

South Wales independent local radio licence applications

Questions and responses:

These are the responses received from Variety FM to the non-confidential questions asked by Ofcom regarding their application for the South Wales licence.

1. The wording regarding new bulletins states that south Wales news ‘will be aired every hour 24 hours a day’. Please could you confirm that your draft station Format should read ‘at least every hour’ (so as not to make the broadcasting of additional bulletins a technical breach).

We are happy to confirm that the draft station Format should read ‘at least every hour’ so as we are not in technical breach.

2. On page 35 you state that the full monitoring report is available on request. Could you please provide this report.

The full monitoring report (excluding Swansea Bay Radio music) for speech and music is enclosed in the attached compressed zip folder titled Variety South Wales. Music monitoring for Swansea Bay is attached in a separate compressed zip folder.

3. Could you confirm the criteria and method for recruitment for the respondents of both quantitative surveys? Additionally, could you provide a comparative breakdown between each weighted and unweighted sample (in numbers of respondents rather than overall population).

The criteria and method for recruitment of the respondents of both quantitative surveys is outlined in the respective introductions included with each survey’s data tables, supplied in the ‘Variety FM’ south Wales Research Appendix.

With regard to the first stage of our Format Gap research, the detail required was described by the research contractor, TNS System Three, as follows:

“The area in question was defined by QuestionAir via a list of postcode sectors with their population of adults 15+. Using a random start, fixed interval technique, postcode sectors were then selected as sample points, with probability proportional to population. . . .

Interviewing was carried out face-to-face in respondents’ homes using CAPI (Computer Aided Personal Interviewing). Respondents were defined as adults aged 15+. Parallel quotas were set on sex, age (15-24, 25-34, 35-54 and 55+), SEG (ABC1 vs C2DE) and for women, on working status (working vs not). Quotas were set in line with the population in this area and any slight under or over-representations were corrected with weighting at the analysis stage and the data grossed up to the population (aged 15+) within the defined area

Interviewers were given a start address in each postcode sector and instructed to work from there in the vicinity of this address, calling at houses to find people to fit

the quotas. 3 houses were left after a successful interview and no more than one interview was conducted in any one household.”

In total, 30 sample points were selected for use in the Format Gap research.

With regard to the second stage Listener Requirement research, the method of selecting sample points (of which there were 98) and the actual interviewing process were the same as for the Format Gap research. Where the two surveys differed was in the choice of quotas. Having been guided by the Format Gap research that the market gap in south Wales is for an older-targeted music radio station it was agreed that, to make the Listener Requirement research sample as effective as possible, the age groups likely to form a key element of the ‘Variety’ target audience should be up-weighted in the sample:

“ . . . Parallel quotas were set on sex, age (15-34, 35-44, 45-64 and 65+), SEG (ABC1 vs C2DE) and for women, on working status (working vs not). Other than age, quotas were set in line with the population in this area: the 45-64 year old age group (one possible target audience for the new radio station) was, however, up-weighted by a factor of 1.5 and this over-representation was corrected with weighting at the analysis stage and the data grossed up to the population (aged 15+) within the defined area.”

The following table deals with the second part of your question, outlining the unweighted and weighted samples for each survey based on the actual number of respondents:

	FORMAT GAP RESEARCH			LISTENER REQUIREMENT RESEARCH	
	Unweighted sample	Weighted Sample		Unweighted sample	Weighted Sample
Adults 15+	310	310	Adults 15+	843	843
Males 15+	154	148	Males 15+	410	405
Females 15+	156	162	Females 15+	433	438
15-24	51	49	15-34	212	255
25-34	41	44	35-44	116	147
35-54	102	103	45-64*	371	263
55+	116	114	65+	144	178
ABC1	159	155	ABC1	412	435
C2DE	151	155	C2DE	431	408
* Sample up-weighted by a factor of 1.5					

As a direct function of up-weighting the 45-64 year old element of the Listener Requirement research sample all other age groups are down-weighted accordingly in the unweighted sample. All age groups are brought back into line with known population figures by weighting at the analysis stage of the survey.

4. There are multiple references to age-base subgroups in the application. (pages 46 to 48 and pages 51 to 55). Could you confirm the sample sizes for the all age subgroups mentioned.

The sample sizes of the age groups referred to in the application are outlined below:

FORMAT GAP RESEARCH		LISTENER REQUIREMENT RESEARCH	
	Unweighted sample		Unweighted sample
Adults 15+	310	Adults 15+	843
15-24	51	50-69	321
25-34	41	50-69 Males	154
15-34	92	50-69 Females	167
35-54	102		
55-64	54	50+	425
65+	62	50+ Males	210
		50+ Females	215
50-69	99		
50+	140		