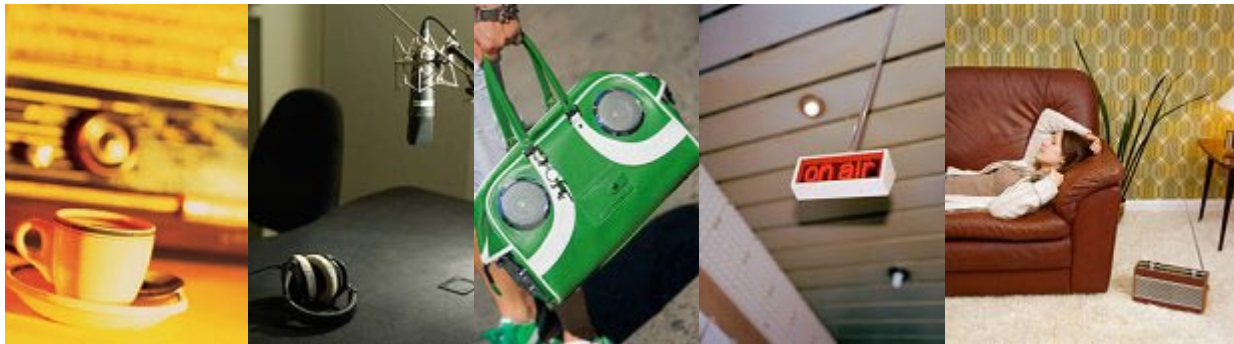


SHOUT
marketing



Report for

Tamworth Community Radio 2YOUFM 88.9



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"Why whisper when you can SHOUT about it!"

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Acknowledgements

SHOUT Marketing would like to acknowledge all the participants who gave of their time to be involved in this survey. Their honesty in sharing both negative and positive feedback has been an important contribution to the overall process.

Executive Summary

This report has been prepared by SHOUT Marketing to support Tamworth Community Radio 88.9FM with feedback to assist with future programming.

The surveys were conducted throughout December 2007 by using a clear and distinct methodology of online, paper and face-to-face surveys. This survey was developed in conjunction with the board and committee members of Radio 88.9FM.

It was essential the survey attracted a broad range of community members (including ages) and were sourced from across the Tamworth Region. Support from the community was sourced through on-air promotion, online via both the SHOUT Marketing and 2YOUFM Websites, New Resident and Community Networks, 2YOUFM sponsors, face to face surveys in Peel Street Tamworth and PR via media releases in the local newspapers Northern Daily Leader and Tamworth City News. Community members without access to the internet were catered for by way of printed surveys being available from the following locations; State Member Peter Draper, Federal Member Tony Windsor, Tamworth Community Centre, Tamworth Tourism Office, Tamworth Adult Education Centre, Tamworth Regional Council and Radio 2YOUFM Office.

To ensure duplication from 'negative' participants was not received – ISP addresses were recorded (for online surveys) to allow one response per computer. It was advertised if more household members required surveys these were available from a number of locations (listed above).

Each participant was asked a range of questions that related to their awareness of Tamworth Community Radio, and what they (as community members) would like to hear on and from their community radio station.

- Awareness of Radio 88.9FM/past or current involvement
- Favourite programmes
- Competitor information
- Future programming suggestions relating to both music and community
- Demographics (age and suburb information)

Background

Tamworth Community Radio 88.9FM required unbiased and independent research and analysis to assist with both awareness and future programming requirements.

A variety of survey completion options were developed to gain a better understanding of both current and target community radio listeners in the Tamworth Region. These included Face-to-face surveys which were conducted along Peel Street (high traffic/main street of Tamworth) along with printed and online surveys.

SHOUT Marketing was contracted to be the project team and conducted the surveys during December 2007. In total 237 printed surveys were completed with 148 completed via the online method resulting in a grand total of 385 surveys.

Methodology

The Tamworth Community Radio 2YOUFM survey was developed to better understand the listening needs of the Tamworth community whilst also understanding the effectiveness of the current programming in meeting community needs. To ensure a clear description was achieved the survey was developed to contain both quantitative and qualitative data which enabled **SHOUT Marketing** to obtain an accurate cross section of participants.

The survey consisted of 26 questions which included basic demographic information along with current and future 'wish list' program and music preferences.

Collection of the survey was done in three forms. Online through Survey Monkey, face to face with volunteers approaching people in a public place and through the distribution of paper surveys for completion. All of these methods consisted of the same format with the same questions to ensure consistency.

Collation of the data was done using excel where all of the face to face and paper surveys were entered in the same format as the online version. This enabled the researchers to carry through the methodology easily and collate the results efficiently.

Once the collation had been completed statistics were drawn and graphs created to demonstrate the responses. For the purpose of accuracy, each written response has been supplied in the language provided. No spelling or grammatical changes have been made.

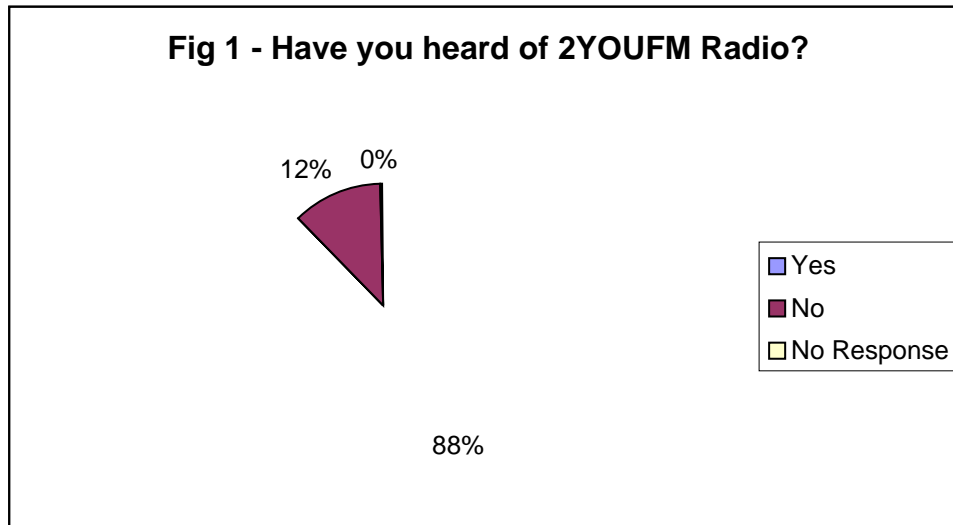
The findings are now contained within this report with the original surveys to be held by **SHOUT Marketing** for future reference if necessary.

SHOUT Marketing guarantee that this survey has been completed in an independent manner with the results provided to 2YOUFM for use in reporting and planning.

Findings

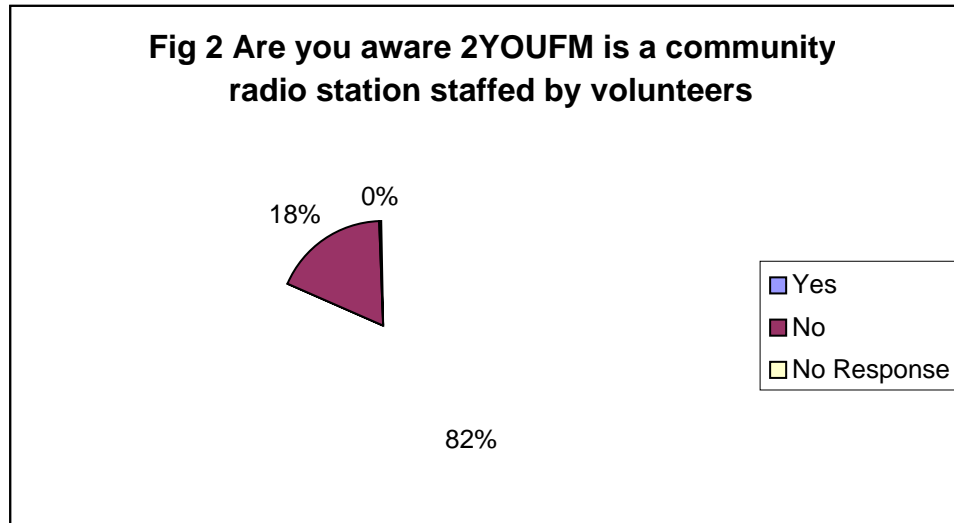
Survey questions are outlined below including response summary and direct quotes.

Question 1 – *Have you heard of 2YOUFM Radio?*



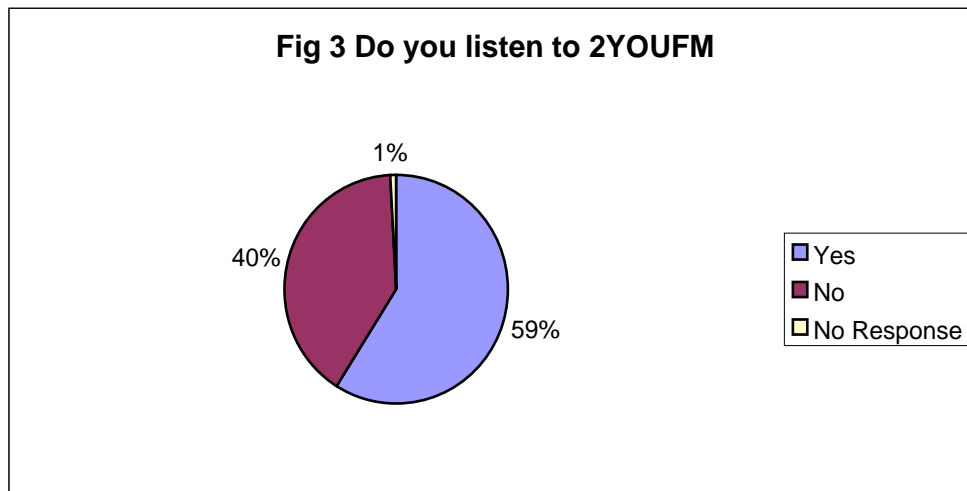
Of the total 385 respondents, 88% had heard of 2YOUFM radio and 12% had not heard of 2YOUFM.

Question 2 – Are you aware 2YOUFM is a community radio station staffed by volunteers?



Of the total 385 respondents, 82% were aware that 2YOUFM is a community radio station staffed by volunteers with 18% unaware of this fact.

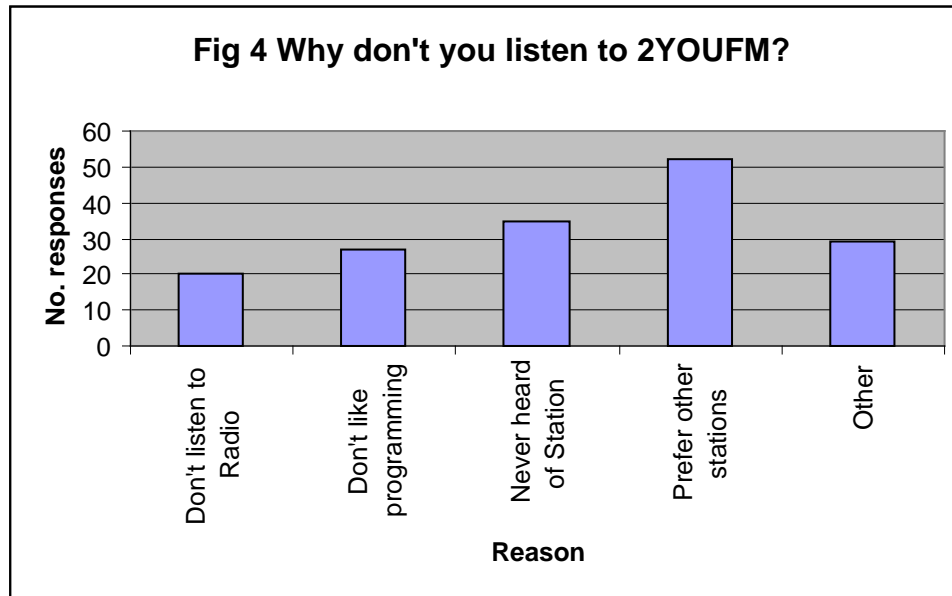
Question 3 – Do you listen to 2YOUFM?



Of the total 385 respondents, 59% of respondents listen to 2YOUFM and 40% do not listen to 2YOUFM and 1% did not respond.

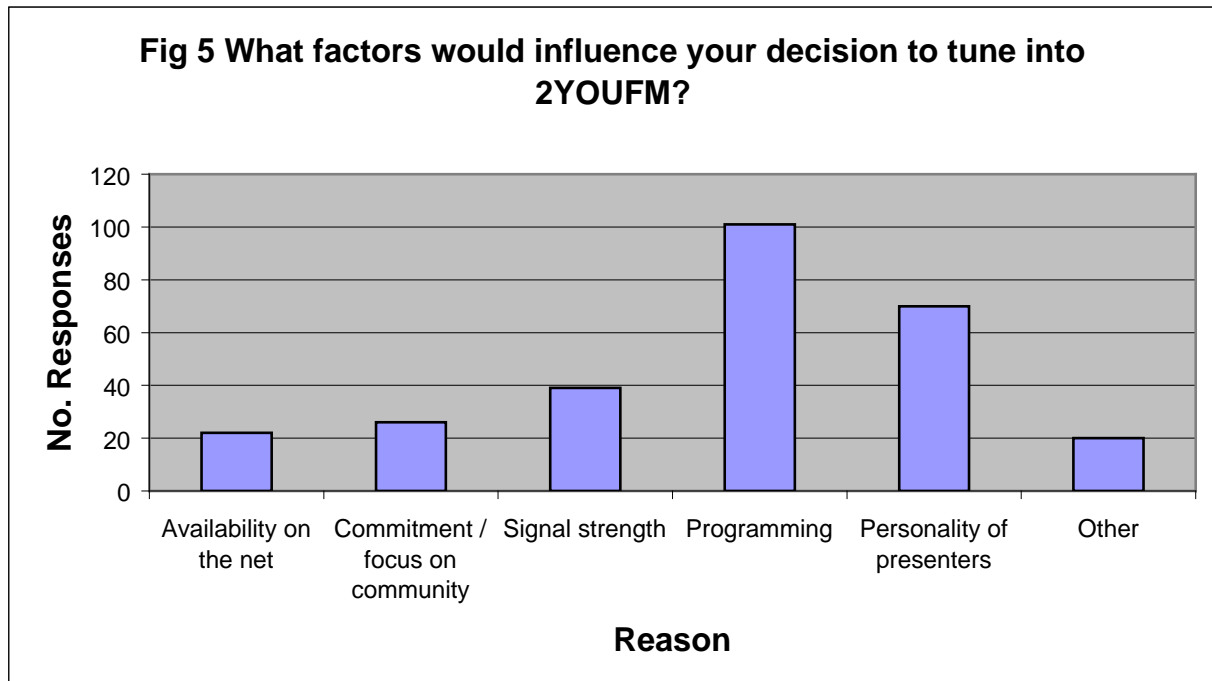
For those answering YES to any of the above questions, participants were then directed to Question 7.

Question 4 – Why don't you listen to 2YOUFM?



A greater number of respondents sighted the reason for not listening to 2YOUFM because they preferred other stations, with the second reason being that they had never heard of the station. See Appendix three for specification of other.

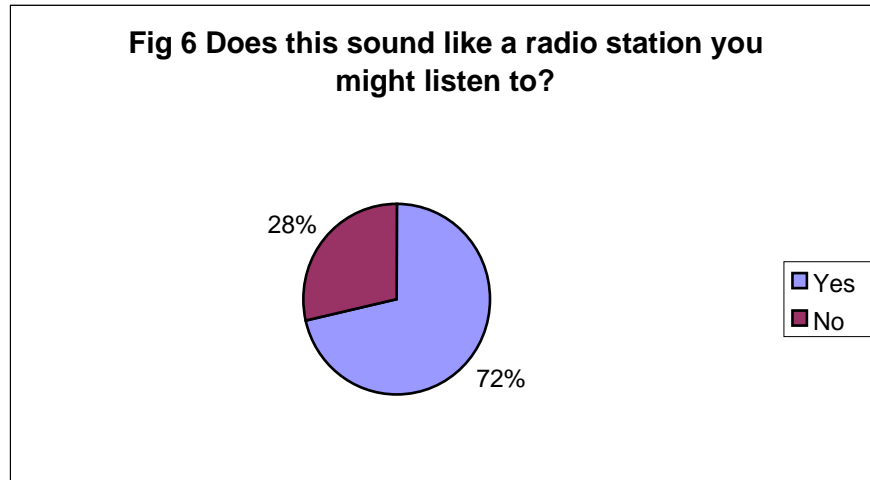
Question 5 – What factors would influence your decision to tune into 2YOUFM?



The greatest reason that would influence respondents decision to tune into 2YOUFM would be the programming, followed by the personality of presenters. See Appendix four for specification of other.

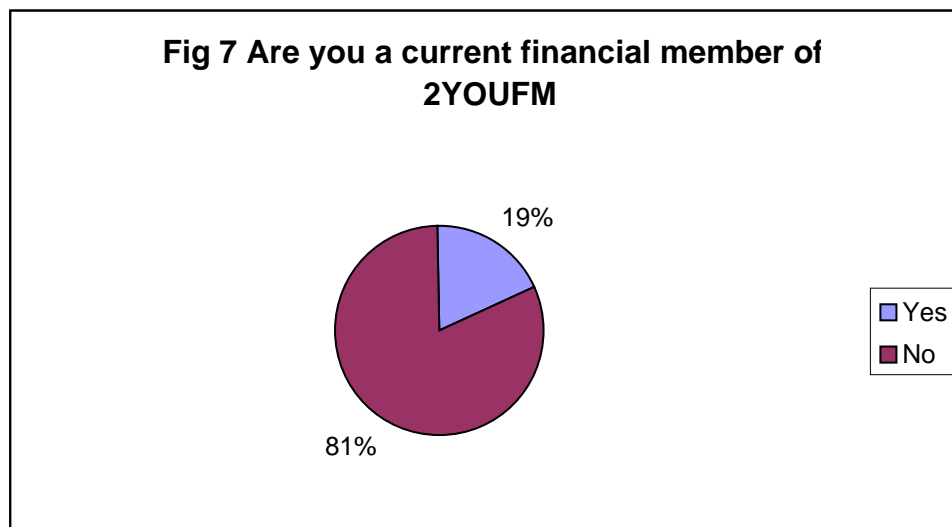
Question 6 - Does this sound like a radio station you might listen to?

2YOUFM offers an eclectic mix of shows, broad range of music and news including: Blues, Country, Country Rock, Easy Listening, Metal and National News.



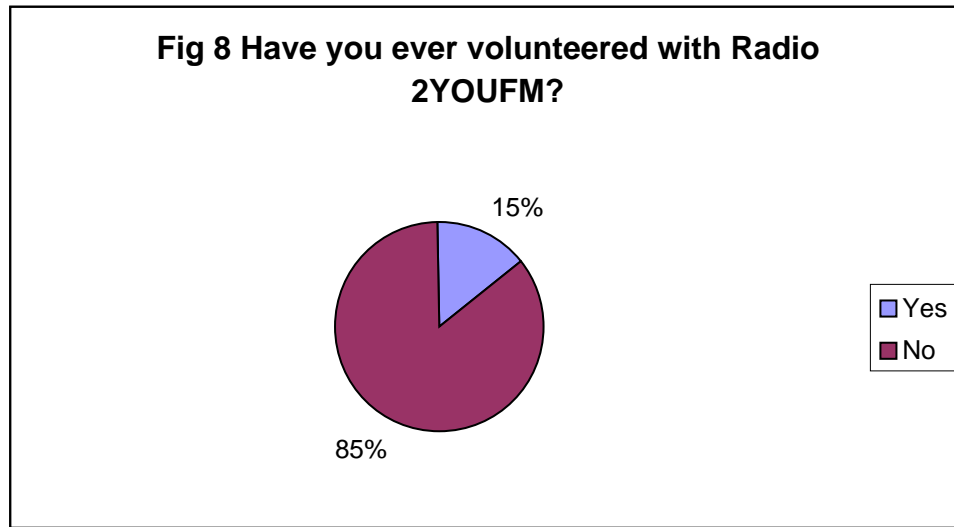
72% of respondents believed that 2YOUFM would be a radio station that they might listen to – while 28% believed it was not. See Appendix five for specifications of why they would not listen.

Question 7- Are you a current financial member of 2YOUFM?



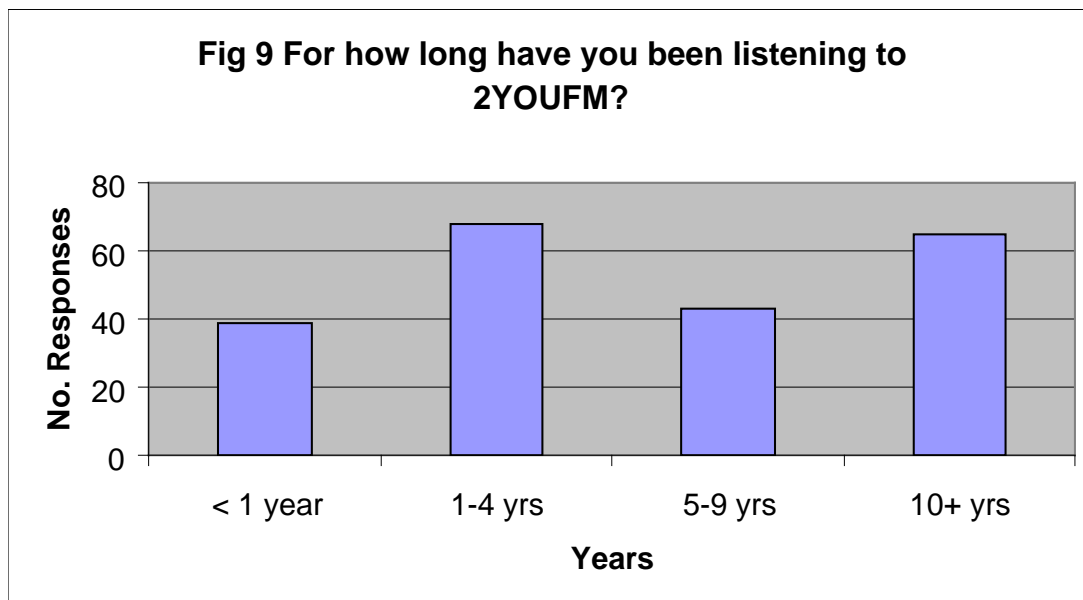
81% of respondents were not financial members of 2YOUFM whilst 19% are current financial members.

Question 8 – *Have you ever volunteered with radio 2YOUFM?*



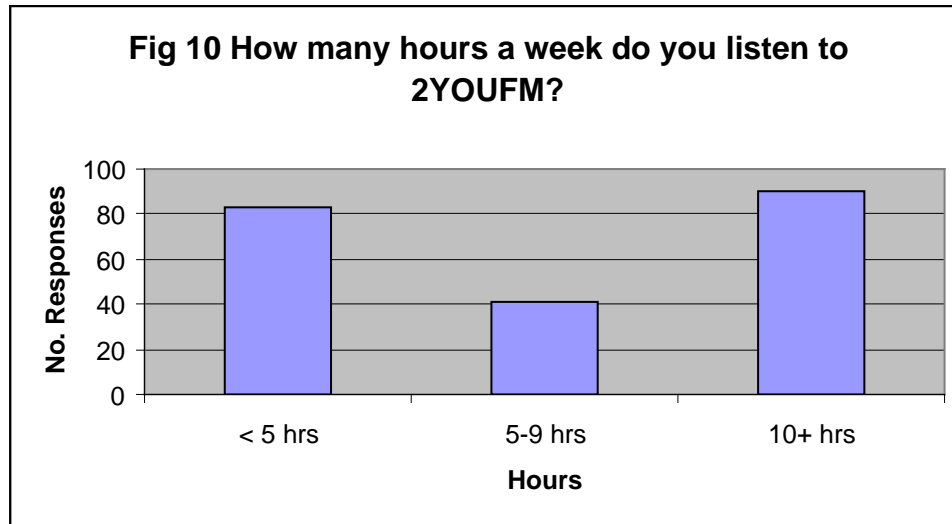
15% of respondents have volunteered with radio 2YOUFM while 85% of respondents have never volunteered with this community station.

Question 9- *For how long have you been listening to 2YOUFM?*



The greater majority of respondents have been listening to 2YOUFM for 1-4 yrs, followed by a very loyal following of 10+ years.

Question 10 - How many hours a week do you listen to 2YOUFM?



The majority of respondents listen to 2YOUFM over 10 hours per week. With the smaller minority listening 5-9 hours per week.

Question 11 - What do you like most about 2YOUFM?

See Appendix six for detailed answers

Question 12 - What do you dislike most about 2YOUFM?

See Appendix seven for detailed answers

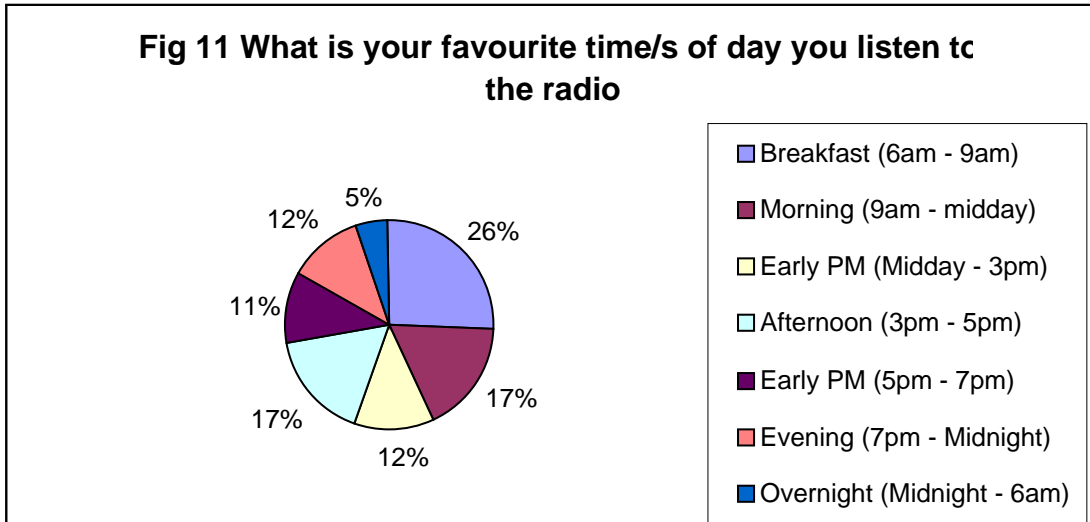
Question 13 - What would you change about 2YOUFM's current programming?

See Appendix eight for detailed answers

Question 14 - Please choose your three favourite 2YOUFM programmes?

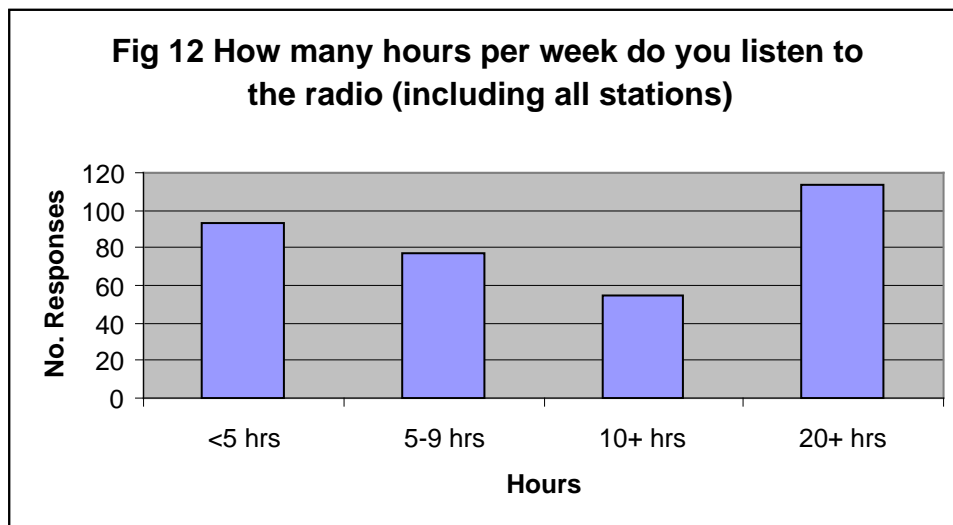
See Appendix nine for detailed answers

Question 15 - What is your favourite time/s of day you listen to the radio? (Select all that apply)



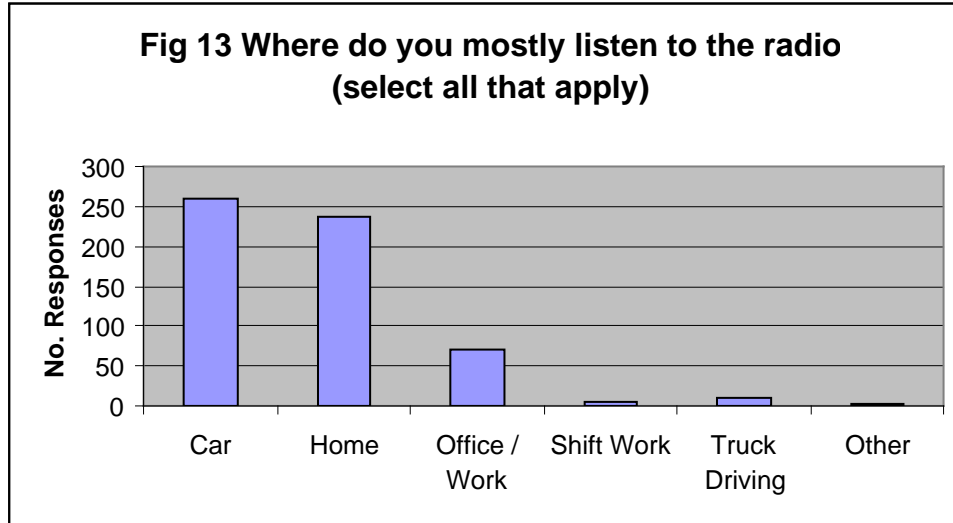
The majority of respondents listen to the radio of a morning, followed by afternoon (3pm-5pm) and early PM (5pm-7pm) with the smallest number listening overnight (midnight – 6am).

Question 16 – How many hours per week do you listen to the radio? (including all stations)



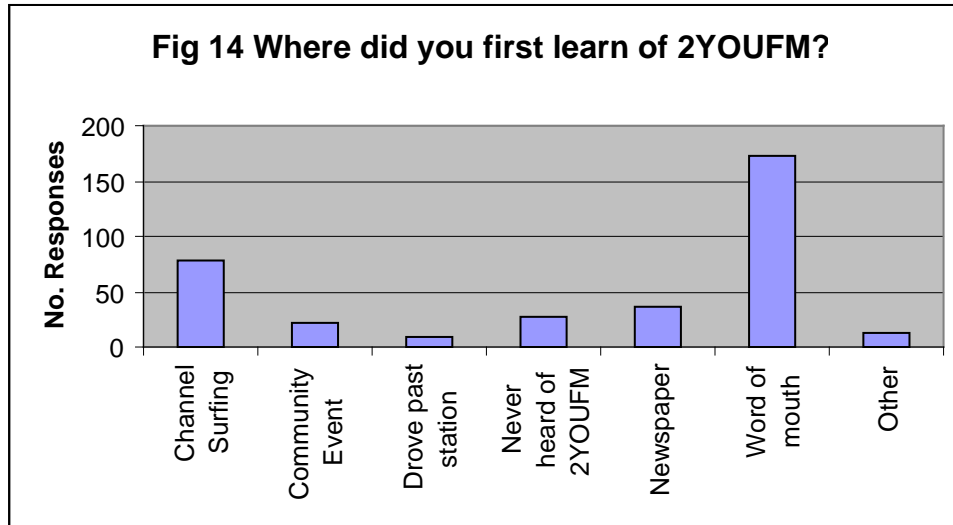
The majority of respondents listen to the radio for greater than 20 hours per week with the minority listening 10+ hours.

Question 17 – *Where do you mostly listen to the radio? (select all that apply)*



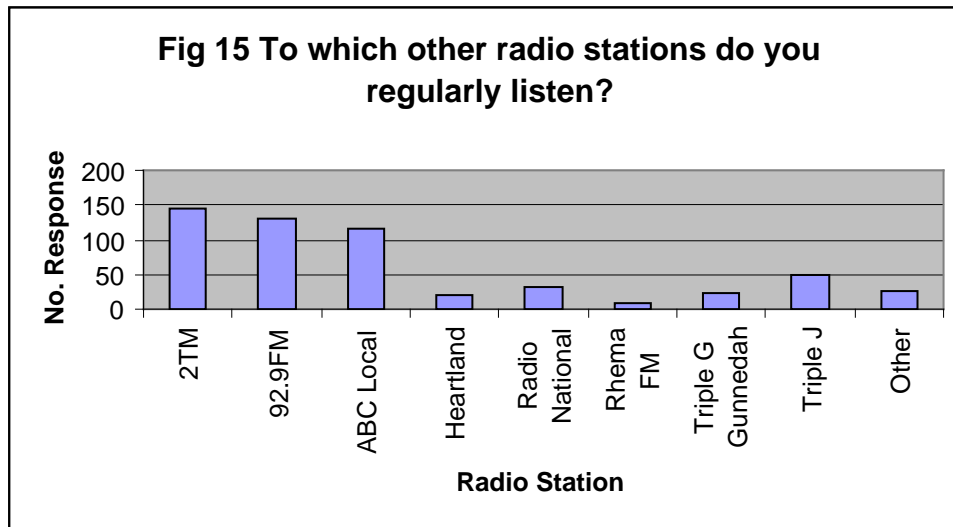
The majority of respondents listen to the radio in the car closely followed by home. Other was specified by respondents as in the bus or while driving the bus.

Question 18 – *Where did you first learn of 2YOUFM? (select all that apply)*



The majority of respondents first learned of 2YOUFM by word of mouth, followed by channel surfing. Other is defined in Appendix ten.

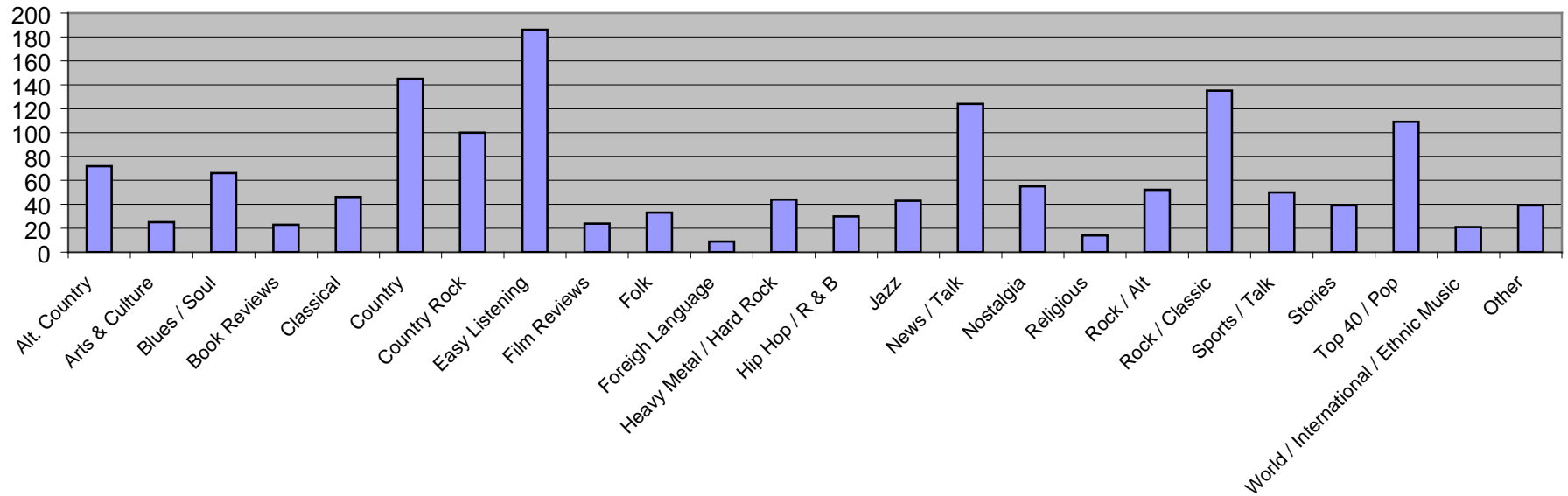
Question 19 - To which other radio stations do you regularly listen? (Select all that apply)



The majority of respondents listen to 2TM, 92.9FM and ABC Local. See Appendix eleven for details on other.

Question 20 - What types of programming do you like to listen to most? (select all that apply)

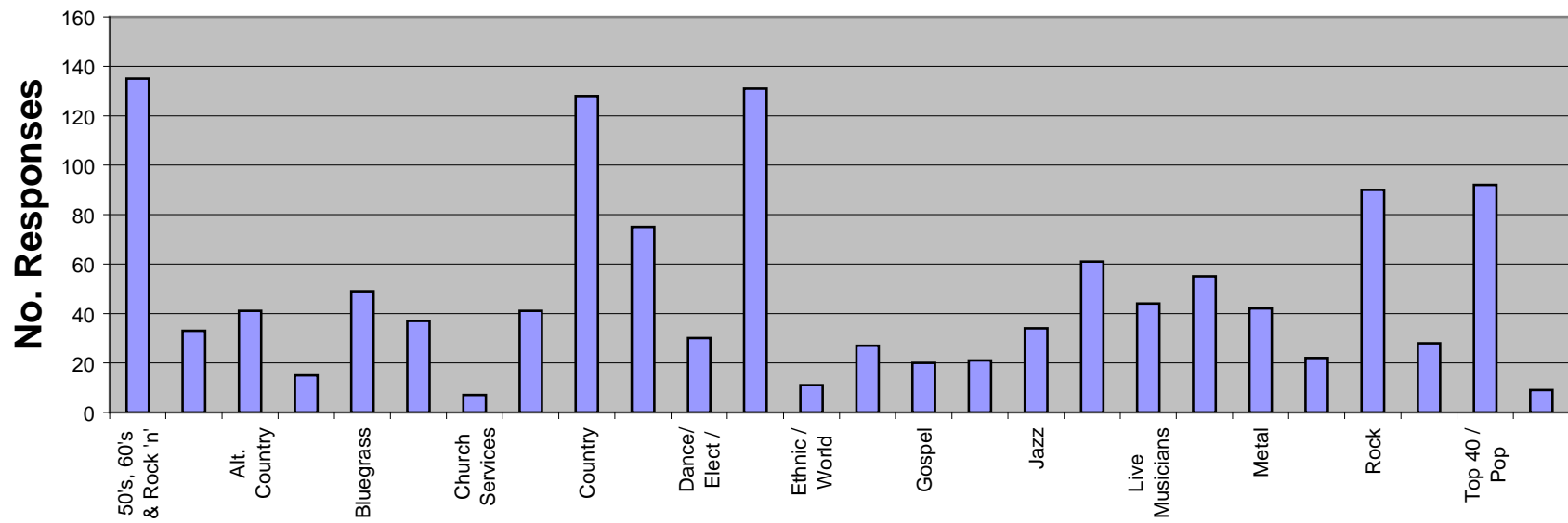
Fig 16 Programs you listen to most



The majority of respondents enjoy easy listening programs, followed by Country and Rock / Classic. As you can see from Figure 16, the key to a community radio station is the variety of programs on offer. See Appendix twelve for details on other.

Question 21 - What would you like to hear more of on Radio 2YOUFM? **MUSIC**

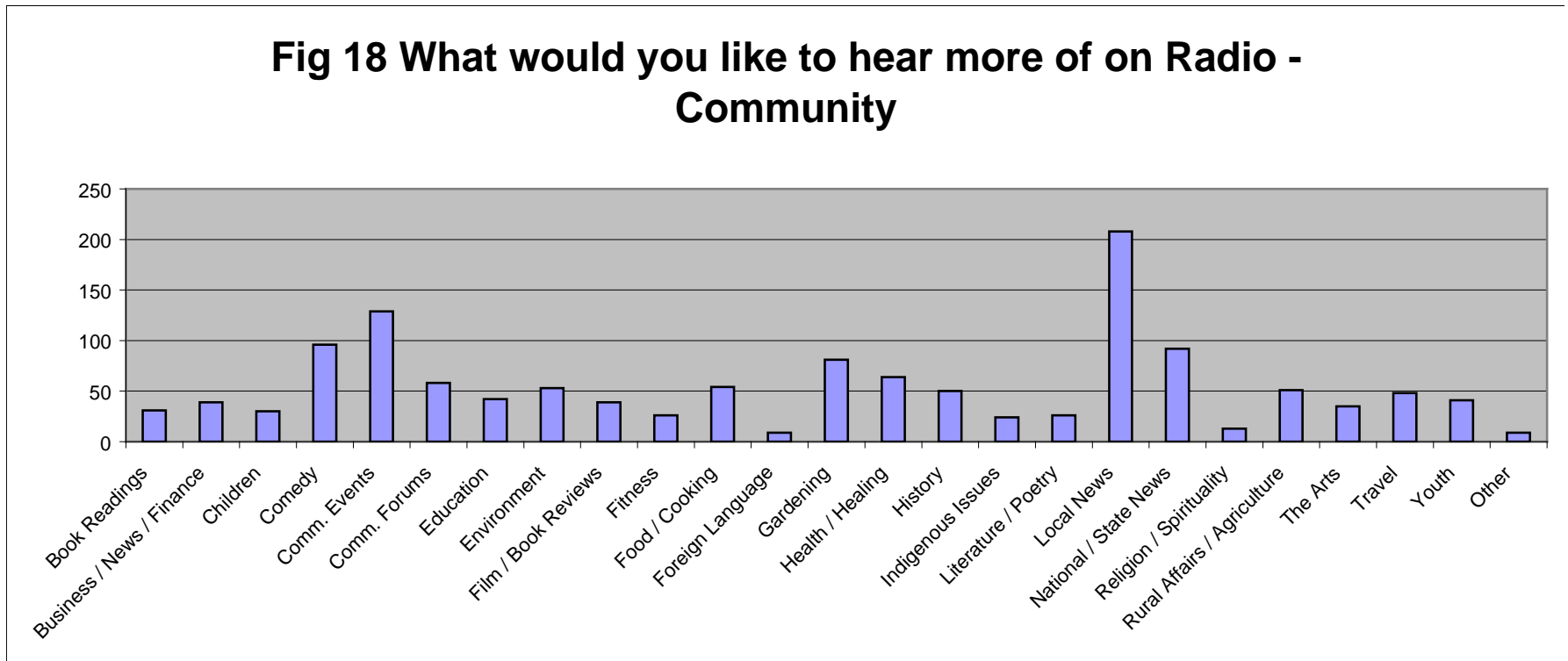
Fig 17 What would you like to hear more of on Radio 2YOUFM



The greatest number of respondents would like to hear more of 50's, 60's & Rock 'n' Roll, Easy Listening and Country. See Appendix thirteen for details on other responses.

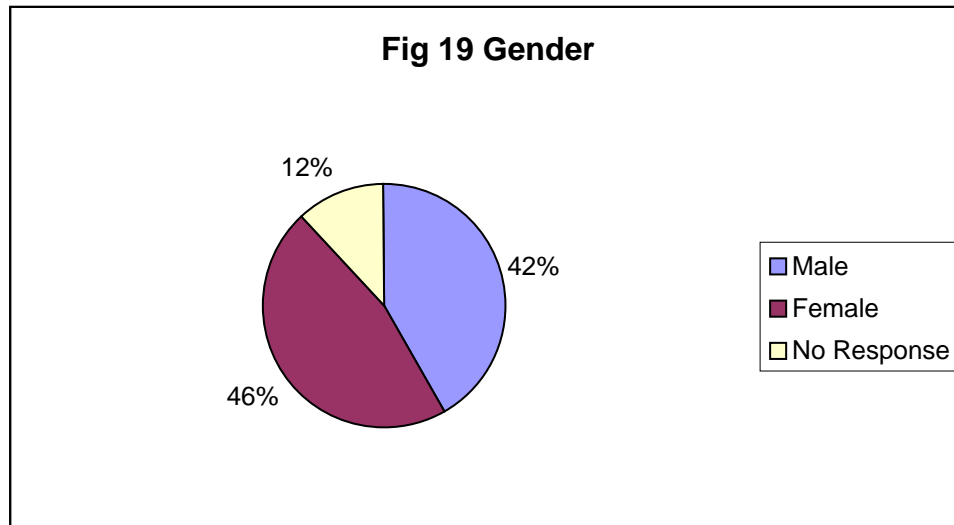
Question 22 - What would you like to hear more of on Radio 2YOUFM? **COMMUNITY**

Fig 18 What would you like to hear more of on Radio - Community



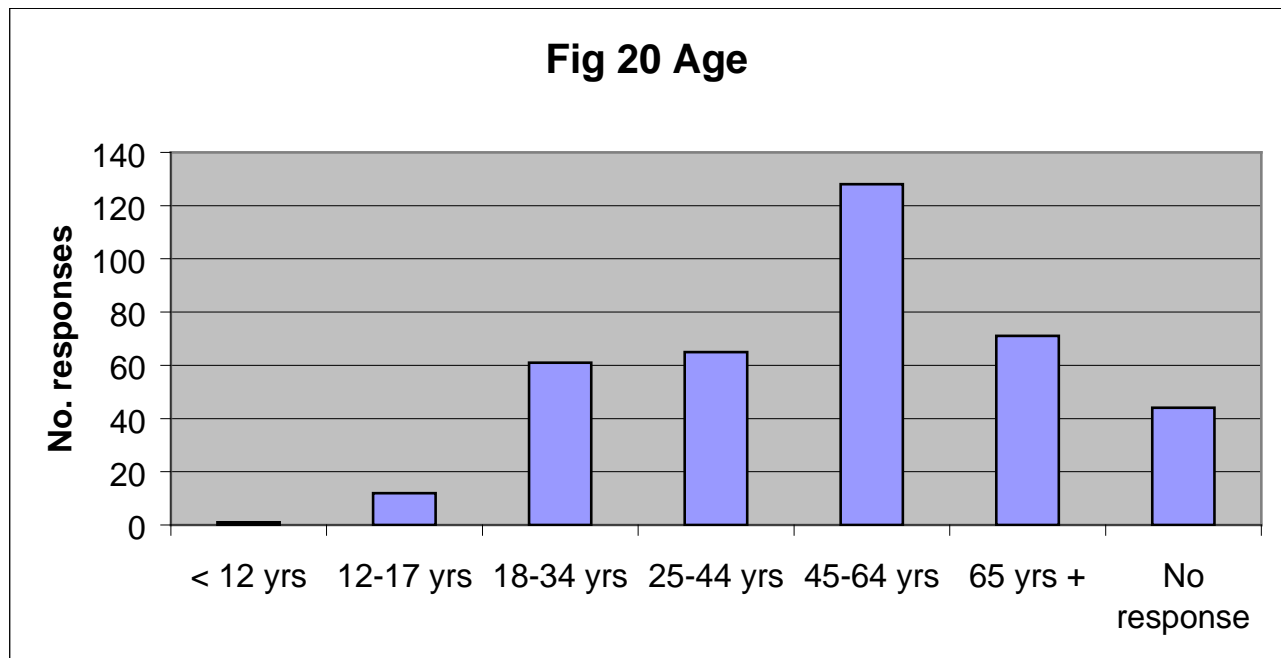
The greatest number of respondents would like to hear more Local News on 2YOUFM, followed by community events and National / State News. See Appendix fourteen for information on other.

Question 23 - What is your gender?



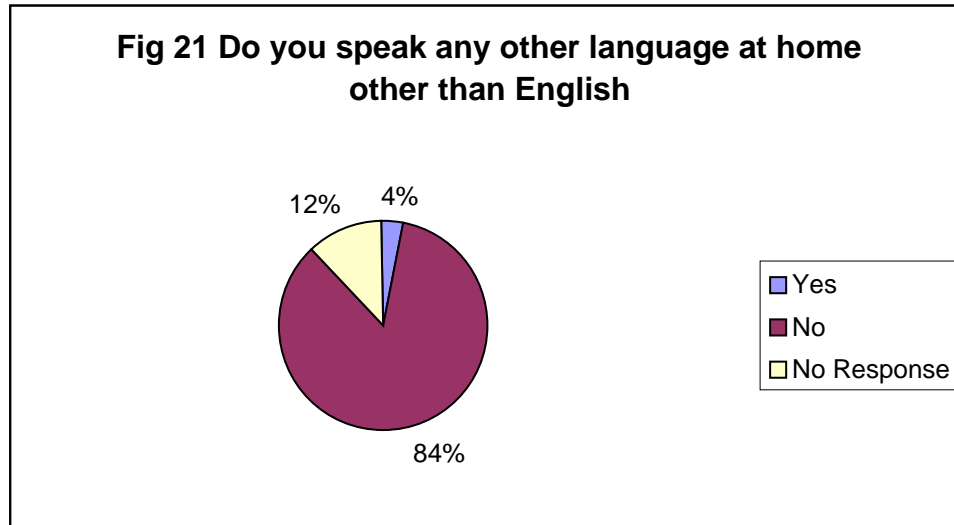
46% of respondents were female, 42% male and 12% did not respond to this question.

Question 24 - What is your age (please select the group which represents your current age)



The greatest number of respondents were 45-64 years old followed by 65 years plus.

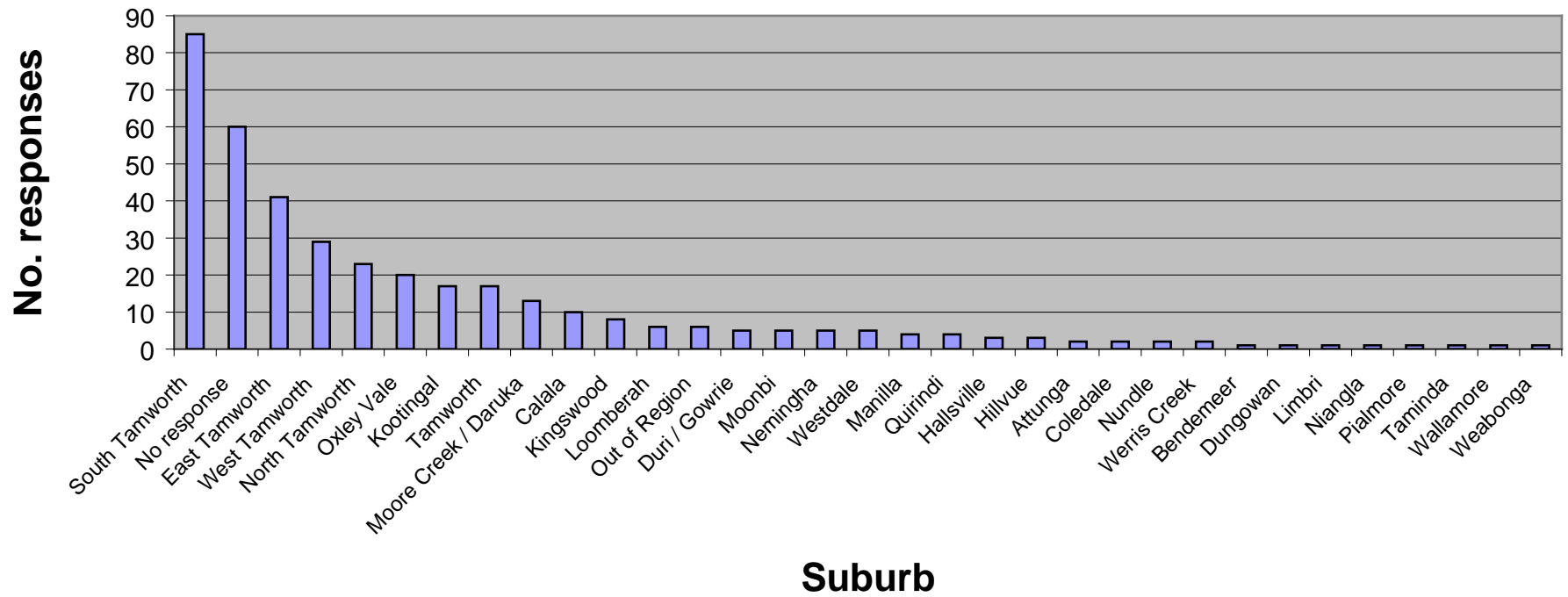
Question 25 - *Do you speak any other language at home other than English?*



84% of respondents speak English at home with 12% speaking another language – See Appendix fifteen for other languages spoken at home.

Question 26 - Please indicate where in the Tamworth region you currently reside

Fig 22 Where do you currently reside



This graph shows the variety of suburbs covered by responses for this survey. The greatest number of responses came from South Tamworth.

Conclusion

The surveys conducted were successful in obtaining feedback (both positive and negative) with a broad range of people from various demographics participating. This has ensured that a cross section of the community has been represented in the results.

Overall 385 surveys were collected within the month of December 2007 and the results have been interpreted into a basic report format. From this report the 2YOUFM community radio station will have a clear indication of listener preferences and current listening practices.