First Surveys
MARKET RESEARCH

FORMAT STUDY – ASIAN TALK RADIO

METHODOLOGY

First Surveys were commissioned by Sunrise Radio to conduct and administer fieldwork on a total of 350 adults of South Asian ethnic background aged 15+ residing in the '1035 AM' measured coverage area (MCA).

The purpose of the survey was to identify recent and current listening trends and preferences, indicating levels of satisfaction / dissatisfaction with the level of choice offered by music-based and speech-based stations currently available in the area and also to test potential likelihood of listening to a proposed new station format.

The proposed format was expected to appeal almost exclusively to persons of a South Asian ethnic origin: Indians, Pakistanis, Bangladeshis and Sri Lankans. Interviewing was therefore conducted proportionate to Asian population density in the London boroughs listed below where the Asian population exceeds 3.5% of of Greater London's total South Asian population.

Quotas of age with gender were calculated from RAJAR/RSL data (3 months to March 2004).

Asian Adult 15+ Population in the London TSA

	Total		Male		Female	
15+	892	100.0%	434	100.0%	458	100.0%
15-24	197	22.1%	95	21.9%	102	22.3%
25-34	292	32.7%	119	27.4%	172	37.6%
35-44	179	20.1%	63	14.5%	116	25.3%
45-54	119	13.3%	95	21.9%	24	5.2%
55-64	72	8.1%	35	8.1%	37	8.1%
65+	33	3.7%	26	6.0%	7	1.5%

Counts in 000's

Sample Required & Achieved by Age & Gender

	Total		Male		Female	
				48.7%		51.3%
15+	350	100.0%	170	100.0%	180	100.0%
15-24	77	22.1%	37	21.9%	40	22.3%
25-34	115	32.7%	47	27.4%	67	37.6%
35-44	70	20.1%	25	14.5%	46	25.3%
45-54	47	13.3%	37	21.9%	9	5.2%
55-64	28	8.1%	14	8.1%	15	8.1%
65+	13	3.7%	10	6.0%	3	1.5%
Checksum	350	100%	170	100%	180	100%

Interviews Required / Achieved by Sample Point

	% of Total Selected Boroughs Population	Interviews Required	Interviews Achieved
Newham	13.3%	47	40
Tower Hamlets	12.0%	42	45
Barnet	6.5%	23	27
Brent	12.2%	43	43
Ealing	12.4%	43	45
Enfield	3.6%	12	15
Harrow	10.3%	36	41
Hillingdon	5.5%	19	13
Hounslow	8.8%	31	23
Redbridge	10.0%	35	45
Waltham Forest	5.4%	19	13
	100.0%	**350**	**350**

Respondents were shown a map screening card outlining the (Mean Country) TSA, only respondents claiming to live within the boundary were recruited into the sample.

A screening card was used to ensure that neither respondents recruited into the quota samples, nor members of their household, were employed within the media industry.

Interviewing was conducted Face to Face "In Street" over a 7 day period, between Wednesday 23rd June 2004 and Tuesday 30th June 2004 inclusive.

Interviewing was conducted by First Surveys professional interviewers, all of whom had been trained to the highest recognised Market Research Industry standards and had a minimum of 2 years experience.

All interviewers displayed the current years Market Research Society interviewer identity card, bearing First Surveys logo, to reassure respondents that they were conducting a bona fide research study.

All questionnaires were edited prior to data entry.

Quality control back-checking procedures were conducted in line with MRS / BMRA requirements.

100% data entry validation was carried out and all processed data was logic tested prior to incorporation into the study.

First Surveys is a member company of:

BMRA	The British Market Research Association
AQR	The Association of Qualitative Research
SRA	The Social Research Association
IID	The Market Research Society's Interviewer Identity Card Scheme

Managing Director Rosemary Shaw MMRS.MinstD. is a full member of the Market Research Society, a Member of the Radio Academy and a Member of the Institute of Directors.

First Surveys
MARKET RESEARCH

1035 AM
FORMAT STUDY
June 2004

JOB No....

Classification Details

Name
Address
TEL NO. Include STD

Sex

Male	1
Female	2

SEG

ABC1	1
C2DE	2

Age	
15-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65+	6

Ethnic Origin	
Indian/ British Indian	1
Pakistani/ British Pakistani	2
Bangladeshi/ British Bangladeshi	3
Other Asian/ Other British Asian	4

Interviewing Sample Points

NEWHAM	1
TOWER HAMLETS	2
BARNET	3
BRENT	4
EALING	5
ENFIELD	6
HARROW	7
HILLINGDON	8
HOUNSLOW	9
REDBRIDGE	10
WALTHAM FOREST	11

Interviewer Name...................................... Int Number.................. Date.......................

My name is..................., from First Surveys, a national Market Research Company. We are currently conducting a survey about Radio listening, and I wonder if you could help me with a short survey about the radio?

MAP SCREENING CARD
Firstly can I just check whether you live within this map area?
(If NO Close....do Not count to Quota)

SCREENING CARD 1
Do you, or does any member of your household work in any of these types of employment?

Pharmacists	**Continue**
Car Manufacturing	**Continue**
TV. Radio or Journalism	**CLOSE Do Not Count to Quota**

SCREENING CARD 2
Could you please tell which in which of these Boroughs do you live?

Newham	1
Tower Hamlets	2
Barnet	3
Brent	4
Ealing	5
Enfield	6
Harrow	7
Hillingdon	8
Hounslow	9
Redbridge	10
Waltham Forest	11
Other Borough Within Map Showcard Outline	12

INTERVIEWER: If respondent does not claim to reside in one of the above Boroughs……….. CLOSE Do Not Count To Quota

SHOWCARD 1
Q1a   In general, how often would you say you listen to the radio?

Every Day	1	**Continue**
5 to 6 Days a Week	2	**Continue**
3 to 4 Days a Week	3	**Continue**
1 to 2 Days a Week	4	**Continue**
Less Frequently	5	**Continue**
Never	6	**Go to Question 4b**

SHOWCARD 2

Q1b At what times of the day do you generally listen to the radio on a weekday, that is Monday to Friday?
Code all that apply

Q1c And at what times of the day do you generally listen to the radio on a weekend, that is Saturday and Sunday?
Code all that apply

	Weekdays (Mon – Fri)	Weekends (Sat & Sun)
Breakfast 6.00am – 9.00am	1	1
Daytime 9.00am – 5.00pm	2	2
Evening 5.00pm – 10.00pm	3	3
Night 10.00pm – 6.00am	4	4

SHOWCARD 3

Q2a Do you ever listen to the radio on any of the following?

Q2b And which of these methods of listening to the radio do you use most often?

	Q2a Methods used (MULTI)	Q2b Method listen MOST OFTEN (ONE CODE ONLY)
FM (VHF) waveband	1	1
AM (long/medium) wave	2	2
Digital (DAB) radio	3	3
Internet	4	4
Cable TV	5	5
Sky satellite	6	6
Freeview	7	7
Other	8	8

SHOWCARD 4

Q2c To what extent do you agree or disagree with the following statement. "The AM waveband is more suited to speech-based broadcasts and the FM waveband should be used for music-based broadcasts".

Q2d To what extent do you agree or disagree with this statement. "I would listen on AM to a programme that interested me if it was better than anything that was available on FM or elsewhere"?

	Q2C	Q2D
Agree Strongly	1	1
Agree	2	2
Disagree	3	3
Disagree Strongly	4	4

SHOWCARD 5

Q3a Which radio stations have you listened to in the last 7 days?…..PROMPT……Which others?

Q3b And which **OTHER** radio stations have you listened to at some other time but not in the last 7 days?……PROMPT…….Any others?

Q3c Which **ONE** radio station do you listen to MOST OFTEN?

	Listened Last 7 Days	Listened Occasionally	Listen MOST OFTEN (ONE CODE ONLY)
Analogue			
BBC Radio 1	01	01	01
BBC Radio 2	02	02	02
BBC Radio 3	03	03	03
BBC Radio 4	04	04	04
BBC 5 Live	05	05	05
BBC LDN (London)	06	06	06
Classic FM	07	07	07
TalkSPORT	08	08	08
Virgin Radio (AM/FM)	09	09	09
Capital FM	10	10	10
Capital Gold AM	11	11	11
Choice FM	12	12	12
Club Asia AM	13	13	13
Easy Radio 1035 AM	14	14	14
Heart 106.2 FM	15	15	15
Jazz FM	16	16	16
Kiss 100 FM	17	17	17
LBC	18	18	18
LBC News AM	19	19	19
Magic FM	20	20	20
Premier Christian Radio	21	21	21
Sunrise Radio	22	22	22
XFM	23	23	23
Other…….Please Specify	24	24	24
DAB Digital			
BBC 1 Xtra	40	40	40
BBC 5 Live Extra	41	41	41
BBC 6 Music	42	42	42
BBC 7	43	43	43
BBC Asian Network	44	44	44
Abracadabra	45	45	45
The Arrow	46	46	46
Capital Disney	47	47	47
Galaxy	48	48	48
Gaydar Radio	49	49	49
The Hits	50	50	50
Planet Rock	51	51	51
Saga Radio	52	52	52
Smash Hits	53	53	53
The Storm	54	54	54
Other…….Please Specify	55	55	55

If respondent codes 'Other' station – on either Analogue or Digital at Q3a or Q3b – Please ask Q3d

SHOWCARD 3 AGAIN

Q3d   What method(s) of listening to the radio do you use to listen to this station?

	Methods Used to listen to 'Other' Station
FM (VHF) waveband	1
AM (long/medium) waveband	2
Digital (DAB) radio	3
Internet	4
Cable TV	5
Sky satellite	6
Freeview	7
Other	8

SHOWCARD 4 AGAIN

Q4a   To what extent do you agree or disagree that you often listen to your current choice of radio station(s) because there is no other station that provides you with what you would really like to hear?

ASK ALL

Q4b   And to what extent do you agree or disagree that you would listen more to the radio if there was an alternative that was closer to your community and interests?

Q4c   And to what extent do you agree or disagree that there are enough music-based radio stations already broadcasting in London?

Q4d   To what extent do you agree or disagree that there are enough speech-based radio stations already broadcasting in London?

	Agree Strongly	Agree	Disagree	Disagree Strongly
a) No station provides what really want to hear	1	2	3	4
b) Listen more if alternative was available	1	2	3	4
c) Enough music-based stations	1	2	3	4
d) Enough speech-based stations	1	2	3	4

Please read this description of a new radio station planned for the London area………..

Interviewer – Please show respondent CONCEPT CARD and allow them enough time to read through it twice

SHOW CONCEPT CARD & SHOWCARD 6

Q5a Based on what you have just read, could you please tell me how likely you would be to listen to such a local station?

Very Likely	1	*Continue*
Likely	2	*Continue*
Unlikely	3	*Close and go to Classification Details*
Very Unlikely	4	*Close and go to Classification Details*

SHOWCARD 1 AGAIN

Q5b Please tell me how often you think you would listen to that station?

Every Day	1
5 to 6 Days a Week	2
3 to 4 Days a Week	3
1 to 2 Days a Week	4
Less Frequently	5

SHOWCARD 7

Q5c Which of these statements comes closest to describing how listening to the new station could effect your current listening patterns:

I would probably listen to the radio MORE, in order to listen to this new station	1
I would probably listen to the radio about the same as I do now but listen a little less to one or more of the stations I currently listen to	2
I would probably STOP listening to one or more of the stations I currently listen to, in order to listen to this new station	3
D/K	4

Thank respondent, Close and Go To Classification Details.

LONDON'S ASIAN TALK RADIO

ATR will be a new radio station for the Asian communities around London. Its programmes will be principally speech-based, complemented by Asian music rarely heard elsewhere.

Speech Programming

Speech will account for over half of programme output during the daytime and around one-third at other times.

Output will include both English and Asian languages in a multi-lingual environment to allow interaction from all groups in the Asian communities. In particular:

- Full local, national and international news bulletins.
- Practical information – traffic, travel, weather, etc.
- Extended news & magazine features specifically relevant to Asian listeners.
- Interviews, discussion & debate.
- Interactive dialogue with listeners through phone-in broadcasts and consultation.
- Information & features about local life, leisure & activities.
- Involvement with local organisations & community groups.

Music Programming

Complementary music output will include a mix of popular forms of Asian music, in particular:

- Gold & Hits
- Folk Music
- Qawaalis
- Ghazals
- Religious music