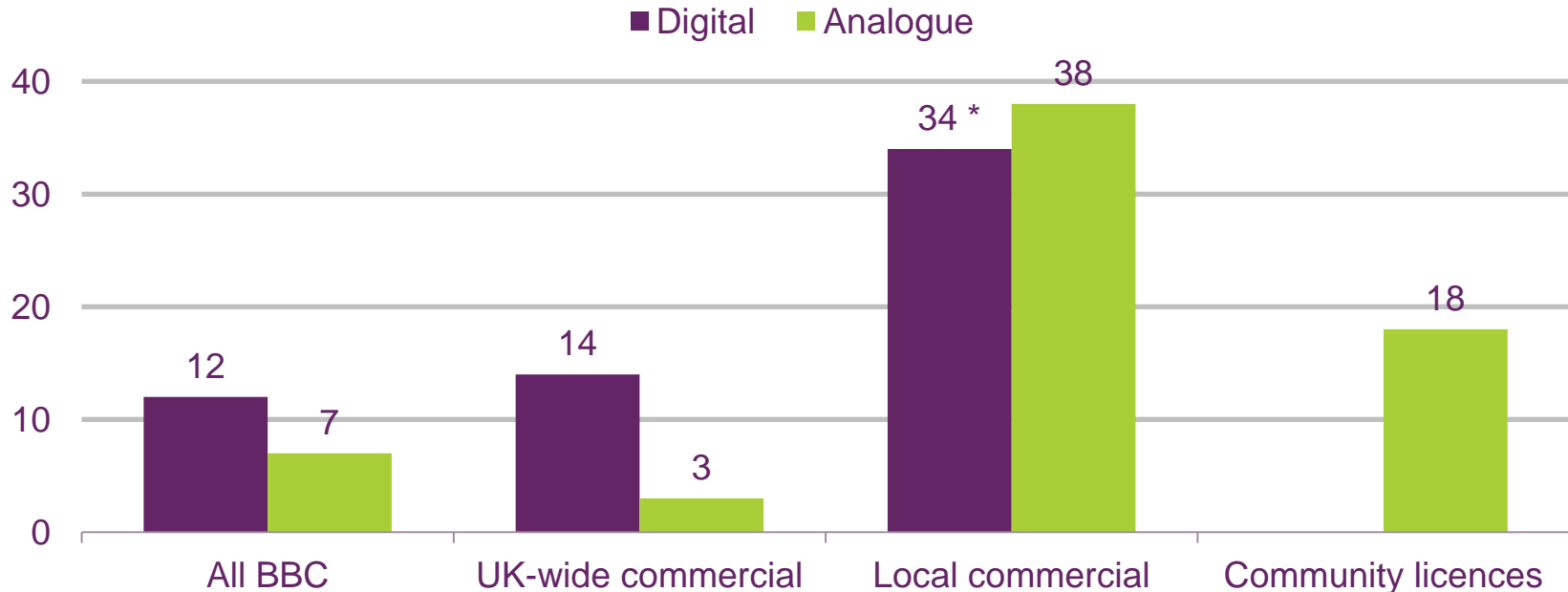


# Radio CMR Scotland slide deck

## Figure 3.1 Radio station availability: Scotland

### Radio station availability: Scotland



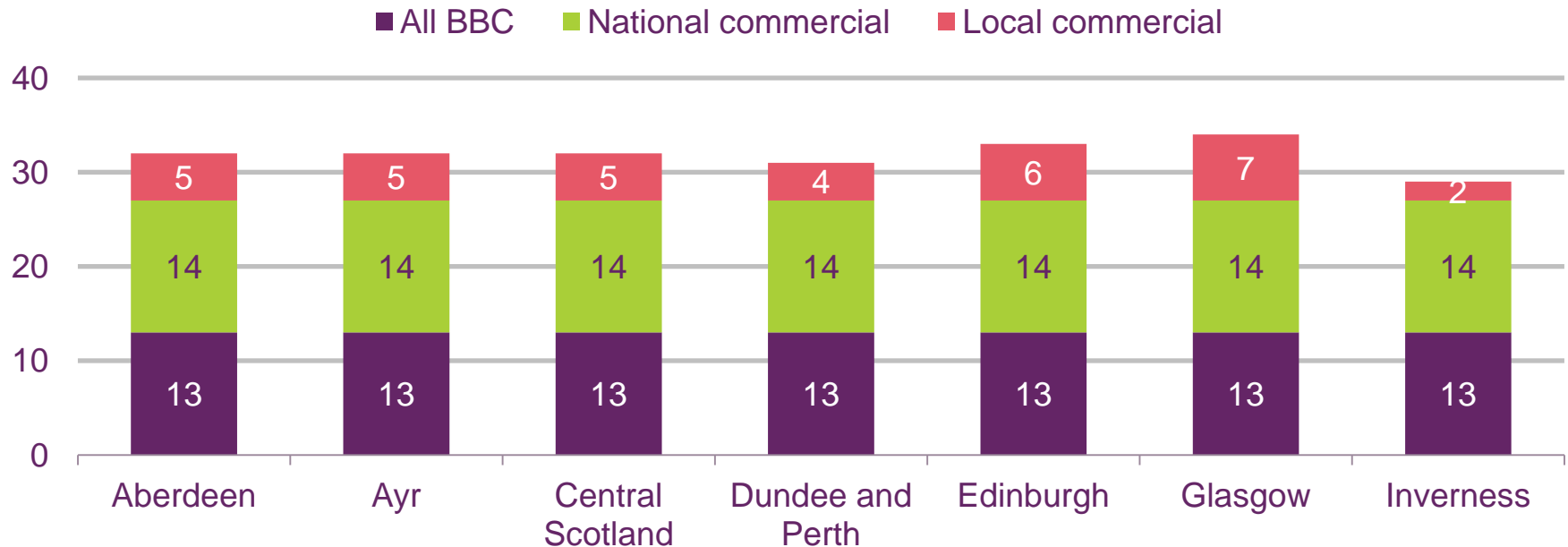
Source: Ofcom, April 2013

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

\* Excludes nationally branded services on certain local multiplexes, e.g. Gold and Heat

## Figure 3.2 Digital radio availability: Scotland

### Digital radio station availability: Scotland

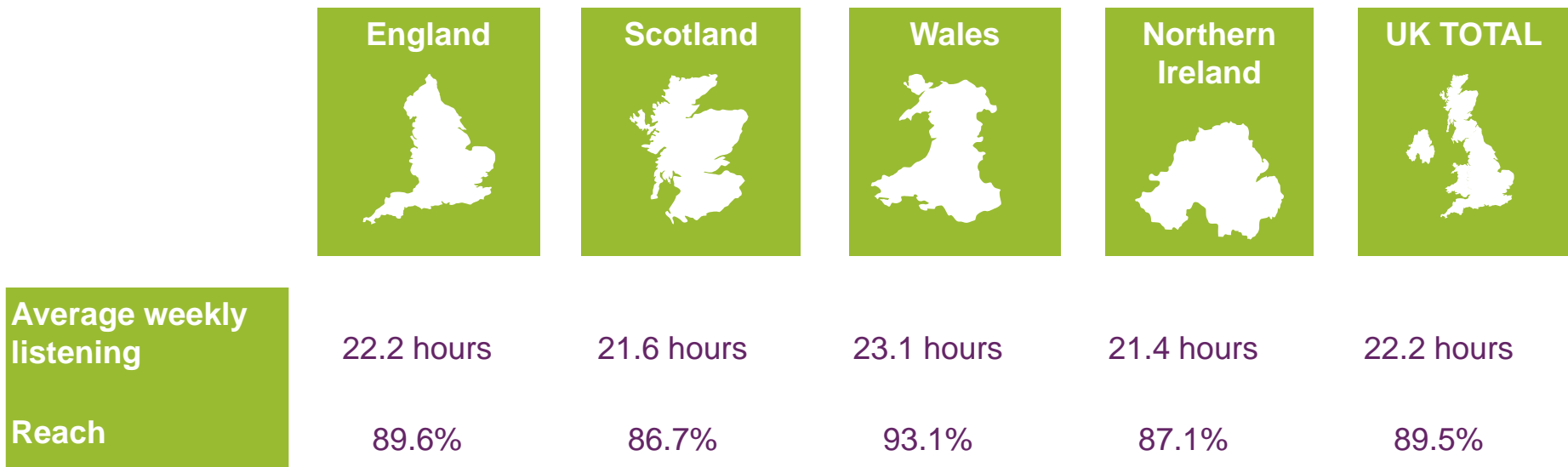


Source: Ofcom, April 2013

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

## Figure 3.3 Average weekly reach and listening hours

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 3.4 Share of listening hours, by nation: 2012

### Share of listening hours, by nation: 2012

Share of listening hours

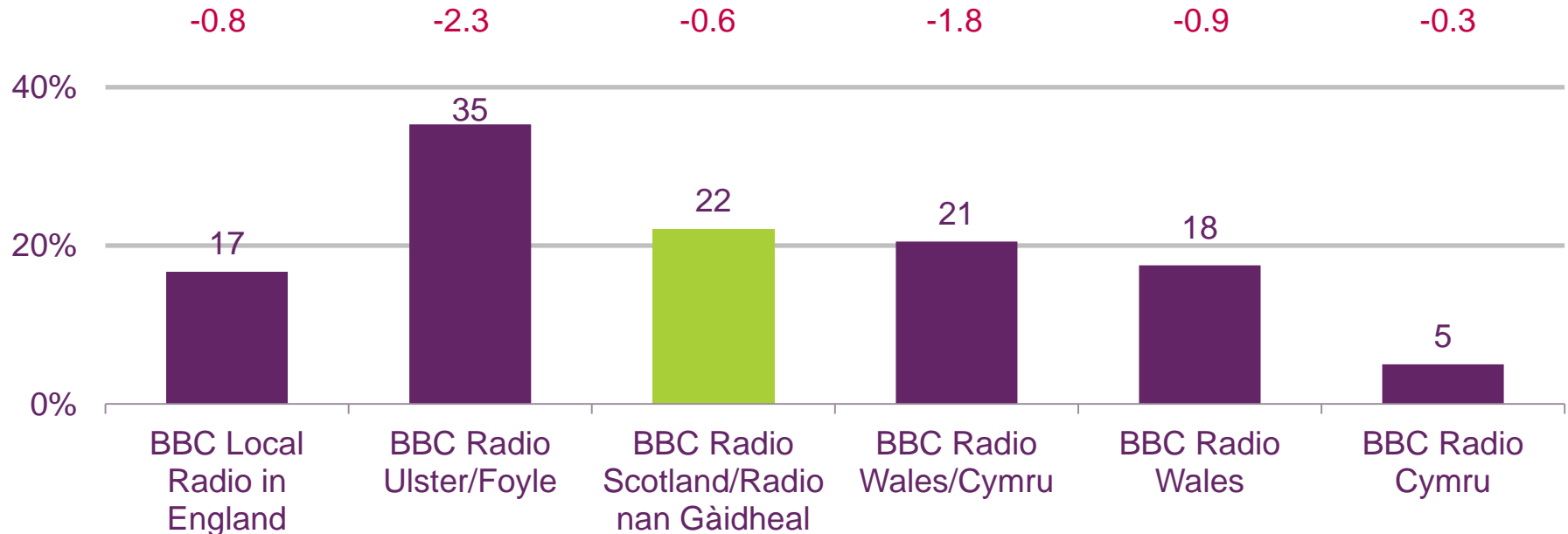


Source: RAJAR, All adults (15+), year ended Q4 2012

## Figure 3.5 Weekly reach for nations/local BBC services

### Weekly reach for nations/local BBC services

Change on previous year (percentage points)



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

# Figure 3.6 Ownership of DAB 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, 375 Scotland, 1747 England, 383 Wales, 405 Northern Ireland, 187 Scotland urban, 188 Scotland rural, 766 Scotland 2008, 780 Scotland 2009, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013)

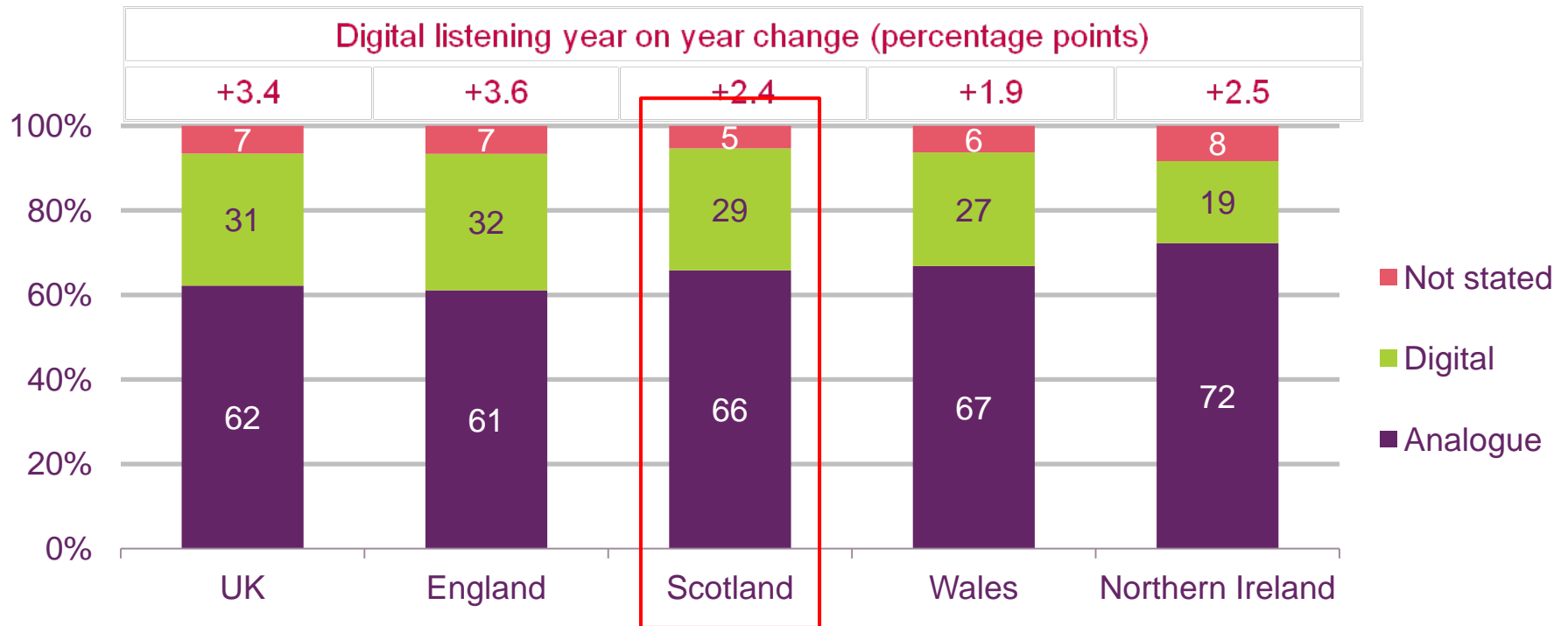
Note: Remaining percentages are Don't know responses.

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 by platform: 2012

### Share of listening hours via digital and analogue platforms: 2012



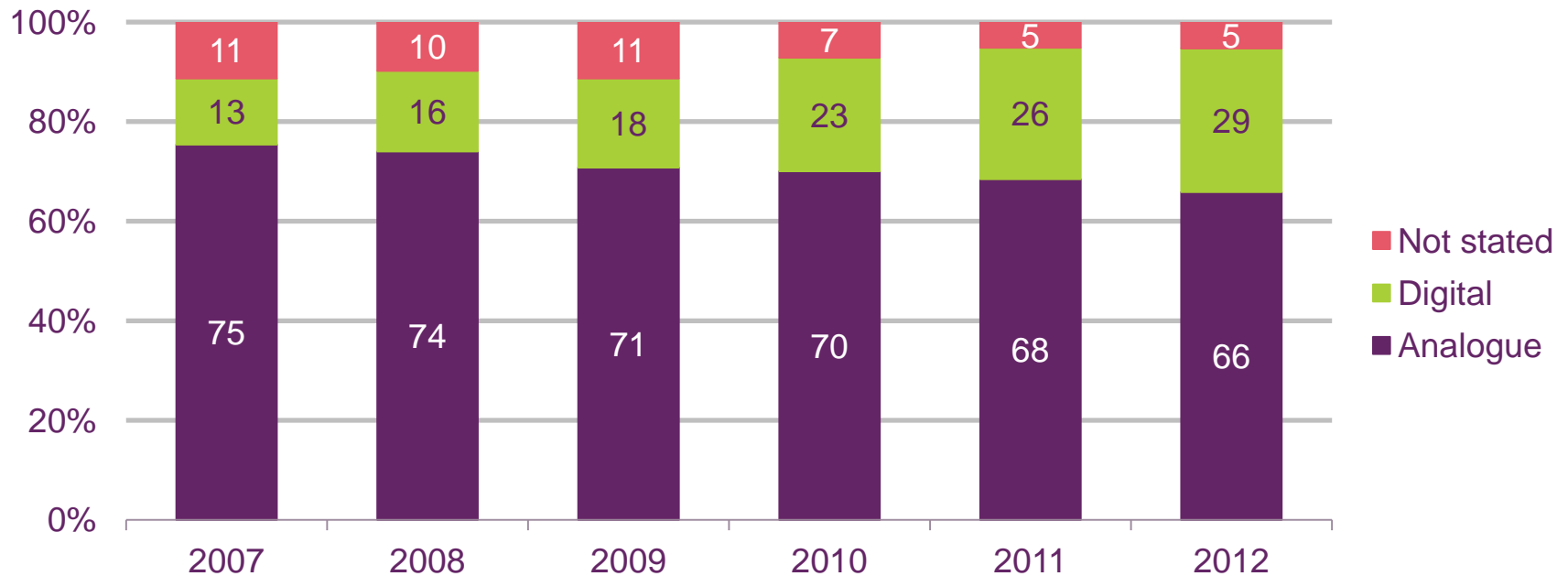
Source: RAJAR, All adults (15+), year ended Q4 2012



## Figure 3.8 Share of listening hours by platform: Scotland

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

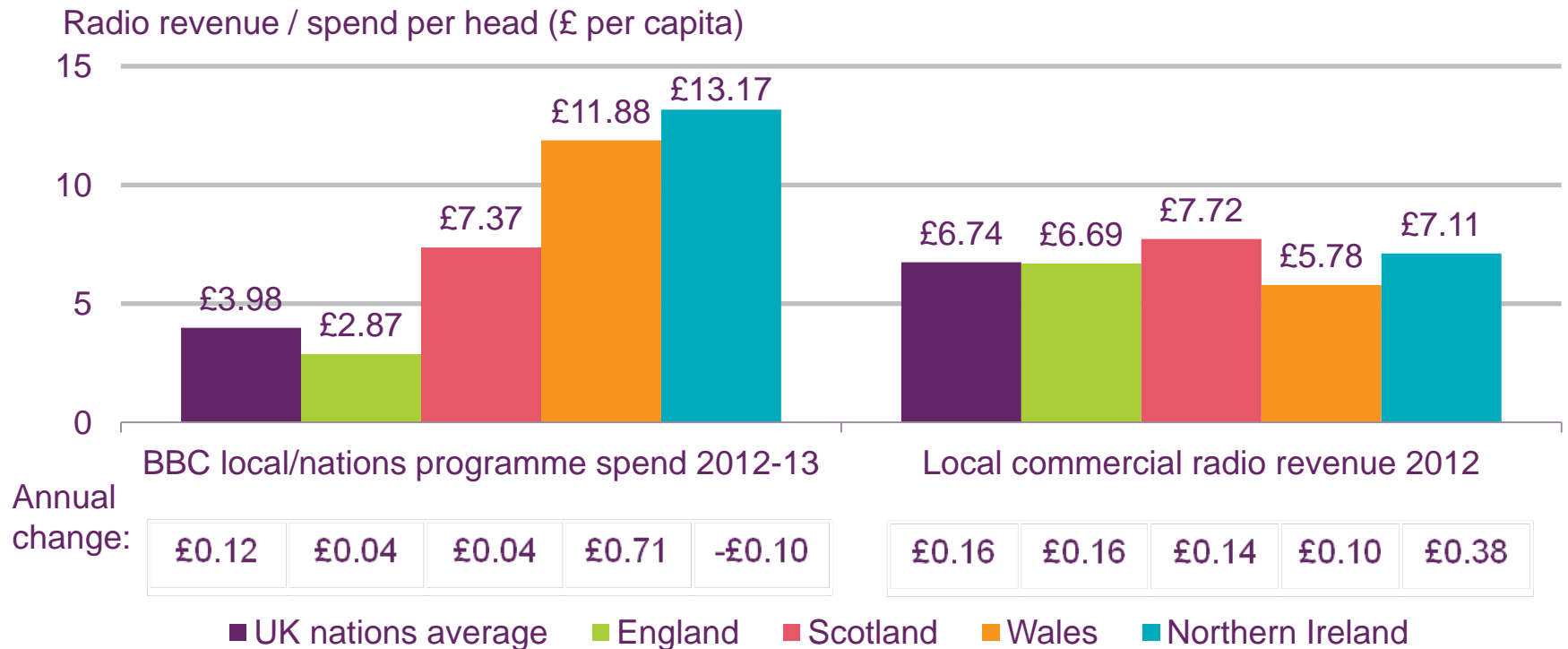
Share of total listening hours



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

## Figure 3.9 Local/nations' radio spend and revenue

### Local/nations radio spend and revenue per head of population: 2012-13



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.