

Cornwall independent local radio licence applications

Questions and responses: St.Piran FM

These are the responses received from St.Piran FM to the non-confidential questions asked by Ofcom regarding the group's application for the Cornwall licence.

1. How is the statement in the application that "the character of the station will be that of a music-intensive station" (p.26) consistent with the 'character of service' description of St Piran FM in the proposed Format as "a locally-based music station with a strong commitment to meaningful and relevant local news and information for Cornwall"?

On reflection we would amend the wording on page 26 to read, "music led" rather than "music intensive". As outlined in our proposed Format, music will account for around 70% of output during daytime. Given this level of music output, St Piran FM can be clearly classified as a music led service, and indeed we would seek to become perceived as a music station first and foremost. However, a key unique characteristic of the station will be the quality of its local news and information for Cornwall as confirmed in our Format.

2. Was the sample for the 'Music Cluster Preference Telephone Research' weighted so as to be representative of the local population in terms of age?

We confirm that the sample results as presented to Ofcom within the St Piran FM application were not weighted for age. However, we have re-run the analysis weighted in terms of age and the difference in results is negligible.

To demonstrate this we set out below the original 'Tolerance Levels to Music Clusters' table (the key purpose of the research) with the revised weighted figures included for comparison. As can be seen, there is marginal difference between the tolerance levels scored from the "un-weighted" and the "weighted" responses, thus confirming our initial conclusion that the St Piran FM music policy of classic adult hits will be generally acceptable to three quarters to four fifths of our target audience; a very high proportion for any format element.

Table: Tolerance Levels of Music Clusters:

Cluster	Title	% Positive or Neutral (un-weighted)	% Positive or Neutral (weighted)
13	70's Pop	84	83
7	60's Pop	83	82
2	60's Rock/Pop	81	80
8	80's Pop	80	79
1	90's Pop	77	76
4	70's Rock Pop	76	75
9	70's Rhythm	76	75
12	80's Rock/Pop	76	75
10	Current Pop	75	74
11	60's Rhythm	75	73
6	90's Rock/Pop	68	67
5	2000's Pop	65	64
3	80's Rhythm	63	62

In addition, when we asked respondents if they would listen to a new station playing a mix of this type of music alongside great news and information with a regional focus on Cornwall including amusing and entertaining chat, 69.2% of them said they would be “definitely”, “very likely” or “quite” likely to listen. This compares with 68.9% using the weighted data.

This confirms our confidence in the conclusions drawn from our original data.