

## Manchester independent local radio licence applications

# Questions and responses: The Storm

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

### **1. The merger with Capital Radio is expected to have completed before the licence award. What effect will this new ownership structure have on the application by The Storm?**

As you will be aware GWR and Capital Radio Group have formally merged today forming GCap Media plc. The merger means that GCap will have two applications for the new Manchester licence, a “pure rock” format with The Storm, and an “alternative” format with XFM. We believe that the proposals are sufficiently different and that either would provide the opportunity to significantly widen listener choice in Manchester.

GCap stands behind both applications for The Storm and XFM and we can confirm that both formats will be retained by the Group.

### **2. What quota controls were put in place to ensure the representativeness of the sample in the Main Consumer Research?**

Fieldwork was undertaken in early May 2004 alongside the studies undertaken for The Storm applications in Belfast and Edinburgh. Quotas were set according to the known demographic profile of all adults aged 15 plus in the Galaxy TSA in Manchester from RAJAR Qtr 4 2003 data. The table below shows the set and achieved quotas. We did not consider it necessary to weight the data considering the very close achievement to the targeted requirements. Please also see page 203 in the supplied tabulations from which this data is sourced. Whilst interviews were conducted on the telephone, Synovate were supplied with a population breakdown by postcode sector.

	<b>Set Profile = Galaxy TSA</b>	<b>Achieved Profile</b>
Male	48.6	48.6
15-24	8.1	8.3
25-34	8.8	8.3
35-44	9.6	9.6
45-54	7.7	7.7
55+	14.4	14.7
Female	51.4	51.4
15-24	7.8	7.9
25-34	8.4	8.4

35-44	9.2	9.3
45-54	8.3	8.4
55+	17.6	17.5
ABC	47.9	49.6
C2DE	52.1	50.4

**3. Please indicate the criteria used to select the 93 respondents included in the Auditorium study.**

Respondents were recruited primarily on the basis of their taste in music. Nine groups of music were shown to respondents. Within the nine groups, five had been determined as falling within the planned remit of The Storm. To qualify, respondents had to enjoy listening to at least three of the 5 sub groups. The five music genres were: modern rock, classic rock, pop rock alternative, Pop rock or rock oldies. Details of the music clusters are listed below.

Respondents were further controlled by age; 90% were required to be in the broad under 45 target groups, with an additional 10% aged 45 to 55. The purpose of including 45 to 54s was to discover whether it was the age of the respondent that determined the interest in the music, or whether the music created its own community of interest. Interviews were further controlled by sex, 60% male and 40% female.

**4. It is stated on p.45 of the application that “*the Storm target listeners currently listen to more stations.... suggesting current stations do not meet their need*”. Does the applicant have any further evidence to support this conclusion, given that a higher than average station repertoire may not automatically suggest dissatisfaction with existing services?**

In the comments made we have not suggested that respondents are dissatisfied with existing services, rather that in order to meet their musical tastes and interests they are having to explore a wide range of radio services, many outside of the commercial radio and BBC sectors. The inference being that The Storm would seek to super-serve the tastes and interests of this group and thus reduce the number of stations that they need to visit and in so doing boost overall levels of listening to ILR radio from this age group.