

Local Radio Survey

Save our Local Radio Stations Group



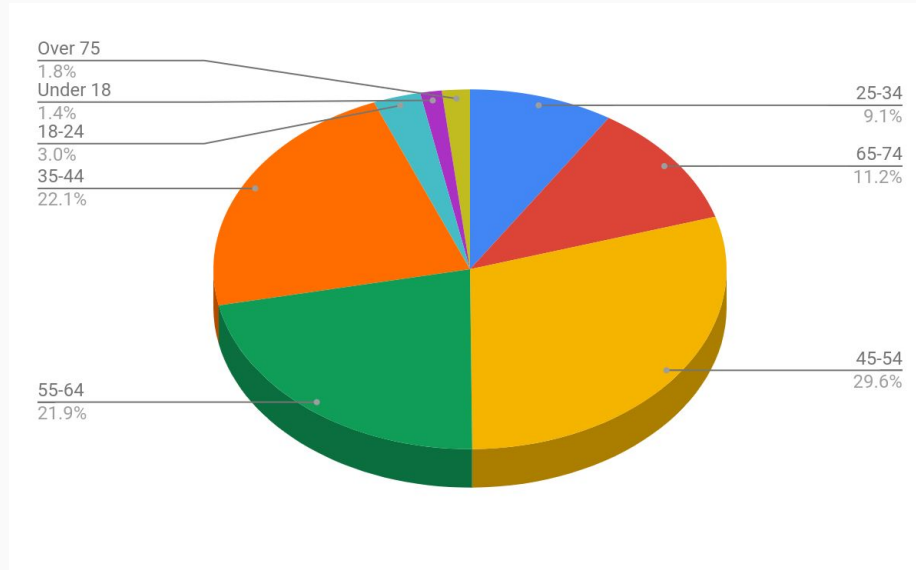
About Us

We are a group of people who are passionate about Local Radio and are disgusted by the OFCOM “Localness” report which only surveyed 151 people UK wide and caused the decimation of the Local Radio industry.

So we carried out our own survey, which has had 1,474 respondents which is almost 10x the number of people used by the OFCOM report.

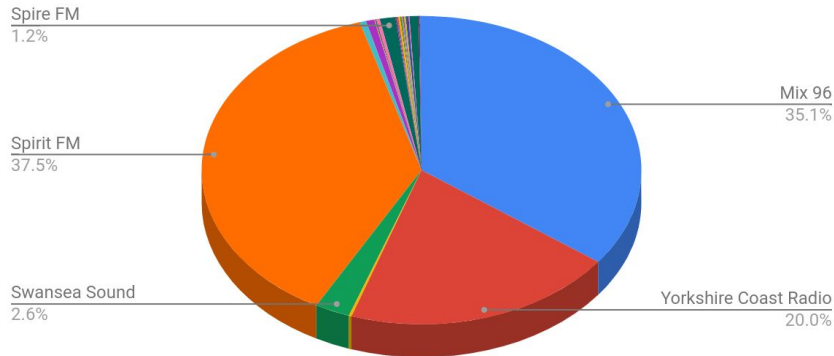
This survey also breaks down the responses for the 45-64 age group separately for the purposes of showing listeners interest in Bauer’s “Greatest Hits Radio”.

Respondents Age

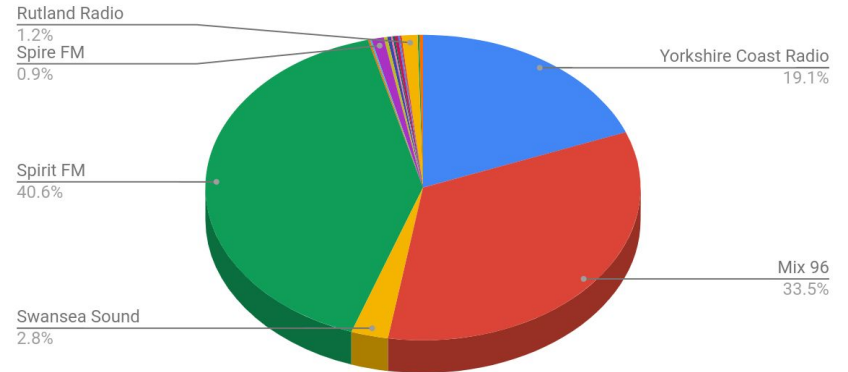


Respondents by Local Station

Listeners by Station: All age groups

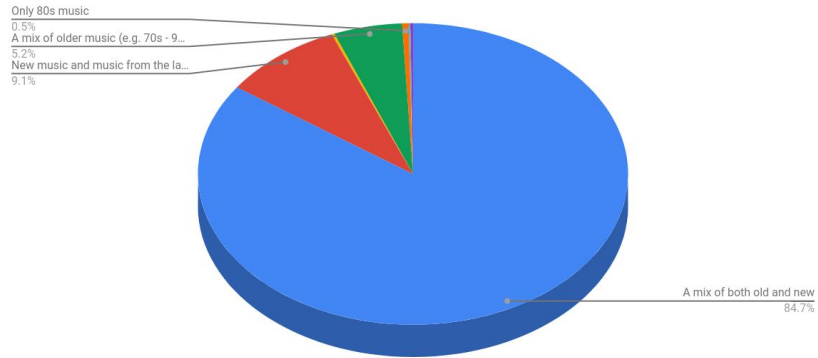


Listeners by Station: 45-64 year olds

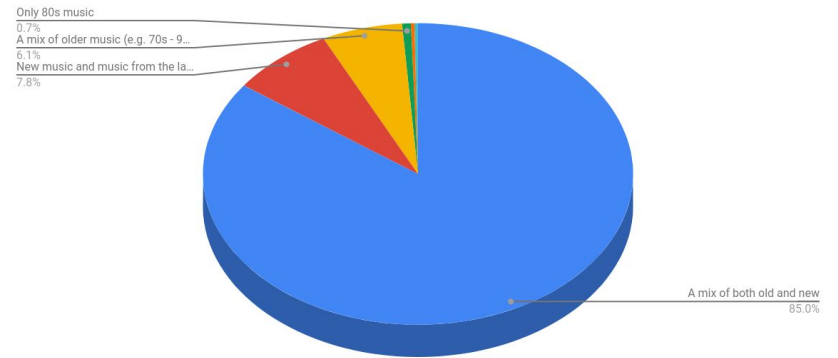


Music Tastes

Music Tastes: All age groups

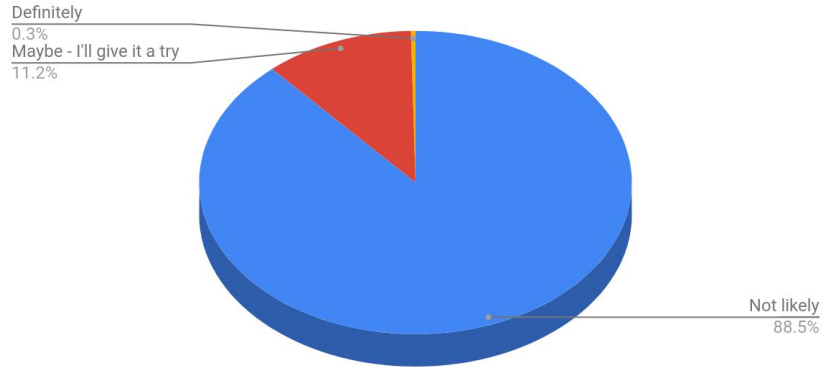


Music Tastes: 45-64 year olds

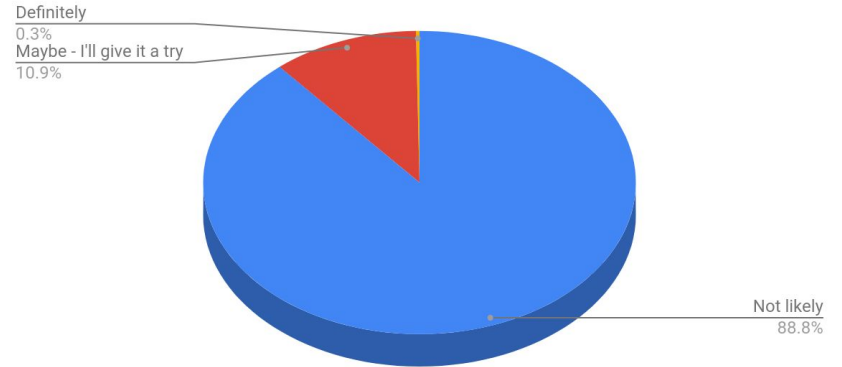


How likely are you to listen to “Greatest Hits Radio” when it replaces your local station?

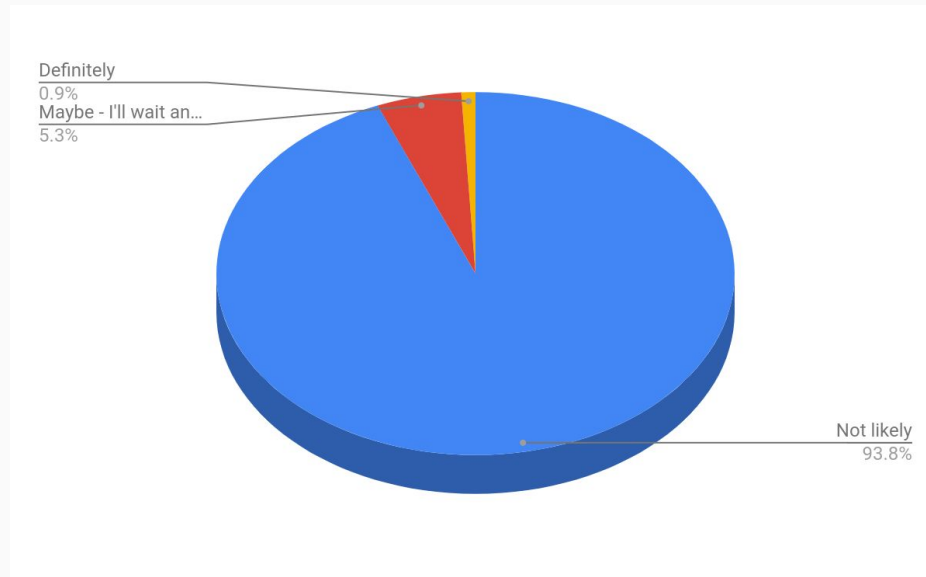
All respondents



45-64 year olds

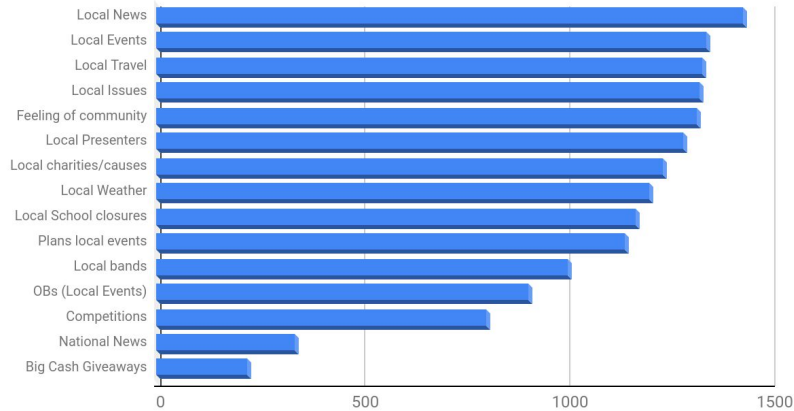


If you advertise now, or have advertised in the past, on any of the affected stations, how likely are you to advertise again once they become "Greatest Hits Radio"?



What is important to you about local radio?

All respondents



Respondents aged 45-64

