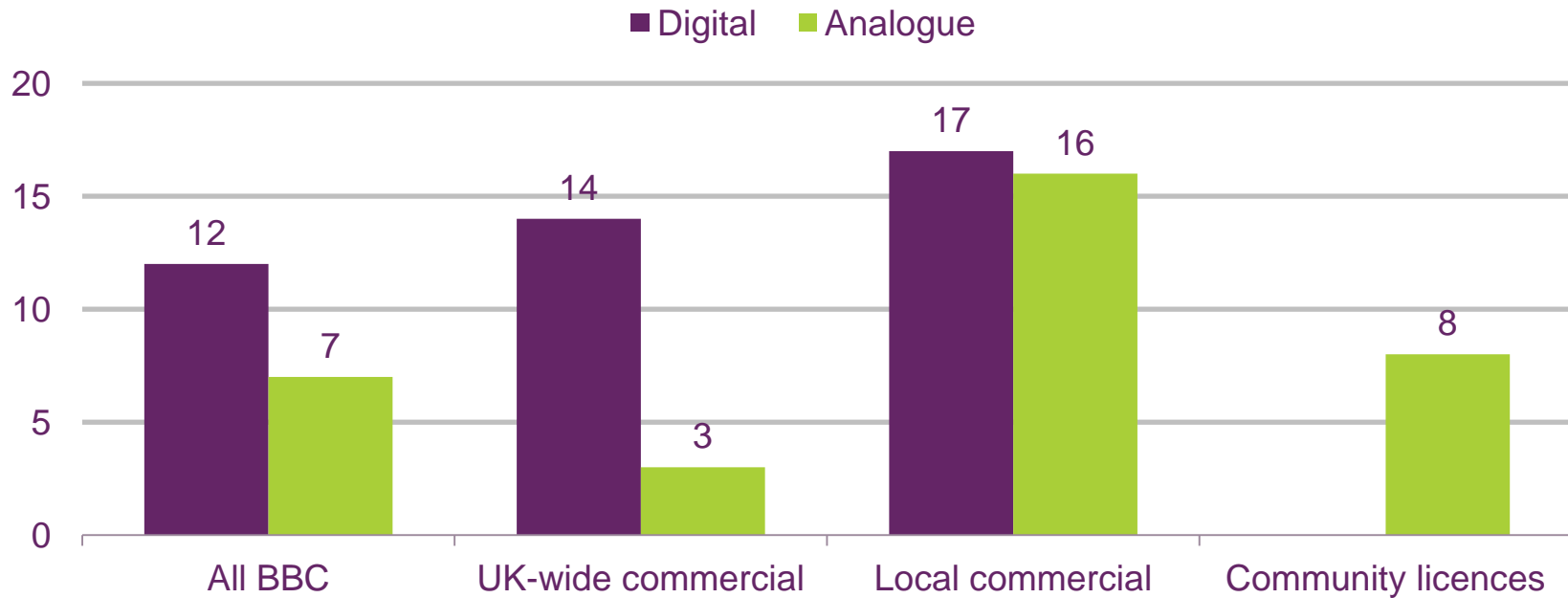


Radio CMR Wales slide deck

Figure 3.1
Radio station availability: Wales

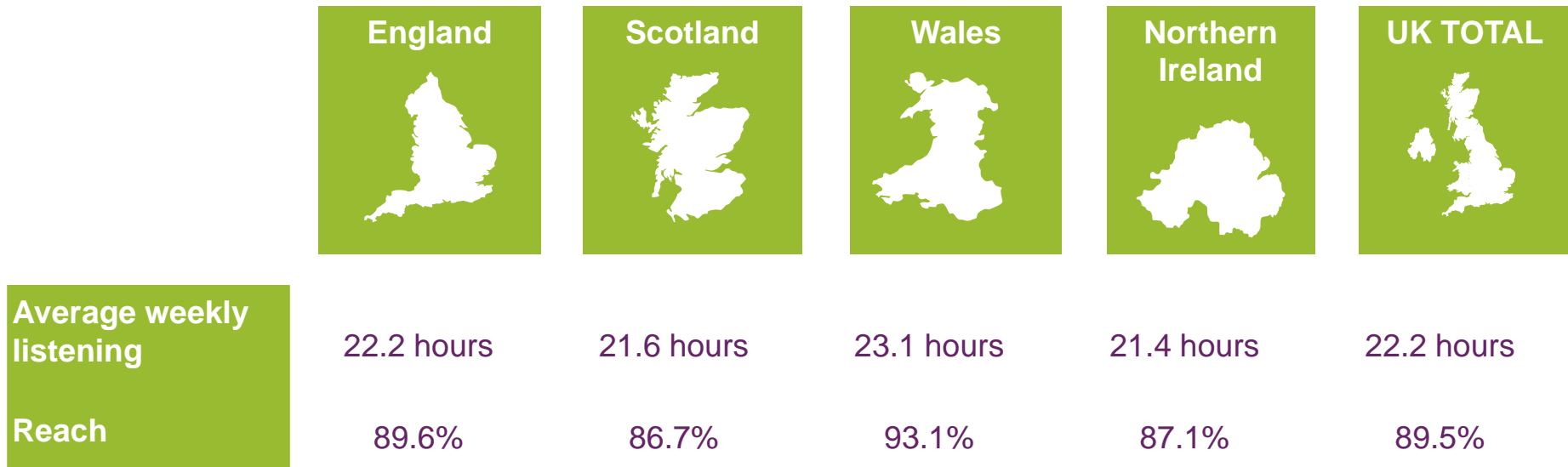


Source: Ofcom, April 2013

Note: This chart shows the maximum number of radio services available in Wales; local variations along with reception constraints mean that listeners may not be able to access all of these

Figure 3.2

Average weekly reach and listening hours: 2012



Source: RAJAR, All adults (15+), year ended Q4 2012. 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 3.3

Share of listening hours, by nation: 2012

Share of listening hours

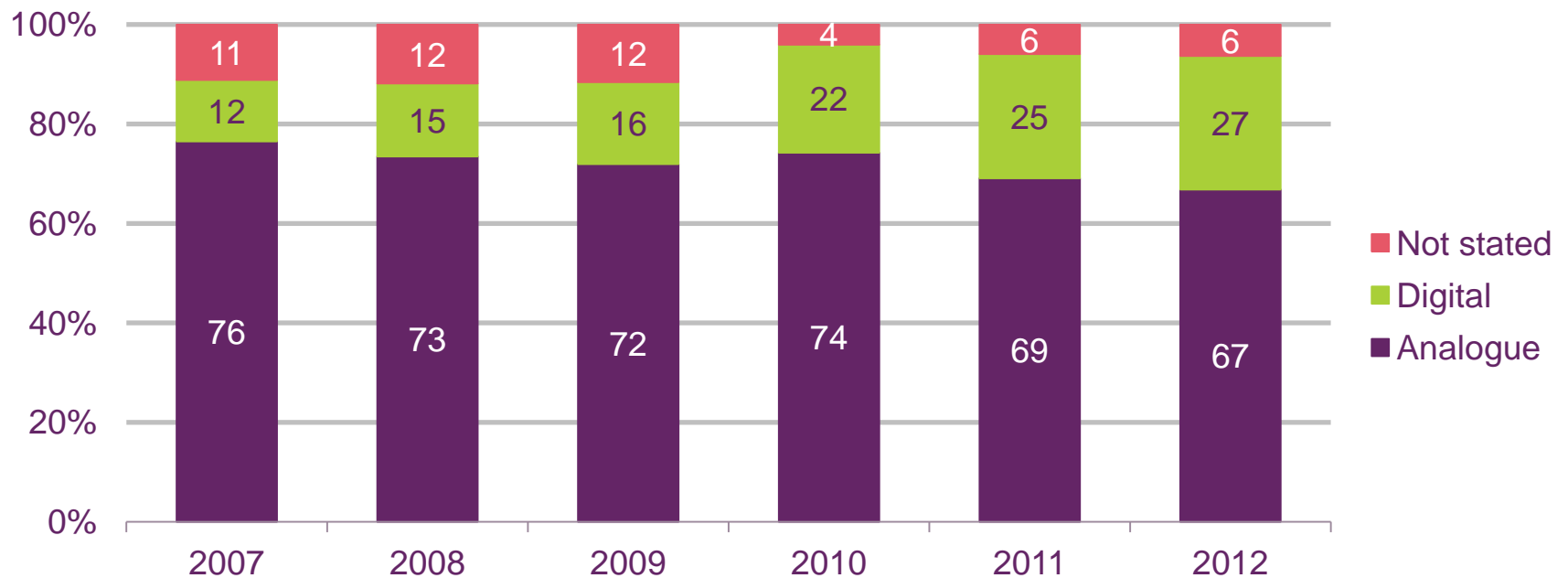


Source: RAJAR, All adults (15+), year ended Q4 2012

Figure 3.4

Share of listening hours via digital and analogue platforms in Wales: 2007-2012

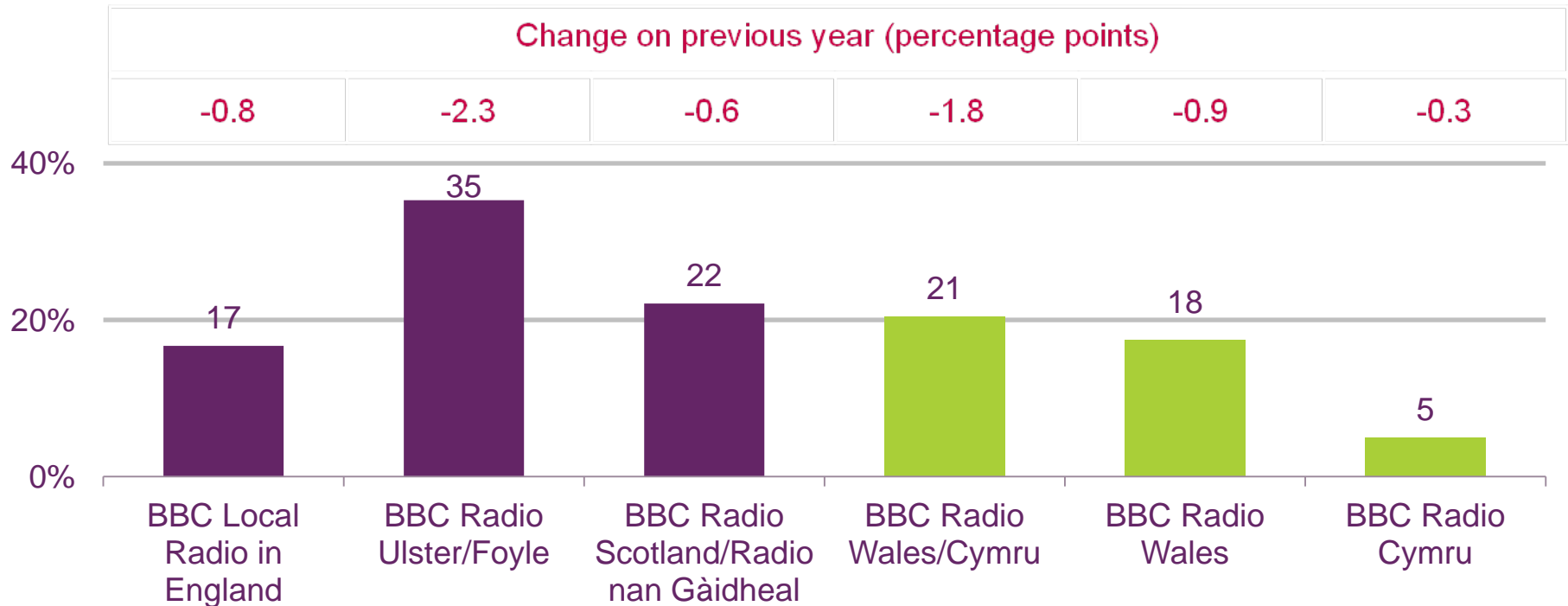
Share of total listening hours



Source: RAJAR, all adults, calendar years 2007-2012

Figure 3.5

Weekly reach for nations/local BBC services

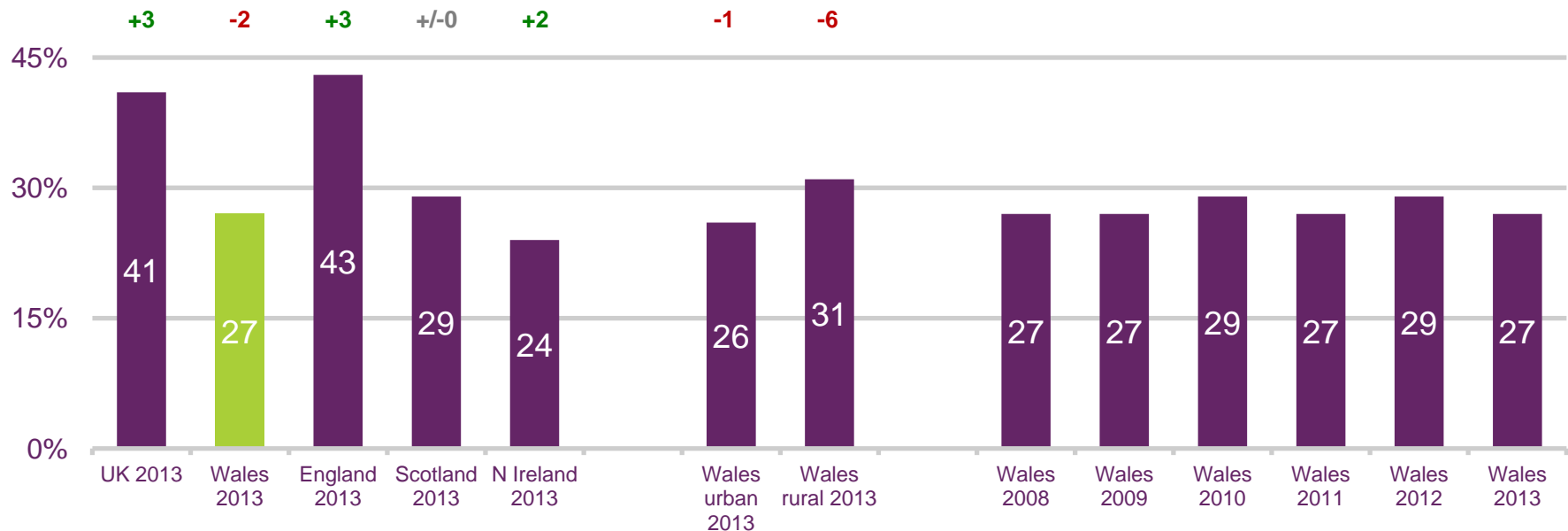


Source: RAJAR, All adults (15+), year ended Q4 2012

Figure 3.6 Ownership of DAB digital radios

Percentage of respondents

Figure above bar shows % point change in DAB sets in household from Q1 2012



Q4. You said earlier that you have (NUMBER) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios?

Source: Ofcom research, Quarter 1 2013

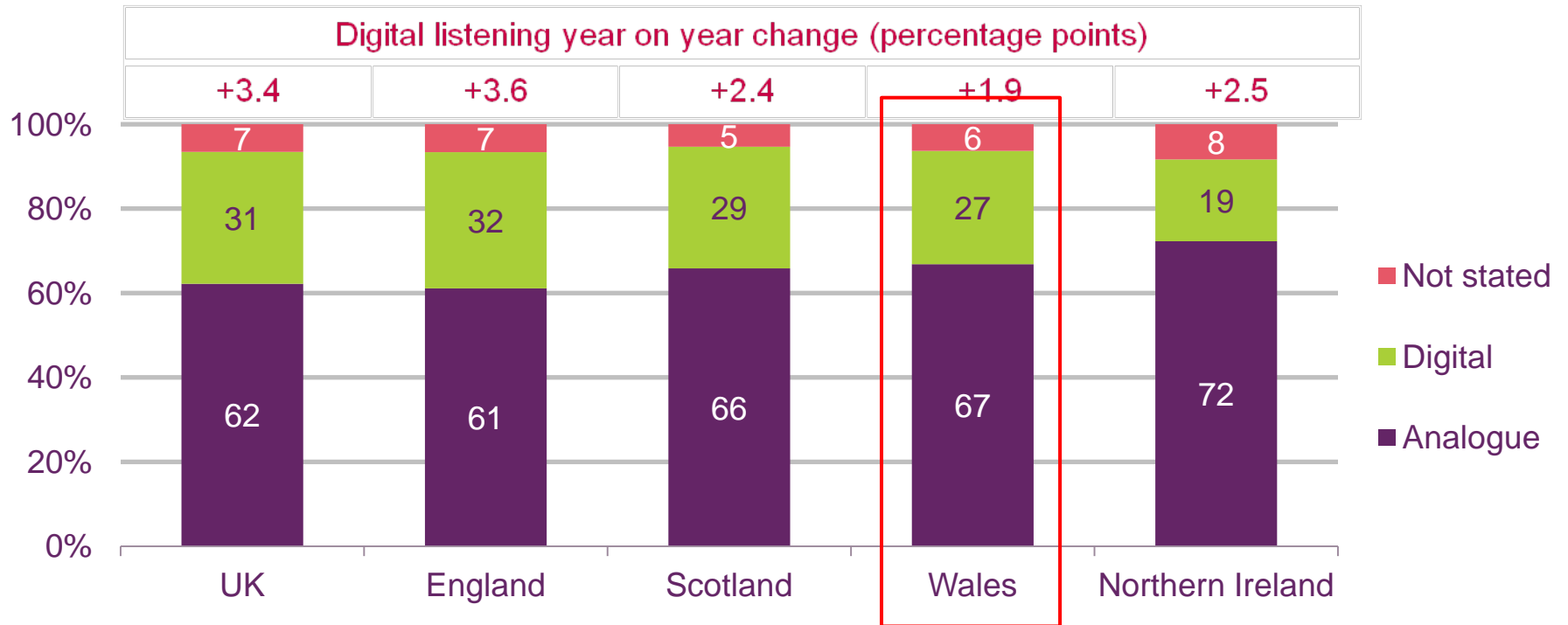
Base: Adults aged 16+ who listen to radio (n = 2910 UK, 383 Wales, 1747 England, 375 Scotland, 405 Northern Ireland, 195 Wales urban, 188 Wales rural, 638 Wales 2008, 848 Wales 2009, 854 Wales 2010, 397 Wales 2011, 405 Wales 2012, 383 Wales 2013)

Note: Remaining percentages are Don't know responses.

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.

Figure 3.7

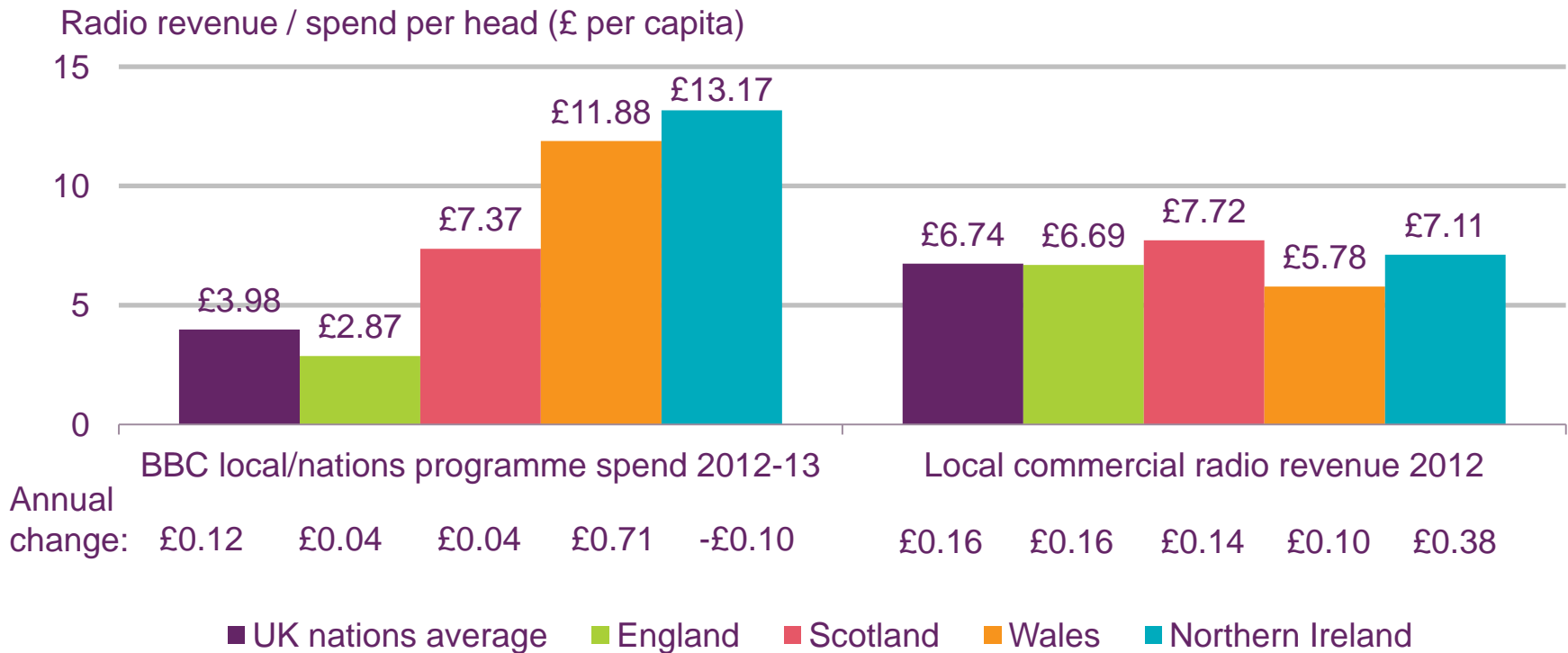
Share of listening hours via digital and analogue platforms: 2012



Source: RAJAR, All adults (15+), year ended Q4 2012

Figure 3.8

Local/nations radio spend and revenue per head of population: 2012



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.