

Manchester independent local radio licence applications

Questions and responses: Kerrang 97.7

These are the responses received from Kerrang 97.7 to the non-confidential questions asked by Ofcom regarding its application for the Manchester licence.

1. Please list all of the 17 musical genres which were tested in the Continental quantitative survey, and the 25 genres tested in the subsequent 'genre testing' research.

The Continental research was conducted in February 2004. Respondents were asked to indicate their liking for each of 17 music genres described on a show card as detailed below:

Indie and guitar bands like Oasis/ Stereophonics/ Coldplay (Modern Rock 1)
Rock like The Darkness / Red Hot Chili Peppers / Blink 182 / Black Rebel
Motorcycle Club (Modern Rock 2)
Classic Rock like Aerosmith/ Guns n Roses/ Bon Jovi/ Queen
House and Dance like Basement Jaxx / Daft Punk / Air
Harder Dance like Chemical Brothers / Boogie Pimps or Orbital
R&B and Reggae like Destiny's Child / Kelis / Sean Paul or Beyonce
Rap and Hip-hop like Missy Elliott / Puff Daddy / Eminem / Ja Rule or Jay Z
Garage like So Solid Crew / Oxide or Neutrino
Asian music like Bhangra
Drum & Bass like Roni Size and 4 Hero
Boy / girl bands and pure pop like Westlife / Michelle McManus or Blue
AOR like Dido / Will Young or Norah Jones
Melodic hits like Elton John / Eva Cassidy / Faith Hill or Celine Dion
Established mainstream acts like Madonna or Robbie Williams
Music from the 80s
Music from the 90s
Current chart music

The second piece of research was conducted by M-Lab in November 2004 and was designed to be a more definitive indicator of demand for particular types of rock music and associated genres. In total 25 genres were tested 17 of which were rock types. This time respondents were asked to listen to audio examples of the genres. The content of each audio cluster is set out below:

Cluster A

No Doubt – It's my life
Avril Lavigne – Complicated

REM – Bad Day
(*Pop Rock*)

Cluster B

The Rasmus – In the shadows
Evanescence – Bring me to life
The Darkness – I believe in a thing called love
(*Current Chart Rock*)

Cluster C

Franz Ferdinand – Take me out
The Strokes – Last night
The White Stripes – 7 nation army
(*Modern Alternative*)

Cluster D

Charlatans – The only one I know
Oasis – Wonderwall
Blur - Parklife
(*Brit Pop*)

Cluster E

Marylin Manson – Mobscene
Slipknot – Wait and Bleed
Korn – Freak on a leash
(*Hard Rock*)

Cluster F

Green Day – Basket Case
Sum 41 – In too deep
Blink 182 – All the small things
(*Skate Rock*)

Cluster G

Nirvana – Smells like teen spirit
Pearl Jam – Alive
Soundgarden – Black Hole Sun
(*Grunge*)

Cluster H

Linkin' Park – In the end
Limp Bizkit – Rollin
Lost Prophets – Last Train Home
(*Nu Metal*)

Cluster I

Nickelback – Someday
Semisonic – Secret Smile
The Calling – How you remind me
(*Modern Soft Rock*)

Cluster J

Maroon 5 – This Love
Scissor Sisters – Laura
New Radicals – You get what you give
(*Rhythmic Rock*)

Cluster K

Keane – Bedshaped
David Gray – Babylon
Alanis Morissette - Ironic
(*Singer/songwriter*)

Cluster L

Guns 'n' Roses – Sweet child of mine
AC/DC – Back in Black
Aerosmith – Love in an elevator
(*80s Heavy Rock*)

Cluster M

Led Zeppelin – Whole lotta love
Black Sabbath - Paranoid
Thin Lizzy – The boys are back in town
(*70s Classic Rock*)

Cluster N

NERD – Rockstar
Prodigy – firestarter

Beastie Boys – You gotta fight for your right to party
(*Rock with a beat*)

Cluster O

Shapeshifter's – Lola's theme
Love Inc – You're a superstar
Eric Prydz – Call on me
(*Dance*)

Cluster P

Anastacia – I'm outta love
Britney Spears – Toxic
Kylie – Can't get you out of my head
(*Rhythmic Pop*)

Cluster Q

Robbie Williams – Radio
Will Young – Leave right now
Rachel Stevens – Some girls
(*Mainstream Pop*)

Cluster R

Black Eyed Peas – Shut Up
Usher – Yeah
Outkast – Hey Ya
(*R 'n' B*)

Cluster S

50 Cent – In da club
Eminem – Without me
Sean Paul – Get busy
(*Hip Hop*)

Cluster T

Dido – White flag
Elton John – Are you ready for love
George Michael – Amazing
(*AC*)

Cluster U

Bon Jovi – Livin' on a prayer
Def Leppard – Animal
Van Halen - Jump
(*Hairbands*)

Cluster V

Erasure – Sometimes
Depeche Mode – Just can't get enough
Human League – Don't you want me
(*Electro-pop*)

Cluster W

Happy Mondays – Step On
New Order – True Faith
Primal Scream - Loaded
(*Rhythmic Indie*)

Cluster X

Eagles – Take it easy
Fleetwood Mac – Sara
Genesis – Follow you, follow me
(*Classic Soft Rock*)

Cluster Y

U2 – Pride
Queen – A kind of magic
Rolling Stones – Start me up
(*General Gold Rock*)

2. The details of the methodology for the main Continental survey include reference to "face to face interviews by telephone" (p.38). Were the interviews conducted face-to-face, or by telephone?

The interviews were conducted face to face. There is an error on page 38 of the application and we apologise for any confusion this may have caused.

3. Please indicate the controls that were put in place to ensure that the pre-RSL quantitative research included a representative sample of adults from the Manchester TSA.

This piece of research was conducted only on those aged 15-44. In order to ensure robust samples by sub group, Continental Research recommended a sample structure where the sample was split evenly by age (33.3% of all respondents in each of the 3 age groups, 15-24, 25-34, 35-44).

The interviewing was conducted face-to-face, with quotas imposed on respondent selection to reflect the required sample structure. Given that one of the aims of the research was to recruit respondents to listen to the RSL, which would have a very restricted signal, interviewing was conducted in Central Manchester to ensure that at least some of the respondents would be able to receive the RSL signal, either at home, at work or when travelling through the city.

Once the fieldwork was complete, the data was weighted to reflect the estimated population living within the TSA of the licence being advertised. Emap Performance Research provided Continental Research with population data for the Galaxy 102 TSA (2,257,000 adults aged 15+), but given that the TSA of the proposed licence was geographically smaller than Galaxy 102, Emap Performance Research estimated the population within the proposed TSA would be 1.3 million adults 15+. To provide population estimates by age and gender for this smaller area, the profile of the Galaxy 102 population was applied to the reduced TSA, giving a population within the broad target audience for Kerrang! (15-44 year olds) of 671,000.

4. Please provide details of the station description used in Question 15 of the Pre-RSL quantitative questionnaire.

A show card was used to depict the station in the Pre-RSL research and the station was described in the following way:

Kerrang! Radio is a new radio station for Manchester. It will be a Modern and Classic Rock based format, devoted to playing music with attitude, featuring artists like Limp Bizkit, Muze, Red Hot Chili Peppers, Puddle of Mudd, The Strokes, The White Stripes and Guns 'N' Roses.

It will also feature specialist shows during the evenings, with DJs playing their own choice of music with attitude, including specialist Classic Rock, Punk, Thrash and Indie shows.

Kerrang! DJs will be credible, informative and passionate about the music, and they will talk about local gigs and events