

OUR Radio Public Survey Tips

1. Make sure you understand the flow of the survey before you ask members of the public – practice on another volunteer first.
2. The survey requires you not to show the list of radio stations so that awareness can be established unprompted (q.5), do not be tempted to show them the list – if they mention a station tick the relevant ‘heard of’ box and then ask them if they listen to it (tick the box if they do, leave blank if don’t), listen in the last month, and then listen in the last week. If they are not aware of any stations that broadcast to OUR LOCAL AREA then tick ‘no stations given’, likewise if they do not listen to any tick that box also.
3. If they do not mention OUR Radio then ask them the prompted question q.6. If they have heard of it move on to q 7 and follow the instructions. Most people will not have heard of OUR Radio – do not let this put you off! (a small percentage can translate to a lot of listeners!)
4. The vast majority of people will not stop – develop a thick skin and perseverance!
5. Smile, be polite, be confident in your approach – but do not harass people.
6. Separate, or work in pairs but make sure you spread out.
7. Try and survey an equal number of men and women.
8. Try and get a range of ages.
9. Ask people at bus stops and on benches as well as people walking in the street.
10. Try and collect a minimum of 30, but please work for the whole time you are being paid for.
11. If you have any problems there should be an OUR Radio representative available to speak to at the designated meeting place – take their mobile number just in case you need it.