



Goldfields FM 2025 Listener Survey

This survey is designed to only take a few minutes of your time and will greatly help us in improving our radio station's service to the community. There are 10 questions.

Please indicate all the answers that apply to you.

1. Gender: Male () or Female ()

2. Age groups: 15 and under () 16 to 20 () 21 to 30 () 31 to 40 ()
41 to 50 () 51 to 60 () 61 to 70 () 70 plus ()

3. What time of the day do you usually listen to radio?

Morning () Lunchtime () Afternoon () Evening () Late night ()

4. What sort of radio station do you prefer to listen to?

Commercial () News/Information () Talkback () Community ()

5. How often do you listen to *Goldfields FM*, your community radio station?

Daily () Weekly or more () Monthly or more () Yearly or more () Never ()

6. If you *DO NOT* listen to *Goldfields FM*, why? (circle as many as apply)

Didn't know about Goldfields FM. () Prefer to listen to other stations. ()

Don't like music played. () Lack of variety ()

Low quality broadcasts. () Reception problems. ()

7. What do you think could make *Goldfields FM* a better radio station

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8. If you DO listen to Goldfields FM, why?

Local news/information ☐ Like the music ☐ Local voices/personalities ☐

Support local artists ☐ Independent voice ☐ Live broadcasts ☐

Programs are original ☐ Diversity in programming ☐

9. What do you like to listen to on the radio? (You can circle more than one option)

Music: Top 40 Pop ☐ Rock ☐ R & B ☐ Hip Hop ☐ Country ☐

Blues ☐ Heavy Metal ☐ Dance ☐ Classical ☐ Nostalgia ☐ Jazz ☐

Indie ☐ Folk/Acoustic ☐ Other_____ ☐

Information: Local news and events ☐ Requests ☐ Interviews ☐

Current affairs ☐ Talkback ☐ Sport ☐

10. What is your favourite era of music?

Pre 1950s ☐ 1950s ☐ 1960s ☐ 1970s ☐ 1980s ☐

1990s ☐ 2000s ☐ 2010 to today ☐

Are there any other comments you'd like to make about Goldfields FM?

Please return survey by email to info@goldfieldsfm.org.au

Or drop it into Goldfields FM in the Community Hub, Burns Street, Maryborough.