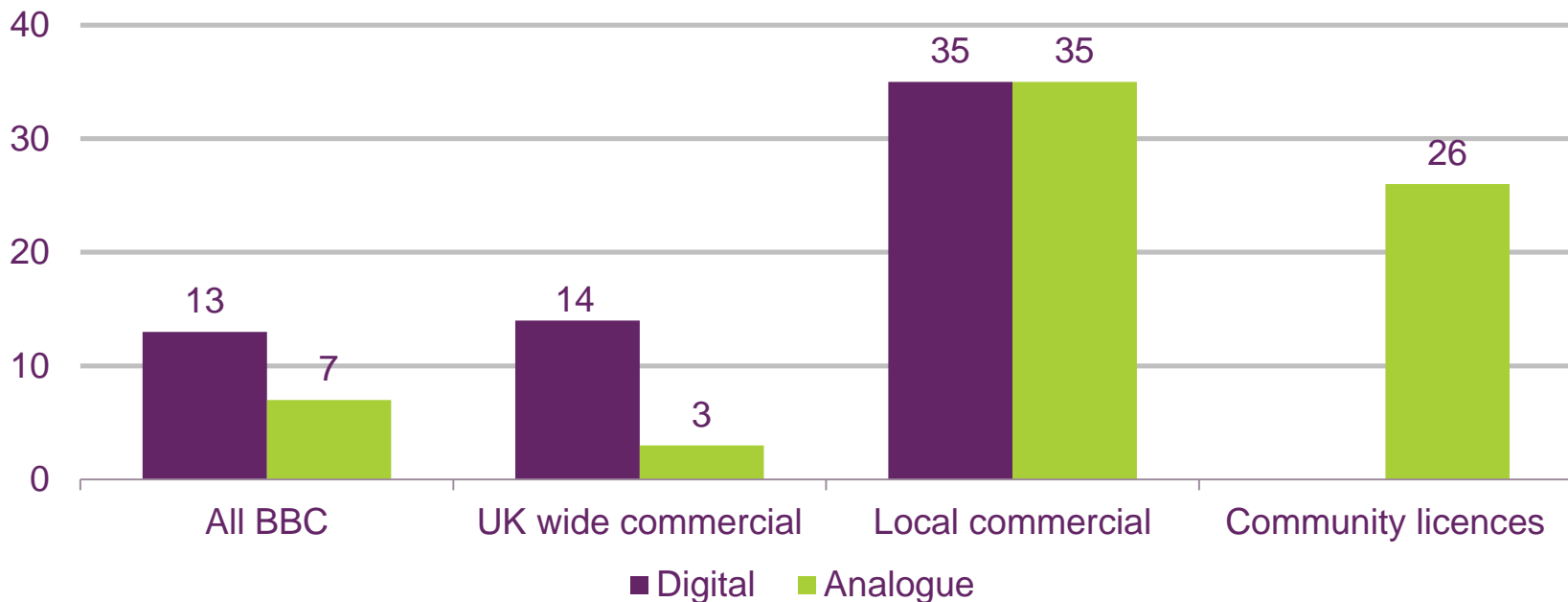


SCOTLAND CMR 2015 – chart pack

3. Radio and audio

Figure 3.1

Radio station availability: Scotland



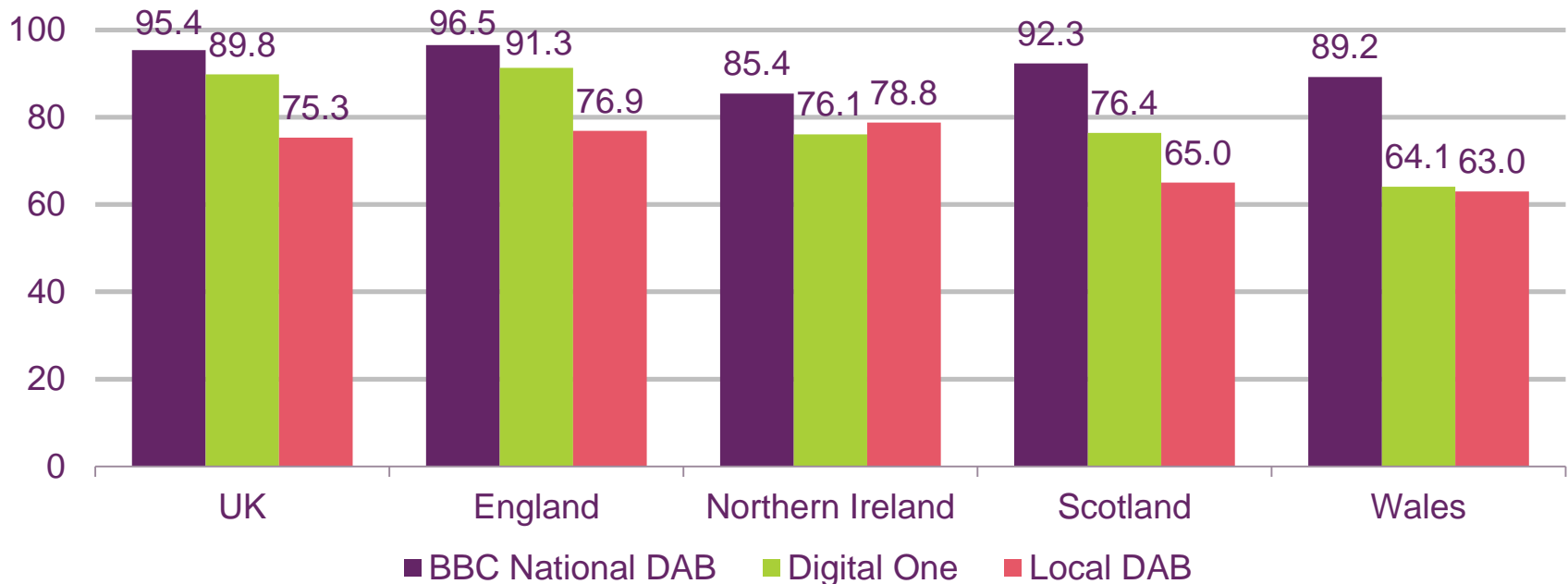
Source: Ofcom, April 2015

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

Household coverage (%)

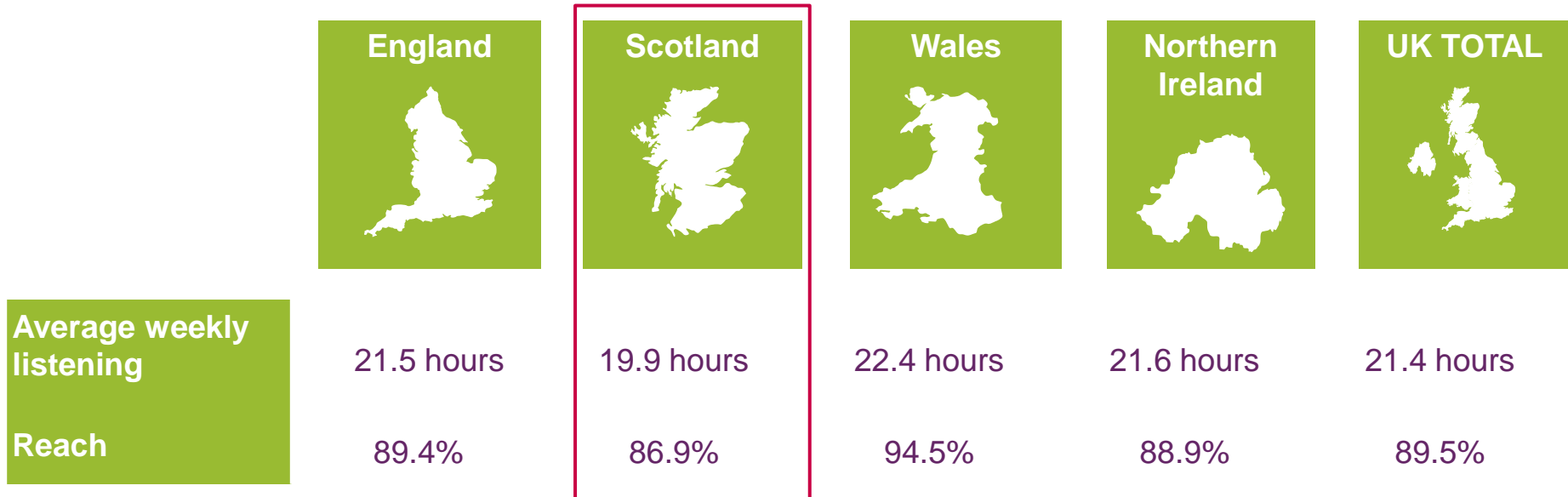


Source: BBC, Arqiva, Ofcom, June 2015]

Note: BBC figures indicate coverage at the end of 2014

Figure 3.3

Average weekly reach and listening hours: 2014

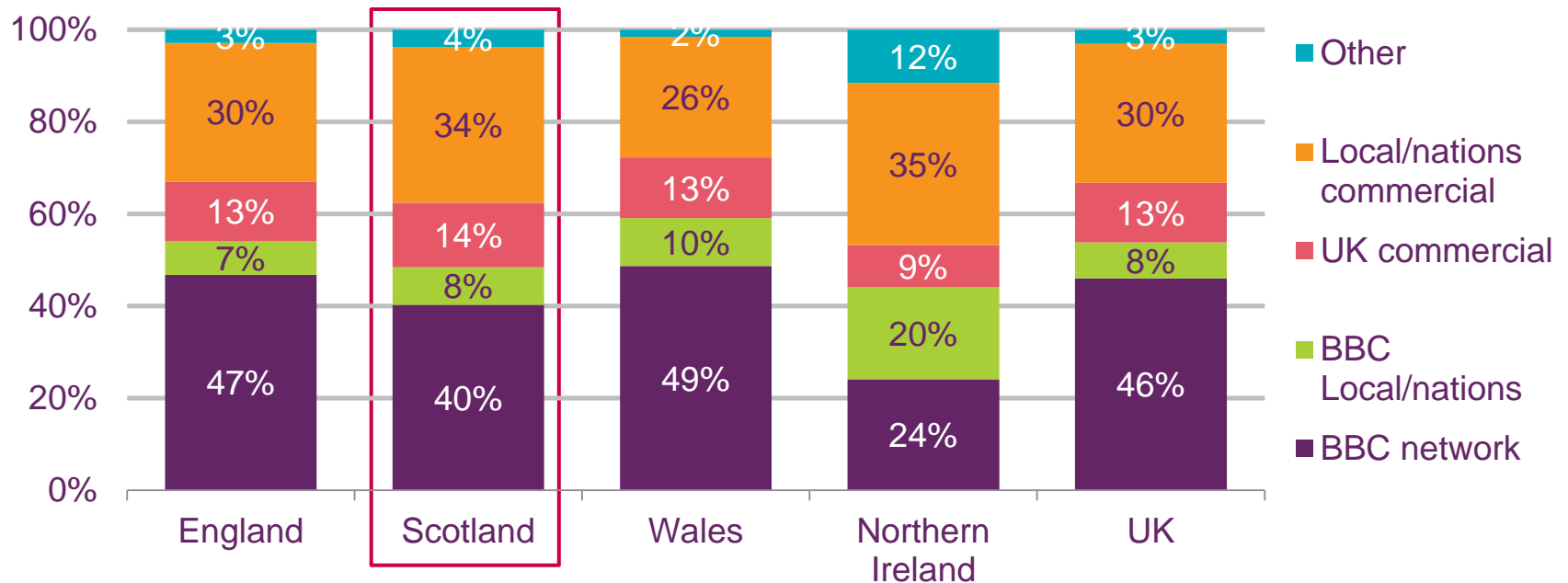


Source: RAJAR, All adults (15+), year ended Q4 2014. Reach is defined as a percentage of the area and adults population who listen to a station for at least five minutes in the course of an average week.

Figure 3.4

Share of listening hours, by nation: 2014

Share of listening hours

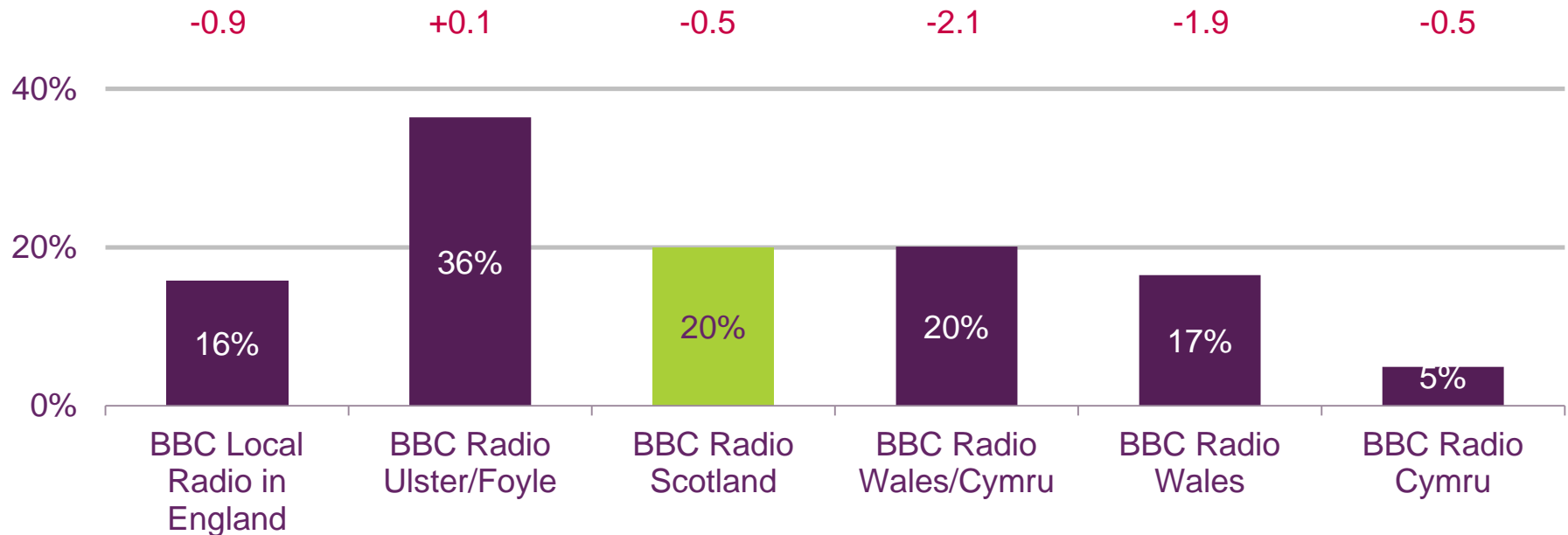


Source: RAJAR, All adults (15+), year ended Q4 2014

Figure 3.5

Weekly reach for nations/local BBC services 2014

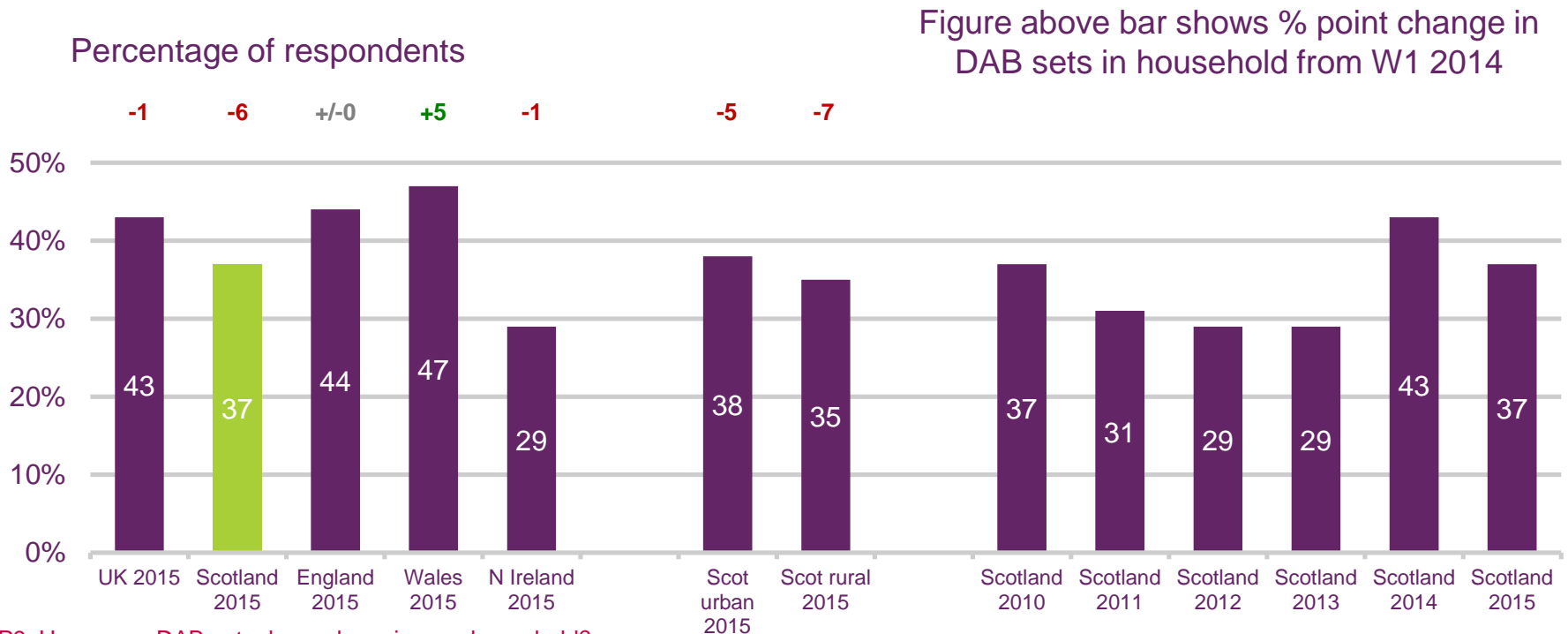
Change on previous year (percentage points)



Source: RAJAR, All adults (15+), year ended Q4 2014

Figure 3.6

Ownership of DAB digital radios



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

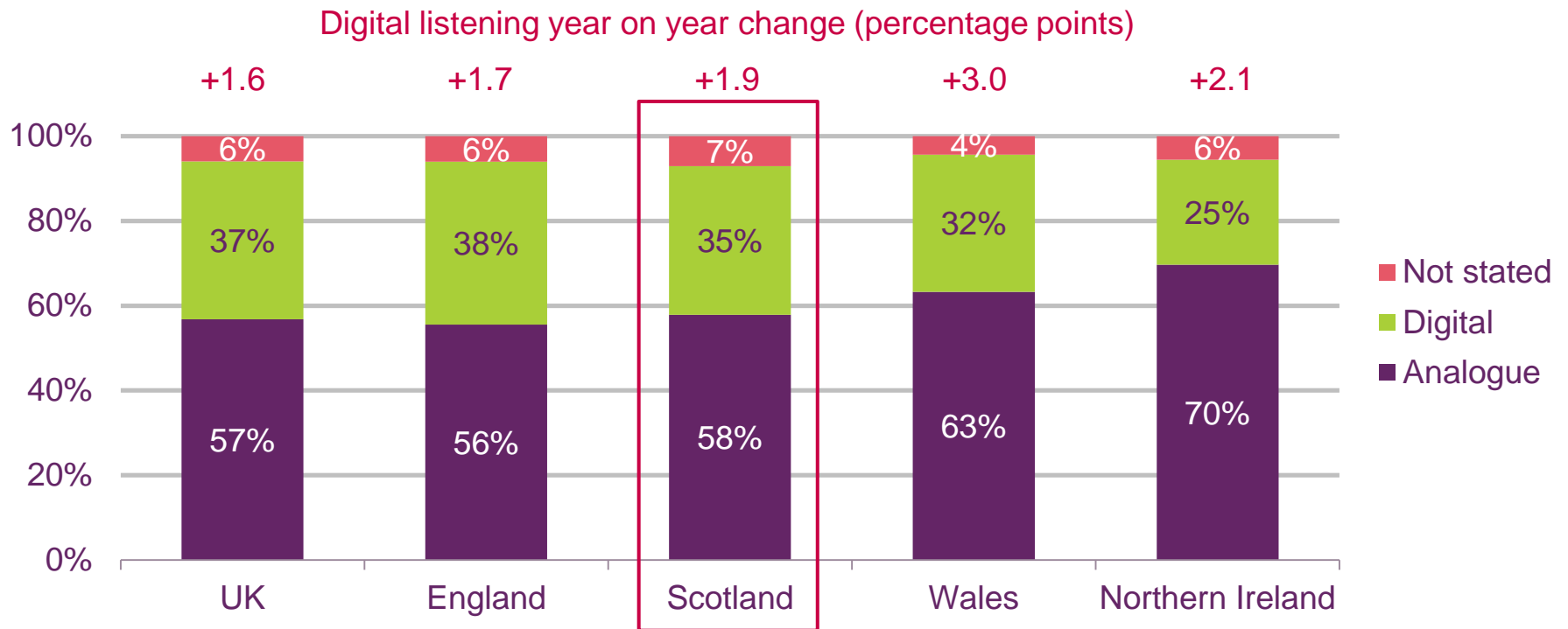
Source: Ofcom Technology Tracker, Wave 1 2015

Base: Adults aged 16+ who listen to radio (n = 2934 UK, 386 Scotland, 1735 England, 406 Wales, 407 Northern Ireland, 182 Scotland urban, 204 Scotland rural, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013, 392 Scotland 2014, 386 Scotland 2015)

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: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014

Figure 3.8

Share of listening hours via digital and analogue platforms in Scotland: 2007-2014

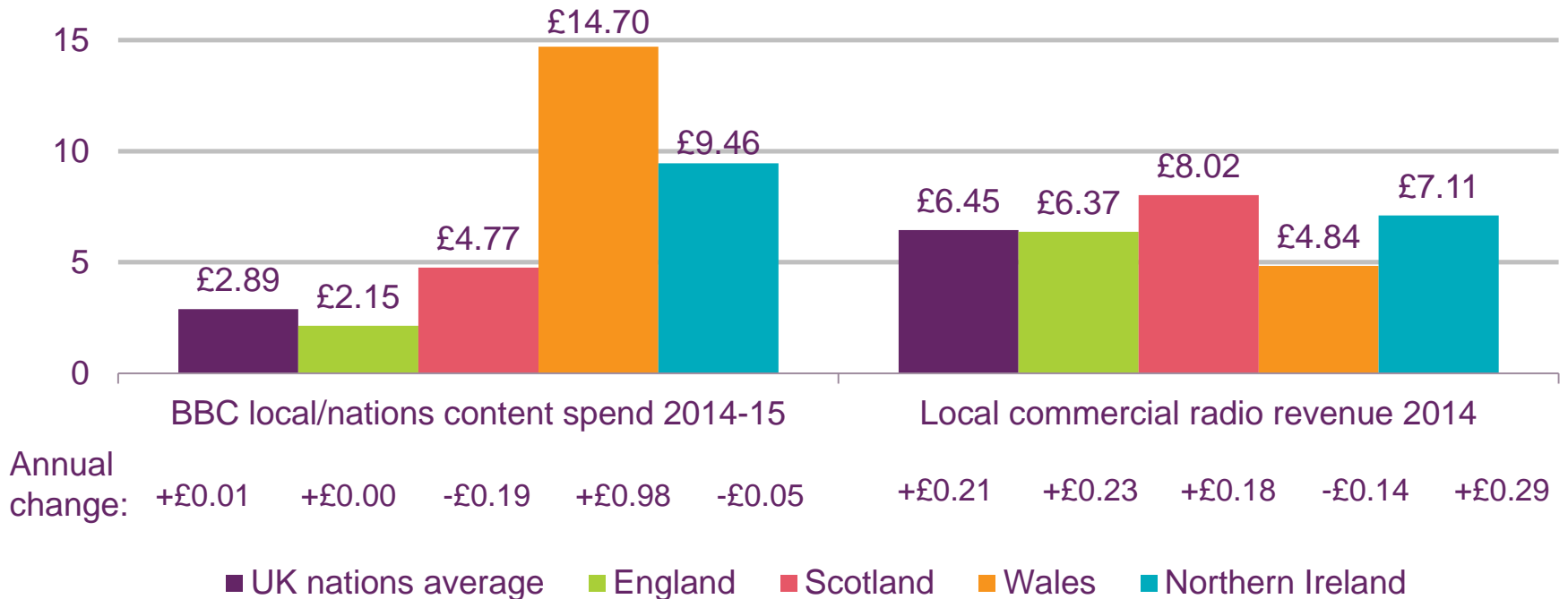


Source: RAJAR, all adults, calendar years 2007-2014

Figure 3.9

Local/nations radio spend and revenue per head of population: 2014

Radio revenue / spend per head (£ per capita)



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.