

CMR 2010: Wales Radio / Audio charts

August 2010

Figure 3.1

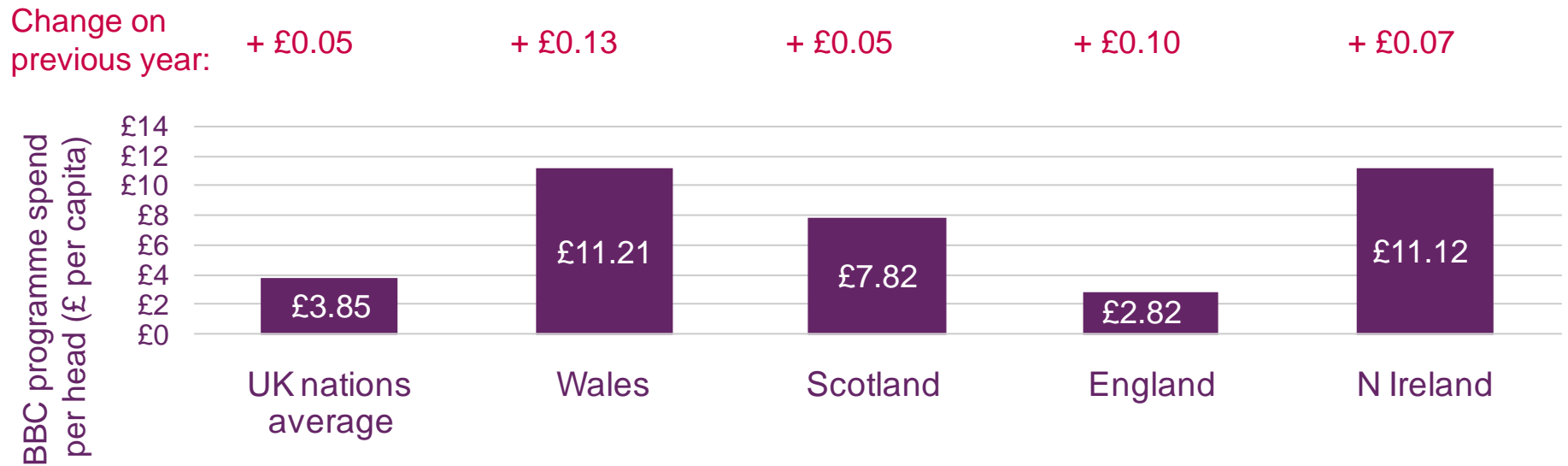
Wales community awards

Community station	Location	On-air date	Target Audience
Afan FM	Port Talbot	20/04/2007	Young people (11-25)
BRfm	Brynmawr, Blaenau Gwent	18/10/2007	Geographic - town/rural
Bro Radio	Barry, Vale of Glamorgan	31/03/2009	Geographic - town/rural
Calon FM	Wrexham	01/03/2008	Geographic - town/rural
GTFM Pontypridd	Pontypridd	01/01/2006	Geographic - town/rural
Point FM	Rhyl	24/03/2010	Geographic - town/rural
Radio Cardiff	Cardiff	08/10/2007	BME black & ethnic minorities
Radio Tircoed	Tircoed Forest , Swansea	01/12/2008	Geographic - town/rural
Tudno FM	Llandudno	12/07/2008	Geographic - town/rural

Source: Ofcom, July 2010

Figure 3.2

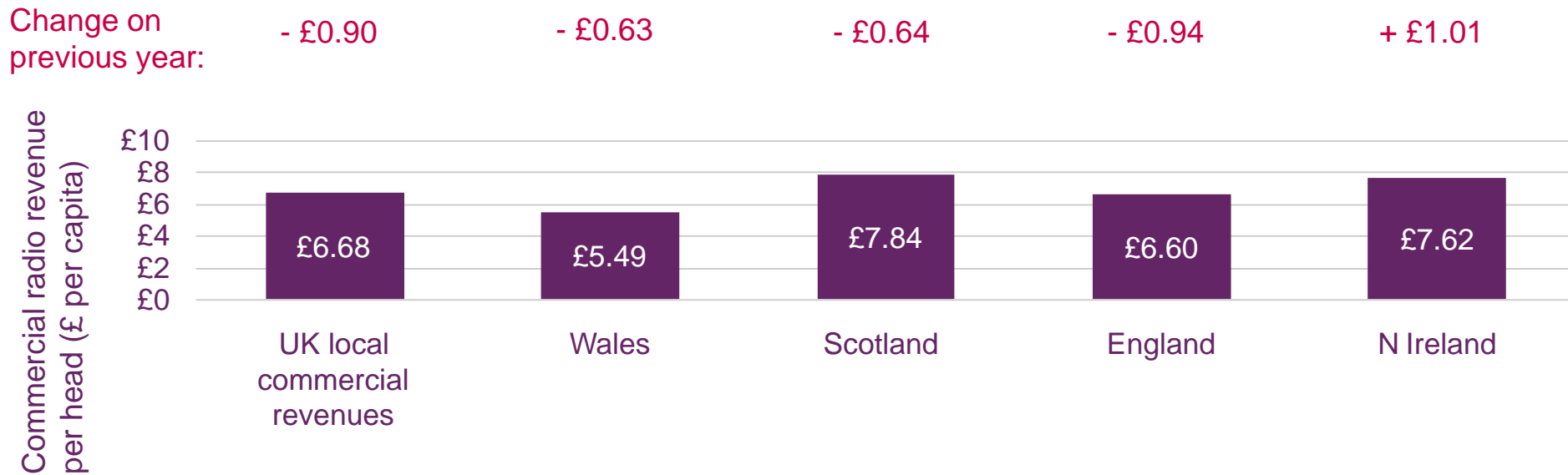
BBC investment in national/local radio programming 2009/10, per head of population



Source: Ofcom / BBC Annual report 2009/10

Figure 3.3

Commercial radio revenue per head 2009

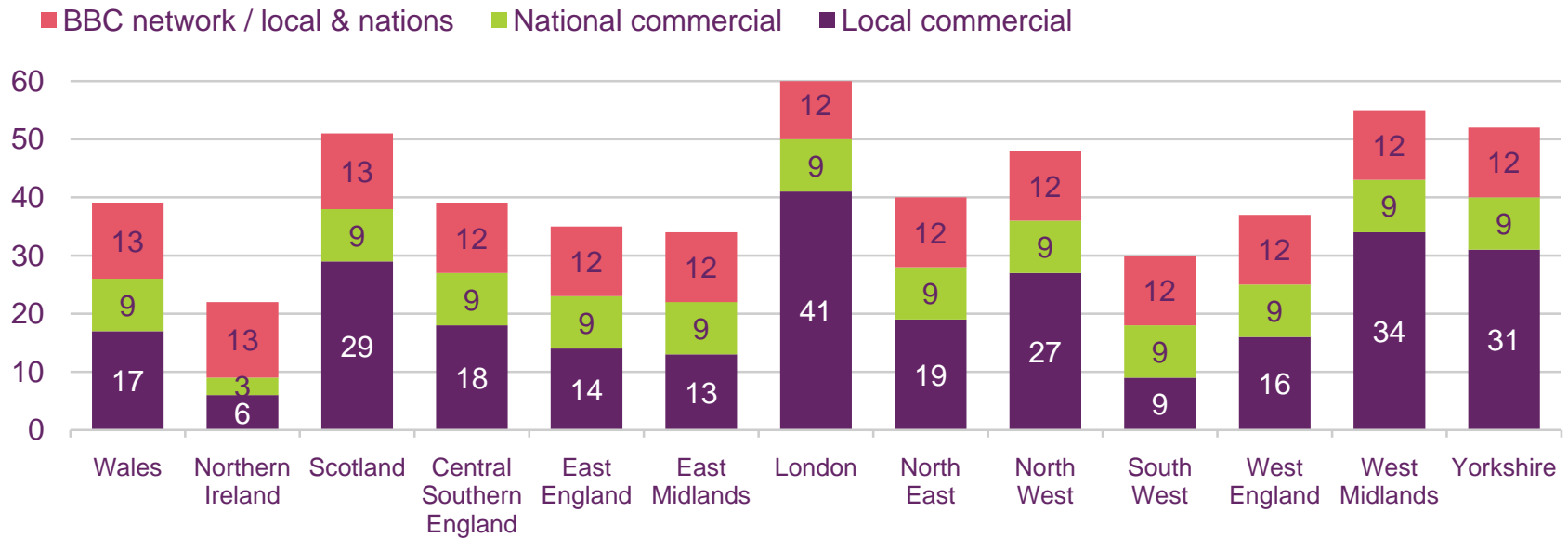


Source: Ofcom/NBR returns 2009

Note: Chart shows net broadcasting revenues as based on returns received by Ofcom for the year 2009. 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

Figure 3.4

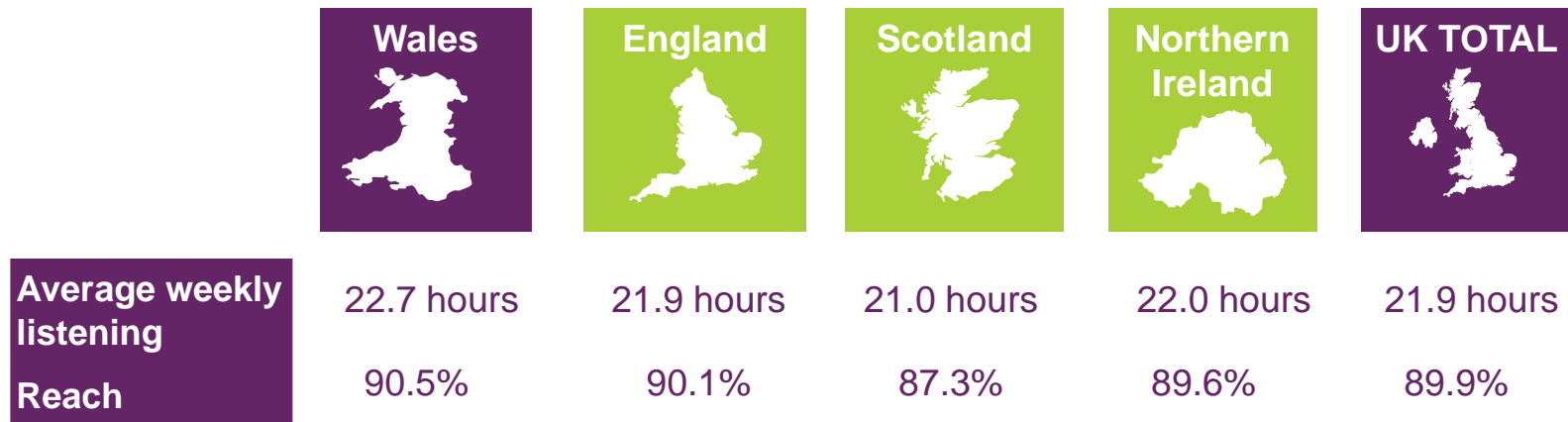
Availability of DAB stations, by area



Source: Ofcom, June 2010

Figure 3.5

Average weekly reach and listening hours – year to Q1 2010

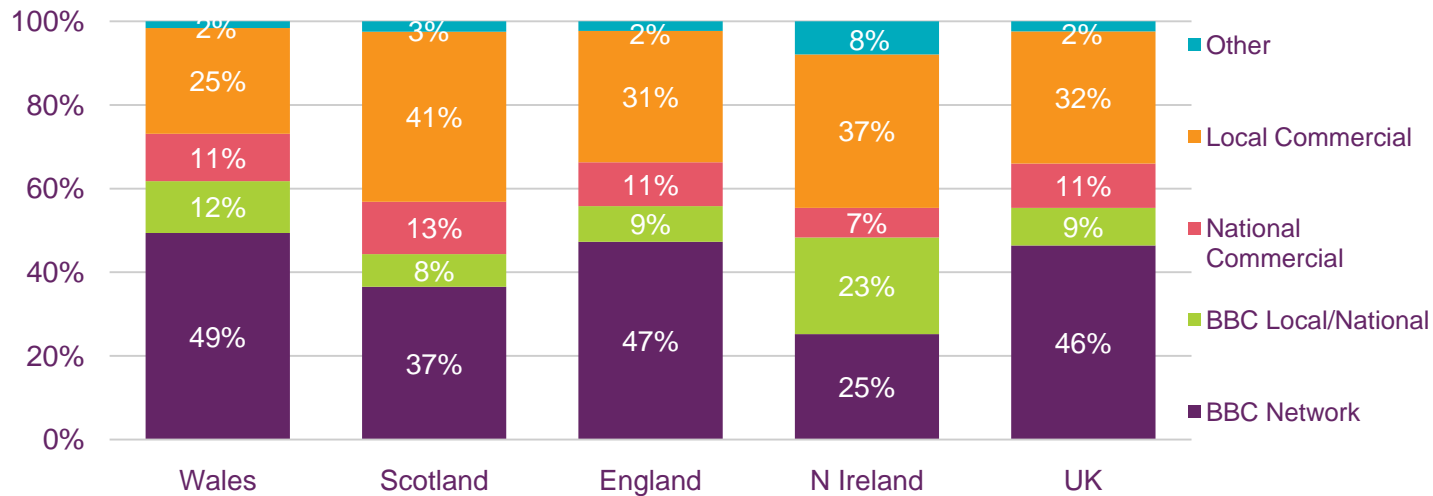


Source: RAJAR, All adults (15+), year ended Q1 2010

Figure 3.6

Share of listening hours, by nation– year to Q1 2010
 (Audience share for BBC and commercial stations, local /national)

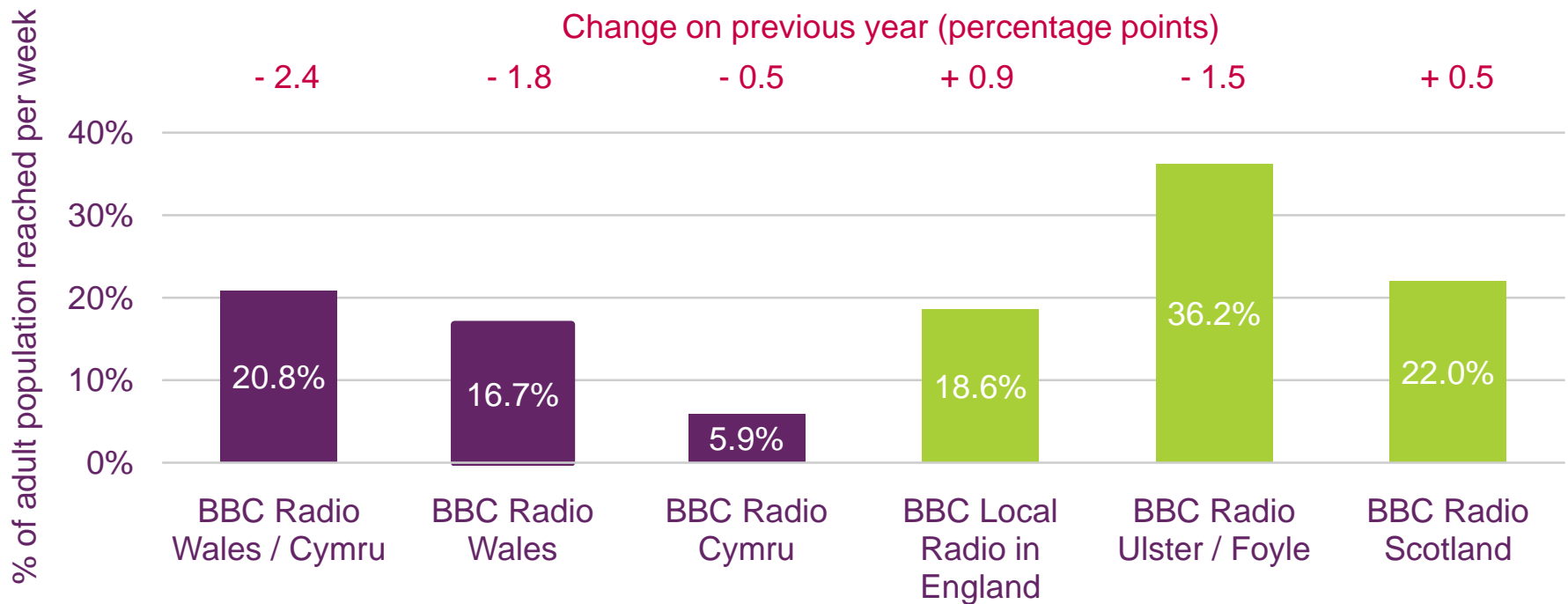
Audience share for BBC and commercial stations, local/national



Source: RAJAR, All adults (15+), year ended Q1 2010

Figure 3.7

Weekly reach for National BBC services in Wales, Northern Ireland, Scotland and local BBC radio in England – Q1 2010

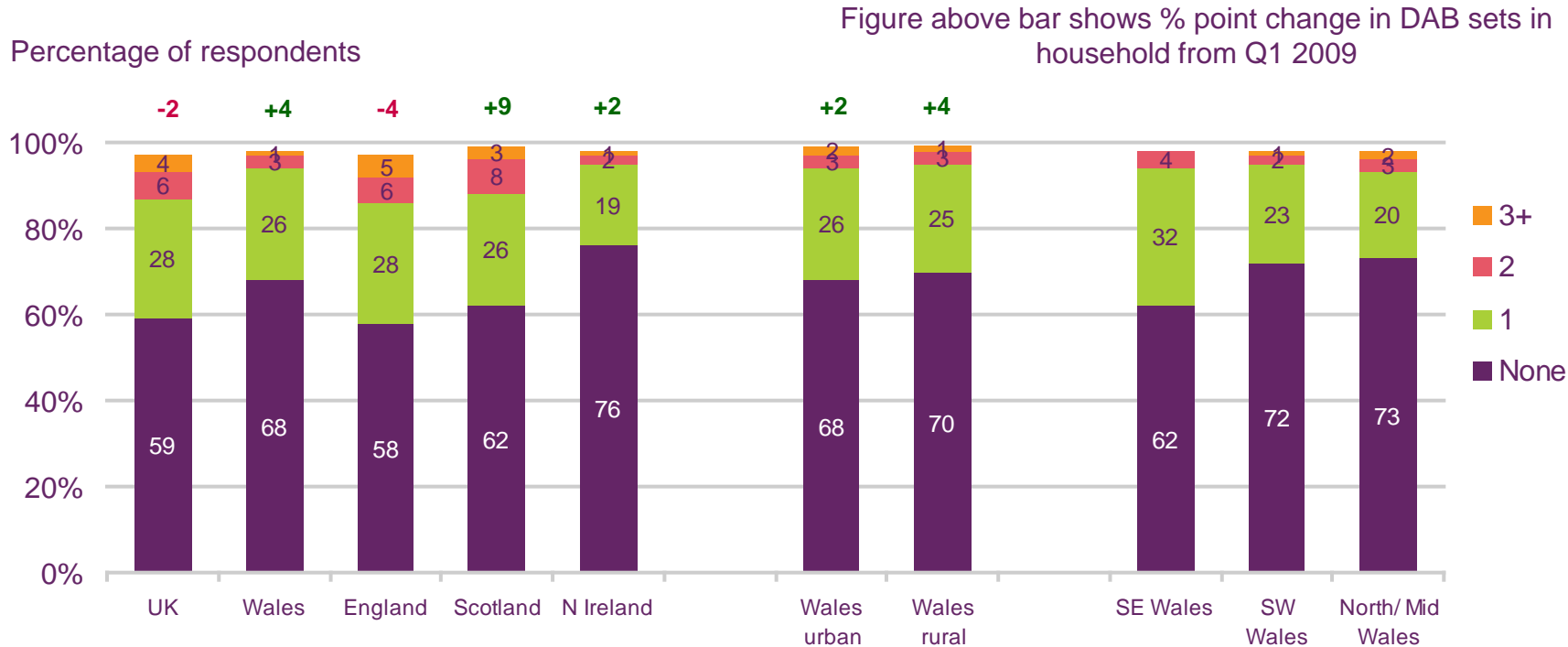


Source: Rajar Q1 2010

Note: Average weekly reach of adult population Q1 2010

Figure 3.8

Ownership of DAB digital radios in the Nations



Total owning DAB	38%	29%	39%	36%	22%	30%	29%	36%	26%	25%
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Source: Ofcom research, Quarter 1 2010

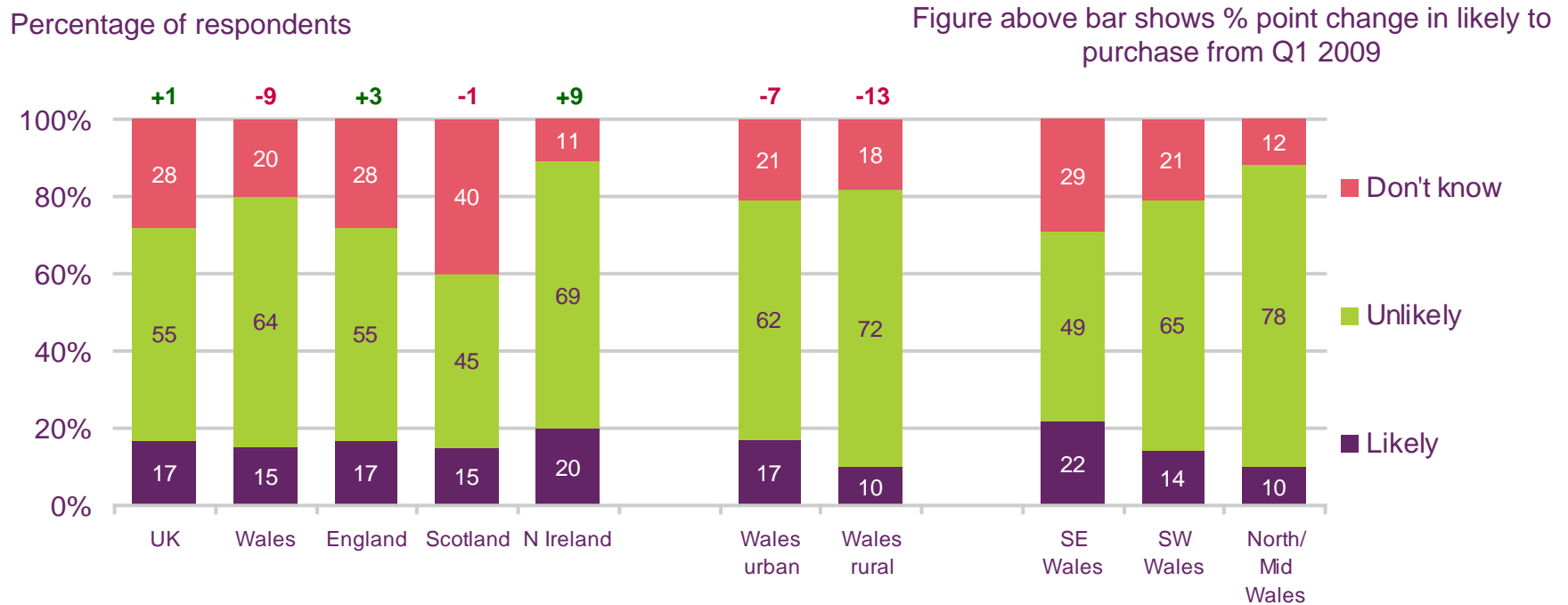
Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

Note: Remaining percentages are Don't know responses

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

Figure 3.9

Likelihood of purchasing a DAB radio within the next year



Source: Ofcom research, Quarter 1 2010

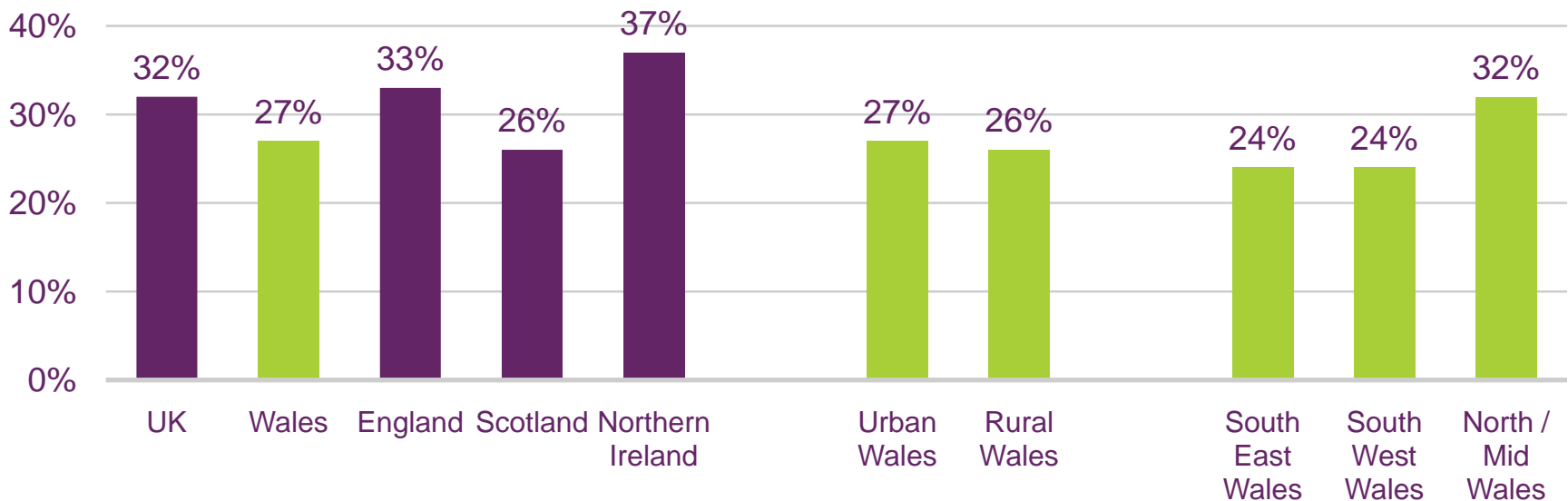
Base: Adults aged 15+ who listen to radio and do not have a DAB set (n= 4445 UK, 594 Wales, 2690 England, 661 Scotland, 500 Northern Ireland, 426 Wales urban, 168 Wales rural, 159 South East Wales, 199 South West Wales, 236 North/ Mid Wales)

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Figure 3.10

Use of either an MP3 player or an iPod

Use of either an MP3 player or an iPod (% adults)



Source: Ofcom research, Quarter 1 2010

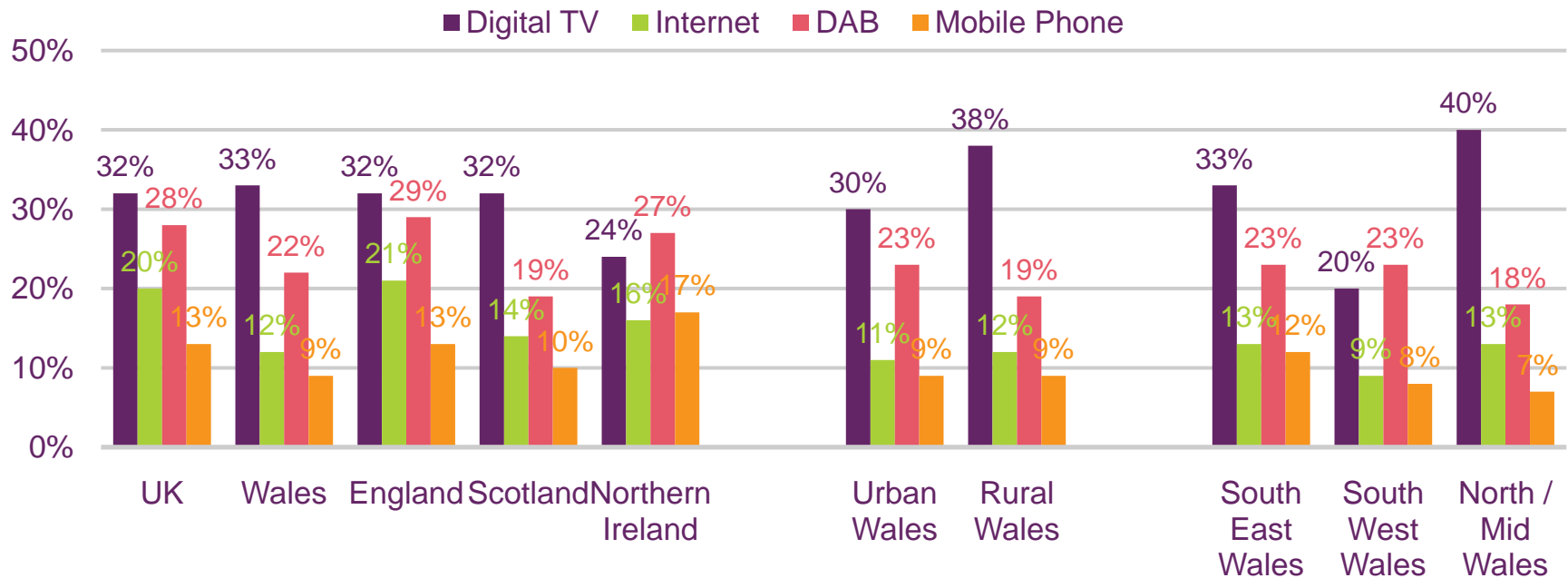
Base: All adults aged 15+ (n = 9013 UK, 1075 Wales, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 Wales urban, 265 Wales rural, 348 South East Wales, 360 South West Wales, 367 North/ Mid Wales)

QB2. Do you personally use: Mp3 player / IPod?

Figure 3.11

Listening to radio via internet, DTV, mobile phone

Proportion of respondents (%) who have listened to radio via DTV, internet or mobile phone



Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

QP3. How often, if at all, do you access the radio via – Digital radio via: TV, Internet, DAB radio, mobile phone?

Figure 3.12

Share of radio listening hours via digital and analogue platforms

Digital increase
year on year + 3.9

+ 6.0

+ 3.7

+ 2.6

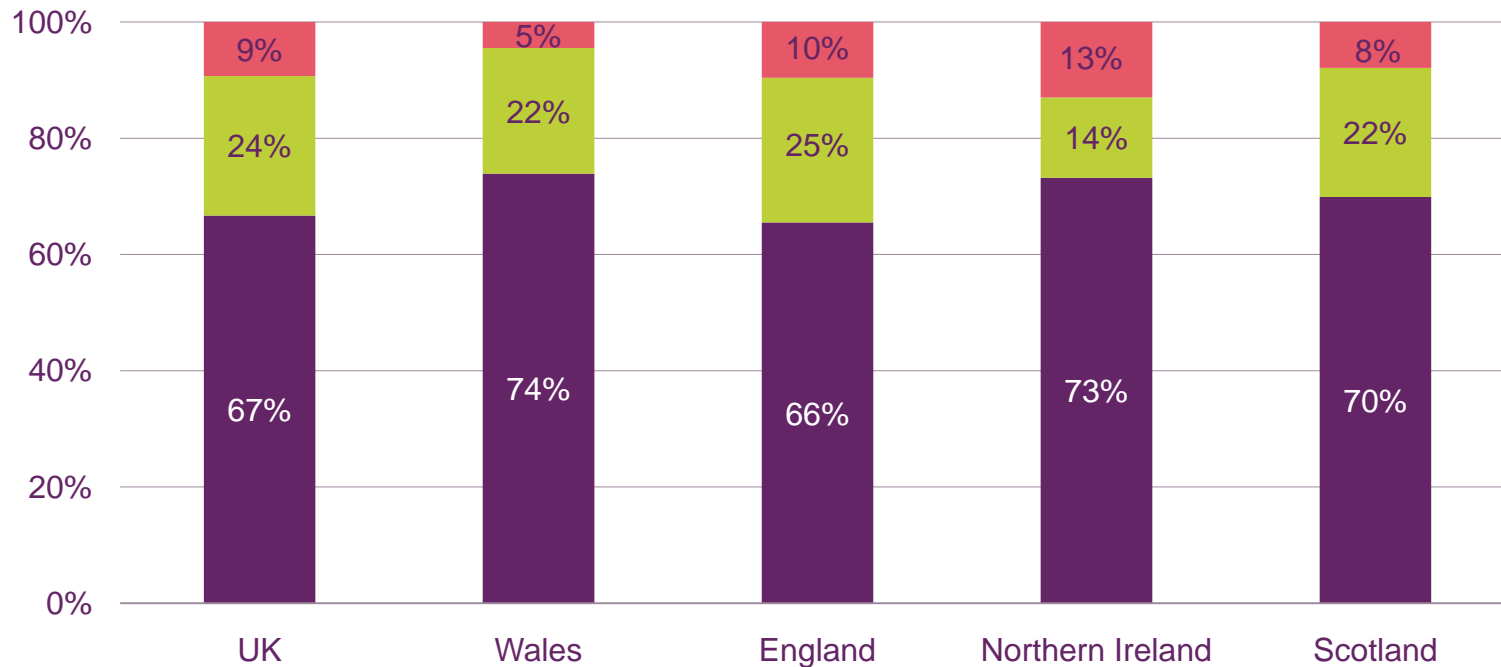
+ 6.2

% listening hours

■ Not Stated

■ Digital

■ Analogue



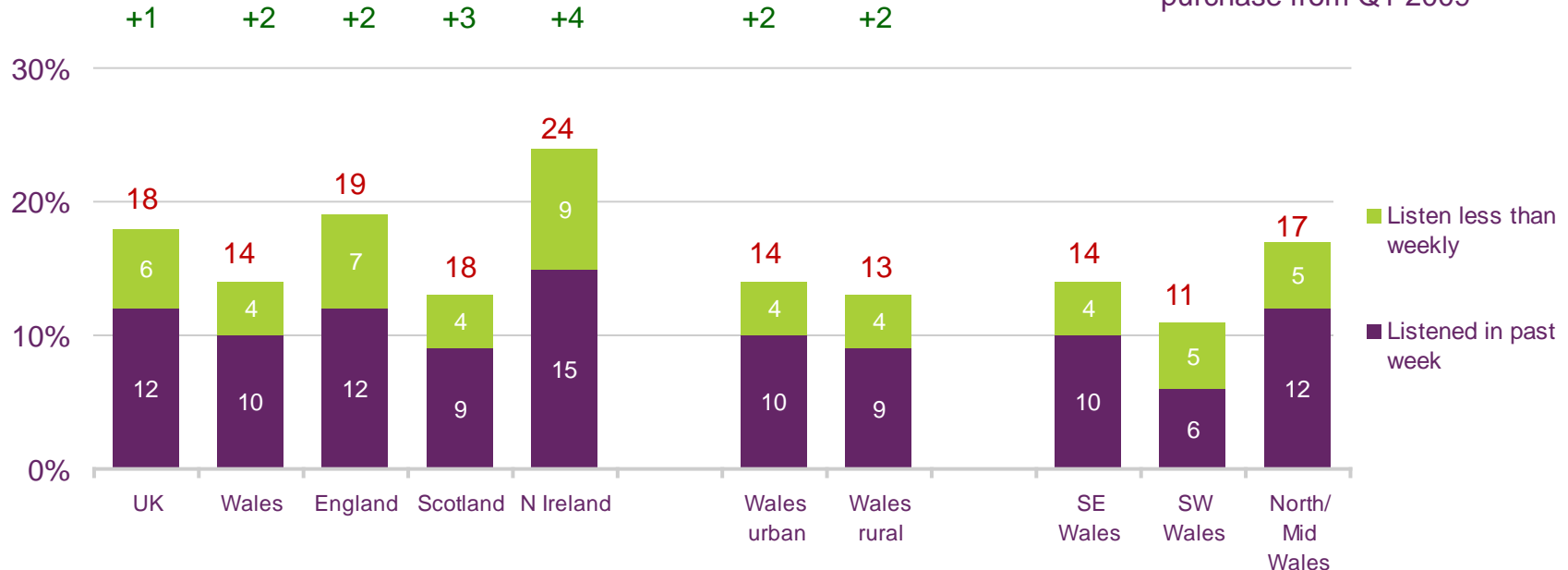
Source: RAJAR/ Octagon, Q1 2010

Figure 3.13

Listening to audio content on mobile phone

Proportion of respondents (%) who have used their mobile to listen to audio content

Figure above bar shows % point change in likely to purchase from Q1 2009



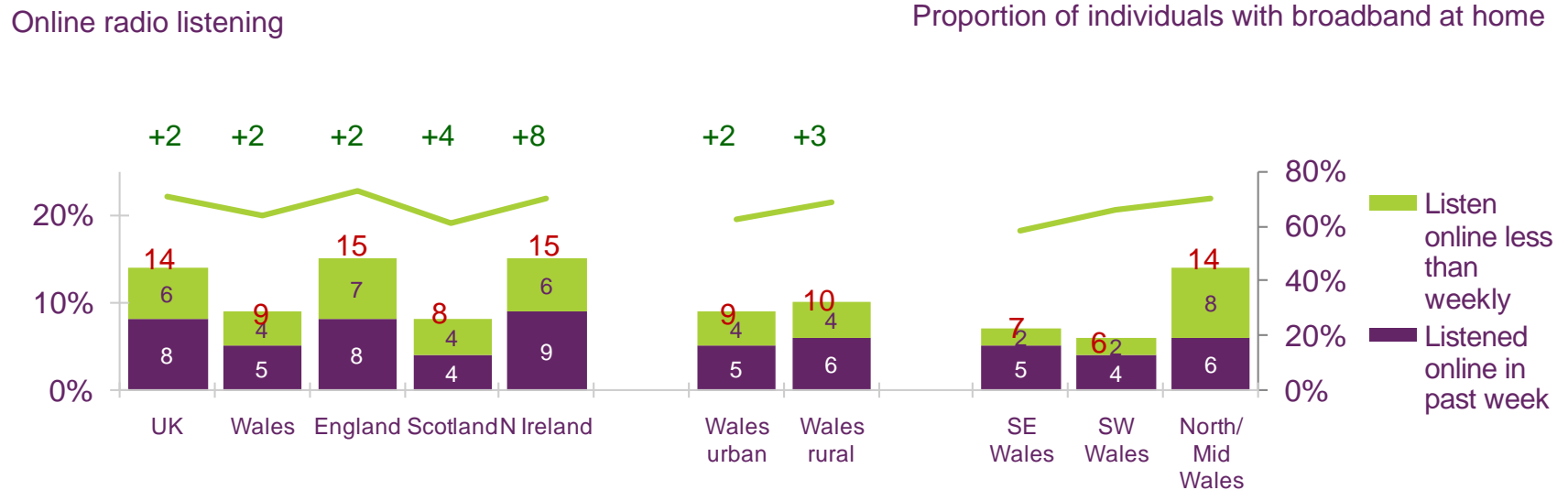
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1075 Wales, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 Wales urban, 265 Wales rural, 348 South East Wales, 360 South West Wales, 367 North/ Mid Wales)

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?

Figure 3.14

Proportion of adults living in a household that has used the internet to listen to radio



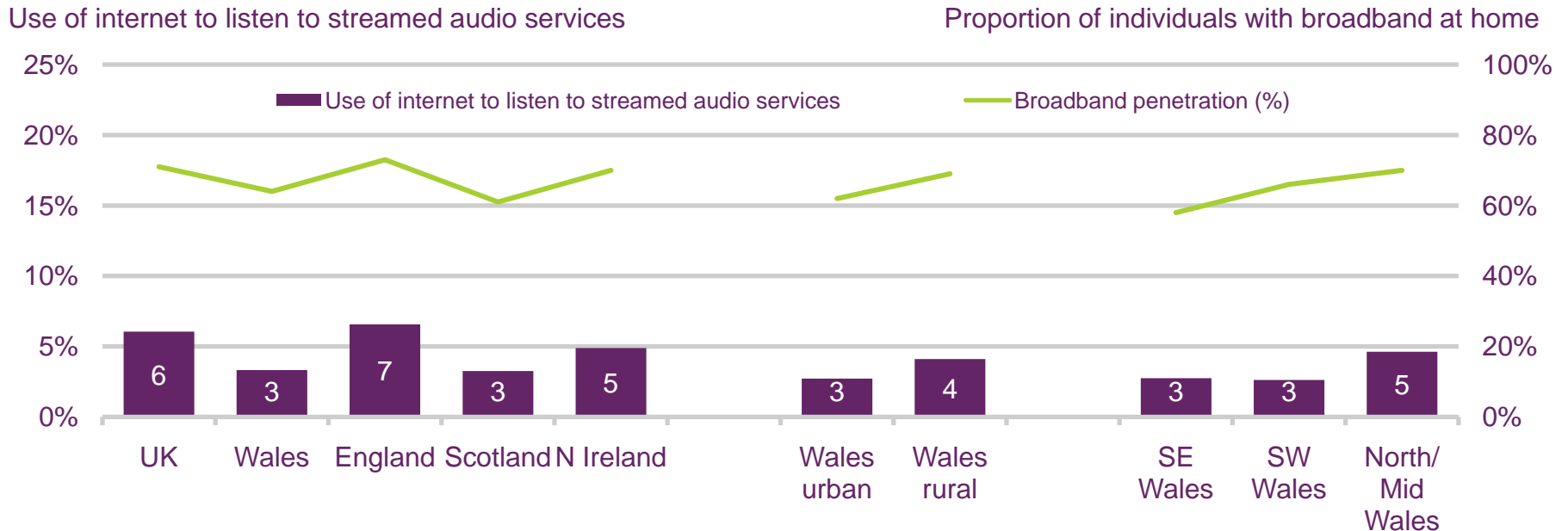
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1075 Wales, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 Wales urban, 265 Wales rural, 348 South East Wales, 360 South West Wales, 367 North/ Mid Wales)

QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?

Figure 3.15

Use of internet for listening to streamed audio services



Source: Ofcom research, Quarter 1 2010

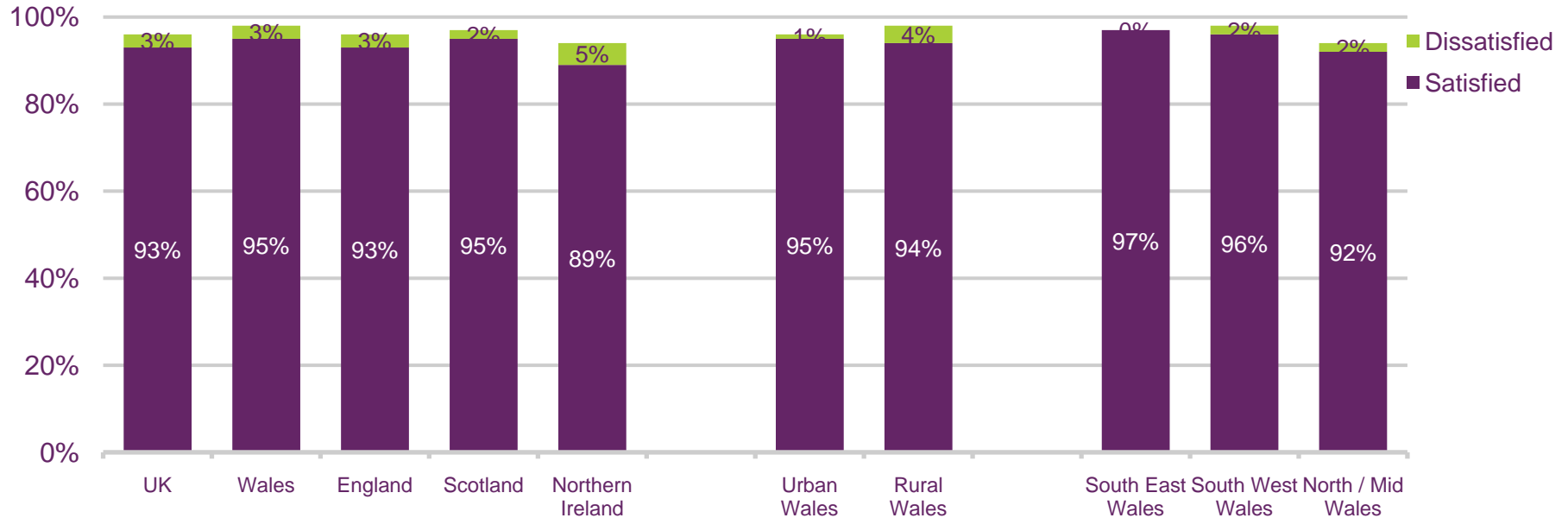
Base: All adults aged 15+ (n = 9013 UK, 1075 Wales, 5709 England, 1468 Scotland, 761 Northern Ireland, 810 Wales urban, 265 Wales rural, 348 South East Wales, 360 South West Wales, 367 North/ Mid Wales)

QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

Figure 3.16

Satisfaction with radio stations choice – by area

Satisfaction with radio station choice (%)



Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 854 Wales, 4476 England, 1034 Scotland, 653 Northern Ireland, 623 Wales urban, 231 Wales rural, 251 South East Wales, 277 South West Wales, 326 North/ Mid Wales)

QP4. How satisfied are you with the choice of radio stations available in your area?

Note: Remaining percentages include 'neither' responses