

This survey has been sent out to all resident members of the Tameside Metropolitan Borough Citizens' Panel.



We hope you are able to complete and return this survey and help us create the best local services we can, based on the views of local residents.

Questionnaire marked-up with weighted topline findings

Results based on 1,251 completed questionnaires.

Data weighted by 'age x area', gender and ethnicity

(Percentages based on the valid response, excluding 'missing' responses. Where applicable, to make valid comparisons with previous survey results, 'don't know' responses are also excluded)

Weighted results from previous Citizens' Panel surveys appear in red in italics for comparison.

Comparative figures from the 2008 Place Survey (1,384 respondents) appear in green.

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Tameside Radio

Tameside Radio (103.6FM) has been on air since September 2007. As well as playing music for everybody to enjoy, Tameside Radio provides a service that supports the local community, keeps local people informed of local activities and promotes events.

Comparative results from the Spring 2008 Panel Survey shown in red in italics

**Q26 Before receiving this questionnaire had you heard of your local radio station, Tameside Radio?
PLEASE TICK ONE BOX ONLY**

Yes – I'd heard of it and listened to it	Yes – I'd heard of it but haven't listened to it yet	No – I hadn't heard of it or listened to it yet
43.5%	37.0%	19.5%
<i>34%</i>	<i>37%</i>	<i>29%</i>
Please go to Q27	Please go to Q30	Please go to Q30

**Q27 In an average week, on which days do you listen to Tameside Radio?
PLEASE TICK ALL THAT APPLY (All those who have listened to Tameside Radio: Base No. = 409)**

Monday	56.1%	Friday	51.1%
	<i>51%</i>		<i>52%</i>
Tuesday	52.6%	Saturday	39.6%
	<i>50%</i>		<i>34%</i>
Wednesday	57.0%	Sunday	32.1%
	<i>54%</i>		<i>27%</i>
Thursday	52.3%		
	<i>53%</i>		

**Q28 On average, how long do you listen to Tameside Radio per day?
PLEASE TICK ONE BOX ONLY (All those who have listened to Tameside Radio: Base No. = 414)**

10-15 minutes per day	35.9%	61-90 minutes per day	4.5%
	<i>28%</i>		<i>5%</i>
16-30 minutes per day	21.0%	91-120 minutes per day	3.4%
	<i>26%</i>		<i>6%</i>
31-45 minutes per day	13.5%	Longer than two hours per day	7.4%
	<i>16%</i>		<i>9%</i>
46-60 minutes per day	14.4%		
	<i>11%</i>		

**Q29 At what times of day do you listen to Tameside Radio?
PLEASE TICK ALL THAT APPLY (All those who have listened to Tameside Radio: Base No. = 418)**

Breakfast (6am-10am)	35.9% <i>42%</i>	Early evenings (7pm-9pm)	13.8% <i>10%</i>
During the day (10am-3pm)	51.5% <i>57%</i>	Late evenings (9pm-midnight)	7.0% <i>5%</i>
Late afternoons (3pm-7pm)	33.4% <i>34%</i>	Overnight	1.1% <i>2%</i>

Q30 Which of the following radio stations have you listened to at any point over the last month?
PLEASE TICK ALL THAT APPLY (All respondents: Base No. = 1206)

Tameside Radio	35.4% <i>25%</i>	BBC Manchester	26.0% <i>27%</i>
The Revolution	12.1% <i>12%</i>	Radio 1	28.6% <i>27%</i>
Magic 1152	18.1% <i>19%</i>	Radio 2	42.6% <i>42%</i>
Key 103	50.3% <i>49%</i>	Radio 3	7.4% <i>7%</i>
Galaxy	32.3% <i>28%</i>	Radio 4	22.0% <i>22%</i>
Real Radio	11.7% <i>21%</i>	Radio 5	20.7% <i>20%</i>
Imagine	7.4% <i>7%</i>	Talk Sport	20.3% <i>21%</i>
XFM	15.3% <i>12%</i>	Others	18.7% <i>18%</i>
Smooth	27.8% <i>23%</i>	None of these	3.7% <i>5%</i>

Q31 Overall, how often do you listen to the radio?
PLEASE TICK ONE BOX ONLY (All respondents: Base No. = 1218)

Every day	64.3% <i>58%</i>	Once a fortnight	1.8% <i>2%</i>
5-6 times per week	10.8% <i>14%</i>	Once per month	1.0% <i>1%</i>
3-4 times per week	6.9% <i>9%</i>	Less often	3.8% <i>3%</i>
1-2 times per week	8.0% <i>9%</i>	Never	3.3% <i>4%</i>