



# Attitudes towards local radio

A summary of the findings of a quantitative survey of  
local radio listeners

Research Document

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## Section 1

# Executive summary

## 1.1 Background to the research

The localness guidelines for radio were amended by Ofcom in 2010 to allow local analogue commercial radio stations greater leeway to share programmes, and co-locate, with other stations, and greater flexibility in the extent to which stations are required to provide local material and locally-made programmes. This has resulted in commercial radio operators taking different approaches to local news and information provision, and hours of local production. In order to test current public satisfaction with local news and other content on local radio we commissioned a quantitative survey among a sample of local radio listeners. This report summarises the findings from that survey.

## 1.2 Key findings

**Fifty nine per cent of the UK adult population (over 31 million adults) listen to local radio each week<sup>1</sup>.** Eighteen per cent of adults listen to BBC local/nations radio on a weekly basis and 51% to local commercial radio stations. Eighty-four per cent of local commercial radio listeners do not listen to any BBC local/nations radio. The average age of a BBC local/nations radio listener is 56, compared with 42 for a local commercial radio listener. (Note: Throughout this report, when we refer to 'local radio listeners' we are including listeners to the BBC's nations' services)

**Almost half of all local radio listeners also use local online sites each month.**

Listeners to local radio use a range of different local media sources each month, with the majority using local/regional TV in addition to local radio. Seventy four per cent of all local radio listeners also read local newspapers on a monthly basis, although only 50% of those in Northern Ireland do so. Forty eight per cent of local radio listeners also use local online sites each month, increasing to 76% in London

**The majority of local radio listeners say they are interested in local news (85%).** The 'news and information' category that local radio listeners are most likely to say they are 'very interested' in is weather (45%). Seventy two per cent of local radio listeners who are regular road users say they are interested in traffic and travel reports, compared to 64% of all local listeners. Local and nations radio listeners in Scotland and Northern Ireland are more likely to say they are interested in news about their nation than in local news

**Over half of all local radio listeners use radio as a source for traffic and travel reports.**

Reflecting general patterns of consumption, television is the most-used source for local news and weather information (80% and 68% respectively). However, radio is the most-used source for traffic and travel reports (53%), increasing to 72% among regular road users.

**The majority of local radio listeners are satisfied with the way their station covers local news.** The majority of listeners to BBC local/nations and local commercial radio listeners are satisfied with the way their station covers local news (82% and 70% respectively). The role of local news on local radio is vital to many; over half (56%) of local commercial and over two-thirds (67%) of BBC local/nations listeners say they rely on their station to keep them updated on local news headlines.

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<sup>1</sup> This is not a finding from our survey, but is the official figure published by RAJAR

**Over half of local radio listeners think it is important to have a local presenter for their area between 06:00 and 10:00.** Considering the role of sharing programming across stations, 59% of BBC local/nations listeners and 52% of local commercial listeners think it is important to have a local presenter during breakfast drivetime.

## Section 2

# Introduction

## 2.1 Background

Ofcom has the following broad duties in regard to radio:

- Promoting the interests of citizens and consumers
- Securing a range and diversity of local commercial radio services which, (taken as a whole) are of high quality and appeal to a variety of tastes and interests
- Ensuring, for each local commercial station, an appropriate amount of local material with a suitable proportion of that material being made locally

Legislation requires Ofcom to provide guidelines as to how the third ('localness') requirement should be met (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>). The guidelines set out Ofcom's general policy in relation to the localness requirement, and explain how Ofcom applies the requirement to radio stations.

The localness guidelines were liberalised by Ofcom in 2010, which has resulted in commercial radio operators taking different approaches to local news and information provision, and hours of local production. For example, networking has become far more prevalent, and some operators have chosen significantly to reduce the length of local news bulletins. It is therefore timely for Ofcom to consider listeners' levels of satisfaction with the current provision of local news and information on local commercial radio.

## 2.2 Research objectives

The broad aim of the research was to explore listeners' perception of local news provision, and their expectations of local information provision on commercial radio.

Specifically, we wanted to explore, among a sample of local radio listeners:

- the level of importance of local news and information on local radio relative to other media, and relative to other reasons for listening; and
- the level of satisfaction with the current provision of local news and information on local radio.

## 2.3 Research methodology

We commissioned Ipsos-MORI to conduct a quantitative survey among a sample of UK local radio listeners aged 16+.

The fieldwork comprised 2,434 face-to-face interviews, using CAPI<sup>2</sup>, and took place between 23 January 2013 and 6 March 2013. The sample was controlled using quotas on age, gender, working status and BBC region, to be representative of UK local radio listeners, using RAJAR<sup>3</sup> data as targets.

Within the RAJAR methodology, to enable small stations to be surveyed, the overall adult sample is about 110,000 per year, with each respondent participating for one week. The

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<sup>2</sup> Computer Assisted Personal Interviewing

<sup>3</sup> Radio Joint Audience Research - the official body in charge of measuring radio audiences in the UK, jointly owned by the BBC and RadioCentre, on behalf of the commercial sector.

sampling is devised so that each station's sample is representative of the area it covers. This survey of local radio listeners samples at a higher level and does not attempt to replicate the intricacies of RAJAR. Therefore, comparisons between the surveys in terms of reach should not be made. This survey of 2,434 adults is intended to explore the attitudes and local media use of local radio listeners.

## Section 3

# Local media consumption

## 3.1 Local radio in the UK

Ofcom's *Communications Market Report 2012* stated that there are 296 local commercial radio stations and 46 BBC local and nations' radio stations broadcasting on analogue (i.e. FM or AM) in the UK. Although the sectors are similar in terms of offering local programming, BBC and commercial local stations have different remits and target audiences:

### a) BBC local and nations' radio

According to the service licence<sup>4</sup>, the target audience of BBC local stations in England should be: "*listeners aged 50 and over, who are not well-served elsewhere, although the service may appeal to all those interested in local issues*". The BBC local radio provision in each of the devolved nations is for a service that broadcasts to the whole devolved nation and offers programming that covers "*local and national concerns but also address(es) matters of UK and international significance*". The average age of a BBC local/nations radio listener is 56.

We recognise that the BBC does not provide local radio services in Scotland, Wales and Northern Ireland (with the exception of some opt-outs), but provides programming that caters for the whole nation. Therefore, throughout this report where comparisons between BBC and local commercial are made within the devolved nations, it should be noted that there is a larger geographical remit for the BBC services.

### b) Local commercial radio

Ofcom ensures that local commercial radio stations provide an appropriate amount of Programmes, including local material and locally-made programmes, and provides guidelines as to how these requirements should be met. Ofcom considers each station on a case-by-case basis and decides how, if at all, the guidelines should apply to each station. These are outlined in a station's format.

Local commercial radio stations target a range of different audiences, with many targeting the 15-44 year old age group. Many of the services with a local commercial radio licence share programming; for example, all of the 23 Gold services on AM carry the same programming. The average age of a local commercial radio listener is 42.

According to official figures published by RAJAR<sup>5</sup>, over 31 million adults listen to local radio each week - 59% of the population. The size of audience differs between BBC and commercial stations, with 9.5 million (18% of the population) listening to BBC local/nations radio and 26.4 million (51%) listening to local commercial radio. Furthermore, the majority (84%) of local commercial radio listeners do not listen to any BBC local/nations radio.

<sup>4</sup> BBC radio service licences

[http://www.bbc.co.uk/bbctrust/our\\_work/services/radio/service\\_licences.html](http://www.bbc.co.uk/bbctrust/our_work/services/radio/service_licences.html)

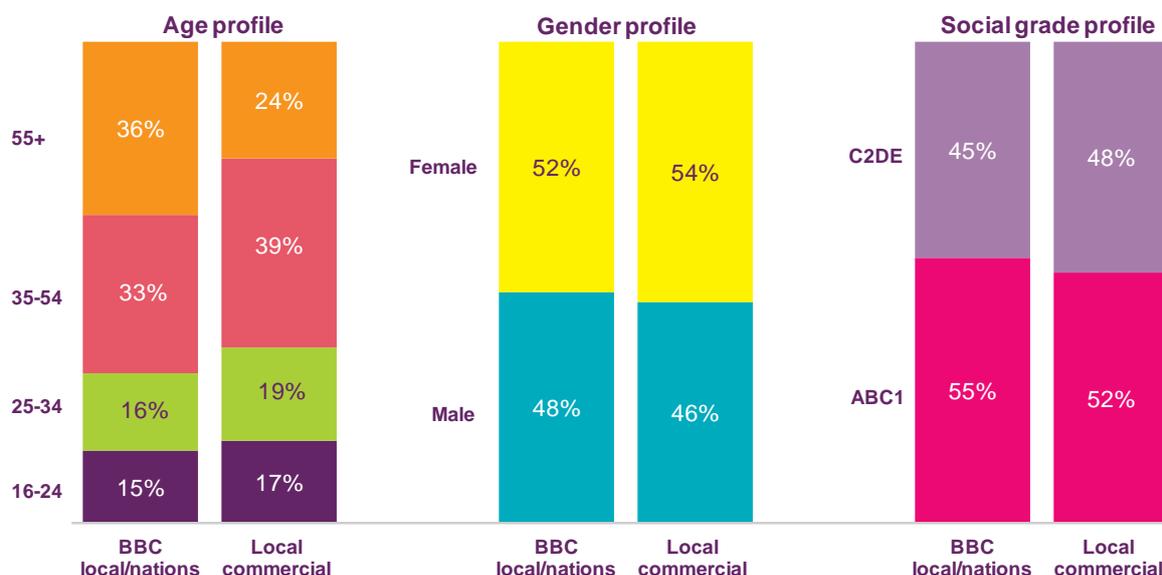
<sup>5</sup> Q1 2013

The following analysis of a bespoke survey among a local radio listening population includes a comparison of the behaviours and attitudes of BBC local/nations radio listeners with those of listeners to local commercial radio. We comment only on those differences that are statistically significant.

### 3.2 Profile of local radio listeners

Considering the respondents to the survey who were all listeners to local radio, over a third (36%) of those that listen to BBC local/nations stations are aged 55+ compared to one in four (24%) local commercial radio listeners. Listeners to local radio are more likely to be female, especially listeners to commercial services.

**Figure 3.1: Demographic profile of monthly listeners to BBC local/nations and local commercial radio**



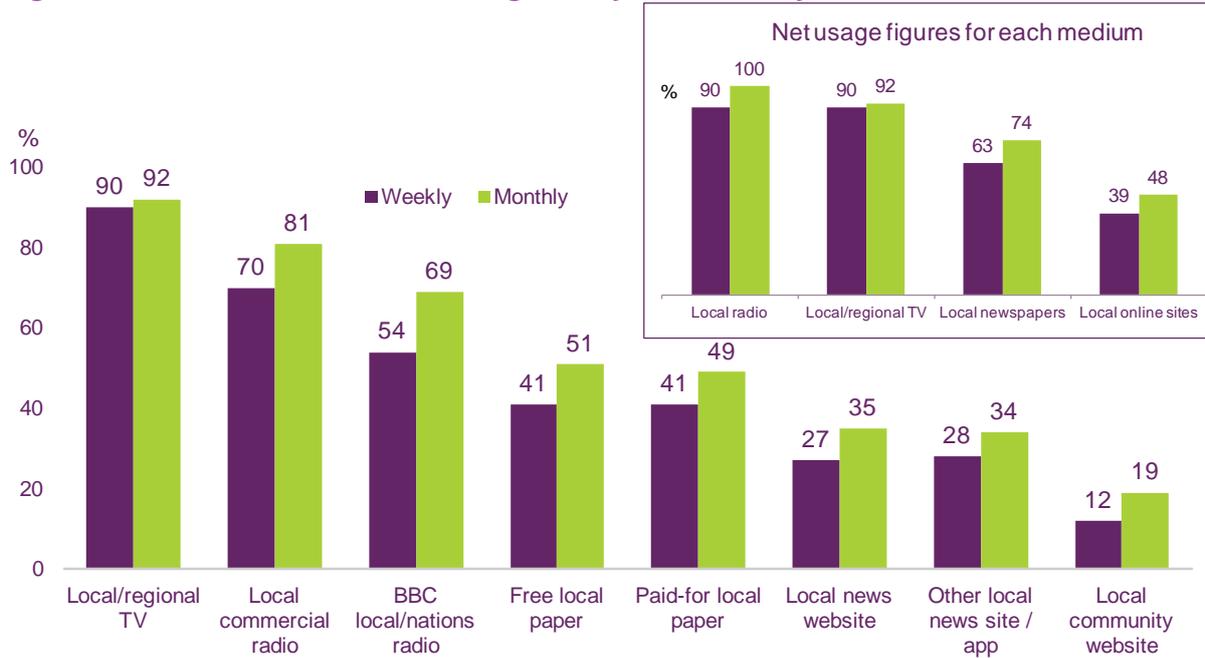
Source: Ofcom research, fieldwork carried out by Ipsos-MORI Jan/Feb/March 2013  
 Base: All UK adults aged 16+ who listen to the radio monthly (N=2434, BBC local/nations = 1687, local commercial = 1959)

### 3.3 Local media used by local radio listeners

Figure 3.2 shows the range of local media used by local radio listeners on a weekly and monthly basis. The most-used local medium is local/regional TV, with around nine in ten local radio listeners using it weekly. Nearly three-quarters (74% net) of local radio listeners claim to read local newspapers (free or paid-for) each month, and nearly half (48% net) say they use local online sites (local news websites, local community sites and other local news sites or apps) once a month or more.

Local listeners in socio-economic group ABC1 are more likely than C2DEs to use online sites (57% vs. 38%). Similarly, younger listeners are more likely to use local online media compared to older listeners (65% of those aged 25-34 vs. 28% of those aged 55+).

**Figure 3.2: Use of local media among weekly and monthly local radio listeners**



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (2434)

Q1: How often, if at all, do you tend to use each of the following types of LOCAL media?

There are differences in local media consumption patterns among local radio listeners in the different nations of the UK (Figure 3.3). In particular, 79% of those in Northern Ireland say they listen to BBC local/nations radio, compared to just 69% in England and Scotland. This is in line with RAJAR figures, which show that 36% of adults in Northern Ireland listen to BBC local/nations radio, compared to 18% across the whole of the UK.

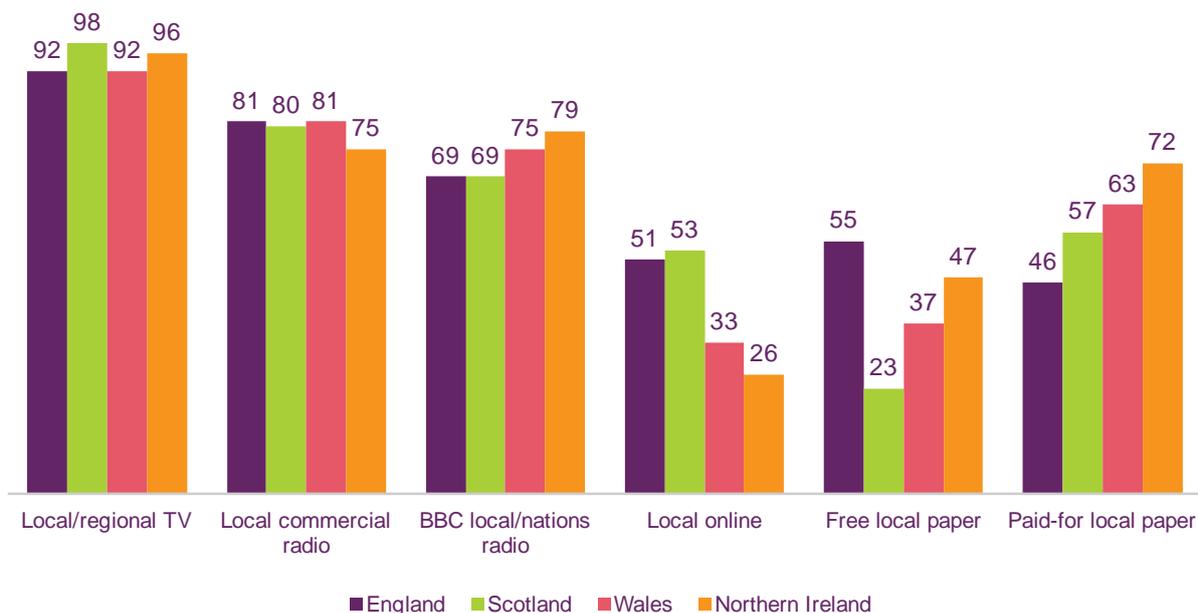
There is also some variation in newspaper readership, depending on the nation of the local radio listener. For example, although only 50% of listeners in Northern Ireland claim to read any local newspaper, compared to 78% in England or Scotland<sup>6</sup>, they are more likely to read paid-for local newspapers (72% vs. 46% and 57%).

There is little variation by English region (with the exception of London) where local radio listeners are more likely than those across the rest of the UK to use local online sites (76% v 48%).

<sup>6</sup> 51% in Wales

**Figure 3.3: Monthly use of local media among local radio listeners, by nation**

Proportion of respondents (%)



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (England = 1905; Scotland = 188; Wales = 184; Northern Ireland = 157)

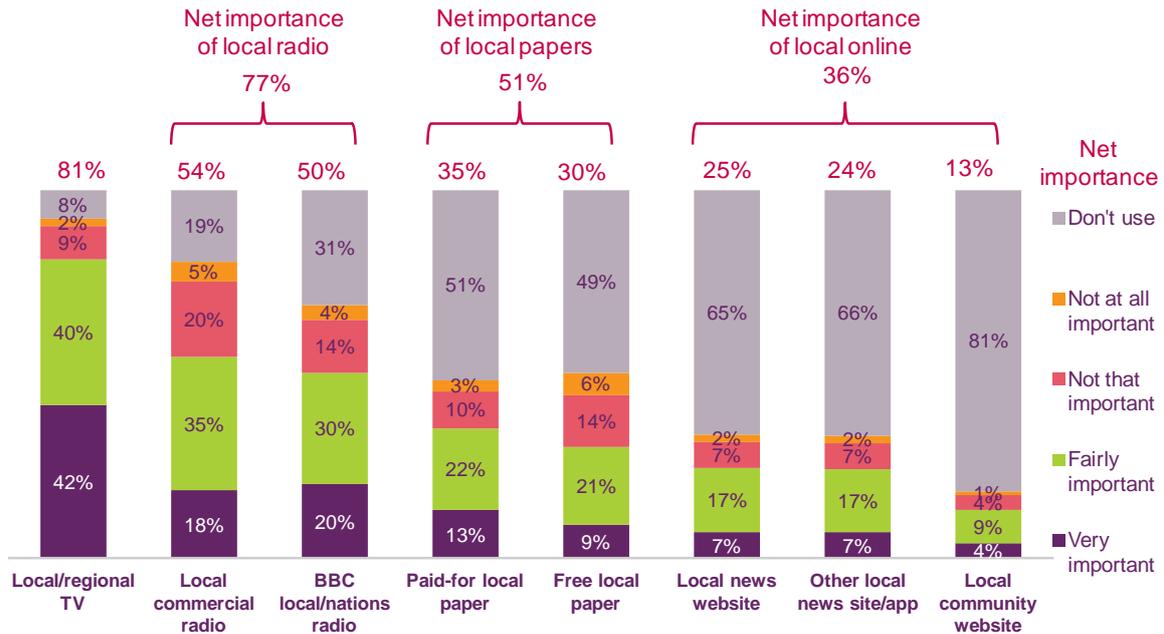
Q1: How often, if at all, do you tend to use each of the following types of LOCAL media? MONTHLY

### 3.4 Importance of local media

Consistent with general patterns of consumption, local/regional TV is generally seen as an important local medium by the majority of the sample of local radio listeners (81%). This is closely followed by local radio, with over three-quarters of listeners (77%) perceiving it to be an important local medium. Newspapers also have an important role to play in the local media repertoire; 51% of local radio listeners say this medium is important to them.

Although just over a third (36%) say that local online sites are important media, this increases to 73% among those who use them on a monthly basis.

**Figure 3.4: Importance of each local medium to local radio listeners**



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (2434)

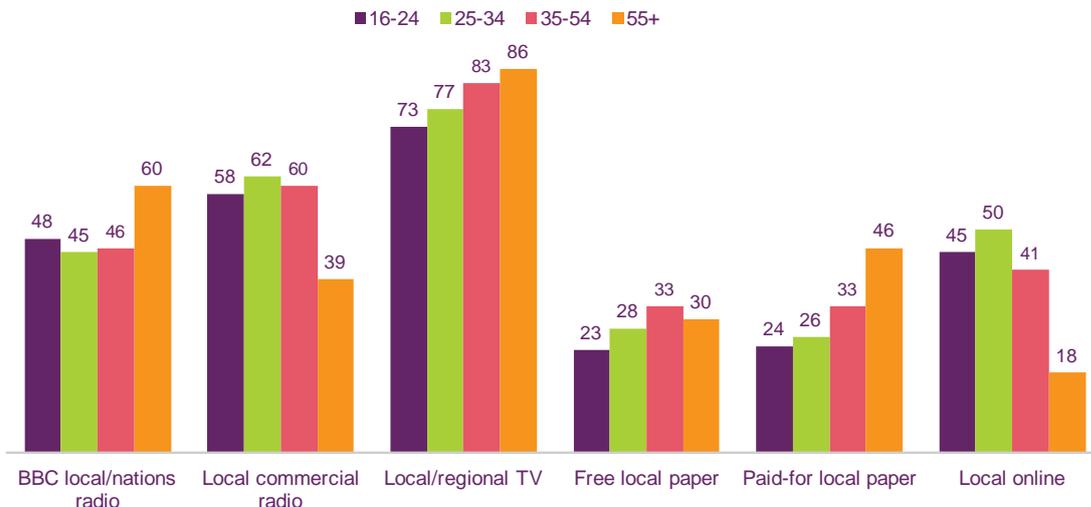
Q2. How important, if at all, are each of the following types of LOCAL media to you?

There are some interesting variations in perceptions of importance when the age of the local radio listener is taken into account. Figure 3.5 shows that BBC local/nations radio, local/regional TV and paid-for local newspapers are more likely to be rated as important by those aged 55+ than those in the younger age groups. However, in line with consumption patterns, younger listeners are more likely than older people to say that local online sites are important local media.

Women are more likely than men to perceive newspapers as important local media (56% vs. 46%) and listeners in socio-economic groups ABC1 are more likely than C2DEs to rate online sites as important (43% vs. 28%).

**Figure 3.5: Net importance of each local medium, by age of local radio listener**

Proportion of respondents indicating very or fairly important (%)



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (16-24 = 361; 25-34 = 418; 35-54 = 872; 55+ = 783)

Q2. How important, if at all, are each of the following types of LOCAL media to you?

Figure 3.6 shows that BBC local/nations radio is rated as very, or fairly, important by 54% of listeners in Northern Ireland compared to just 47% in Scotland. This is in contrast to the perceptions of the importance of local commercial radio; 56% of listeners in Scotland view this sector as important compared to just 46% in Northern Ireland.

There is little variation in relative importance by English region, with the exception of London, where 63% of local radio listeners rate local online as important to them compared to 39% across England as a whole. In addition, perhaps reflecting the high volume of commuters who use public transport, free local papers are rated as important by more people in London than in any other region (56% vs. 33% across England).

**Figure 3.6: Importance of each local medium, by nation of local/nations' radio listener**

Proportion of respondents (%)



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (England = 1905; Scotland = 188; Wales = 184; Northern Ireland = 157)

Q2. How important, if at all, are each of the following types of LOCAL media to you? (Chart shows respondents indicating very or fairly important)

**Section 4**

# Attitudes towards local content

In order to understand in more detail attitudes towards local content, we asked local radio listeners about their interest in different types of content, and what sources they use for that content. In addition, we were keen to understand what value they place on the specific content they hear on their favourite local radio stations.

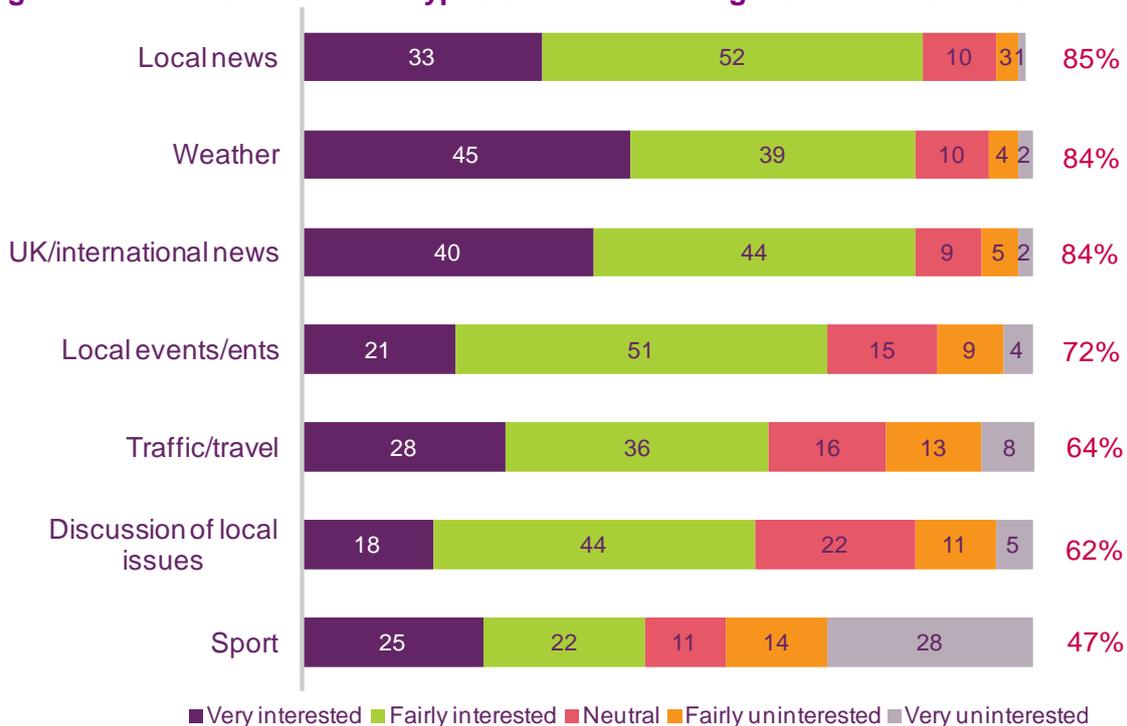
## 4.1 General interest in local content

When local radio listeners were asked about their general interest in each of the categories of news and information, the highest level of interest was for local news (85%) followed by weather and UK/international news (84%). However, weather is the topic that local radio listeners are most likely to say they are ‘very interested’ in (45%).

Almost two-thirds (64%) of local radio listeners say they are interested in traffic and travel, increasing to 72% among regular road users. Although just under half (47%) say they are interested in hearing or reading about sport, this is driven by male listeners; 70% of men say they are interested, compared to just 28% of women.

Although older people are more likely than younger people to say they are interested in local news, 70% of local radio listeners aged 16-24 say they are interested in hearing about local news (compared to 91% of those aged 55+<sup>7</sup>).

**Figure 4.1: Interest in different types of content among local radio listeners**



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (2434)

Q3. To what extent, if at all, are you interested in hearing or reading about ....?

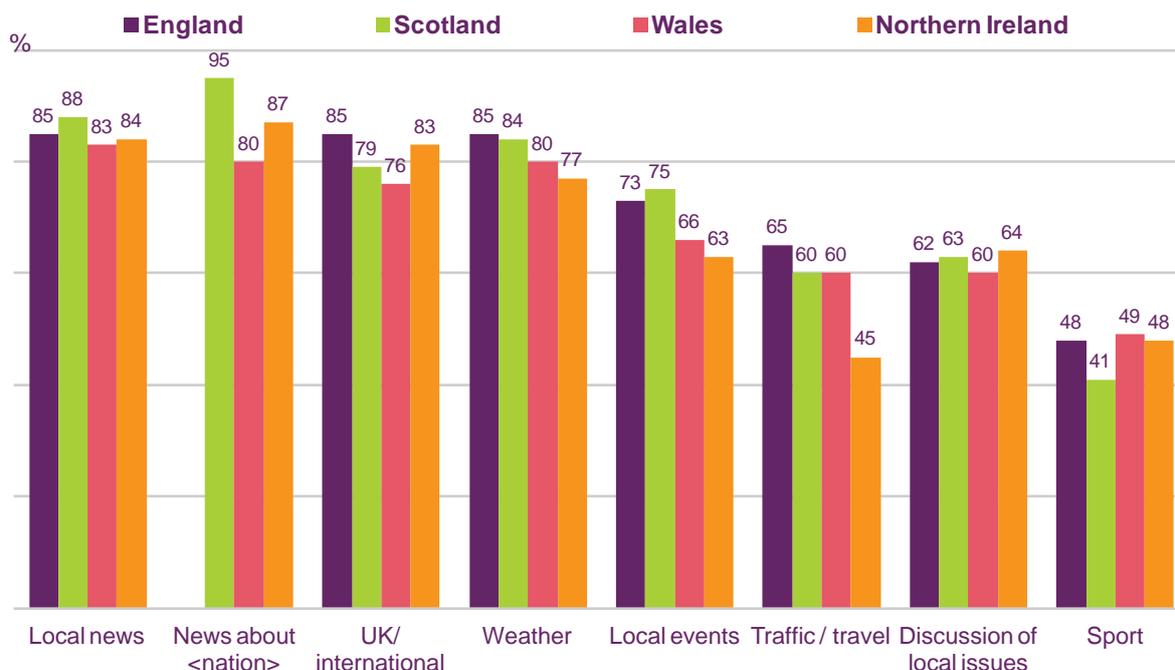
Ranked by net interest

<sup>7</sup> 83% aged 25-34, 88% aged 35-54

Considering differences by nation, local radio listeners in Northern Ireland are the least likely to be interested in traffic and travel information (45% vs. 65% in England), perhaps reflecting the fact that it is the smallest in area of the four nations.

In Scotland and Northern Ireland local radio listeners are more interested in news about their nation than in local news (Scot: 95% vs. 88%; NI 87% vs. 84%). However, this is not the case in Wales (80% vs. 83%).

**Figure 4.2: Net interest in types of content among local radio listeners, by nation**



Source: Ofcom research, 2013

Base: All who listen to local radio monthly (England = 1905; Scotland = 188; Wales = 184; Northern Ireland = 157)

Q3. To what extent, if at all, are you interested in hearing or reading about ....?

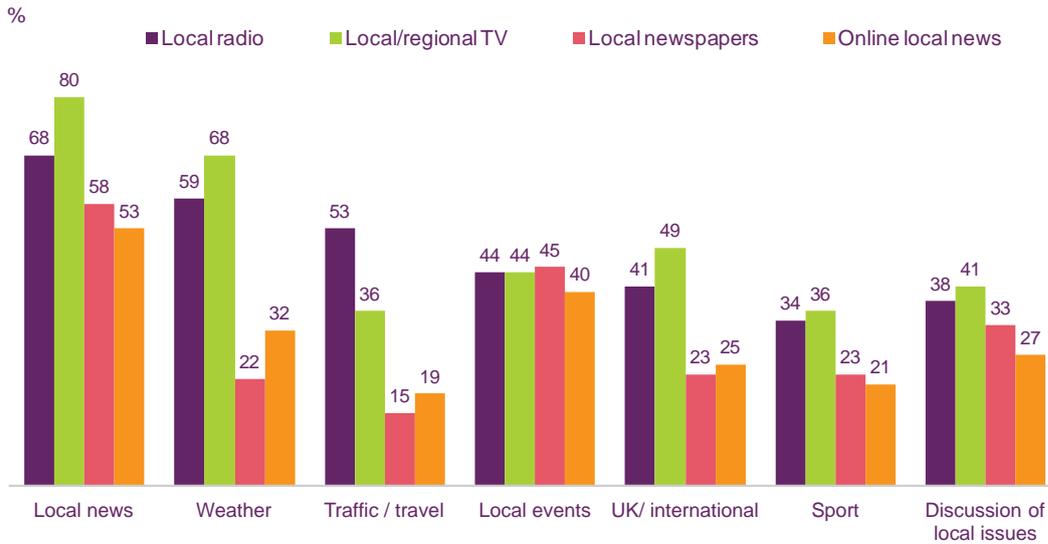
Chart shows respondents indicating very or fairly interested

## 4.2 Sources used for local content

Local radio listeners use a range of local media to access various types of local content. Local/regional TV is the most-used source for local news and weather (80% and 68%) but radio is the most-used source for traffic and travel reports (53%), with 48% using BBC and 44% using commercial stations.

Newspapers are the most-used local media source for local events or entertainment (paid-for = 59%; free = 54%).

**Figure 4.3: Local media used at least once a month for each news / information category**



Source: Ofcom research, 2013

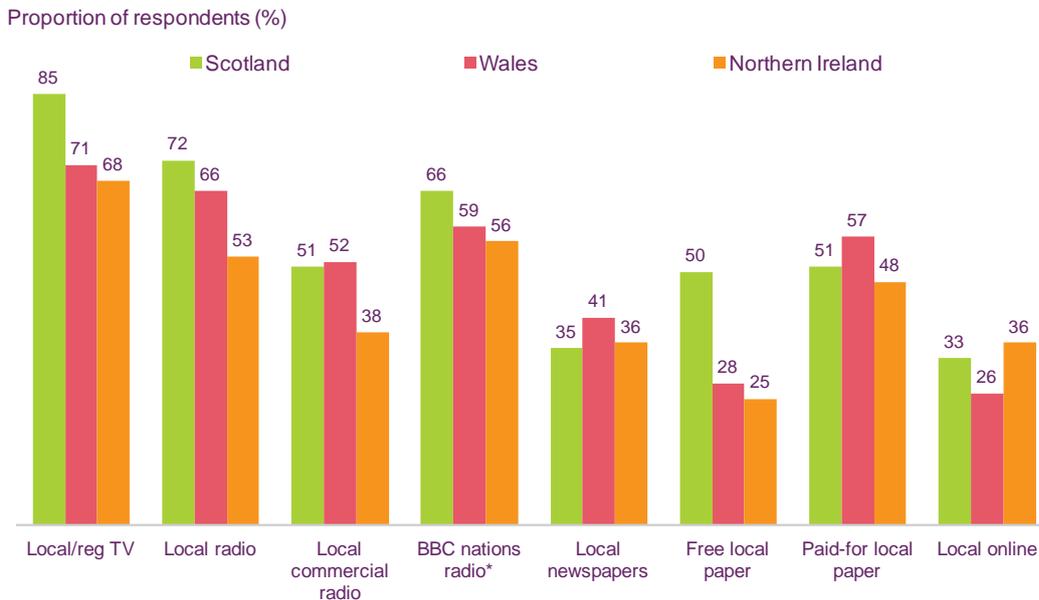
Base: All who use media each month (Local radio=2434, Regional TV=2248, Local paper=1814, Local online sites=1174)

Q4. Which of the following do you tend to listen/read/watch on media used at least once a month?

Figure 4.4 shows that in Wales and Northern Ireland, paid-for newspapers are more likely than commercial radio to be used by local listeners as a source for news about their nation.

In Scotland, local radio listeners are more likely to go to BBC local/nations radio stations for news about their nation than for local news (66% vs. 50%).

**Figure 4.4: Local media used at least once a month for 'news about nation'**



Source:

Ofcom research, 2013

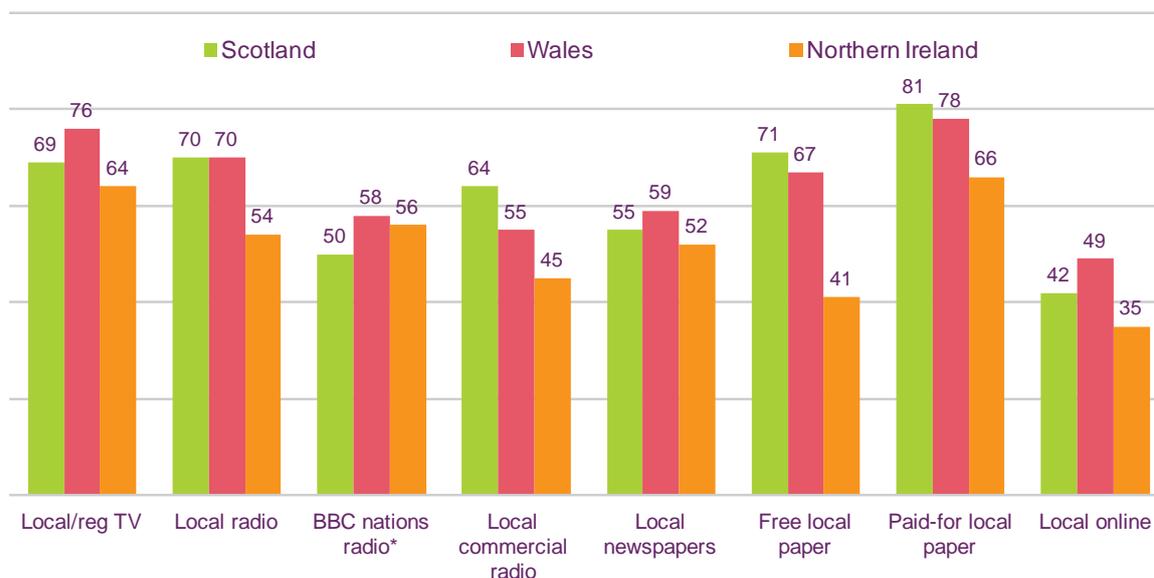
Base: All who use media each month (Local/regional TV=2248, Local radio=2434, Local commercial radio=1959, BBC nations radio=1687, Local paper=1814, Free local paper=1237, Paid for local paper=1199, Local online sites=1174)

Q4. Which of the following do you tend to listen/read/watch on media used at least once a month? News about <nation>

\*In Scotland and Wales this may include some listeners to BBC local radio stations in England

**Figure 4.5: Local media used at least once a month for ‘local news’**

Proportion of respondents (%)



Source: Ofcom research, 2013

Base: All who use media each month (Local/regional TV=2248, Local radio=2434, Local commercial radio=1959, BBC local/nations radio=1687, Local paper=1814, Free local paper=1237, Paid for local paper=1199, Local online sites=1174)

Q4. Which of the following do you tend to listen/read/watch on media used at least once a month?  
Local news

\*In Scotland and Wales this may include some listeners to BBC local radio stations in England

### 4.3 Content valued on local radio

Across all local radio, music is valued more than any other content type (76%) followed by local news (56%).

Comparing the differences between BBC and commercial local stations (Figure 4.6), music is by far the most valued aspect on commercial radio, followed by local news (83% and 45%). However, for BBC listeners, local news and weather are valued the most (61% and 46%) followed by music and traffic, with 40% of listeners saying they value these elements (net).

There are some differences by age; listeners aged 35+ more likely than younger listeners to value the local elements. Conversely, those aged 16-24 are more likely to value the music output.

Among local commercial listeners, those in the C2DE socio-economic group are more likely to value local news and local events information than ABC1 listeners (46% vs. 38% and 23% vs. 19%). For BBC local/nations radio, C2DE listeners are more likely than ABC1s to value the music (44% vs. 35%).

Considering listeners to specific commercial radio "brands"<sup>8</sup>, almost half (48%) of UKRD listeners and 46% of Real Radio listeners say they value local news on their station, compared to 30% of listeners to Capital stations. Similarly, 40% of listeners to UKRD stations value traffic and travel updates on their stations, compared to 38% of Real Radio listeners and less than one in four Capital listeners (23%).

**Figure 4.6: Content valued by listeners to local commercial and BBC local/nations radio stations**

Rank	Content valued on local commercial radio	% Value	Rank	Content valued on BBC local /nations radio	% Value
1	Music	83	1	Local news	61
2	Local news	45	2	Weather	46
3	Weather	35	=3	Traffic & travel	40
4	Traffic & travel	34	=3	Music	40
5	Entertaining presenters	26	5	Discussion of local issues	36
6	Local events & entertainment information	23	6	Local events & entertainment information	32
7	Discussion of local issues	22	7	Sport	31
=8	Local presenters	20	8	Opinions on local issues	25
=8	UK / international news	20	9	Local presenters	22
10	Sport	19	=10	Entertaining presenters	21
11	Opinions on local issues	16	=10	UK / international news	21

Source: Ofcom research, 2013

Base: All who listen each month (1<sup>st</sup>/2<sup>nd</sup> most often): local commercial (1972); BBC local/nations (1100)

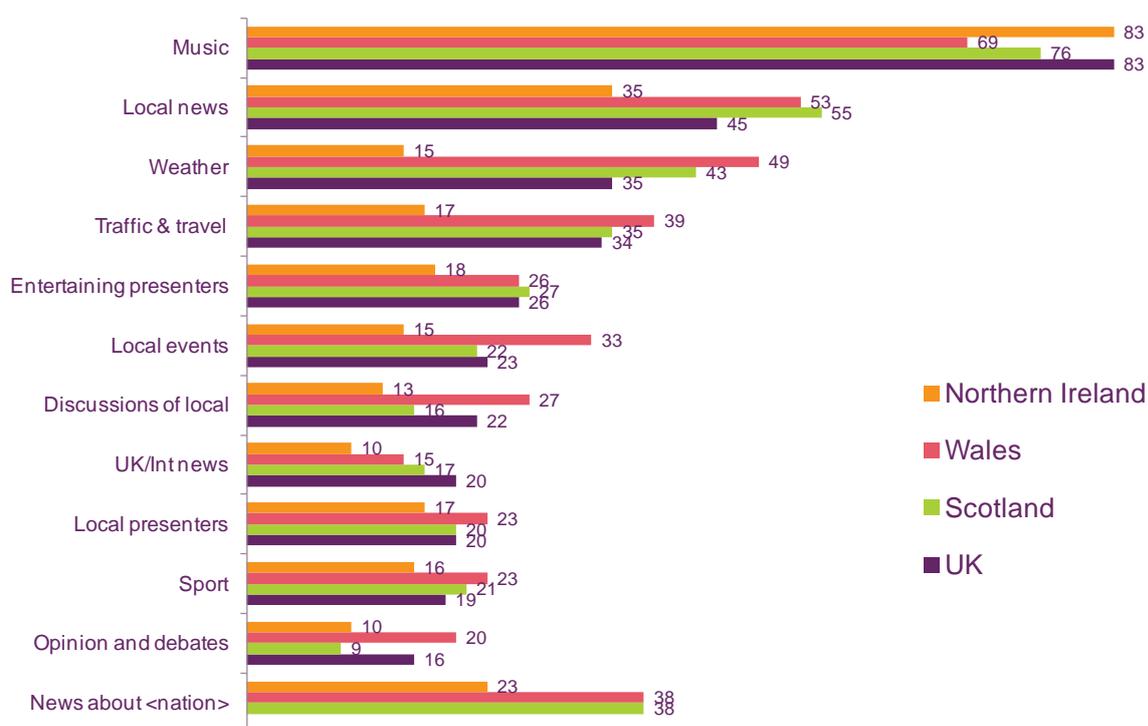
Q9: Which, if any, of the following do you particularly value on <local radio station>?

<sup>8</sup> In this context, "brands" also includes groups of co-owned but not commonly branded stations.

In Northern Ireland, music is most valued type of content on commercial radio, at 83%, followed by local news at 35%

Music is also the most-valued genre across the other nations, although local news is valued more in Scotland and Wales (55% and 53%).

**Figure 4.7: Content valued (net) by listeners to local commercial radio, by nation**



Source: Ofcom research, 2013

Base: All who listen each month (1<sup>st</sup>/2<sup>nd</sup> most often): local commercial (1972)

Q9: Which, if any, of the following do you particularly value on <local radio station>? Local commercial stations only

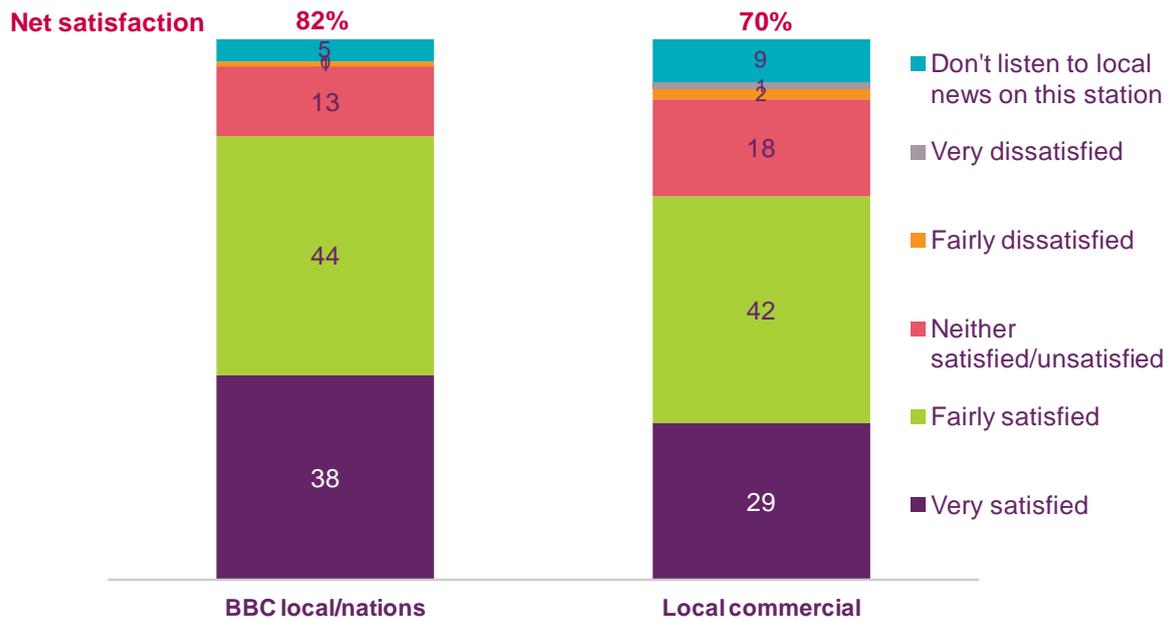
#### 4.4 Satisfaction with current local news provision on local radio

We probed local radio listeners further on their attitudes to local news provision, including their level of satisfaction, and the extent to which they rely on radio to keep them updated.

Figure 4.8 shows that the majority of listeners to BBC local/nations and local commercial radio are satisfied with the way their stations cover local news (82% and 70%).

There are some differences by nation: BBC local/nations' radio listeners in Northern Ireland are more satisfied with local news provision from BBC Radio Ulster than listeners to local commercial stations (87% vs. 71%). However in Wales, there is equal satisfaction with the way BBC and commercial stations cover local news (63%).

**Figure 4.8: Satisfaction with the way in which local radio station covers local news**



Source: Ofcom research, 2013

Base: All who listen each month (1<sup>st</sup>/2<sup>nd</sup> most often): commercial (1972); BBC (1100)

Q4. Overall, how satisfied are you with the way in which <local radio station> covers local news?

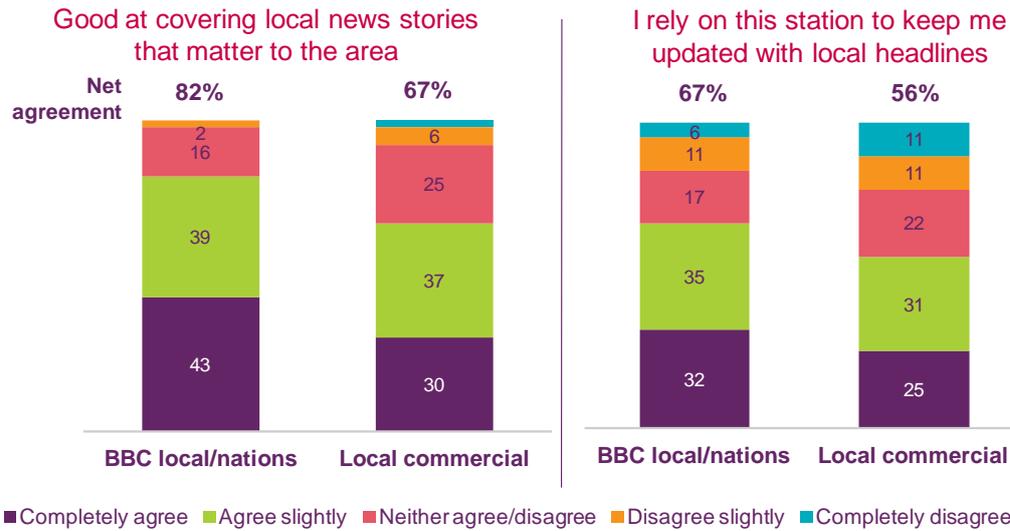
#### 4.5 Attitudes towards current local news provision on local radio

The role of local news on local radio is vital to many people: more than half (56%) of local commercial listeners and more than two-thirds (67%) of BBC local/ nations' listeners say they rely on their station to keep them updated with local headlines. The level of agreement is particularly strong among C2DE socio-economic groups (73% of BBC local/nations listeners and 72% of local commercial listeners).

There is a general feeling that local stations cover relevant stories, with over two-thirds (67%) of local commercial radio listeners agreeing that their station is good at covering local news stories that matter to the area; the equivalent figure for BBC local/nations listeners is 82%.

Among listeners to particular radio brands who listen to local news output, 61% of Real Radio listeners say they rely on the station to keep them updated with local headlines, compared to 44% of Capital listeners who listen to local news on those stations.

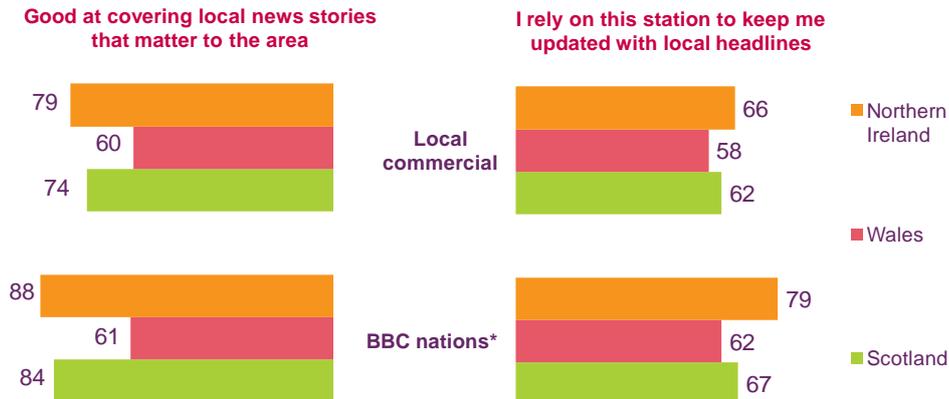
**Figure 4.9: Attitudes to current provision of local news on local commercial and BBC local/ nations' radio**



Source: Ofcom research, 2013

Base: All who listen each month (1<sup>st</sup>/2<sup>nd</sup> most often): local commercial (1972); BBC local/nations (1100) Q11: Thinking about the local news on your local radio station, to what extent do you agree or disagree with the following statements

**Figure 4.10: Attitudes to current provision of local news on local commercial and BBC nations radio in the nations**



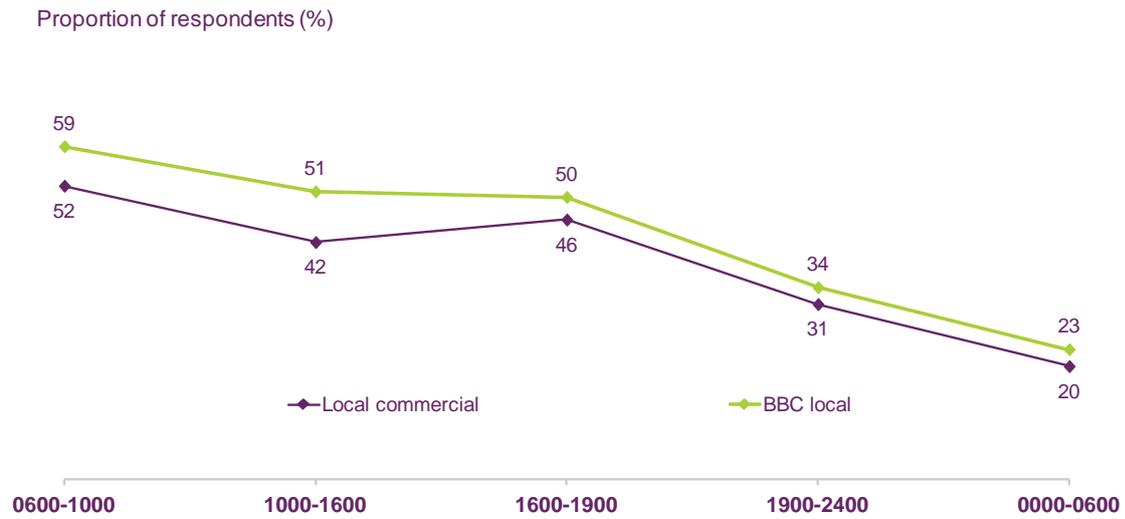
Source: Ofcom research, 2013

Base: All who listen each month (1<sup>st</sup>/2<sup>nd</sup> most often): local commercial (1972); BBC nations (1100) Q11: Thinking about the local news on your local radio station, to what extent do you agree or disagree with the following statements

## 4.6 Importance of local presenters at different times of day

As Ofcom's localness guidelines allow radio stations to share programming with other stations, we wanted to understand how important it is to listeners to have presenters who are broadcasting from their local area at different times of day. The findings show that the breakfast slot (06:00-10:00) is the most important time of day for the presence of local presenters on commercial radio.

**Figure 4.11: Importance of local presenters at different times of day**



Source: Ofcom research, 2013

Base: All who listen each month (first or second most often): 1 BBC local (1100); local commercial radio (1972)

Q14: Thinking about <station> how important is it to you that this station has programmes hosted by LOCAL PRESENTERS and for your local area only at the following times of day

## Annex 1 – Questionnaire

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### INTRODUCTION

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Good morning, afternoon, evening. My name is ..... from Ipsos MORI, the research organisation. We are carrying out an important survey on behalf of Ofcom. The interview will take about 15 to 20 minutes, depending on your answers.

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

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### PAPER SCREENER

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#### ASK ALL

**S1. INTERVIEWER: CODE GENDER  
SP**

1. Male
2. Female

#### ASK ALL

##### SHOWCARD A

**S2. Which age group applies to you?  
SP**

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+

#### ASK ALL

##### SHOWCARD B

**S3. Which of these best describes your current working status?  
SP**

1. Working full time (30 or more hours a week)
2. Working part time (less than 30 hours a week)
3. In full time education (e.g. School, College, University, etc)
4. Unemployed – looking for employment
5. Not working – not seeking employment (e.g. retired, housewife/husband)

#### ASK ALL

##### SHOWCARD C

**S4. How often, if at all, do you tend to use each of the following types of LOCAL media?**

**INTERVIEWER: READ OUT MEDIA ONE BY ONE. ROTATE MEDIA**

- **Local BBC radio station**
- **Non-BBC local radio station (e.g. Local commercial radio or a community station)**
- **Free local newspaper**
- **Paid for local newspaper**

**SP PER MEDIUM**

1. Every day
2. Most days
3. About once a week
4. About once/twice a month
5. Less often
6. Never

**THOSE WHO DO NOT ANSWER 1-4 MEDIUM 1 AND/OR 2 AT QS4 SHOULD BE SCREENED OUT AFTER QS4 AND NOT INCLUDED IN THE QUOTAS**

**INTERVIEWER CHECK QUOTAS:**

- **SEX, AGE AND WORKING STATUS (INTERLOCKING) TO BE REPRESENTATIVE OF ALL WHO LISTEN TO ANY LOCAL RADIO**
- **LISTEN TO BBC LOCAL RADIO TO FALL OUT NATURALLY**
- **LISTEN TO COMMERCIAL LOCAL RADIO TO FALL OUT NATURALLY**
- **REGIONAL QUOTAS HAVE BEEN SET WITHIN THE SAMPLE**

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## **MAIN QUESTIONNAIRE – LOCAL NEWS AND INFORMATION**

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### **ASK ALL**

**INTERVIEWER READ OUT:** A few moments ago, I asked you to tell me how often you tend to use different types of local media. I would now like to ask you the same question for some more types of local media.

### **ASK ALL**

#### **SHOWCARD C**

**Q1.** How often, if at all, do you tend to use each of the following types of LOCAL media?

**INTERVIEWER: READ OUT MEDIA ONE BY ONE. ROTATE MEDIA**

- Local magazine (free or paid for)
- Local / regional news on television
- Local news website (e.g. the website for your local newspaper/radio station)
- Local community website (e.g. a blog, or local community news website run by volunteers in your immediate local area)
- Local news and information via other internet sites or apps (including via a PC/Laptop, smartphone or tablet)

#### **SP PER MEDIUM**

1. Every day
2. Most days
3. About once a week
4. About once/twice a month
5. Less often
6. Never

### **ASK ALL**

#### **SHOWSCREEN**

#### **ROTATE MEDIA**

**Q2.** How important, if at all, are each of the following types of LOCAL media to you?

**INTERVIEWER: READ OUT MEDIUM ONE BY ONE**

**ONLY SHOW OPTIONS CODED 1-4 AT Q1 / S4**

- Local BBC radio station
- Non-BBC local radio station (e.g. Local commercial radio or a community station)
- Free local newspaper
- Paid for local newspaper
- Local magazine (free or paid for)
- Local / regional news on television
- Local news website (e.g. the website for your local newspaper/radio station)
- Local community website (e.g. a blog, or local community news website run by volunteers in your immediate local area)

- **Local news and information via the internet or apps (e.g. via a PC/Laptop, smartphone or tablet)**

**SP PER MEDIUM**

1. Very important
2. Fairly important
3. Not that important
4. Not at all important
5. No opinion

**ASK ALL**

**SHOWSCREEN**

**ROTATE CONTENT**

**Q3. To what extent, if at all, are you interested in hearing or reading about the following?**

**SP PER CONTENT**

**INTERVIEWER: READ OUT ONE BY ONE**

- **Local news**
- **News about Scotland/Wales/Northern Ireland (ONLY SHOW NATION RESPONDENT IS IN, IF ENGLAND DO NOT SHOW)**
- **UK/ international news**
- **Sport**
- **Weather**
- **Traffic and travel**
- **Local events or entertainment**
- **Discussion/ coverage of local issues**

1. Very interested
2. Fairly interested
3. Neutral
4. Fairly uninterested
5. Very uninterested

**ASK FOR EACH TYPE OF LOCAL MEDIA USED AT S3 / Q1 (CODES 1-4)**

**KEEP MEDIA IN SAME ORDER AS Q2**

**Q4. Which of the following do you tend to <INSERT TEXT DEPENDING ON ANSWER AT Q1 / S3>?**

- **Listen to on local BBC radio stations**
- **Listen to on commercial radio stations**
- **Read about in free local newspapers**
- **Read about in paid for local newspapers**
- **Read about in a local magazine (free or paid for)**
- **Watch on regional / local news on TV**
- **Read about on a local website (e.g. local news website, local community website or any other local website or app) SHOW IF ANY WEBSITE CODES DONE AT Q1 (SO CODES 1-4 FOR ANY OF THE LAST THREE TYPES OF MEDIA AT Q1)**

**Please select all that apply.**

**INTERVIEWER PROBE: Any others?**

**SHOWSCREEN  
ROTATE OPTIONS**

1. Local news
2. News about Scotland/Wales/Northern Ireland **(ONLY SHOW NATION RESPONDENT IS IN - IF ENGLAND DO NOT SHOW)**
3. UK/ international news
4. Sport
5. Weather
6. Traffic and travel
7. Local events or entertainment
8. Discussion/ coverage of local issues
9. None of these (SP)

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**MAIN QUESTIONNAIRE – LOCAL RADIO**

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**INTERVIEWER READ OUT**

I would now like you to think about local radio stations in particular.

**ASK ALL  
SHOWSCREEN  
ROTATE STATIONS**

**Q5. Which of the following local radio stations do you listen to AT LEAST ONCE A MONTH?**

**MP**

**INTERVIEWER PROBE: Any others?**

- 1. LIST DEPENDENT ON REGION**
2. Other local radio station

**ASK ALL WHO SELECTED MORE THAN ONE STATION AT Q5**

**SHOWSCREEN**

**DISPLAY STATIONS IN SAME ORDER AS Q5**

**Q6. Which ONE of the following local radio stations would you say you listen to most often?**

**SP**

**LIST ALL MENTIONED AT Q5  
IF ONLY ONE STATION MENTIONED, AUTOCODE THIS STATION**

**ASK ALL WHO SELECTED MORE THAN TWO STATIONS AT Q5**

**SHOWSCREEN**

**DISPLAY STATIONS IN SAME ORDER AS Q5**

**Q7. And which ONE of the following local radio stations would you say you listen to the next most often?**

**SP.**

**LIST ALL MENTIONED AT Q5, EXCEPT STATION CODED AT Q6  
IF ONLY ONE STATION LEFT, AUTOCODE THIS STATION**

**ASK Q8-9 ON A LOOP, FOR STATIONS SELECTED AT Q6 AND Q7 ONLY (I.E. ASK Q8-9 FOR ANSWER TO Q6, THEN Q8-9 FOR ANSWER TO Q7)**

**ASK ALL WHO SELECT A STATION AT Q6 OR Q7**

**SHOWSCREEN**

**Q8. How often do you tend to listen to <INSERT STATION>?**

**SP. DO NOT ALLOW HIGHER FREQUENCY FOR STATION SELECTED AT Q7 THAN THE STATION SELECTED AT Q6**

1. Every day
2. Most days
3. About once a week
4. About once/twice a month

5. Less often

**ASK ALL WHO SELECT A STATION AT Q6 OR Q7**

**SHOWSCREEN**

**Q9. Which, if any, of the following do you particularly value on <INSERT STATION>?**

**Please select all that apply.**

**INTERVIEWER PROBE: Any others?**

**ROTATE OPTIONS**

1. Local news
2. News about Scotland/Wales/Northern Ireland (**ONLY SHOW NATION RESPONDENT IS IN IF ENGLAND DO NOT SHOW**)
3. UK/ international news
4. Sport
5. Weather updates
6. Entertaining presenters
7. Traffic and travel updates
8. Local events or entertainment
9. Music
10. Discussion/ coverage of local issues
11. Opinions and debates (e.g. listener phone-ins)
12. Local presenters
13. None of these (**SP**)

**INTERVIEWER READ OUT**

**I would now like you to think specifically about local news on each of these stations.**

**ASK Q10-13 ON A LOOP, FOR STATIONS SELECTED AT Q6 AND Q7 ONLY (I.E. ASK Q10-13 FOR ANSWER TO Q6, THEN Q10-13 FOR ANSWER TO Q7)**

**ASK ALL WHO SELECTED A STATION AT Q6 OR Q7**

**SHOWSCREEN**

**Q10. Overall, how satisfied are you with the way in which <INSERT STATION> covers local news?**

**SP**

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. I do not listen to local news on this station

**ASK ALL WHO SELECTED A STATION AT Q6 OR Q7**

**SHOWSCREEN**

**Q11. Thinking about the local news on <INSERT STATION>, to what extent do you agree or disagree with the following statements:**

**INTERVIEWER READ OUT STATEMENTS ONE BY ONE**

**ROTATE STATEMENTS**

- **<Insert station> is good at covering local news stories that matter to the area**
  - **I rely on <Insert station> to keep me updated with local news headlines**
1. Completely agree
  2. Agree slightly
  3. Neither agree nor disagree
  4. Disagree slightly
  5. Completely disagree
  6. I do not listen to local news on this station

**ASK ALL WHO CODE 1-5 AT Q10**

**SHOWSCREEN**

**Q12. In your opinion, has the way in which <INSERT RADIO> covers local news got better or worse over the last couple of years?**

**SP**

1. It has got better
2. It has got worse
3. It is about the same **(SKIP Q13)**
4. Don't know **(SKIP Q13)**

**ASK ALL WHO CODE 1 OR 2 AT Q12**

**Q13. Why do you say that?**

**OPEN-ENDED (CODING IS NOT INCLUDED)**

**PROMPTS FOR INTERVIEWERS IF NECESSARY:**

**LENGTH OF NEWS BULLETINS**

**NUMBER OF BULLETINS IN AN HOUR**

**RELEVANCE OF THE LOCAL NEWS**

**PRESENTERS/REPORTERS**

**ASK FOR EACH STATION SELECTED AT Q6 OR Q7**

**Q14. Some local radio stations share the same presenter with other local radio stations, at particular times of the day.**

**For example, a programme hosted by a particular presenter between 10am and 2pm might be broadcast on a local radio station in Manchester AND on a different local radio station in Newcastle.**

**Thinking about <INSERT STATION>, how important is it to you that this station has programmes hosted by LOCAL PRESENTERS and for your local area only, at the following times of day:**

**INTERVIEWER: READ OUT ONE BY ONE**

**Breakfast (6am – 10am)**

**Middle of the day (10am – 4pm)**

**Afternoon drivetime (4-7pm)**

**Evenings (7pm - midnight)**

**Overnight (midnight - 6am)**

**SP PER TIMESLOT**

1. Very important
2. Fairly important
3. Not that important
4. Not at all important
5. No opinion

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**MAIN QUESTIONNAIRE – DEMOGRAPHICS**

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**INTERVIEWER READ OUT**

Finally, I have a few questions about yourself, to help us to classify your answers.

**ASK ALL****SHOWSCREEN**

**Q15. What times of the day do you tend to listen to the radio during weekdays (Monday-Friday)?**

**Please select all that apply**

**MP**

1. Between 06:00 and 10:00
2. Between 10:00 and 13:00
3. Between 13:00 and 16:00
4. Between 16:00 and 19:00
5. Between 19:00 and 00:00
6. Between 00:00 and 06:00
7. I do not listen Monday-Friday **(SP)**
8. Don't know **(SP)**

**ASK ALL****SHOWSCREEN**

**Q16. How often, if at all, do you tend to drive or use road travel? This includes any road travel you might do for work or for personal/leisure purposes.**

**SP**

1. Most days
2. At least once a week
3. At least every two weeks
4. At least once a month
5. Less than once a month
6. Never

**ASK ALL WHO CODE 1-5 AT Q16**

**Q17. Do you EVER listen to the radio in the car?**

**SP**

1. Yes
2. No

**ASK ALL****SHOWSCREEN**

**Q18. Which of these best describes your current marital status?**

**SP. ALLOW REF**

1. Single
2. Married/Civil partnership/Living with partner
3. Widowed
4. Divorced/Separated

**ASK ALL  
SHOWCARD D**

**Q19. Which of these ethnic groups do you consider yourself to belong to?**

**SP**

**IF REF - Use best impression**

White

1. White

Mixed

2. White & Black Caribbean

3. White & Black African

4. White & Asian

5. Any Other Mixed Background

Black or Black British

6. Black Caribbean

7. Black African

8. Black British

9. Any Other Black Background

Asian or Asian British

10. Indian

11. Pakistani

12. Bangladeshi

13. Asian British

14. Any Other Asian Background

Chinese or Other Ethnic Group

15. Chinese

16. Any other ethnic group

**ASK ALL  
SHOWSCREEN**

**Q20. Which, if any, is the highest educational or professional qualification that you have obtained?**

**SP**

1. GCSE/O-Level/CSE

2. Vocational qualifications (=NVQ1+2)

3. A-Level or equivalent (=NVQ3)

4. Bachelor Degree or equivalent (=NVQ4)

5. Masters/PhD or equivalent

6. Other professional qualification

7. No formal qualifications

8. Still studying

**ASK ALL**

**Q21. Are there any children under the age of 16 living in your household?**

**IF YES: How many?**

**SP**

1. 1
2. 2
3. 3
4. 4
5. 5 or more
6. No/ None

**ASK ALL  
SHOWSCREEN**

**Q22. Which of these ranges comes closest to the total annual income of the whole of your household, before anything is deducted for tax, National Insurance, pension schemes etc.?**

**SP**

1. Up to £5,000
2. £5,000 - £9,999
3. £10,000 - £14,999
4. £15,000 - £19,999
5. £20,000 - £24,999
6. £25,000 - £34,999
7. £35,000 - £44,999
8. £45,000 - £54,999
9. £55,000 - £74,999
10. £75,000 - £99,999
11. £100,000 or more
12. Prefer not to say

**ASK ALL**

**Q23. Are you the chief income earner for your household?**

**SP**

- 1..Yes
- 2..No

**ASK ALL**

**Q24. INTERVIEWER: PLEASE ASK & TYPE OCCUPATION DETAILS FOR THE CHIEF INCOME EARNER. IF RETIRED, PLEASE ENTER LAST FULL TIME OCCUPATION.**

**PLEASE PROBE FULLY, AS INFORMATION IS NEEDED TO CODE SOCIAL GRADE**

Occupation .....

Industry .....

Qualifications/Apprenticeships.....

No. responsible for .....

No. in establishment.....

**INTERVIEWER: RECORD SOCIAL GRADE**

**SP**

- 1..AB
- 2..C1
- 3..C2
- 4..DE

**THANK AND CLOSE.**