

---

# Listener Survey Report

A profile of listeners in April 2009

---

**September 2009**

**A report on behalf of:**

The logo features the word "research" in a small, grey, sans-serif font above the word "blueprint" in a large, bold, blue, sans-serif font. Below "blueprint" is the text "& training" in a smaller, grey, sans-serif font.

research  
**blueprint**  
& training

<b>Contents</b>	<b>Page Number</b>
1. Aims	3
2. Methodology	3
3. Demographics	4
3.1 Gender	4
3.2 Age	4
3.3 Employment status	5
3.4 Where listeners live	5
3.5 Volunteers	5
4. Marketing	6
5. Listening habits	7
5.1 New listeners	7
5.2 Where listeners listened to the station	7
5.3 How often they listened to the station	8
5.4 When listeners listen to the station	9
6. Programming	10
6.1 Favourite show	10
6.2 Show content	11
6.3 What people liked about the station	12
6.4 What people disliked about the station	14
7. Conclusion	15
7.1 Recommendations	15
Appendix 1: Percentage of listeners per show	16
Appendix2: The frequency of people who stated shows were their favourite	18

## 1. Aims

The listener survey had four key aims:

- Profile the listenership.
- Profile listeners' listening habits.
- Gather feedback from listeners on programme content.
- Feedback into marketing plans and strategies.

## 2. Methodology

This survey was devised, conducted and reported by Dr Emma Ward of Blueprint Research and Training. This was the fourth listener survey. Previous surveys were conducted during and after the May 2006 RSL, the October 2006 RSL and in October/November 2007, two months after the full-time launch. This survey took place during April 2009 spanning a four week period. The survey was a web based survey and could be accessed on the website or via an email with a link. Details for the survey were given out on the radio programs by presenters and a pre-made jingle, also through an email to the general and volunteer mailing lists and via a text out to people who had previously texted into the station. There were a total of 286 responses which is an increase on the last survey of 13% and a large increase on the response of RSL surveys. One obvious limitation, as with the previous surveys, is that it was biased towards people who have access to the internet. However, the survey jingle included the offer of a paper copy to those who did not have internet access, although this was not taken up by any listener.

Please note that where percentages are given this will not always be out of the full sample of 286 because of missing data - not everyone who responded to the survey answered every question.

Please note that written quotations from the survey provided by listeners are given in italics.

## Findings

### 3. Demographics

The range of demographics factors was wide, with all genders, ages, employment statuses and the city areas represented indicating that the station is reaching virtually all sectors of the community.

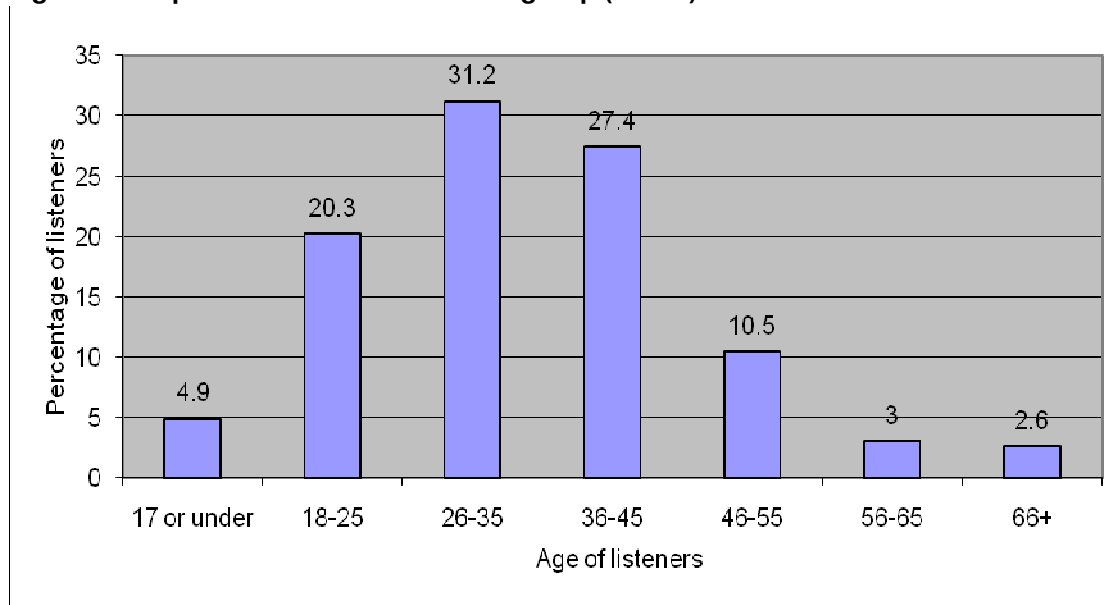
#### 3.1 Gender

There were slightly more male listeners than female with 63.3% (167) of respondents being male. This shows that the station is being listened to by both men and women with a male bias and is comparable to previous surveys.

#### 3.2 Age

The station appealed to a large age ranges rather than just one narrow age group as shown on Figure a. The majority of the audience were young adults with around a third aged 26-35 (31.2%, 83), a quarter aged 36-45 (27.4%, 73), and a fifth aged 18-25 (20.3%, 54). Almost 5% of listeners were under 17 (4.9%, 13) and 10.5% (28) were aged between 46 and 55. Very few respondents were aged 56-65 (3%, 8) or over 66 (2.6%, 7). This may be due to other local radio stations catering for those over 50, or those in this age group being less likely to have internet access and fill in this survey. The results are comparable to previous surveys.

**Figure a: Proportion of listeners in each group (n=266)**



### **3.3 Employment status**

Seventy one percent (188, 70.7%) of listeners were employed or self-employed which is comparable to the general population (Office for National Statistics). Fifteen percent of listeners (15.4%, 41) were students which is 5% more than the last survey but comparable to RSL surveys. Five percent (4.9%, 13) of listeners were seeking employment, 4.1% (11) were retired, 3% (8) were full-time parents at home, and 1.9% (5) were unable to work due to incapacity.

### **3.4 Where listeners live**

The signal has been anecdotally found to be as far reaching as Cromer and Thetford, however this is largely dependent on the weather and the quality of the signal can vary. Postcodes within ten miles of the city are believed to be able to receive the FM signal clearly and for the purposes of this report this will be termed as the 'city area' however caution has to be taken when interpreting the results because some addresses in these postcodes can be up to 25 miles out of the city.

Over three quarters of listeners lived in the city area and could receive the FM signal (79.3%, 211). Eleven percent (11.3%, 30) lived in other postcodes within the county and therefore may be able to pick up the FM signal. Additionally to this people who live in the county may have a local connection to be interested in the station. One in ten listeners (9.4%, 24) were from outside the county. The survey showed there were international listeners as far reaching as USA. These results are very similar to the previous survey.

The station, as a community radio station, aims to offer people in the city area local radio. It is especially important for the radio to reach listeners in the XX5 postcode as the station is part of the XX5 project which is part of the New Deal for Communities programme for the local and other areas of the city. One of the station's key commitments is to provide services for this area of the city. Listeners from the XX5 postcode made up 3.8% (11) of listeners which is a considerable decrease from the previous survey. Just over a quarter of listeners lived in the XX2 postcode which is still west of the city and adjacent to the XX5 area (26.6%, 76). Ten percent were from XX3 (10.1%, 29). The rest of the listeners were roughly evenly spread over the other postcodes. This finding indicates that although the radio is reaching the XX5 area, the figure is perhaps disappointing. However people from this area may not have easy access to the internet to complete the survey. Perhaps this area could benefit from a more targeted approach to marketing such as door to door leaflet drops, posters in local shops, doctors and schools, and promotion via local community groups.

### **3.5 Volunteers**

16.8% (33) of the respondents volunteered at the station this is a 10% reduction in response from the previous survey indicating an increase in non-volunteer listenership. The decision to include volunteers in the overall findings was taken as they are listeners to the radio too and the radio is a community radio station and feedback from volunteers counts just as much as listeners'. Volunteers were shown to

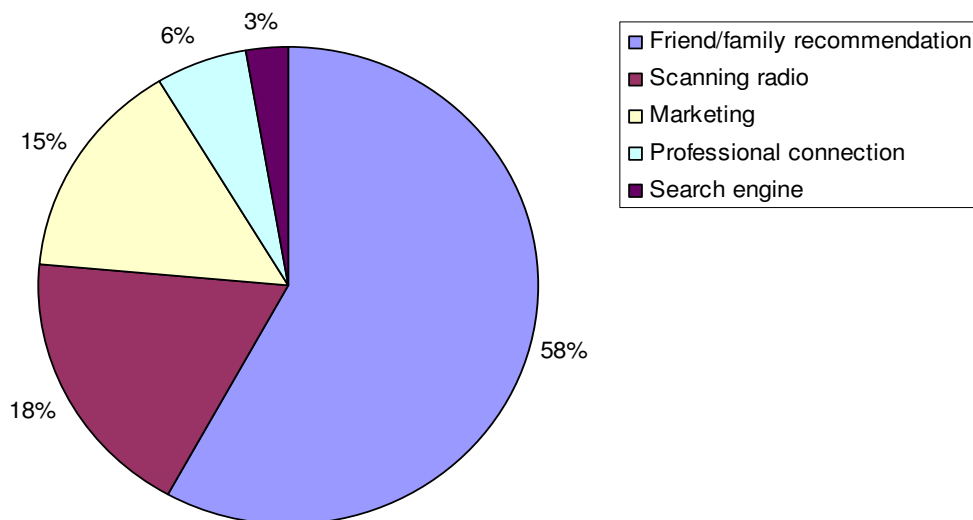
be statistically more likely to listen more often, to a greater variety of different shows, listen in more than one place. These findings are probably to be expected because of their greater involvement, and thus interest, in the station.

## 4. Marketing

The majority (58.1%, 150) of listeners found out about the station through word of mouth. This is very reassuring as it indicates the listeners are pleased with the station and are happy to recommend it. It is also a result of the station being a community station because some people have come to it through knowing other people involved in the broadcasts, indicating that the listeners feel a sense of ownership and familiarity which is unique to community radio.

Figure b shows how listeners found out about the station. Fifteen percent (15.2%, 39) of listeners found out about the station through direct publicity and marketing, such as press articles (6.6%, 17), flyer/poster/care sticker (5.4, 14), careers fair (1.2%, 3), MySpace (0.8%, 2), volunteer websites (0.8%, 2) and other radio station mentioning the station (0.4%, 1). Despite increased marketing, this is comparable to the previous surveys and indicates that whilst people in the community are being reached in this way, more could be done to directly publicise the station. Six percent of people (5.8%, 15) found out about the station through having a professional connection or attending training at the XX5 Project, and a few people found the station through a search engine (2.7%, 7). Interestingly more people found out about the station randomly through scanning their radio (18.2%, 47). This is an increase of almost 10% on the previous survey, which could indicate that more people are not switching stations once they scan onto the station and, although very tenuous, this could be an indication of increased quality of the programming.

**Figure b: How listeners found out about the station (n=258)**



## 5. Listening Habits

### 5.1 New listeners

Table 1 below shows when listeners started listening to the station. Over two thirds of listeners had started listening since the station launched full time in August 2007 whereas 30.6% (83) had been listening since the RSL broadcasts. Comparable frequencies of listeners had been listening in each time period since the full-time launch indicating a steadily growing listenership. Indeed, 15.9% (43) of the listeners responding to the survey had only been listening, at most, for the last four months at the time of the survey. These are very positive findings and demonstrate that the station is appealing to new listeners as well as the long established listener base.

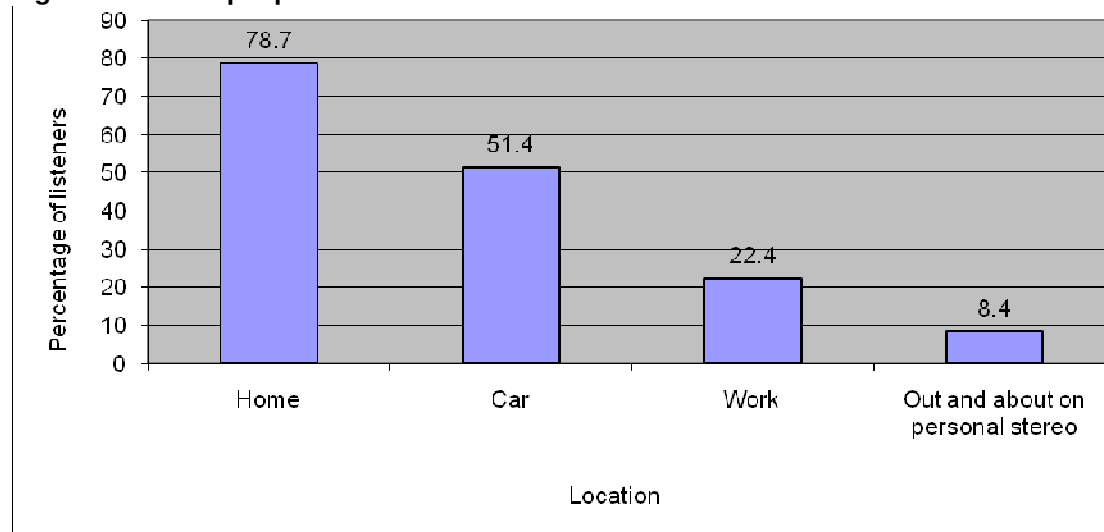
**Table 1: The period of time listeners began listening to the station**

	Frequency	Percent
Since January 2009	43	15.9%
July 2008 to December 2008	45	16.6%
January 2008 to June 2008	57	21%
August 2007 (full time launch) to December 2007	43	15.9%
The temporary broadcasts (2004-2006)	83	30.6%
Total	271	100%

### 5.2 Where listeners listened to the station

As shown on Figure c the majority of people listened to the station at home (78.7% 225). Over half listened in the car (51.4%, 147) and almost a quarter listened at work (22.4%, 64). A few listeners listened on public transport, while walking/cycling or in public places such as the library on a personal stereo (8.4%, 24). This is comparable to the previous survey.

**Figure c: Where people listen to the station**



The biggest proportion of listeners tuned into the station using both the internet and the FM signal (44.1%, 120), whilst about a third only listened using the FM signal (34.9%, 95). Just over a fifth listened on the internet (21%, 57), with most of these being from outside the city area. Of those who listened to the station at home and lived in the city areas, 41.8% (69) had had problems with reception on the FM signal and these were spread across the city areas.

### 5.3 How often listeners listened to the station

Forty five percent of listeners (44.6%, 120) had the station tuned in as their main radio station. Unsurprisingly a statistically higher proportion of these listeners were likely to; listen more often, volunteer with the station, listen on both FM and internet, listen in the car, at home and work, or live in the area. Statistically, proportionally more people who had the station tuned in as their main radio station (92.5%, 111) did so because of the alternative music selection compared to those who hadn't (57.7%, 88)<sup>1</sup>, but there was no differences with the other options. Interestingly there were proportionally more people who had the station tuned in as their main radio station who stated that the level of arts, talk shows, sport, pop music, and oldies was about right, with the trend for those who did not have it tuned in wanting more of these types of shows. This would suggest that more inter-show advertising of these types of shows would be of benefit and attract less regular listeners to tune in more often. A statistically higher proportion of men (70.7%, 82) than women (29.3%, 34) had the station tuned in as their main radio station<sup>2</sup>. This may reflect women's listening habits in that women may change radio stations more often or that women listen to the radio less often and therefore less likely to have a main radio station. Age was not a factor.

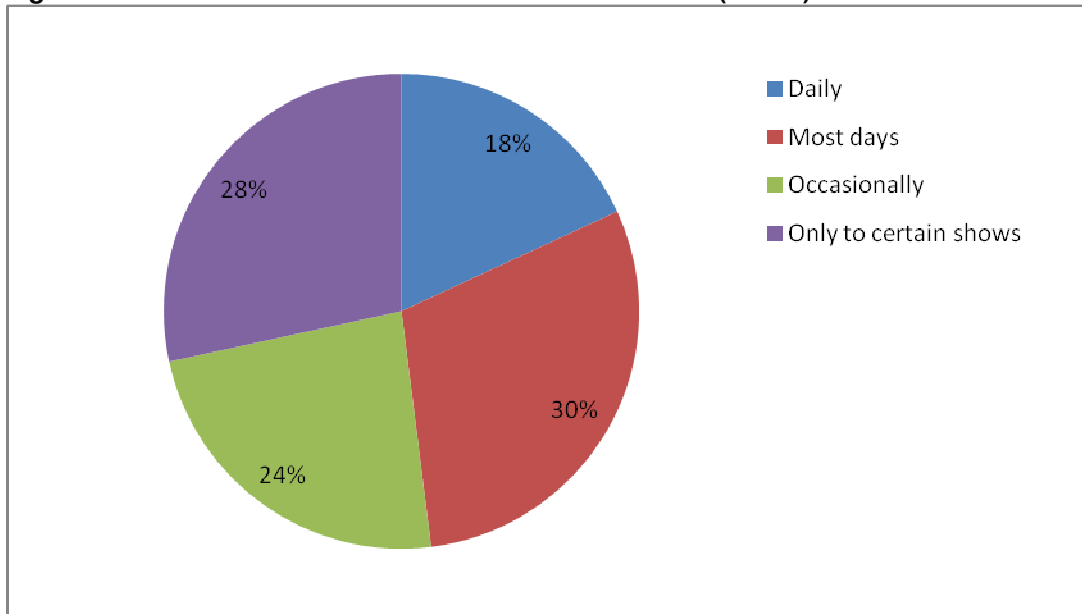
Figure d shows how often listeners listen to the station. It is encouraging that a high proportion of listeners had been listening most days (29.9%, 81) or daily (18.1%, 49), which is an increase on the previous survey. However almost a quarter said they only listen occasionally (23.6%, 64). Considering that the station offers an alternative selection of music and specialist programs it is not surprising that a fairly large proportion (28.4%, 77) tuned in only for specialist shows. These results are comparable to previous surveys and indicate that more cross promotion within these shows could potentially raise awareness of the other programs listeners may be unaware of.

---

<sup>1</sup>  $\chi^2=41.895, df=1, p<0.00$

<sup>2</sup>  $\chi^2=5.727, df=1, p<0.05$

**Figure d: How often listeners had listened to the station (n=271)**



Listeners were asked how often they had listened to the station in the last week. The frequency people had listened is given in table 2. The majority of people had listened 1 to 2 days out of the week (34.1%, 93) with the remaining two thirds split evenly in how they had listened.

**Table 2: How often listeners had listened in the last week.**

	Frequency	Percent
Everyday	38	13.9%
5 to 6 days out of the week	40	14.7%
3 to 4 days out of the week	53	19.4%
1 to 2 days out of the week	93	34.1%
Have not listened in the last week	49	17.9%
Total	273	100%

## 5.4 When listeners listen to the station

Table 3, column a shows the proportion of listeners who had tuned into the station at each time of day. Breakfast stood out more than the other shows with other half of listeners tuning in. Breakfast had been listened to by around half of the listeners surveyed and was the most popular time to listen which is typical for radio. The other weekday shows had been listened to by around a quarter to a third of the audience with the afternoon session and specialist shows being the most popular. This is a decrease on the last survey which showed that around 40% of people had listened to weekday shows, however this may be indicative of breakfast's success rather than less people are listening to these shows, although of course more people may be tuning out or turning over once the breakfast program has finished. Uprising was not so popular,

but around 1 in 6 listeners had heard it which is still fairly impressive. Weekends were slightly less popular with a quarter listening on Saturday and Sunday daytime and less in the weekend evenings and non-stop overnight, however this is typical for radio generally.

The audience share of the weekday shows is shown on table 3, column b and the national audience share figures taken from radar are shown in brackets. The station's audience share is comparable to the national figures apart from one difference; more of the audience share was for specialist shows (or evening shows as with the national figures) this indicates that people are tuning in specifically for these shows and indicates that the station is filling a niche. These results mirror the previous survey.

Appendix 1 shows the proportion of listeners who had listened to each individual show which mirrors the findings in table 3 below. However it has to be taken into consideration when viewing the appendix that the percentages are lower because people could opt out of this question, but it is unknown how many did opt out and these would have been counted as non-listeners for each show.

**Table 3: Time of day listeners listen to the station**

<b>Time of day listened</b>	<b>A: Percentage of listeners who had listened</b>	<b>B: Audience share (national audience share figures shown in brackets)</b>
Weekday breakfast	54.5% (156)	27% (28%)
Weekday mid morning	25.9% (74)	12% (22%)
Weekday afternoon	28.3% (81)	14% (17%)
Weekday drive	34.3% (98)	17% (16%)
Weekday youth programming	16.8% (48)	8% (7%)
Weekday specialist	34.3% (98)	17% (6%)
Non-stop overnight music	9.8% (28)	5% (4%)
Saturday daytime	25.5% (73)	n/a
Saturday evening	14.3% (41)	n/a
Sunday daytime	28.3% (81)	n/a
Sunday evening	17.1% (49)	n/a

## 6. Programming

### 6.1 Favourite Show

Listeners were asked to state their favourite show. Only five shows on the station were not identified by at least one person as being their favourite show. This demonstrates that the station is being enjoyed by many people because it offers different and specialist shows. It is positive as it means that the shows on the station are reaching people and being enjoyed, indicating the value of the diversity the station offers. The number of people who stated one particular show was their favourite ranged between 1 and 56 with Breakfast show being by far the most popular with fifty six people stating it as their favourite. Appendix 2 outlines the frequency of responses to favourite shows.

## 6.2 Content

Table 4 shows how listeners rated the level of content on the station. Overall the station had it ‘about right’ for most types of content. It is encouraging that only a very small proportion of listeners want less of anything (apart from pop music and sport where over a quarter wanted less but most people felt it was about right). In the last survey a slight majority thought there should be more comedy, more alternative non-chart music and more new music, but in this survey most felt it was about right with a slight trend to wanting even more alternative music. These results show that the station is getting the balance right with programming.

**Table 4: Content listeners wanted more or less of**

	More	About Right	Less
Arts	18.9% (46)	<b>75% (183)</b>	6.1% (15)
Talk shows (guest and features)	18.9% (48)	<b>66.5% (169)</b>	14.6% (37)
Local news	28.5% (70)	<b>68.3% (168)</b>	3.3% (8)
Comedy	44.4% (110)	<b>50.8% (126)</b>	4.8% (12)
Sport	13.8% (34)	<b>60.3% (149)</b>	25.9% (64)
Pop music	10.8% (27)	<b>56.4% (141)</b>	32.8% (82)
Alternative music (non-chart)	<b>49% (126)</b>	45.5% (117)	5.4% (14)
New music	46.4% (117)	<b>50.8% (128)</b>	2.8% (7)
Oldies	24.6% (62)	<b>62.3% (157)</b>	13.1% (33)
Local music	34.8% (86)	<b>60.7% (150)</b>	4.5% (11)

Listeners were asked if there was anything they would like to see more of on the station. This was split between three main themes which were similar to the previous survey.

- **More specialist music**

Some listeners stated that they wanted more of a specific type of music. Most of the music they stated they wanted was already being catered for by a show on the station (such as ‘*classic rock*’). Some people wanted a show dedicated to one type of music, such as a ‘*folk music programme*’, but the music they specified was often one type of music catered for in shows which played variety of music. This indicates that there needs to be more cross-show advertising on similar shows.

- **Dramas and comedies**

Like the previous survey, people highlighted comedies and dramas as content they would like to see more of; ‘*it would be interesting to hear more drama/comedy attempted, which is ambitious, but why not?*’ The station does feature arts based programs, but these focus on talking about arts rather than showcasing productions. However there have been recent attempts to increase comedy and drama, such as the theatre produced ‘The Tempest’ and ‘Hamlet’ which were serialised on Platform.

There is also a new program called 'Sunday Stories' which features well known and original stories. The station comedy staple 'Dave and Confused' was praised in people's comments also. However potential ideas to build on this include recordings of live comedy shows in the city.

- **Local stories and documentaries**

A few people stated that they would like to hear factual programs and documentaries on the station. These fell into two themes, the first being '*educational programs*', such as featuring '*outdoor themes – walking, bird watching*'. It is of note that since this survey the station has produced a highly regarded documentary series about Charles Darwin with the local university and has received funding partly to educate people. The other theme people wanted documentaries to focus on was local issues; '*light documentary-style programmes on local themes*'. The station does include much local factual content, principally on its Community Chest show, with guests and location reports. However produced documentaries could also feature covering local topics; '*maybe some city history stuff would be interesting, from real people's memories. Maybe the history of the XX5 estates and what was there before?*' Although it has to be acknowledged that these programmes are more time consuming to produce.

- **Live coverage and outside broadcasts of local events and bands**

Like the previous survey, many listeners stated that they would like more live and outside coverage of local sports, music and stage events as well as other community events; '*recordings of artists performing in the city, such as s soapbox events or the Oxjam gigs*'. Where the station had taken shows outside of the studio, these events had been appreciated; '*I've really enjoyed the little "on location" reports that have been recorded occasionally – more please!*' Since the survey the station has had two significant outside broadcasts from a major outside show and civic procession which were received very positively in feedback from listeners and more like this are planned in the future.

### 6.3 What people liked about the station

Listeners were asked what they liked about the station, this fell broadly into three main themes described here:

- **Alternative and varied selection of music**

Like the previous survey, the alternative and varied selection of music was a theme highlighted by the vast majority of listeners and was the theme which reoccurred the most; '*eclectic music range that you are unlikely to hear on any other station – sometimes feels as though 'the station' has been created just for me!*'. As before, people commented that the range of music and the specialist nature of the shows were not available to them on any of the other radio stations and that this is why they tuned in:

*'Choice of music is brilliant, a great mix of GOOD new and old tracks. And the chat is not intrusive or loud, the music is the star – even in the morning when the others stations are trying to “wake you up” with loud rubbish!! I've not heard one mainstream dull chart track all week – which normally spoils radio listening for me! Please keep it up, you are the only station doing this!'*

*'I really like the variety on the station, it's a breath of fresh air, I like that I can switch on and often hear something that I wouldn't otherwise hear. I like that you have presenters that are real fans of their music so you can get to hear the very best or unusual of that kind of music.'*

- **'Down to earth' presenters**

Some listeners commented that they really enjoyed the presenters; *'some really good natural presenters'*. As this quote suggests, many people liked the presenters because they considered them *'down to earth'* and that they were *'friendly, fun presenters, easy to listen to'*. Some listeners stated that because of the volunteer nature of the station they felt that the presenters reflected their listenership and could identify with them:

*'Normal sounding presenters who talk about things I give a dam about, rather than what they had for their tea last night, or Corrie.'*

*'Great DJs, no one is too wacky or cool, unlike EVERY other radio station'*

A couple of people commented on the presenters' enthusiasm and mentioned that because they were so down to earth they felt as if they knew them:

*'The presenters sound like they enjoy what they're doing and you get to know their real personalities.'*

- **Community focus**

Some listeners commented that they liked the ethos of the station; *'the philosophy of the station – good for the community'*. They commented that it is different and *'dynamic'* and offering something to people that was not already available; *'really like the station's breadth and ambition, dares to do different.'* This was linked to the *'local slant'* of the station with many people commenting that they enjoy hearing about *'local bands'*, *'local arts'*, and *'local features'* and they felt it is *'giving a voice to different agencies and community groups'*. Many people commented on the local nature of the station and stated that it has a *'sense of it being truly local'* because *'local people can broadcast real local culture'*.

One aspect of community focus that a few people commented on was that the station gave people from the community the opportunity to become involved which could be empowering; *'I really like the voice it gives to people that otherwise might not have one'*. A couple of people commented that the station gave people the opportunity to learn a new skill and did not discriminate against people; *'the fact that you don't*

*discriminate against anyone volunteering due to their experience – now that is unique’.*

In addition to involving the community through volunteering opportunities and local features, many commented that they appreciated the day to day involvement in the station through interaction with shows; *‘love the fact that DJs respond to text messages and requests’*. This builds of people’s sense of ownership of the station; *‘feeling like your part of the show’*, which may promote long-term loyalty. It is of note that the station provides *‘opportunities to have a go (e.g people’s playlist, charity shop challenge)’*.

## **6.4 What people disliked about the station**

Listeners were asked what they didn’t like about the station. It is encouraging that, as in the previous survey, a few stated that there was nothing they did not like about the station; *‘everything about the station is good!!’* Another positive finding was that only a couple of people highlighted the adverts and the news as a dislike. In the previous survey this was the main cause for complaint, but this time, although it was highlighted by a few, it certainly didn’t dominate. This may be because people have become used to news and adverts on the station over time. In addition the frequency of the news bulletins have been reduced.

However, there were some dislikes about the programmes that fell into two themes which mirrored last year’s concerns. These were ‘presenting style’ and ‘lack of signal’ which will be discussed in turn in this section.

- ***Presenting style***

As discussed previously, many people found the down to earth, local nature of the station’s presenters a reason for tuning in. However, like the previous survey, some listeners commented that *‘some presenters aren’t very good.’* Most of the comments were about specific shows rather than about all the presenting on the station; *‘not keen on the miserable old bloke and the guy who always sounds like he’s on speed’*. One of the main gripes that the listeners had was about presenters talking too much: *‘DJs who talk too much when they have got nothing to say’, ‘DJs running on and on – stop asking people to get in touch!!’* Interestingly a couple of people commented that *‘the station is too right on’* and that the presenters *‘take themselves a bit too seriously sometimes’*. Also a couple of people felt that the presenters focus was too young; *‘assuming the listeners are all too young to know who Pink Floyd or Michael Jackson are!’* Continued training and where possible, personalised feedback should be given to specific presenters.

- ***FM Signal***

As discussed previously, the FM signal reception was a problem for a large proportion of listeners in their homes and it is likely that many people experienced problems in their cars also. The signal was again highlighted as a dislike by quite a few listeners; *‘dodgy reception’*. Many of the listeners commented that they wished that the FM signal was available to a wider area; *‘not broadcast far enough’*. This is encouraging

as listeners from further afield actively want to listen to the station on the FM signal, however this is the one dislike, despite improvements to the signal, which cannot be improved upon because of licensing restrictions.

## **7. Conclusion**

Similar to the previous listener surveys, the current survey is very positive for the station. The listeners are very diverse in their demographic, suggesting that the station is relevant to all sectors of the community. This survey indicates that the station is growing steadily with a growth of 115% more listeners since the full-time launch. Again it is encouraging to find that while the station mirrors listening patterns found across most radio stations, it has a higher proportion of listener share for specialist shows indicating that the station is potentially filling a gap in the radio market. There are two improvements on the last survey; more listeners feel that the balance of show content is about right and fewer people appear concerned about news or adverts. One negative finding though is the decrease in XX5 respondents. The survey indicates that listeners enjoy the community feel of the station, the down to earth presenters, and above all the wide ranging and alternative music selection. Overall the listeners are satisfied with the station and feel that it is necessary and has the balance right.

### **7.1 Recommendations**

Listed below are recommendations from the findings. Some of these recommendations will be limited by the resources available, whilst some have already started to have been acted upon within the station.

- Keep an alternative and varied music policy at the centre of the station
- Consider building a marketing role into a job role within the station.
- Increase cross-advertising of shows
- Promote the station's community focus and provide opportunity for interaction
- Provide personal feedback and training to improve presenting style.
- Increase production of dramas and comedy through utilising local arts groups
- Increase factual content and documentaries through local organisations and voluntary groups
- Build on the well-received outside broadcasts of local events.

## Appendix 1: Percentage of listeners per show

Show	Percentage of listeners	Number of listeners
Monday Breakfast	44.8%	128
Monday Community Chest	24.1%	69
Monday Afternoon Session	17.8%	51
Monday Drive	32.9%	94
Monday Oh the Mirth	8%	23
Monday Variety Show	10.8%	31
Monday Distortion	16.1%	46
Monday Rock/metal show	7%	20
Monday Access to Music	5.2%	15
Monday Mainstream	3.8%	11
Tuesday Breakfast	41.6%	119
Tuesday Community Chest	21.7%	62
Tuesday Afternoon Session	17.1%	49
Tuesday Drive	26.6%	76
Tuesday	15.4%	44
Tuesday Soul Show	16.1%	46
Tuesday Boogie show	7.3%	21
Wednesday Breakfast	42%	120
Wednesday Community Chest	19.6%	56
Wednesday Afternoon Session	24.8%	71
Wednesday Drive	29.4%	84
Wednesday Real Talkin'	9.1%	26
Wednesday Playlist	16.1%	46
Wednesday Sounds	19.9%	57
Wednesday Marvel	19.6%	56
Wednesday Mash Up	11.2%	32
Thursday Breakfast	40.2%	115
Thursday Community Chest	15.7%	45
Thursday Afternoon Session	15.4%	44
Thursday Drive	29.4%	84
Thursday Dissonance	10.1%	29
Thursday Audio	12.6%	36
Thursday Rotation	15.7%	45
Friday Breakfast	40.6%	116
Friday Community Chest	20.6%	59
Friday Sight of Music	21.3%	61
Friday Dave and Confused	25.2%	72
Friday Drive	26.6%	76
Friday Freestyle	15.4%	44
Friday Fat Stuff	12.1%	36
Friday Hip Hop	10.1%	29
Saturday M&M show	10.5%	30
Saturday	23.1%	66
Saturday Game	13.6%	39
Saturday Beats	9.4%	27
Saturday Playlist	19.9%	57
Saturday Usapong Pinoy	2.4%	7
Saturday Polska	2.4%	7
Saturday Lithuania to the city	2.4%	7
Saturday Show	5.6%	16
Saturday Urban	5.9%	17
Saturday Underground Show	8.7%	25

Saturday Bass	7.7%	22
Saturday Step Back	3.1%	9
Saturday High Energy	1.7%	5
Sunday Silver Service	9.1%	26
Sunday Gospel & Blues	23.4%	67
Sunday Skalypto	23.1%	66
Sunday Here me talkin to ya'	16.1%	46
Sunday Playlist	20.6%	59
Sunday Platform	14.3%	41
Sunday Films	12.6%	36
Sunday Acoustic and Eclectic	11.2%	32
Sunday World Cultures	14.7%	42
Sunday Digging Deeper	7%	20
Sunday Undercurrents	7.3%	21

## Appendix 2: The frequency of people who stated shows were their favourite

Show	Frequency of people who stated it was their favourite
Breakfast	56
Community Chest	23
Real Talkin'	14
Skalyпсо	12
Drive	11
Platform	11
Weekday afternoon	10
Variety Show	10
Marvel	10
Paul Burn (Sound of the Suburbs)	8
Mashup	7
Rotation	7
Gospel & Blues	7
Sounds	6
Dave and Confused	5
Laurence Scott	4
Playlist	4
The Sight of Music	4
Mainstream	3
Cellar of Soul	3
Friday Freestyle	3
Hip Hop Show	3
The M & M show	3
Bass	3
World Cultures	3
Digging Deeper	3
Polska	2
Fat Stuff	2
Non-stop overnight music	2
Rock and metal show	2
Hungry Audio	2
Urban	2
Underground Show	2
Silver Service	2
Acoustic and Eclectic	2
Access to music	1
Dissonance	1
Game	1
Usapong Pinoy	1
Mzansi Show	1
A Step back in Time	1
Here Me Talkin' to Ya'	1
Undercurrents	1