

When rating the announcers, only 12 survey forms rated us as fair or bad. Most comments were very complimentary with statements such as:

Love the variety

Keep up the great work

Very unique and entertaining, true community spirit.

The classical program is a cut above the rest.

Great service to the community.

Local station, local people, great.

My shed wouldn't be the same without your KRR.

Great that KRR encourages young people to get involved.

There is something for everyone.

Some suggestions might be worth considering:

Great opportunity for young people to learn about broadcasting. Why not have an open day for interested high school students?

Include poetry readings, cooking or gardening hints.

Interview local representatives for Men's Shed, bushfire brigade, historical society, etc.

Less station IDs or announcers playing their own promos.

Competitions with a weekly or monthly prize donated by a local shop.

More birthday and anniversary announcements.

A Blue's program.

More bluegrass in the country music programs.

198 survey forms were completed and returned

48% are listening all the time
44% sometimes
8% rarely

52% of our listeners are tuned in at various times of the day, the majority in the morning and afternoon. The evening programs are only accessed by approx 12%, mainly due to television.

On weekends we tend to have about 50% fewer listeners as other activities e.g. sport, outings and family commitments take priority. 76% of KRR listeners also tune into other stations, about half of them regularly. This occurs mainly whilst travelling in the car.

The music preferences are as follows:

Top 40s	9%
Rock/Pop	10%
Classics of the past	21%
Country	33%
Classic	5%
Jazz	4%
Easy listening	18%

Out of 139 hours of broadcasting, we bring 33% of country music to our listeners and 59% of mixed rock/pop, easy listening and classics of the past

Classic and jazz seem to cover the demand and have a very strong following.

Top 40s could have approx. another 2 hours per week to cover for the younger population.

80% of our listeners tune in for or news programs

Quite a number of people commented that they would like to hear more local news, e.g. achievements of local sports clubs or upcoming sport events.

57% listen to The Castlereagh Line serial and 55% to the children's story, though this is not very accurate as the local preschools and kindergarten also turns on the radio for the kids.

Katie's Country rated as most popular program with Brian's Morning Market running a close second.