

Manchester local commercial radio licence applications

Questions and responses: Masti Radio

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

1. Where do you intend the non-locally originated programming broadcast on Masti to originate from?

The non-locally originated programming broadcast on Masti Radio in Manchester will originate from Bradford.

2. What will be the differences, if any, in the daytime music policy of the proposed Manchester station and the Masti Radio service already broadcasting on the Bradford DAB multiplex?

Because Masti Radio in Bradford was originally established to cater only for young Asians, it will not carry a Gospel music programme on Sunday morning. Otherwise we expect its daytime music policy to evolve to a point where it is very similar to that of Masti Radio in Manchester. At the moment we are continuing a process of gradual policy adjustment and assessment of local audience reaction, which has been favourable.

3. For each of the quantitative surveys, how were the sample points chosen? Was the data weighted? If so, how?

To ensure our research was broadly representative of Asian and other views we obtained ethnic population data for each of Greater Manchester's districts so we could identify key places we wanted included in the fieldwork, and the approximate sample proportions we thought they should have. That way (for example) we could ensure sufficient sampling took place in Bolton where the local Asian population is predominantly of Indian origin in contrast to most other districts in Greater Manchester where Asians are mainly from Pakistani or Bangladeshi backgrounds. However, the actual sample points within these districts were selected by PH Research who are based locally (in Oldham) and have extensive experience of conducting research studies in the Manchester area, including among ethnic minorities. In the second survey PH Research also conducted interviews in areas containing Black and Chinese residents.

For the second survey we set overall sample quotas for 15-34's in the three ethnic groups plus whites and asked the research company to strike a reasonable internal sub-group balance. The full research tables of both surveys show this breakdown and demonstrate how broad representation was achieved.

The data for both our specially commissioned local surveys was therefore not mathematically weighted, which means the figures quoted are the actual numbers (or percentages) of respondents who answered particular questions. In any event it would have been difficult to generate an exactly representative weighting formula because it is very hard to obtain individual ten-year age group census figures for ethnic minority groups.

The only exception to the non-weighting rule was our special Rajar study commissioned for our 2005 application. This isolated past Asian and Black Rajar respondent data from likely good reception postcodes within the Galaxy TSA. Inevitably however, the very small number of actual ethnic respondents often found in Rajar samples led to high weighting ratios and therefore a larger than usual margin of error.

4. Please provide base sizes for the tables on page 25, page 42 et al, and on page 58 et al.

a). The overall base for the table on page 25 was the 192 people in our second survey (July 2006) who said they'd either be likely or very likely to listen to Masti Radio on at least a weekly basis (out of 338 who claimed to be radio listeners from the total survey sample of 427). The totals for each race group used for the chart are as follows:

Asian base	81 (out of 107 radio listeners aged 15-34)
Black base	59 (out of 94 radio listeners aged 15-34)
Chinese base	29 (out of 44 radio listeners aged 15-34)
White base	23 (out of 93 radio listeners aged 15-34)

b). The bases for the table on Page 42 (et al) are as follows:

(Asian) Adult Listeners	– 504
(Asian) 15-24's	- 178
(Asian) 25-34's	- 146
(Asian) 35-44's	- 95
(Asian) 45+'s	- 84

c). The base for the table on Page 58 (et al) is 504 Asian adult radio listeners aged 15+ of whom 258 were male and 246 female; 178 aged 15-24; 146 aged 25-34; 95 aged 35-44 and 84 aged 45+.

(NB: One respondent, a woman of Pakistani racial background interviewed in Oldham would not give her age, which is why the individual age groups add up to 503 in answers 10 b & c above!).