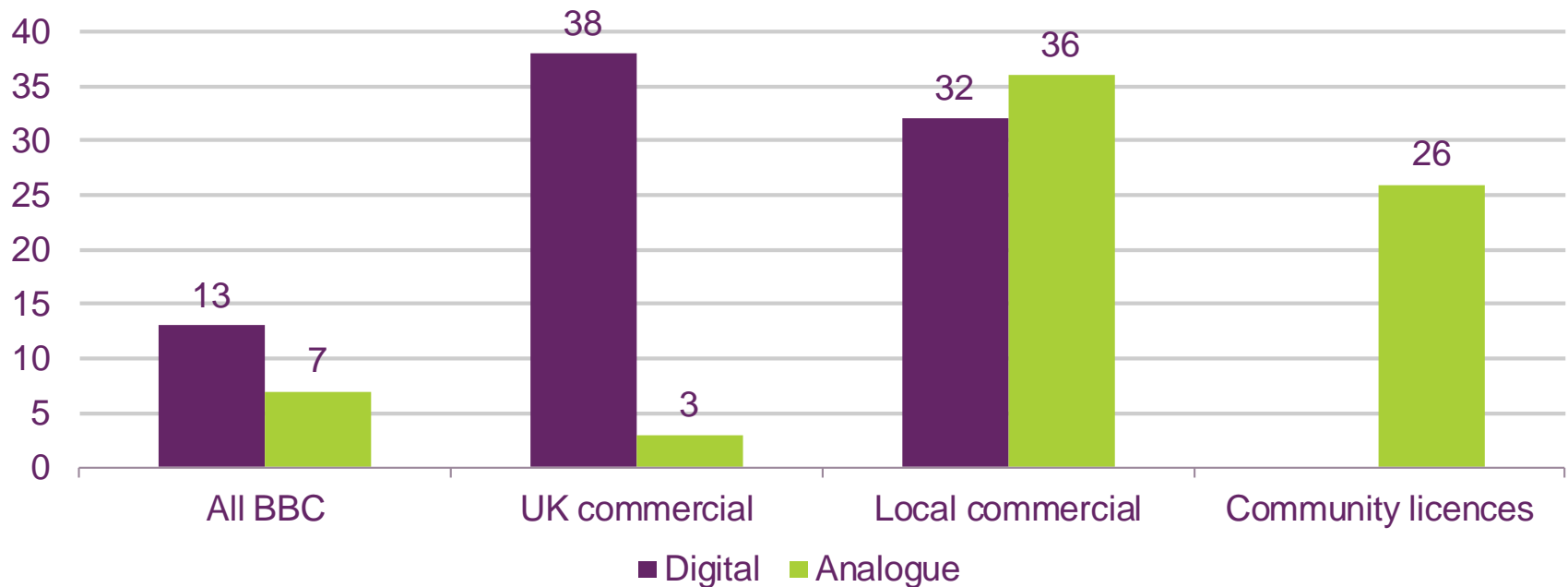


Radio and audio

Scotland

Figure 3.1

Radio station availability



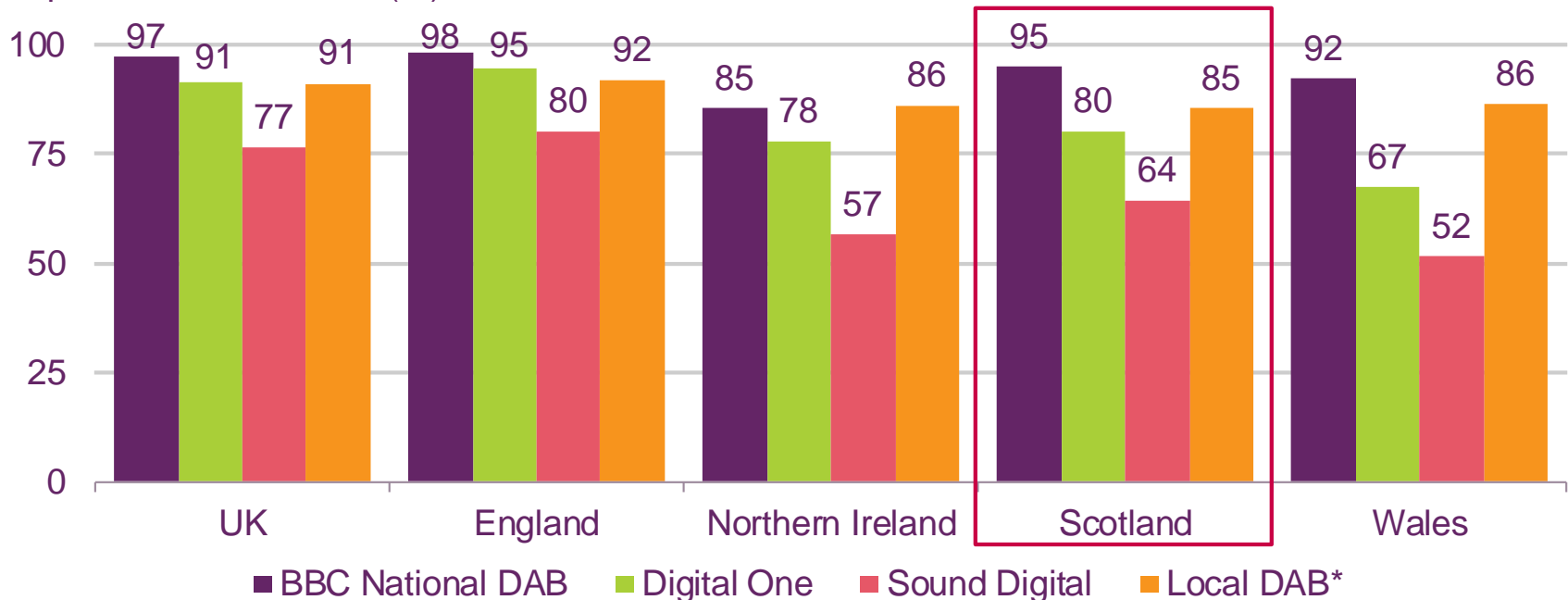
Source: Ofcom, May 2016

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

Figure 3.2

Household coverage of DAB

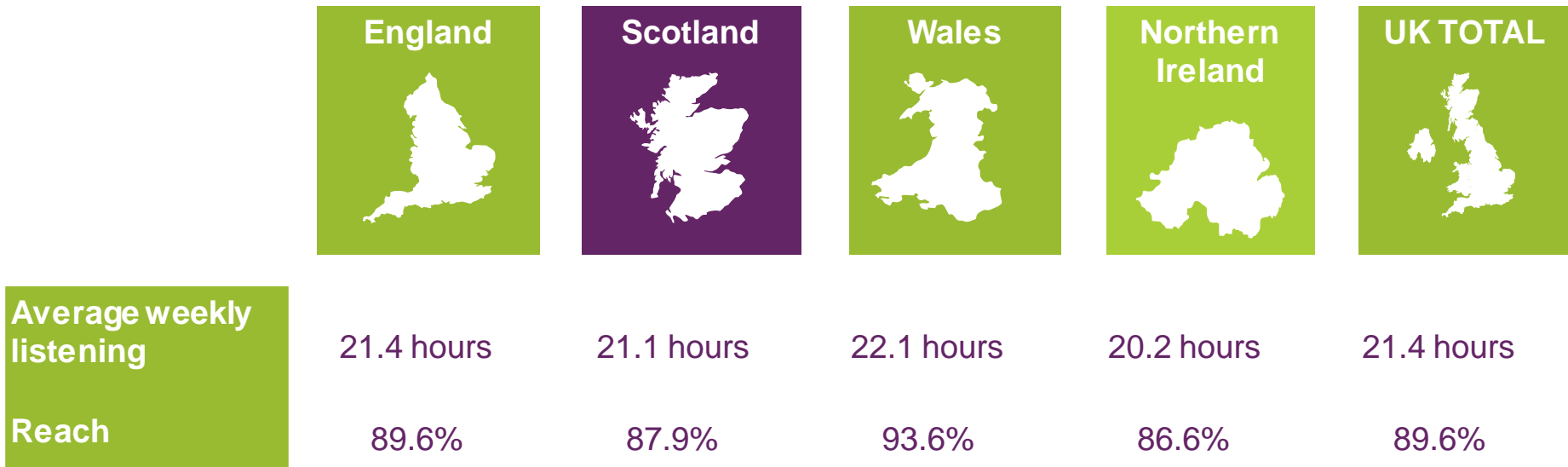
Proportion of households (%)



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

Figure 3.3

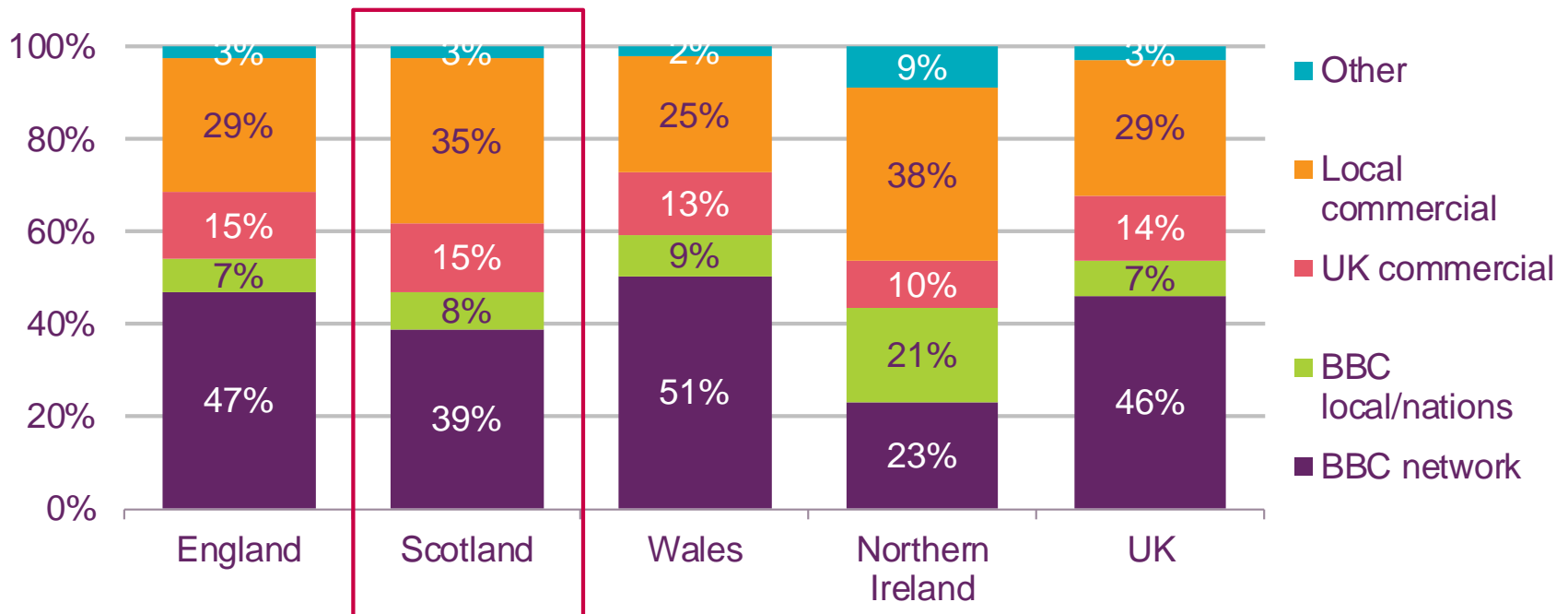
Average weekly reach and listening hours: 2015



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

Figure 3.4

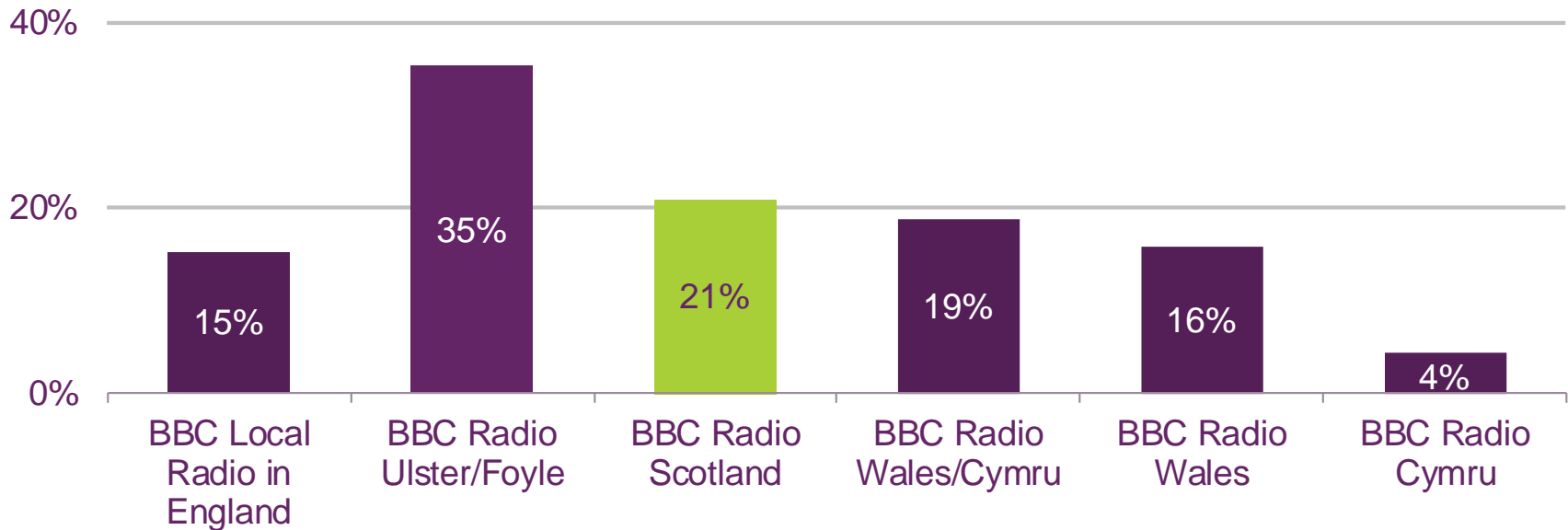
Share of listening hours, by nation: 2015



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

Figure 3.5

Weekly reach for nations'/local BBC services

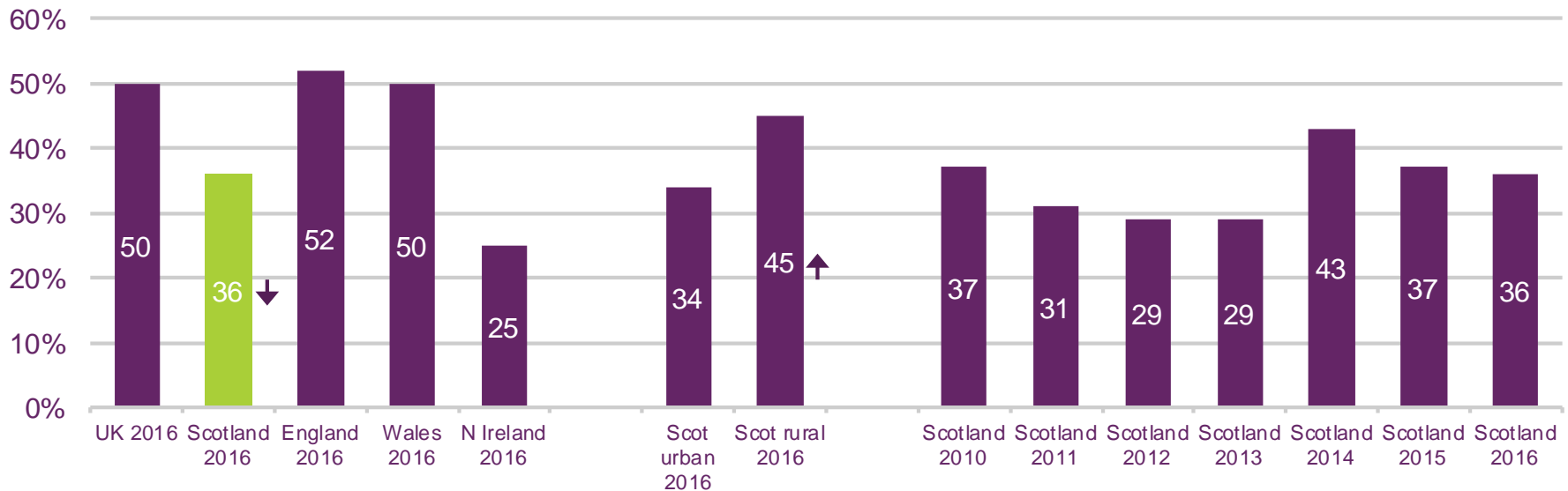


Source: RAJAR, All adults (15+), year ended Q4 2015

Figure 3.6

Ownership of DAB digital radios

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

Base: Adults aged 16+ who listen to radio (n = 2832 UK, 384 Scotland, 1693 England, 399 Wales, 356 Northern Ireland, 196 Scotland urban, 188 Scotland rural, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013, 392 Scotland 2014, 386 Scotland 2015, 384 Scotland 2016)

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

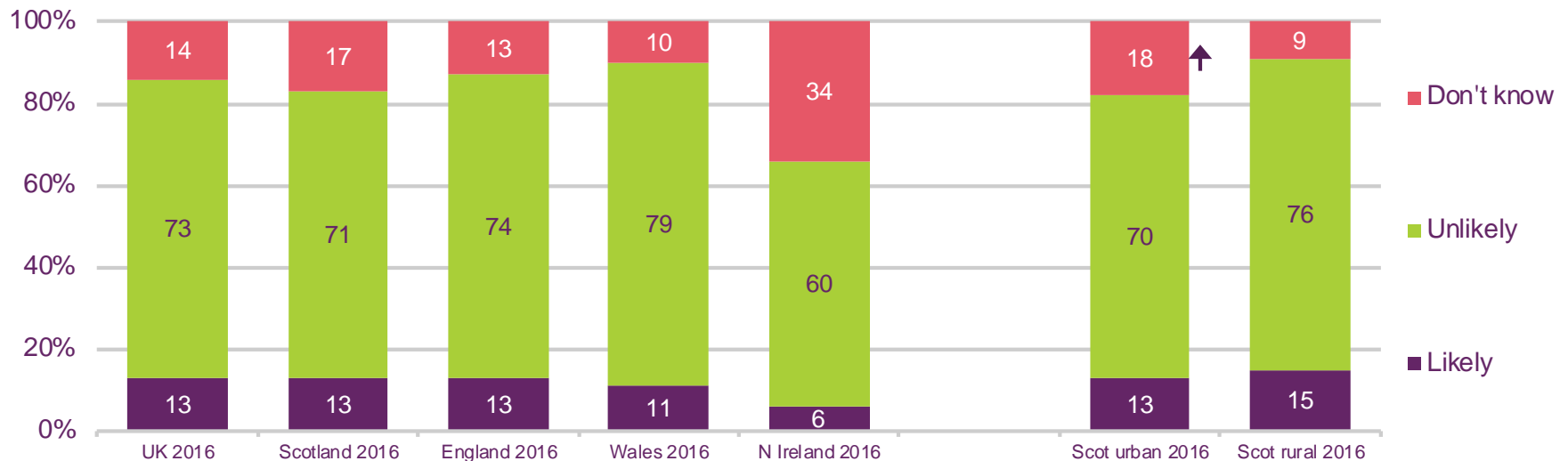
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and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

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

Figure 3.7

Likelihood of purchasing a DAB radio within the next year

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

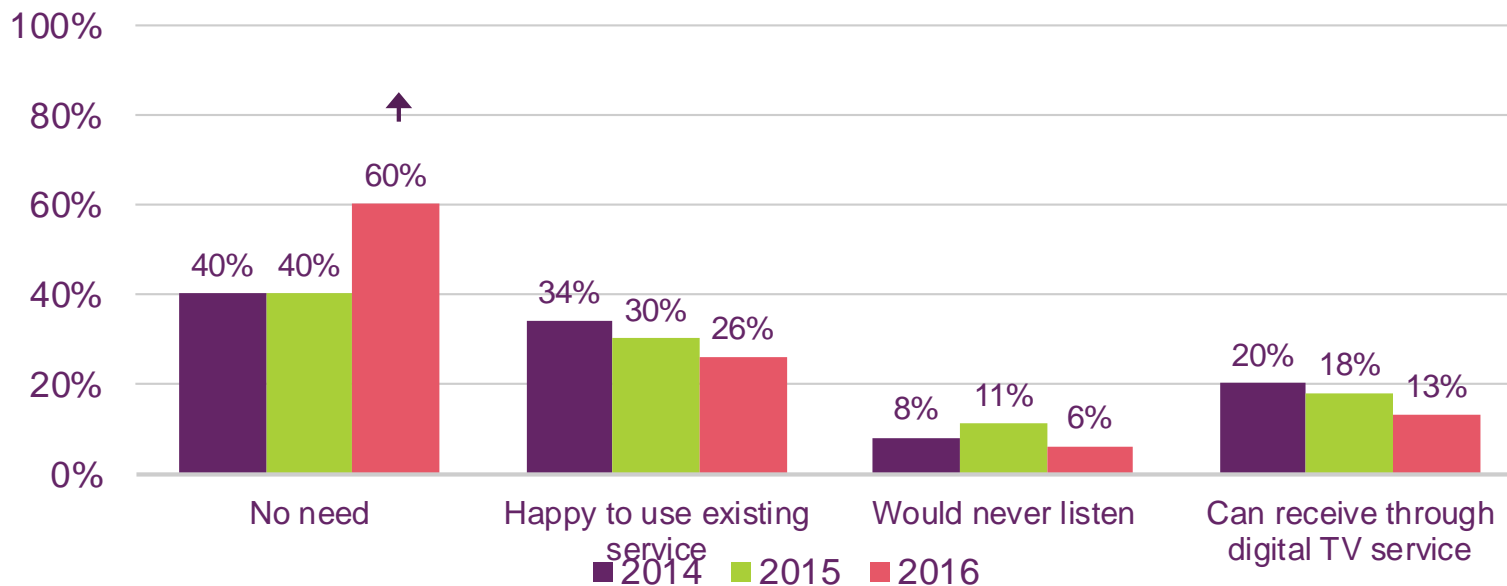
Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1593 UK, 236 Scotland, 870 England, 212 Wales, 275 Northern Ireland, 131 Scotland urban, 105 Scotland rural, 661).

Significance testing: Arrow s indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 and between Scotland urban and rural in 2016
 QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Figure 3.8

Reasons why unlikely to purchase DAB in next year

Percentage of respondents



Source: Ofcom Technology Tracker, Half 1 2016

Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (Scotland 2014 = 137; Scotland 2015 = 148; Scotland 2016 = 174)

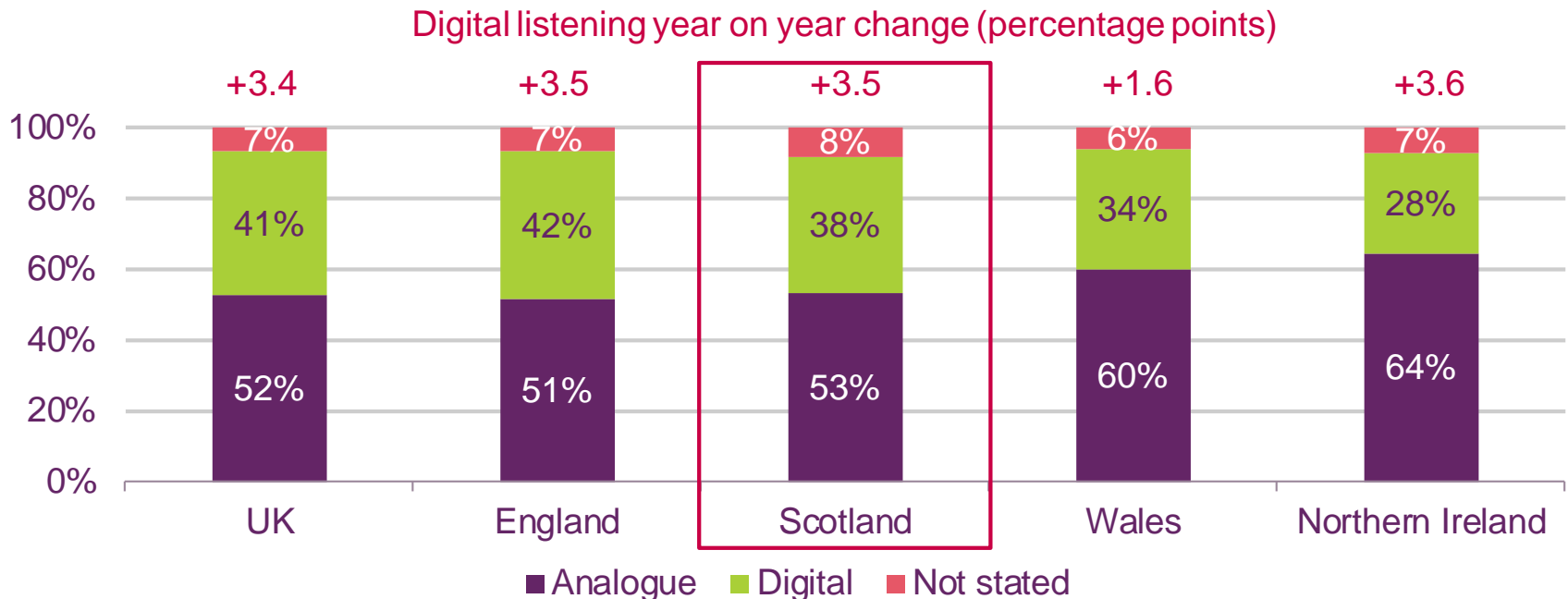
Responses shown for spontaneous mentions by 5% or more at a UK level

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

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

Figure 3.9

Share of listening hours via digital and analogue platforms: 2015

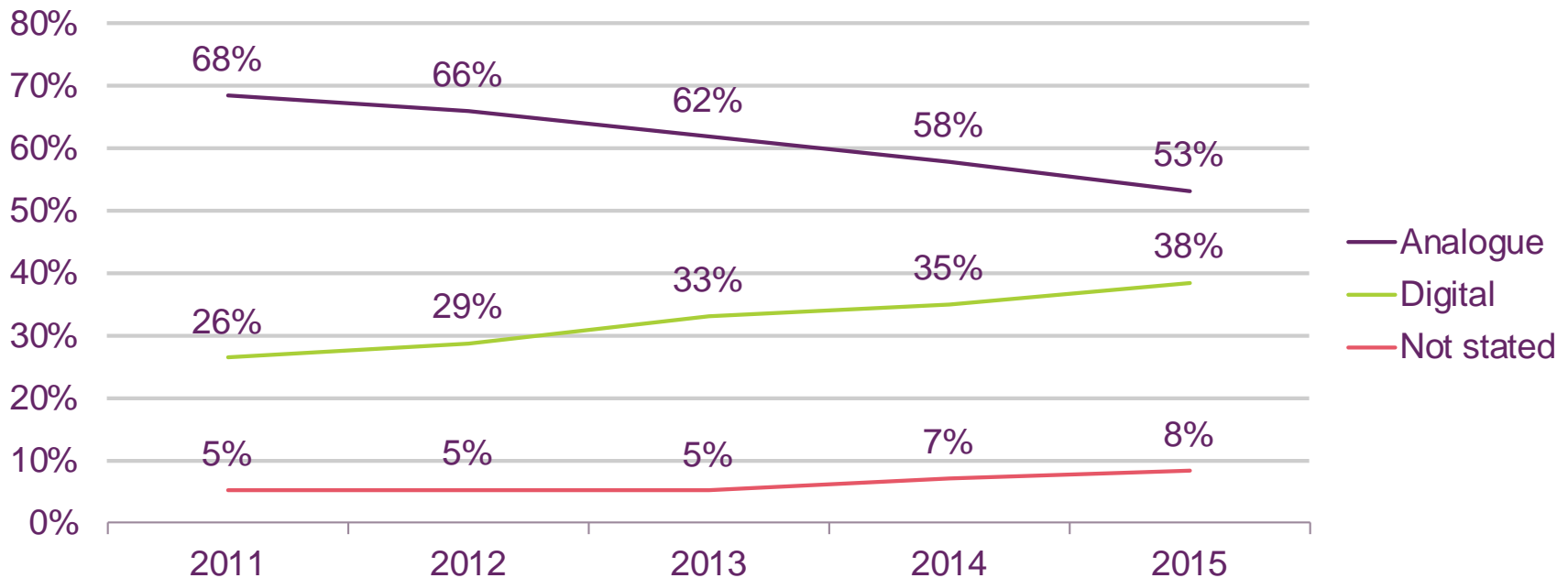


Source: RAJAR, All adults (15+), year ended Q4 2015

Figure 3.10

Share of listening hours via digital and analogue platforms, Scotland: 2011-2015

Share of total listening hours

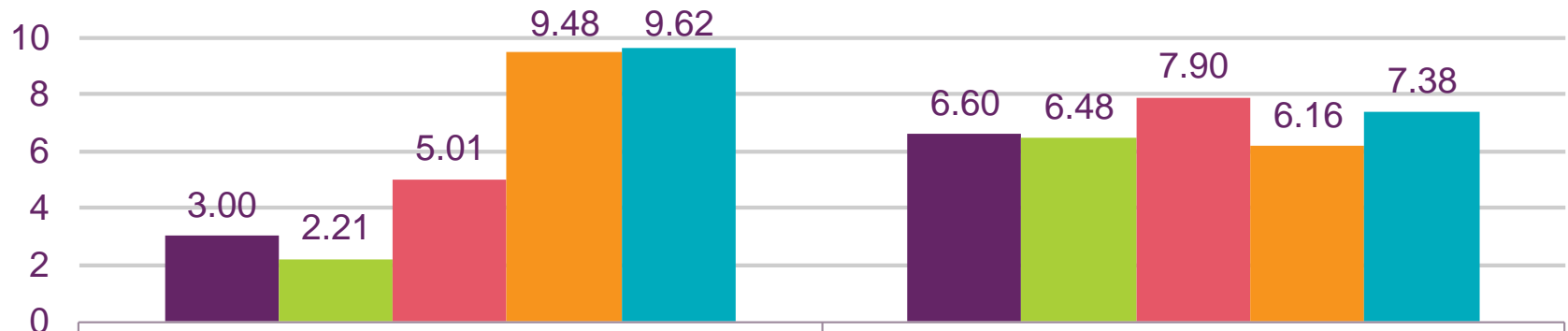


Source: RAJAR, all adults, calendar years 2011-2015

Figure 3.11

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

Revenue / spend per head (£)



Annual change (£):

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

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

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

Source: Broadcasters