

RETURNED QUESTIONNAIRES WILL BE TREATED IN THE STRICTEST CONFIDENCE.

Remember, if you leave it up to the next person, and the next person forgets, K.N.R. ends up sound like ALL the others - so would you rather we gave you what WE THOUGHT you wanted, or what you REALLY want to hear???

Do you listen to the radio regularly? : YES / NO
Do you like most of what you hear? : YES / NO
Do you listen on medium-wave (AM) or VHF (FM) ? : AM / FM
Have you ever listened to KNR-FM? : YES / NO
What did you think of it? : LIKED IT/NOT BAD/HATED IT
Why? :
:
:
:
:

Would you like KNR to feature mostly music, or speech? : MUSIC / TALK
What kind of music do you most like? :
Would you prefer us to broadcast at a different time, or on a different day or days? If so, please specify :
Which of the following types of programming do you most like? : ENTERTAINMENT / NEWS / LOCAL NEWS / "COMMUNITY SERVICES" / OTHER
If "OTHER" please specify :
What sort of programming should KNR-FM provide in order to appeal to you :
Do you prefer a serious type of presentation of a "light" prsentation : SERIOUS / LIGHT

Finally, having pointed out that all returned questionnaires are treated strictly confidentially, it would help us judge local opinions, area by area, if you would complete the section below. However, we would still appreciate your returning this questionnaire, even if anonymously.

Your Name..... Your Address.....
:

(If you don't wish to give your address it would help if you would simply give your town)

Your Age Group: Under 20 / 20-30 / 30-40/ 40-60 / Senior Citizen

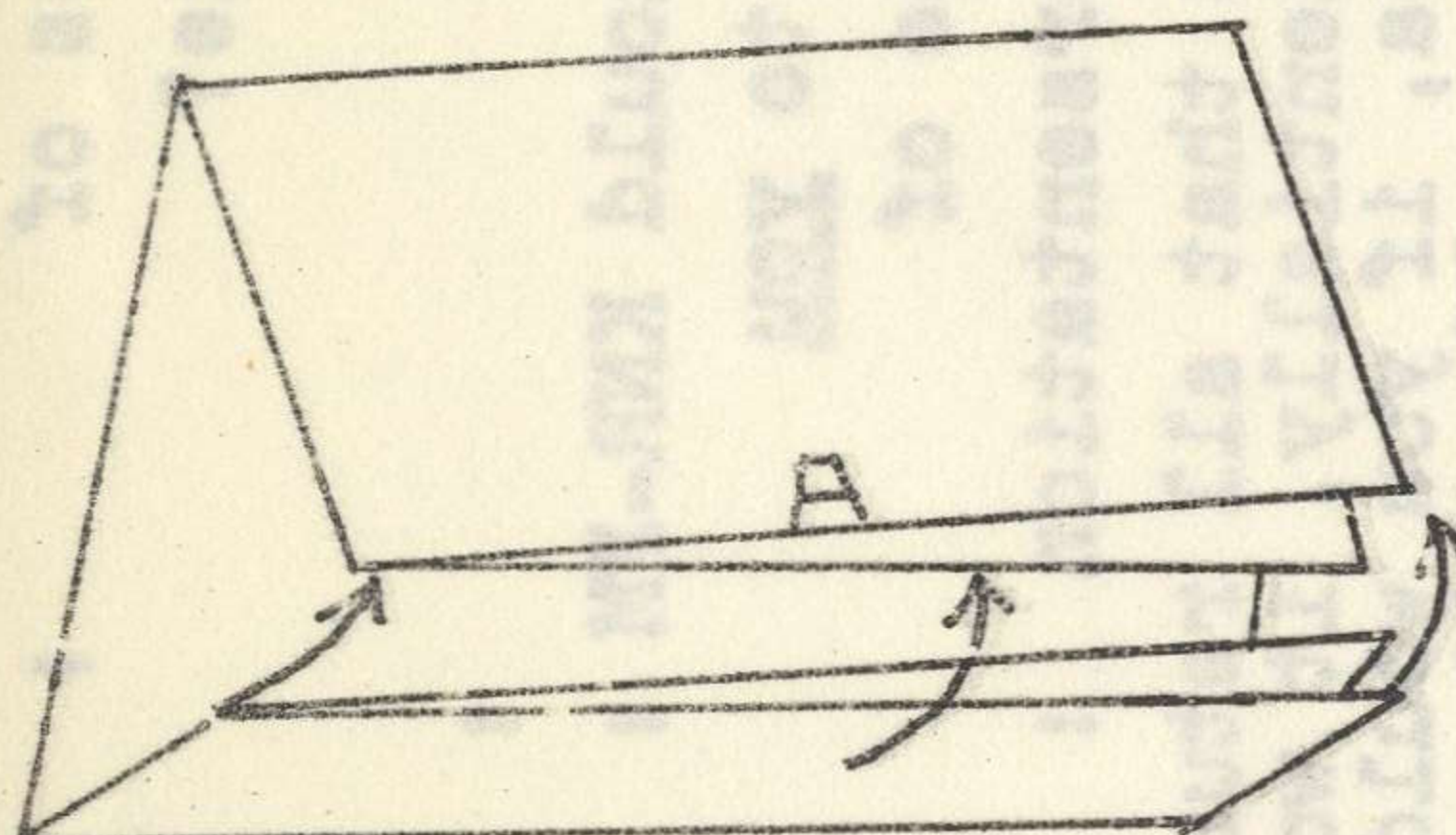
If you have any further comments or criticisms of any kind, please feel free to continue on a separate sheet. May we again thank you for your kind co-operation.

KNR-FM is your ONLY totally independent local Radio Station, owned and operated by its staff. We are located at 96.3 MHz VHF(FM) and broadcast from facilities in Kent and Essex. The single aim of KNR-FM is to provide a local Radio Station which provides what its listeners want to hear, rather than what it thinks is best.

A

FOLD No 2

AFFIX
STAMP
HERE



FOLD ALONG LINES AS DESCRIBED,
THEN TUCK IN AT 'A'. AFFIX STA

RESEARCH & PLANNING MNGR
KENT NORTH RADIO
222 HILLRISE ROAD
ROMFORD
ESSEX RM5, 3BZ

FOLD No 3

FOLD No 3

TUCK IN AT POINT 'A'