

NORTHEAST & MIDLANDS

Assignment No.
Questionnaire No.

Good morning/afternoon/evening, I am from Ipsos MRBI - an Irish Market Research Company and we are conducting a survey. Firstly, we will be discussing radio listening, and then I will be asking you some questions about other types of media.

Let me assure you first that your opinions will be held by us in the strictest confidence.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
Q.1 Firstly, which of the following types of radio are there in your household or do you own yourself?			
Any AM/FM radio in your home	1	1	1
Any car radio	3	3	3
Any radio that receives long-wave	4	4	4
Any radio on your TV set	5	5	5
Any radio on your PC/internet	6	6	6
Any radio on your mobile phone	7	7	7
Any radio on your MP3 player/iPod device	8	8	8
Any radio that has D.A.B. digital radio technology as a choice of band	9	9	9

READ OUT LIST

INTERVIEWER: IT IS VITAL THAT YOU READ OUT THIS STATEMENT

I am going to ask you now about listening to the radio. By listening we mean all types of listening - on a radio at home or in the car, on a computer or laptop, a mobile phone or tablet, a radio APP or on a TV. It also means listening anywhere – at home, in the car, at work or in some other place, to any part of any programme, no matter how long or short a time you listen.

NO QUESTION 2

Q.3 Now tell me when did YOU last listen to or hear anything on the radio – remember, by listening or hearing, I mean ALL types of listening on any type of device?

Today
 Yesterday
 Longer ago
 Can't recall

2	GO TO Q.4
3	GO TO Q.7
4	

1

(a) Apart from today, when did you last listen to or hear anything on the radio?

Yesterday
 Longer ago
 Can't recall

2	GO TO Q.4
3	GO TO Q.7
4	

18

Q.4 Which of these radio stations did you listen to or hear yesterday - it doesn't matter for how long or how short a period you listened?

INTERVIEWER READ OUT LIST: ROTATE START AND TICK

		<u>Listened</u>	<u>Did Not</u>
<input type="checkbox"/>	RTÉ Radio 1.....	01	Z
<input type="checkbox"/>	Today FM (100-102).....	02	Z
<input type="checkbox"/>	RTÉ 2fm.....	03	Z
<input type="checkbox"/>	Newstalk 106-108.....	22	Z
<input type="checkbox"/>	Classic Hits 4fm.....	27	Z
<input type="checkbox"/>	Radio Nova 100fm.....	28	Z
<input type="checkbox"/>	iRadio NE (North East).....	26	Z
<input type="checkbox"/>	Home Local Station (Mention name & write in name).....	08	Z
	Other Local or Regional Radio Stations (Write in name).....	09	Z
<input type="checkbox"/>	RTÉ Lyric fm (96-99FM).....	10	Z
<input type="checkbox"/>	RTÉ Raidió na Gaeltachta.....	11	Z

(a) Did you listen to any other radio station yesterday?

Any other station
(Write in name)

13

Z

19

OFFICE USE ONLY

Community Radio Station.....	15	RECORD LISTENING UNDER
"Pirate Radio" Station.....	16	"ALL OTHER STATIONS" ON
Non-Irish Stations (BBC's etc.).....	17	GRID PAGE (CODE 13)
Digital Station (not on list above).....	18	

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INTERVIEWER: TICK STATIONS LISTENED TO YESTERDAY ON GRID OVERLEAF. ASK DETAILS OF RADIO LISTENERSHIP FOR ALL STATIONS SHOWN ON GRID IF RESPONDENTS LISTENED TO THEM YESTERDAY. ROTATE STATION STARTED WITH, AS AT Q.4.

Q.5 Here is a list of the radio programmes for yesterday. Would you please look through it carefully and tell me all the times you listened to (mention station) yesterday?
EXPLAIN "LISTENING" AS AT Q.3

INTERVIEWER: WRITE IN THE TIME LISTENING COMMENCED AND STOPPED IN THE APPROPRIATE SECTIONS OF THE GRID. RING CODES FOR ALL INTERVENING FULL BLOCKS LISTENED TO.

INTERVIEWER: REPEAT PROCEDURE FOR OTHER STATIONS LISTENED TO.

FOR STATIONS WITHOUT PROGRAMME LISTS, ASK RESPONDENT TO THINK BACK CAREFULLY AND TELL YOU ALL THE TIMES HE/SHE LISTENED.

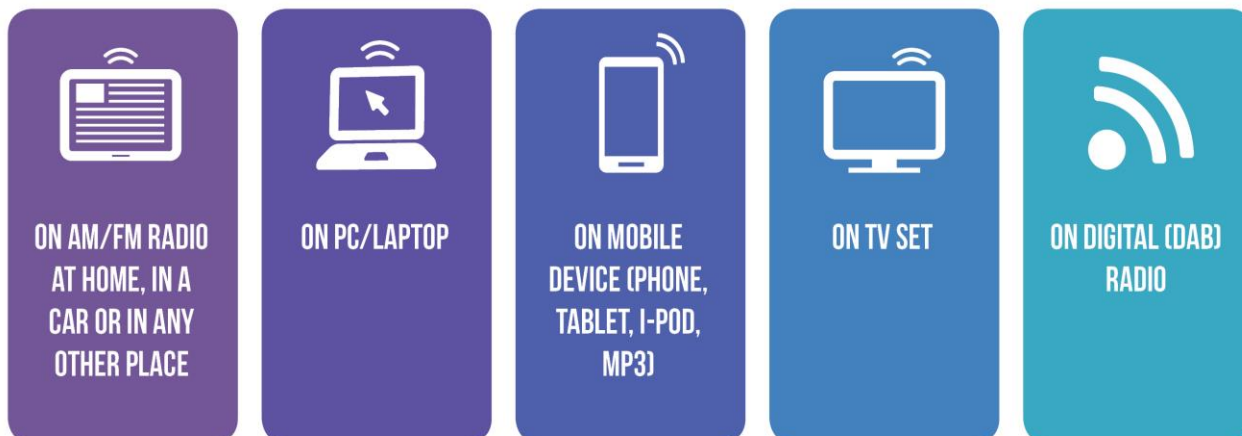
INTERVIEWER: WHEN ALL LISTENING AT Q.5 IS RECORDED ON GRID ASK:

Q.6 When you were listening to (mention station) yesterday, between and (mention time block in which listening occurred), which device did you use to listen?
SHOW CARD & READ OUT

READ OUT

- on AM/FM radio - at home, in car or in any other place
- on PC/laptop
- on mobile device – phone, tablet, iPod, MP3 player
- on TV set
- on digital (D.A.B.) radio *

**D.A.B. digital radio is a digital radio technology for broadcasting radio stations. Like FM or AM it is presented as a choice of band on your radio.*



**RECORD LISTENING DEVICE ON GRID.
REPEAT FOR ALL TIME BLOCKS WHERE LISTENING HAS OCCURED
(BEGIN AT THE EARLIEST TIME AND WORK THROUGH THE DAY)**

STATION LISTENED TO

MONDAY - FRIDAY		O							O	Other	O
Listened YESTERDAY		RTÉ Radio 1	Today FM	RTÉ 2fm	Newstalk 106-108	Classic Hits 4fm	Radio Nova 100fm	iRadio NE (North East)	Home Local Station	Local or Regional Stations	RTÉ Lyric FM
01	6am - 6.15	01	02	03	22	27	28	26	08	09	10
02	6.15 - 6.30	01	02	03	22	27	28	26	08	09	10
03	6.30 - 6.45	01	02	03	22	27	28	26	08	09	10
04	6.45 - 7am	01	02	03	22	27	28	26	08	09	10
05	7am - 7.15	01	02	03	22	27	28	26	08	09	10
06	7.15 - 7.30	01	02	03	22	27	28	26	08	09	10
07	7.30 - 7.45	01	02	03	22	27	28	26	08	09	10
08	7.45 - 8am	01	02	03	22	27	28	26	08	09	10
09	8am - 8.15	01	02	03	22	27	28	26	08	09	10
10	8.15 - 8.30	01	02	03	22	27	28	26	08	09	10
11	8.30 - 8.45	01	02	03	22	27	28	26	08	09	10
12	8.45 - 9am	01	02	03	22	27	28	26	08	09	10
13	9am - 9.15	01	02	03	22	27	28	26	08	09	10
14	9.15 - 9.30	01	02	03	22	27	28	26	08	09	10
15	9.30 - 9.45	01	02	03	22	27	28	26	08	09	10
16	9.45 - 10am	01	02	03	22	27	28	26	08	09	10
17	10am - 10.15	01	02	03	22	27	28	26	08	09	10
18	10.15 - 10.30	01	02	03	22	27	28	26	08	09	10
19	10.30 - 10.45	01	02	03	22	27	28	26	08	09	10
20	10.45 - 11am	01	02	03	22	27	28	26	08	09	10
21	11am - 11.15	01	02	03	22	27	28	26	08	09	10
22	11.15 - 11.30	01	02	03	22	27	28	26	08	09	10
23	11.30 - 11.45	01	02	03	22	27	28	26	08	09	10
24	11.45 - 12am	01	02	03	22	27	28	26	08	09	10
25	12noon - 12.15	01	02	03	22	27	28	26	08	09	10
26	12.15 - 12.30	01	02	03	22	27	28	26	08	09	10
27	12.30 - 12.45	01	02	03	22	27	28	26	08	09	10
28	12.45 - 1pm	01	02	03	22	27	28	26	08	09	10
29	1pm - 1.15	01	02	03	22	27	28	26	08	09	10
30	1.15 - 1.30	01	02	03	22	27	28	26	08	09	10
31	1.30 - 1.45	01	02	03	22	27	28	26	08	09	10
32	1.45 - 2pm	01	02	03	22	27	28	26	08	09	10
33	2pm - 2.15	01	02	03	22	27	28	26	08	09	10
34	2.15 - 2.30	01	02	03	22	27	28	26	08	09	10
35	2.30 - 2.45	01	02	03	22	27	28	26	08	09	10
36	2.45 - 3pm	01	02	03	22	27	28	26	08	09	10
37	3pm - 3.15	01	02	03	22	27	28	26	08	09	10
38	3.15 - 3.30	01	02	03	22	27	28	26	08	09	10
39	3.30 - 3.45	01	02	03	22	27	28	26	08	09	10
40	3.45 - 4pm	01	02	03	22	27	28	26	08	09	10
41	4pm - 4.15	01	02	03	22	27	28	26	08	09	10
42	4.15 - 4.30	01	02	03	22	27	28	26	08	09	10
43	4.30 - 4.45	01	02	03	22	27	28	26	08	09	10
44	4.45 - 5pm	01	02	03	22	27	28	26	08	09	10
45	5pm - 5.15	01	02	03	22	27	28	26	08	09	10
46	5.15 - 5.30	01	02	03	22	27	28	26	08	09	10
47	5.30 - 5.45	01	02	03	22	27	28	26	08	09	10
48	5.45 - 6pm	01	02	03	22	27	28	26	08	09	10
49	6pm - 6.15	01	02	03	22	27	28	26	08	09	10
50	6.15 - 6.30	01	02	03	22	27	28	26	08	09	10
51	6.30 - 6.45	01	02	03	22	27	28	26	08	09	10
52	6.45 - 7pm	01	02	03	22	27	28	26	08	09	10
53	7pm - 7.30	01	02	03	22	27	28	26	08	09	10
54	7.30 - 8pm	01	02	03	22	27	28	26	08	09	10
55	8pm - 8.30	01	02	03	22	27	28	26	08	09	10
56	8.30 - 9pm	01	02	03	22	27	28	26	08	09	10
57	9pm - 9.30	01	02	03	22	27	28	26	08	09	10
58	9.30 - 10pm	01	02	03	22	27	28	26	08	09	10
59	10pm - 10.30	01	02	03	22	27	28	26	08	09	10
60	10.30 - 11pm	01	02	03	22	27	28	26	08	09	10
61	11pm - 11.30	01	02	03	22	27	28	26	08	09	10
62	11.30 - 12m'night	01	02	03	22	27	28	26	08	09	10
63	12m'night - 12.30	01	02	03	22	27	28	26	08	09	10
64	12.30 - 1am	01	02	03	22	27	28	26	08	09	10
65	1am - 1.30	01	02	03	22	27	28	26	08	09	10
66	1.30 - 2am	01	02	03	22	27	28	26	08	09	10
67	2am - 3am	01	02	03	22	27	28	26	08	09	10
68	3am - 4am	01	02	03	22	27	28	26	08	09	10
69	4am - 5am	01	02	03	22	27	28	26	08	09	10
70	5am - 6am	01	02	03	22	27	28	26	08	09	10

LISTENING DEVICE

RTÉ Raidió Na Gaeltachta	Any other stations	MONDAY - FRIDAY		On am/fm radio at home/ in car	On PC/ laptop	On mobile device (phone, tablet, iPod, MP3)	On TV set	On Digital (DAB) radio
		Listened YESTERDAY						
11	13	01	6am - 6.15	1	2	3	4	5
11	13	02	6.15 - 6.30	1	2	3	4	5
11	13	03	6.30 - 6.45	1	2	3	4	5
11	13	04	6.45 - 7am	1	2	3	4	5
11	13	05	7am - 7.15	1	2	3	4	5
11	13	06	7.15 - 7.30	1	2	3	4	5
11	13	07	7.30 - 7.45	1	2	3	4	5
11	13	08	7.45 - 8am	1	2	3	4	5
11	13	09	8am - 8.15	1	2	3	4	5
11	13	10	8.15 - 8.30	1	2	3	4	5
11	13	11	8.30 - 8.45	1	2	3	4	5
11	13	12	8.45 - 9am	1	2	3	4	5
11	13	13	9am - 9.15	1	2	3	4	5
11	13	14	9.15 - 9.30	1	2	3	4	5
11	13	15	9.30 - 9.45	1	2	3	4	5
11	13	16	9.45 - 10am	1	2	3	4	5
11	13	17	10am - 10.15	1	2	3	4	5
11	13	18	10.15 - 10.30	1	2	3	4	5
11	13	19	10.30 - 10.45	1	2	3	4	5
11	13	20	10.45 - 11am	1	2	3	4	5
11	13	21	11am - 11.15	1	2	3	4	5
11	13	22	11.15 - 11.30	1	2	3	4	5
11	13	23	11.30 - 11.45	1	2	3	4	5
11	13	24	11.45 - 12am	1	2	3	4	5
11	13	25	12noon - 12.15	1	2	3	4	5
11	13	26	12.15 - 12.30	1	2	3	4	5
11	13	27	12.30 - 12.45	1	2	3	4	5
11	13	28	12.45 - 1pm	1	2	3	4	5
11	13	29	1pm - 1.15	1	2	3	4	5
11	13	30	1.15 - 1.30	1	2	3	4	5
11	13	31	1.30 - 1.45	1	2	3	4	5
11	13	32	1.45 - 2pm	1	2	3	4	5
11	13	33	2pm - 2.15	1	2	3	4	5
11	13	34	2.15 - 2.30	1	2	3	4	5
11	13	35	2.30 - 2.45	1	2	3	4	5
11	13	36	2.45 - 3pm	1	2	3	4	5
11	13	37	3pm - 3.15	1	2	3	4	5
11	13	38	3.15 - 3.30	1	2	3	4	5
11	13	39	3.30 - 3.45	1	2	3	4	5
11	13	40	3.45 - 4pm	1	2	3	4	5
11	13	41	4pm - 4.15	1	2	3	4	5
11	13	42	4.15 - 4.30	1	2	3	4	5
11	13	43	4.30 - 4.45	1	2	3	4	5
11	13	44	4.45 - 5pm	1	2	3	4	5
11	13	45	5pm - 5.15	1	2	3	4	5
11	13	46	5.15 - 5.30	1	2	3	4	5
11	13	47	5.30 - 5.45	1	2	3	4	5
11	13	48	5.45 - 6pm	1	2	3	4	5
11	13	49	6pm - 6.15	1	2	3	4	5
11	13	50	6.15 - 6.30	1	2	3	4	5
11	13	51	6.30 - 6.45	1	2	3	4	5
11	13	52	6.45 - 7pm	1	2	3	4	5
11	13	53	7pm - 7.30	1	2	3	4	5
11	13	54	7.30 - 8pm	1	2	3	4	5
11	13	55	8pm - 8.30	1	2	3	4	5
11	13	56	8.30 - 9pm	1	2	3	4	5
11	13	57	9pm - 9.30	1	2	3	4	5
11	13	58	9.30 - 10pm	1	2	3	4	5
11	13	59	10pm - 10.30	1	2	3	4	5
11	13	60	10.30 - 11pm	1	2	3	4	5
11	13	61	11pm - 11.30	1	2	3	4	5
11	13	62	11.30 - 12m'night	1	2	3	4	5
11	13	63	12m'night - 12.30	1	2	3	4	5
11	13	64	12.30 - 1am	1	2	3	4	5
11	13	65	1am - 1.30	1	2	3	4	5
11	13	66	1.30 - 2am	1	2	3	4	5
11	13	67	2am - 3am	1	2	3	4	5
11	13	68	3am - 4am	1	2	3	4	5
11	13	69	4am - 5am	1	2	3	4	5
11	13	70	5am - 6am	1	2	3	4	5

ASK ALL

Q.7 During the past week, on how many of the five **WEEK-DAYS** did you listen to each of the following stations - at any time during the day? **READ OUT STATIONS: ROTATE START**

	<u>Five Days</u>	<u>Four Days</u>	<u>Three Days</u>	<u>Two Days</u>	<u>One Day</u>	<u>None</u>	
<input type="checkbox"/> RTÉ Radio 1	5	4	3	2	1	0	31
<input type="checkbox"/> Today FM (100-102)	5	4	3	2	1	0	32
<input type="checkbox"/> RTÉ 2fm	5	4	3	2	1	0	33
<input type="checkbox"/> Newstalk 106-108.....	5	4	3	2	1	0	35d
<input type="checkbox"/> Classic Hits 4fm	5	4	3	2	1	0	36
<input type="checkbox"/> Radio Nova 100fm.....	5	4	3	2	1	0	37
<input type="checkbox"/> iRadio NE (North East)	5	4	3	2	1	0	34
<input type="checkbox"/> Home _____ Local Station	5	4	3	2	1	0	38
<input type="checkbox"/> Other _____ Local or Regional Radio Stations.....	5	4	3	2	1	0	39
<input type="checkbox"/> RTÉ Lyric fm (96-99FM)	5	4	3	2	1	0	40
<input type="checkbox"/> RTÉ Raidió na Gaeltachta	5	4	3	2	1	0	41

ASK ALL

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Col 42

Q.8 In terms of the statements on this card, could you summarise with me now, when you last listened to each of these stations? **SHOW CARD READ OUT STATIONS: ROTATE START**

	<u>Yes ter day</u>	<u>Within past week</u>	<u>Within past month</u>	<u>Within past 6 mths</u>	<u>Within past year</u>	<u>Longer ago</u>	<u>Never</u>	
<input type="checkbox"/> RTÉ Radio 1	1	2	3	4	5	6	7	43
<input type="checkbox"/> Today FM (100-102)	1	2	3	4	5	6	7	44
<input type="checkbox"/> RTÉ 2fm	1	2	3	4	5	6	7	45
<input type="checkbox"/> Newstalk 106-108.....	1	2	3	4	5	6	7	47d
<input type="checkbox"/> Classic Hits 4fm	1	2	3	4	5	6	7	48
<input type="checkbox"/> Radio Nova 100fm.....	1	2	3	4	5	6	7	49
<input type="checkbox"/> iRadio NE (North East)	1	2	3	4	5	6	7	46
<input type="checkbox"/> Home _____ Local Station	1	2	3	4	5	6	7	50
<input type="checkbox"/> Other _____ Local or Regional Radio Stations.....	1	2	3	4	5	6	7	51
<input type="checkbox"/> RTÉ Lyric fm (96-99FM)	1	2	3	4	5	6	7	52
<input type="checkbox"/> RTÉ Raidió na Gaeltachta	1	2	3	4	5	6	7	53

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Col 54