

GRANT GODDARD: RADIO MARKET RESEARCH PROJECTS MANAGED/IMPLEMENTED

Hull

January & February 2006

Local businesses perceptions of radio advertising and likelihood of using radio

101 interviews by phone, 30 face-to-face in depth

To determine commercial viability of new local radio station

January 2006

Listener perceptions of existing local radio services

Two focus group discussions

Materials: audiotape, concept statements

December 2005 & January 2006

Listener attitudes to local radio, tastes & interest, likelihood to listen

510 interviews [quantitative]

To determine viability of new local commercial radio station

October 2005

Listener responses to Restricted Service Licence broadcasts

304 interviews [quantitative]

to determine viability of a new local commercial radio station

Abingdon

December 2005

Listener responses to Restricted Service Licence broadcasts

309 interviews [quantitative]

to determine viability of a new local commercial radio station

Chorley

December 2005

Listener responses to Restricted Service Licence broadcasts

300 interviews [quantitative]

to determine viability of a new local commercial radio station

Gloucester

November 2005

Listener responses to Restricted Service Licence broadcasts

303 interviews [quantitative]

to determine viability of a new local commercial radio station

Oxford

October 2005

Listener responses to Restricted Service Licence broadcasts

324 interviews [quantitative]

to determine viability of a new local commercial radio station

Monmouth

August & September 2005
Listener responses to Restricted Service Licence broadcasts
343 interviews [quantitative]
to determine viability of a new local commercial radio station

Warwick

August 2005
Listener perceptions of existing local radio services
Two focus group discussions
Materials: audiotape, concept statements

August 2005
Listener attitudes to local radio, tastes & interest, likelihood to listen
500 interviews [quantitative]
To determine viability of new local commercial radio station

August 2005
Local businesses perceptions of radio advertising and likelihood of using radio
15 interviews face-to-face n depth [qualitative]
To determine commercial viability of new local radio station

August 2005
Local businesses perceptions of radio advertising and likelihood of using radio
50 interviews by phone [quantitative]
To determine commercial viability of new local radio station

Swansea

July 2005
Listener attitudes to local radio, tastes & interest, likelihood to listen
542 interviews [quantitative]
To determine viability of new local commercial radio station

Northallerton

July 2005
Listener tastes in music genres and speech radio programmes
400 telephone interviews [quantitative]
To determine format of proposed new local radio station

July 2005
Listener attitudes to local radio, tastes & interest, likelihood to listen
311 interviews [quantitative]
To determine viability of new local commercial radio station

July 2005
Listener perceptions of existing local radio services
Two focus group discussions
Materials: audiotape, concept statements

June & July 2005
Local businesses perceptions of radio advertising and likelihood of using radio
Questionnaires mailed to local businesses
To determine commercial viability of new local radio station

Cambodia

2004

Consumer tests of television PSAs, presenter voices and format prototypes
four focus group discussions
materials: videotape, audiotape, concept statements

Bangalore, India

Mar 2001

FM receiver ownership/availability
questionnaire [quantitative]
to determine reception possibilities for city's first FM station

Mar 2001

Campaign Test
four focus group discussions
to evaluate possible radio station marketing campaigns
materials: mock-up press/billboard adverts in Hindi, English, Kannada, Tamil

Feb 2001

Concept Test
four focus group discussions
two radio station marketing concepts shown to each group which were evaluated on the parameters of likes/dislikes, comprehension, relevance, uniqueness, credibility & user/non-user imagery
materials: written concept statements in Hindi, English, Kannada, Tamil

Feb 2001

Music Test #2
four groups of 30 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio/TV station output

Feb 2001

Music Test #1
four groups of 30 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio/TV station output

Jan 2001

Cross-Cultural Music Preferences
60 one-on-one interviews using questionnaire [quantitative]
understanding music preferences across different ethnic & language groups
materials: cassette tapes of music genres, prototype formats, existing radio/TV station output

Mumbai, India

Feb 2001

Concept Test
four focus group discussions
two radio station marketing concepts shown to each group which were evaluated on the parameters of likes/dislikes, comprehension, relevance, uniqueness, credibility & user/non-user imagery
materials: written concept statements in Hindi & English

Dec 2000

Radio Usage
20 one-on-one interviews [qualitative]
to understand usage of radio & music in different demographics
materials: cassettes of existing radio/TV station output, DJ voices, prototype music formats, sports commentary

Tallinn, Estonia

Sep 1997

Tallinn Radio Market Report

investigative research [qualitative & quantitative]

to understand the radio market & identify potential gaps in the market for new formats

Vilnius, Lithuania

Oct 1997

Vilnius Radio Market Report

investigative research [qualitative & quantitative]

to understand the radio market & identify potential gaps in the market for new formats

Budapest, Hungary

Sep 1997

Budapest Radio Market Report

investigative research [qualitative & quantitative]

to understand the radio market & identify potential gaps in the market for new formats

Berlin, Germany

Jun 1997

News/Talk in Berlin

investigative research [qualitative & quantitative]

to understand the market for news/talk radio in Berlin

Mar 1997

Berlin ratings analysis

analysis for management of latest ratings data [quantitative]

Riga, Latvia

Apr 1997

Riga ratings analysis

analysis for management of latest ratings data [quantitative]

Oct 1996

Riga ratings analysis

analysis for management of latest ratings data [quantitative]

Aug 1996

Riga ratings analysis

analysis for management of latest ratings data [quantitative]

Apr 1996

Riga ratings analysis

analysis for management of latest ratings data [quantitative]

Nov 1995

"What Is Going On Here?" Report

one-on-one interviews in Riga [qualitative]

to determine attitudes to existing radio stations

Prague, Czech Republic

Dec 1996

Radio One, Prague - Programming Issues
analysis of radio licence conditions & restrictive effect on programming changes

Dec 1996
music test #2
93 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Oct 1996
Prague ratings analysis
analysis for management of latest ratings data [quantitative]

Sep 1996
Prague Format Identification Music Test
93 respondents [quantitative]
to test prototype music formats, DJ voices, morning show formats

May 1996
Prague Radio Market
investigative research [qualitative & quantitative]
to understand the radio market & identify potential gaps in the market for new formats

St Petersburg, Russia

Apr 1997
music test #1
103 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Nov 1995
St Petersburg ratings analysis
analysis for management of latest ratings data [quantitative]

Jan 1995
radio market
22 one-on-one interviews [qualitative]
to determine if Moscow format can be exported to St Petersburg

Moscow, Russia

Apr 1997
music test #7
119 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Dec 1996
Moscow ratings analysis
analysis for management of latest ratings data [quantitative]

Oct 1996
music test #6
109 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Aug 1996
Awareness, Trial, Usage Survey
200 respondents answer questionnaire [qualitative]

to evaluate awareness, trial, usage of radio station after marketing campaign

Jun 1996

Moscow ratings analysis

analysis for management of latest ratings data [quantitative]

Mar 1996

music test #5

116 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Nov 1995

Moscow ratings analysis

analysis for management of latest ratings data [quantitative]

Sep 1995

music test #4

112 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Jul 1995

Awareness, Trial, Usage Survey

20 respondents answer questionnaire [qualitative]

to evaluate awareness, trial, usage of radio station after marketing campaign

Jul 1995

music test #3

90 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Jun 1994

music test #2

96 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Apr 1994

Moscow Radio Report

investigative research [qualitative & quantitative]

to create blueprint for a successful commercial radio station in Moscow

Feb 1994

"What Is Going On Here?" Report

one-on-one interviews in Moscow [qualitative]

to determine attitudes to existing radio stations

Feb 1994

music test #1

95 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Budapest, Hungary

Sep 1995

music test

102 respondents

evaluating 600 songs, plus prototype station formats [quantitative]

materials: cassette tapes of library music, prototype formats, existing radio station output

Mar 1995
music test
96 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Nov 1994
Comparison of Danubius & Juventus Radio
analysis of programming elements of two competing stations [qualitative]
to understand the differences & similarities between two radio stations

Aug 1994
music test
86 respondents
evaluating 600 songs, plus prototype station formats [quantitative]
materials: cassette tapes of library music, prototype formats, existing radio station output

Jul 1994
music taste study
200 respondents answer questionnaire [quantitative]
to determine popularity of three possible radio formats

Jun 1994
Budapest Radio Report
investigative research [qualitative & quantitative]
to create blueprint for a successful commercial radio station in Hungary

May 1994
A Topline Report From Budapest, Siofok & Veszprem
questionnaire in three cities [qualitative]
to determine radio listening patterns

KISS FM, London

1990
pre-launch qualitative research projects [with BBDO]
focus groups
to determine effectiveness of logo design, print/poster campaign, TV commercials
materials: logo variants, mock-ups of advertisements, rough cut of TV campaign

1990
Pre-launch qualitative research projects [with Sirius Research]
extensive series of focus groups with different demographics in different London locations
materials: cassette tapes of prototype radio formats, DJs, jingles, competing stations

May 1990
Analysis Report [with Christine Boar]
off-air detailed analysis of programming elements [qualitative]
to determine programming patterns within daytime output of competitors - Radio 1 & Capital Radio

1989
Spending Patterns of 15-24 year olds in London [with Research & Auditing Services]
444 questionnaires [quantitative]
to examine purchasing power & spending habits of youth market

May 1989
Music & radio listening habits of 15-24 year olds in London [with MORI]
296 face-to-face street interviews [quantitative]
to examine popularity of different music genres in youth market

Radio Thamesmead, London

1986

Listening Survey

door-to-door questionnaire [quantitative]

to determine availability of cable radio service within households and extent of listening