

# 4RR FM Listening Survey 2013

Bidjara Media & Broadcasting is inviting you to help us improve our broadcasting service to listeners in Charleville and Cunnamulla. Please take a moment to complete our listening survey and return it to us before **14th June 2013** to go into the draw to **WIN! a 4-day Family Ticket to the 2013 Gympie Music Muster & \$300 fuel money** to get you there!  
Entries are limited to one survey per person, see overleaf for details.

Bidjara Media & Broadcasting wishes to advise all participants that information collected as part of our survey will only be used to identify areas of achievement and improvement in our broadcasting service and provide integral statistical information to our various funding bodies.

All participants are encouraged to enter our promotion to WIN! a brand new 81cm LG LCD Television, your personal details will not be retained by this station nor will they be released to any third party. You will not be contacted in relation to feedback you have provided as part of this survey.

You may select more than one answer per question if applicable.

1. DO YOU LISTEN TO THE RADIO?

- ☐ Yes, all the time
- ☐ Sometimes
- ☐ No, Never

2. WHERE DO YOU LISTEN TO THE RADIO?

- ☐ In the Car
- ☐ At Home
- ☐ At Work
- ☐ None of the Above
- ☐ Other \_\_\_\_\_

3. WHICH STATION DO YOU LISTEN TO THE MOST?

- ☐ 4RR - 105.7FM
- ☐ 4VL - 918 AM
- ☐ 4CCC - 101.7FM
- ☐ ABC RADIO
- ☐ None of the Above

4. WHAT DO YOU LIKE TO HEAR ON YOUR PREFERRED RADIO STATION?

- ☐ News and Weather Information
- ☐ Specialist / Feature Programs
- ☐ Good music
- ☐ Local Announcements for Community Events
- ☐ Local Emergency / Disaster Information
- ☐ Personalities / Announcers / Voices that are engaging

5. WHAT IS YOUR FAVOURITE LISTENING TIME?

- ☐ 6am - 9am - Breakfast Program
- ☐ 9am - 1pm - Mid Morning Program
- ☐ 1pm - 5pm - Afternoon Program
- ☐ 5pm - 12am - Night Program
- ☐ Other \_\_\_\_\_

6. WHAT TYPES OF MUSIC DO YOU ENJOY LISTENING TO?

- ☐ Country
- ☐ Rock
- ☐ R n B / Rap
- ☐ Golden Oldies
- ☐ Murri
- ☐ Alternative music such as Jazz, Blues, Reggae, Classical

7. DO YOU CONSIDER 4RR NEWS BULLETINS AND INFORMATION ADEQUATE?

- ☐ Yes, all of the time
- ☐ Sometimes
- ☐ No, never

8. DO YOU THINK 4RR PROVIDES AN ADEQUATE RADIO SERVICE FOR CHARLEVILLE AND CUNNAMULLA?

- ☐ Yes, 4RR is great!
- ☐ Sometimes, 4RR could be better
- ☐ No, 4RR is not an adequate radio service

9. HAVE YOU EVER USED THE INTERNET TO LISTEN TO **ANY** RADIO PROGRAMS?

- ☐ Yes, on my computer
- ☐ Yes, on my phone or media player
- ☐ No, but I've visited the internet website of a radio station
- ☐ None of the Above

10. 4RR WILL SOON LAUNCH ITS INTERNET SITE, ARE YOU LIKELY TO ACCESS 4RR VIA THE INTERNET?

- ☐ Yes, I would access 4RR on-line programming / listen to streamed radio
- ☐ Yes, I would access the 4RR website to get further information
- ☐ I'm not sure
- ☐ No, I would not access 4RR via the internet

11. PLEASE INDICATE YOUR AGE GROUP? *\* optional*

- ☐ 15 - 24 years
- ☐ 25 - 30 years
- ☐ 30 - 40 years
- ☐ 40 - 54 years
- ☐ 55 years and over

12. YOUR GENDER? *\*optional*

- ☐ Male
- ☐ Female

13. DO YOU IDENTIFY AS BEING ABORIGINAL AND/OR TORRES STRAIT ISLANDER? *\*optional*

- ☐ Yes
- ☐ No

14. WE WOULD BE VERY INTERESTED TO HEAR YOUR FEEDBACK OR SUGGESTIONS SO THAT WE CAN IMPROVE OUR RADIO SERVICE:

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# This is your chance to WIN!

Your feedback is important to us, that's why we are giving you the chance to win a **4-day Family Pass & General Camping ticket to the 2013 Gympie Music Muster**.



It doesn't stop there, not only will you receive a pass for two adults and two children, but we are also throwing in \$300 for your fuel as well. \*terms conditions apply



TAMARA STEWART   REG POOLE   ANNE KIRKPATRICK  
ROO ARCUS   AMBER LAWRENCE   GRAEME CONNORS   JAMES  
BLUNDELL   SARA STORER   ADAM BRAND   TROY CASSAR-DALEY  
CATHERINE BRITT   THE MAVERICKS



## ...didn't win the big one?...

Don't worry, we have deady runner up prizes for one lucky person in Charleville and one lucky person Cunnamulla.

All entries must be received by **14th June 2013**, then stay tuned to hear more information on when the winners will be announced. Winners will be contacted by telephone, so please ensure your details are correct

Your Name: \_\_\_\_\_

Please Circle: CHARLEVILLE   /   CUNNAMULLA

Your Phone Number: \_\_\_\_\_

Remember, entries are limited to one per person. Thankyou for your participation and GOOD LUCK!!



**Send your survey to:**

Bidjara Media & Broadcasting  
Listening Survey Promotion  
PO Box 687  
CHARLEVILLE, QLD 4470