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Swiss Radio International

Swiss Radio International is in the process of putting its strategy for the nineties into effect. One of our prime objectives is to fine-tune the content of our programmes and to perfect our transmitting technology for the Swiss Abroad. In this context, dear readers of "Swiss Review", we would like to include you in a survey whose result should help us to harmonise our programme output with your interests and wishes. We thank you warmly for contributing to the survey.

Yours sincerely, Swiss Radio International

Your country of residence:

Name and address (optional):

.....

Mother tongue: Age: Profession:

Living abroad for year(s)

You listen to SRI *every day* *at least once a week* *rarely* *never*

In which language(s) do you listen to SRI?

English *French* *Italian* *German* *Spanish* *Portuguese* *Arabic*

Short wave reception of SRI in your place of residence is generally

very good *good* *mediocre* *poor* *very poor* *impossible*

Which local reception time(s) do you prefer (regardless of SRI's present broadcasting schedule) for programmes from Switzerland? (You may tick more than one time).

- 06.00–07.00 07.00–08.00 08.00–09.00 09.00–10.00 10.00–11.00 11.00–12.00
 12.00–13.00 13.00–14.00 14.00–15.00 15.00–16.00 16.00–17.00 17.00–18.00
 18.00–19.00 19.00–20.00 20.00–21.00 21.00–22.00 22.00–23.00 23.00–24.00

Do you own equipment for picking up satellite programmes? *yes* *no*

Do you plan to buy such equipment? *yes* *no*

Do you receive SRI via satellite ASTRA EUTELSAT INTELSAT-K ?

Among the following topics, which interest you most?

Define your degree of interest on a scale from 5 (great) to 0 (none).

	5	4	3	2	1	0
Information on Switzerland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on international affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on Swiss affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on international affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Politics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swiss music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music (general)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure (spoken) programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swiss elections and votes (national)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swiss elections and votes (cantonal and local)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any other topics which would interest you? What are they?

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.....

Would you be interested to receive SRI sound cassettes containing information on forthcoming national elections and votes? *yes* *no*

Please return this questionnaire (including your suggestions and comments) to the following address:
Swiss Radio International, Audience Research, POB, CH-3000 Berne 15, Switzerland

