

Manchester local commercial radio licence applications

Questions and responses: GMBC

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

1. What is your rationale for GMBC targeting the 35-64 year-old audience in Manchester given that, over the past 12 months, RAJAR shows that, in terms of % share of listening across the standard demographic breaks, LBC 97.3 in London performs best among the 65+ audience.

Owing to the propensity of an older audience to listen to 'talk', we believe that they will join us naturally, but our 'targeting' of 35-64s will ensure that our content is bull's eye for the age groups who are GMBC's life-blood. LBC's audience has been acquired through 30 years of heritage. Some listeners from its early days still remain with it. Similarly, owing to the brand's complex heritage and its original news and news-talk formats, it has acquired a reputation which we believe has deterred younger listeners. Were the format launched fresh in London today, we believe it would deliver more the sort of audience profile we have outlined for GMBC. Indeed, GMBC's expectations are also the targets now for our reinvigorated LBC. We have significantly grown the number of younger listeners to LBC during the period of our ownership, but the loyalty of the pre-existing audience continues to skew the apparent appeal of the service.

2. GMBC's Format commits to a minimum of 25% "news and information" (weekday daytime). Are we correct in assuming that this 25% refers to content which will generally appear in self-contained bulletins or 'bites' (e.g. news, traffic, weather, what's ons)? If this is *not* the case, please explain how you are defining the "news and information" quota for the purposes of the Format.

Yes. The 25% takes into account only the formalised bulletins, vignettes, and major news programmes. Whilst the remaining content will certainly include 'news and information' (indeed, much of it naturally will, from the guest in the lunchtime show to a key news discussion at breakfast), we have not included that content in our calculation.

3. On page 47 you state that "none of the presenters that were tested [in the application research] would actually be on air on a potential GMBC." However, on page 36 of the application you allude to the fact that LBC 97.3's "personal advice phone-in at 13.00" is likely to be networked on GMBC. We note that this show is currently presented by Anna Raeburn, one of the presenters who was tested in GMBC's research. Which statement is correct?

We perhaps should have said that we were not confirming the availability of the presenters mentioned in the research. The freelance nature of presenter contracts means that, when writing the application we would not have been in a position to commit to the availability of any given presenter at the time when GMBC would be expected to launch. Accordingly, we did not seek for any GMBC research to hinge on their existence and were keen to stress to you that the research was about the styles of programme rather than specific 'popularity votes' on the presenters concerned.

If Anna is hosting that particular show on LBC by GMBC's air-date then she would host the show on both services. We appreciate that our research suggests that she might be an 'acquired taste', but she is highly popular in London and, given that she has just earned her place in the Radio Academy's Hall of Fame, we feel she would be a fitting new addition to Manchester's radio landscape. There are few who can do what Anna does.

4. Page 44 of the application mentions that quantitative data were analysed in-house, but it appears in a separate M-Lab report. Who actually conducted the analysis?

The data were analysed by both the research agency (M-Lab) and Chrysalis. As the agency, M-Lab were commissioned to conduct the research. Ultimately however, the Chrysalis project team also analysed the data and had the final decision in how they was to be presented.

5. Please provide the base definitions and sample sizes for the charts on pages: 46, 58, 58, 59, 60, 61, 63, 65 (bottom), 69, 70 and 71 (most of these are the same subgroups, repeated on several charts).

The base definitions and sizes for the charts are as follows:

p46

All figures from Galaxy Manchester TSA – Rajar Q2 2006

All adults – 3,573

15-34 year olds – 936

35+ year olds – 2,637

p58

Quantitative survey – Base: All listening to the radio (774)

Male – 375

Female – 399

16-24 – 130

25-34 – 122

35-44 – 152

45-54 – 123

55-64 – 107

65+ – 140

ABC1 – 455

C2DE – 308

p59 (top)

Quantitative survey – Base: All adults (800)

Total – 800

Target group (35-64 year olds) – 393

p59 (bottom)

Quantitative survey – Base: All adults (800)

16-24 – 131

25-34 – 127

35-44 – 158

45-54 – 124

55-64 – 111

65+ – 150

p60

Quantitative survey – Base: All adults (800)

Male – 389

Female – 411

16-24 – 131

25-34 – 127

35-44 – 158

45-54 – 124

55-64 – 111

65+ – 150

ABC1 – 469

C2DE – 319

p61 (top)

Quantitative survey – Base: All who have contacted a radio station (267)

Total – 267

Target group (35-64 year olds) – 139

p61 (bottom)

Quantitative survey – Base: All who have not contacted a radio station (533)

Total – 533

Target group (35-64 year olds) – 254

p63 (top)

Quantitative survey – Base: All who use local news & information (792)

Male – 383

Female – 409

16-24 – 126

25-34 – 127

35-44 – 156

45-54 – 124

55-64 – 110

65+ – 149

ABC1 – 464

C2DE – 315

p63 (bottom)

Quantitative survey – Base: All adults (800)

Male – 389

Female – 411

16-24 – 131

25-34 – 127

35-44 – 158

45-54 – 124

55-64 – 111

65+ – 150

ABC1 – 469

C2DE – 319

p65 (bottom)

Quantitative survey – Base: All who think presenter personality is important (604)

Total – 604

Target group – 288

p69 (top)
Quantitative survey – Base: All respondents (800)
Total – 800

p69 (bottom)
Quantitative survey – Base: All respondents (800)
Total – 800
Target group – 393

p70 (top)
Quantitative survey – Base: All adults (800)
Male – 389
Female – 411
16-24 – 131
25-34 – 127
35-44 – 158
45-54 – 124
55-64 – 111
65+ – 150
ABC1 – 469
C2DE – 319

p70 (bottom)
Quantitative survey – Base: All who would listen to the new station (625)
Total – 625

p71
Quantitative survey – Base: All who would listen to the new station (625)
Male – 304
Female – 321
16-24 – 117
25-34 – 99
35-44 – 124
45-54 – 95
55-64 – 81
65+ – 109
ABC1 – 367
C2DE – 249

