based on share to respective early evening news bulletin day part. BBC One's early evening news bulletin is transmitted between 18:30 – 19:00 and ITV/STV/UTV/ITV Wales' is transmitted between 18:00 – 18:30.

Respondents in Wales are most likely to use the TV as their main source of UK and world news

In 2014, 67% of adults aged 16+ in Wales cited television as their main source of UK and world news. The next single most popular source was 'on a website or app through a tablet or a computer' (12%). However, when combining the figures for those who responded 'on a website' or 'apps through a phone, computer or tablet' this figure increases to almost a fifth (18%) (Figure 2.11).

Figure 2.11 Respondents' main media source for UK and world news, by nation: 2014



Source: Ofcom Media Tracker 2014.
Base: All (2,074); England (1,577); Scotland (183); Wales (154); Northern Ireland (160).
Significance testing (indicated by a triangle) shows any difference in the main source of news between any nation and all adults.

2.4 TV programming for viewers in Wales

The following section outlines spend and hours of programming for viewers in Wales, Scotland, Northern Ireland, and the English regions, provided by the BBC and ITV/ STV/ UTV. The figures exclude Gaelic and Welsh-language programming but include some spend on Irish-language programming by the BBC. See section 2.6 for details on S4C.

Historical financial figures are presented in nominal terms and not adjusted for inflation. The reason for this is to align the CMR suite of reports and to provide a 'base' view of the overall market to inform any further analysis.

Programme definitions

First-run originations - Programmes commissioned by or for a licensed public service channel with a view to their first showing on television in the United Kingdom in the reference year.

First-run acquisitions - A ready-made programme bought by a broadcaster from another rights holder and broadcast for the first time in the UK during the reference year.

Repeats - All programmes not meeting one of the two definitions above.

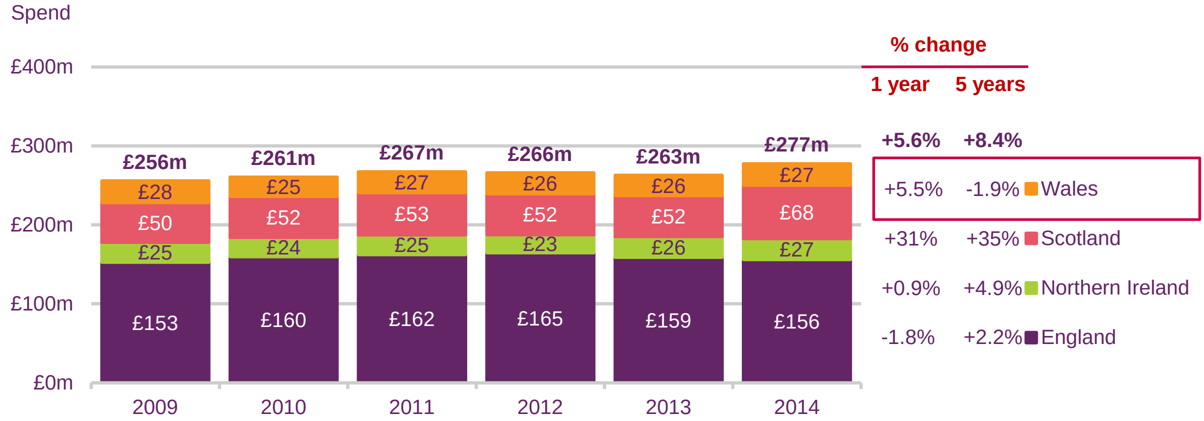
BBC and Channel 3 licensees' spend on first-run originated content for viewers in Wales remained stable in 2014

£277m was spent by the BBC and ITV/ STV/ UTV on producing first-run originated programmes specifically for viewers in Wales, Scotland, Northern Ireland and the English regions in 2014, up by £14m (or 5.6%) on 2013, and up by 8.4% since 2009 in nominal terms.

The majority of this increase was attributable to exceptional spending in Scotland relating to both the Referendum on Scottish Independence and the Commonwealth Games, held in Glasgow during July and August.

In nominal terms, the year-on-year spend by the BBC and ITV Wales on first-run originated programming for viewers in Wales has increased from £26m in 2013 to £27m in 2014, a rise of 5.5%, and has decreased by 1.9% since 2009.

Figure 2.12 Spend on first-run originated nations' and regions' output by the BBC/ ITV1/ STV/ UTV



Source: Broadcasters. All figures are nominal.
Note: Spend data for first-run originations only. Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England. For more information on S4C, please see Section 2.6.

Total spend on current affairs and news programming for people in Wales increased year on year by 16% and 15% respectively

Turning to total spend by genre, including acquisitions and repeats, BBC and ITV Wales spending on current affairs programming in Wales increased in nominal terms by 16% in 2014, compared with 2013, and was 29% higher than in 2009. Spend on news also increased, by 15% year on year, and and by 30% compared to 2009. There was a 2% decrease in spending on non-news/ non-current affairs programming compared to the previous year, and a 23% drop since 2009. These figures reflect an overall 6% increase in nominal terms in total spend by the BBC and ITV Wales on all programming for people in Wales.

Figure 2.13 Change in total spend on nations and regions output, by genre and nation: 2009-2014

	UK		England		N. Ireland		Scotland		Wales	
	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)
Current Affairs	22%	21%	10%	-1%	28%	43%	49%	61%	16%	29%
News	5%	6%	2%	4%	9%	8%	24%	17%	15%	30%
Non-news/non-current affairs	11%	11%	-2%	119%	-13%	-7%	27%	33%	-2%	-23%
Total Spend in 2014	£285m		£163m		£27m		£69m		£27m	

	UK		England		N. Ireland		Scotland		Wales	
	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr
Change in Spend	8%	9%	2%	4%	0%	5%	29%	32%	6%	-3%

Source: Broadcasters. All figures are nominal.
Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

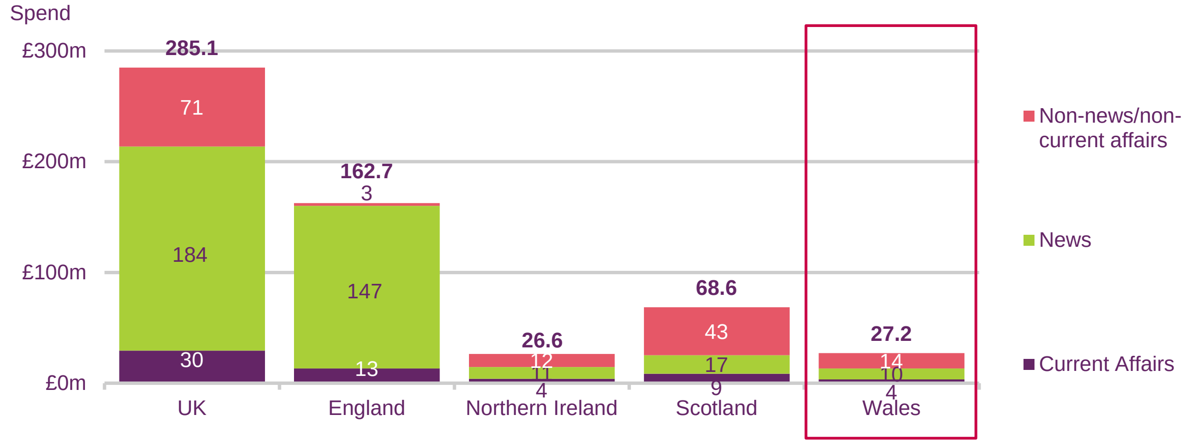
Expenditure by the BBC and ITV on non-network programming for viewers in Wales increased by 6% year on year

Expenditure on non-network content broadcast by the BBC and ITV for people in Wales increased by 6% in nominal terms to £27.2m in 2014.

Spend on non-news/non-current affairs accounted for 50.5% of total spend; news accounted for a further 36.4%, with current affairs making up the remaining 13.1%.

In addition to this, according to the latest annual report for financial year 2014/2015, the BBC contributed £76m to the funding of S4C. It also incurred a further £24.5m of costs in delivering other content to S4C under the terms of the operating agreement[26], and contributed £5m to content shown on BBC Alba in Scotland. Please see Section 2.6 for more information about S4C.

Figure 2.14 Total spend by the BBC/ ITV1/ STV/ UTV on non-network nations/regions output for the main PSB channels (BBC1 and Channel 3): 2014



Source: Broadcasters.
Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish-language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

First-run originated hours in Wales down by 9% since 2009

The BBC and ITV1/ STV/ UTV produced a total of 11,199 hours of first-run originated content for the English regions, Scotland, Wales and Northern Ireland in 2014, down by just 33 hours on 2013, and up by 7.3% (760 hours) since 2009.

Wales saw the largest fall in the number of hours of first-run originated programming over the five-year period, a decrease of 9% to 943 hours in 2014. However, there was an increase in first-run originated output year on year, up by 2% (20 hours) on 2013.

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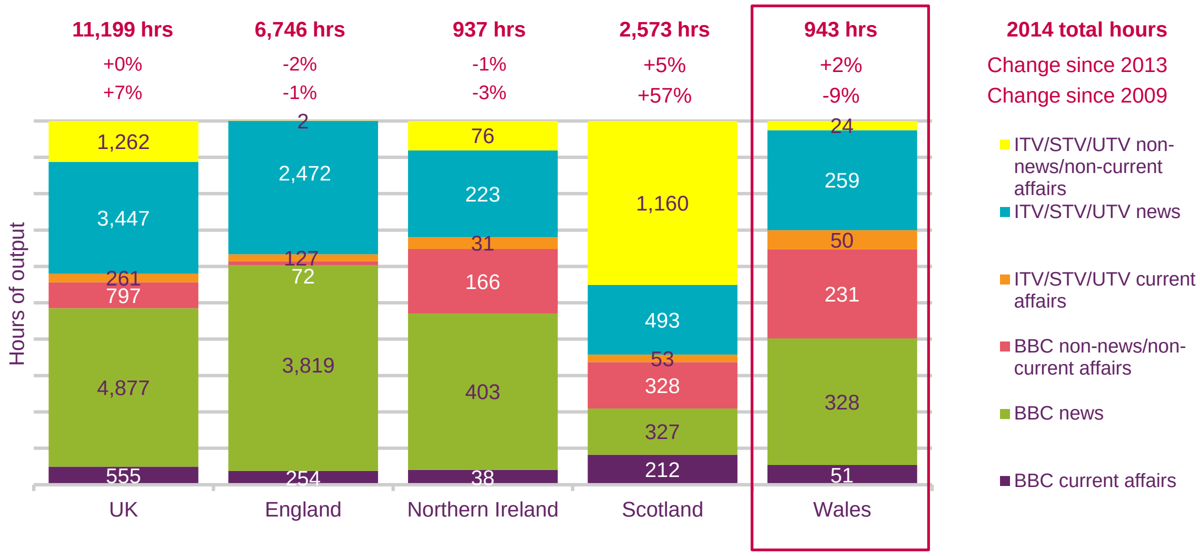
[26] http://www.s4c.co.uk/production/downloads/e_cytundeb-gweithredu-s4c-bbc.pdf

Figure 2.15 Hours of first-run originated nations/regions output, by genre and broadcaster: 2014



Source: Broadcasters.
Note: Hours data for first-run originations only. Excludes hours for BBC Alba and S4C output but includes some hours of Irish-language programming by the BBC. These figures do not include hours of network content. Hours broadcast in the ITV Border region are included under England.

Total cost per hour for nations' programming has increased by 6% since 2009 for Wales – second only to Northern Ireland

When analysing the cost of making programmes for the nations, Wales had the highest average cost per hour in 2014 at £26,000, £2,000 more than the UK average.

In nominal terms, over the five-year period, cost per hour increased by 6% in Wales, compared to the UK average increase of 5%.

Figure 2.16 Cost per hour for total nations' and regions' output, by nation: 2009-2014

Source: Broadcasters. All figures are nominal.
Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

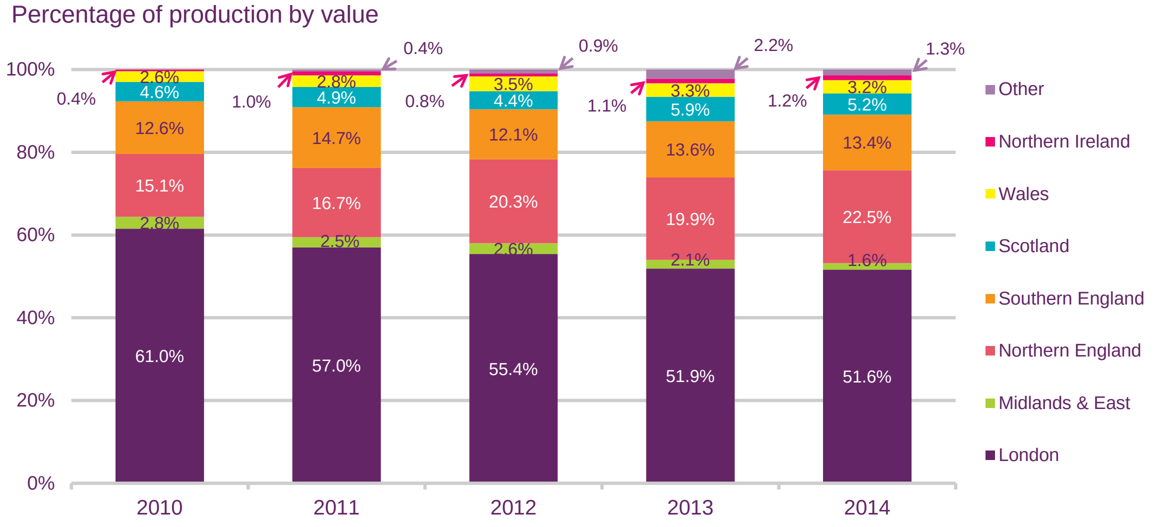
2.5 PSB television quota compliance

Wales' share of total spend on qualifying[27] original network productions remained steady in 2014

Figure 2.17 illustrates the distribution of spend on qualifying first-run commissioned network programming by the five main PSB channels[28] in the five years to 2014. In Wales the share of total spend decreased marginally; from 3.3% in 2013 to 3.2% in 2014. As in previous years, the majority was spent within the M25: 51.6%, down from 51.9% in 2013. A further 22.5% of first-run spending was captured by producers based in the north of England and 13.4% in southern England.

In 2014 the proportion of spending on originated network productions outside London increased for the fourth year in a row. In contrast, London spending continued a downward trend, falling by 0.3pp. This shift may be attributable in some part to the BBC relocating a significant production base, including the majority of BBC Sport, to Salford, and no London-based events on the scale of the royal wedding or the 2012 Olympic Games to act as a counterweight in 2014.

Figure 2.17 Expenditure on originated network productions: 2010–2014



Source: Ofcom/broadcasters

Note: This expenditure does not include network news production[29]. The category 'other' refers to programmes made by producers based within the M25 which qualify as regional productions on the grounds that 70% of total spend and 50% of off-screen talent spend was outside the M25 but not all in one macro-region, and therefore cannot be attributed to a single region.

The proportion of originated network production hours produced in Wales increased to 1.8% in 2014

The proportion of first-run hours produced in Wales increased from 1.4% in 2013 to 1.8% in 2014.

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[27] This expenditure does not include network news production. For more information on qualifying network spend and output, see http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/

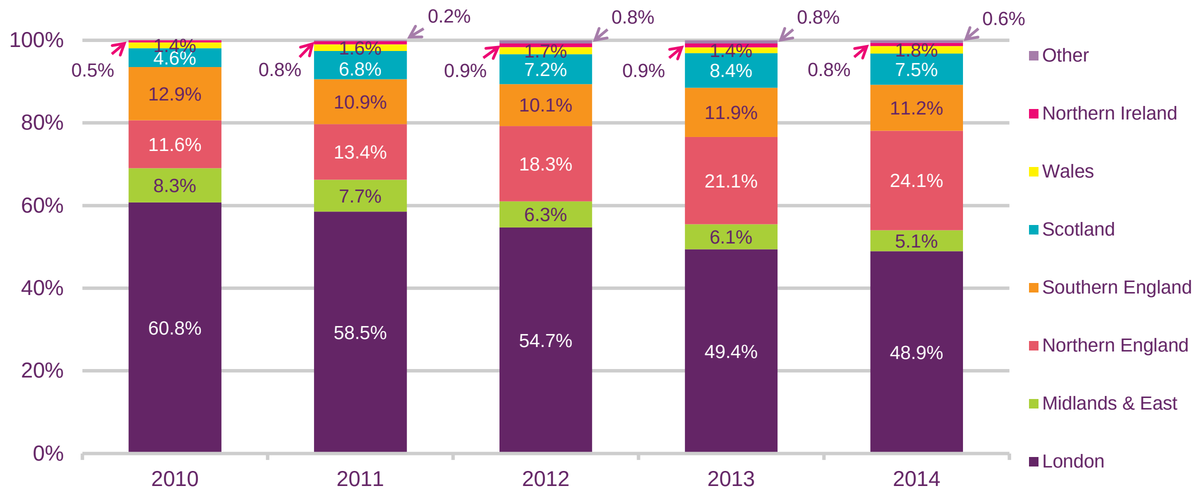
[28] The five main PSB channels are BBC One, BBC Two, ITV, Channel 4 and Channel 5.

[29] See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details

In terms of volume of hours, in 2014, for the second year running, less than half (48.9%) of first-run network programmes were produced within the M25, down from 60.8% in 2010. A further 24.1% were produced in northern England, up from 21.1% in 2013, as well as 11.2% in southern England and 7.5% in Scotland. The greater rise in volume produced outside London, when compared to spend, is in part attributable to lower production costs in other regions than in the Greater London area.

Figure 2.18 Volume of originated network productions: 2010–2014

Percentage of production by volume



Source: Ofcom/broadcasters
Note: These hours do not include network news production[30]. The category 'other' refers to programmes made by producers based within the M25 which qualify as regional productions on the grounds that 70% of total spend and 50% of off-screen talent spend was outside the M25 but not all in one macro-region, and therefore cannot be attributed to a single region.

2.6 Welsh-language programming

Welsh-language output and spend

In 2013, S4C entered into an agreement with the BBC Trust, wherein it was agreed that S4C would be part-funded by the television licence fee. As part of the terms it was agreed that S4C would receive £76.3m in financial year 2013/2014, falling year on year to £74.5m in 2016/2017. According to the latest annual report, for financial year 2014/2015, the BBC contributed £76m to the funding of S4C, in line with the agreement. DCMS also continues to provide funding of £6.7m to S4C. The remaining 2% of funding comes from S4C's advertising revenue and commercial activities.

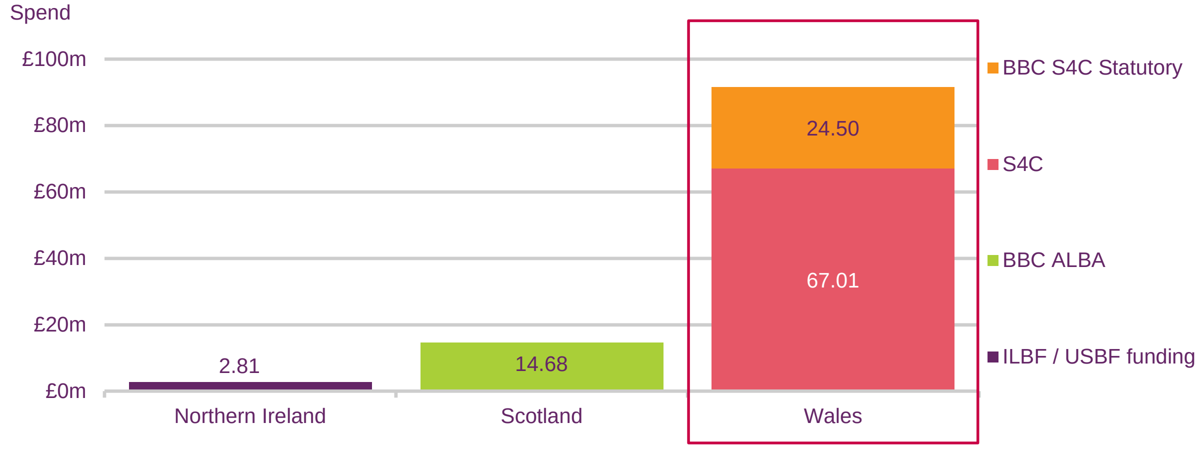
The BBC has a statutory obligation to provide ten hours of content per week free of charge to S4C, including the *Newyddion* (news) service, the soap opera *Pobol y Cwm* and some sports and special events output, the value of which was agreed at £19.4m per annum. In 2014 the BBC spent £24.5m on production and related costs for S4C content.

[30] See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on the Ofcom website for further details.

Overall spend on programming on S4C was £91.5m

The combined spend of S4C and the BBC on programming on S4C totalled £91.5m in 2014. This included £24.5m spent by the BBC in delivering programmes outside S4C's budget under the terms of the operating agreement, and £67.0m in commissioning, acquisition and repeats costs incurred by S4C directly.

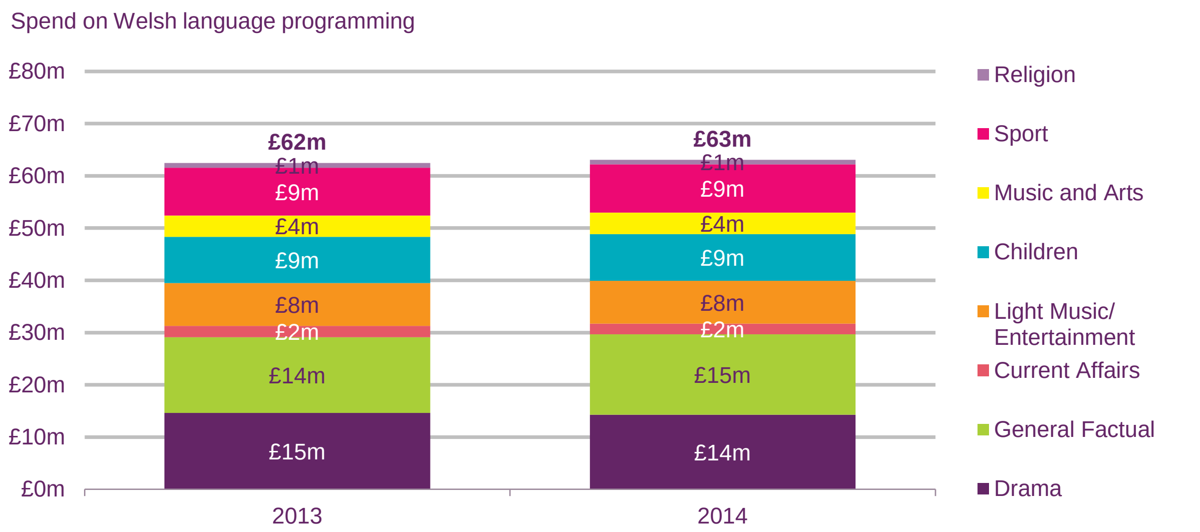
Figure 2.19 Other spend on other programming in the devolved nations: 2014



Source: Broadcasters.
Note: 'BBC S4C Statutory' refers to the cost to the BBC of programming supplied to S4C by the BBC as part of their statutory agreement. ILBF/ USBF refers to additional production contributions by the Irish Language Broadcast Fund and the Ulster Scots Broadcast Fund. BBC S4C Statutory and S4C figures cover the 2014/15 financial year, ILBF/ USBF and BBC Alba figures cover the 2014 calendar year.

S4C spend (excluding the previously-mentioned BBC production spend) on first-run commissioned programming in 2014 remained steady year on year in nominal terms at £63m. This is the first year since 2011 that there has not been a decline in spend in nominal terms.

Figure 2.20 Spend by S4C on first-run Welsh-language programming

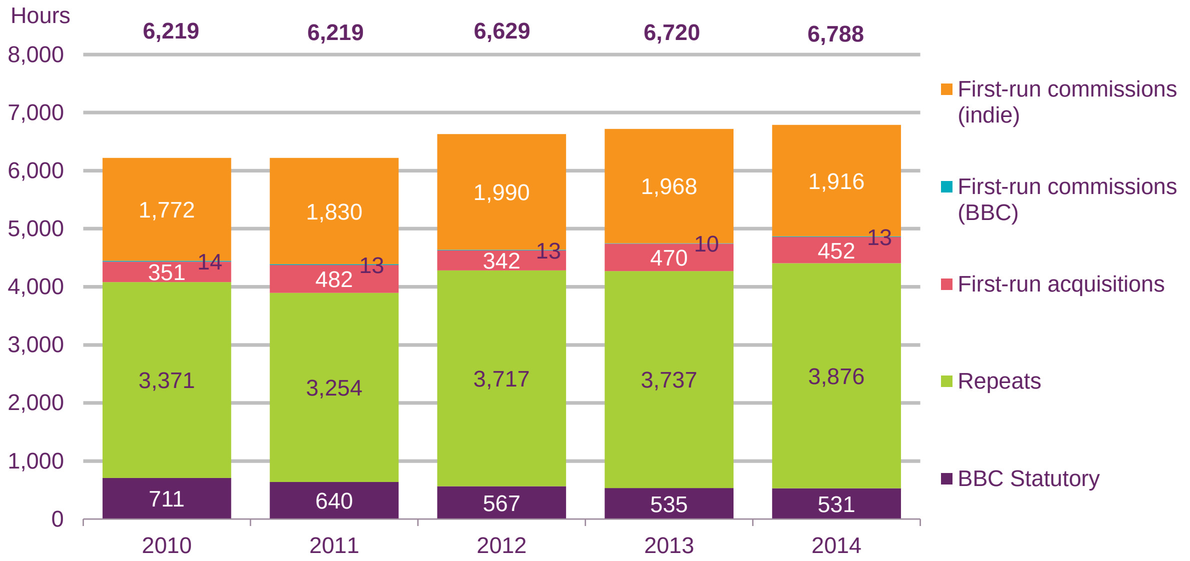


Source: S4C. All figures are expressed in nominal terms. Note: Does not include programming provided by the BBC under the statutory obligation.

The total number of hours broadcast by S4C in 2014 rose by 68 hours to 6,788 hours, which was driven by an increase in repeats. Repeats also continued to make up the majority of the channel's output, accounting for 57% of all programming during the year. Repeated hours were up by 4%; from 3,737 hours in 2013 to 3,876 hours in 2014. First-run commissions from indie companies fell by 3% year on year, bringing the total to 1,916 hours in this category.

First-run acquisitions experienced a 4% decrease in 2014 year on year, but the total hours in this category remained 32% higher than the 2012 level, at 452 hours. BBC statutory programming hours fell by 1%, but at 531 hours they remained above the obligation of 520 hours per year. First-run commissions from the BBC increased from ten to 13 hours for the year.

Figure 2.21 Type of Welsh-language output on S4C, by hours



Source: S4C

3 Radio and audio content

3.1 Recent developments in Wales

The local digital multiplex for North West Wales has launched

In December 2014, the local digital multiplex for North West Wales was launched, broadcasting BBC Radio Cymru, BBC Radio Wales, Capital FM, Smooth Radio, Nation Radio, and Nation Hits from transmitters at Arfon and Conwy to a potential audience of 100,000 listeners.

Due to international frequency constraints, each of the transmitters are on two separate frequencies, with Arfon on 10D and Conwy on 12D. Some car radios may have trouble switching dynamically between the two transmitters; a work-around is for users to set two pre-sets for each of their favourite stations, one for each transmitter.

Further transmitters may be launched in mid-2016 at Gwaenysgor, Holyhead South Stack, Llanddona, Nebo and Penmaen Rhos. These would increase local DAB coverage to almost 70% of the population in North West Wales.

Prior to launch, MuxCo was informed by Global Radio that it did not want both of its local Capital FM services carried on the multiplex. The Capital FM (North Wales Coast) service is carried, but the Capital FM (Caernarfon) service, which broadcasts more programming in Welsh, is not.

Changes in commercial radio broadcasting

Local commercial station Radio Hafren, which held the local commercial licence for Montgomeryshire, ceased broadcasting on 11 February. There are no current plans to re-advertise the licence.

In April 2015, Heart North Wales ceased broadcasting on the Wrexham, Chester and Liverpool local digital multiplex. Listeners will be able to keep listening to Heart North Wales by tuning to FM or listening online.

Format change requests were approved for five of Town & Country Broadcasting’s services in Wales. Radio Pembrokeshire, Radio Carmarthen and Radio Ceredigion can now share up to 12 hours of locally made content between them, and all programmes can be shared between Nation Hits and Bridge FM. The character of the stations is unchanged.

Developments in community radio broadcasting

In May 2012, as part of its third round of community radio licensing, Ofcom awarded a licence to Radio Beca, to serve the communities of Carmarthenshire, Ceredigion and north Pembrokeshire, providing most of the content in Welsh. Stations are usually required to start within two years of licence award; Radio Beca was granted an extension to this deadline, but has been unable to get its service on air. Ofcom withdrew the licence offer in May 2015.

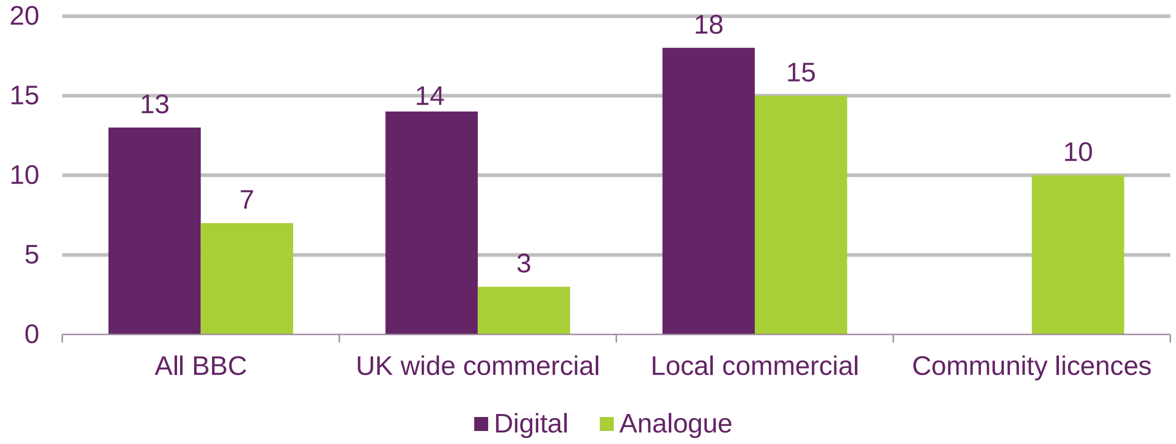
3.2 Radio service availability

There are 45 DAB stations available across Wales

Across the five local commercial digital multiplexes broadcasting in Wales, 45 digital stations are available; many of these are simulcasts of analogue stations within the same area. Local DAB services are available to 63% of households in Wales.

There is one less analogue local commercial station this year, as Radio Hafren ceased broadcasting in February 2015.

Figure 3.1 Radio station availability in Wales



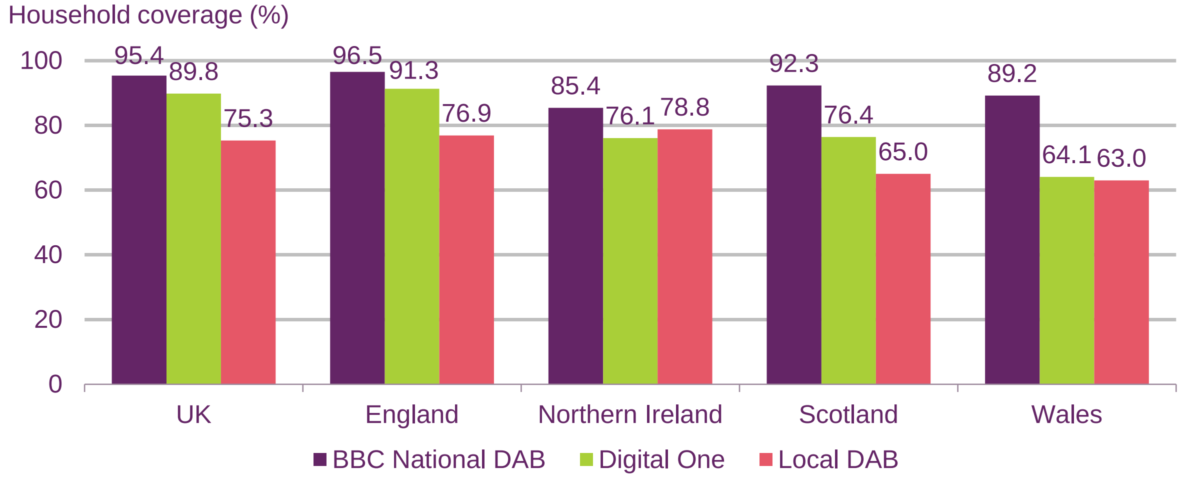
Source: Ofcom, April 2015
Note: This chart shows the maximum number of stations available; local variations along with reception issues mean that listeners may not be able to access all of these

3.3 DAB coverage

The BBC's national DAB multiplex reaches nearly nine in ten Welsh households

The BBC's network services broadcast on DAB are available to 89.2% of households, up from 85.9% the previous year, as additional transmitters have been added to the network. Household coverage for the commercial multiplexes is lower in Wales than the UK average. The UK-wide multiplex Digital One covers 64.1% of households in Wales, an increase of 4.1pp year on year. The aggregate of local DAB multiplexes in Wales cover 63.0% of households and 46.7% of major roads.

Figure 3.2 Household coverage of DAB



Source: BBC, Arqiva, Ofcom, June 2015
Note: BBC figures indicate coverage at the end of 2014

3.4 Patterns of listening to audio content

More people in Wales listen to radio, and they listen for longer, than the UK as a whole

In 2014, radio services reached 94.5% of the adult population in Wales (Figure 3.3). This was the highest reach of all the nations and 5pp above the UK average. Listeners in Wales also listened to radio for the longest compared to all the other nations, at 22.4 hours per week on average, one hour more than the UK average.

Figure 3.3 Average weekly reach and listening hours: 2014

	England	Scotland	Wales	Northern Ireland	UK TOTAL
Average weekly listening	21.5 hours	19.9 hours	22.4 hours	21.6 hours	21.4 hours
Reach	89.4%	86.9%	94.5%	88.9%	89.5%

Source: RAJAR, All adults (15+), year ended Q4 2014. Reach is defined as a percentage of the area's adult population who listen to a station for at least five minutes in the course of an average week.

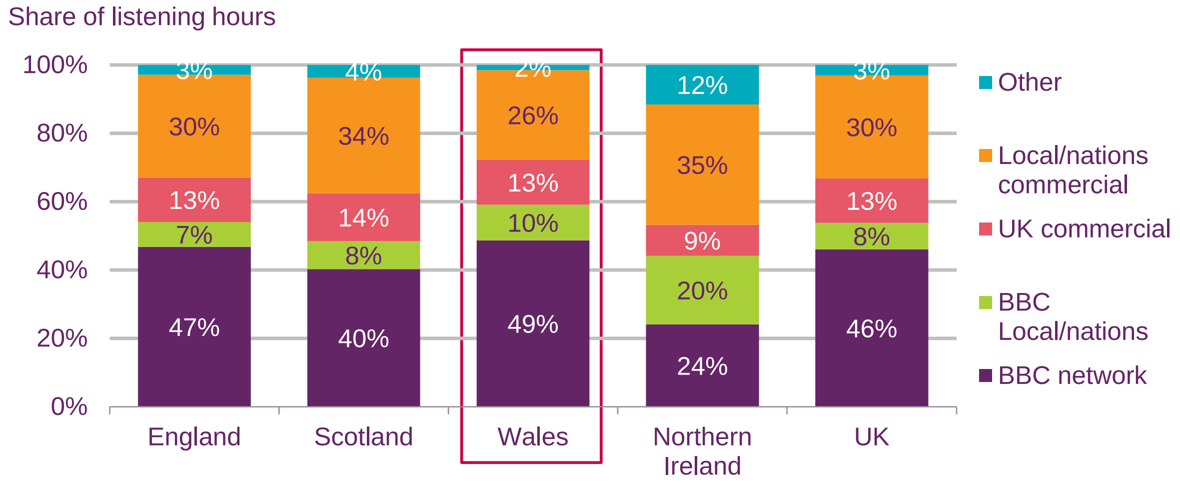
Wales has the highest share of listening to BBC network services

BBC network radio stations represented almost half (49%) of all listening hours in Wales in 2014 (Figure 3.4). These was the highest share of listening for this sector, compared to the other nations, and more than double the share of listening for BBC network services in Northern Ireland (24%).

Share of listening hours for UK commercial radio stations in Wales was on par with England and the UK average (13%). Of all the UK nations, share of listening hours for local commercial radio was the lowest in Wales, at 26%. Wales also had the lowest share of total commercial radio listening hours.

Listening to the BBC nations' service (BBC Radio Wales or BBC Radio Cymru) accounted for 10% of the share of listening hours for Wales in an average week in 2014. Excepting Northern Ireland, this is higher than the sector's share of listening hours in all of the other nations, and is 2pp higher than the UK average.

Figure 3.4 Share of listening hours by nation: 2014



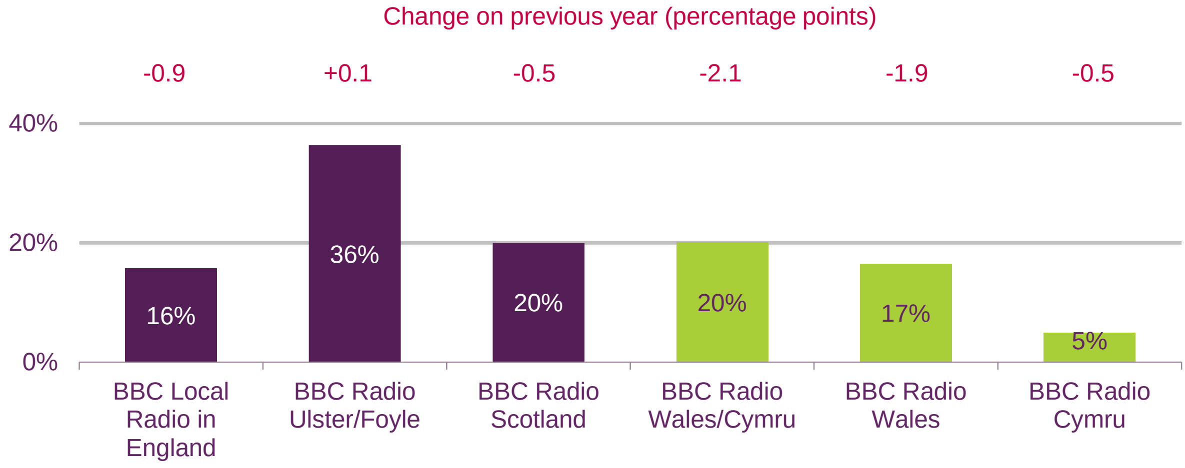
Source: RAJAR, All adults (15+), year ended Q4 2014

The audience of BBC Radio Wales and BBC Radio Cymru decreased in 2014

A fifth (20%) of adults listened to BBC Radio Wales or BBC Cymru in an average week during 2014 (Figure 3.5). This was on par with BBC Radio Scotland, higher than BBC Local Radio in England by 4pp, but lower than the weekly reach in BBC Radio Ulster by 16pp.

On an aggregated basis, BBC Radio Wales/Cymru experienced a bigger year-on-year decrease in weekly reach than any of the national and local BBC services in the other UK nations. This was driven by a 1.9pp fall in reach for BBC Radio Wales.

Figure 3.5 Weekly reach for nations/local BBC services: 2014



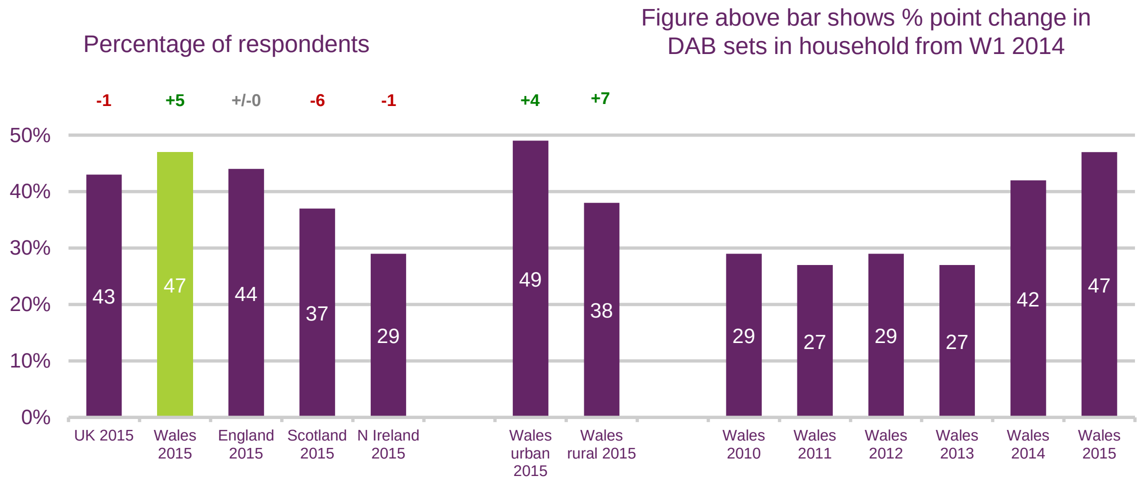
Source: RAJAR, All adults (15+), year ended Q4 2014

3.5 Digital radio set ownership and listening

Close to half of adults in Wales who listen to radio have a digital radio set

Close to half of adults (47%) who listen to radio say they have at least one DAB radio set at home, unchanged since 2014. Ownership of DAB digital radios in Wales does not differ from the UK average (43%). As was the case in 2014, radio listeners in urban areas of Wales who listen to radio are more likely to own a DAB set (49%) than radio listeners in rural areas (38%).

Figure 3.6 Ownership of DAB digital radios

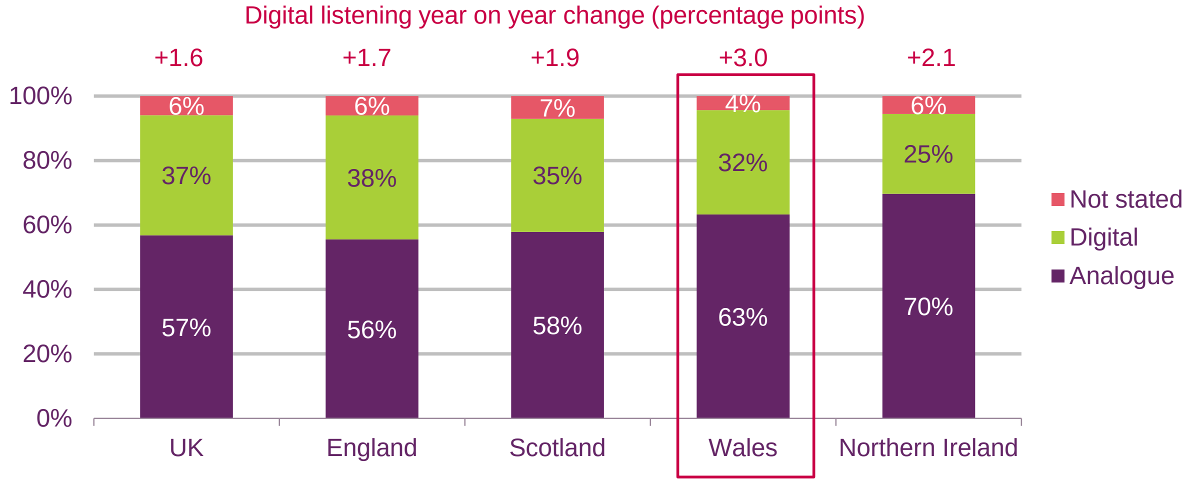


Source: Ofcom Technology Tracker, wave 1 2015
Base: Adults aged 16+ who listen to radio (n = 2934 UK, 406 Wales, 1735 England, 386 Scotland, 407 Northern Ireland, 205 Wales urban, 201 Wales rural, 854 Wales 2010, 397 Wales 2011, 405 Wales 2012, 383 Wales 2013, 403 Wales 2014, 406 Wales 2015)
NB. Data in 2011 based on those who listen to radio and have any radio sets in the household that someone listens to in most weeks
QP9. How many DAB sets do you have in your household?

Year-on-year growth in digital listening was highest in Wales

Excepting Northern Ireland, digital listening represented the smallest share of total listening hours in Wales (32%) and was 5pp below the UK average (Figure 3.7). Year-on-year growth in digital listening was largest in Wales out of all the UK nations, at 3.0pp. Share of digital listening grew in the UK as a whole by 1.6pp.

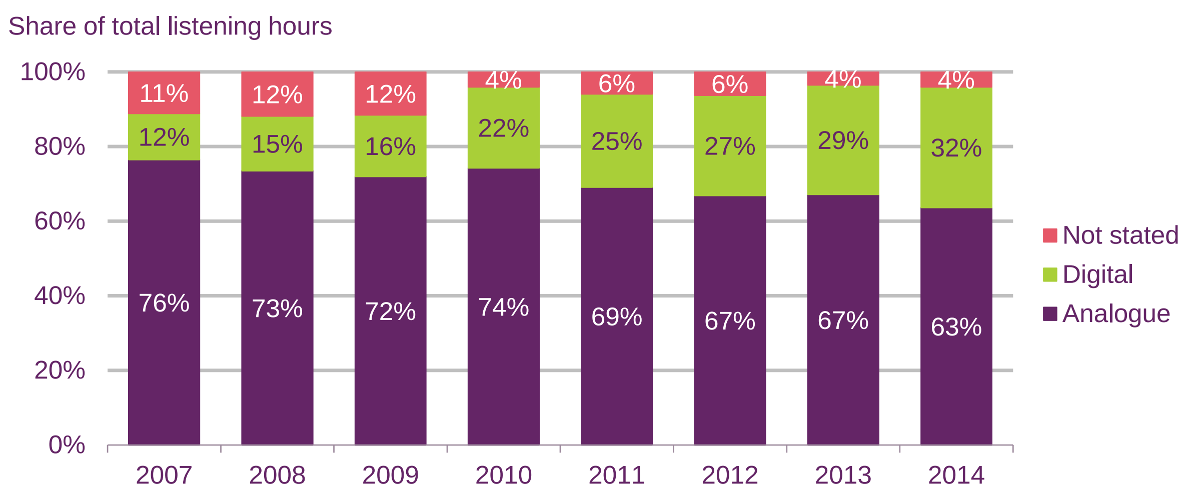
Figure 3.7 Share of listening hours via digital and analogue platforms: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014
NB: 'Digital platforms' refers to radio services that can be accessed through a range of devices. This includes DAB digital radios, digital television, and devices that connect to the internet such as dedicated radios incorporating WiFi connectivity, home PCs, and mobile handsets which can connect to the internet.

There has been steady and continuous growth in the share of listening via digital platforms since 2010 (Figure 3.8). Over the past eight years, digital listening in Wales has increased by 20pp.

Figure 3.8 Share of listening hours via digital and analogue platforms in Wales: 2007-2014



Source: RAJAR, All adults, calendar years 2007-2014

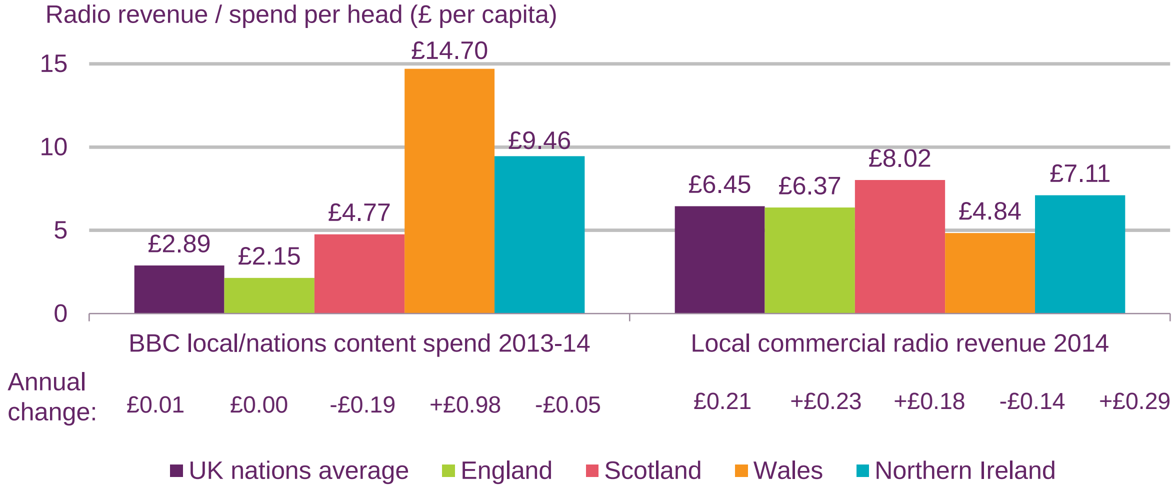
3.6 The radio industry

Wales was the only nation where local commercial revenues fell year on year

Local commercial radio revenue in Wales shrank by 2.9% to £14.9m in 2014, the only UK nation where revenues declined. Adjusted for population size, revenues in Wales fell by 14p per head. At £4.84, Wales also has the lowest local commercial radio revenue per head of all the UK nations.

In contrast to local commercial revenues, BBC spend on content per head of population for the local/nations stations in Wales is significantly higher than in other UK nations. The BBC's expenditure in Wales also increased considerably year on year, with an additional 98p per head taking spend on content to £14.70 per person.

Figure 3.9 Local/nations radio spend and revenue per head of population: 2014-15



Source: Broadcasters
Note: 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.

4 Telecoms and networks

4.1 Recent developments in Wales

Superfast Cymru

Superfast Cymru aims to boost the commercial roll-out of fibre broadband by providing access to fibre broadband in areas where the private sector has no plans to invest. The project is funded by the Welsh government, the UK government, the European Regional Development Fund and BT. Superfast Cymru began roll-out in 2013, and by March 2015 the project had made fibre broadband available to more than 425,000 premises, with work under way in all 22 Welsh unitary authorities. Further to the Superfast Cymru programme, an infill project is in development, to ensure that all homes and businesses across Wales have access to fibre broadband.

The Superfast Cymru Infill Project will bring fast fibre broadband to areas not covered by either Superfast Cymru or by telecommunications companies' own fast fibre programmes. Following a review of suppliers' current and proposed plans for broadband, and a consultation, the Welsh government has identified 45,887 premises that are not in the scope of Superfast Cymru or any commercial roll-out planned within the next three years.

The project will ensure that all premises in Wales have access to superfast broadband, and will have two phases. The first will provide broadband to the majority of the 45,887 premises now identified, while the second will begin once the Superfast Cymru project and phase 1 of the infill project have finished, and will provide broadband to any premises still without it.

The Access Broadband Cymru scheme complements the roll-out of the Superfast Cymru programme. This scheme is available to enterprises, residents, third-sector organisations, and communities which cannot achieve broadband speeds of 2Mbit/s and above, by supporting them to obtain a broadband connection using the most appropriate technology. The project ensures that customers receive a fast broadband connection, as the technology used needs to be capable of providing superfast speeds, aligning closely with Superfast Cymru.

The Welsh Government is also providing businesses with resources to better understand how to exploit superfast broadband for economic gains.

The Auditor General for Wales reported in May that the Welsh government's Superfast Cymru contract is "making reasonable progress" in rolling out access to next generation broadband services. The report found that despite the constraint of having only one final bidder, the contract in place between the Welsh government and BT includes appropriate controls to manage costs and delivery, and that the contractual costs are within the range of other UK public sector next-generation broadband contracts with BT.

The report also says that access had been made available to just over half of the target premises by the end of 2014, and although many of the difficult-to-connect premises still remain unconnected, the improvement in delivery since early 2014 provides some confidence that the overall coverage targets will be met. The report also found that:

- there were initial weaknesses in the programme and project management, but the Welsh government now has clear and appropriate arrangements in place;

- some local authorities, businesses and residents have not been satisfied with the communication about the Superfast Cymru rollout;

- take-up of next generation broadband is rising, but there are no take-up targets in place;

- the Superfast Cymru contract has already achieved most of the expected direct benefits related to jobs, apprenticeships and work experience opportunities; and

- although arrangements to support and measure the wider benefits of the public investment in digital infrastructure have been weak, the Welsh government is now developing a national project for the exploitation by businesses of next generation broadband, and a plan for public sector exploitation.

The report makes a number of recommendations, including:

- improving communication about the local roll-out of Superfast Cymru;

- that 40% of premises in the intervention area are capable of receiving download speeds of 100Mbit/s or more; and

- supporting the take-up of next generation broadband and improving the delivery of the full benefits of the public investment.

Ultrafast Connectivity Voucher Scheme

In November 2014, the Welsh government launched the Ultrafast Connectivity Voucher Scheme. 'Ultrafast broadband' is defined as at least 100Mbit/s download speed and at least 30Mbit/s upload speed, with little or no contention. The Ultrafast Connectivity Voucher Scheme offers Welsh government-funded grants of up to £10,000 and is available to businesses based within most of Wales' Enterprise Zones and Local Growth Zones.

Cardiff Internet Exchange

The Cardiff Internet Exchange (known as IX Cardiff) was launched in October 2014 and allows businesses in Wales to decrease their reliance on connectivity to London. IX Cardiff has come about as a result of collaboration between the public and private sector: it is operated by the UK's largest IX operator, Linx, which has a strategy for establishing regional internet exchanges across the UK, and DCMS funding was used to stimulate demand, by funding routers for companies wishing to peer on the internet exchange, which is now the second largest, and fastest-growing, exchange outside London.

Super Connected Cities

The Super Connected Cardiff Programme, funded by the Department for Culture Media & Sport, was completed on 31 March 2015 and delivered a number of projects over its three-year duration. Free outdoor public WiFi (CardiffStreetWiFi) was delivered under a concession contract to Cardiff city centre in 2013 and extended to Cardiff Bay in 2014. Further coverage in the city centre is planned for late 2015.

Free in-building public WiFi (CardiffFreeWiFi) has been delivered to 150 public buildings across the city. The public WiFi was delivered to Cardiff Council buildings, charities, community halls attached to places of worship, and health centres. Later in 2015 CardiffFreeWiFi and CardiffStreetWiFi will be merged, enabling a contiguous network between in-building and outdoor WiFi, and an easier registration process between the two networks. Public Transport WiFi (CardiffFreeWiFi) has been rolled out to 222 buses and two public education vehicles that operate in the City. The solution has also been deployed in Newport, with passengers receiving a seamless service across the region.

The Connection Voucher Scheme is a national scheme monitored and promoted by DCMS. The Cardiff Scheme has been operational since August 2013, and provides capital funding (between £100 and £3,000) for the installation of superfast connectivity to businesses, sole traders, charities and social enterprises. The scheme has been extended to March 2016, and is now available to applicants in Swansea, Neath Port Talbot, Pembrokeshire, Carmarthenshire, Bridgend, Powys, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly and the Vale of Glamorgan.

Spectrum Internet

The Welsh internet service provider, Spectrum Internet, has been active on the Connection Voucher Scheme since its beginning, and has used innovative ways to bring superfast broadband to areas in need. The ISP has deployed dark fibre to bring FTTP services to multi-tenant office buildings in Cardiff, Treforest and Bridgend.

There are now approximately 150 businesses benefiting in these three locations. Spectrum has installed its own FTTC solution in Cardiff Gate International Business Park, supplying broadband speeds of up to 80Mbit/s to SMEs located there. In the rural setting, Spectrum has further developed its network in Monmouthshire and has introduced the method of micro-trenching to deploy dark fibre. Its pilot project for this was for Shirenewton Primary School, which now benefits from a 100Mbit/s FTTP service.

4.2 Availability of fixed broadband services

Almost all UK premises are able to receive basic broadband services

There are three key technologies that are used to provide fixed broadband services in the UK: exchange-based ADSL, cable (over a hybrid fibre-coaxial network), and fibre-to-the-cabinet (using VDSL in the street cabinet).[31] ADSL transmits data over the existing copper network, and is the cheapest of these technologies to deploy, as in most cases, it does not require an upgrade to the existing telephone network, other than new equipment in the local exchange (cable and fibre rollout both involve the deployment of new infrastructure to connect local exchanges/nodes to the end-user).

However, while ADSL technology has the benefit of being comparatively cheap to roll-out, it is unable to provide the superfast speeds[32] of cable and fibre, and some premises in ADSL-enabled areas may not be able to receive service, or may only be able to do so at very low speeds of as a result of the long length, or poor quality, of the telephone line from their premises to the local exchange.

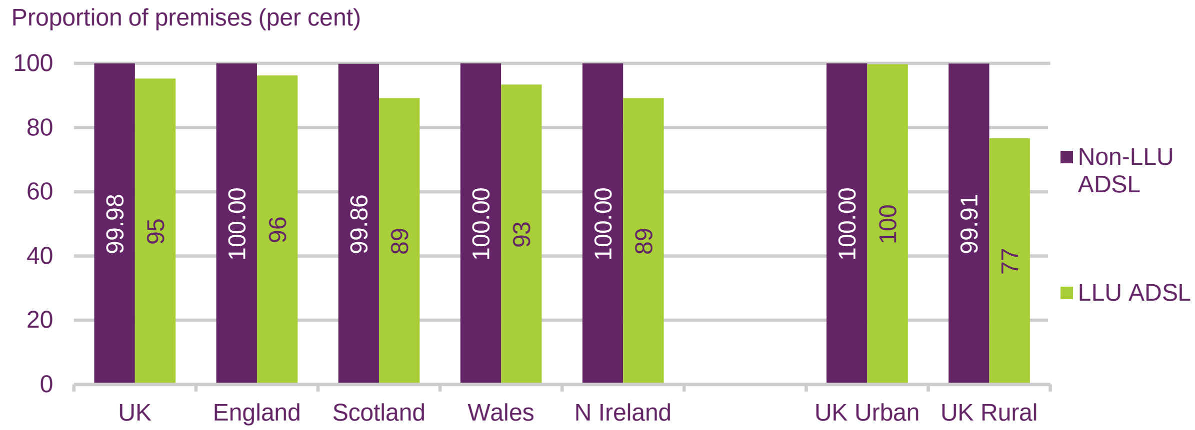
By the end of 2014, almost all of BT’s local exchanges (of which there are around 5,600 across the UK) had been upgraded to offer ADSL broadband services and, across the UK as a whole, the proportion of premises (i.e. homes and offices) that were connected to an ADSL-enabled exchange was over 99.9% (Figure 4.1). In Northern Ireland and Wales, all the BT local exchanges have been upgraded to offer ADSL broadband services, while in England and Scotland there remain exchanges that are not ADSL-enabled, and the proportions of premises connected to ADSL-enabled exchanges is slightly lower.

[31] A small proportion of premises is also served by fibre-to-the-premises (FTTP).
[32] i.e. actual speeds of ‘up to’ 30Mbit/s or higher

Local-loop unbundling (LLU) involves an alternative provider offering broadband services over the twisted copper pair from the local exchange to the end user's premises, which is leased from the incumbent provider. To do this, the LLU provider has to site its own equipment in the incumbent's local exchange and connect it to its own backhaul network. The advantage of LLU to ISPs is that it allows them to benefit from the economies of scale that are not available when purchasing wholesale services from the incumbent on a per-connection basis, and it also enables them to differentiate their retail products from those offered by their competitors. The deployment of LLU ADSL services in the UK has resulted in the availability of low-cost bundled broadband services to consumers living in unbundled exchange areas.

By the end of 2014, LLU availability in the UK was high, with 95% of premises being in areas served by unbundled local exchanges (an increase of just 0.2 percentage points compared to the previous year). Roll-out of any fixed telecoms network tends, initially at least, to be concentrated in urban areas (where there are a larger number of premises to be served) and this is reflected in the fact that the proportion of premises in urban areas that were connected to an unbundled local exchange at the end of 2014 (over 99.9%) was higher than in rural areas (77%). Wales had the second highest proportion of premises that were connected to an unbundled local exchange at the end of 2014, at 93%. Among the other UK nations, this proportion ranged from 89% in Scotland and Northern Ireland to 96% in England.

Figure 4.1 Proportion of premises connected to ADSL-enabled and unbundled exchanges



Source: Ofcom / BT, December 2014 data

Wales had the lowest proportion of premises that could receive cable broadband services (21%) across the UK nations in May 2015

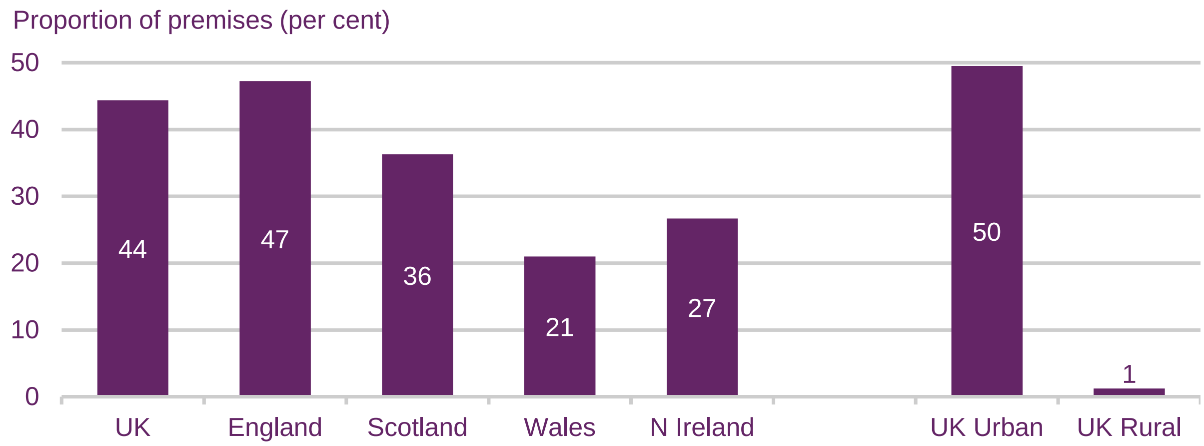
Ofcom collects data showing the number of UK premises that are able to receive cable and fibre broadband services as part of its work to monitor the UK's communications market infrastructure. It is important to note that not all cable and fibre broadband connections are capable of providing superfast broadband services (i.e. those with an actual speed of 30Mbit/s or higher). For example, the speed achievable on a fibre-to-the-cabinet (FTTC) line will depend on the length and quality of the copper connection from the street cabinet to the user's premises, as is the case with ADSL (these limitations do not apply to cable and fibre-to-the-premises services). Ofcom's 2015 Communications Infrastructure Report Update[33] will provide more detailed analysis of the distribution of fixed broadband speeds.

Urban and rural classifications

In previous Communications Market Reports, Ofcom has used a third-party data source (*Locale*) to classify postcodes as being urban or rural. This year, that data source was not available, so Ofcom has used the rural/urban classifications developed by DEFRA, NISRA and The Scottish Registry Office to produce urban/rural splits. Analysis shows that at an urban/rural split level, the two datasets correspond 95% of the time where postcodes can be matched. However, each dataset cannot match 2.5% of all postcodes, and the unallocated postcodes differ between datasets. Therefore, the urban/rural classification of between 5% and 10% of postcodes varies between datasets, and the urban/rural figures in this report are not directly comparable to those in previous reports.

Data provided to Ofcom by Virgin Media show that 44% of UK premises were able to receive cable broadband services over Virgin Media's network in May 2015, unchanged from June 2014 (0). Wales had the lowest proportion of premises that could receive Virgin Media cable services (which offer advertised download speeds of 'up to' 50Mbit/s, 100Mbit/s and 152Mbit/s) in May 2015, at 21%: across the other UK nations the proportion of premises able to receive cable broadband ranged from 27% in Northern Ireland to 47% in England. The proportion of premises able to receive Virgin Media cable broadband services was significantly higher in urban areas of the UK (50%) than in rural areas (1%).

Figure 4.2 Proportion of premises able to receive Virgin Media cable broadband services



Source: Ofcom / Virgin Media, May 2015 data

Wales had the second highest proportion of premises that could receive fibre broadband services among the UK nations in May 2015

We have calculated the proportion of premises able to receive fibre broadband services using data provided by Openreach (a BT Group company) and Kcom (the incumbent provider in the Kingston-upon-Hull area).[34] As stated previously, it is important to note that

[33] Due to be published in Q4 2015
[34] Under regulatory rules other providers can provide retail fibre broadband services to consumers using these networks.

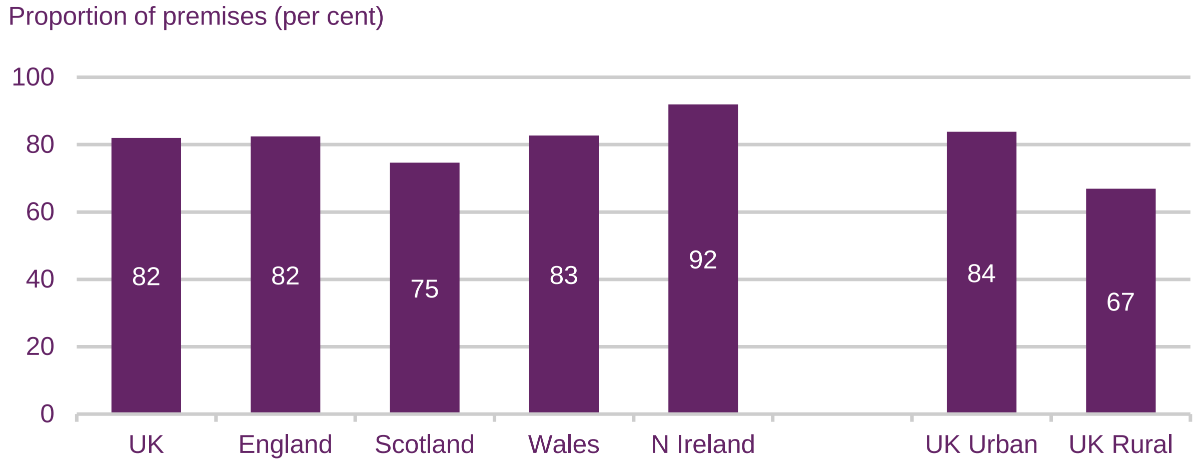
not all fibre broadband connections will be able to achieve actual download speeds of 30Mbit/s.

Our analysis shows that by May 2015 82%[35] of UK premises were able to receive fibre broadband services over Openreach or Kcom's fibre broadband networks, a 13 percentage point increase compared to June 2014 (Figure 4.3). Wales had the second highest proportion of premises that could receive fibre broadband services in May 2015 (83%), a 28 percentage point increase compared to May 2014, the highest such increase among the UK nations.

Among the other nations, the proportion of premises that were served by Openreach or Kcom's fibre broadband networks ranged from 75% in Scotland to 92% in Northern Ireland, which has benefited from a Department of Enterprise, Trade and Investment (DETI) initiative to increase the availability of superfast broadband services. As was the case with cable services, the availability of fibre broadband services was higher in urban areas of the UK than in rural areas, with 84% of premises in urban areas being able to receive Openreach or Kcom's fibre broadband services, compared to 67% in rural areas.

Again, it is important to note than not all fibre broadband connections will be able to achieve actual downstream speeds of 30Mbit/s.

Figure 4.3 Proportion of premises able to receive Openreach / Kcom fibre broadband services



Source: Ofcom / Openreach / Kcom, May 2015 data

By May 2015, 87% of premises in Wales could receive next generation access broadband services

We are able to estimate the proportion of premises that are served by next generation access (NGA) networks (which are used to deliver superfast broadband services) by combining the Virgin Media cable broadband availability data shown in 0 with the Opernreach/Kcom fibre broadband availability data shown in Figure 4.3.

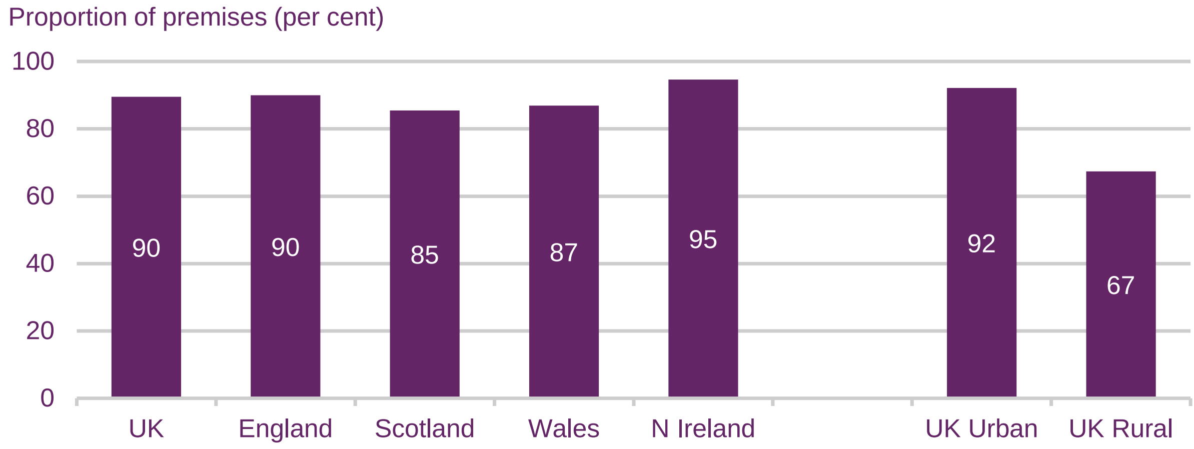
Combining postcode-level availability data for cable and fibre services gives us a range of availability for NGA broadband services: for example, if cable broadband and fibre broadband services are both available to 50% of premises in a postcode, the availability of

[35] It should be noted that this figure, and those given below, will understate actual fibre broadband availability as they exclude availability over networks other than Openreach and Kcom's.

NGA services in that postcode will be somewhere between 50% of premises (where cable and fibre services are available to the same premises within the postcode area) to 100% of premises (where there is no overlap in the availability of cable and fibre services). In Figure 4.4 below, we show the mean of the possible range of availability of NGA services, which would be 75% in the example given above.

Our analysis indicates that 90% of UK premises were able to receive fixed broadband services over NGA networks by May 2015, a 12 percentage point increase compared to June 2014. Wales had the second lowest availability of NGA broadband networks in May 2015, with 87% of premises having access to NGA services. However, this was a 29 percentage point increase June 2014, the largest increase recorded among the nations over this period. Across the other UK nations, the proportion of premises that could receive NGA broadband services ranged from 85% in Scotland to 95% in Northern Ireland, with 90% of premises in England being within NGA network footprints. In urban areas of the UK, 92% of premises were able to receive NGA broadband services in May 2015, compared to 67% in rural areas.

Figure 4.4 Proportion of premises able to receive NGA broadband services



Source: Ofcom / Openreach / Virgin Media / Kcom, May 2015 data

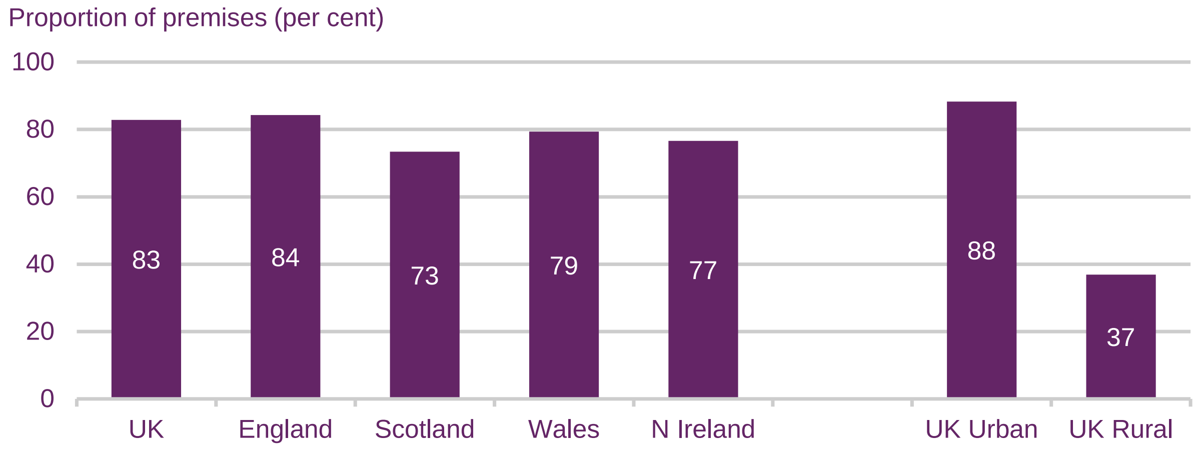
Seventy-nine per cent of premises in Wales were able to receive superfast broadband services in May 2015

As mentioned previously, not all NGA broadband connections are capable of providing superfast broadband services (i.e. those with an actual speed of 30Mbit/s or higher) and, in particular, the speed achievable over an FTTC connection will depend on the length and quality of the copper connection from the street cabinet to the user’s premises. In collecting data to inform its work monitoring the UK’s communications market infrastructure in 2015, Ofcom asked Virgin Media, Openreach and Kcom to provide postcode-level data regarding the proportion of premises that could receive superfast broadband services, i.e. a fixed broadband service with an actual speed of 30Mbit/s or higher.

As is shown in Figure 4.5 below, these data suggest that while 90% of UK premises were able to receive NGA broadband services in May 2015, the proportion that was able to receive superfast broadband services was seven percentage points lower, at 83%. While 87% of premises in Wales could receive NGA broadband in May 2015, the second lowest proportion among the UK nations, Wales had the second highest proportion that could receive superfast broadband services (79%). This means that 8% of premises in Wales were in areas where NGA broadband was available but were unable to receive actual broadband speeds of 30Mbit/s; the second lowest proportion across the UK nations, after England (6%).

Among the other UK nations, the proportion of premises that could receive superfast broadband services ranged from 73% in Scotland to 84% in England (in Northern Ireland it was 77%). The proportion of premises that could receive superfast broadband services in urban areas of the UK (88%) was significantly higher than in rural areas (37%). This indicates that while, across the UK as a whole, 7% of premises in NGA areas could not receive an actual fixed broadband download speed of 30Mbit/s, the proportion was much higher in rural areas (45%) than in urban areas (4%).

Figure 4.5 Proportion of premises able to receive superfast broadband services



Source: Ofcom / Openreach / Virgin Media / Kcom, May 2015 data

4.3 Mobile network coverage

Overview

How we measure the availability of mobile telephony for this report

The coverage information presented in Ofcom's *Communications Market Reports* and *Infrastructure Report* is collected by Ofcom from the four UK mobile network operators (MNOs). Information on coverage is provided by each operator for each 100x100m pixel of landmass across the UK. This information is correlated with maps of premises to give the premises' coverage figures.

The availability figures quoted all refer to outdoor coverage. Coverage figures for indoor reception are likely to be lower, because radio signals are attenuated as they pass through the fabric of buildings. Indoor reception is highly dependent on the building in which reception is desired, and where the user is located in the building, making it difficult to calculate accurate indoor coverage figures.

Figure 4.6, Figure 4.7 and Figure 4.8 show coverage levels for 2G, 3G and 4G mobile services respectively.[36] 2G is considered satisfactory for telephone calls and text messaging, while 3G is considered the minimum necessary to provide an acceptable experience of accessing mobile data services. 4G generally provides a better user experience than 3G when accessing mobile data services, as a result of the faster data speeds that it offers.

[36] The availability data provided by the MNOs is taken from network planning tools, which are subject to a margin of error, and local factors such as tall buildings or trees can affect signal strength.

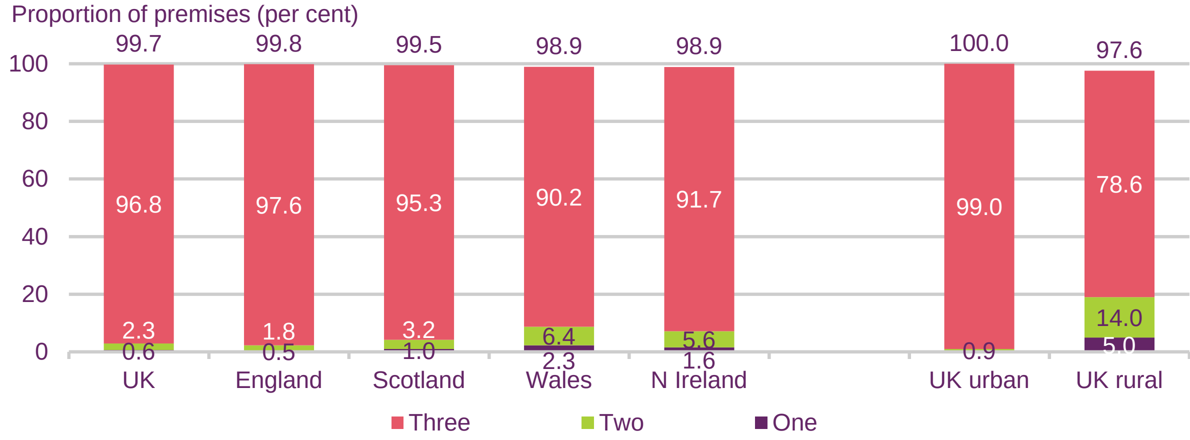
There are still areas of the UK where a lack of mobile coverage means that it is not possible to make mobile voice calls, send text messages and/or access mobile data services. These areas are known as 'mobile not-spots' and are often characterised by low population density and/or hilly terrain which present physical and economic obstacles that deter mobile network operators (MNOs) from deploying mobile network infrastructure in these areas. In other areas (known as 'partial not-spots') some operators have mobile coverage whereas others do not.

98.9% of premises in Wales were in areas with outdoor 2G coverage in May 2015

The coverage data provided to us by MNOs shows that 96.8% of UK premises had outdoor coverage from all three 2G network operators (EE, O2 and Vodafone) in May 2015 (Figure 4.6). Overall, 99.7% UK of premises were in areas where at least one mobile network provided outdoor 2G coverage, suggesting that 0.3% of UK premises (around 75,000 premises) were in areas without any 2G mobile coverage. The proportion of UK premises in areas with outdoor 2G mobile coverage was higher in urban locations (100.0%) than in rural ones (97.6%).

Wales had the lowest proportion of premises with outdoor coverage from all three 2G networks among the UK nations in May 2015, at 90.2%, while 1.1% of premises in Wales (around 15,000 premises) were in areas without 2G coverage. The lower-than-average network coverage in Wales is a reflection of its hilly terrain, which restricts the propagation of mobile signals. England had the highest 2G coverage across the UK nations, with 97.6% of premises having outdoor coverage from all three 2G networks and 0.2% being in areas without any outdoor 2G coverage.

Figure 4.6 2G premises outdoor mobile coverage, by number of operators



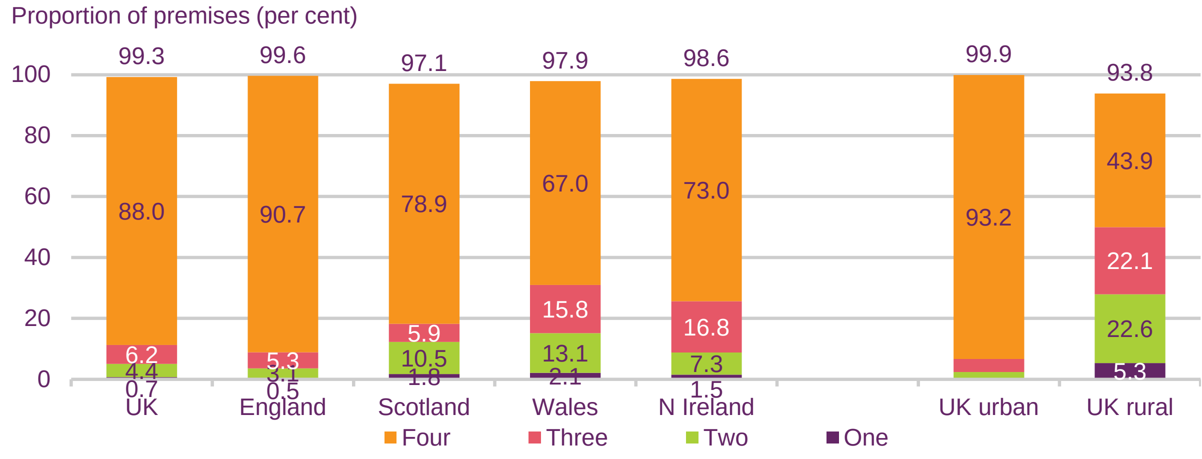
Source: Ofcom / operators, May 2015 data
Note: Coverage is based on 100m^2 pixels covering the UK

Just less than 98% of premises in Wales were in areas with outdoor 3G outdoor coverage in May 2015

Our analysis suggests that 99.3% of UK premises were in areas with outdoor 3G mobile coverage in May 2015, while 88.0% were in areas with similar coverage from all four UK 3G networks (EE, O2, Vodafone and Three). Conversely, 0.7% of premises were in areas without any 3G mobile reception, equivalent to around 210,000 premises. The proportion of premises in areas with outdoor 3G coverage was higher in urban areas of the UK (99.9%) than in rural areas (93.8%).

As was the case with 2G services, the proportion of premises in areas with outdoor 3G mobile coverage was highest in England, where 99.6% of premises were in areas with coverage from at least one 3G network, and 90.7% had coverage from all four MNOs (Figure 4.7). Wales had the second lowest proportion of premises in areas with outdoor 3G coverage from at least one MNO, among the UK nations, in May 2015, at 97.9%, 1.4 percentage points below the UK average, and also had the lowest proportion of premises with similar coverage from all four 3G networks, at 67.0%.

Figure 4.7 3G premises outdoor mobile coverage, by number of operators



Source: Ofcom / operators, June 2015 data
Note: Coverage is based on 100m^2 pixels covering the UK

Wales had the lowest availability of 4G services across the UK in May 2015

The UK's four national MNOs are still in the process of deploying their 4G networks. This is reflected in the fact that the availability of 4G services was lower than that of 2G and 3G services in May 2015 (Figure 4.8).

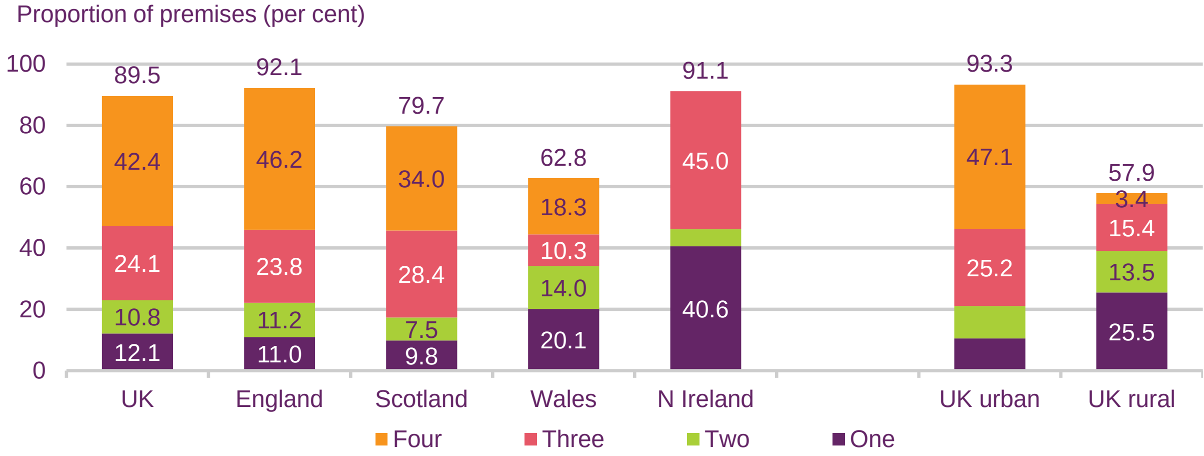
Data provided by the MNOs suggest that 89.5% of UK premises were in areas with outdoor mobile coverage from at least one 4G network in May 2015, a 17.7 percentage point increase compared to the 71.8% recorded in June 2014[37]. All four UK MNOs aim to have at least 98% 4G population coverage by the end of 2015, and the 4G spectrum licence acquired by O2 stipulates that it should provide indoor coverage to 98% of the UK population (and at least 95% of the population of each of the UK nations) by the end of 2017 at the latest.

Wales had the lowest proportion of premises in areas with outdoor 4G network coverage from at least one 4G network in May 2015 at 62.8%. This was an 18.4 percentage point increase compared to June 2014, the second largest such increase among the UK nations. Among the other UK nations, the proportion of premises with outdoor 4G coverage ranged from 79.7% in Wales to 92.1% in England (in Northern Ireland, where Three did not offer 4G mobile services in in May 2015, it was 91.1%).

[37] All 4G coverage comparisons between 2014 and 2015 are indicative only as coverage data for Three was not available in 2014, and 2014 figures are therefore based on three rather than four UK MNOs.

The difference between urban and rural 4G coverage was much more marked for 4G services than for 2G and 3G in May 2015, with 93.3% of urban premises having outdoor 4G coverage, compared to 57.9% of those in rural areas.

Figure 4.8 4G premises outdoor mobile coverage, by number of operators



Source: Ofcom / operators, May 2015 data
Note: Coverage is based on 100m² pixels covering the UK

4.4 Service take-up

Take-up of communication services in Wales was in line with UK averages in Q1 2015

Take-up of landline, mobile phone and broadband services in Wales were in line with the averages for the UK as a whole in Q1 2015 (Figure 4.9).This was not the case a year previously, when landline and broadband take-up in Wales had been lower than average. In Q1 2015, adults in Wales were more likely to have a tablet computer in their household, compared to the UK overall (60% vs. 54%). There were no significant differences in any of the service and device take-up figures shown below between urban are rural areas of Wales.

Figure 4.9 Take-up of communications services: 2015

		UK	Wales	England	Scotland	N Ireland	Wales urban	Wales rural
Individual								
Voice telephony	Fixed Line	**84%**	83%	85%	82%	84%	82%	85%
	Mobile phone	**93%**	90%	93%	91%	91%	90%	89%
	Smartphone	**66%**	63%	67%	63%	63%	64%	59%
Internet	Computer (any type)	**83%**	84%	84%	75%	77%	84%	83%
	Tablet computer	**54%**	60%	54%	52%	54%	62%	54%
	Total Internet[1]	**85%**	86%	86%	78%	79%	86%	85%
	Broadband (fixed & mobile)[2]	**80%**	78%	81%	73%	72%	77%	80%
	Fixed Broadband	**78%**	77%	79%	71%	69%	76%	79%
	Mobile internet[3]	**61%**	59%	62%	59%	60%	60%	51%

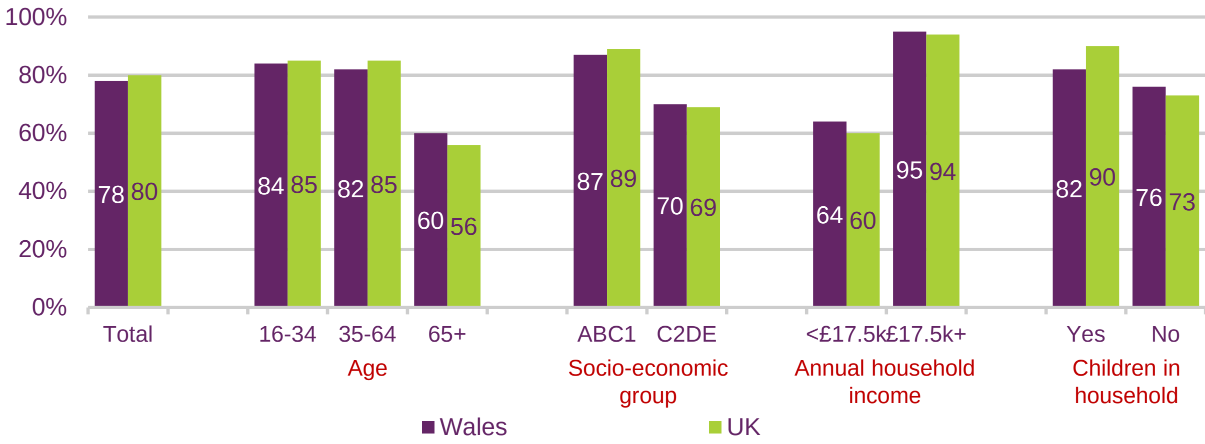
Source: Ofcom Technology Tracker, wave 1 2015
Notes: [1]Households with an internet connection of any description; [2]Households with a fixed broadband and/or dedicated mobile broadband (dongle/SIM) data connection (excludes households that solely use a mobile handset/s to access the internet); [3]households that use a use a mobile handset/s to access the internet (may also have any other type of internet access).
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural)
QC1. Is there a landline phone in your home that can be used to make and receive calls?/ QD2. Do you personally use a mobile phone?/ QD24B. Do you personally use a smartphone?/ QE1. Does your household have a PC or laptop computer?/ QE2. Do you or does anyone in your household have access to the internet/ World Wide Web at home?/ QE9. Which of these methods does your household use to connect to the Internet at home?/ QD28A. Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

Take-up of broadband, among those with children in the household, is lower in Wales than the UK average

As shown in Figure 4.10 there was no difference in consumer broadband take-up in Wales (78%) compared to the UK as a whole (80%) in Q1 2015. However, households in Wales with children were less likely to have broadband at home (82%) compared to the UK average (90%) and, unlike the UK overall, households with children in Wales were no more likely to have broadband at home, compared to those without children (82% vs. 76%).

There were differences in broadband take-up in Wales by age, socio-economic group and household income, as in the UK overall. Adults aged 65 and over were less likely to have broadband (60%) compared to 16-34s (84%) and 35-64s (82%). Broadband take-up was 17 percentage points higher among ABC1 adults in Wales (87%) compared to those in C2DE socio-economic groups (70%), and there was a 31 percentage point difference between adults in Wales with a household income below £17.5k (64%) and those with a household income above £17.5k (95%).

Figure 4.10 Consumer broadband take-up in Wales, by demographic

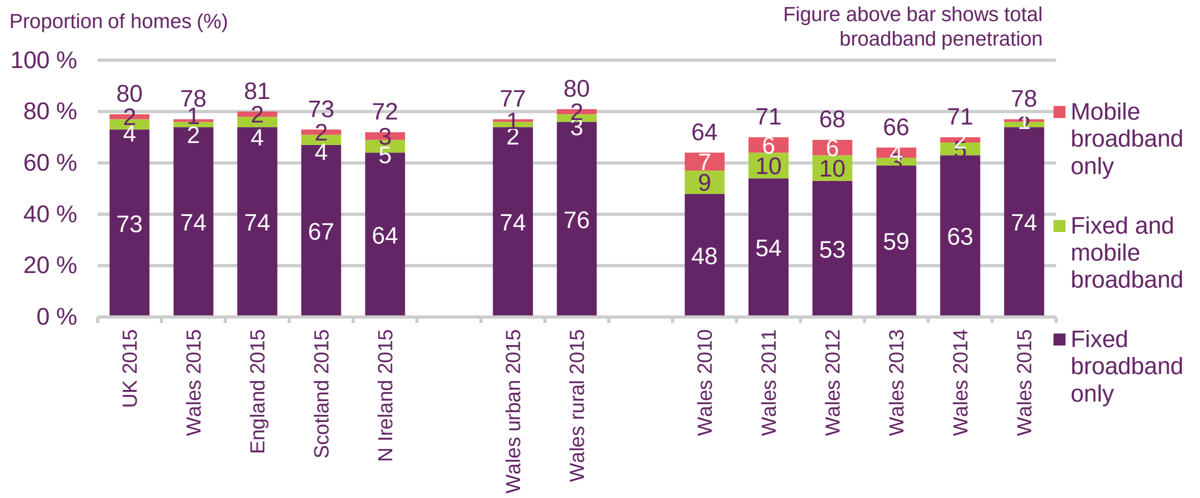


Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n =496 Wales, 128 16-34s, 242 35-64s, 126 65+, 260 ABC1, 236 C2DE, 158 <£17.5k income, 116 £17.5k+, 152 children in home, 344 no children in home)
QE9. Which of these methods does your household use to connect to the internet at home?

Total broadband penetration increased by 7pp to 78% in Wales in the year to Q1 2015

The proportion of households in Wales using solely a fixed broadband service in Q1 2015 was in line with the rest of the UK (74% and 73% respectively); this was an 11pp increase (63%) on the level in Q1 2014 (Figure 4.11). The rise in the number in fixed broadband-only homes in Wales has driven the increase in total broadband penetration, which has increased by 7pp; from 71% to 78% since Q1 2014. There has been a decrease in the proportion of households using both fixed and mobile broadband, from 5% in Q1 2014 to 2% in Q1 2015.

Figure 4.11 Consumer broadband take-up, by connection type

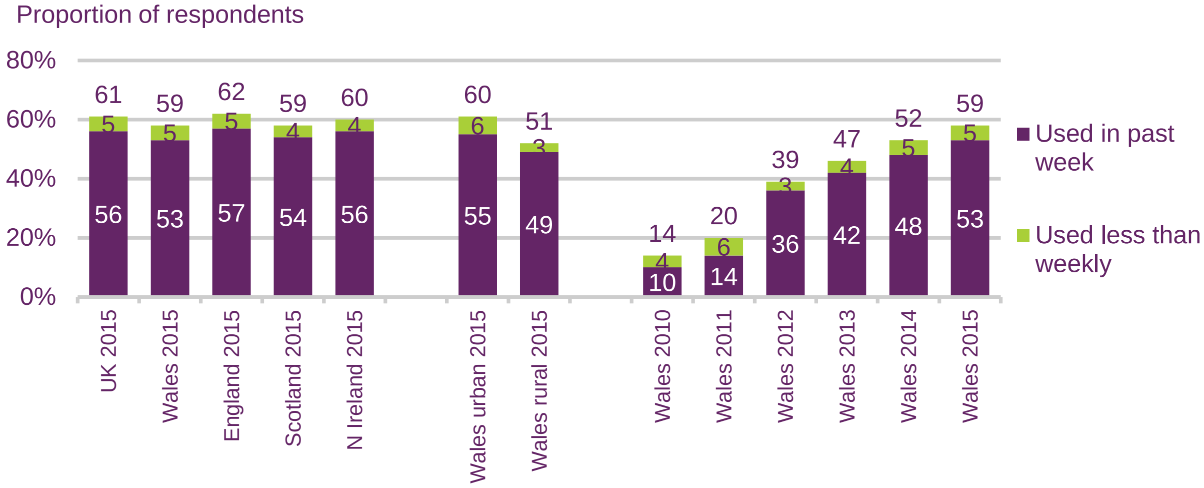


Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)
QE9. Which of these methods does your household use to connect to the internet at home?

A majority of adults in Wales have been online using their mobile phone in the previous week

Six in ten adults in Wales (59%) said they had used their mobile phone to access the internet in Q1 2015, with almost all of these (89%) saying they had done so in the previous week (Figure 4.12). These figures were in line with those for the UK as a whole, and unchanged since Q1 2014.

Figure 4.12 Proportion of adults who have used a mobile phone to access the internet

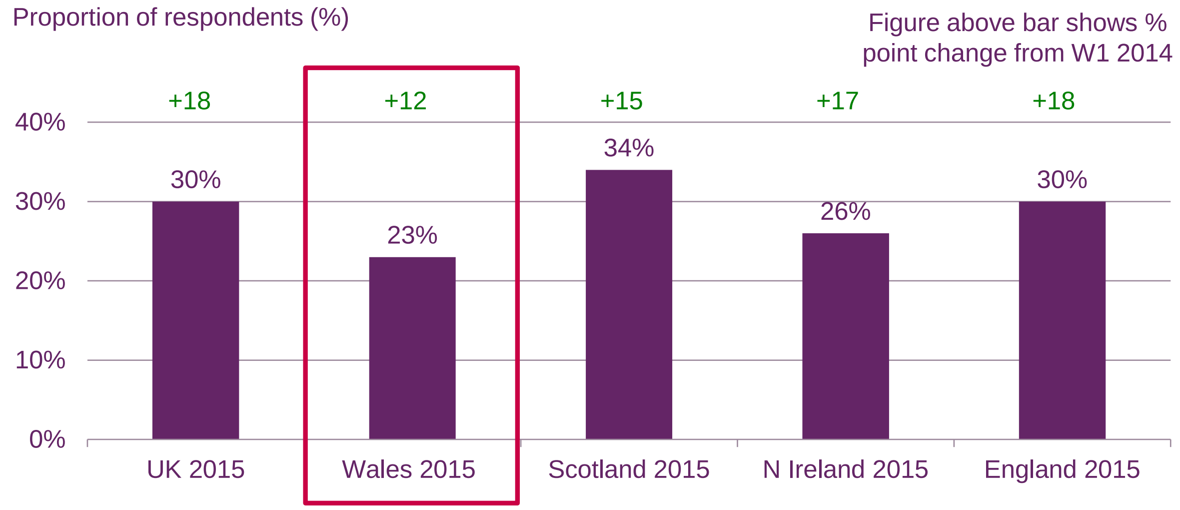


Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)
QD28A-B. Which, if any, 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?

Just under a quarter of adults in Wales have a 4G service

As shown in Figure 4.13, just under a quarter (23%) of adults in Wales reported that they had a 4G service in Q1 2015. This was below the UK average (30%) and was the lowest proportion among the UK nations. In the year to Q1 2015 the proportion of adults in Wales with a 4G service increased by 12pp, from 11% in Q1 2014.

Figure 4.13 4G take-up, by nation

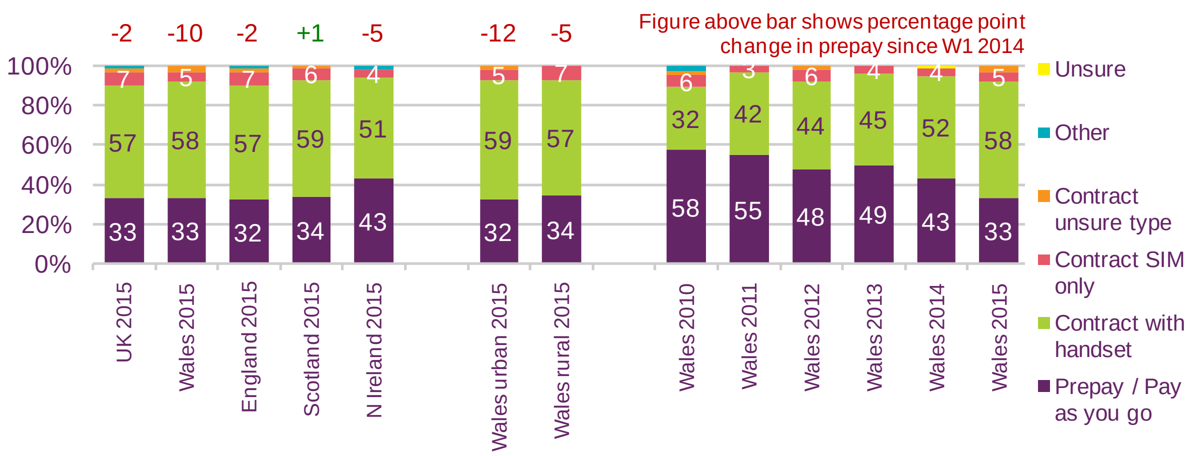


Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 438 Northern Ireland, 2264England, 492 Scotland, 496 Wales
QD6 (QD41). Do you have a 4G service? This is a relatively new service that enables faster mobile internet access

Take-up of pre-pay mobile services has declined since last year; the figure is now in line with the UK average

There was a ten percentage point fall, to 33%, in the proportion of mobile users in Wales who ‘most often’ used a pre-pay phone (and a corresponding 10% increase in the proportion using post-pay services) in the year to Q1 2015 (Figure 4.14). In Q1 2014, take-up of pre-pay mobile services had been higher than the UK average (35%) among adults in Wales (at 43%), but this was no longer the case in Q1 2015. The decline in pre-pay use in the year to Q1 2015 in Wales was more pronounced among mobile users in urban areas (among whom there was a 12 percentage point decrease since 2014) than among those in rural areas (where the fall was 5 percentage points).

Figure 4.14 Type of mobile subscription

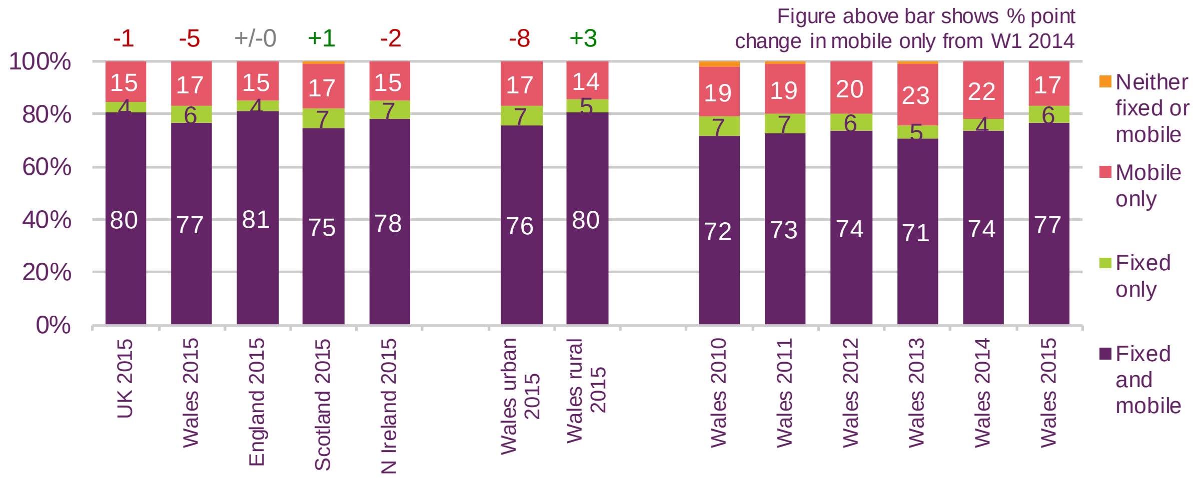


Source: Ofcom Technology Tracker, wave 1 2015
Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 439 Wales, 2080 England, 450 Scotland, 456 Northern Ireland, 221 Wales urban, 218 Wales rural, 923 Wales 2010, 416 Wales 2011, 456 Wales 2012, 440 Wales 2013, 438 Wales 2014, 439 Wales 2015)
QD11. Which of these best describes the mobile package you personally use most often?

The number of mobile-only households in urban Wales has decreased since 2014

Just over three-quarters (77%) of households in Wales had both fixed and mobile telephone services in Q1 2015 (Figure 4.15). Six per cent of households in Wales had access to a fixed line only, and 17% had access to a mobile phone only. Since Q1 2014 there has been a decrease in the number of mobile-only households in urban Wales, down by 8pp from 25% to 17%. This fall may be related to the increase in fixed broadband take-up, shown in Figure 4.11, as most UK homes need a landline in order to be able to receive fixed broadband.

Figure 4.15 Cross-ownership of household telephony services



Source: Ofcom Technology Tracker, wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)
QC1. Is there a landline phone in your home that can be used to make and receive calls?/ QD1. How many mobile phones in total do you and members of your household use?

4.5 Satisfaction with telecoms services

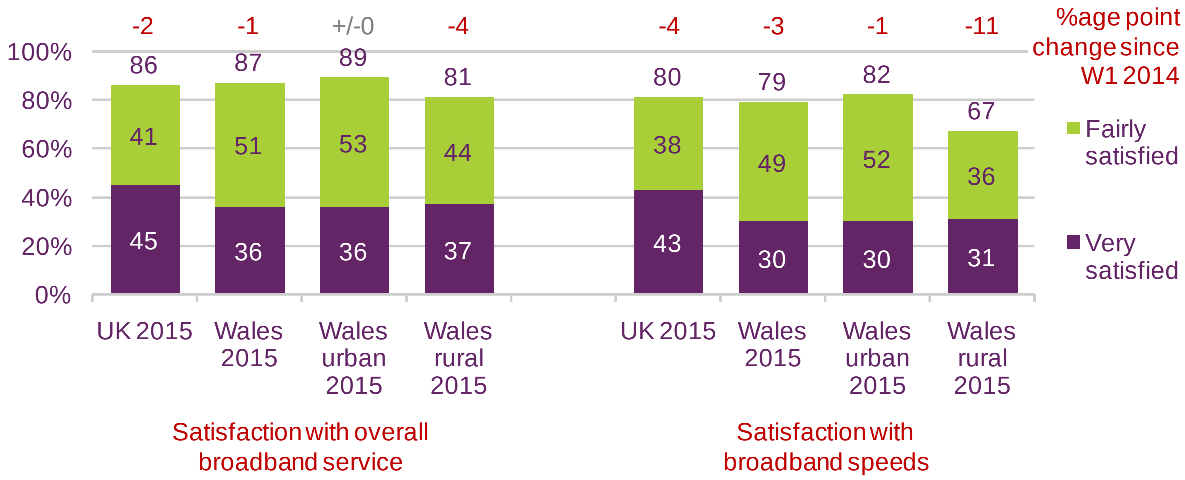
Rural internet users in Wales are less likely to be satisfied with their fixed broadband speeds

Overall, almost nine in ten broadband internet users (87%) in Wales were either ‘very’ or ‘fairly’ satisfied with their broadband service in Q1 2015 (Figure 4.16). While this figure is comparable to the UK average (86%), internet users in Wales were less likely to say they were ‘very’ satisfied (36% vs. 45%). There was no change in overall levels of satisfaction with fixed broadband services in Wales, or the UK overall, in the year to Q1 2015.

As was the case for the UK as a whole, internet users in Wales were less likely to be satisfied with their broadband speed (79%) than with their broadband service overall (87%). While total satisfaction with broadband speeds in Wales was comparable to the UK as a whole, internet users in Wales were less likely to be ‘very’ satisfied (30% vs. 43%) with this aspect of their broadband service. While satisfaction with fixed broadband speeds fell across UK broadband users as a whole in the year to Q1 2015, there was no change in satisfaction levels among users in Wales during this period.

Although there was no difference in overall satisfaction with the broadband service among internet users in Wales based on urban or rural location, urban users in Wales were more likely than rural users to say they were satisfied with their broadband speed (82% vs. 67%).

Figure 4.16 Satisfaction with overall service and speed of fixed broadband connection

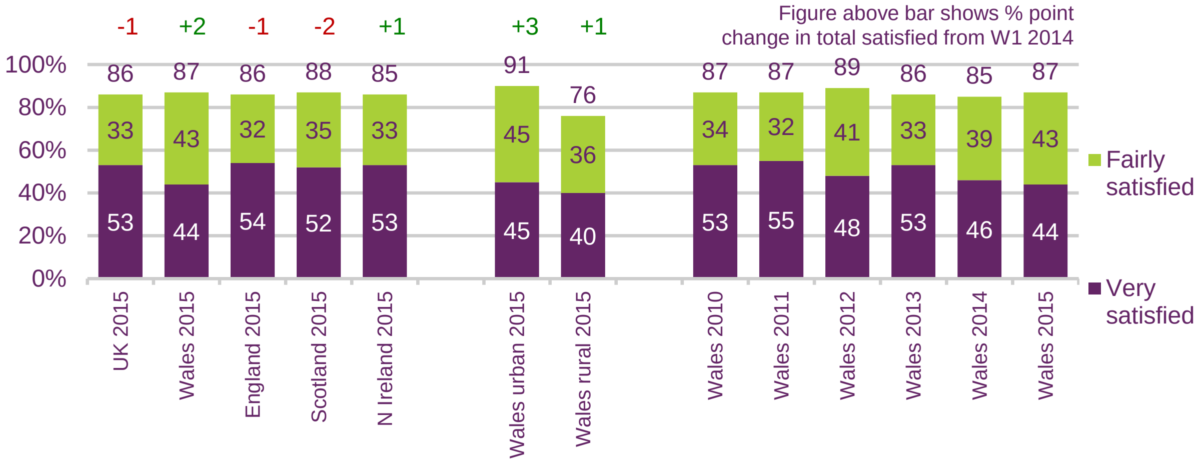


Source: Ofcom Technology Tracker, wave 1 2015
Base: Adults aged 16+ with a fixed broadband connection at home (n = 2781 UK, 380 Wales, 185 Wales urban, 195 Wales rural)
Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their speed of service while online
QE8b. Thinking about your fixed broadband internet service, how satisfied are you with (main supplier) for the overall service/ for the speed of your service while online (not just the connection)?

Mobile users in Wales are less likely than the UK overall to say they are very satisfied with their mobile phone reception

Almost nine in ten mobile phone users in Wales (87%) were 'very' or 'fairly' satisfied with their mobile provider reception in Q1 2015 (Figure 4.17). While overall satisfaction in Wales was in line with the UK average (86%), users in Wales were less likely to say that they were 'very' satisfied with their mobile reception (44% vs. 53% for the UK overall). There was no change in levels of satisfaction with mobile phone reception among users in Wales in the year to Q1 2015, and users in urban areas were more likely to say they were satisfied with their mobile reception, compared to those in rural areas (91% vs. 76%).

Figure 4.17 Satisfaction with reception of mobile service



Source: Ofcom Technology Tracker, wave 1 2015
Base: Adults aged 16+ who personally use a mobile phone (n = 3425 UK, 439 Wales, 2080 England, 450 Scotland, 456 Northern Ireland, 221 Wales urban, 218 Wales rural, 923 Wales 2010, 416 Wales 2011, 456 Wales 2012, 440 Wales 2013, 438 Wales 2014, 439 Wales 2015)
Note: Figures above chart columns indicate the proportion of people who were 'very' or 'fairly' satisfied with their mobile reception
QD21c. Thinking about your mobile phone service only, how satisfied are you with (main supplier) for reception/ accessing network?

5 Internet and web-based content

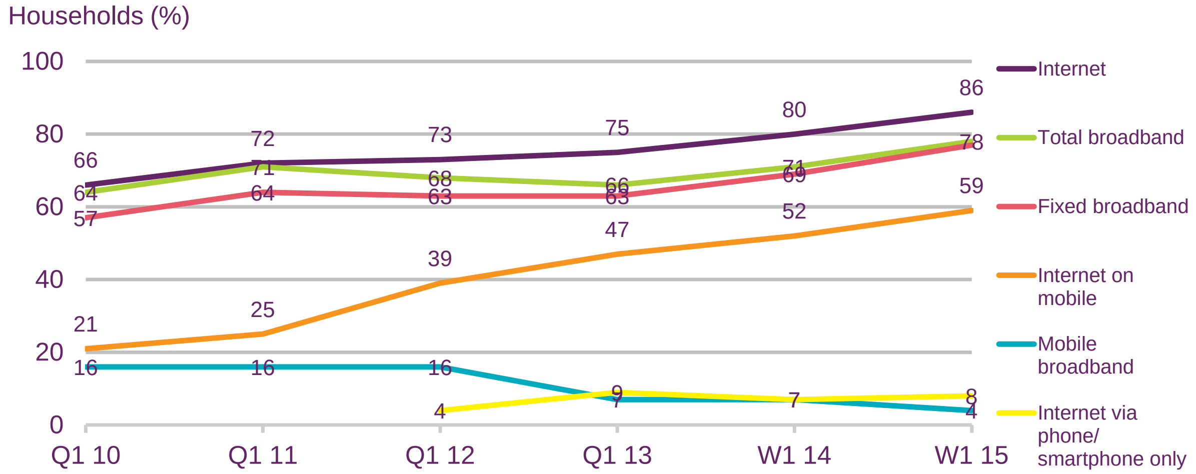
5.1 Internet take-up

Nearly nine in ten households in Wales have access to the internet

In 2015, 17 out of 20 households in Wales (86%) had access to the internet via a broadband connection, a mobile phone or narrowband access (dial-up). This figure has increased by six percentage points (pp) since 2014, when it was 80%.

Three in four households in Wales (77%) have access to fixed broadband at home, an increase since 2014 (69%). Six in ten (59%) adults in Wales have online access through a mobile phone, unchanged since 2014. The proportion of adults in Wales accessing the internet *exclusively* through a mobile phone or smartphone remains stable at 8%; this figure is unchanged since 2013. Throughout this chapter, we note differences that are statistically significant. Not all differences between reported figures (in particular when those differences are small) reflect statistically significant changes in take-up or use of devices or services.

Figure 5.1 Internet take-up in Wales: 2010-2015



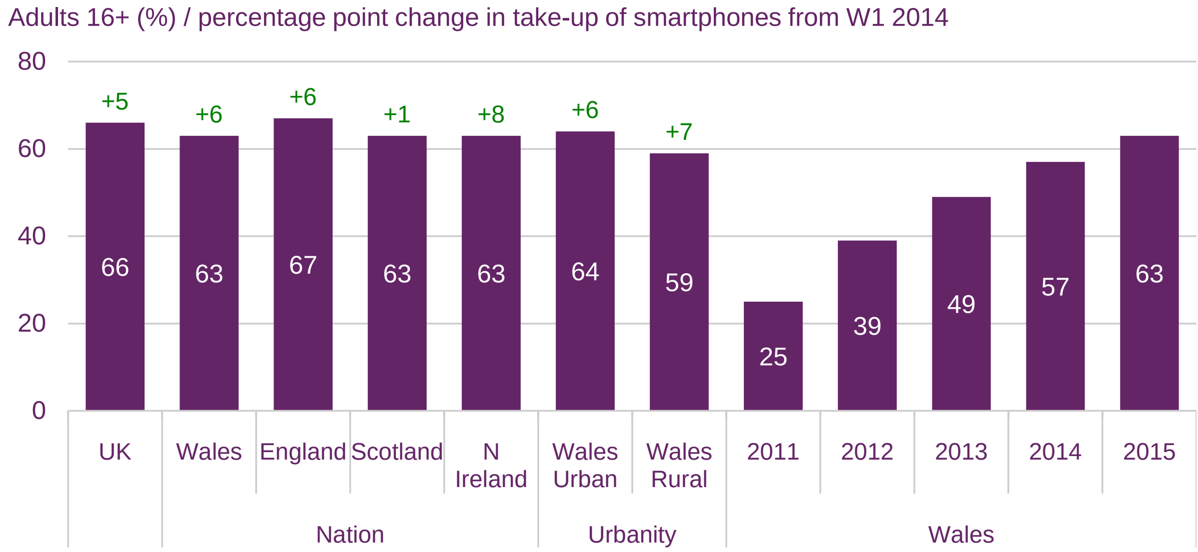
Source: Ofcom Technology Tracker. Data from Q1 of each year 2010-2013, then Wave 1 2014-2015
Base: All adults aged 16+ (n = 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015).
Note 1: 'Internet' includes access to the Internet/Worldwide Web at HOME (via any device, e.g. PC, mobile phone, tablet etc.
Note 2: 'Total broadband' includes the following methods to connect to the internet at home – fixed broadband (via phone line or cable service), mobile broadband (via a USB stick or dongle, or built in connectivity in a laptop/netbook/tablet with a SIM), tethering (via mobile phone internet connection on laptop/tablet), and mobile broadband wireless router (via 3G or 4G mobile network, which can be shared between devices).
Note 3: 'Fixed broadband' includes ADSL, cable and fibre services – perhaps using a Wi-Fi router. This would include superfast broadband services.
Note 4: 'Mobile broadband' is connecting a device using a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card.
Note 5: 'Internet on mobile' is the proportion of adults who use a mobile phone for any of the following activities: Instant messaging, Downloading Apps or programs, Email, Internet access, downloading video, video streaming, visiting social networking sites.

5.2 Internet-enabled devices

The level of smartphone ownership in Wales is in line with the UK as a whole

Smartphone ownership in Wales is not significantly different to 2014, with more than six in ten adults owning one (63%). The incidence of smartphone ownership among adults in Wales is not significantly different to the UK average (66%), and ownership does not vary by urban or rural location in Wales.

Figure 5.2 Take-up of smartphones in Wales



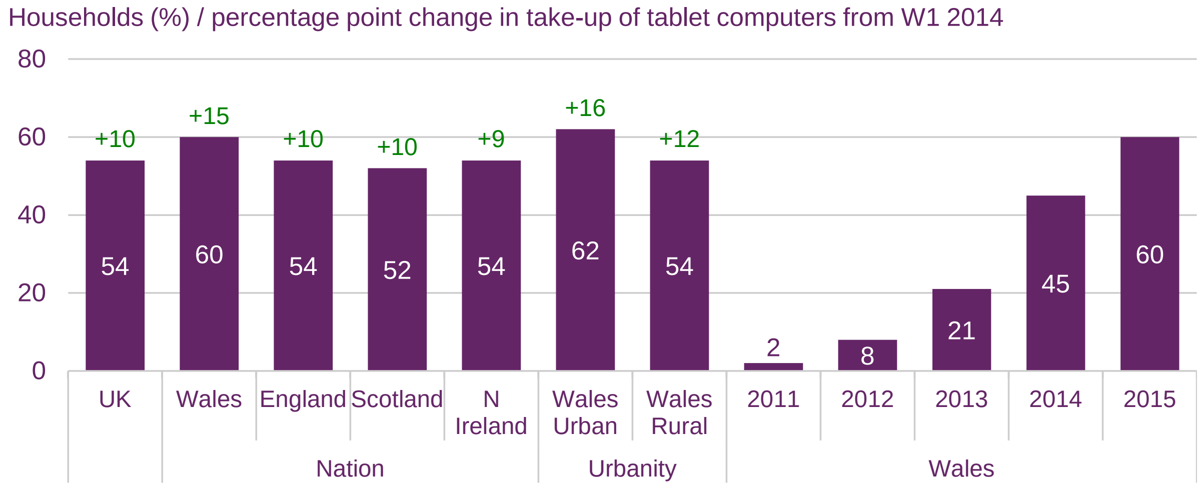
Source: Ofcom Technology Tracker, Wave 1 2015
Base: All adults aged 16+ (n = 3756 UK, 496 Wales, 2264 England, 492 Scotland, 504 Northern Ireland, 249 Wales urban, 247 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014, 496 Wales 2015)
QD24B. Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.

Tablet ownership continues to grow in Wales, outstripping growth across the UK as a whole

Tablet ownership has continued to increase among adults in Wales and in the UK overall, although growth in the take-up of tablets slowed between 2014 and 2015, compared to the previous year. A majority of adults in Wales say they have a tablet computer in the household (60%), compared to less than half (45%) last year. The 15 pp increase in ownership levels since 2014 means that adults in Wales in 2015 are more likely than adults across the UK as a whole (54%) to own a tablet computer.

While adults in urban areas of Wales are statistically no more likely than those in rural areas to own a tablet (62% vs. 54%), the figure for those in urban areas has increased more than for those in rural areas over the past year (16pp increase in urban areas compared to 12pp in rural areas).

Figure 5.3 Take-up of tablet computers in Wales



Source: Ofcom research, Q1 2014
QE1. Does your household have a PC, laptop, netbook or tablet computer?
Base: All adults aged 16+ (n = 3740 UK, 491 Wales, 2249 England, 501 Scotland, 499 Northern Ireland, 252 Wales urban, 239 Wales rural, 493 Wales 2011, 513 Wales 2012, 492 Wales 2013, 491 Wales 2014)

Internet users in Wales are more likely to say that a laptop is their most important device for going online

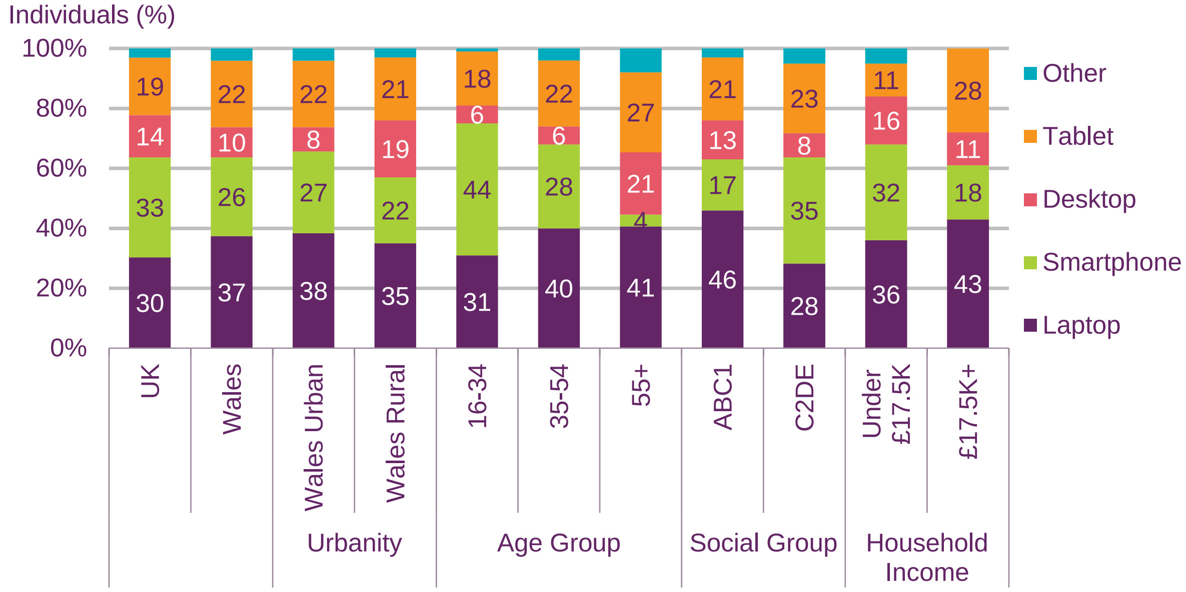
Internet users in Wales cite the laptop as their most important device for going online (37% compared to 30% for the UK) and are less likely to say that a smartphone (26% vs. 33%) or a desktop computer (10% vs. 14%) is their most important device.

The laptop remained the preferred device in both urban and rural Wales. The smartphone, however, is the most important device for 44% of 16-34s, whereas those aged 55 and over are more likely than younger users to say that a desktop computer is their most important device for going online (21%).

Internet users in the C2DE socio-economic groups are twice as likely as those in the ABC1 groups to say that their most important device for accessing the internet is a smartphone (35% vs. 17%). Nearly half of those in the ABC1 groups cite a laptop, compared to three in ten members in the C2DE groups (46% vs. 28%).

One in three internet users with a household income of under £17,500 (32%) say their smartphone is their most important device for accessing the internet, compared to around one in five of those with a household income above £17,500 (18%). In contrast, people in this higher-income group are more than twice as likely to say that their tablet is the most important device (28% vs. 11%).

Figure 5.4 Most important device for accessing the internet in Wales



QE40. Which is the most important device you use to connect to the internet, at home or elsewhere?
"Other" responses include: "other device", "none" and "don't know".
Source: Ofcom Technology Tracker, wave 1 2015
Base: Internet users aged 16+ (n = 3095 UK, 413 Wales, 204 Wales urban, 209 Wales rural, 123 16-34, 147 35-54, 143 55+, 232 ABC1, 181 C2DE, 121 under £17.5K, 112 £17.5K+).

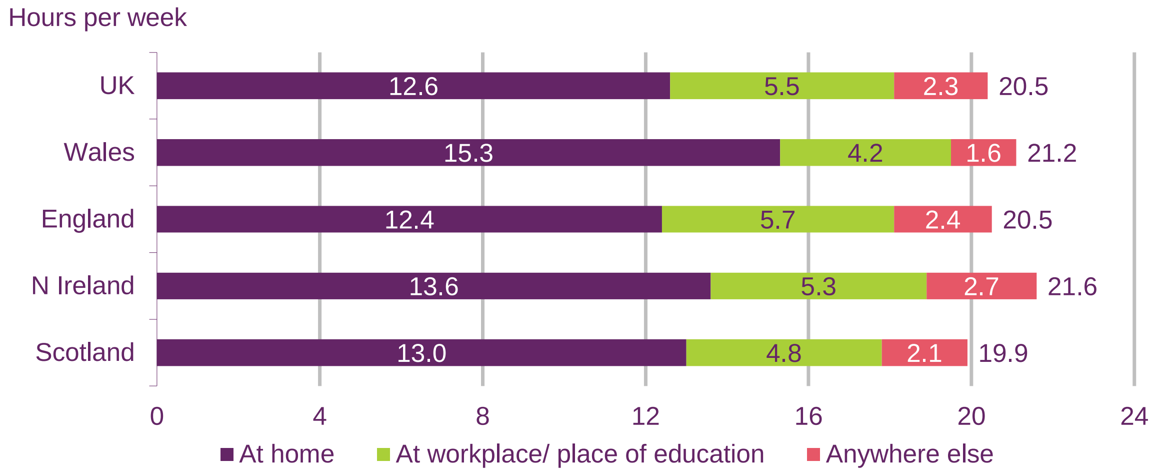
5.3 Internet use

Internet users in Wales claim to spend significantly more time online at home than the UK average

According to research conducted for Ofcom's *Adult Media Literacy Report*[38], internet users in Wales claim to spend an average of 21.2 hours online per week. Of this, they spend 15.3 hours going online at home. Time spent online at home is significantly higher than in England, Scotland, and the UK as a whole. As elsewhere in the UK, internet users in Wales said they spent the majority of time online at home, followed by their workplace or place of education.

[38] Available from online at http://stakeholders.ofcom.org.uk/market-data-research/other/research-publications/adults/media-lit-10years/

Figure 5.5 Claimed time spent on the internet in a typical week



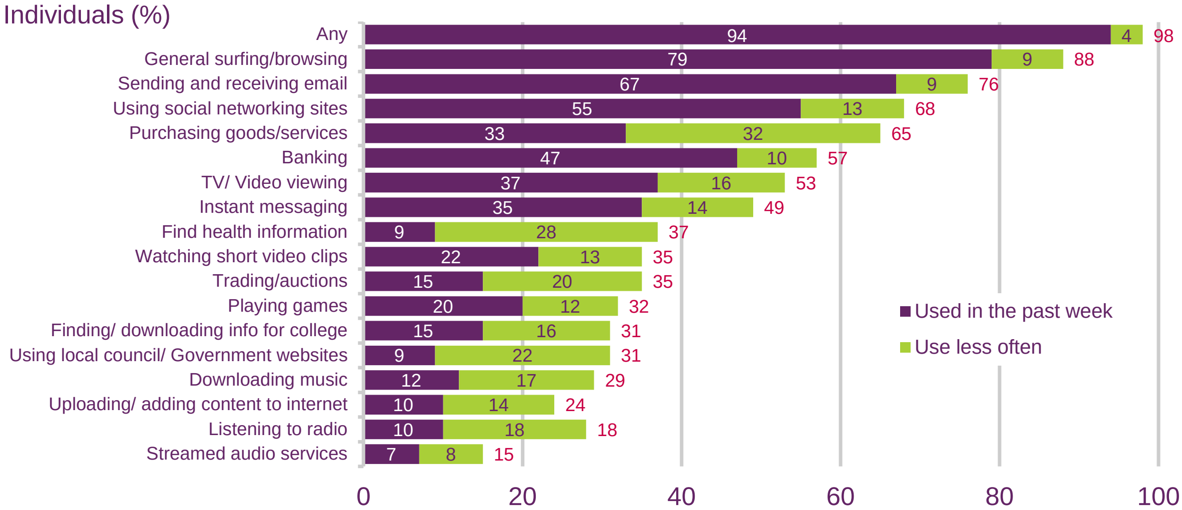
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to November 2014
Question: IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)
Base: All adults aged 16+ who use the internet at home or elsewhere (1609 UK, 1022 England, 194 Scotland, 200 Wales, 193 Northern Ireland).

More than half of all internet users in Wales use social networking sites on a weekly basis

Six activities are undertaken by a majority of internet users in Wales: general surfing or browsing (88%), sending and receiving email (76%), using social networking sites (68%), purchasing goods or services (65%), banking (57%) and TV/ video viewing (53%). The first three of these activities had been undertaken in the previous week by a majority of internet users in Wales – 55% of internet users in Wales said they had used social networking websites in the previous week.

Among the six activities undertaken by a majority of internet users in Wales, compared to 2014, internet users in Wales are now less likely to say they send/ receive email (76% vs. 84% in 2014), although the proportion of people who had used email in the previous week is unchanged.

Figure 5.6 Activities carried out online by internet users in Wales



Source: QE5. Which, if any, of these do you use the internet for?
Source: Ofcom Technology Tracker, wave 1 2015
Base: Adults aged 16+ who use the internet at home or elsewhere (n= 413 Wales 2015)

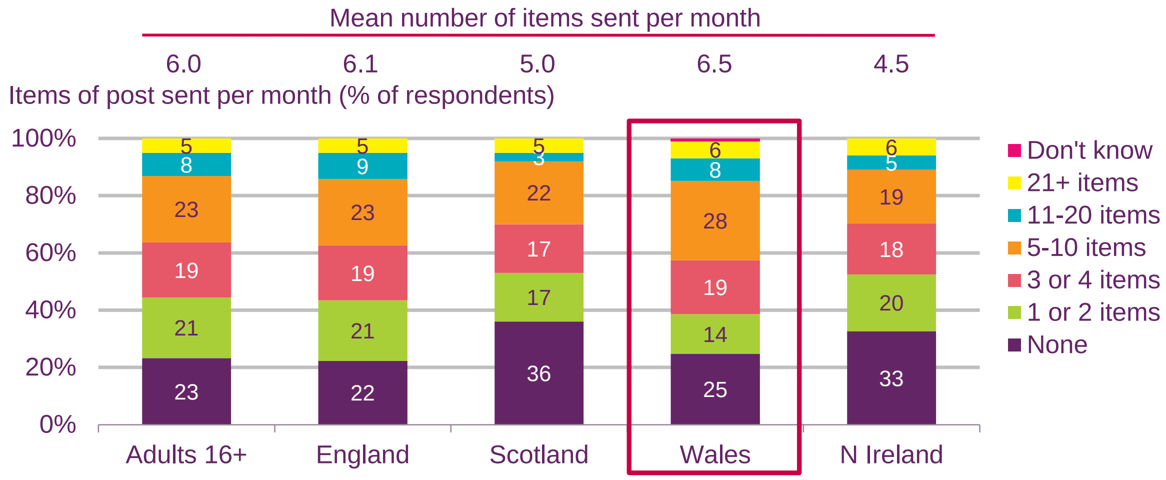
6 Post

6.1 Sending post: residential customers

Adults in Wales send more post than in the UK as a whole

Adults in Wales claim to send 6.5 items of post each month on average; slightly more than the UK average of 6.0 items. One in four people in Wales claimed to have sent no post in the past month, about the same as the UK average of 23%.

Figure 6.1 Approximate number of items of post sent each month

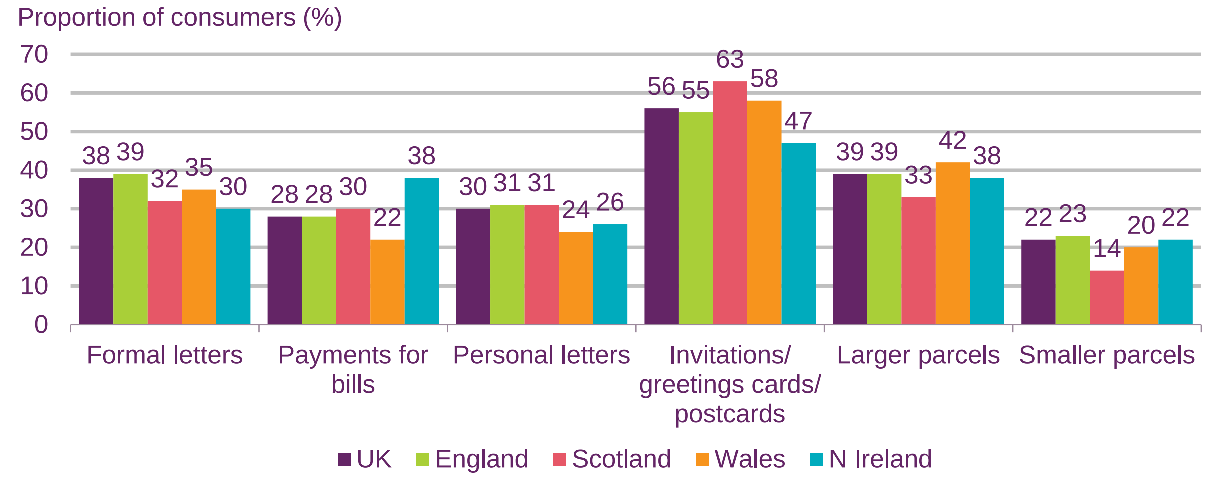


Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 UK, 2123 England, 580 Scotland, 418 Wales, 436 Northern Ireland)
QC1. Approximately how many items of post - including letters, cards and parcels - have you personally sent in the last month?

Adults in Wales are the most likely to have sent parcels in the past month

Figure 6.2 shows that people in Wales are slightly more likely than those in the rest of the UK to have sent parcels in the past month (42% vs. 40% across the UK). In addition, people living in Wales are the least likely of all the nations to have sent payments for bills through the post (22% vs. 28% across the UK).

Figure 6.2 Type of post sent in the past month

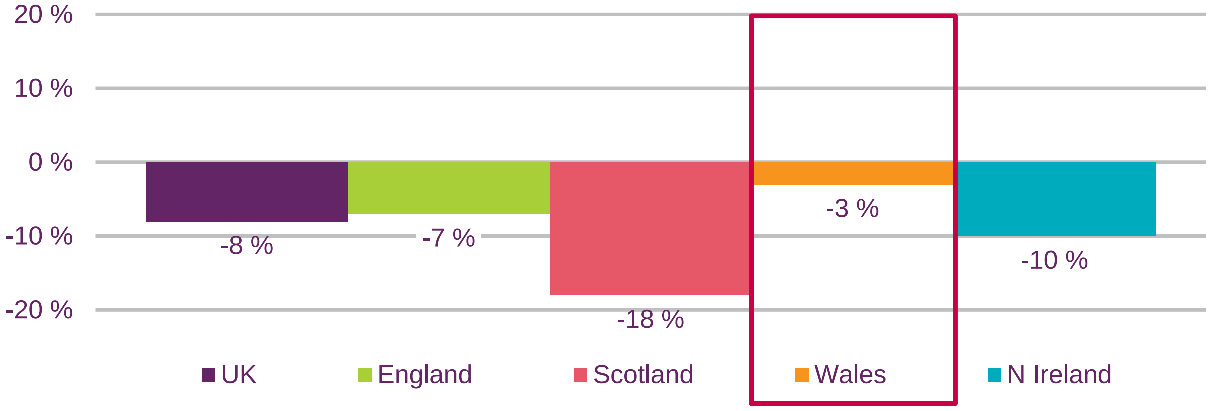


Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All who have personally sent any items of post in the last week (n = 2685 UK, 1673 England, 382 Scotland, 330 Wales, 300 Northern Ireland)
QC5. Which of these types of mail would you say you have personally sent in the last month by post? (multicode)

Adults in Wales are the least likely to say they have sent fewer items of post in the last two years

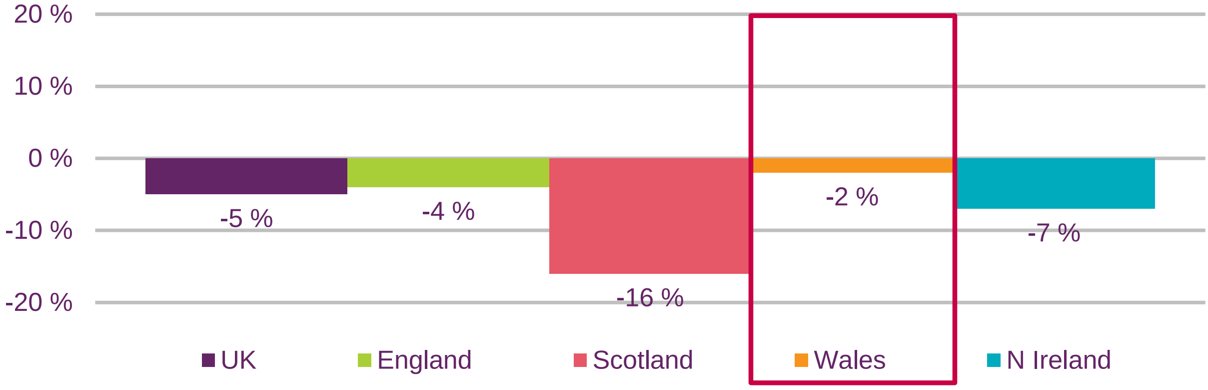
When asked about how the amount of post they send has changed, adults in Wales are less likely than those across the UK to say they now send less (-3% net). Figure 6.4 shows they are also the least likely to predict that they will reduce their use of post in the future (-2% net, compared to -5% across the UK as a whole).

Figure 6.3 Net claimed change in amount of post sent in the past two years



Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 UK, 2123 England, 580 Scotland, 418 Wales, 436 N Ireland)
QC10: Compared with two years ago, would you say that the number of items you send through the post has...increased greatly, increased slightly, stayed the same, decreased slightly, decreased greatly?(Multiple choice)
Note: chart shows net (% who claim use has increased - % those who claim use has decreased)

Figure 6.4 Net change in amount of post predicted to be sent in two years' time



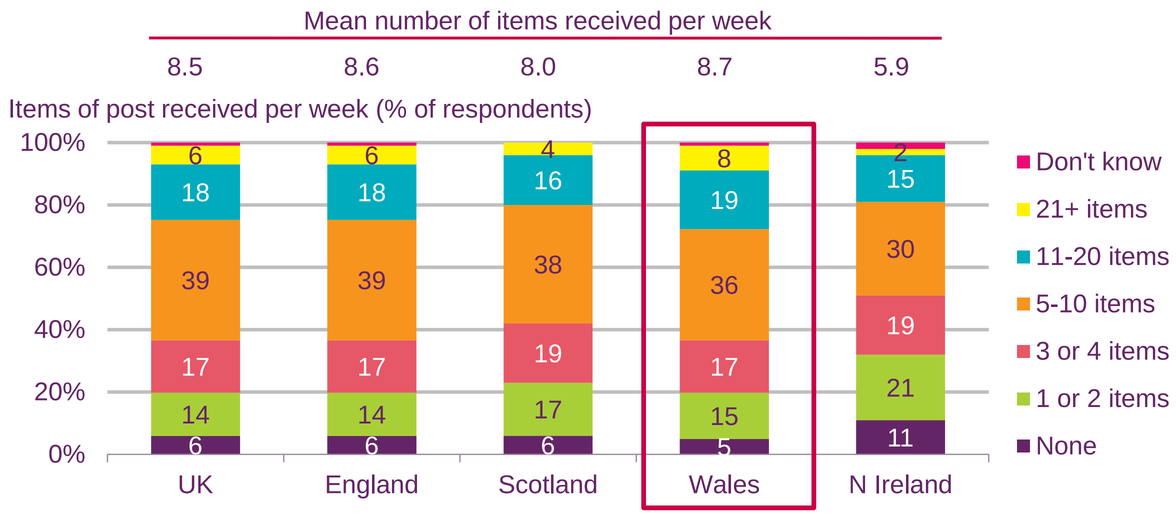
Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 UK, 2123 England, 580 Scotland, 418 Wales, 436 N Ireland)
QC16: Looking to the future... Compared with now, would you say that the number of letters, cards and parcels you will be sending in the post two years from now will have.....increased greatly, increased slightly, stayed the same, decreased slightly, decreased greatly?
Note: chart shows net (% who claim use will increase - % those who their use will decrease)

6.2 Receiving post: residential customers

The amount of post people receive in Wales is on par with the UK average

On average, people in Wales receive 8.7 items of post each week, similar to the UK average. Around a third of people said they received between five and ten items in the past week, and around a fifth said they received between 11 and 20 items.

Figure 6.5 Approximate number of items received in the post in the past week

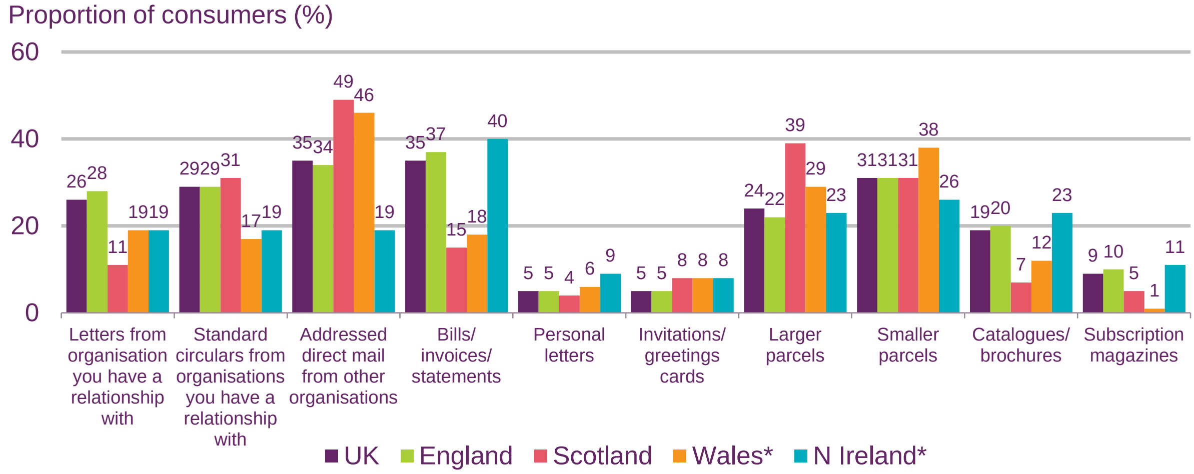


Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 UK, 2123 England, 580 Scotland, 418 Wales, 436 Northern Ireland)
QD1. Approximately how many items of post – including letters, cards and parcels – have you personally received in the last week?

Four in ten of those who have seen an increase in levels of post claim to be receiving more parcels

When asked how the number of post received had changed in the last two years, almost a quarter (22%) overall claimed to receive more items of post than they did two years ago. Figure 6.6 shows that, of these, 41% in Wales claim to be receiving more parcels, compared to 36% overall in the UK. The amount of direct mail people are receiving in Wales has also increased, with 46% of adults in Wales saying that they receive more addressed advertising mail than two years ago. This compares to the UK average of 35%.

Figure 6.6 Type of items being received more often



Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents who say that the number of items received by post has increased, compared to two years ago (n = 885 UK, 580 England, 130 Scotland, 98 Wales, 77 Northern Ireland)
QD6. Which of these types of addressed items are you personally receiving more often through the post now? (multicode)

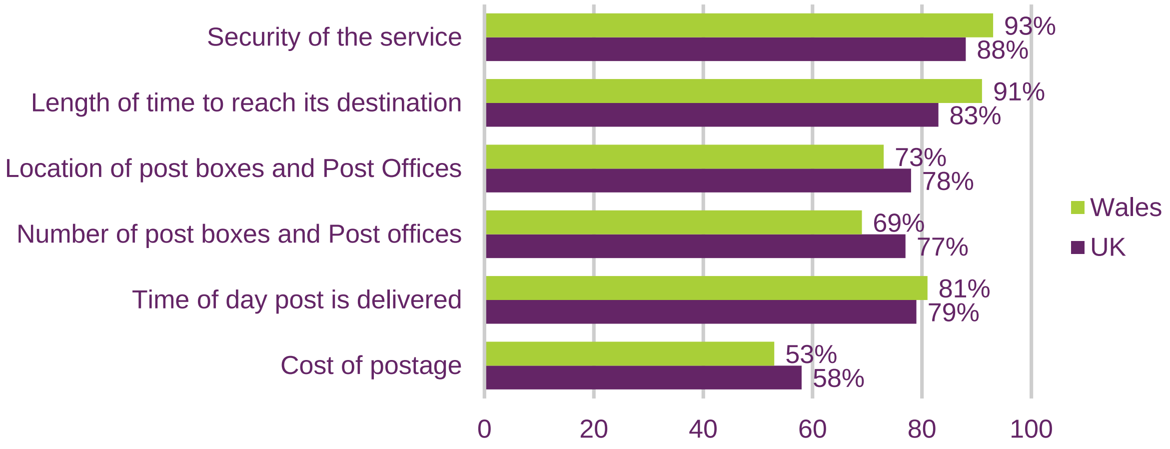
6.3 Attitudes towards Royal Mail

Almost nine in ten of those in Wales are satisfied with Royal Mail

The majority of people in Wales (88%) say they are satisfied with the service received from Royal Mail, compared to 86% across the UK as a whole.

Although satisfaction with specific elements of the postal service is higher in Wales than in the UK as a whole, when considering the cost of postage, just half (50%) of people are satisfied with the cost of postage, significantly lower than the UK average (58%)

Figure 6.7 Satisfaction with specific aspects of Royal Mail's service



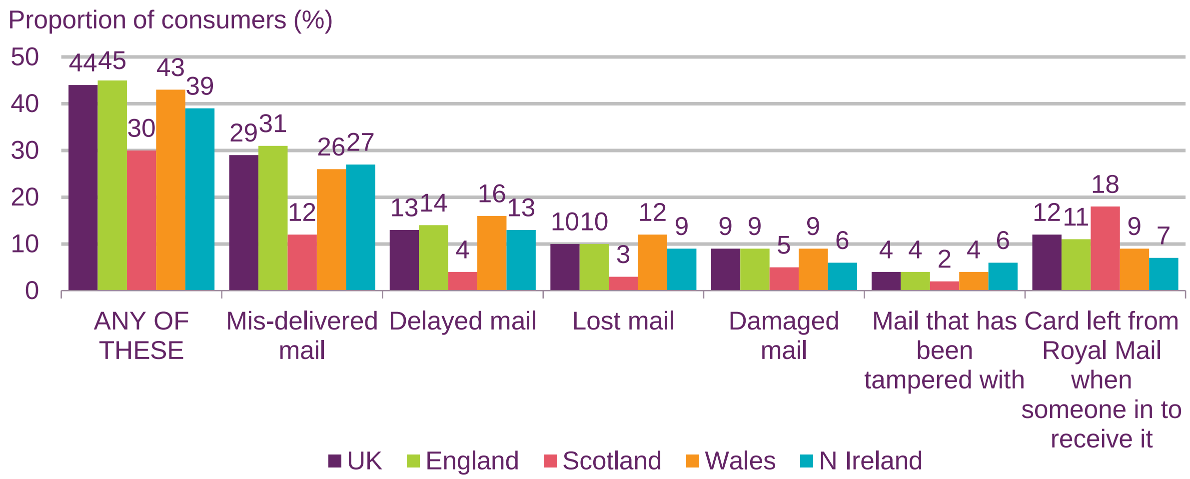
Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 UK, 418 Wales)
QE3A-F. Satisfaction with specific aspects of Royal Mail's services (very or quite satisfied)
Ranked by proportion satisfied among adults in Wales

One in four adults in Wales claim to have experienced mis-delivered mail in the past year

Over two in five adults in Wales (43%) claim to have experienced a problem with Royal Mail in the past year, among the highest across the UK. A quarter (26%) of those in Wales have experienced mis-delivered mail, in that they have had post incorrectly delivered to their address, or their mail has been delivered to someone else's address.

Experience of delayed mail is higher in Wales than in any of the nations, at 16% of adults in Wales. This compares to the UK average of 13%. Wales also has the highest number of adults claiming that their mail has been lost in the past 12 months (13% vs 10% UK average).

Figure 6.8 Problems experienced with Royal Mail in the past 12 months



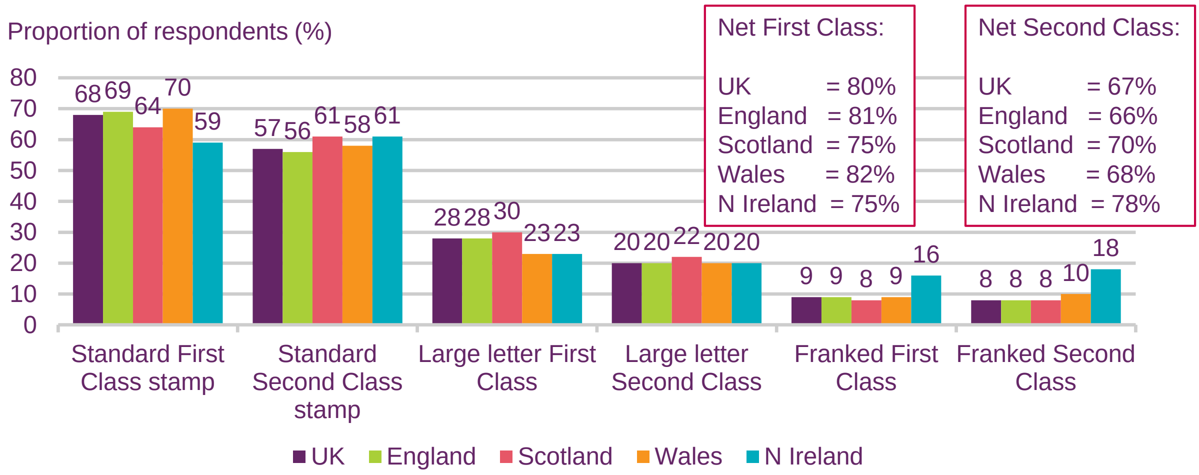
Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 3557 adults 16+, 2123 England, 580 Scotland, 418 Wales, 436 Northern Ireland)
QG1A-E. Problems experienced with Royal Mail service in the last 12 months – Ranked by proportion among all UK adults

6.4 Sending and receiving post: business customers

Organisations in Wales are the most likely to use standard First Class stamps

Seventy per cent of business customers based in Wales say they use standard First Class stamps to send post each month. This is higher than in Scotland (64%) and in Northern Ireland (59%). First Class as a whole (across standard First Class, large letter First Class stamps and franked First Class) is used by more businesses in Wales (82%) than in Scotland and Northern Ireland.

Figure 6.9 Royal Mail services used to send standard post each month



Source: Ofcom Business Postal Tracker, Q2 2014-Q1 2015
Base: All respondents using RM standard delivery services (n = 1493 UK, 916 England, 205 Scotland, 182 Wales, 190 N Ireland)
QV6d. Which, if any, of the following Royal Mail services does your organisation use to send your standard mail?

Over six in ten organisations in Wales say they have switched away from post over the past year

Sixty-two per cent of organisations in Wales say they have switched some of their communications from post to another method in the past 12 months. This is on par with the UK average and lower than in Northern Ireland.

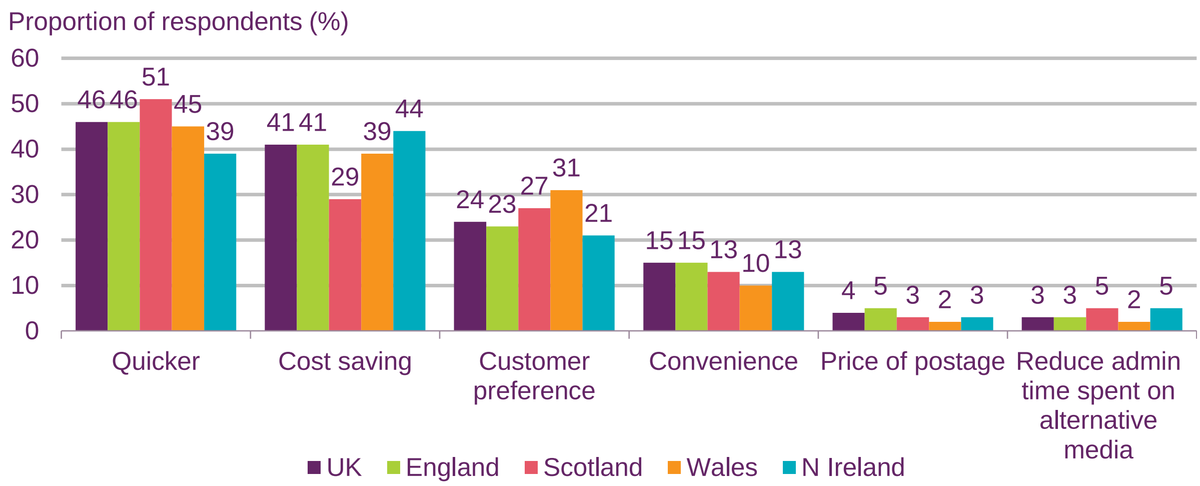
Figure 6.10 Switched some post to other methods over past 12 months

Source: Ofcom Business Postal Tracker, Q2 2014-Q1 2015
Base: All respondents (n = 1591 UK, 973 England, 217 Scotland, 198 Wales, 203 N Ireland)
QF4. Over the last 12 months, has your organisation moved some mail to other communication methods?

Speed is more important than cost saving when considering switching from post

Figure 6.11 shows that, as with businesses across the UK, speed is the most likely reason to switch from post to other methods in Wales (45%). Those in Wales are more likely to say that customer preference is a reason (31%) than those in Scotland (27%), Northern Ireland (21%) or the UK as a whole (34%).

Figure 6.11 Reasons for switching some mail to other methods over past 12 months

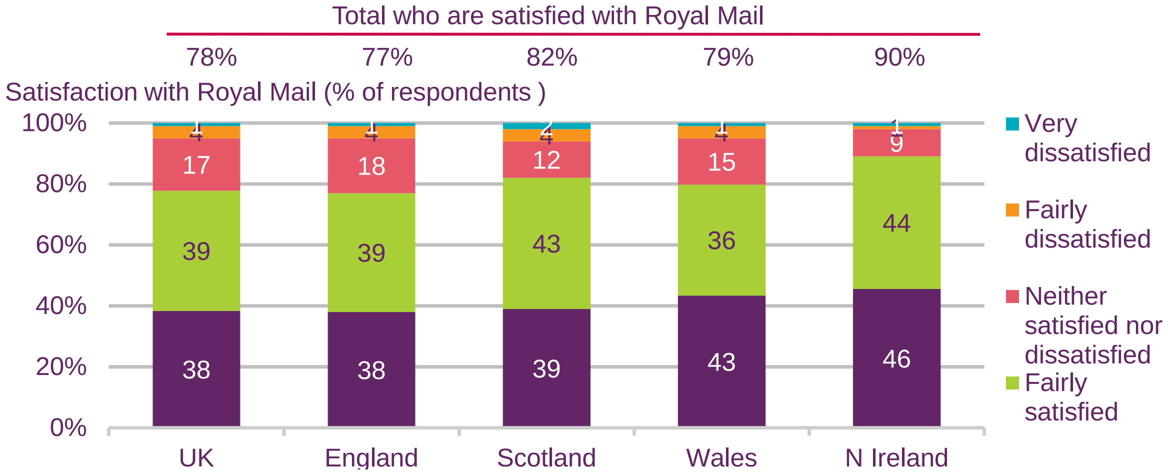


Source: Ofcom Business Postal Tracker, Q2 2013-Q1 2014
Base: All who have moved to other communication methods (n = 909 UK, 543 England, 123 Scotland, 130 Wales, 113 N Ireland)
QF6: Why have you moved some mail to other communication methods? Open-ended
All above 2% across UK shown

Around four-fifths of businesses in Wales are satisfied with the service they receive from Royal Mail

Seventy-nine per cent of business customers in Wales say they are satisfied with the service they receive from Royal Mail; 43% say they are 'very satisfied'. With the exception of Northern Ireland, Wales had the highest proportion of businesses saying that they were 'very satisfied' with Royal Mail.

Figure 6.12 Overall satisfaction with the service from Royal Mail

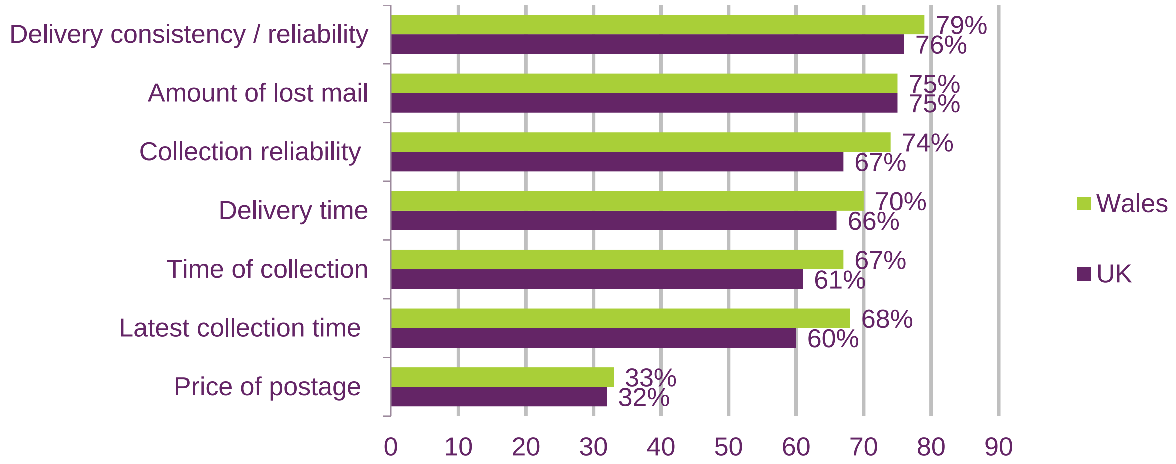


Source: Ofcom Residential Postal Tracker, Q2 2014-Q1 2015
Base: All respondents who use Royal Mail (n = 163 UK, 958 England, 213 Scotland, 195 Wales, 197 Northern Ireland)
QRM2. Thinking generally about the service your organisation receives as a whole, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the overall quality of the services you receive from Royal Mail as a recipient and sender?

Four in five businesses in Wales are satisfied with delivery consistency and reliability

When asked about satisfaction with specific aspects of Royal Mail's services, businesses in Wales were more satisfied with most aspects of the service than businesses in the UK as a whole. The one exception was with the 'amount of lost mail' which was the same as the in the UK overall.

Figure 6.13 Satisfaction with specific aspects of Royal Mail's service



Source: Ofcom Business Postal Tracker, Q2 2014-Q1 2015
Base: All respondents who use Royal Mail (n = 1563 UK, 195 Wales)
QRM3: How would you rate the performance of Royal Mail, as a recipient and sender, in the following areas on a 5 point scale where 1 is very dissatisfied and 5 is very satisfied?
Ranked by satisfaction levels in Scotland