

Southend independent local radio licence applications

Questions and responses: Diamond FM

These are the responses received from Diamond FM on the non-confidential questions asked by Ofcom regarding their application for the Southend licence.

- 1. In your recent Diamond FM bid for Swansea you defined the term “current” as either “rock music appearing in the current official UK singles chart as produced by the Official UK Chart company or as pre-release material”. Could you confirm whether or not Diamond FM would use the same definition in the context of the music policy described in the Format for this licence ?**

We confirm the same definition in the context of Diamond FM in Southend. All elements of rock music clearly provide a point of difference in this market place and would provide listeners with choice. Our definition should provide the regulator with clear confidence that our proposals appeal to local interests and we are happy to enshrine that detail in the format.

- 2. In your recent Diamond FM bid for Plymouth you defined the terms “album tracks that have not been hit singles” as tracks “from albums which have appeared in the official UK Top 40 album chart produced by the Official UK Chart Company but which have not appeared in the official Top 40 UK singles chart produced by the same company.” You also defined the term “alternative rock” as “material which has appeared or is currently appearing in the list of 100 top downloads on the alternative section of the I-tunes website.” Could you confirm whether or not Diamond FM would use the same definition in the context of the music policy described in the Format for this licence?**

We confirm the same definition in the context of Diamond FM in Southend.

- 3. Could you please provide copies of the questionnaires used in the consumer and advertiser research?**

Both Macquarie and Radio UK Ltd are committed to investing in detailed audience research that underpin licence applications and the ongoing performance of our operational stations. Many of the Macquarie Regional Radioworks stations in Australia use state-of-the-art research techniques to ensure they are meeting the needs of the audience. In the UK, we looked at a number of research companies and eventually decided on a partnership with Dipsticks, which has extensive experience in a wide range of consumer methodologies.

Questionnaires used in consumer and advertising research are attached.

4. Can you outline what measures/controls were put in place to ensure that the sample of respondents included in the quantitative research study were representative of the proposed TSA (in particular, for geographic spread)?

The quantitative research study was a very important tool on which to base the development of our programming plans and we discussed with our research company Dipsticks the way to get the most information which was representative of the views of the proposed TSA.

To ensure that the sample was representative of the population of Southend by age and gender, quotas were set so that the relevant proportions of males and females were recruited. Quotas were also set to recruit respondents by the age breaks of 16 to 24, 25 to 34, 35 to 44, 45 to 54 and 55 to 64. Quotas were set using the population figures for Southend from the National Statistics website Census 2001. In spite of setting quotas, a higher than expected proportion of 16 to 24 year old respondents was achieved, therefore the data was weighted to accurately reflect the age of the Southend population.

No quotas were set for socio-economic groups - we allowed a natural fallout to occur and a reasonable spread of socio-economic groups was achieved as follows: - A=0.7%, B=11.2%, C1=33.6%, C2=28.2%, D=13.8%, E=12.8%.

The proposed TSA for Southend is to cover a 15 plus population of between 200,000 and 250,000 - "to cover the town of Southend and the immediately surrounding area. Depending on the implemented transmission parameters, coverage may also include some parts of Canvey Island, South Benfleet, Rochford, Rayleigh or Shoeburyness. This licence is not intended to serve any other significant population centres."

The total population for Southend as per the Census 2001 is 160,257. Therefore quotas were not set for specific geographic areas as the majority of population will come from the town itself. Interviews were conducted across the town of Southend in the main shopping areas. Interviews were conducted with residents of Southend who use the town as a centre for shopping therefore achieving a spread of interviews from Southend and the surrounding areas.

We are therefore confident that the results of the quantitative study accurately reflect the population of the TSA.

5. Could you please explain the process through which you identified the specific genres/eras of music to be tested in the consumer research, and give examples (i.e. showcards or sample track listings) of the particular artists used to demonstrate the specific genres/eras?

The extensive experience of both our own group and our research company Dipsticks created a robust way of testing music appeal by era and genre.

The genres and eras of music were very carefully selected to give examples of the main types of popular music with which respondents in the 16 to 64 age group were likely to be familiar. The categories were also selected to represent some types of music which are not currently available on radio and may provide an opportunity for a new radio licence where there is a gap in the market for one or more complimentary genres.

Respondents were shown a showcard with the genres/eras and relevant artists (showcards attached). As this question was just one part of a longer questionnaire,

due to time constraints this was felt to be more efficient for respondents and interviewers than playing all the individual clusters to respondents on the street. We also felt it was easier for respondents to have an overview of the choices available. By using familiar artists it was felt respondents would be able to bring these formats to life.

The sample artists used in this research to illustrate particular genres and eras we tested are listed in the consumer research questionnaire attached.

We believe this methodology gives an excellent feel for each particular genre and era, especially when artists are grouped together in clusters. We always find this type of research essential when analyzing and assessing musical tastes and interests.