

Ipswich local commercial radio licence applications

Questions and responses: HR 102

These are the responses received from HR 102 to the non-confidential questions asked by Ofcom regarding their application for the Ipswich local radio licence.

1. Please could you clarify (presumably in months pre-/post-release) how you are defining 'current' and 'recurrent', in the context of your proposed music policy (i.e. as stated in your draft station Format).

Current releases would be music currently on the chart or new release songs recurrent meaning music that has dropped in popularity but remains strong from the previous twelve months.

2. Please indicate the extent to which the results presented from the consumer quantitative research were geographically representative (if at all) of the proposed TSA.

As can be seen from the map shown on page 16 of the license application, the Towns of Ipswich, Woodbridge and Felixstowe offer a good geographic spread within the proposed TSA. They were selected as suitable locations for the quantitative research because they offered the best geographic representation. Felixstowe is located on the coast some 16 miles from Ipswich and Woodbridge is inland and about 10 miles North-East of Ipswich. They are also the biggest towns in terms of population size within the proposed TSA with field strength of 60 to 66.

The Ipswich, Woodbridge and Felixstowe areas have a total estimated population of 204,156 and therefore represent the vast majority of the total population for the proposed TSA. Ofcom's own figures suggest a total population of no more than 250,000 for the proposed TSA.

In total over 400 successfully completed questionnaires were completed over a period of three weeks during July 2005. This figure has achieved a confidence level of 95% with a confidence interval of +/- 4.9%, based on a total population of between 200,000 to 250,000.