

## Kingston-upon-Hull independent local radio licence applications

# Questions and responses: KCFM

*These are the responses received from KCFM on the non-confidential questions asked by Ofcom regarding their application for the Kingston-upon-Hull licence.*

### **1. Please clarify precisely how you calculated the audience projections used within your business plan (p.22)**

We decided to base our projections for the performance of KCFM on three factors.

Firstly, our consumer research asked the question, “How likely would you be to listen to the new station (as described)?”. In the research results, 17.9% of respondents said they would be “extremely likely” to listen. We used this as the basis of our Year 1 reach projection of 18%.

Secondly, our Year 3 reach and share projection is in line with the current position of Viking FM which has a 22% reach and 8.8% share in RAJAR Q4 2005.

Finally, we analysed general data from RAJAR audience ratings. We looked at the start-up performances of 19 local commercial stations with TSAs of between 100,000 and 400,000 that had started broadcasting since 1999 and had taken part in RAJAR. Their average performance was as follows:-

	Year 1	Year 2	Year 3
Reach %	17.2%	18.4%	18.6%
Average Hours	9.4	8.7	9.7

On this basis, our projections of a first-year performance of 18% weekly reach and 7 average hours seem reasonable. By year three, we believe we will have built enough momentum and profile to over-achieve in weekly reach but slightly under-perform the average in listening.

### **2. The application notes that the sample used in the consumer research survey was representative of Hull (p.47). Could you clarify if this sample was representative of the city of Hull or the wider TSA selected by KCFM**

The sample profile was based on the population profile of the City of Kingston Upon Hull (total population 243,589) from the National Statistics Census 2001. The projected population for the KCFM TSA is 420,000 adults. However as the precise population profile for this area was not available, it appeared prudent to us to base our sample on the City of Hull figures which, using our local knowledge, we believe to be representative of the wider KCFM TSA.