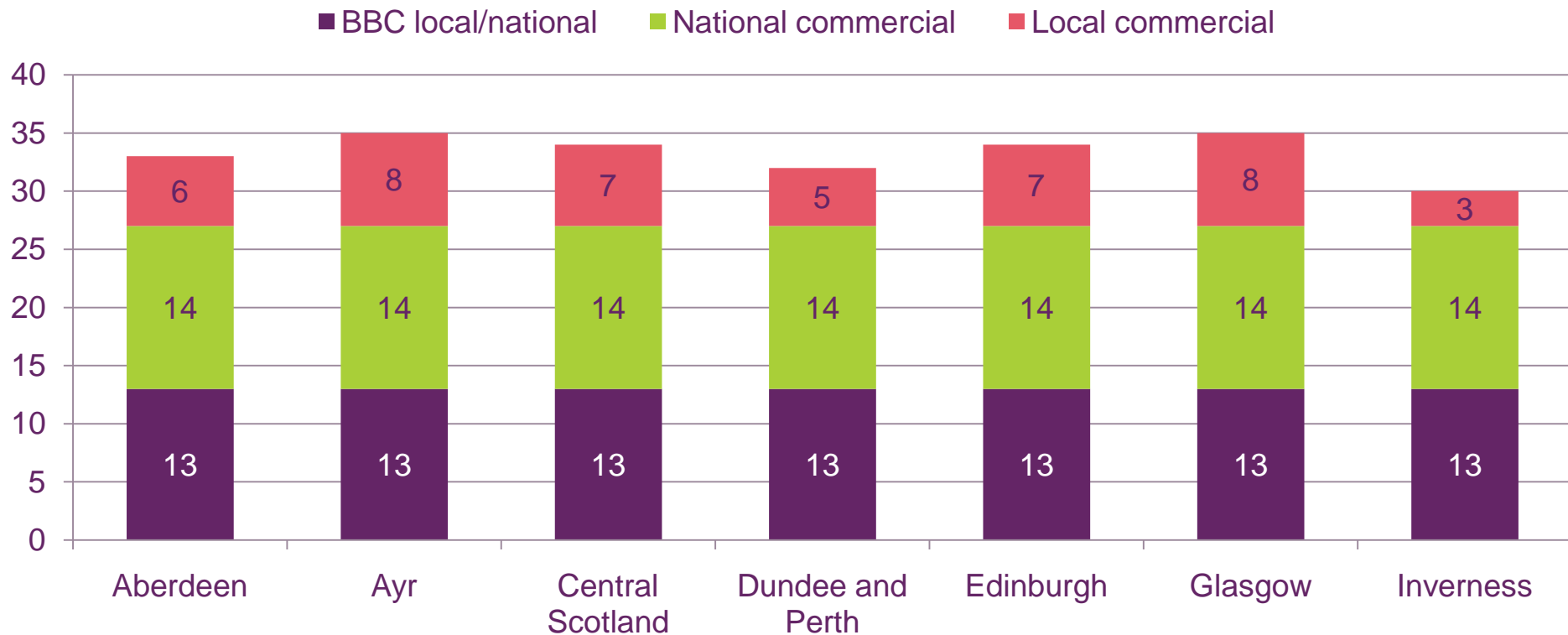


# Radio and audio content

# Figure 3.1

## Availability of DAB stations in Scotland, by area



Source: Ofcom, April 2012

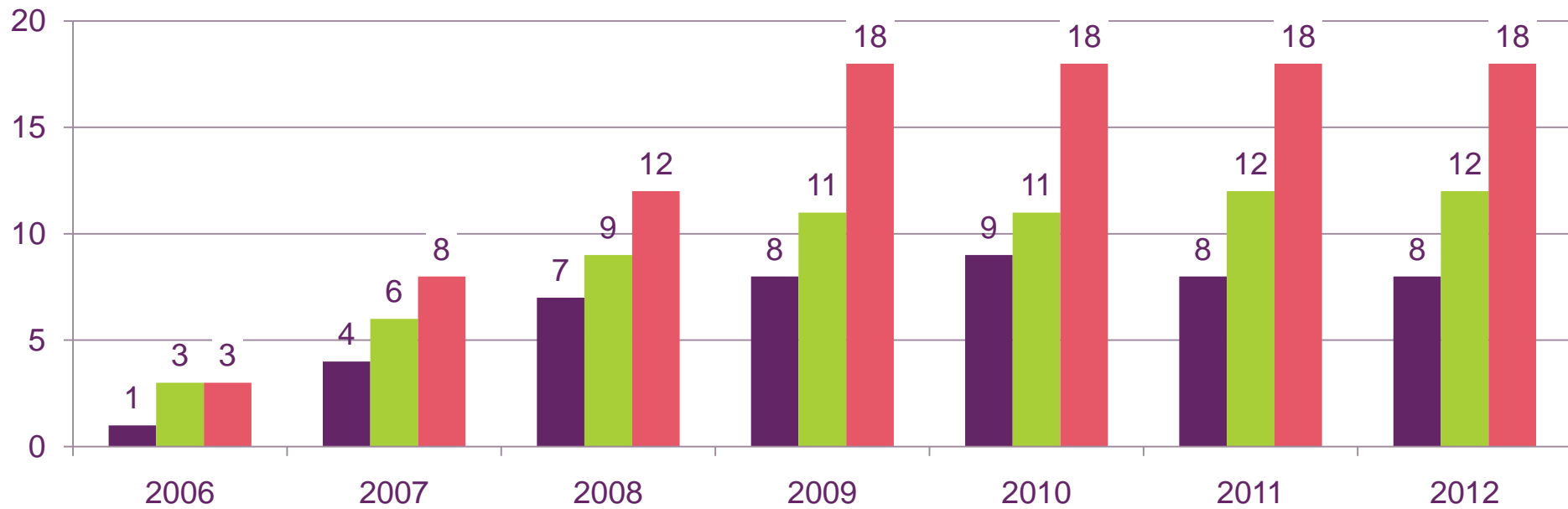
Note: This chart shows the maximum number of stations available in each area; local variations along with reception issues mean that listeners may not be able to access all of these

# Figure 3.2

## Number of community radio stations on air, 2006-2012

	2006	2007	2008	2009	2010	2011	2012
England	29	72	95	126	146	160	159
UK	36	90	123	163	184	199	197

■ Wales ■ Northern Ireland ■ Scotland



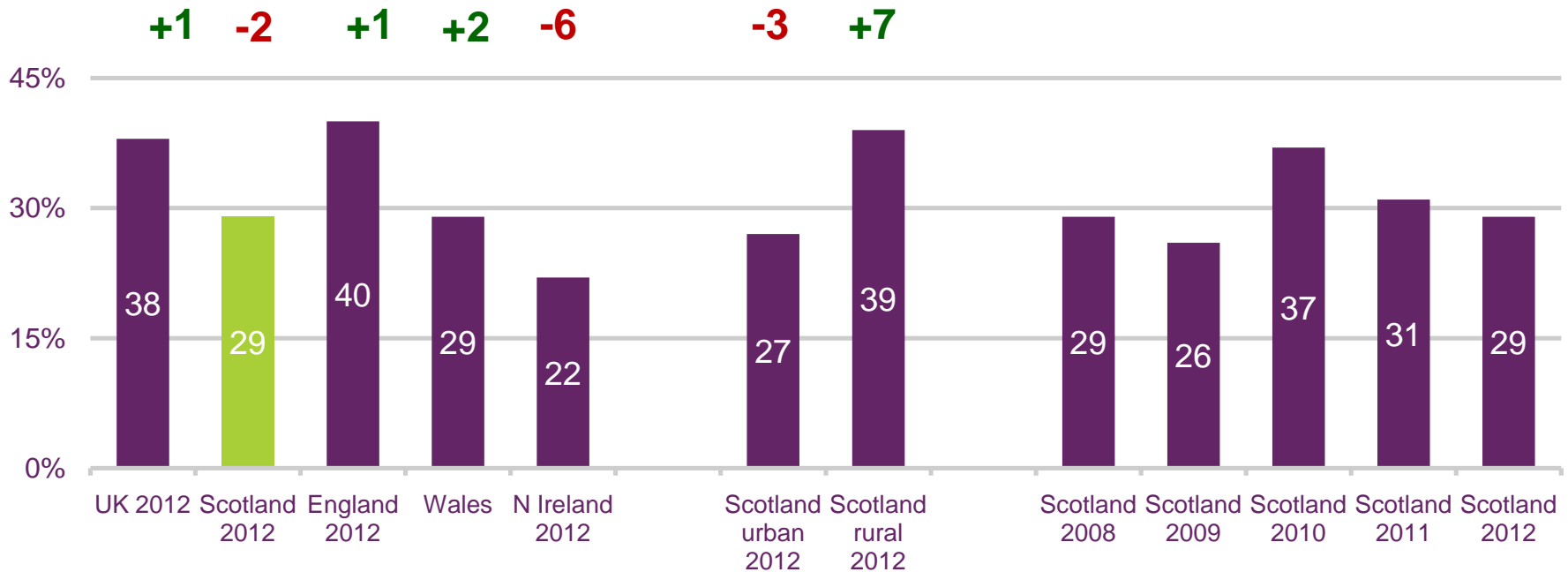
Source: Ofcom, April 2012

# Figure 3.3

## Ownership of DAB digital radios

Percentage of respondents

Figure above bar shows % point change in DAB sets in household from Q1 2011



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 2012

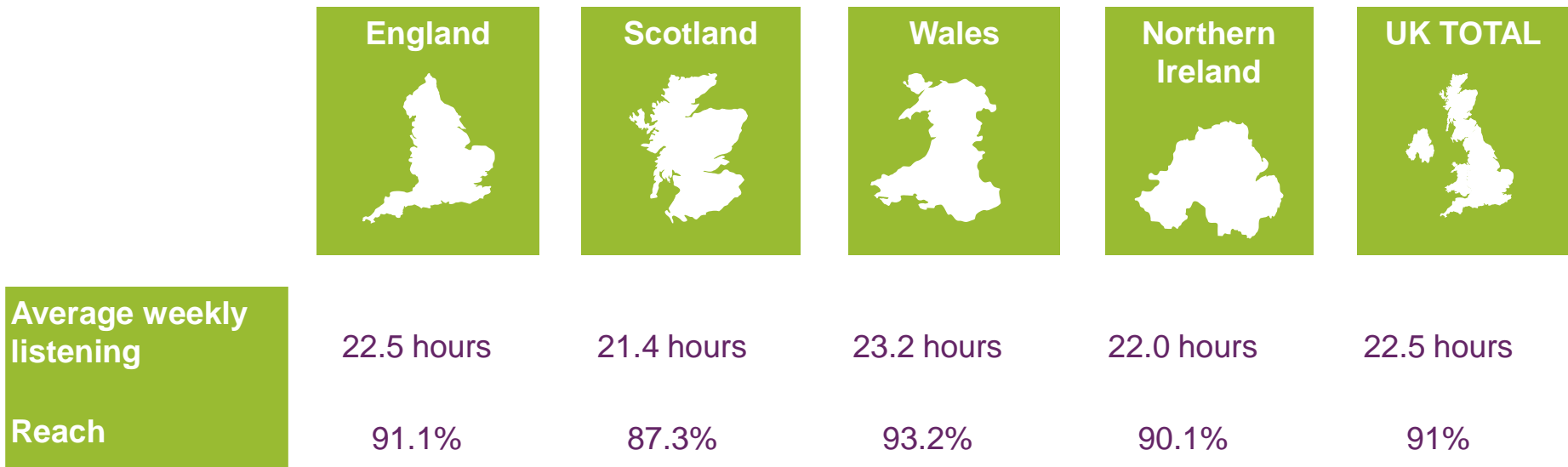
Base: Adults aged 16+ who listen to radio (n = 2963 UK, 405 Wales, 1790 England, 364 Scotland, 404 Northern Ireland, 191 Wales urban, 214 Wales rural, 638 Wales 2008, 848 Wales 2009, 854 Wales 2010, 397 Wales 2011, 405 Wales 2012)

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 3.4

Average weekly reach and listening hours: year to Q4 2011

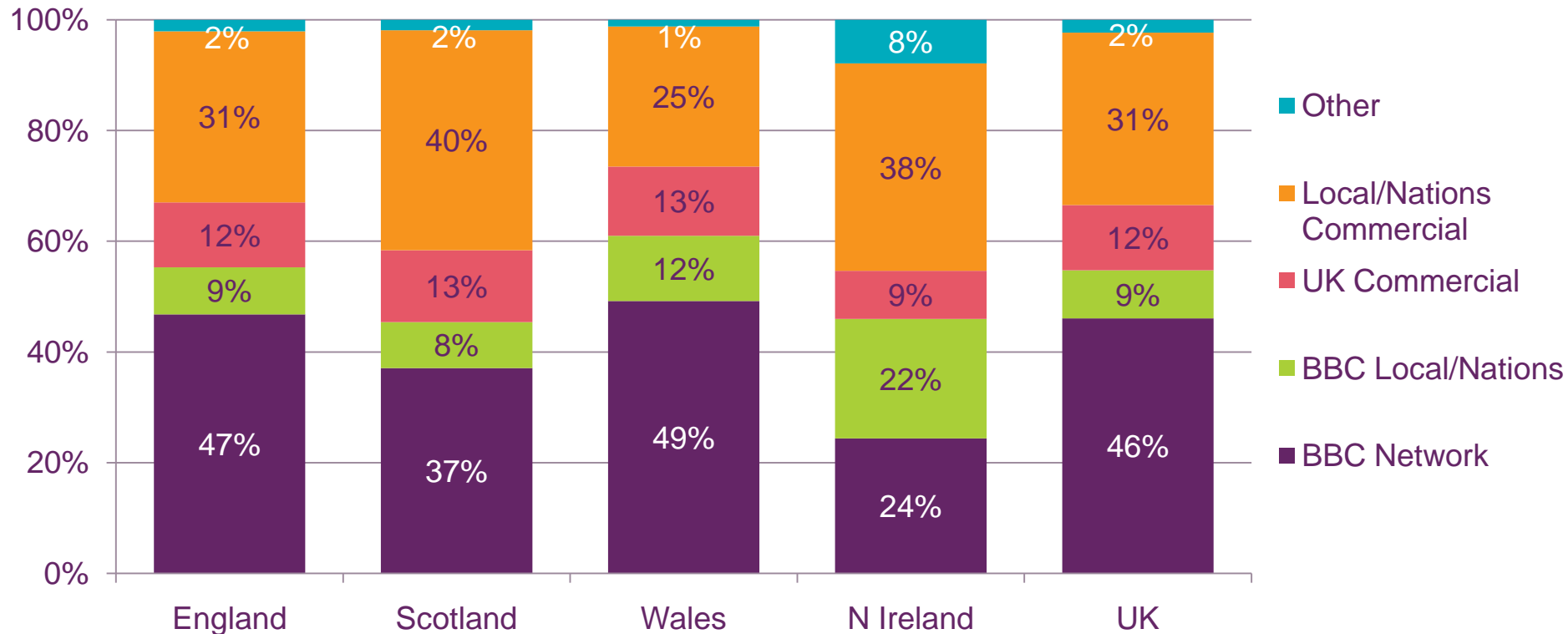


Source: RAJAR, All adults (15+), year ended Q4 2011. Reach is defined as a percentage of the area adult population who listen to a station for at least 5 minutes in the course of an average week.

# Figure 3.5

## Share of listening hours, by nation: year to Q4 2011

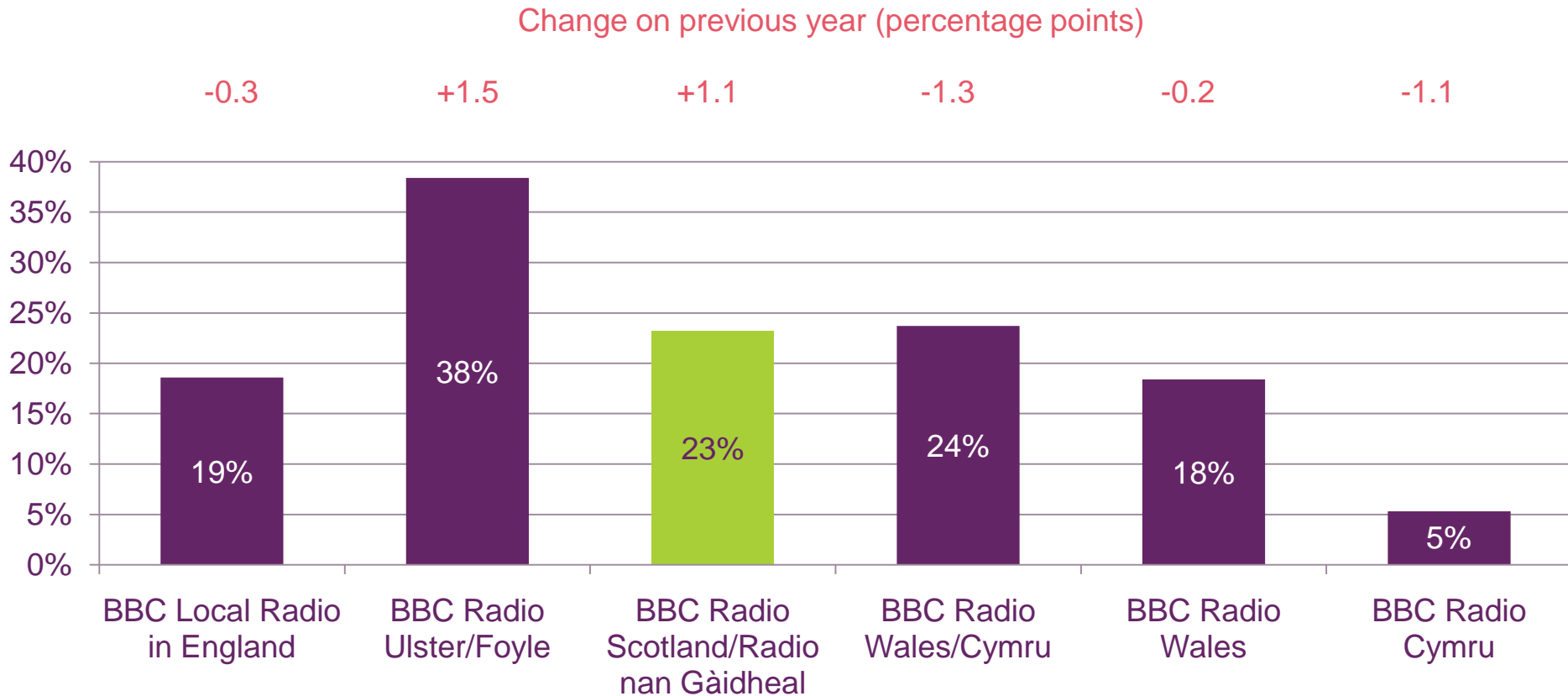
Audience share



Source: RAJAR, All adults (15+), year ended Q4 2011 Note: BBC Local/Nations includes: BBC Radio Scotland & Radio nan Gàidheal; BBC Radio Wales & Radio Cymru, and BBC Radio Ulster & Radio Foyle

# Figure 3.6

## Weekly reach for national / local BBC services

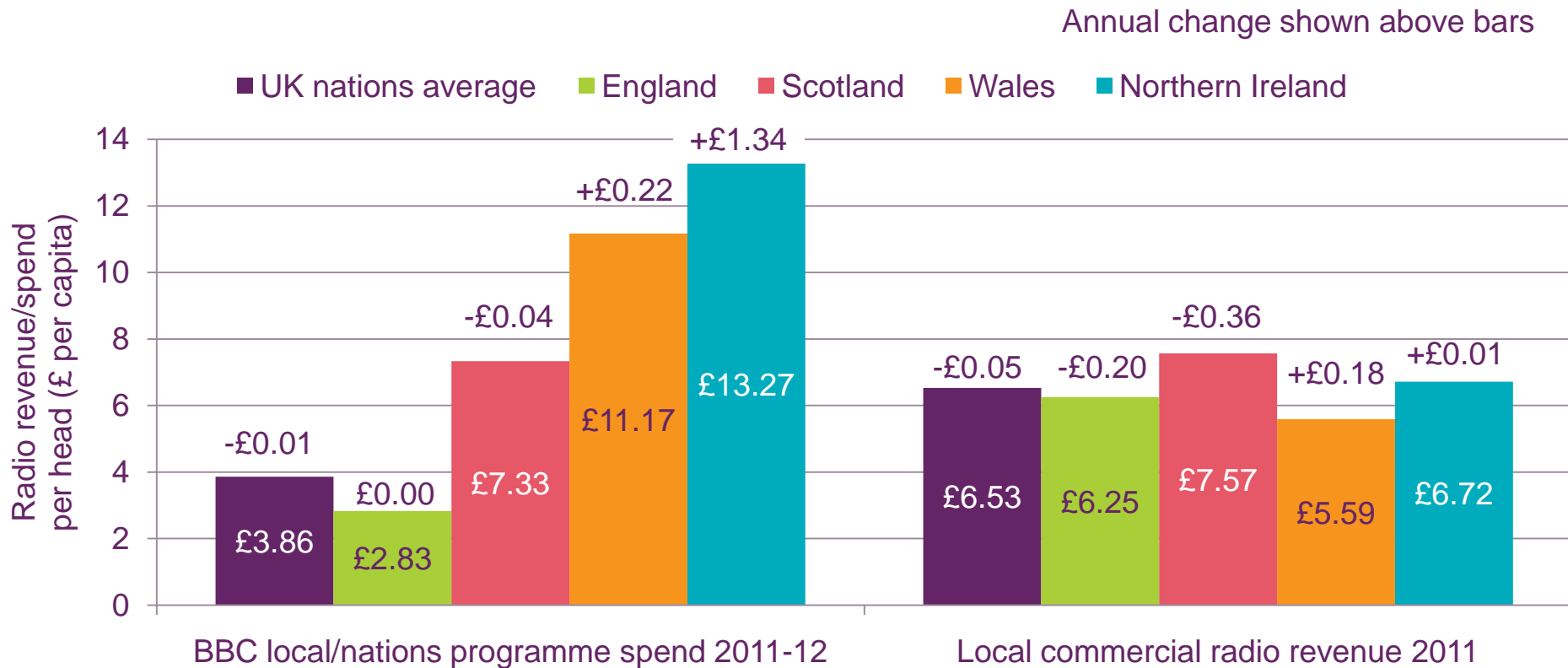


Source: RAJAR, All adults (15+), year ended Q4 2011 Note: BBC Local/Nations includes: BBC Radio Scotland & Radio nan Gàidheal; BBC Radio Wales & Radio Cymru, and BBC Radio Ulster & Radio Foyle



# Figure 3.7

## Local/nations radio spend and revenue per head of population 2011



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.