



# LISTENER SURVEY 2006.

When answering the questions below please remember we are a community radio station. Part of our charter 'is where possible to cater to listeners with programmes and content that is not readily available through other avenues i.e. radio, television, internet'

You can complete most of this survey online at [www.cityparkradio.com](http://www.cityparkradio.com)

## When do you listen to City Park Radio?

- daytime only
- evening
- nights
- mornings
- afternoon
- overnights
- weekdays
- weekends
- never      If never, but you have in the past, Why don't you listen now?  
.....  
.....  
.....

## How often would you listen to City Park Radio?

- Always – more than 15 hours a week
- Often - more than 8 hours a week
- Seldom – less than 5 hours a week
- Couple hours a week.
- every day
- once a week,
- flip through at least once a day

## What music genre interests you? (Tick as many as fits your tastes)

- Ambient
- Australian
- Blues
- Brass Bands
- Classical
- Country
- Easy Listening
- Folk
- Hip Pop

- Instrumental
- Jazz
- Light Opera
- Metal
- Multicultural
- Musicals
- New Age
- Nostalgia
- Opera
- Other.....
- Reggae
- Rock
- Sixties
- Seventies
- Swing Bands
- Tasmanian Artists & Bands
- World Music

## What type of programmes do you listen to?

- Local Information
- Music only
- music/news mix
- information
- Multicultural
- News broadcasts
- Discussion programs
- Presenter opinion's
- Examiner Readings
- Community Information
- Sport
- Other

## In a normal day, what types of programs would you prefer to listen to more on radio?

.....  
.....

## What programs do you enjoy listening to most on City Park Radio?

.....  
.....

## Is there a type of program you would like to hear more of on City Park Radio?

.....  
.....

**Is there a program that you would like to hear less of on City Park Radio?**

.....  
.....

**What programmes would you change or discontinue on City Park Radio?**

.....  
.....

**Do you listen to the overnight programs on the Community Radio Network?**

Yes  No

**Do they suit your need or tastes?**

Yes  No

**If No...would you prefer to listen to ....**

- BBC World Service
- Radio Duetsche Welle
- Australian Indigenous Radio Network
- Other .....

**Do general programs such as Breakfast and Drivetime have ...**

- Too much talk
- Too little talk
- About the right mix

**City Park Radio is listener funded radio and is run by unpaid volunteers. Does this change any of your opinions about the programs and sound of the station?**

Yes  
 No

... if Yes

Why.....  
.....

**City Park Radio supplements its income via government grants for programs and through paid sponsorship announcements. Sponsorship is pegged at 5mins per hour each hour. Are you happy for the station to attract more sponsors to support the operation of the station?**

Yes  No

**Do you know any potential sponsors who would be happy to support City Park Radio?**

Yes ...  
 No

If Yes, who ? .....

.....  
.....

**In multicultural programs there is a set ratio of music to spoken word. Would you agree to a relaxation of those limits if funding was cut?**

Yes  No

**For Multicultural Programs, are there any languages or cultural groups in Launceston that you know would like to broadcast a program on local community radio?**

Yes  No

If Yes, what

languages .....

.....  
.....

*Your comments are appreciated. It will assist us to understand our local community radio audience better and provide a basis for decisions made on programming for City Park Radio.*

***Thank you for your time.***

Name:.....

Address.....

Email .....

Please return to: City Park Radio  
PO Box 1501  
Launceston. 7250

.....or drop the survey into the office.

..... or complete the survey online.

..... **by January 15, 2007**