

Minotaur Business Research Systems

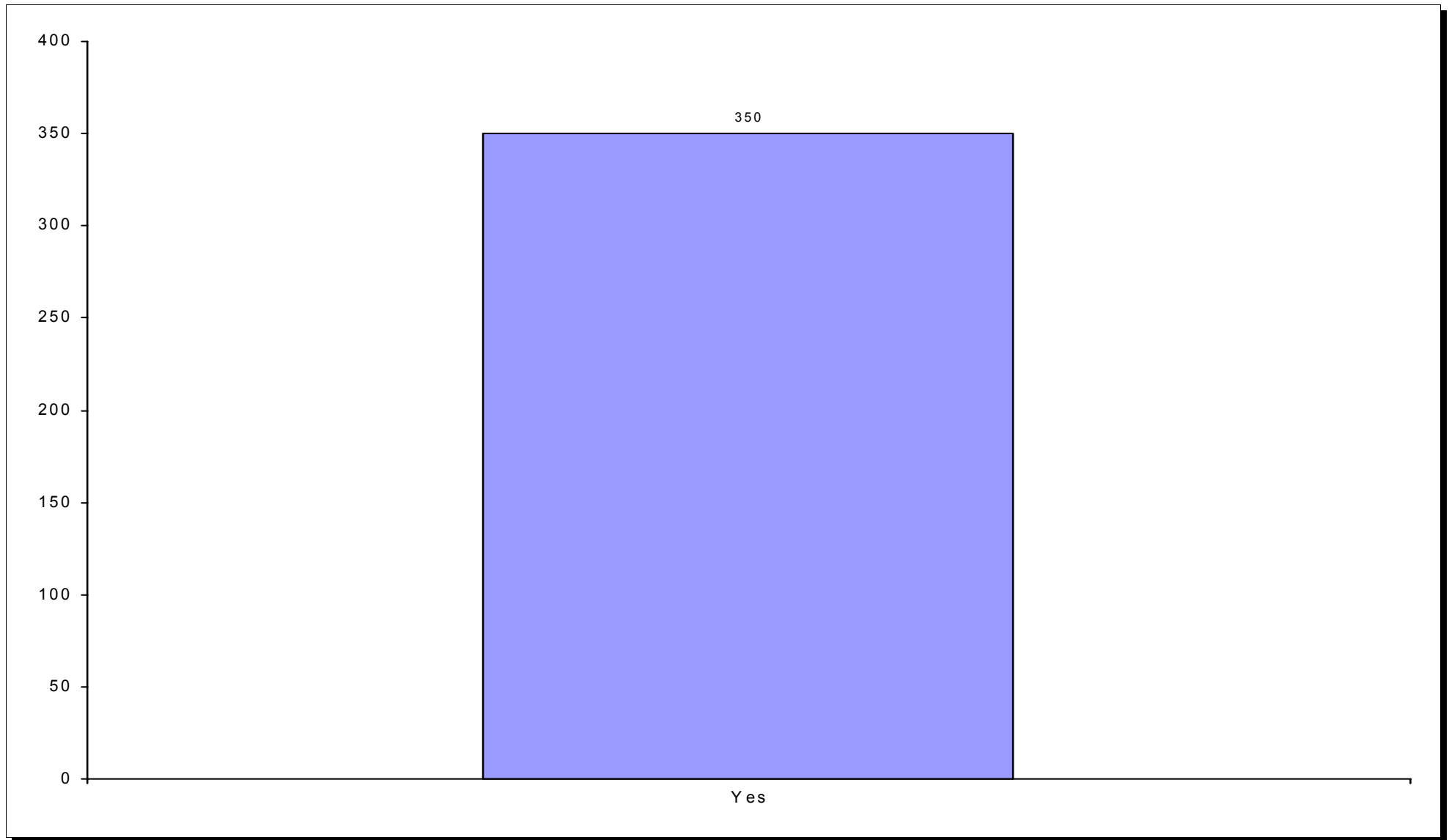
Spectrum FM

Combined Results

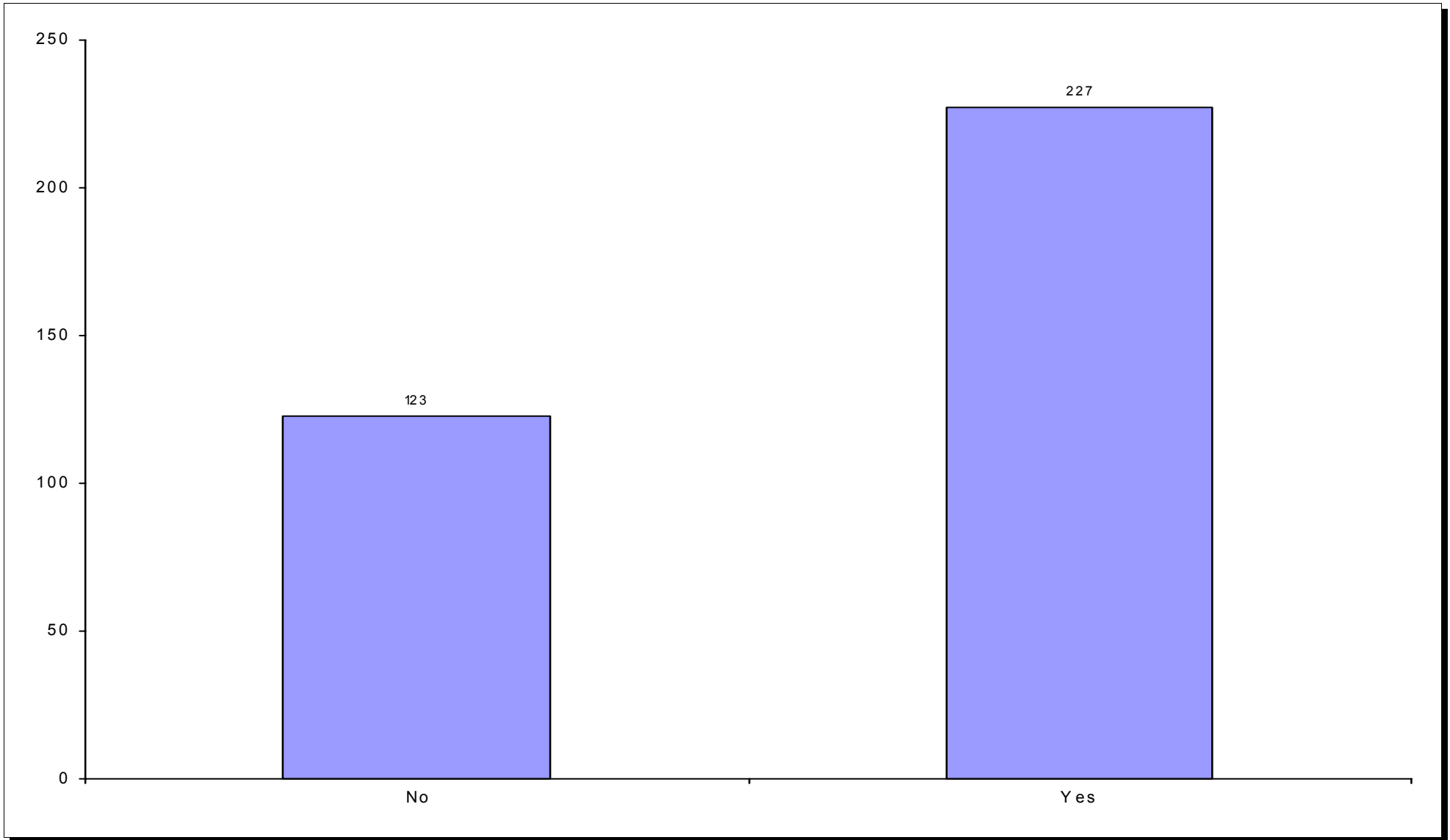


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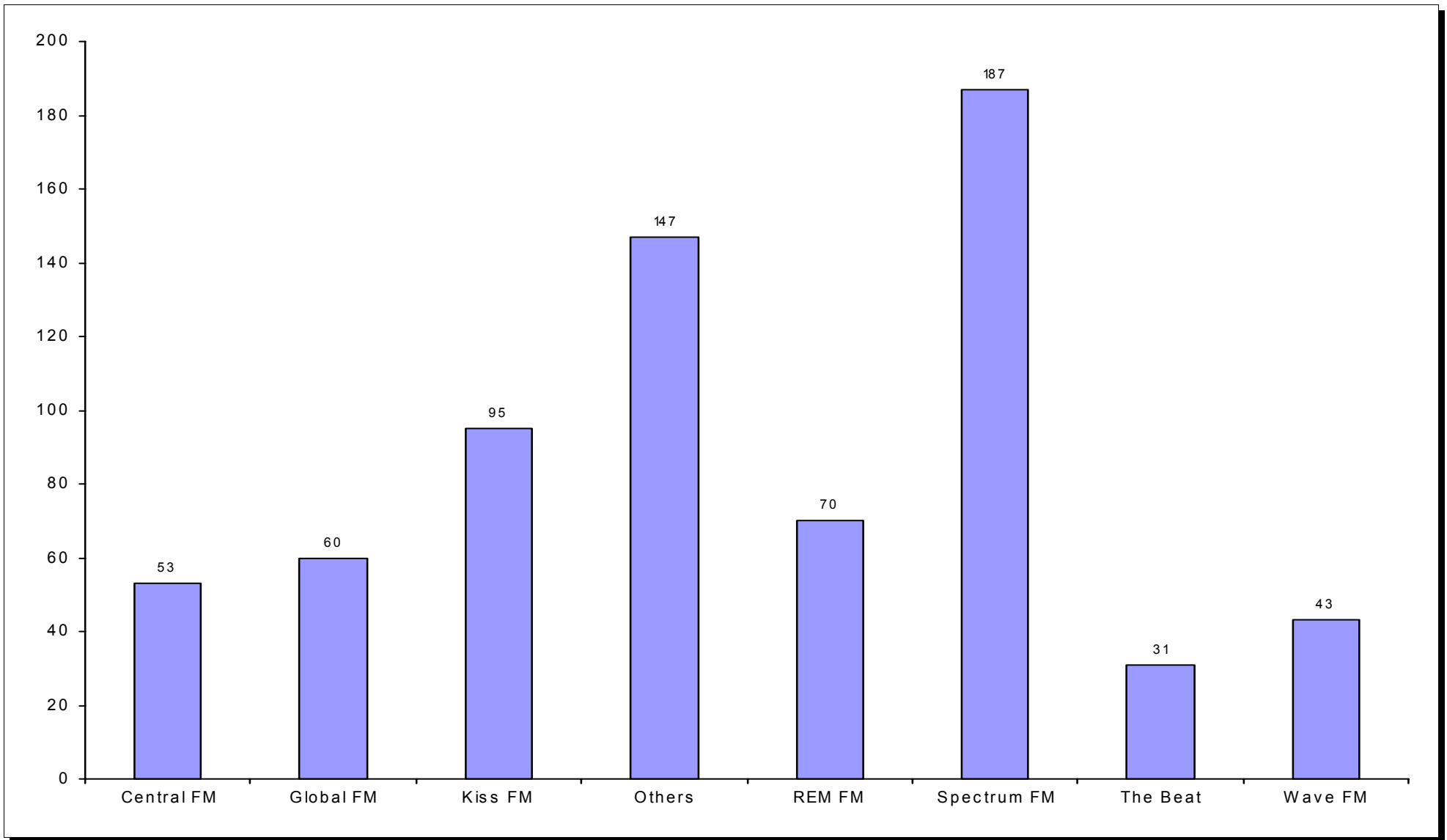
1 [Have you lived in Spain for more than 6 months?](#)



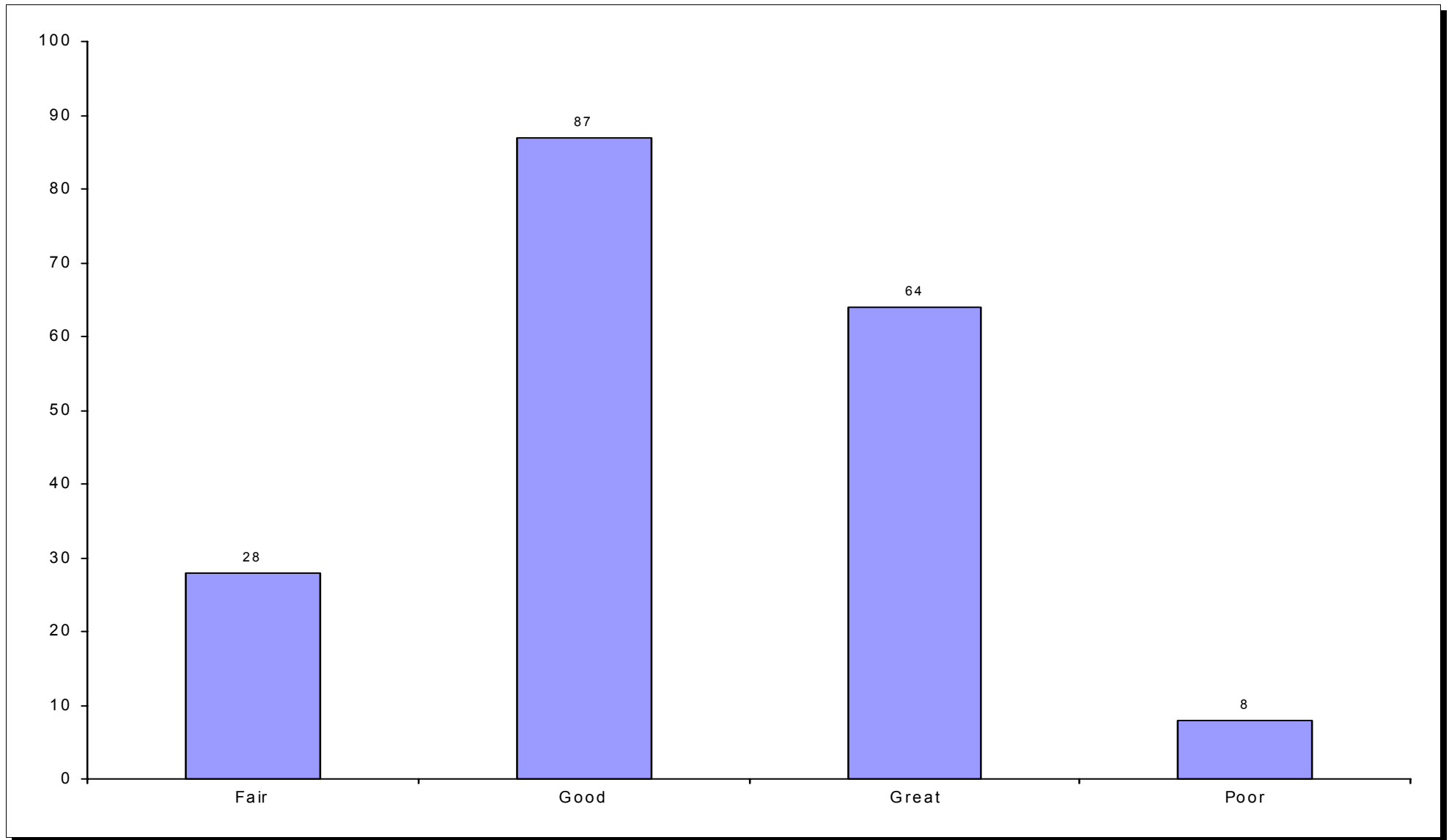
2 Do you listen to any radio regularly?



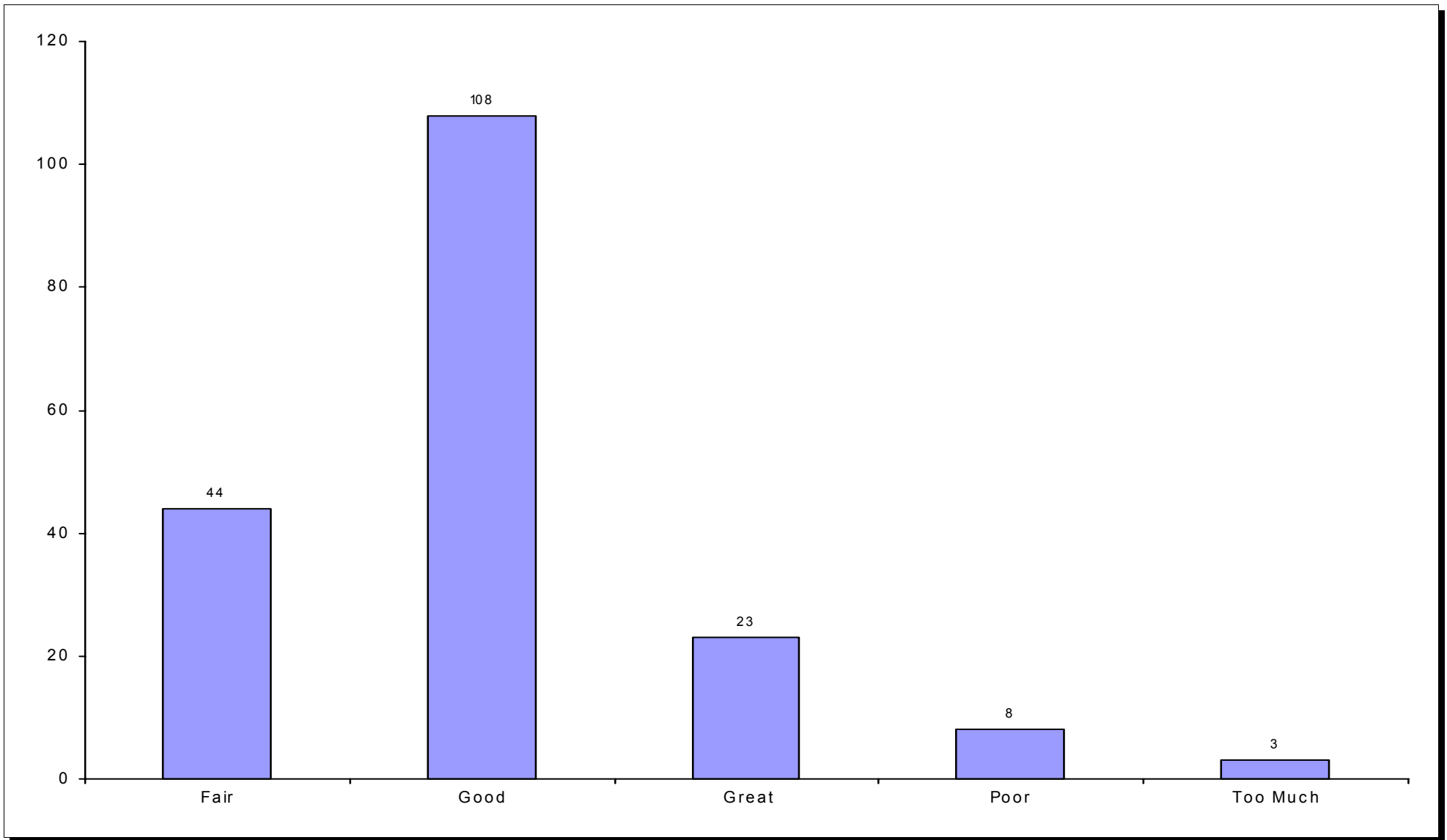
3 Which of the following stations have you listened to over the last week?



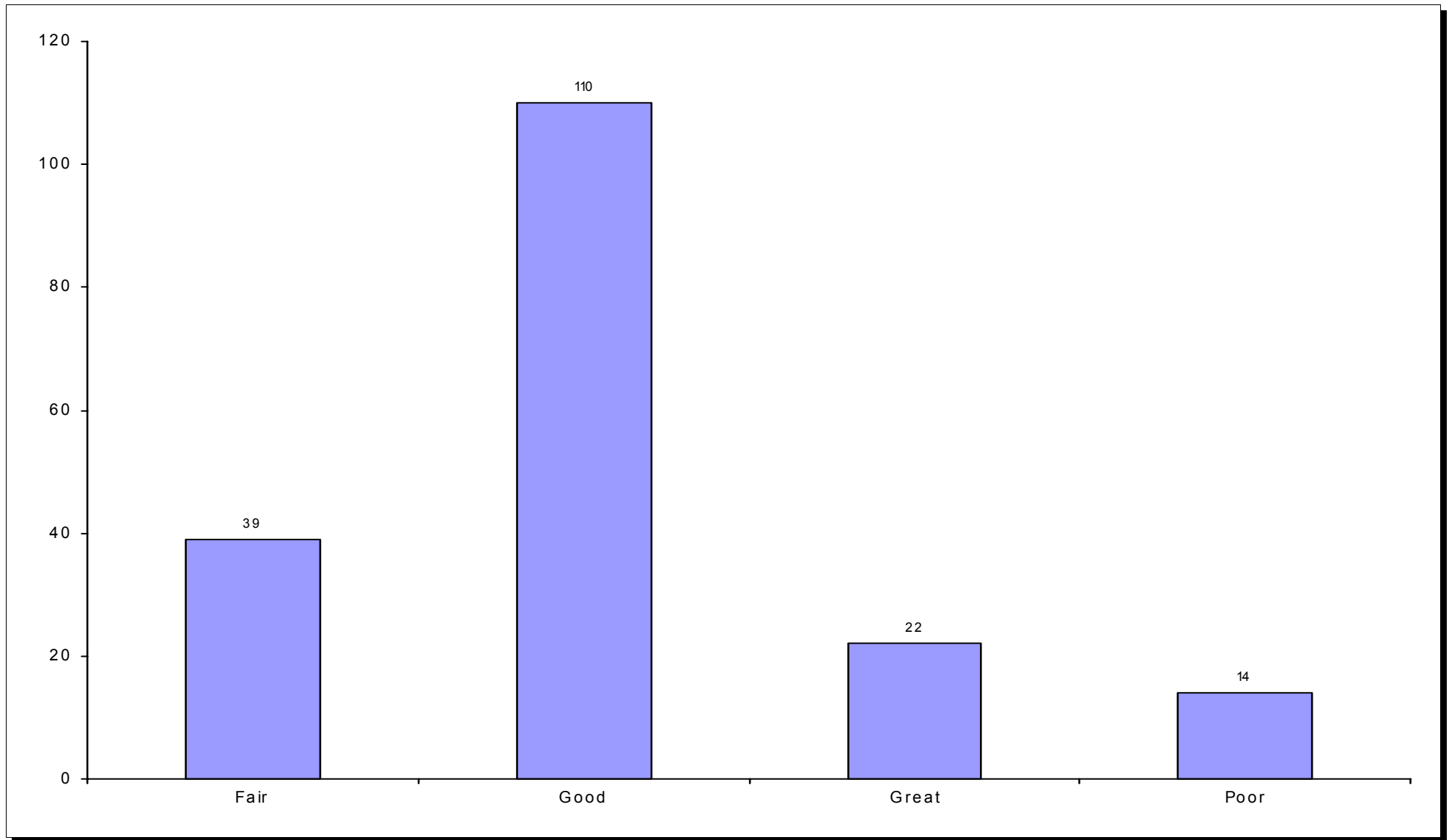
4 [How do you rate the music on Spectrum FM?](#)



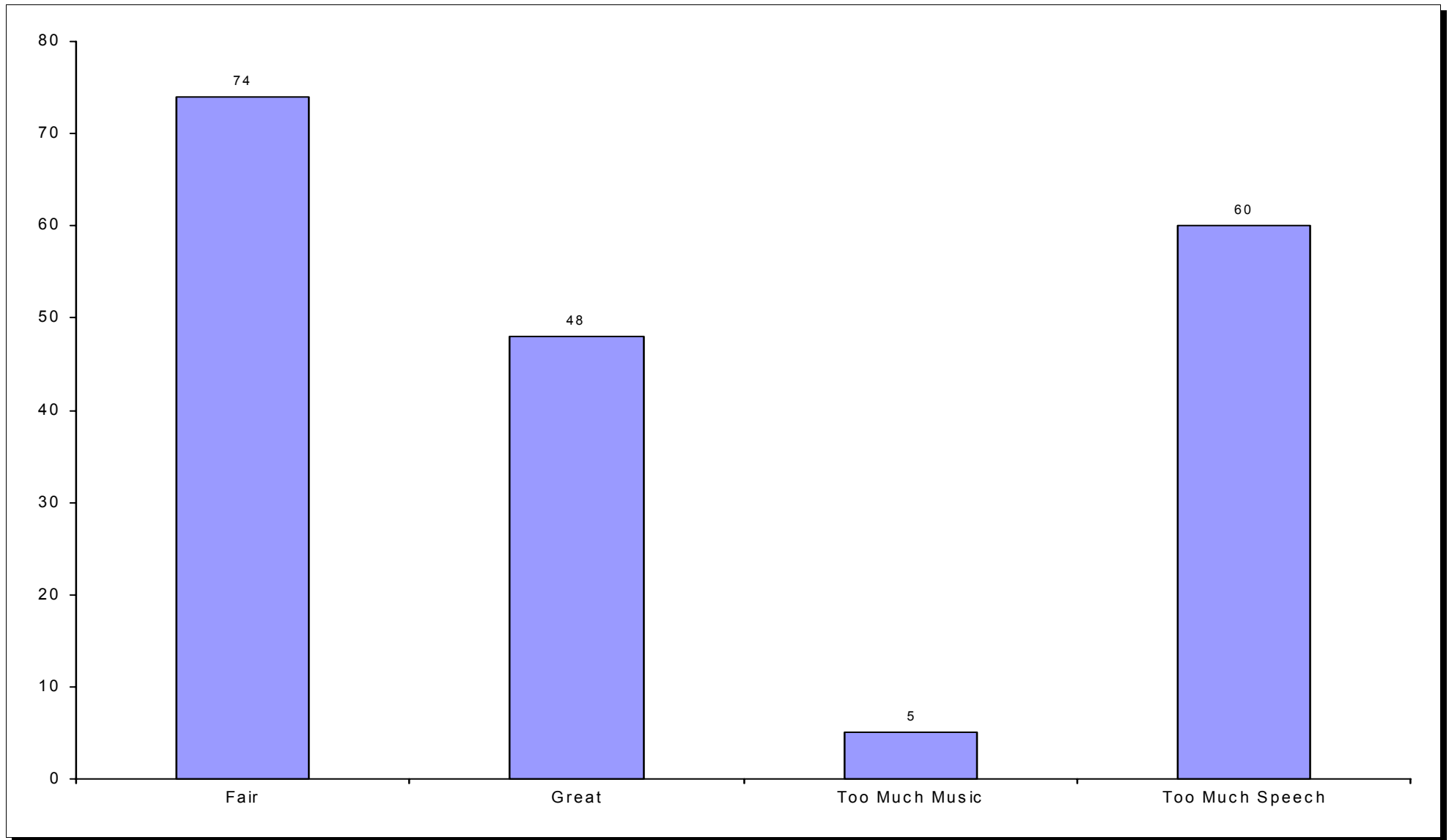
5 How do you rate the Music and Information on Spectrum FM?



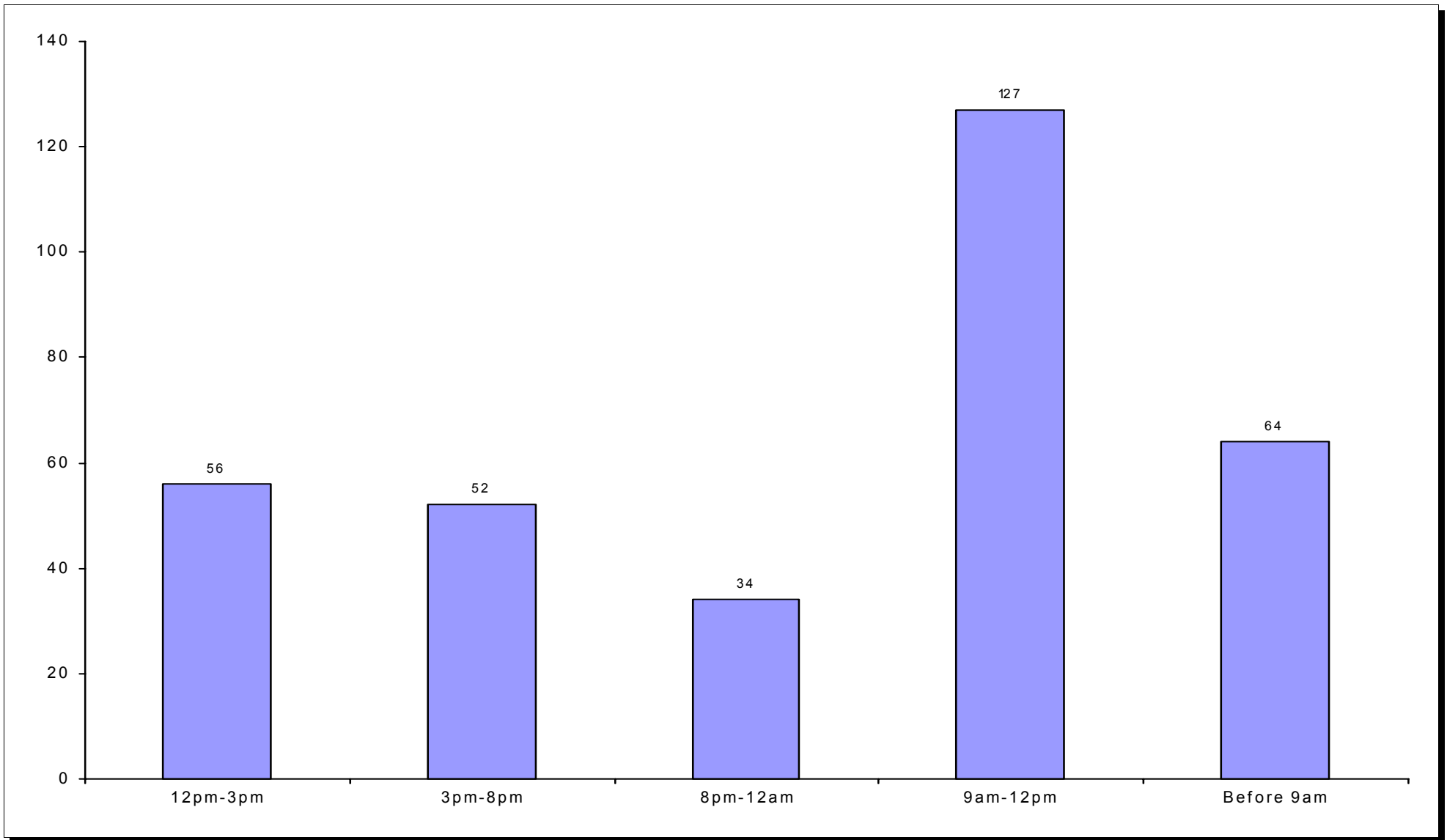
6 [How do you rate the presenters and DJs on Spectrum FM?](#)



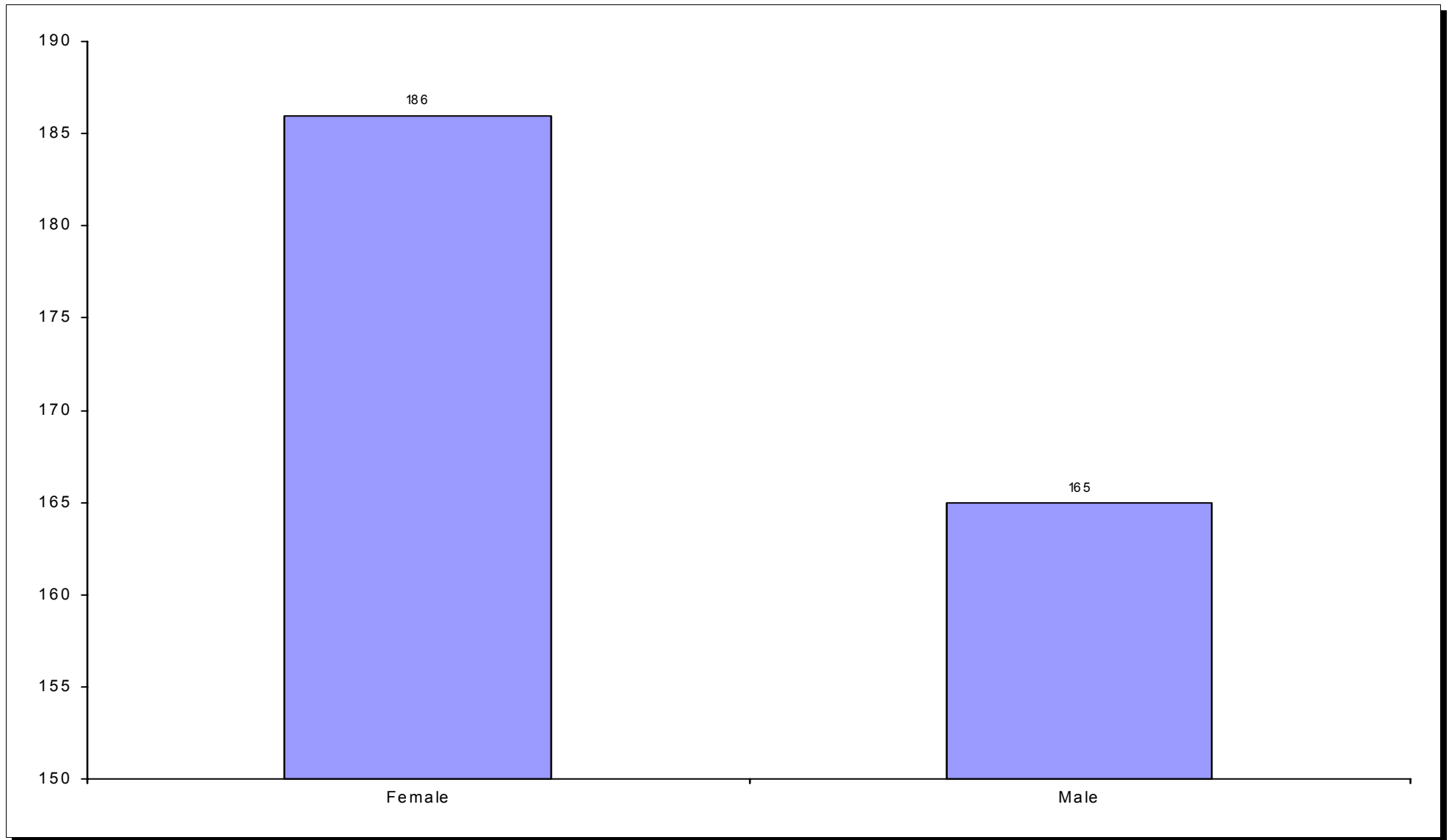
7 What do you think of the mix of Music and Speech on Spectrum FM?



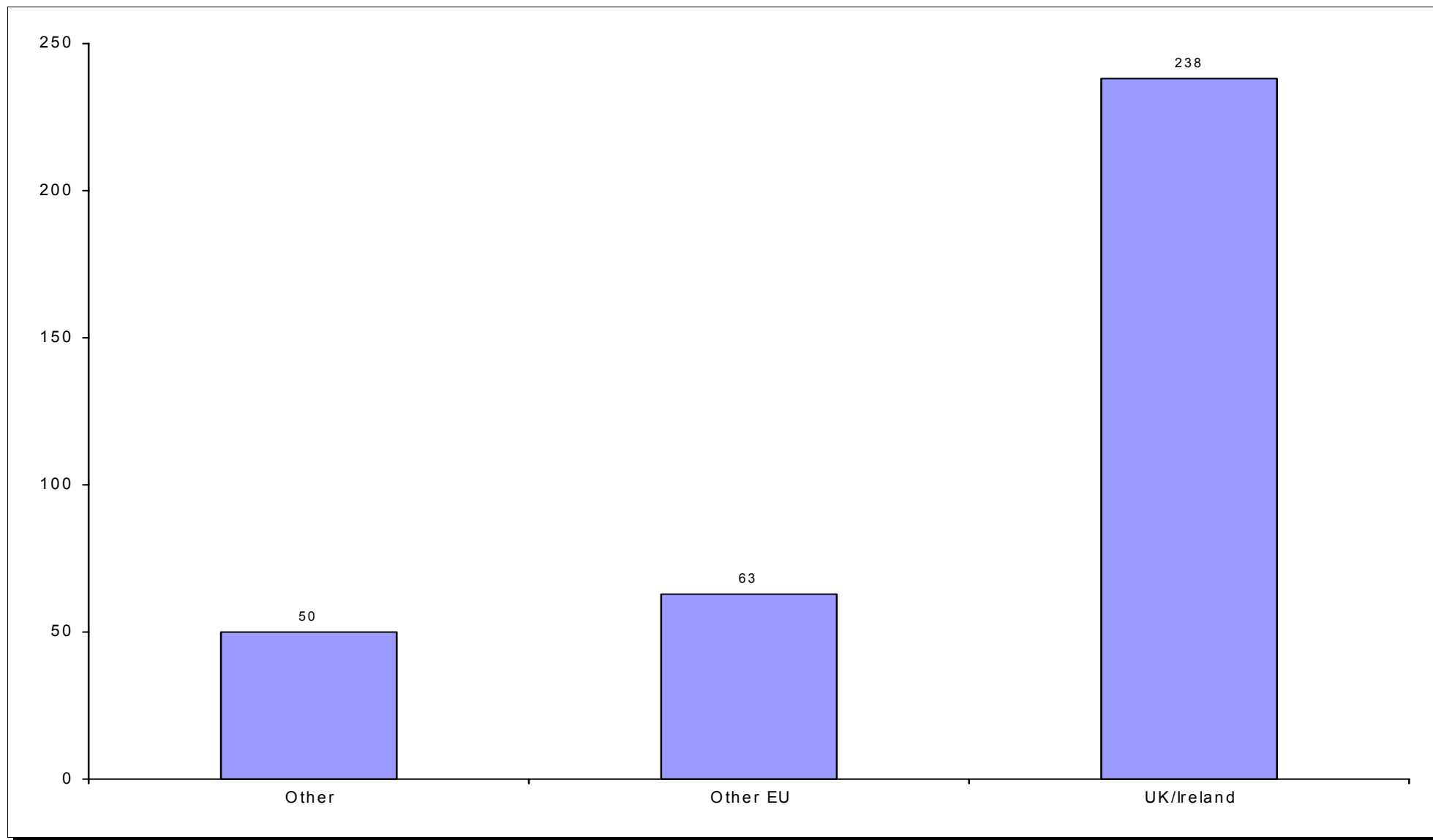
8 [What time of the day do you listen to Spectrum FM?](#)



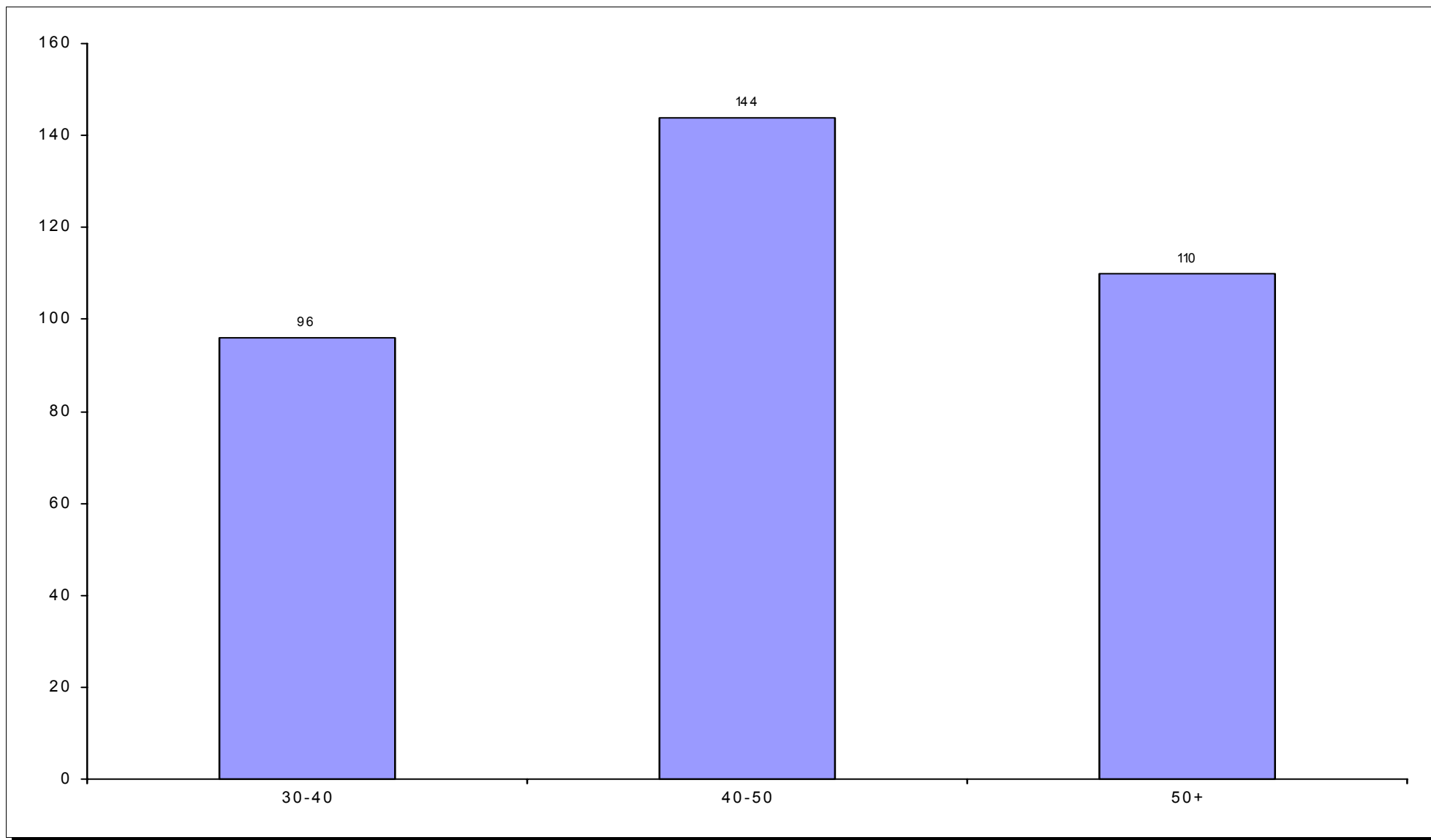
9 Gender



10 Nationality



11 Age Group



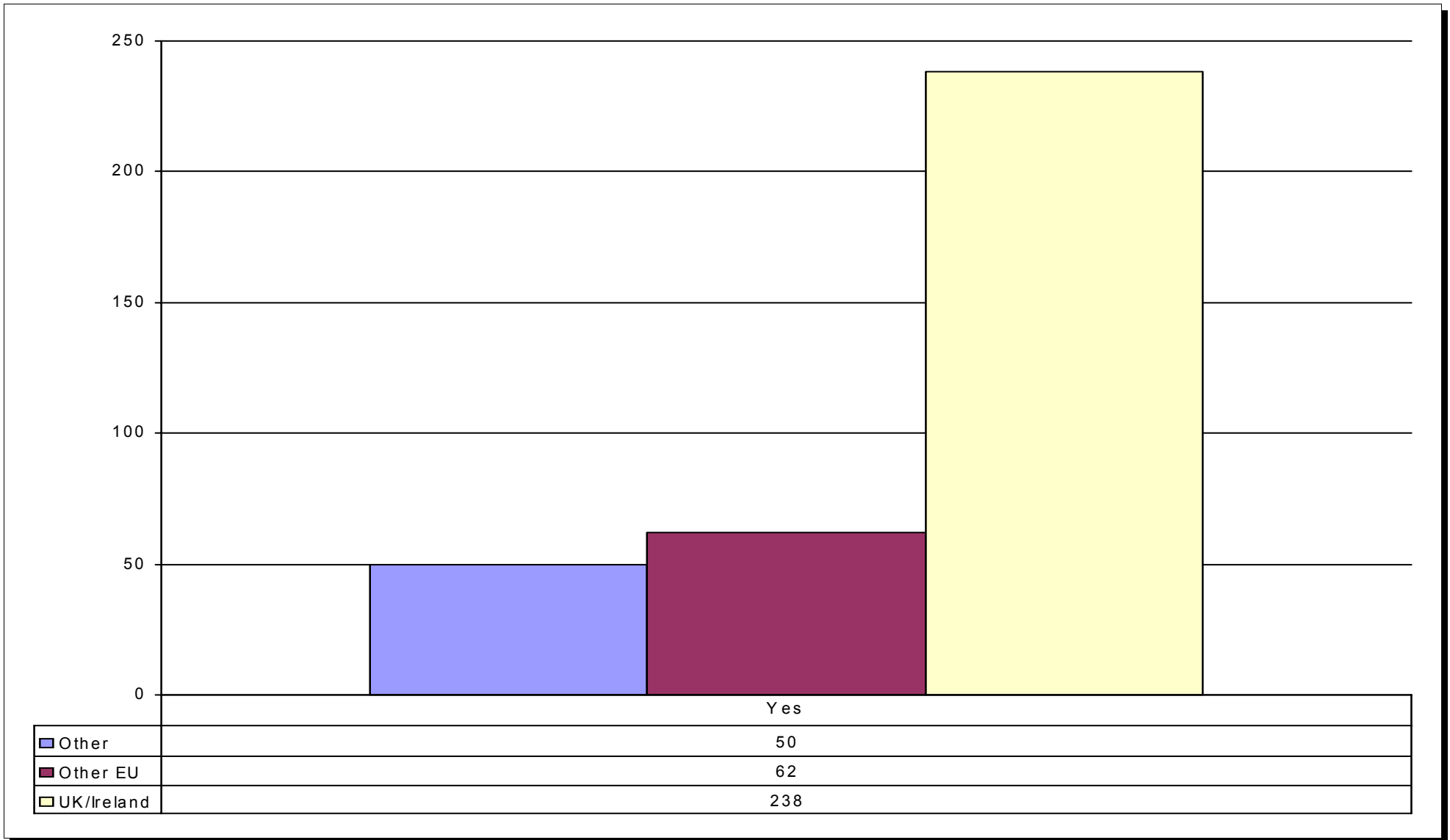
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**Analysis By
Nationality**

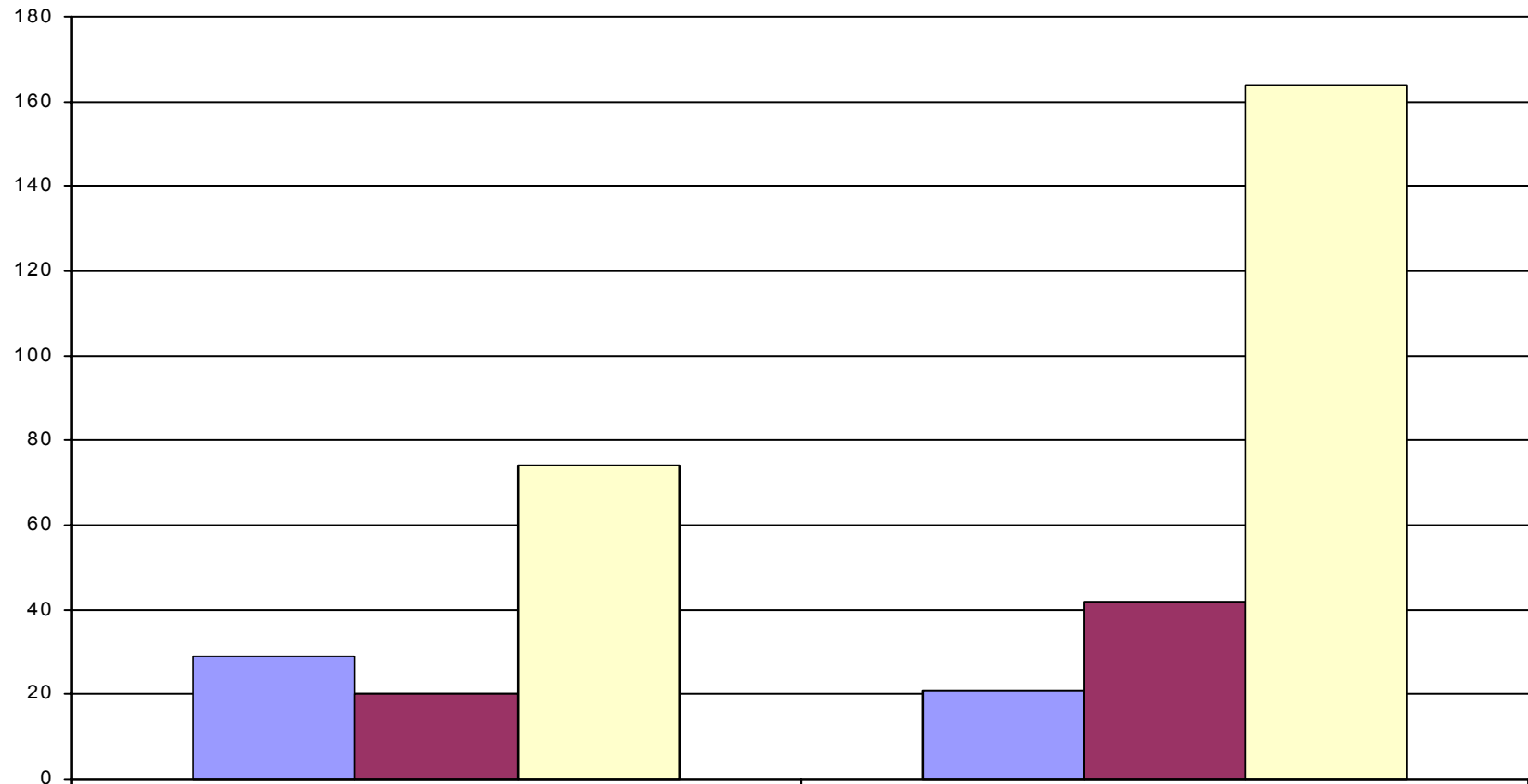


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1 Have you lived in Spain for more than 6 months?

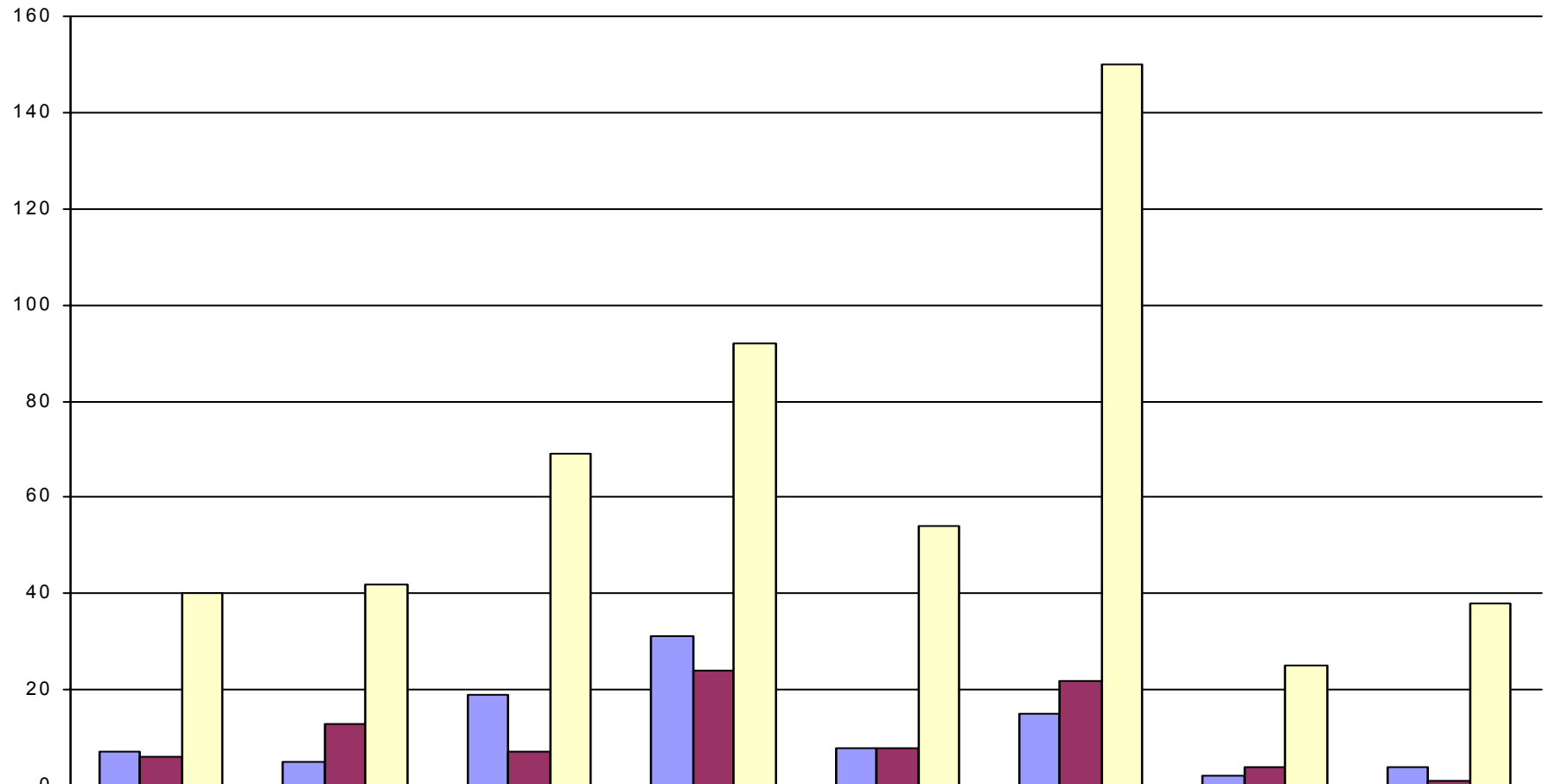


2 Do you listen to any radio regularly?



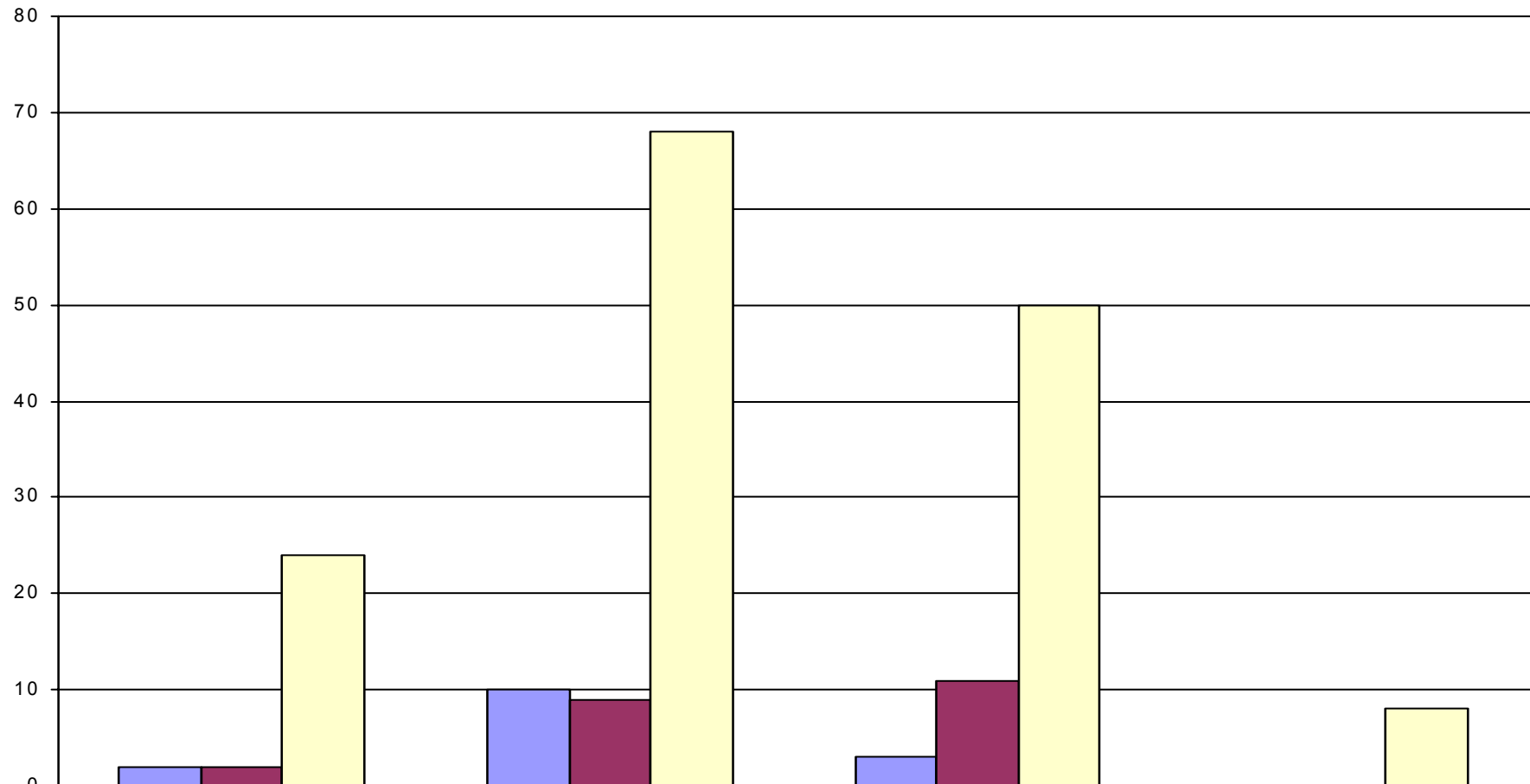
	No	Yes
Other	29	21
Other EU	20	42
UK/Ireland	74	164

3 Which of the following stations have you listened to over the last week?



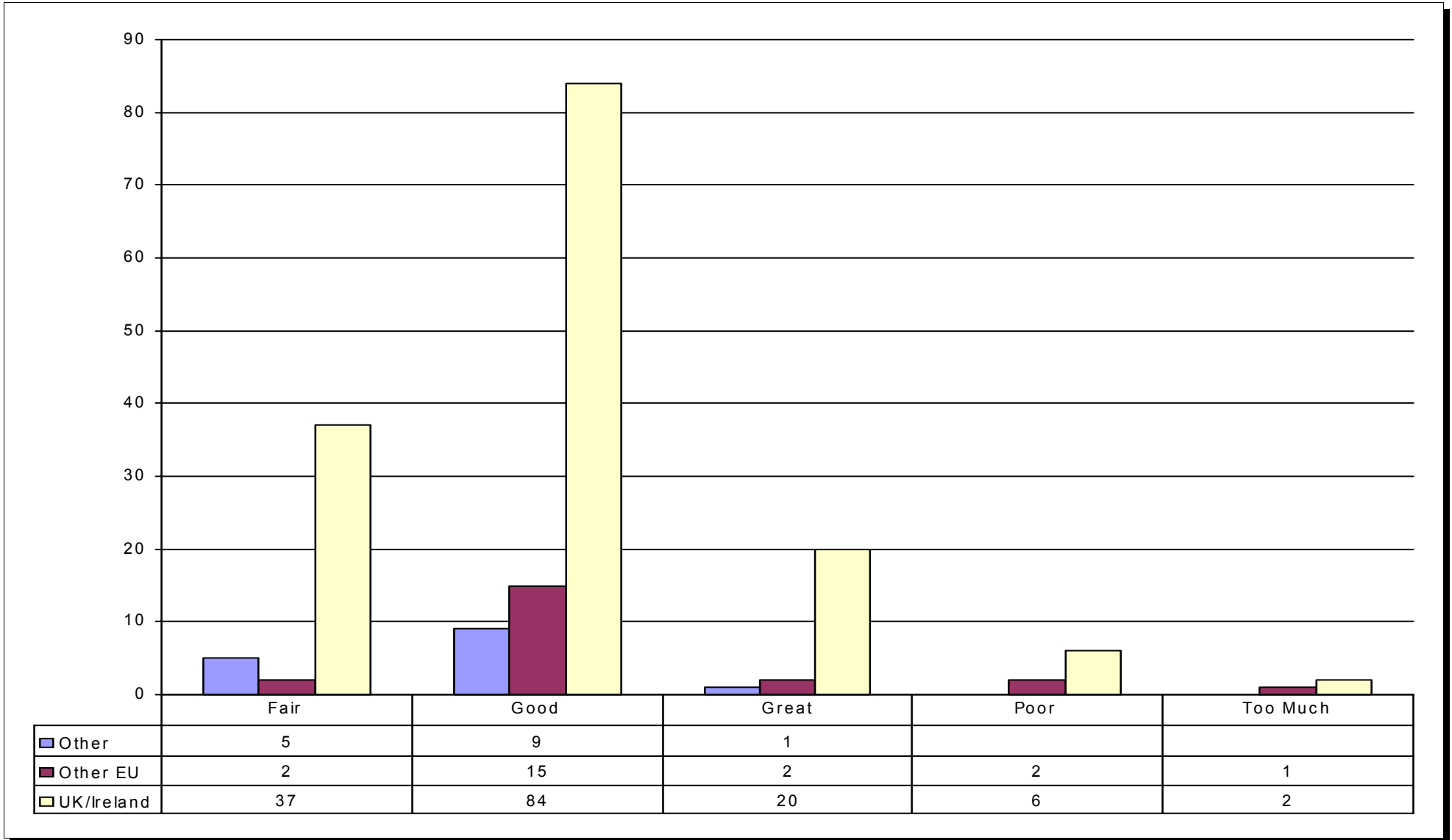
	Central FM	Global FM	Kiss FM	Others	REM FM	Spectrum FM	The Beat	Wave FM
Other	7	5	19	31	8	15	2	4
Other EU	6	13	7	24	8	22	4	1
UK/Ireland	40	42	69	92	54	150	25	38

4 How do you rate the music on Spectrum FM?



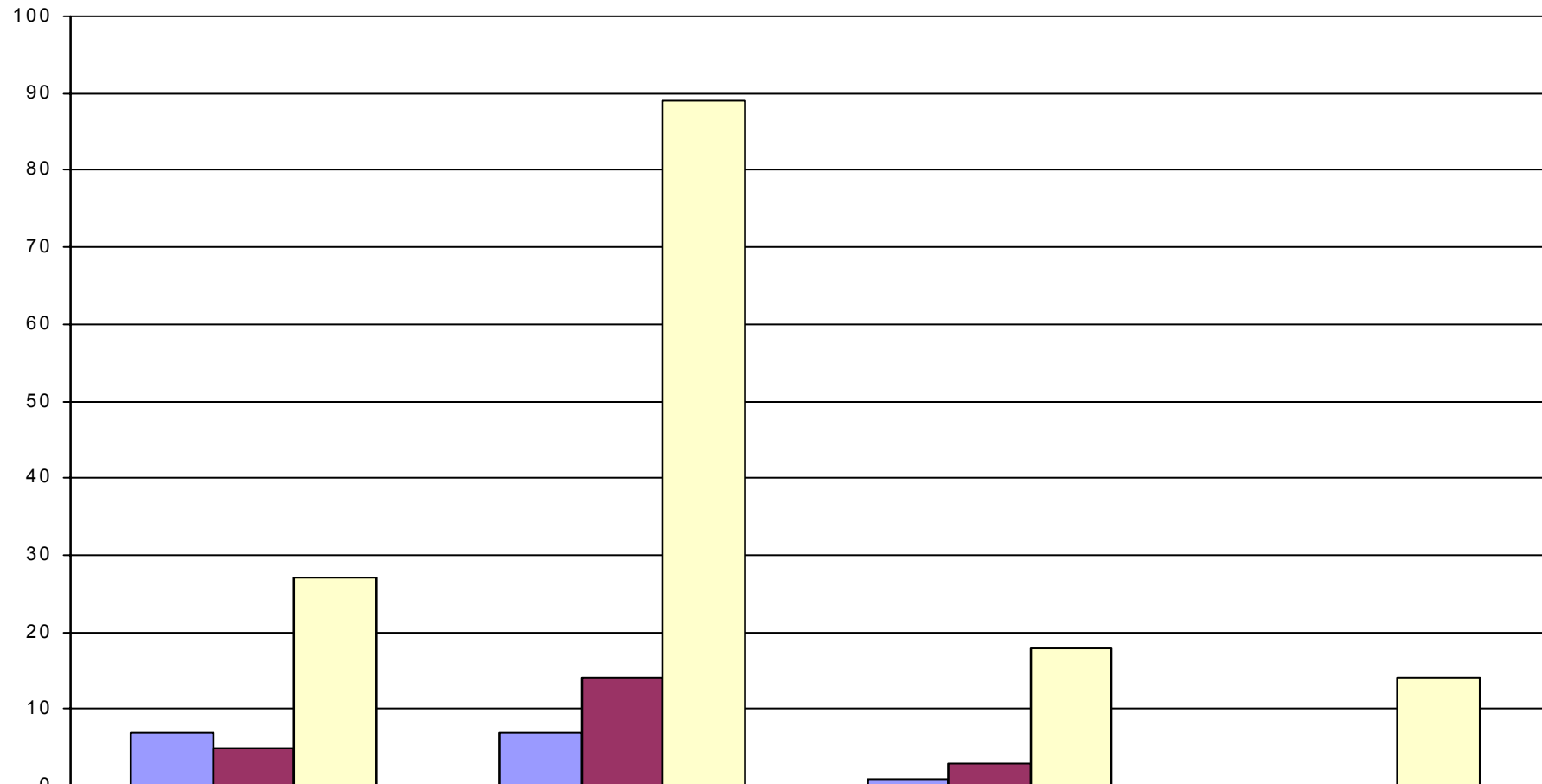
	Fair	Good	Great	Poor
Other	2	10	3	
Other EU	2	9	11	
UK/Ireland	24	68	50	8

5 How do you rate the Music and Information on Spectrum FM?



6

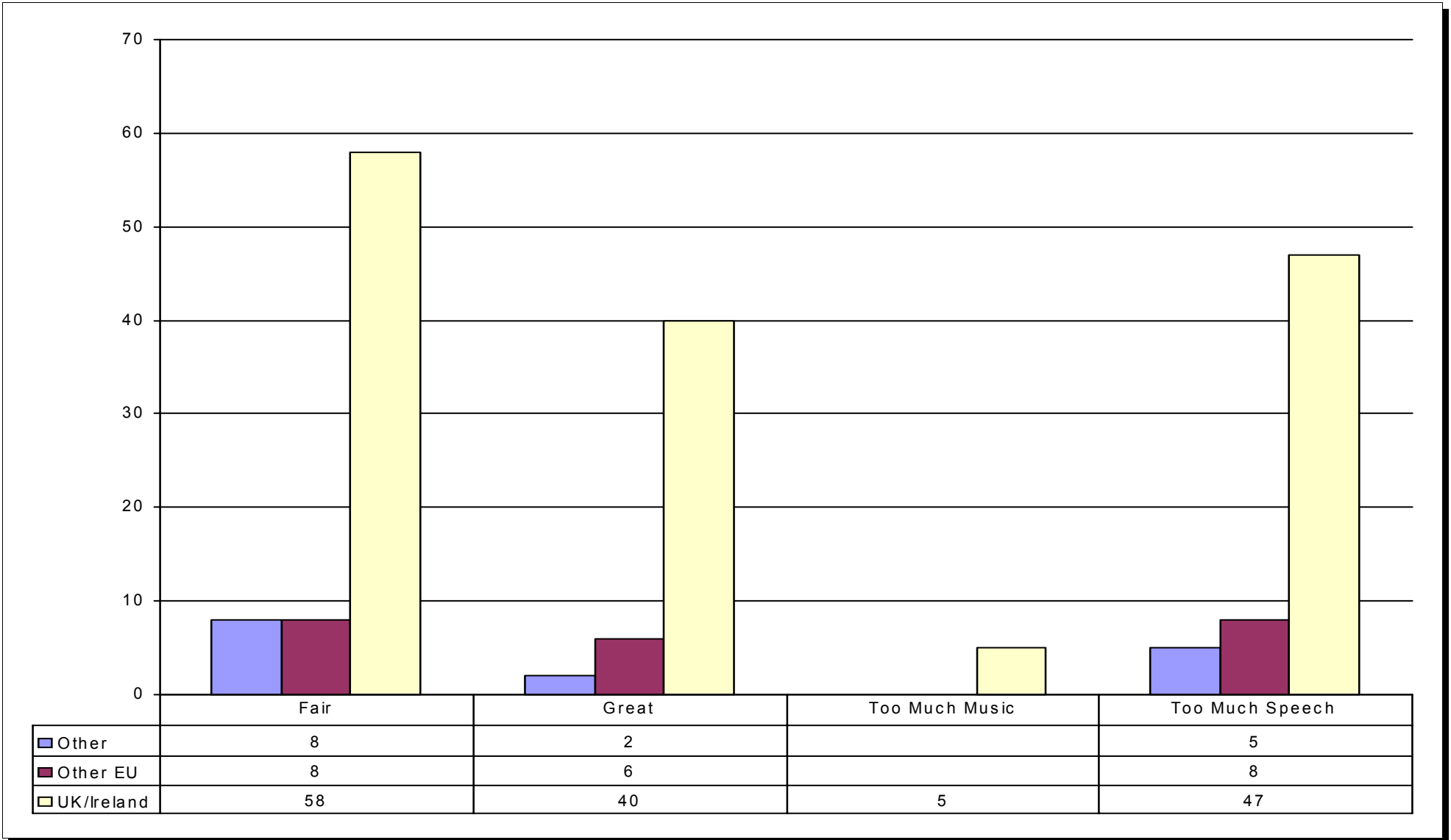
How do you rate the presenters and DJs on Spectrum FM?



	Fair	Good	Great	Poor
Other	7	7	1	
Other EU	5	14	3	
UK/Ireland	27	89	18	14

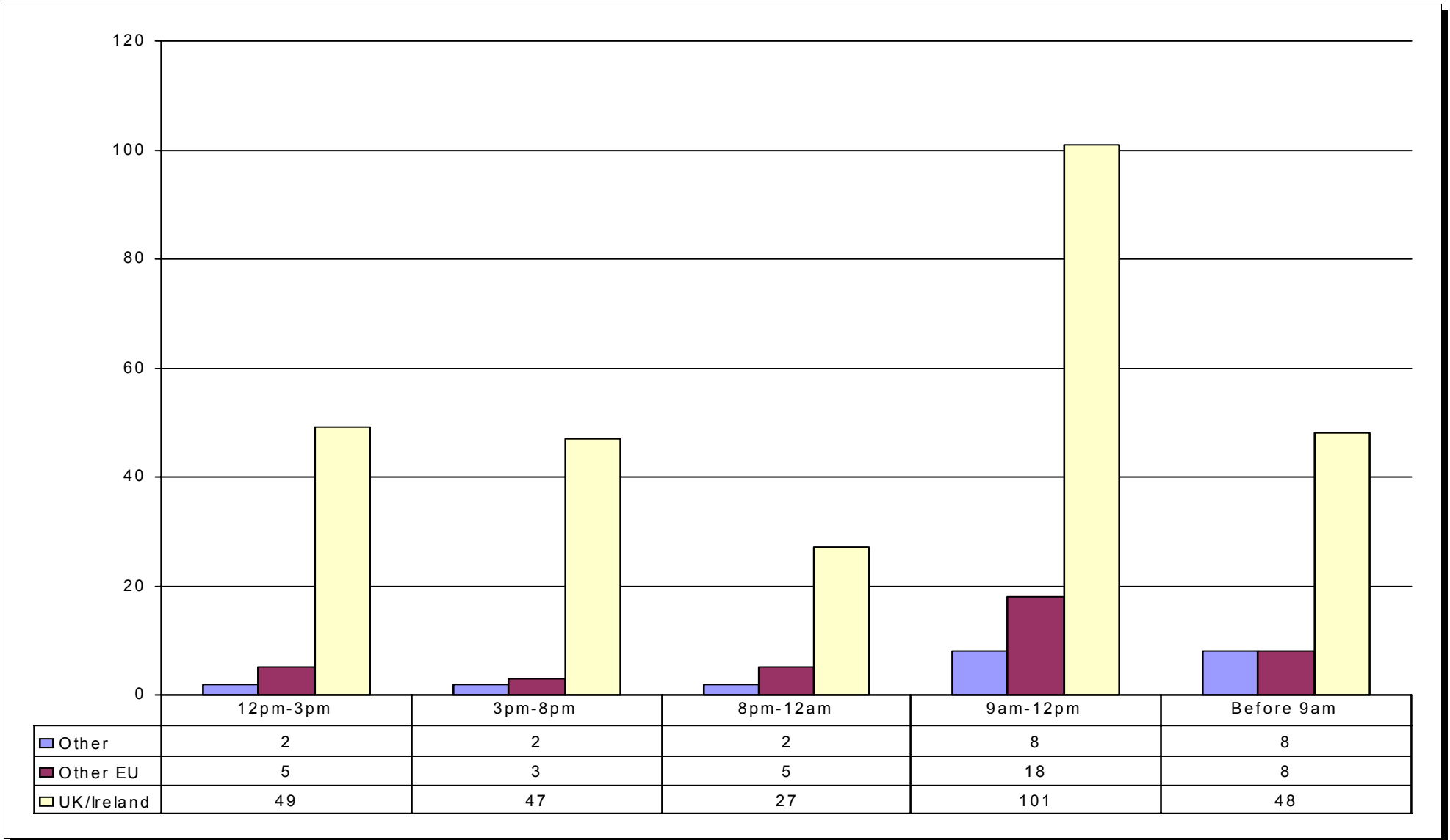
7

What do you think of the mix of Music and Speech on Spectrum FM?



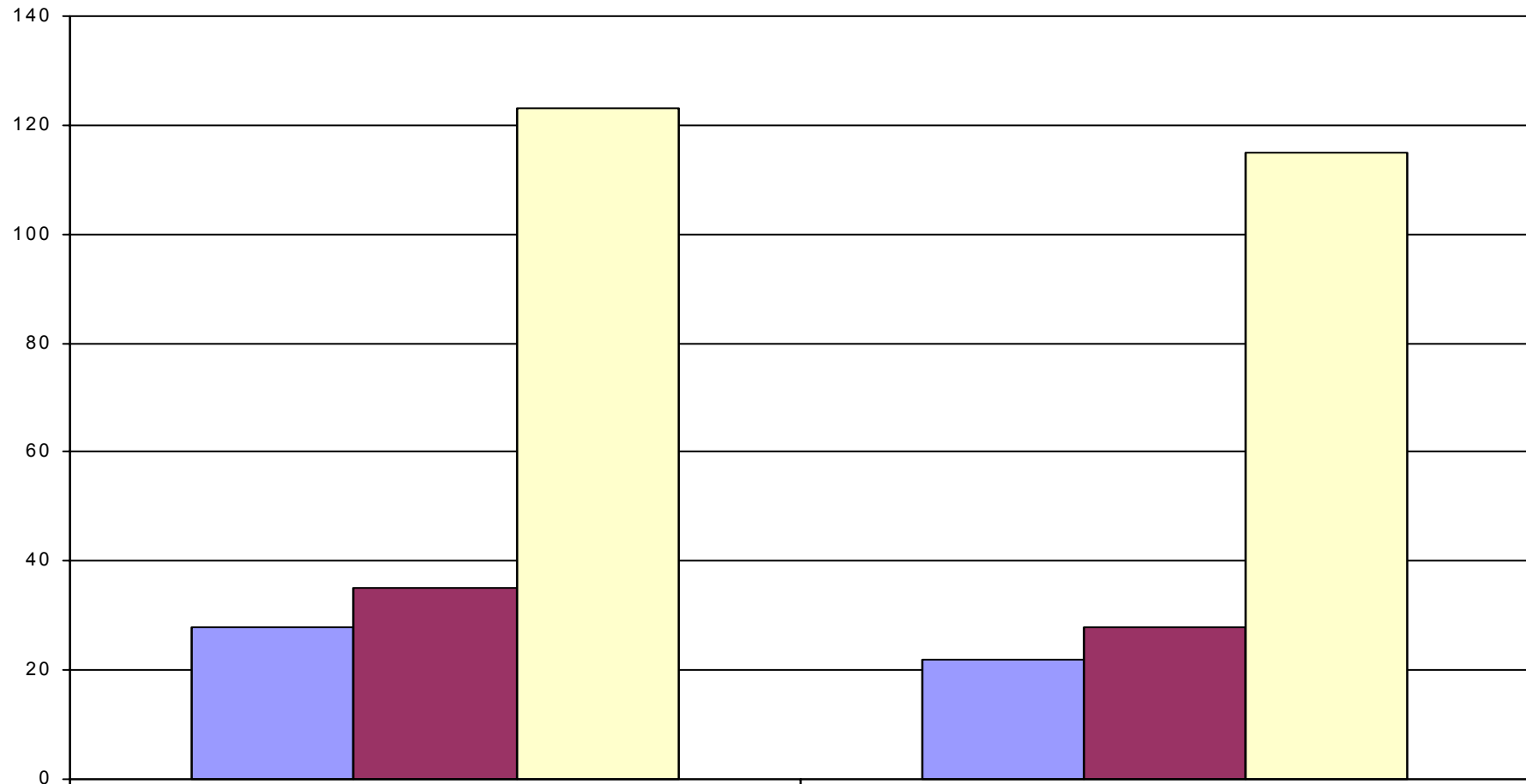
8

What time of the day do you listen to Spectrum FM?



9

Gender



Other

28

22

Other EU

35

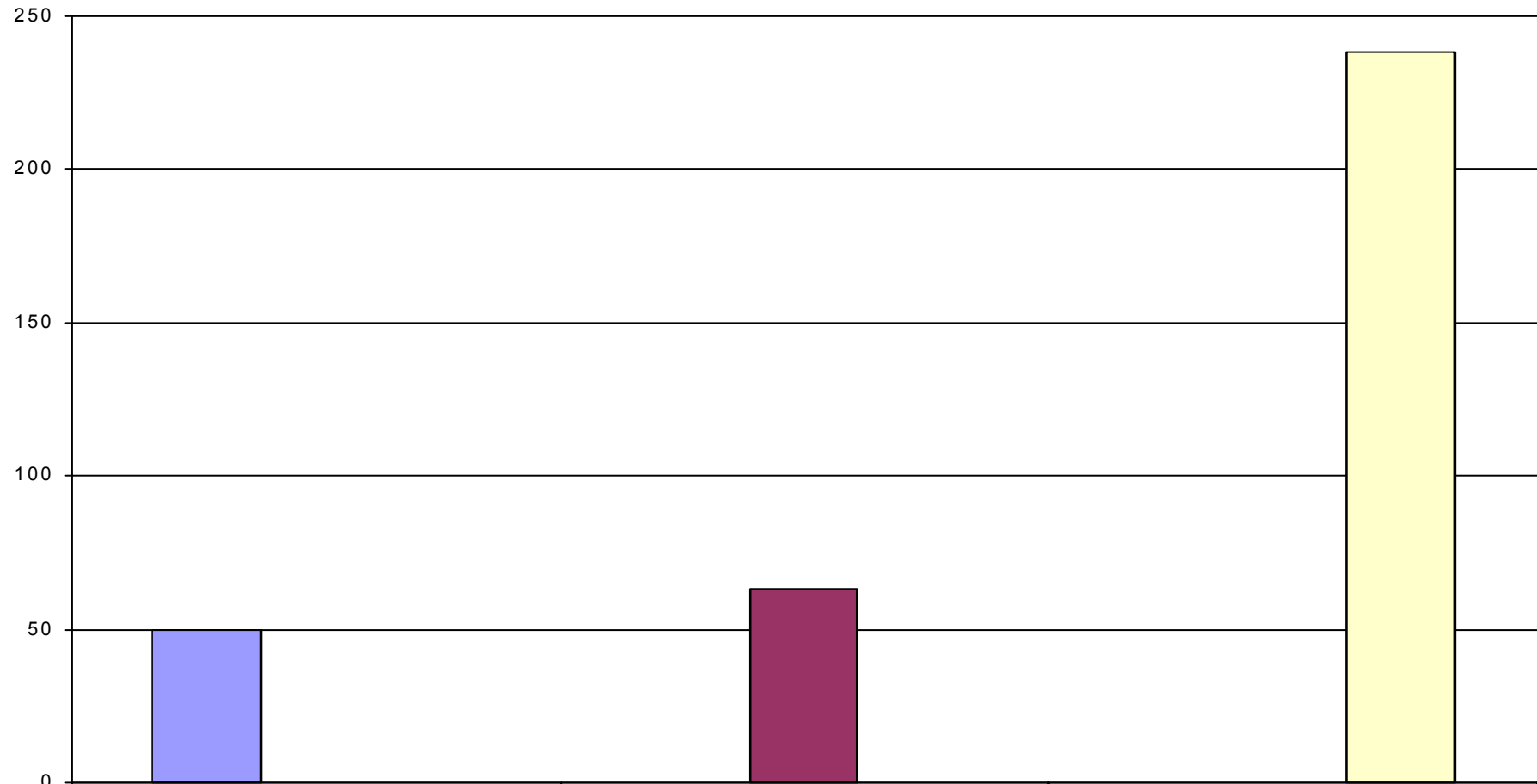
28

UK/Ireland

123

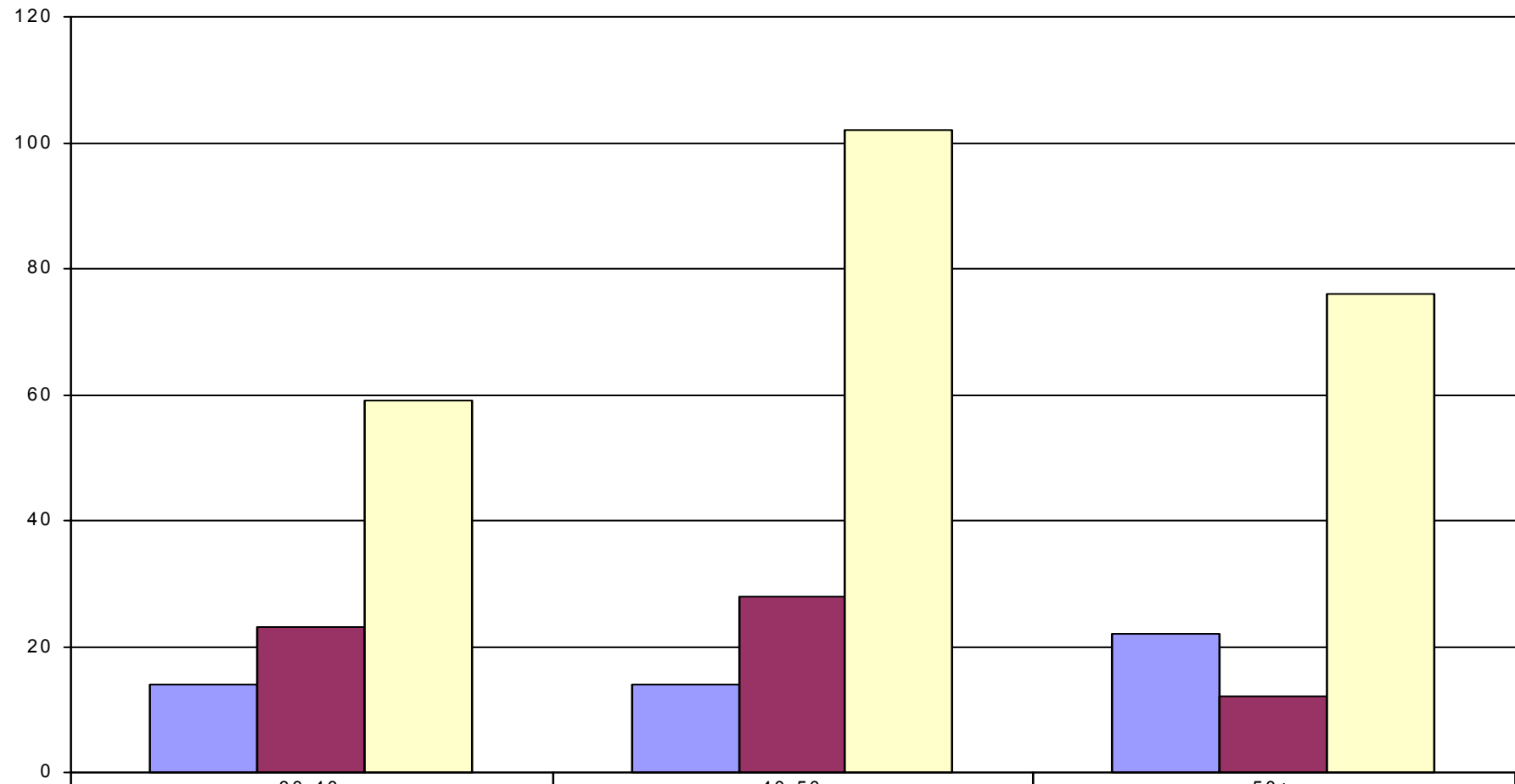
115

10 Nationality



	Other	Other EU	UK/Ireland
Other	50		
Other EU		63	
UK/Ireland			238

11 Age Group



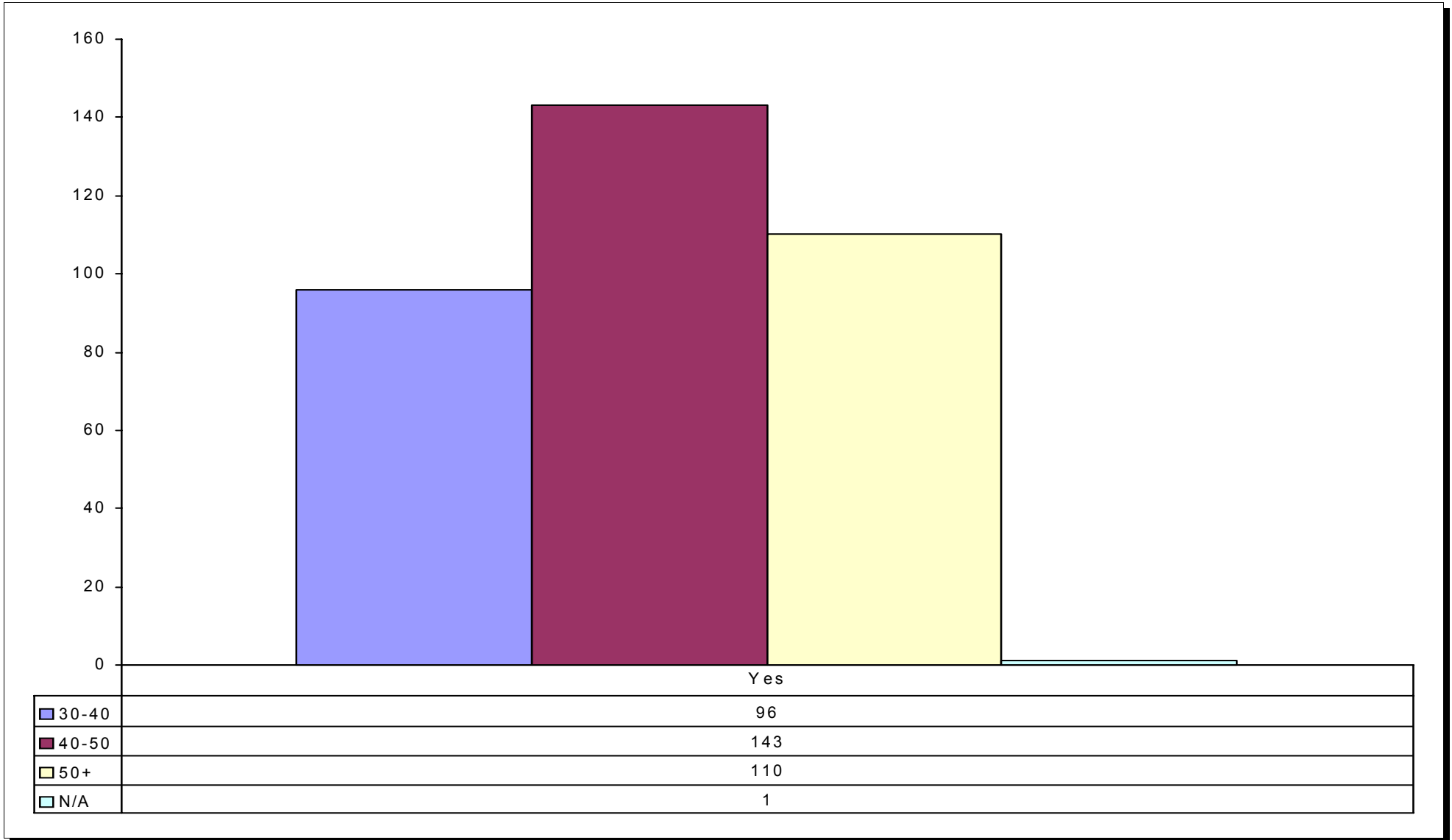
	30-40	40-50	50+
Other	14	14	22
Other EU	23	28	12
UK/Ireland	59	102	76

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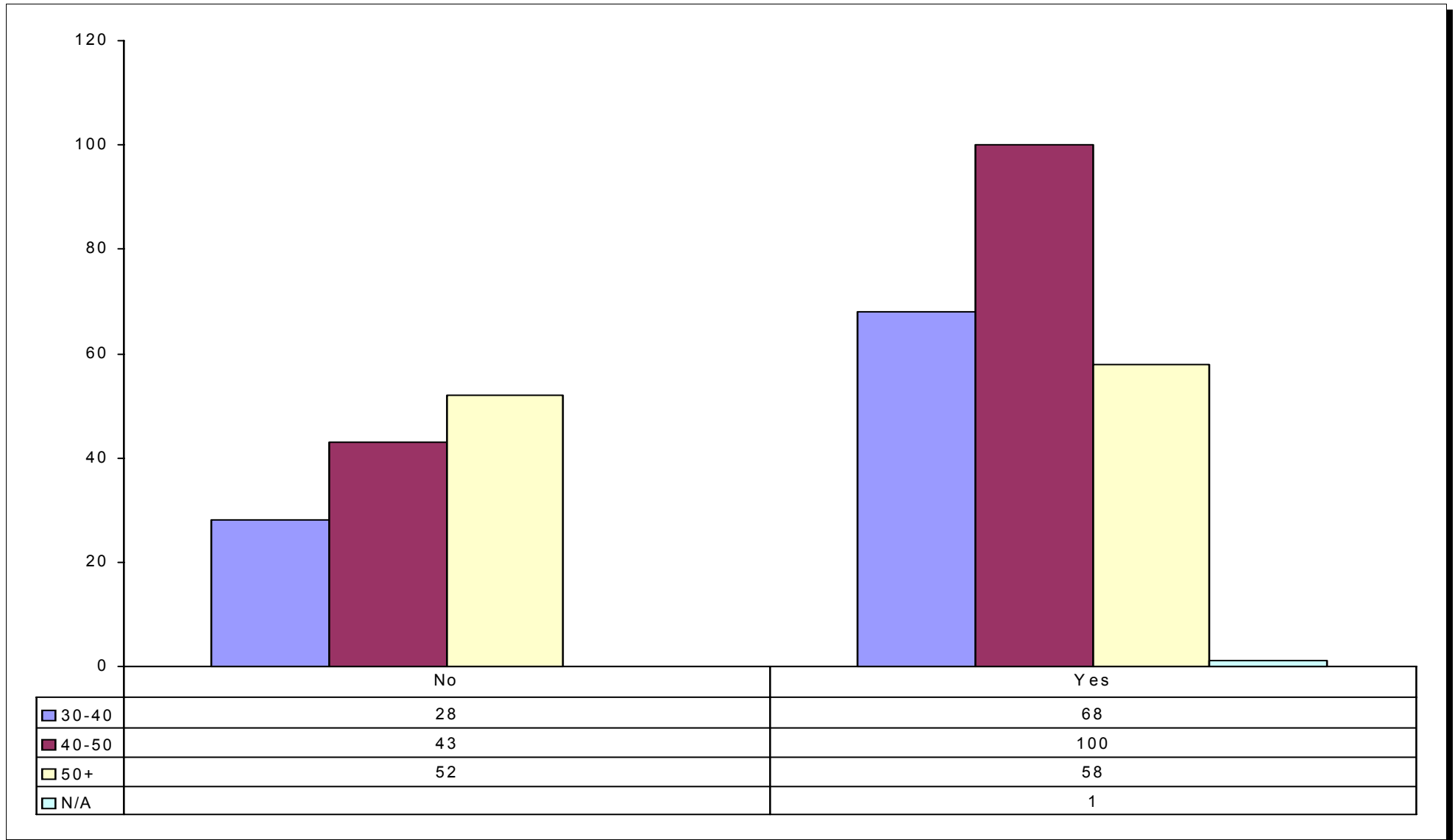
Analysis By Age



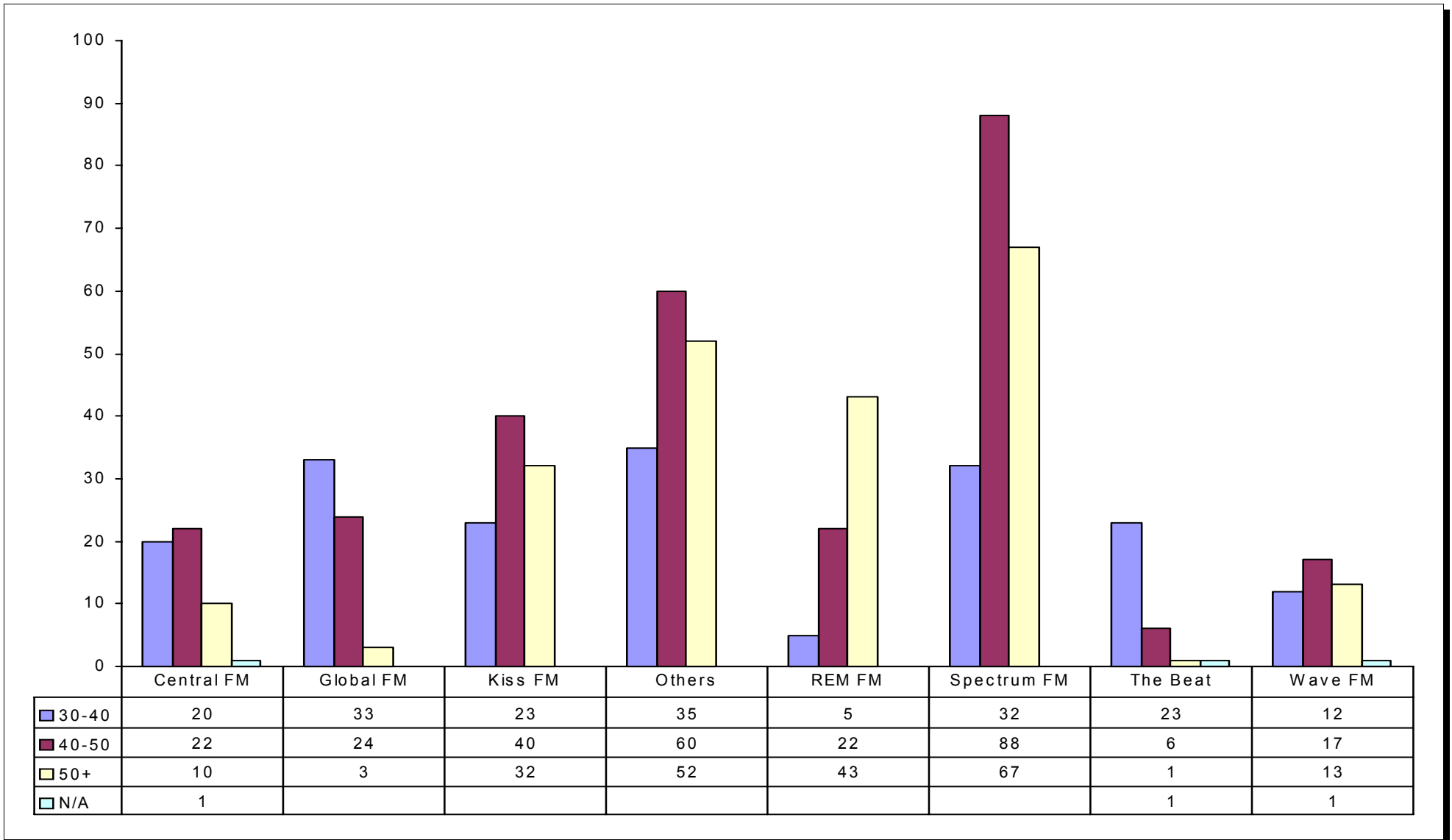
1 Have you lived in Spain for more than 6 months?



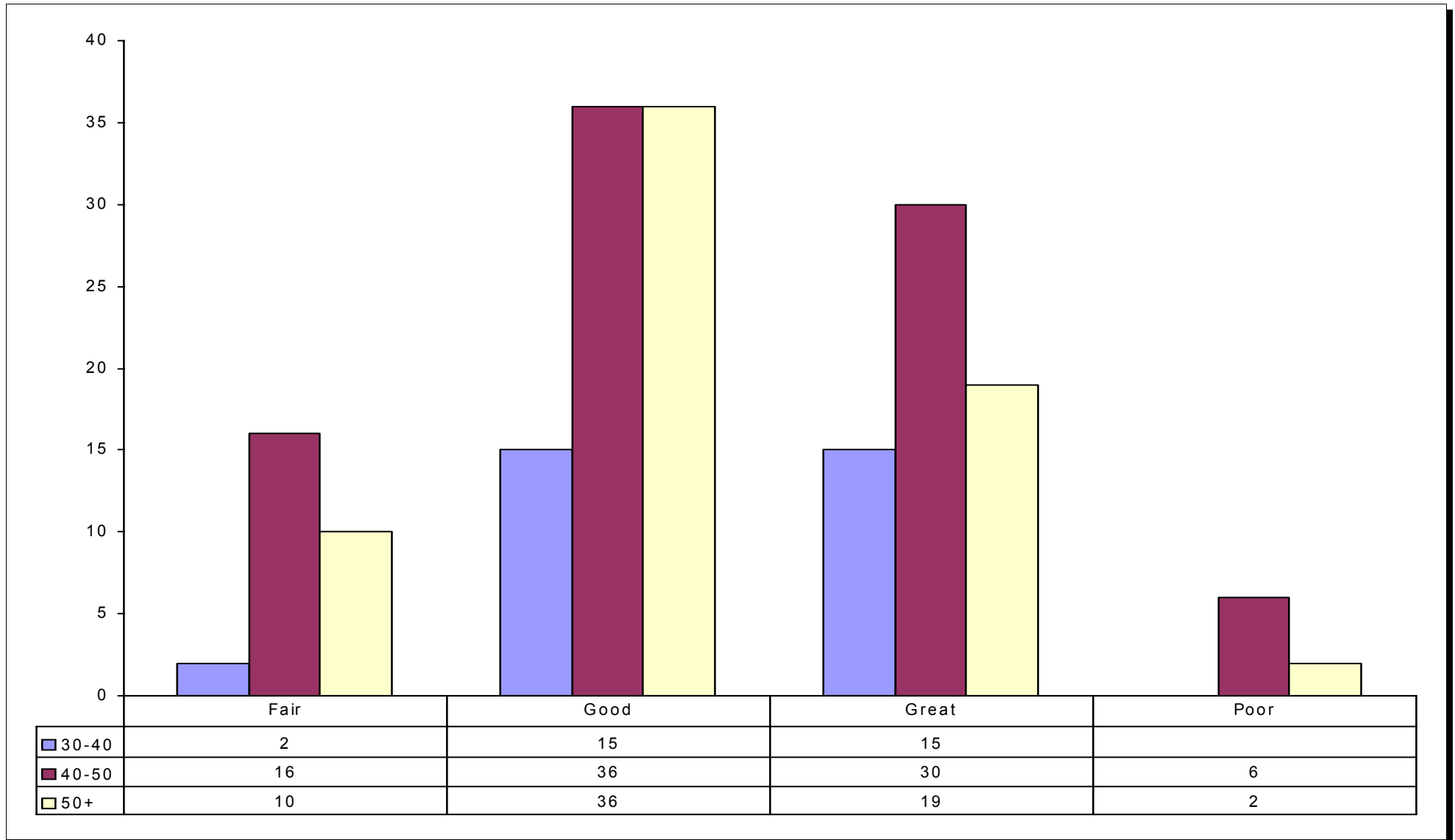
2 Do you listen to any radio regularly?



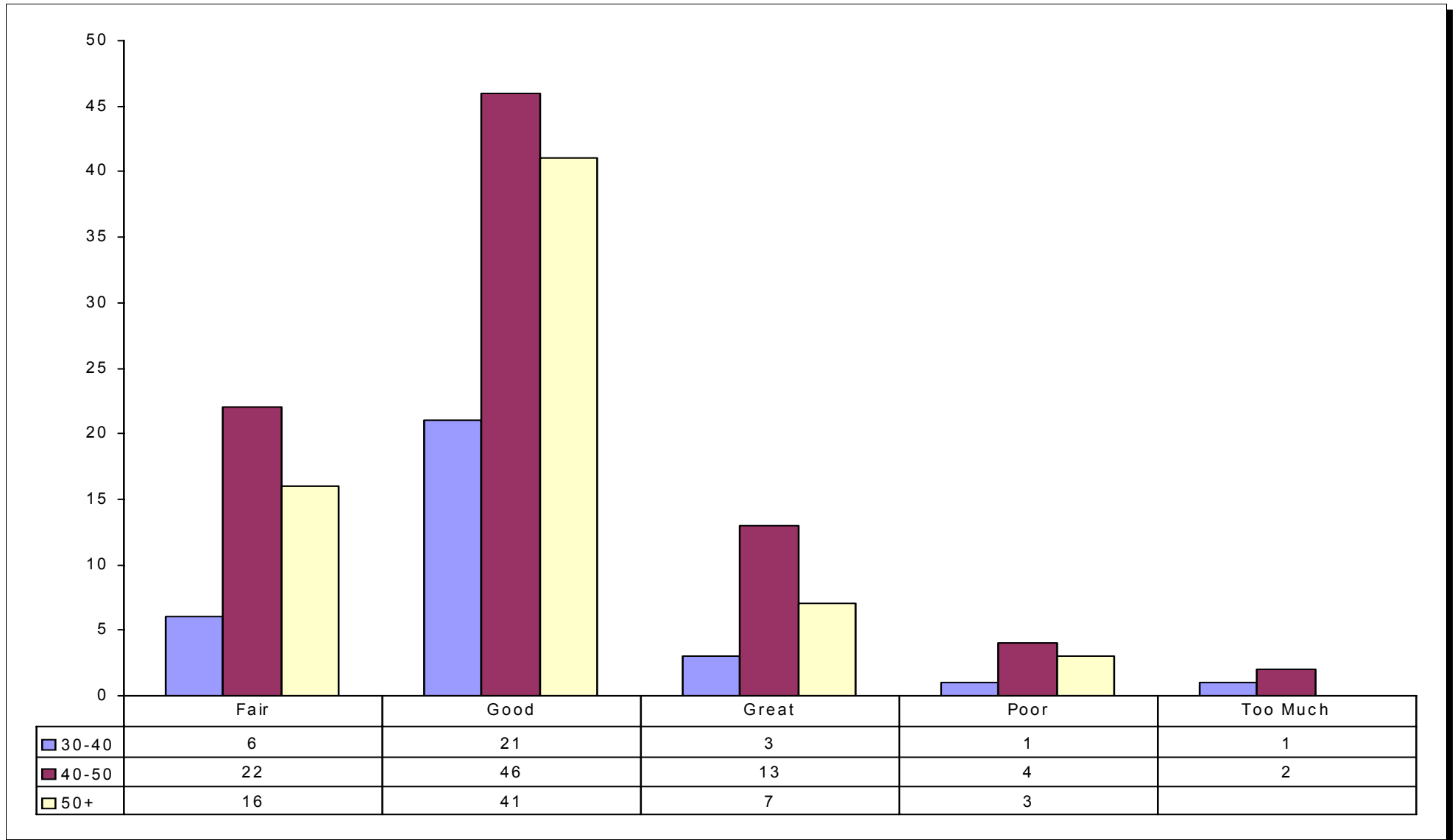
3 Which of the following stations have you listened to over the last week?



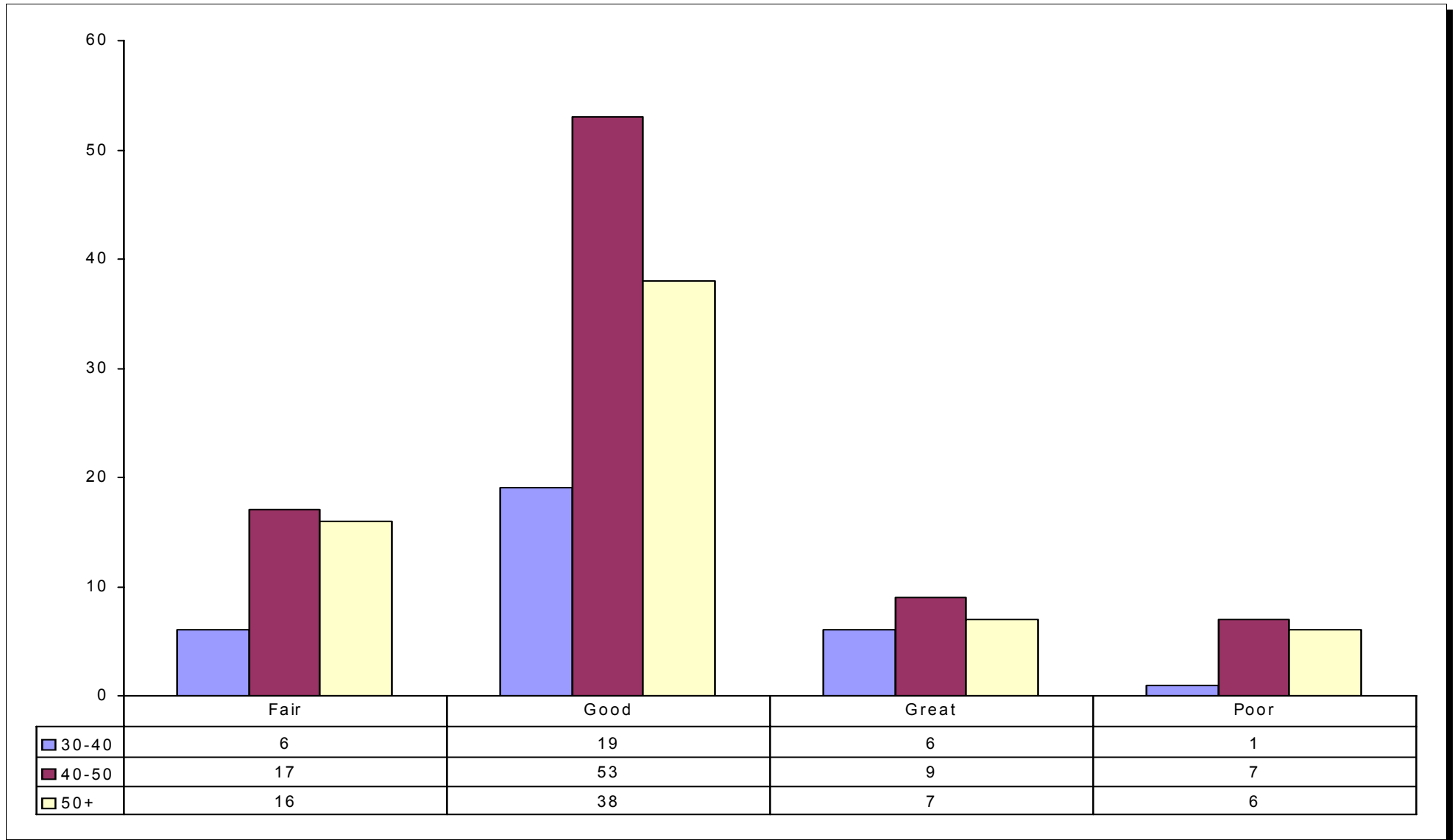
4 How do you rate the music on Spectrum FM?



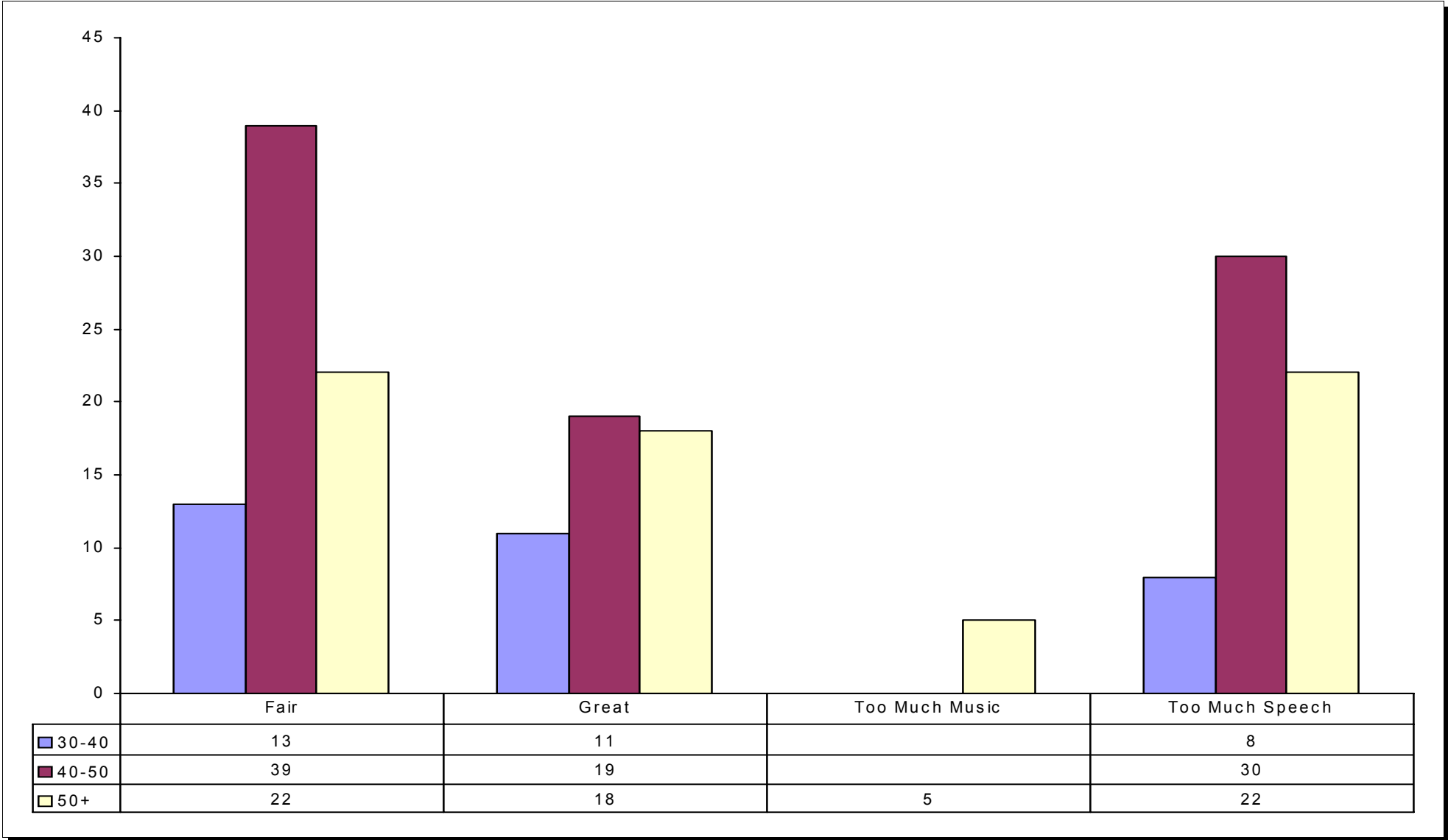
5 How do you rate the Music and Information on Spectrum FM?



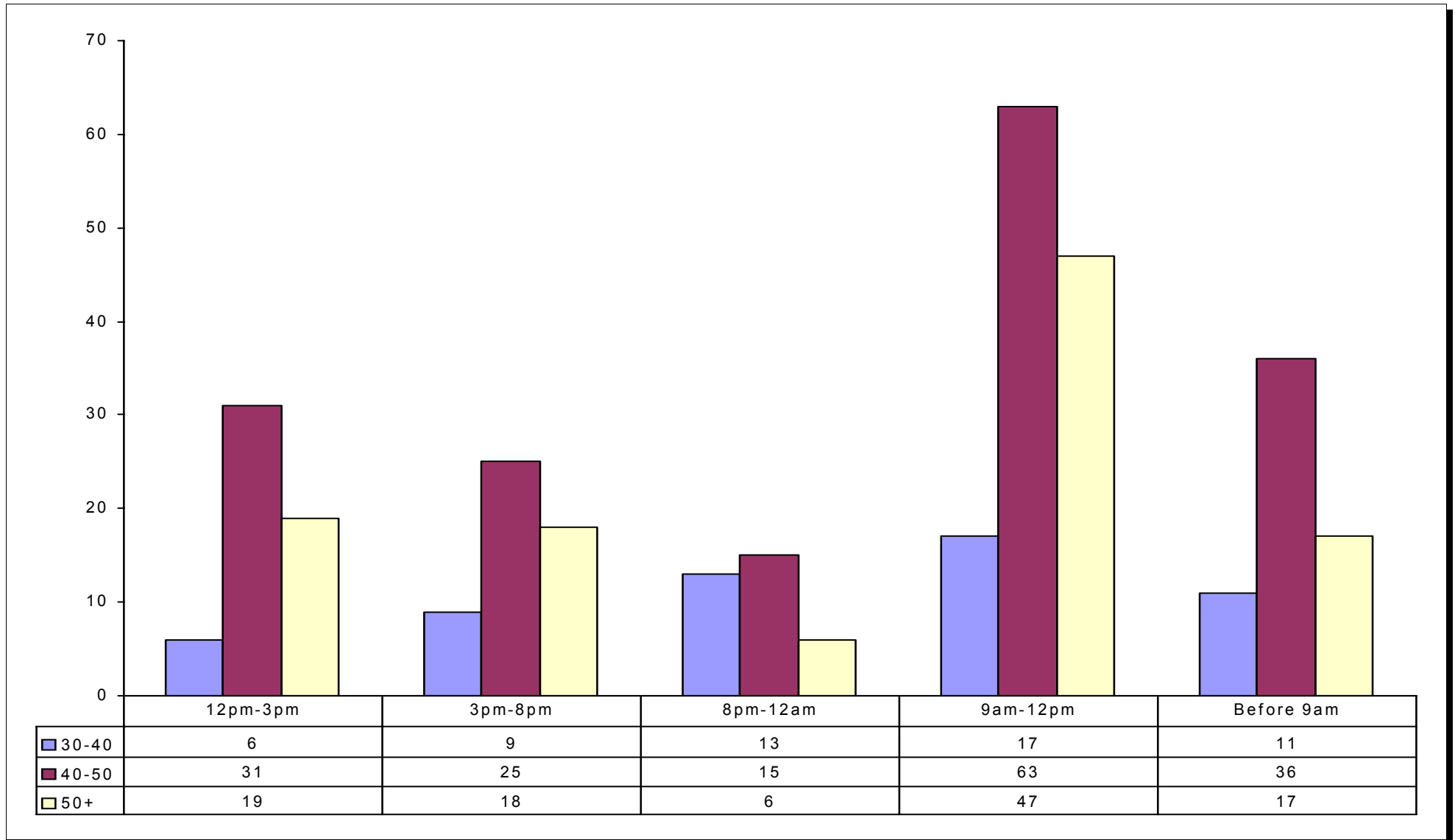
6 How do you rate the presenters and DJs on Spectrum FM?



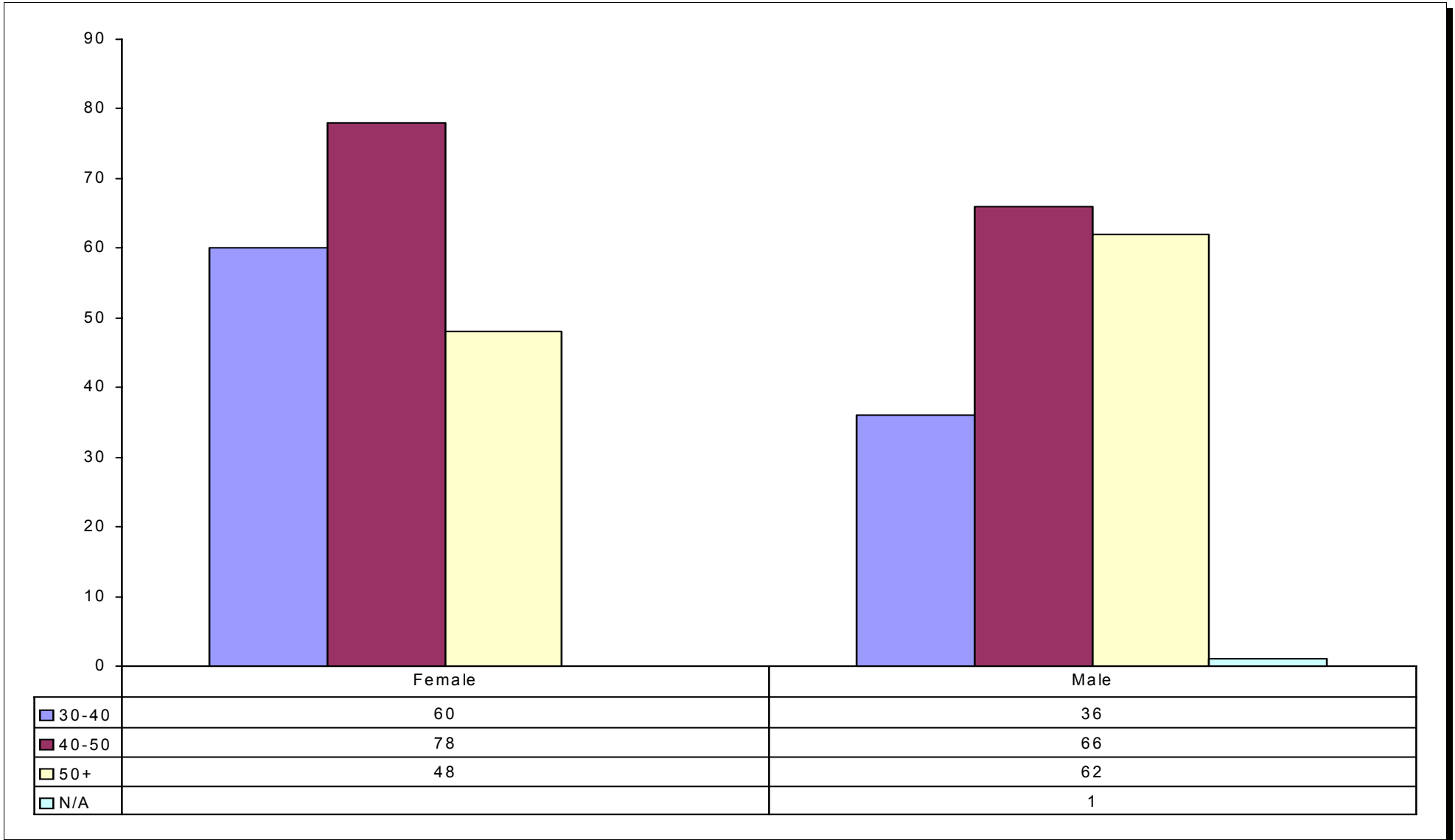
7 What do you think of the mix of Music and Speech on Spectrum FM?



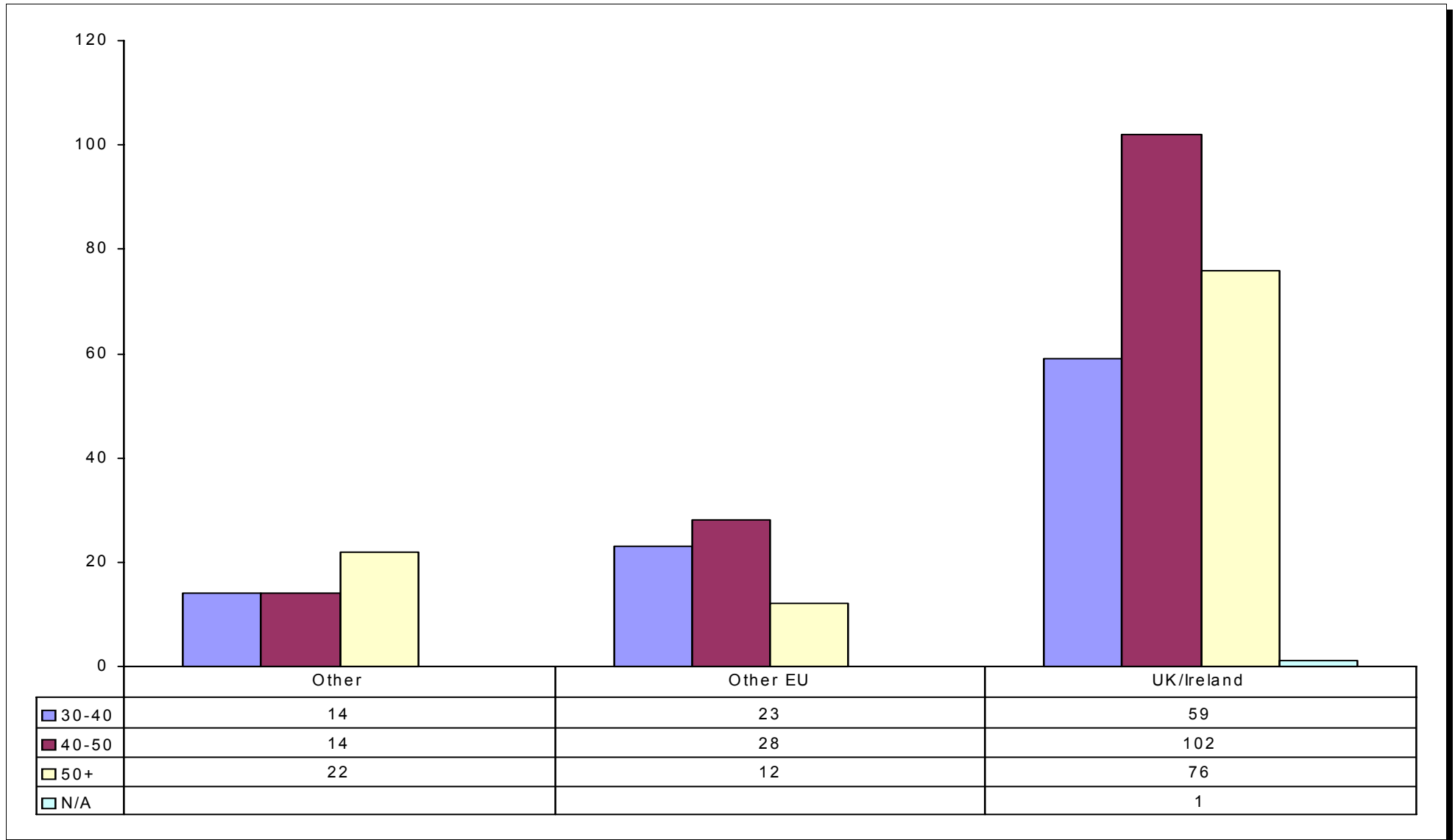
8 What time of the day do you listen to Spectrum FM?



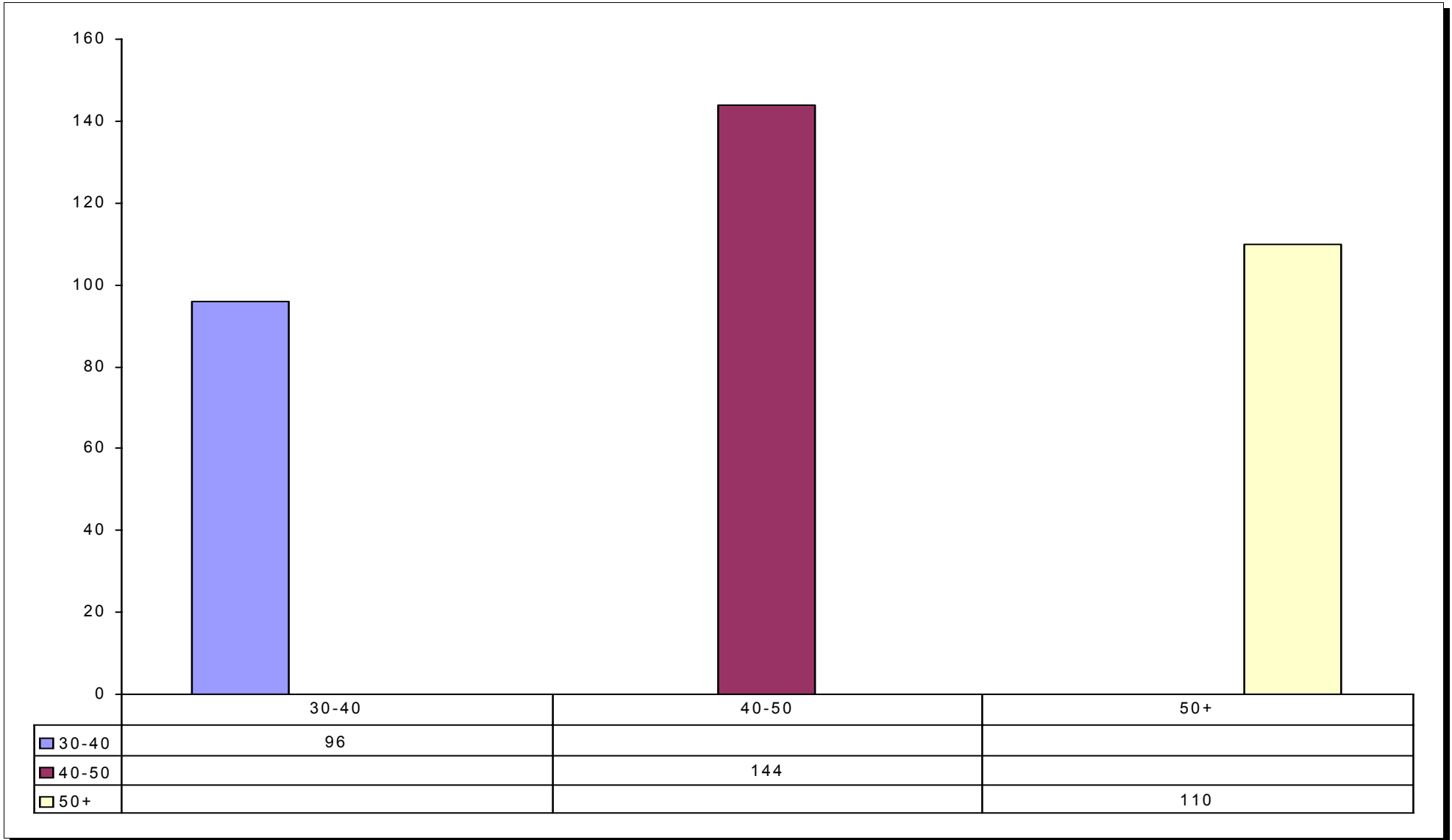
9 Gender



10 Nationality



11 Age Group



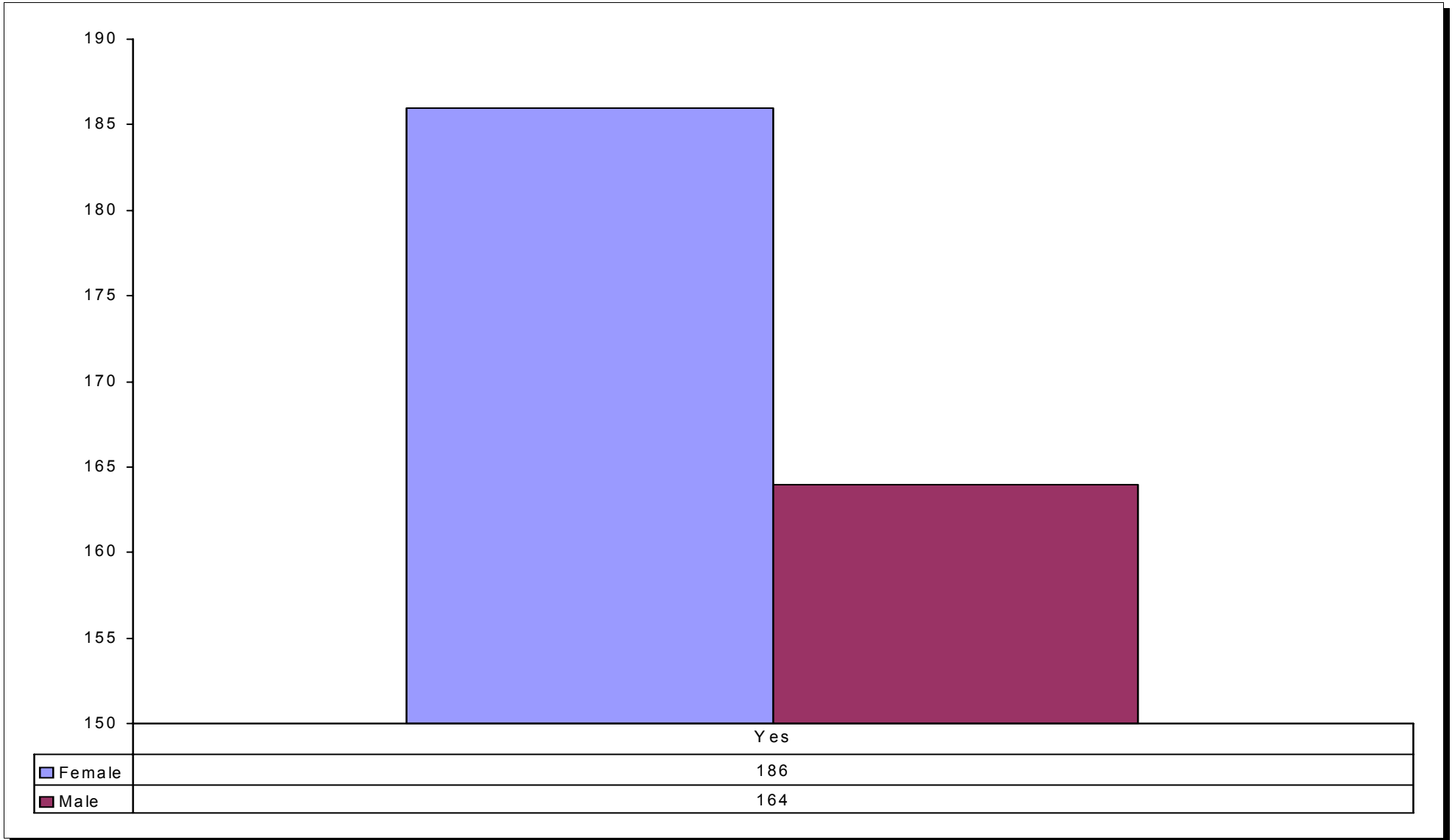
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Analysis By Gender

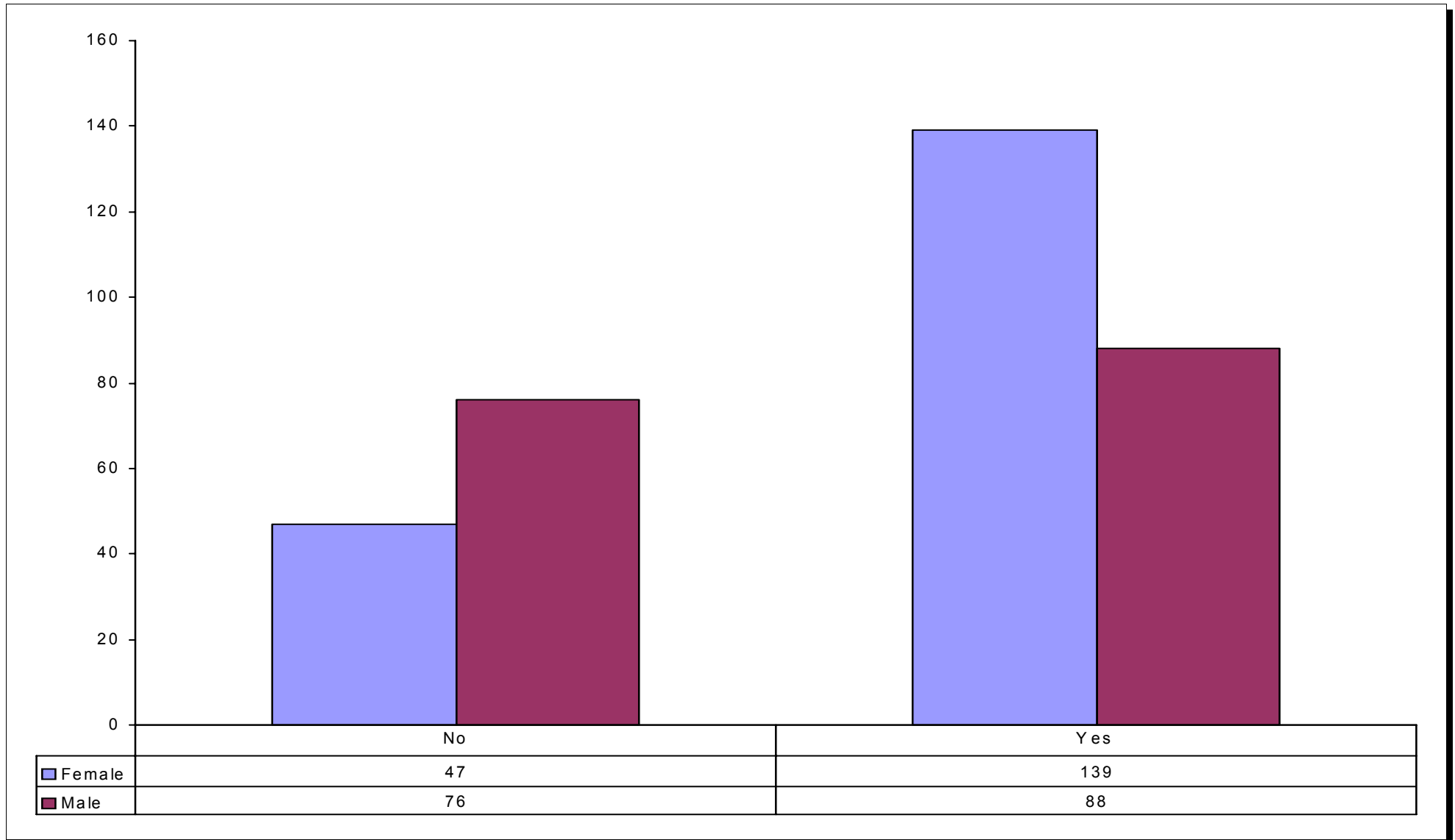


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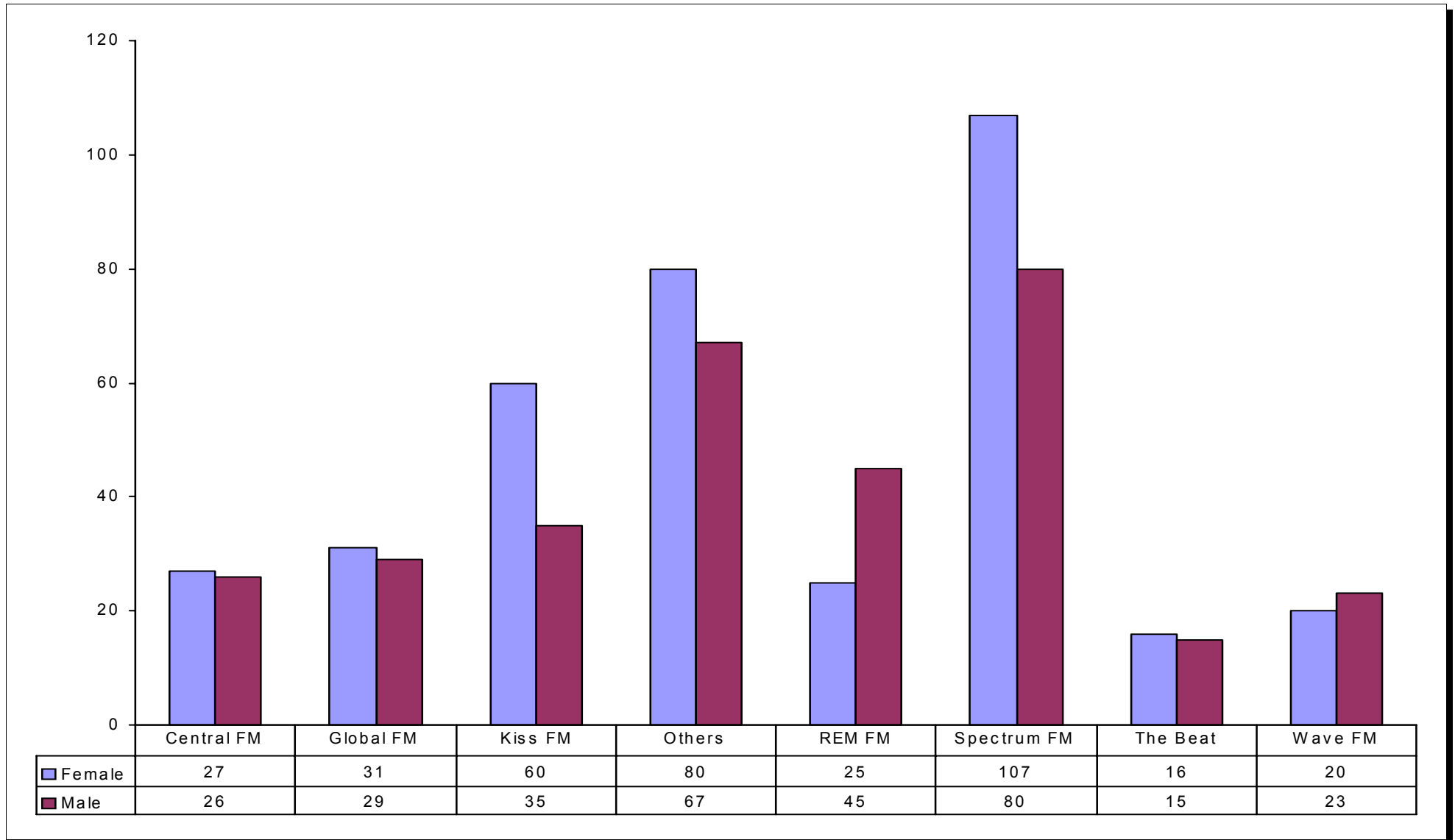
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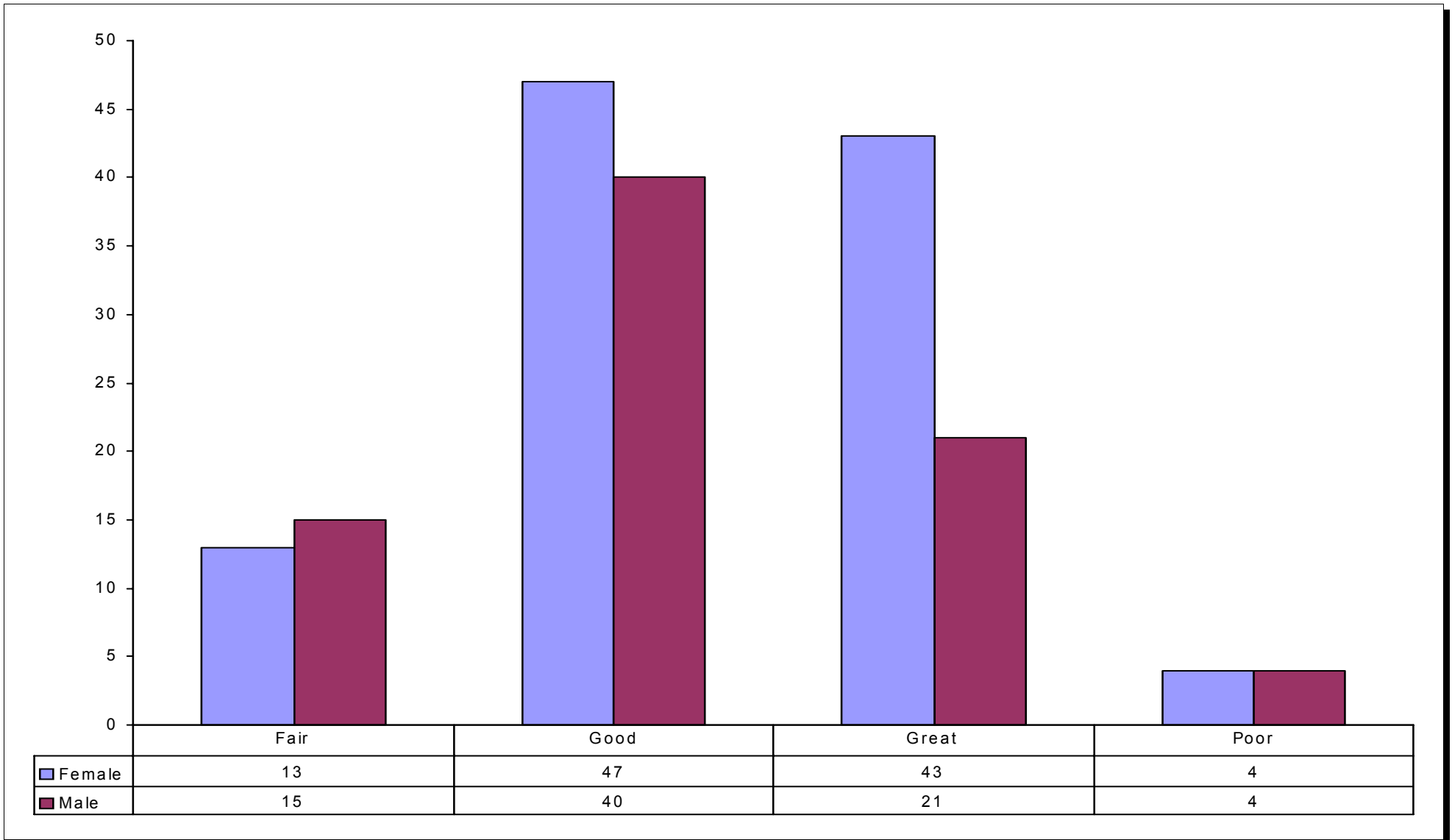
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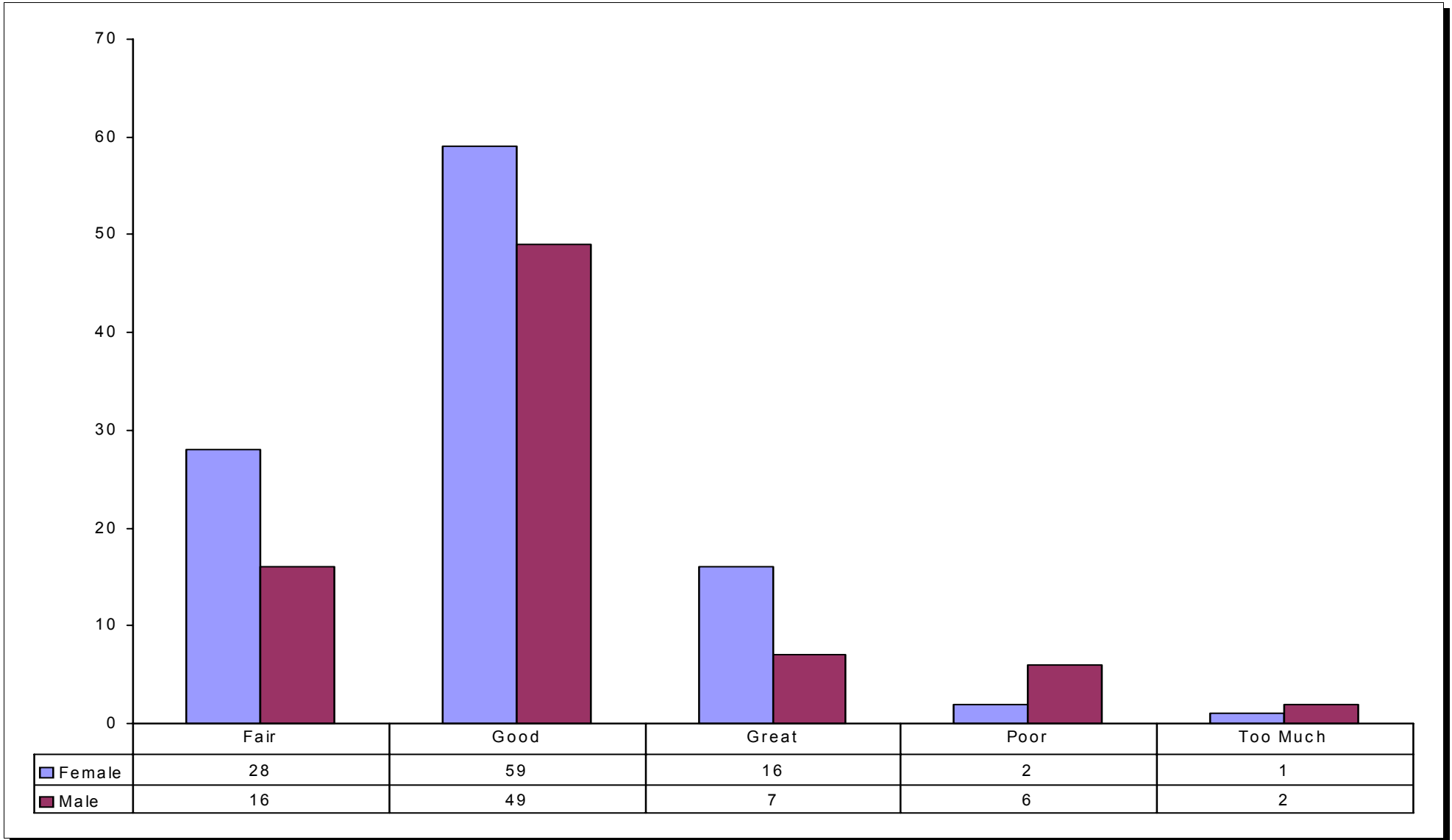
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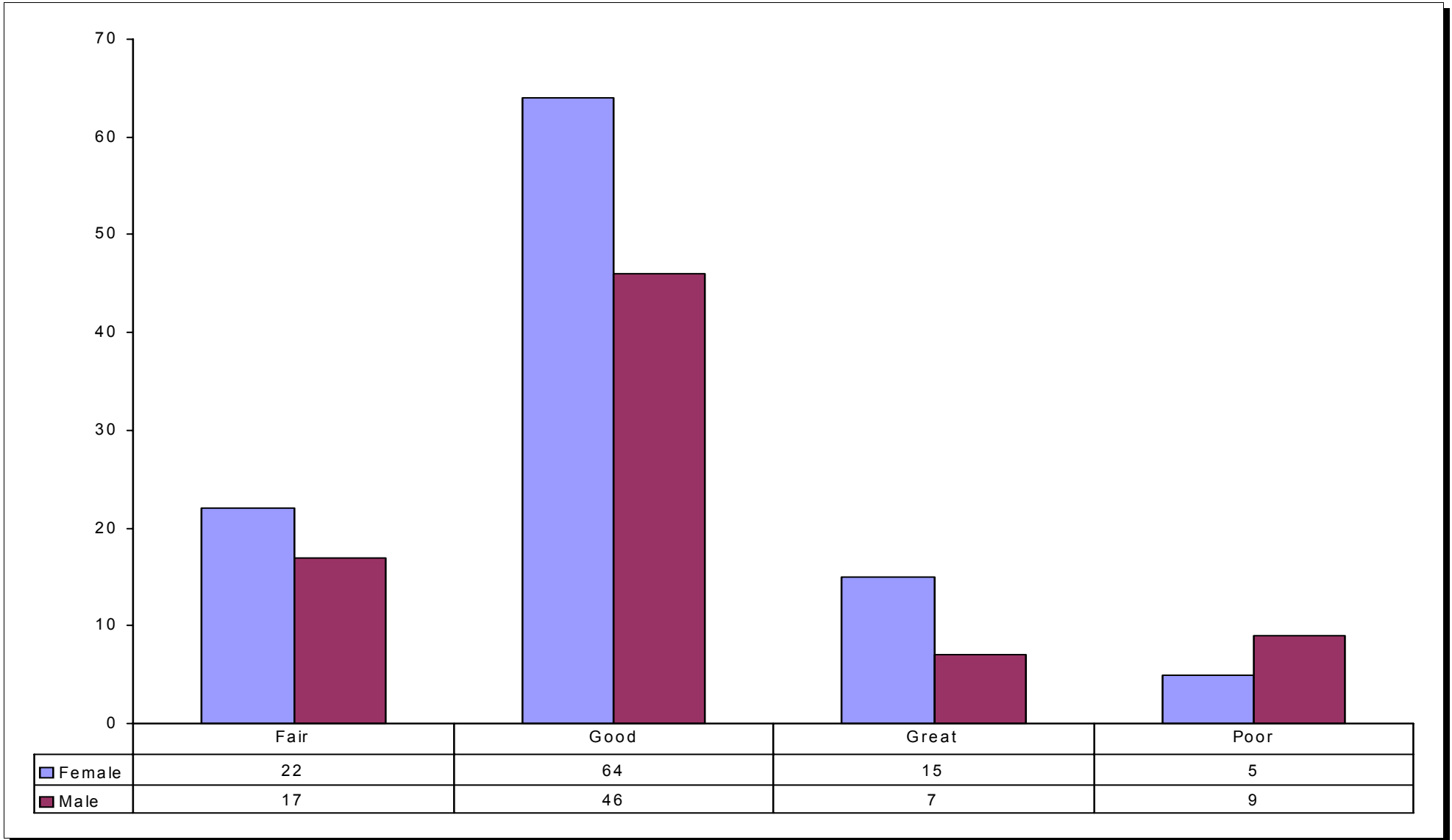
4 How do you rate the music on Spectrum FM?



5 How do you rate the Music and Information on Spectrum FM?

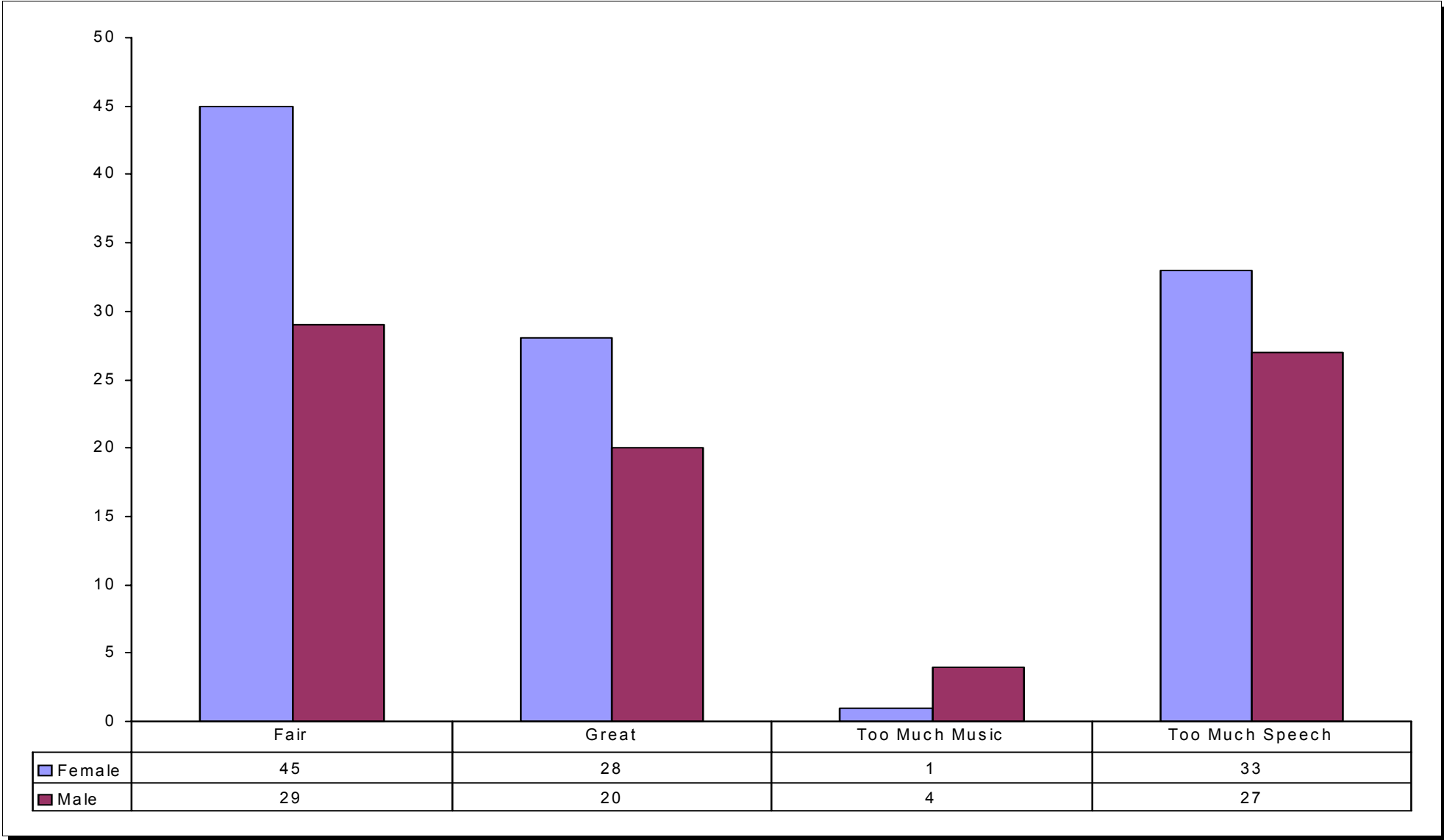


6 How do you rate the presenters and DJs on Spectrum FM?

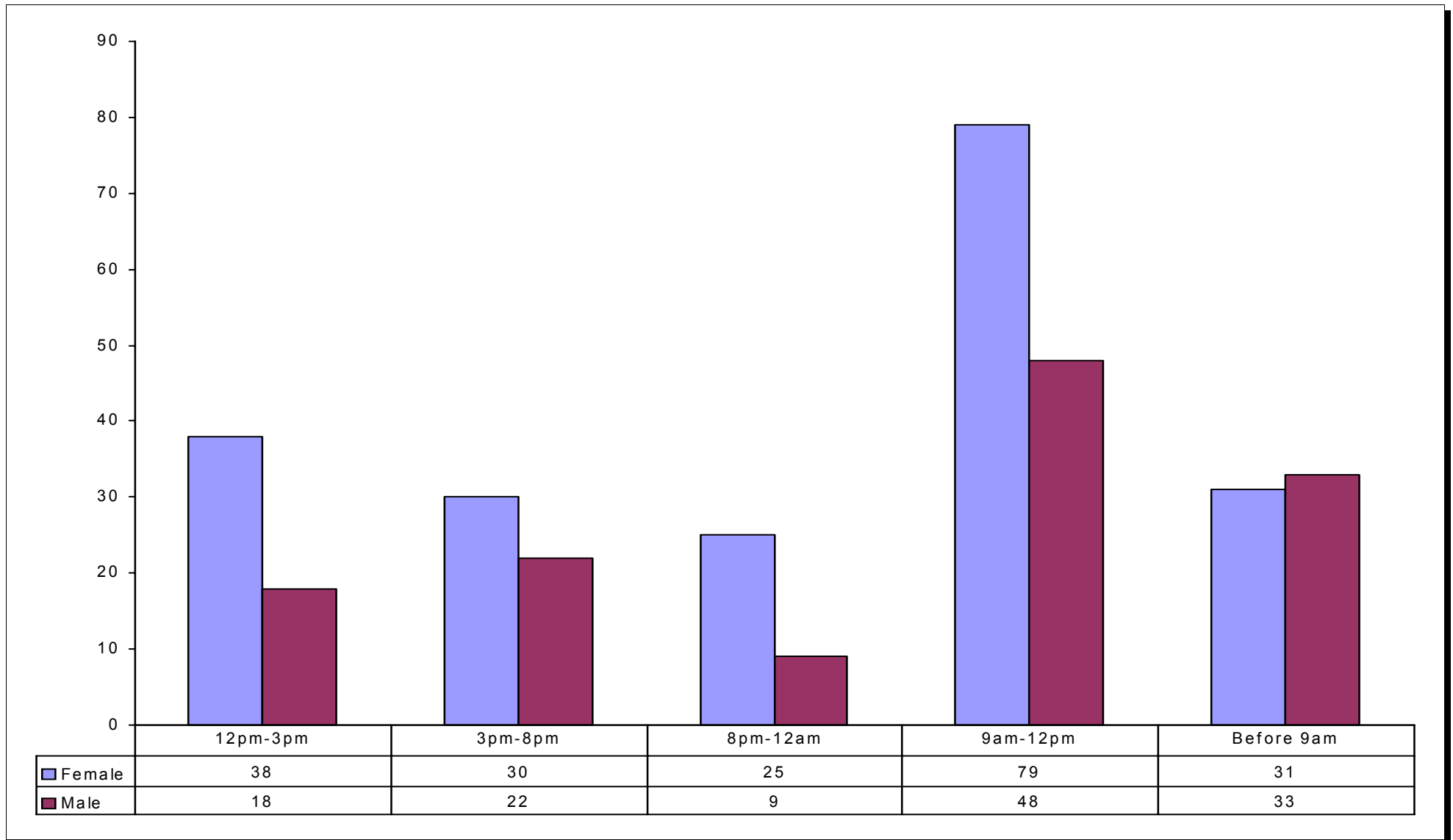


7

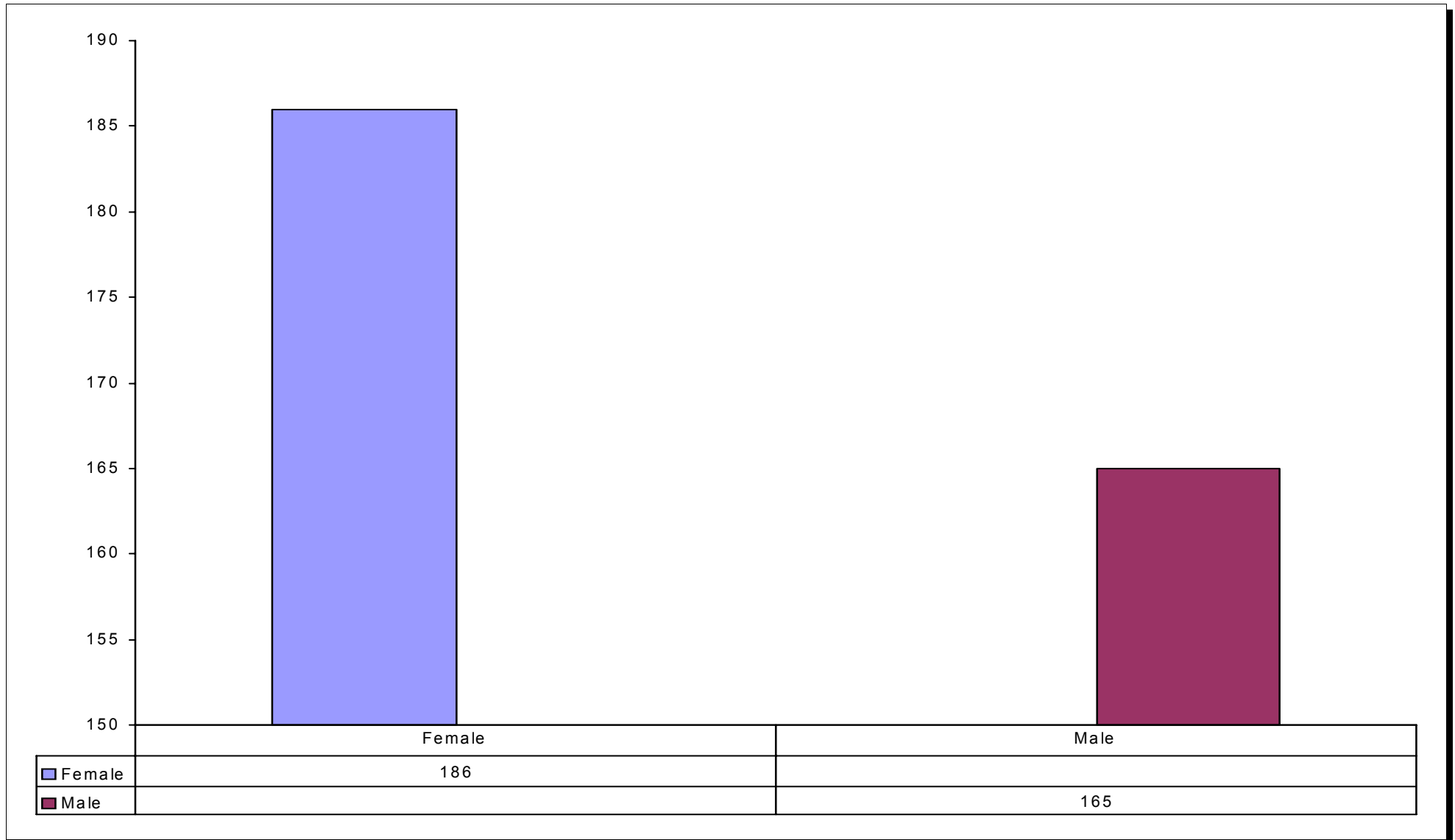
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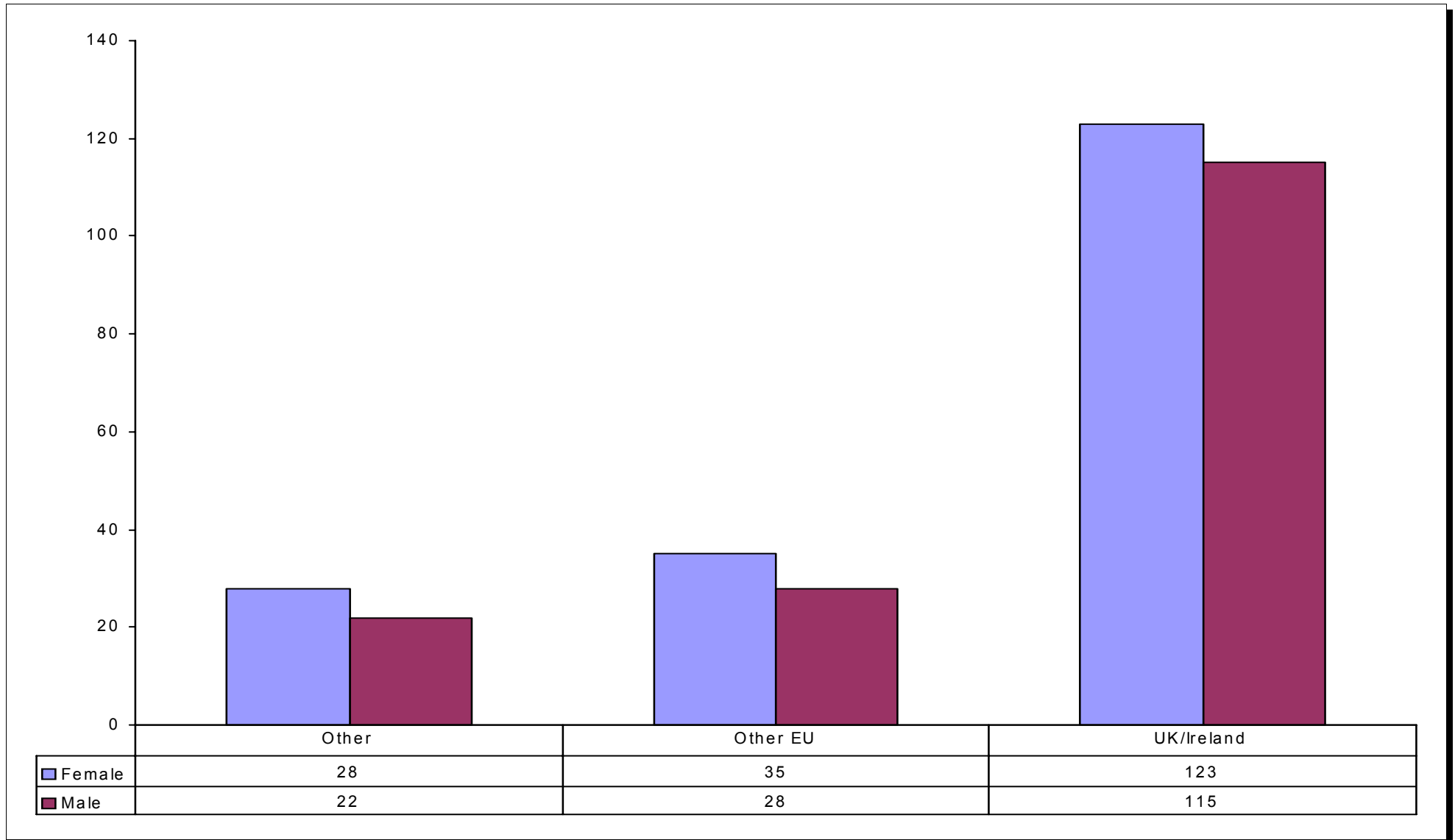
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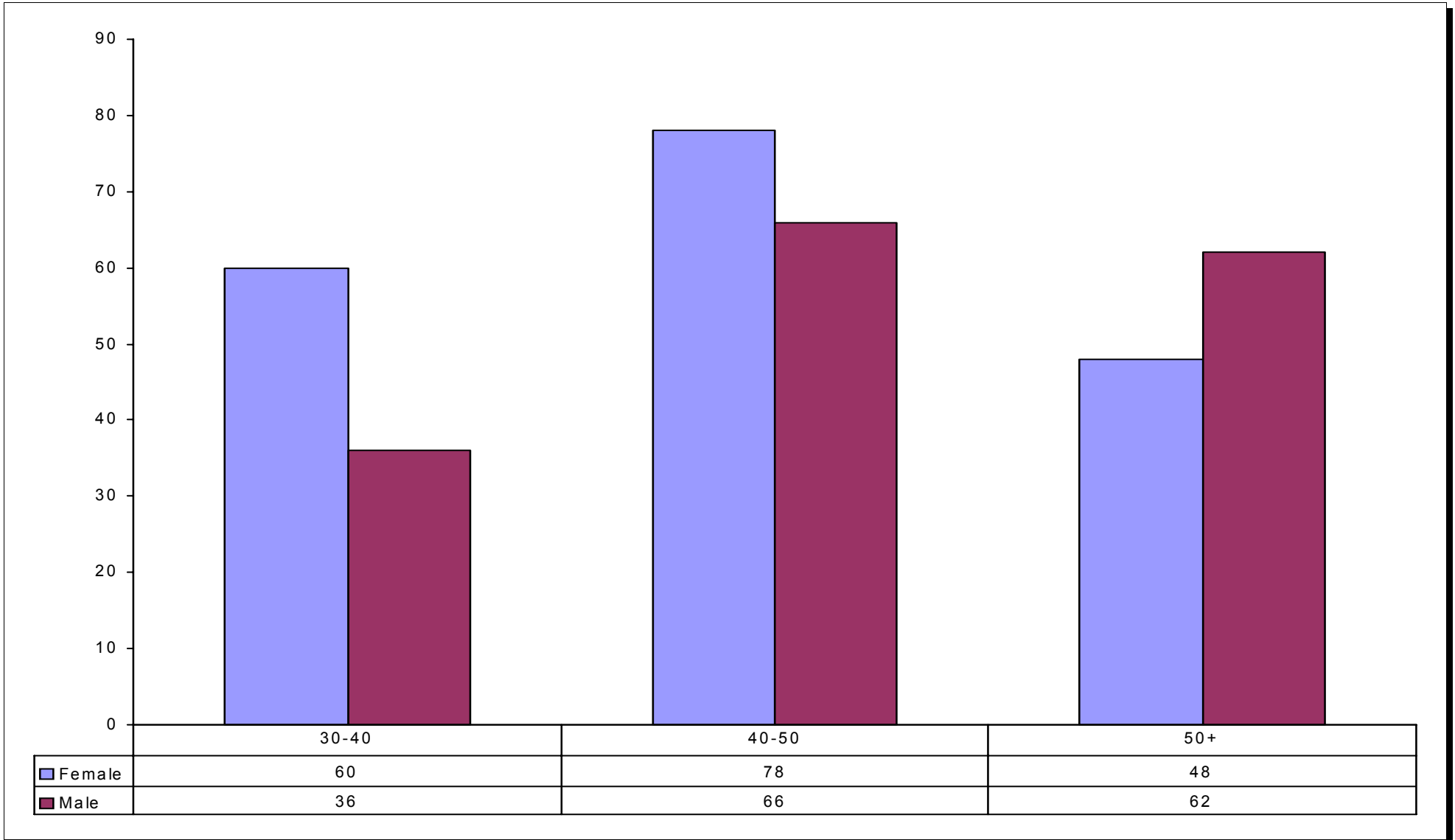
9 Gender



10 Nationality



11 Age Group



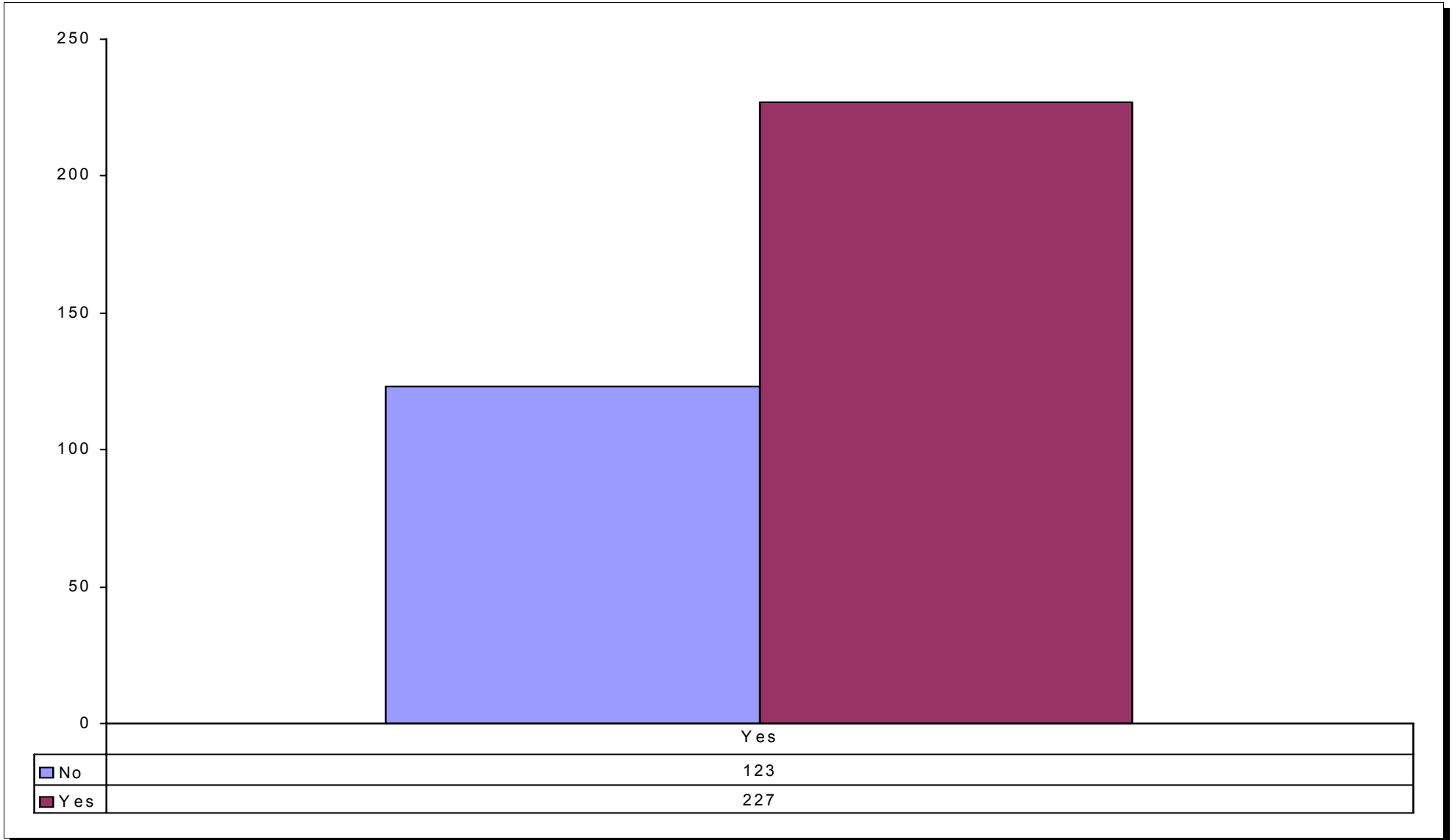
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**Analysis By
Listen to Radio Regularly**

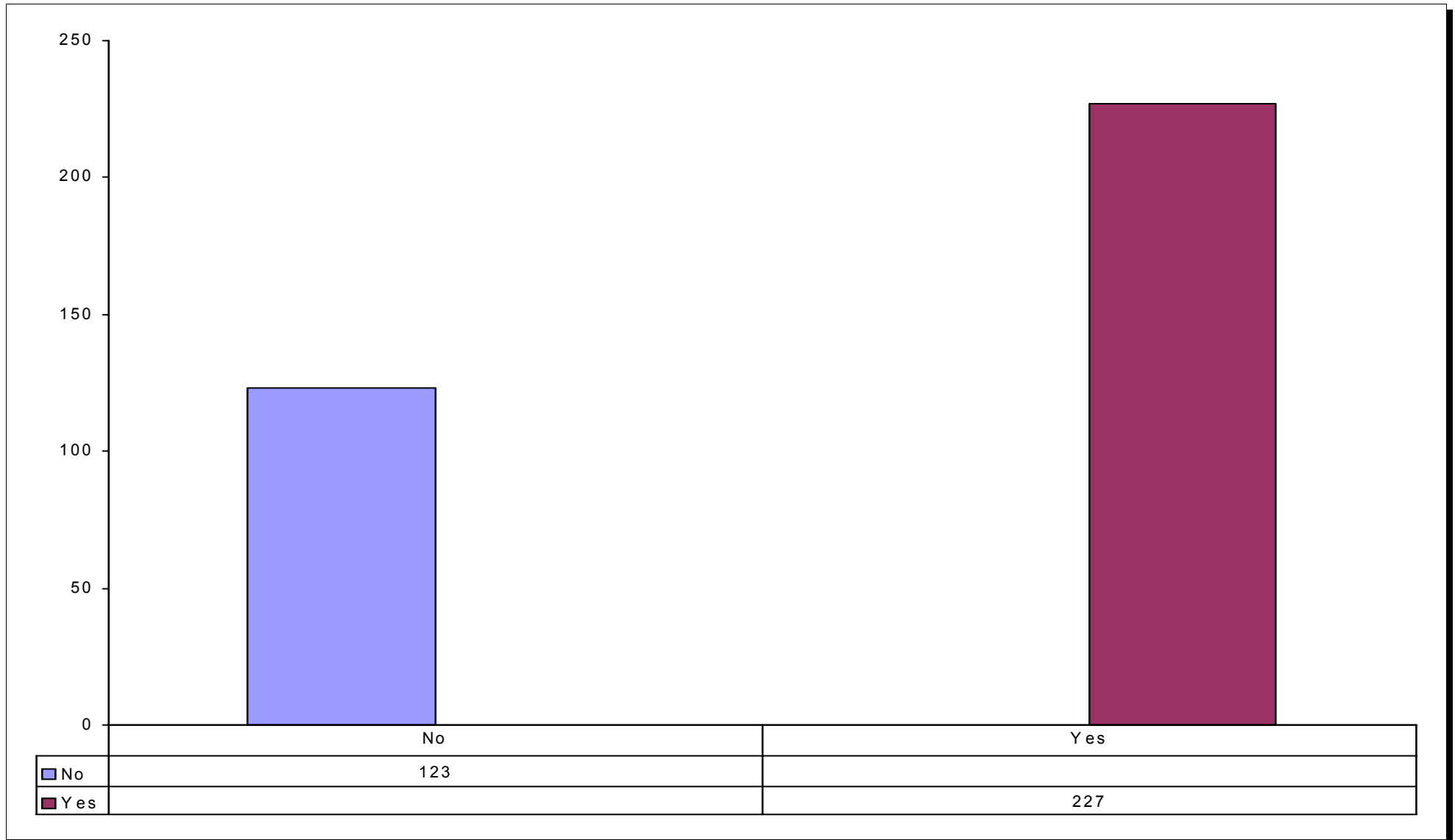


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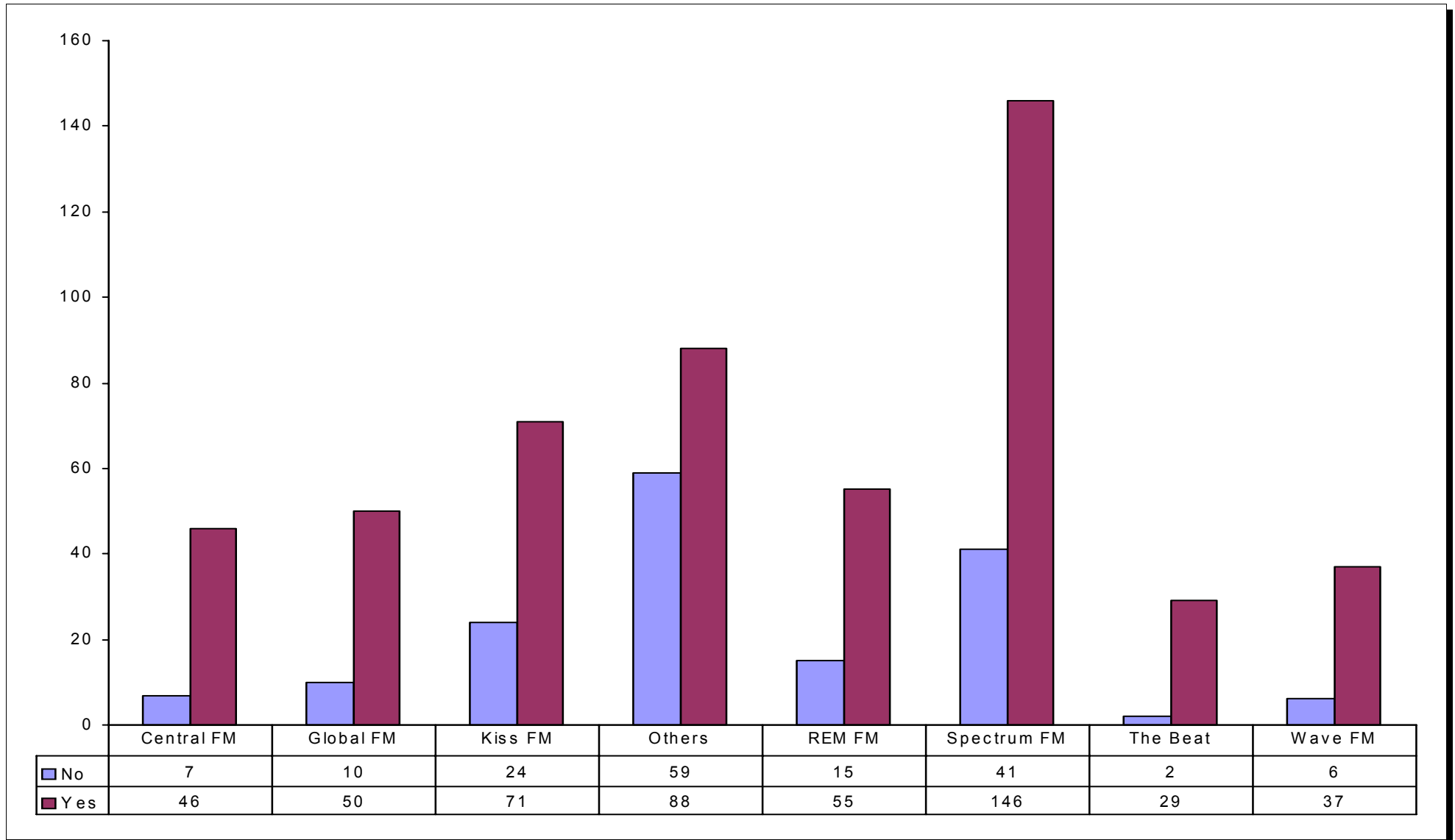
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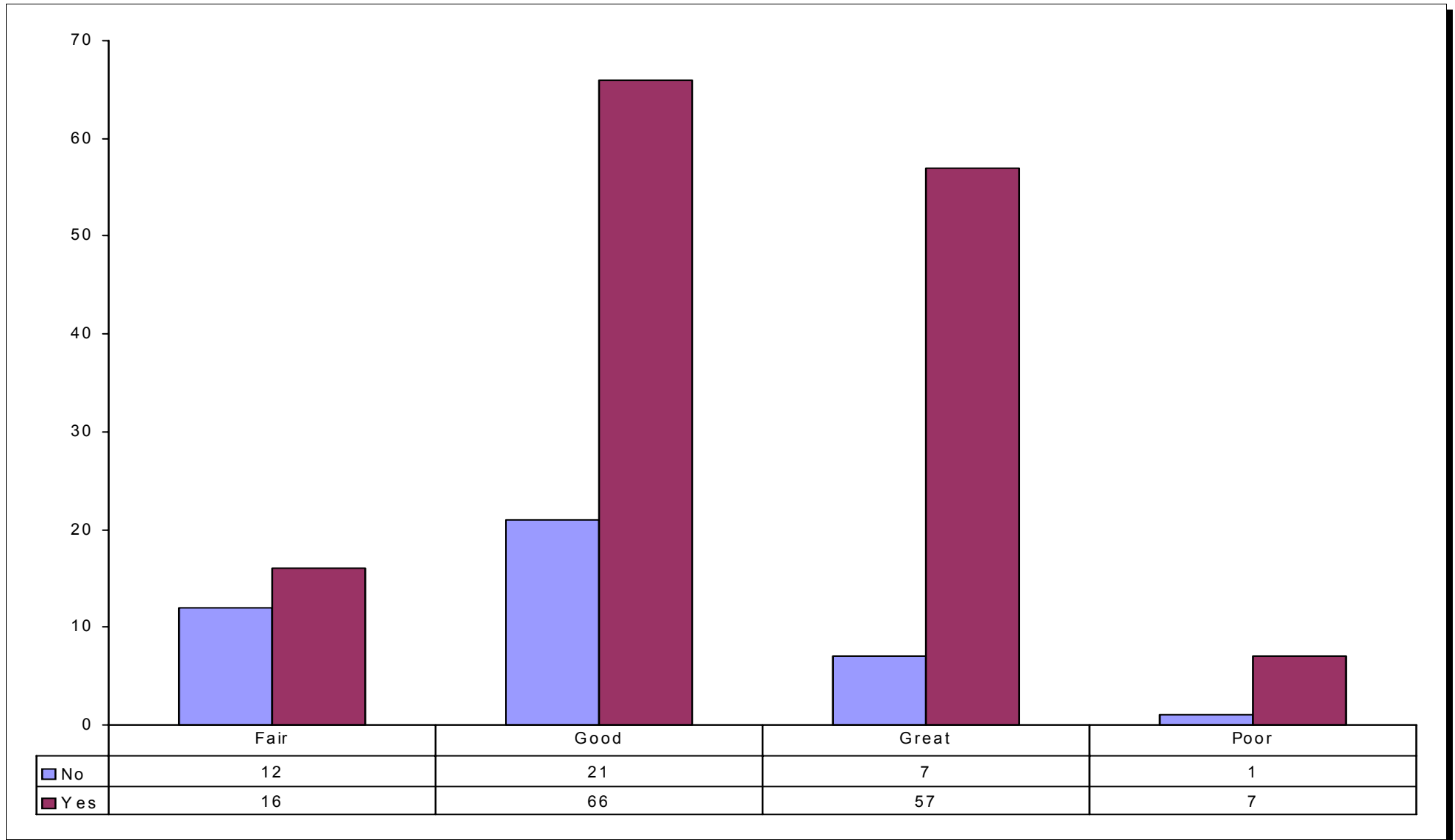
2 Do you listen to any radio regularly?



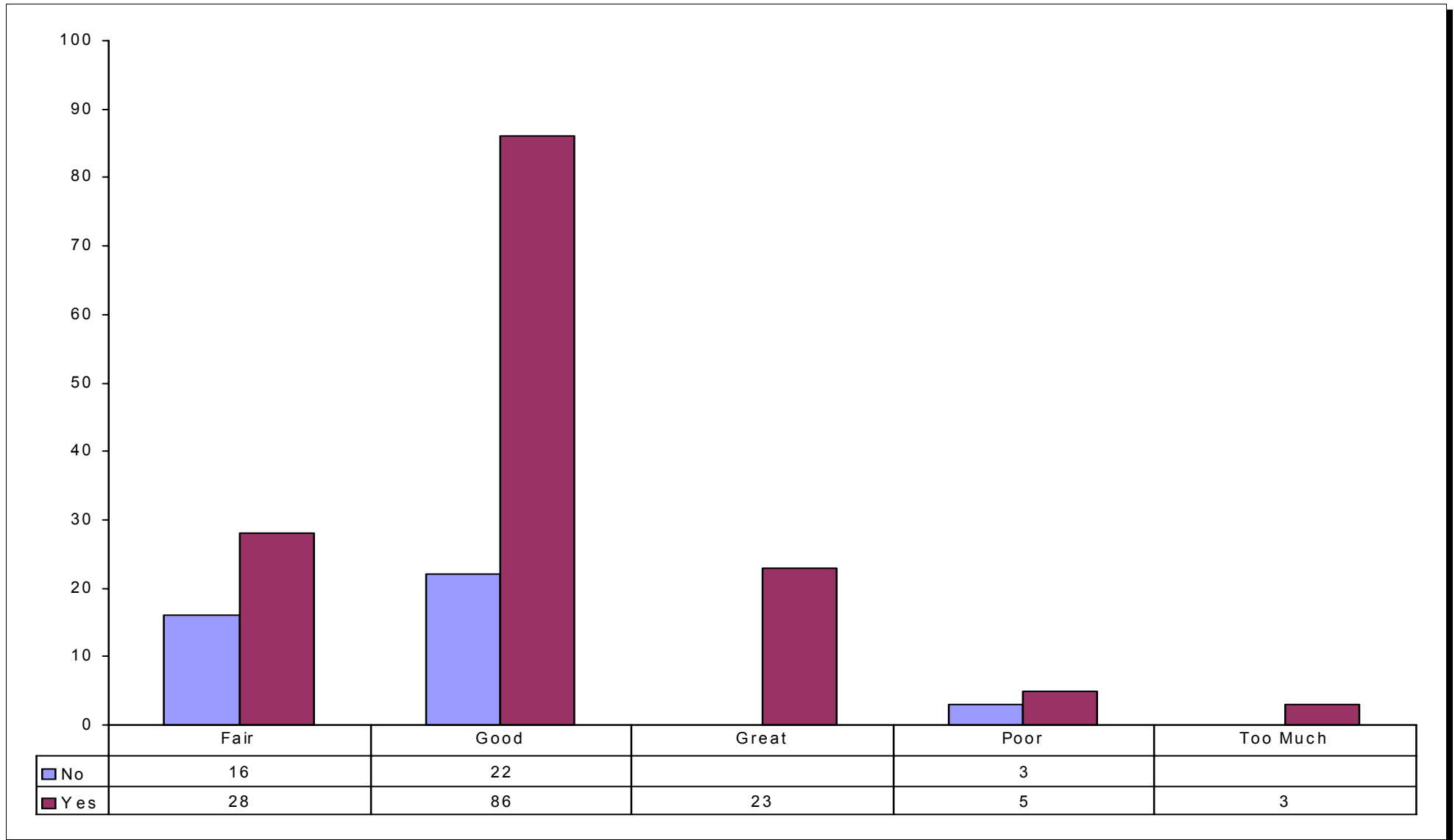
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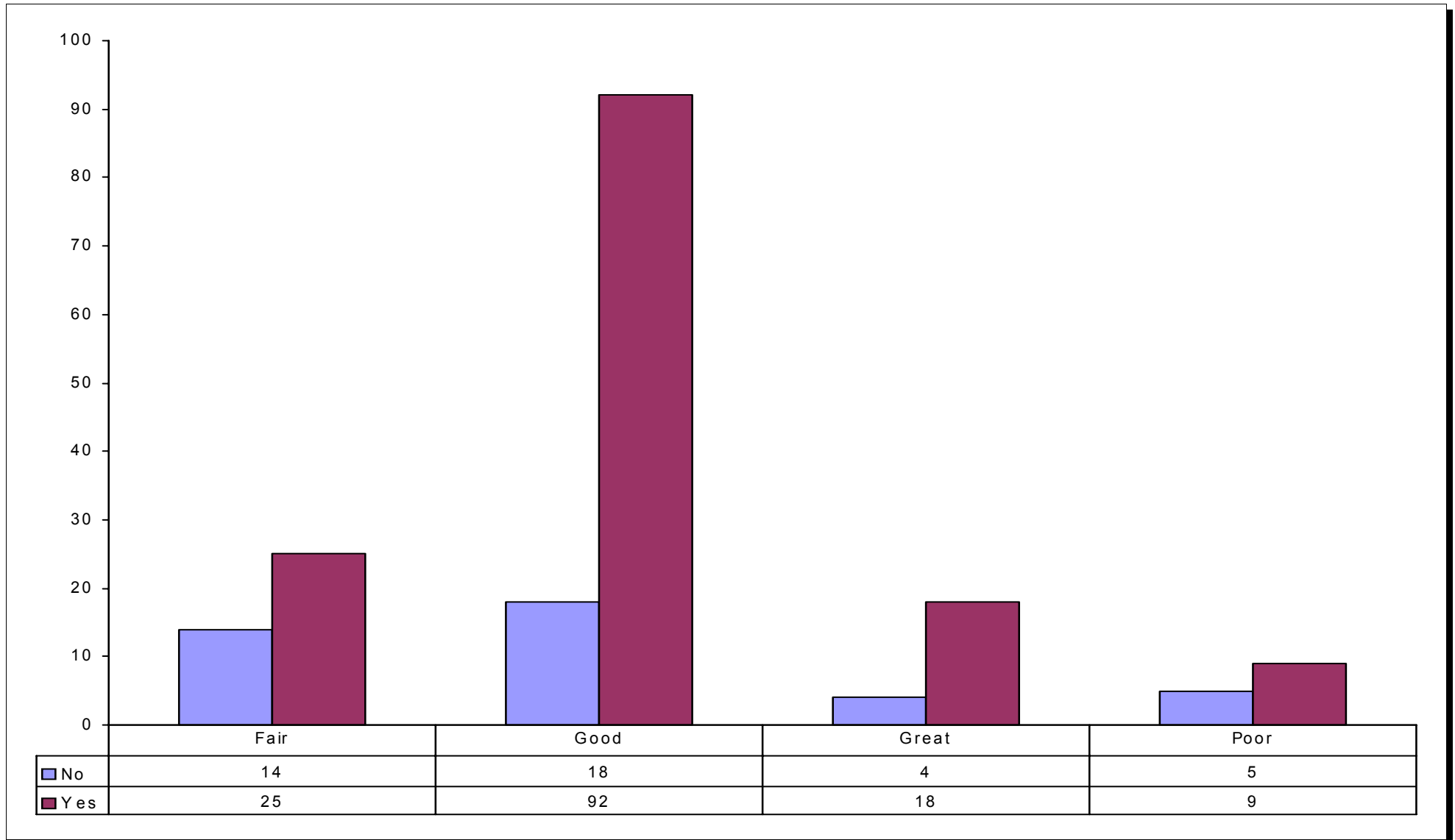
4 How do you rate the music on Spectrum FM?



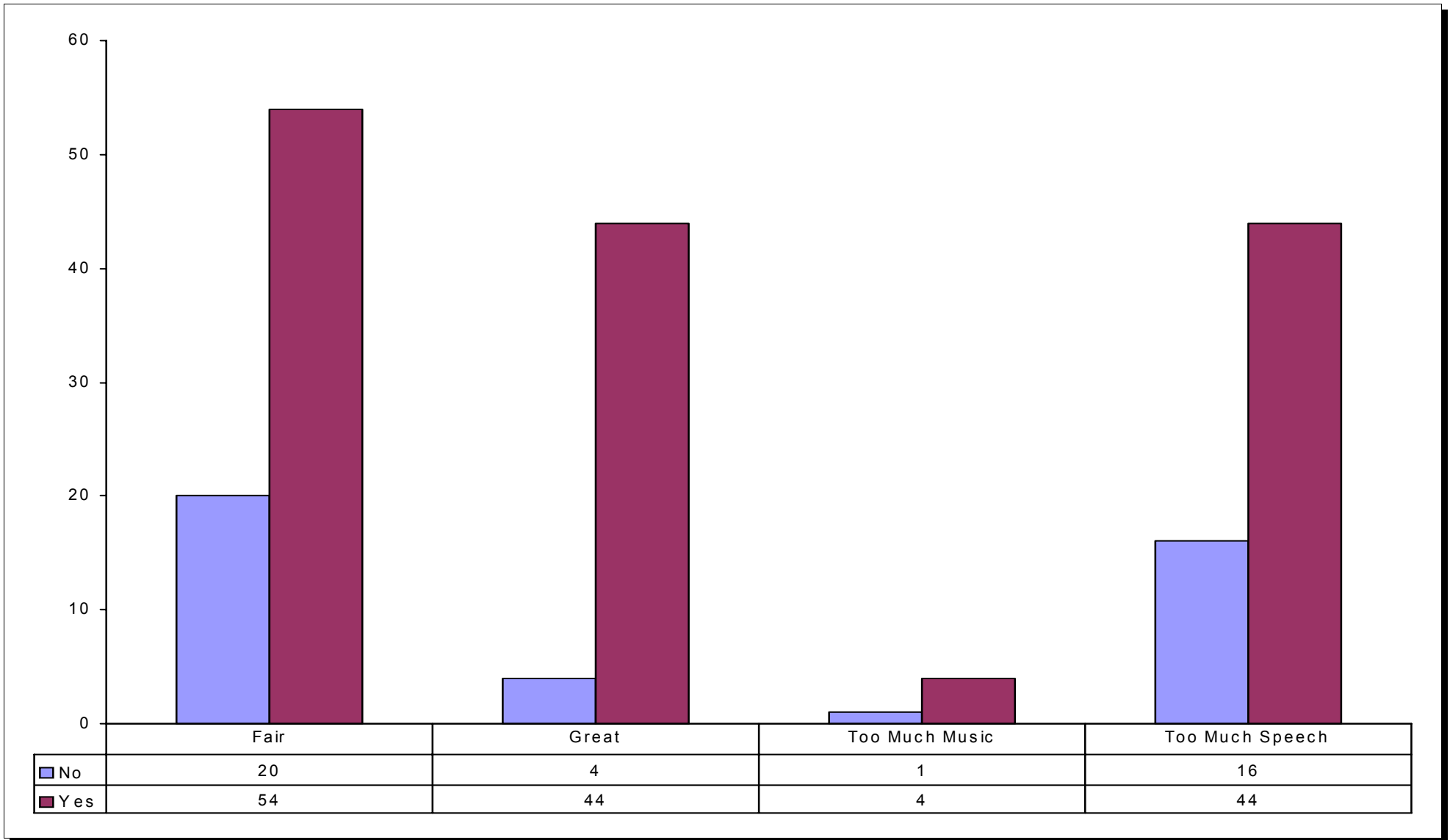
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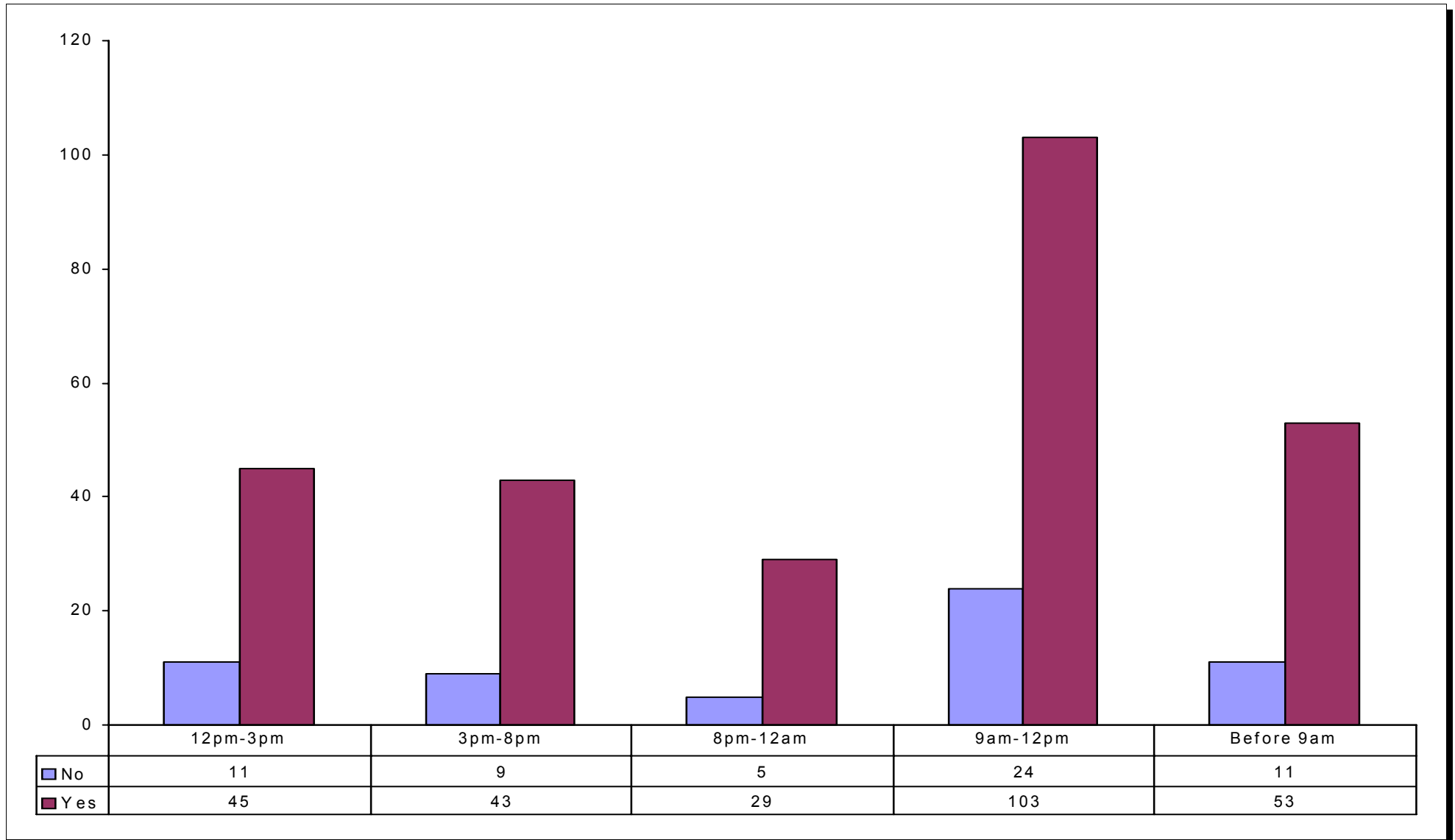
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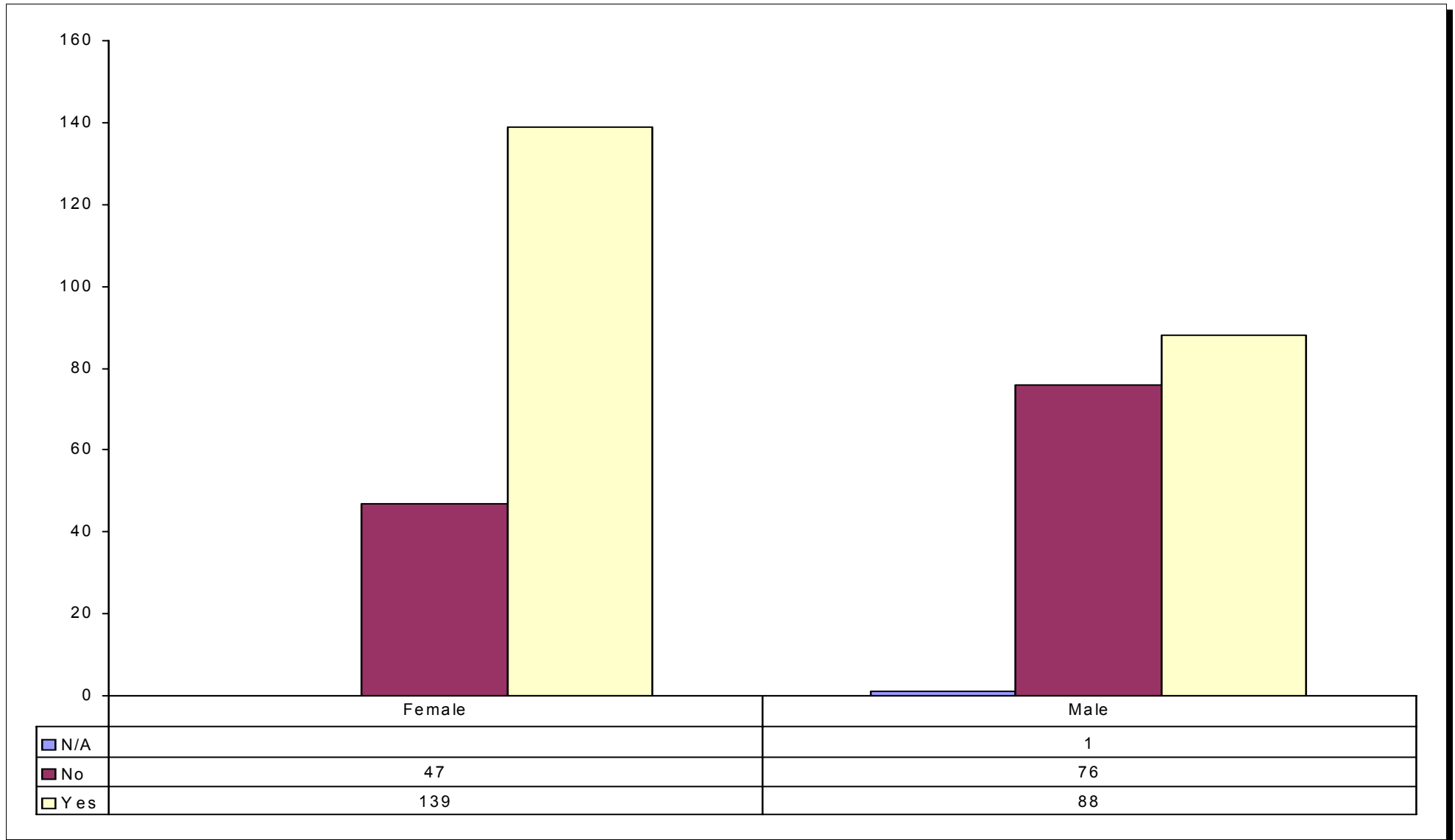
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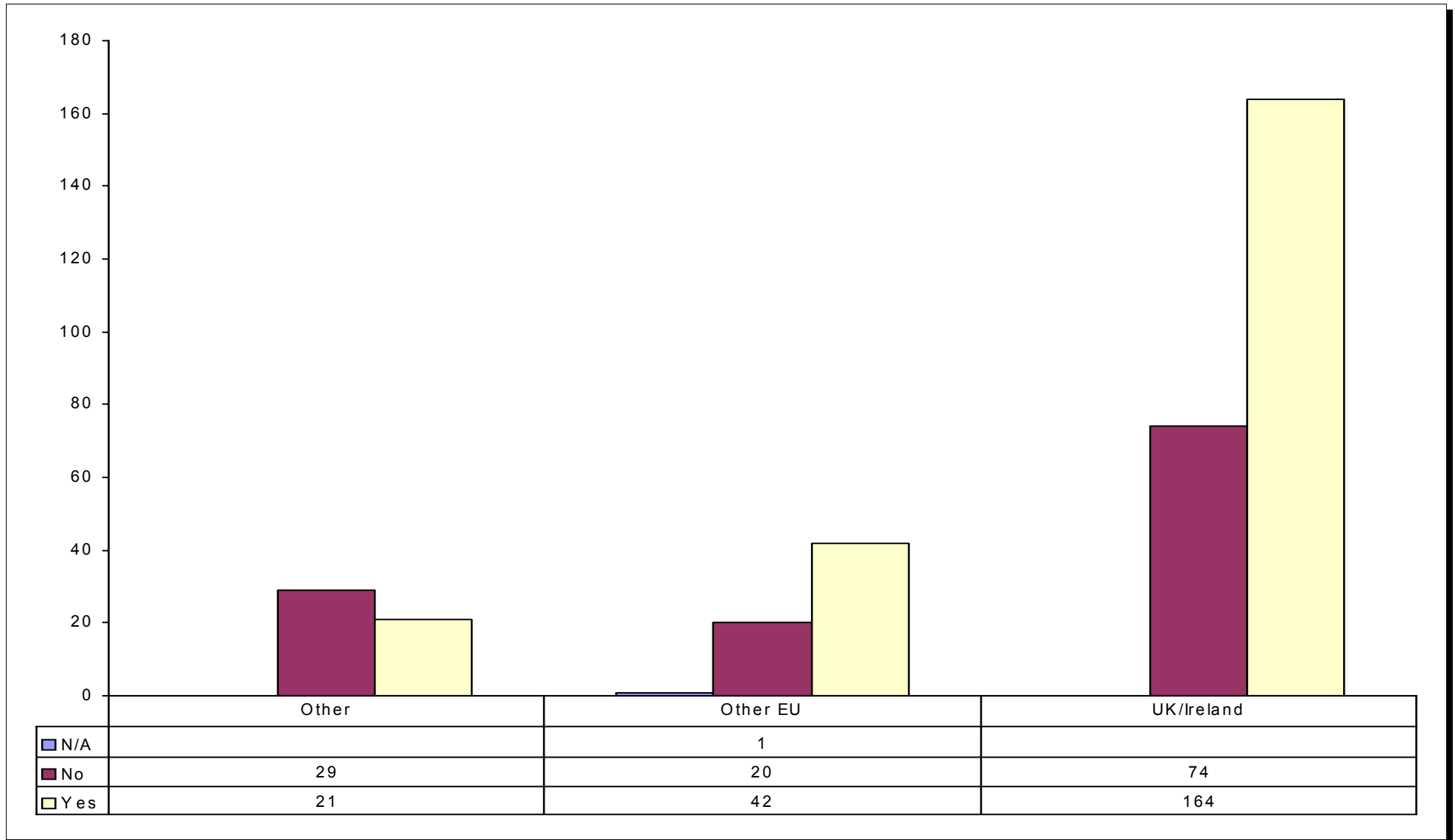
8 What time of the day do you listen to Spectrum FM?



9 Gender



10 Nationality



11 Age Group

