



## **RADIO ANGUILLA SURVEY COMPLETED, 88% RESPONSE RATE**

A two-week survey carried out by the Statistics Department on behalf of the Department of Information and Broadcasting, Radio Anguilla has been completed.

The exercise, which enjoyed an 88% response rate, dealt mainly with the radio listening preferences of Anguilla's population, with special emphasis on the station's programming.

News is the most popular type of radio programme listened to by the general radio listening population. The least popular programmes are the entertainment programmes.

The most popular types of music played are Calypso and Reggae and the least popular are Rap, Pop and Dance Hall. Of religious music, Caribbean and Local Gospel are the most popular. The least popular is Rap religious music.

Over half of the people surveyed said that they listened to the radio on an average of more than 10 hours a week. Those under 45 years of age tend to listen to the radio more than those 45 or over. 28% in the younger age groups listen to the radio more than 30 hours a week.

There is not a great deal of differences between men and women's radio listening frequency. A quarter of men and women listen to the radio more than 30 hours a week.

Single people have a greater tendency than married people to listen to the radio. This is not surprising given that a greater proportion of younger people are also single and this age group listen to the radio more than older people. 28% of single people compared to 21% of those who consider themselves married listen to the radio more than 30 hours a week. 12% of married people surveyed said that they never listen to the radio.

The higher the level of education, the less people listen to the radio. 28% of those with primary education listen to the radio more than 30 hours a week compared to 18% of those with post secondary education.

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Interestingly people who work have a greater tendency to listen to the radio; perhaps it is playing while they work. 25% of those who work most of their day say they listen to the radio more than 30 hours a week compared to 21% of those who do not work. On the other hand, 30% of those who work listen to the radio less than 5 hours a week compared to 35% of those who do not work.

According to the survey, Radio Anguilla's listeners tend to be older, have higher incomes, are more highly educated and are married.

The management and staff of Radio Anguilla are grateful to the staff of the Statistics Unit as well as the supervisors and interviewers for the high standard and great effort that went into making the survey a success.

Interested members of the public can purchase a copy of the results from Radio Anguilla at a cost of EC\$50.00 from Wednesday December 17<sup>th</sup>, 2003, during normal working hours.