



Ethnic Minorities Radio Listening Project

ORD-588952-K1F8

April 2021

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Background and Methodology

Background and Objectives

- As part of a review of the radio market the DCMS has identified that there is a need to increase the radio industry's knowledge of how ethnic minorities view and consume radio and whether their needs are being met across both BBC services and Commercial Radio
- In particular the review needs to understand whether ethnic minorities listeners have different needs from radio than White audiences and why is this the case
- Radio industry stakeholders asked Dynata to conduct a quantitative study among the general public within both White audiences and ethnic minority audiences



Approach

Dynata conducted a 15min online study amongst a representative sample of the UK population within pre-defined ethnic groups.

Using RAJAR profile data and ONS ethnicity definitions, four sample groups were selected and representative samples within them were interviewed.

The online survey was conducted amongst nationally representative samples of four broad ethnic groups of adults aged 16 years or older

- White
- Asian
- Black
- Mixed Race and Other

Using detailed sub Ethnic categories, strict quotas by age, gender and region were applied across and within the 4 sample groups

A total of 4000 interviews were conducted (1000 in each of the 4 groups) between 15th February –12th March 2021

The data was analysed and weights applied to each of the 4 groups to balance the samples

Questionnaire

The questionnaire was designed in collaboration with radio industry research and Insight stakeholders and Dynata. It was scripted in English and covered the following topics:

- Demographics, ethnicity and other profile data such as region and social grade
- Media consumption
- Audio and radio consumption
- Non- radio listeners audio behaviours
- Attitudes to radio listening and listening behaviour
- Attitudes to radios engagement with Ethnic Minorities

Open ended answers were coded out

Fieldwork and Quality Control

After a soft launch to check for any issues with the survey set up such as routing and a data check that the survey was fully launched.

The project manager undertook daily open ended question checks and did further checks on all completes for flatliners as well as checked for speeders at the end of fieldwork and records removed as necessary

Quotas were used throughout the project for monitoring purposes and any skews will flagged as we the project progressed. Daily progress reports were provided to radio industry stakeholders.



Summary of findings

Summary/1

This research confirms what has previously been indicated by RAJAR; that radio listening is lower for ethnic minority listeners than for White listeners. Whilst **81%** of our White respondents said that they listen to the radio at least once a week, this fell to **72%** amongst the Asian and Black cohorts and **70%** amongst the Mixed Race and Other cohort. In terms of the frequency of their radio listening 'listen every day' is much higher for the White cohort – **34%** vs. **23%** for Asian respondents, **28%** for Black respondents and **24%** for Mixed Race and Other ethnicity respondents.

Ethnic minority listeners are far more likely than White listeners to favour music streaming services and other online media services like YouTube. This echoes Ofcom's News Consumption research in 2020 which also found that ethnic minorities are significantly more likely to use the internet as their main platform for news compared to White consumers.

At an overall level an element of this lower radio listening is simply down to UK ethnic minority populations being far younger than the White population. However, even when we look on a like for like age basis, we are seeing lower listening. Looking at the 16-44 audience across all cohorts **62%** of our White respondents said that they listen to the radio, vs. **45%** amongst the Asian cohort, **39%** amongst the Black cohort and **46%** amongst the Mixed Race and Other ethnicity cohort.

Summary/2

Ethnic minority audiences are less likely to listen to National BBC and National Commercial stations when compared to White audiences, with reach amongst Black listeners particularly low for National BBC stations – **42%** vs. **55%** for White listeners. However, ethnic minority audiences over-index for listening to Community Radio, Non-UK based stations and Pirate Radio.

There are many barriers to radio listening that are shared between White and ethnic minority non-listeners; *'I prefer to listen to my own music', 'Radio is boring', 'Too many adverts'*. However, ethnic minority respondents who don't listen to the radio are far more likely to cite *'I don't think Radio is for people like me'* as a reason for not listening - **24%** of all ethnic minority non-listeners vs. **14%** amongst White non-listeners. They are also far more likely to have stopped listening to the radio over the course of the Coronavirus pandemic. Amongst White non-listeners just **7%** said that they stopped listening in the last year compared to **17%** amongst Asian non-listeners, **20%** for Black non listeners and **19%** for Mixed Race and Other ethnicity non-listeners.

Whilst there were many similarities across ethnicities in the reasons as to why they listen to the radio (to help them relax, keep them company, providing background noise) there were some key differences. White listeners were more likely to listen to the radio *'For news and information'* than compared to ethnic minority listeners – **44%** vs. **37%**. Ethnic minority listeners (and particularly the Black cohort) were far more likely to listen because *'it energises me'* and *'it helps me connect with my culture'*.

Summary/3

When asked, *'How important is it to you that you hear music from Black, Asian or other ethnic minority artists on the radio?'* **69%** of Asian respondents, **79%** of Black respondents and **58%** of Mixed Race and Other ethnicity respondents said it was Somewhat or Very Important. Amongst the White respondents **35%** said it was Somewhat or Very Important (vs. **30%** Unimportant) but there is a clear generational shift; **59%** of 16-34 White respondents said it was Somewhat or Very Important (vs. **13%** Unimportant). Similarly, when asked *'How important is it to you that radio stations and programmes feature presenters from a Black, Asian or other Ethnic Minority background?'* **71%** of Asian respondents, **80%** of Black respondents and **63%** of Mixed Race and Other ethnicity respondents said it was Somewhat or Very Important compared to **40%** of White respondents (vs. **24%** Unimportant). There are also generational differences on this metric with younger respondents significantly more likely to say that this is important to them.

There are some clear areas in which radio could improve to better attract ethnic minority listeners and just **12%** of all our ethnic minority respondents agreed with the statement *'I don't think radio in the UK needs improvements'* (compared to **28%** of White respondents). Ethnic minority respondents are overwhelmingly more likely to champion an increase in diversity to improve radio – be that ethnicity, gender, sexuality or political diversity.

Just under half (**46%**) of all ethnic minority respondents said that *'More diverse presenters'* would improve radio and **26%** said that *'More diverse speech content'* would improve radio. Amongst the Black cohort these rose to **54%** and **30%**. This also stretched to off air as well, with **21%** of ethnic minority respondents saying that *'More staff of different ethnic backgrounds working behind the scenes on radio i.e. producers, editors'* would improve radio (**8%** amongst the White respondents).

To Conclude....

Ethnic minorities in the UK are less likely to listen to the radio than White audiences and those that do listen do so with a lower frequency. They are also more likely to have reduced or stopped their listening over the period of the Covid-19 pandemic. There is a sense that national stations in particular are less likely cater to them and do not adequately represent them. The key ways to improve their radio listening experience would be to increase ethnic minority representation through both music, on-air programming and behind the scenes, as well as working towards more diversity in presenters.



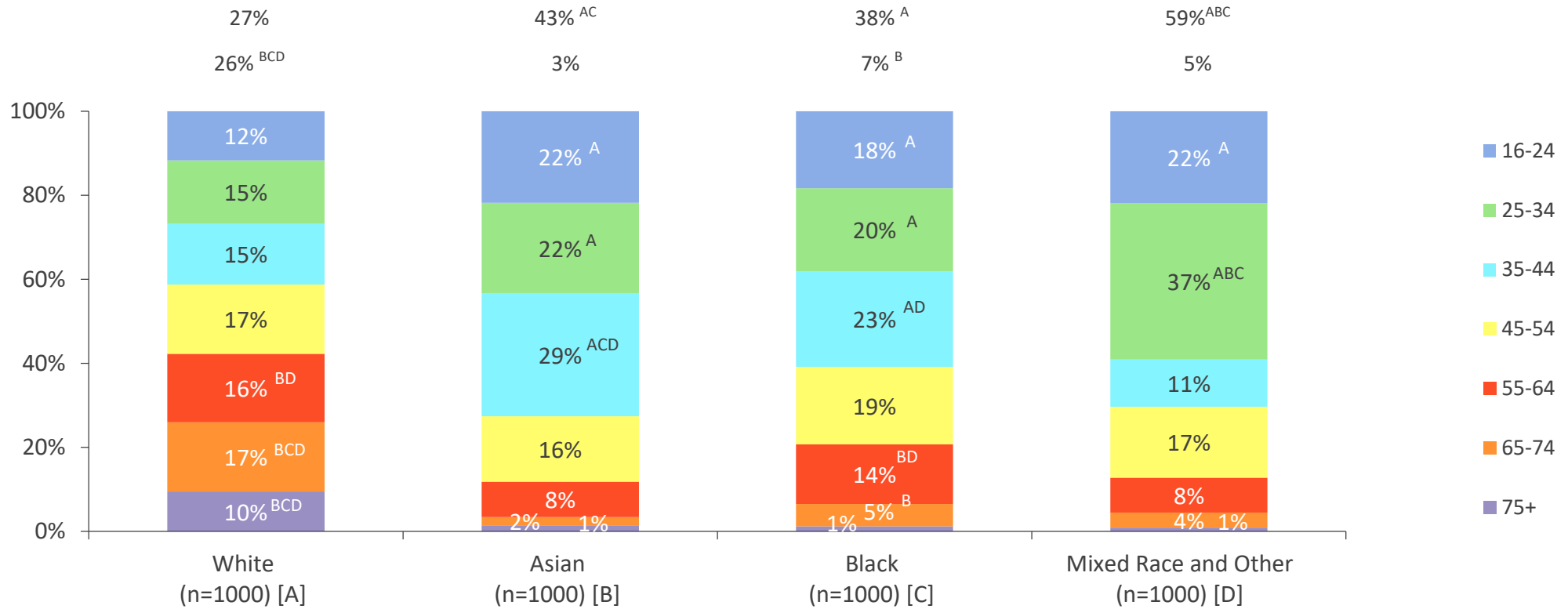
The Landscape

Age

Age

NET: 16-34s

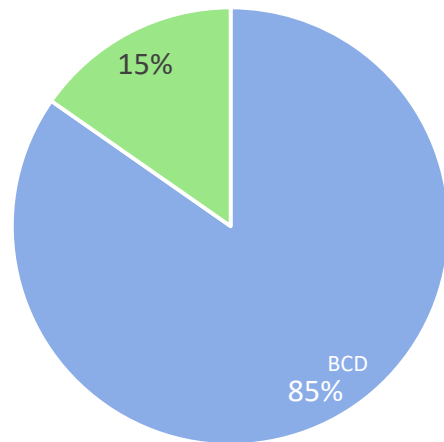
NET: 65+



Regional Split

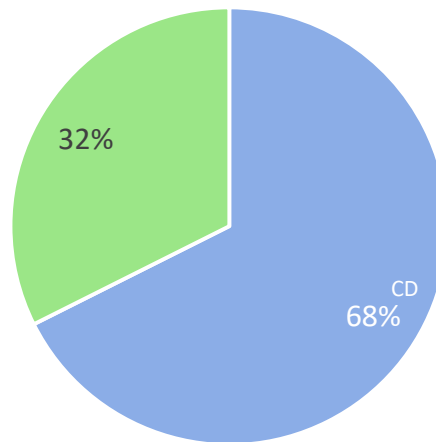
Where do you Live

White
(n=1000) [A]



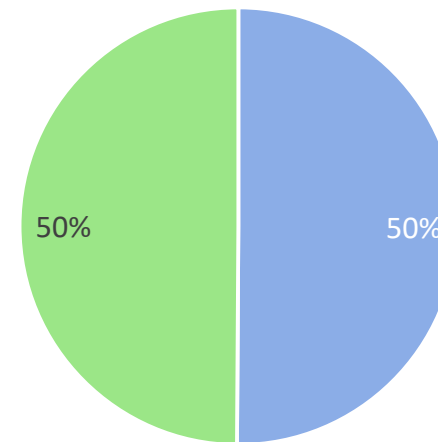
■ NET: Rest of Country
■ London only

Asian
(n=1000) [B]



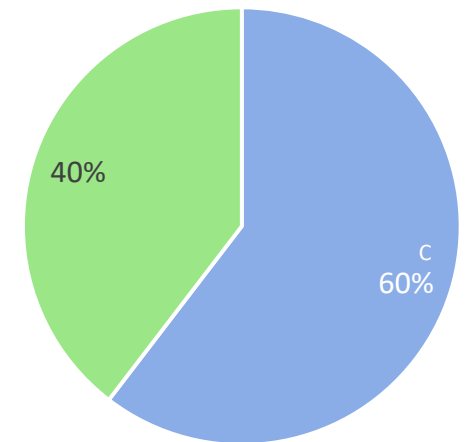
■ NET: Rest of Country
■ London only

Black
(n=1000) [C]



■ NET: Rest of Country
■ London only

Mixed Race and Other
(n=1000) [D]

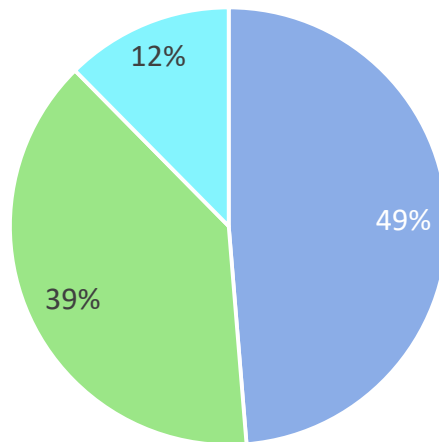


■ NET: Rest of Country
■ London only

Ethnicity

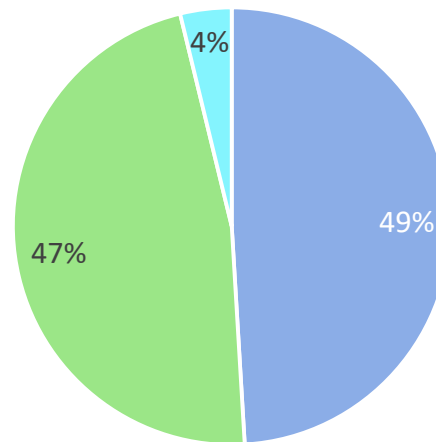
Race or Ethnicity

Asian
(n=1000) [B]



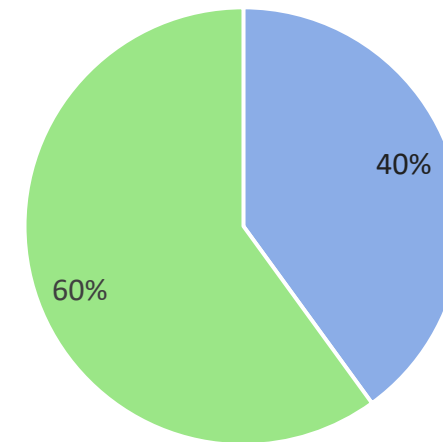
- Asian/Asian British – Indian
- Asian/Asian British – Pakistani
- Asian/Asian British – Bangladeshi

Black
(n=1000) [C]



- Black/Black British – African
- Black/Black British – Caribbean
- Other Black

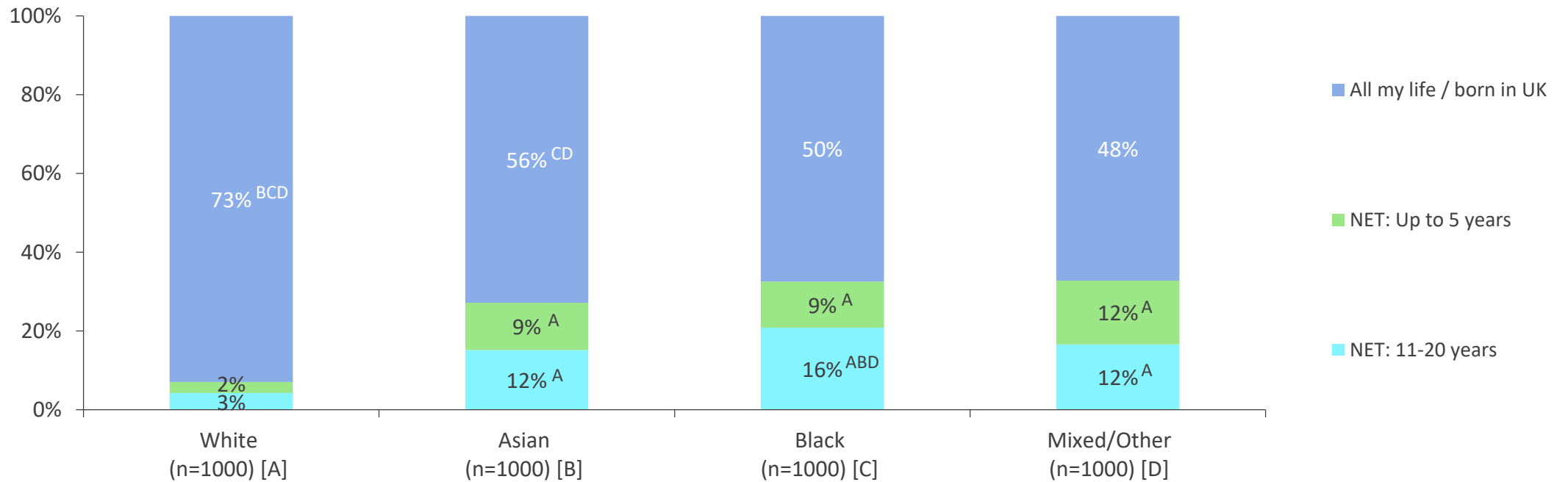
Mixed Race and Other
(n=1000) [D]



- Mixed race
- Other ethnicity

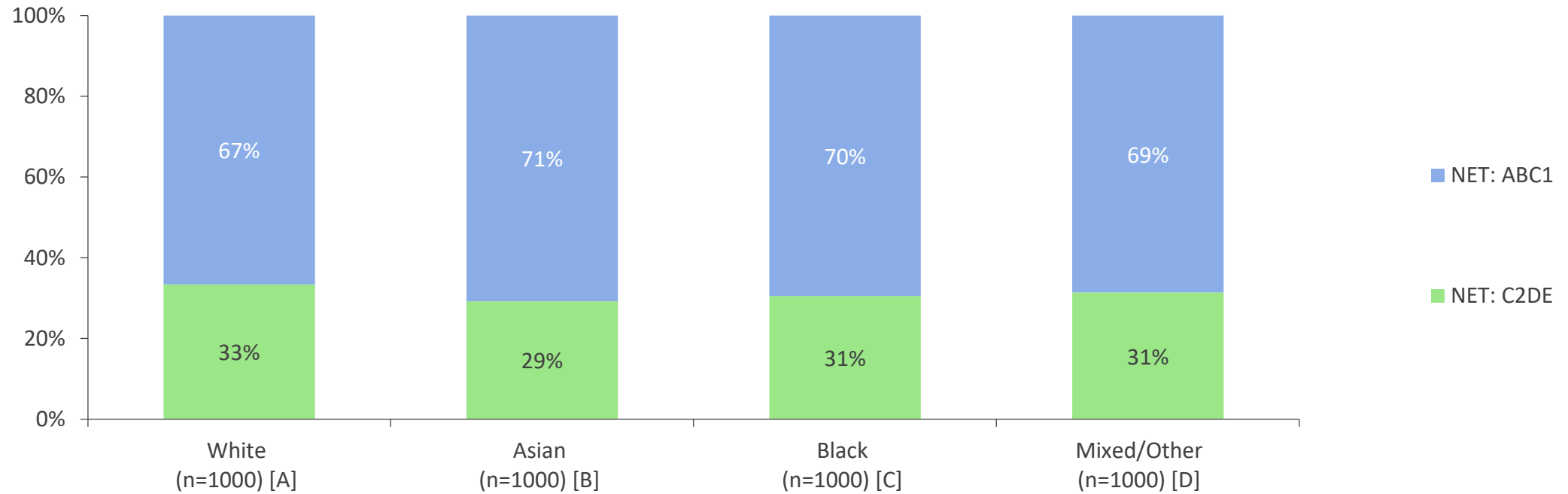
Tenure

Lived in the UK



Social Grade

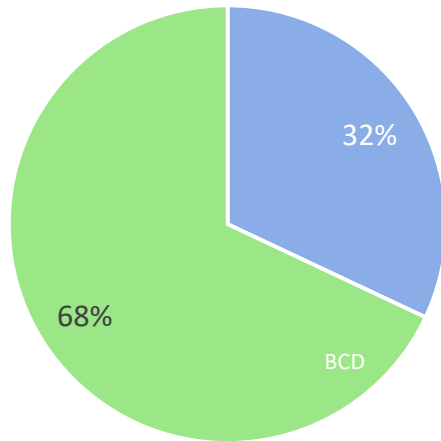
Social Grade



Children in Household

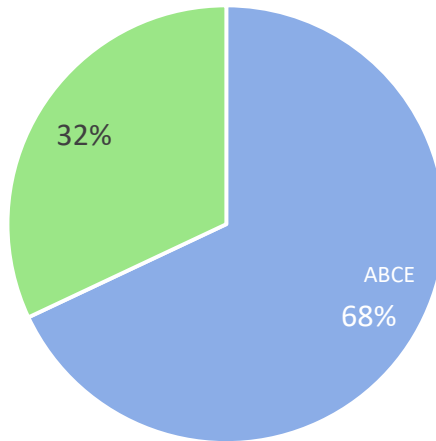
Children Under 18 years old

White
(n=1000) [A]



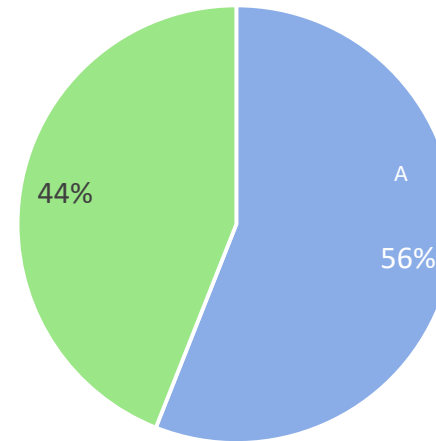
■ Children in Household
■ No Children

Asian
(n=1000) [B]



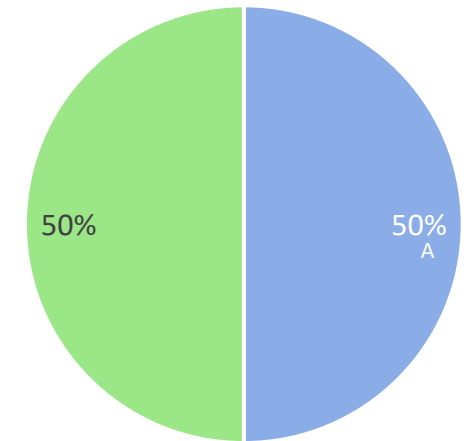
■ Children in Household
■ No Children

Black
(n=1000) [C]



■ Children in Household
■ No Children

Mixed Race and Other
(n=1000) [D]

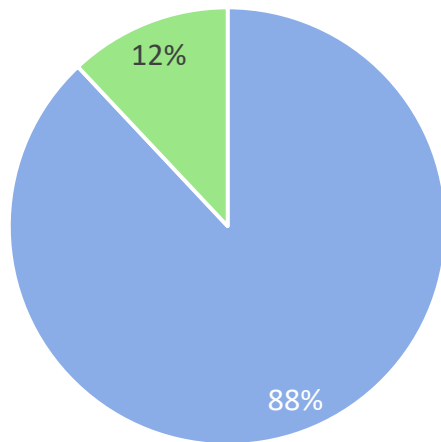


■ Children in Household
■ No Children

Radio Listening

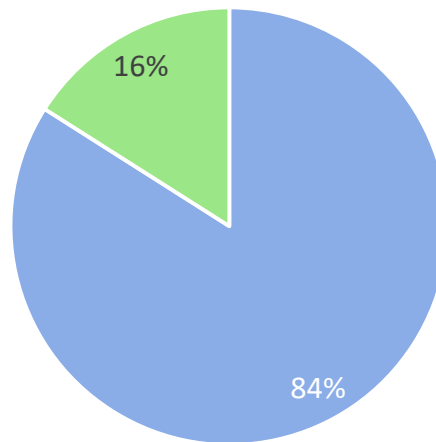
Do you listen to the Radio?

White
(n=1000) [A]



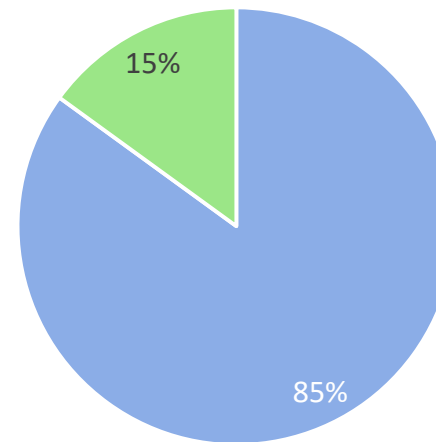
■ Listen to the Radio
■ Do not listen to the Radio

Asian
(n=1000) [B]



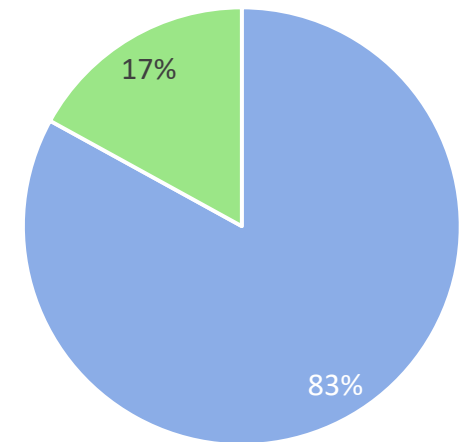
■ Listen to the Radio
■ Do not listen to the Radio

Black
(n=1000) [C]



■ Listen to the Radio
■ Do not listen to the Radio

Mixed Race and Other
(n=1000) [D]



■ Listen to the Radio
■ Do not listen to the Radio

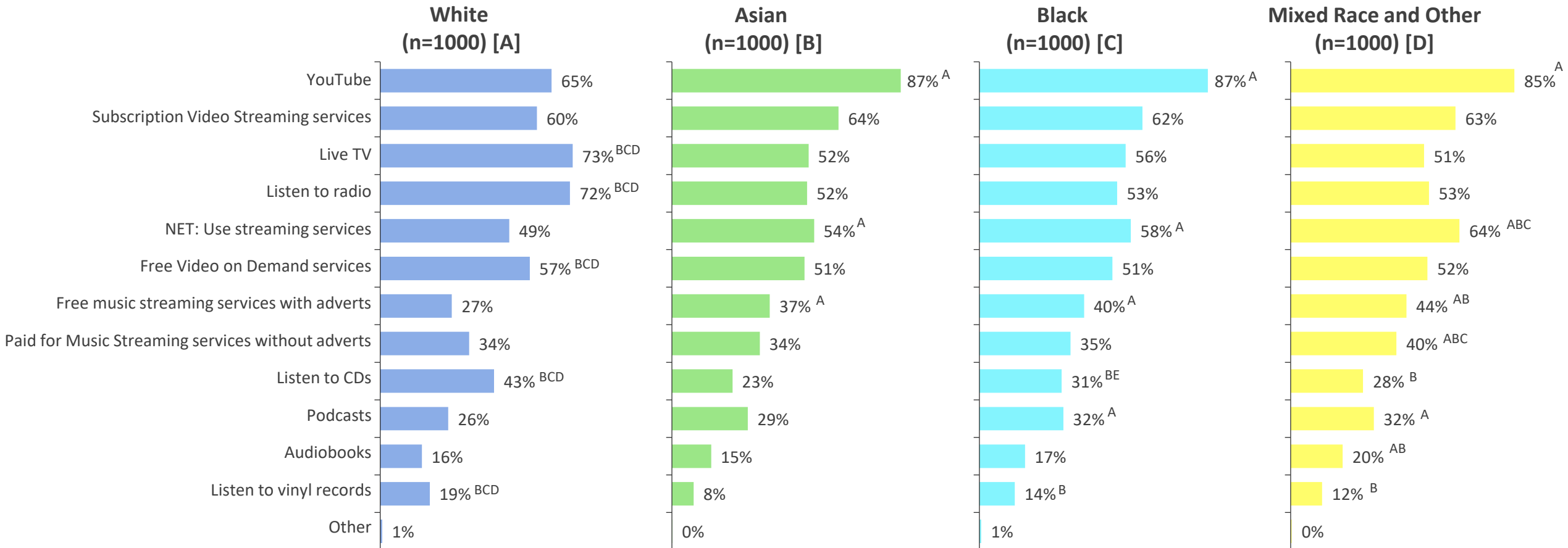
A woman with glasses and curly hair is sitting at a desk, looking at a laptop. She is holding a pen over some papers. The image is overlaid with a blue tint.

Audio and Radio Listening

Ethnic minorities are less likely to consume live content

Two fifths of Black adults use free music streaming services (with ads) and nearly a third of Black, Mixed Race and Other ethnicities consume podcasts

Media

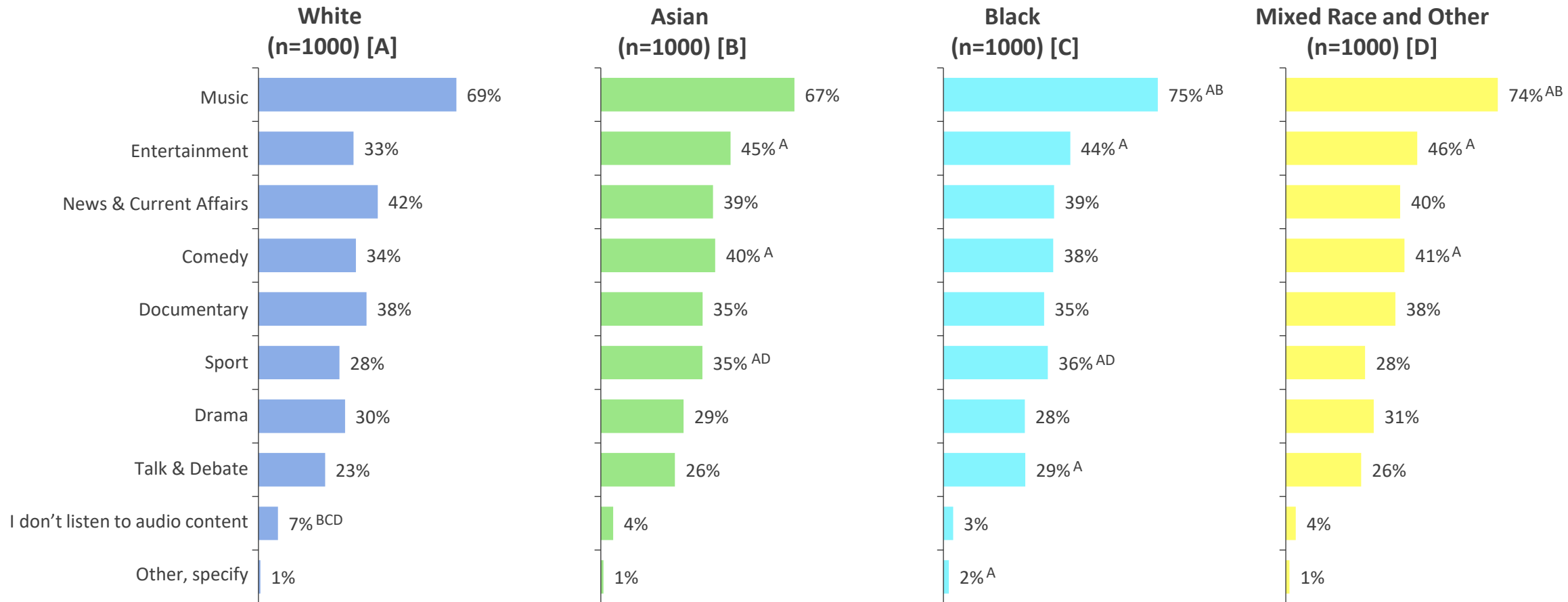


Capital letters denote statistical difference at the 95% level ; Base: All Respondents
 Q1. Do you watch or listen to any of the media below? Please select all that apply from the list below.

Music and Sport audio content is enjoyed most by Black adults

Entertainment audio is only enjoyed by a third of White adults

Types Of Audio Content

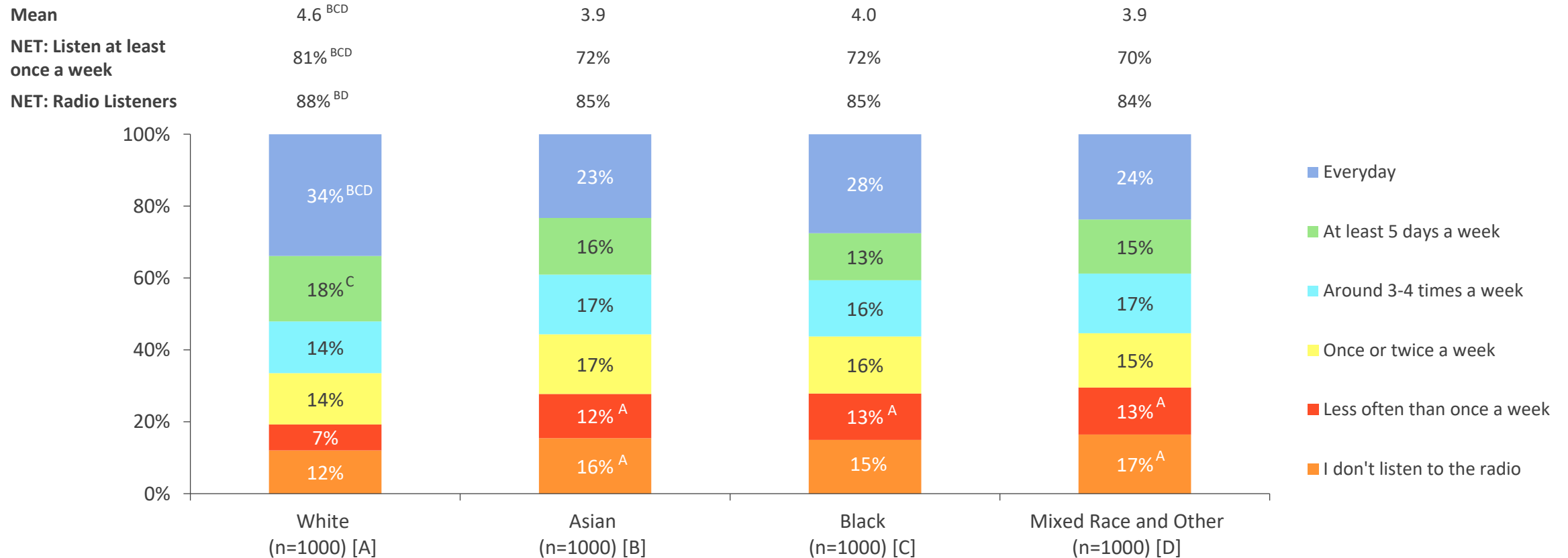


Capital letters denote statistical difference at the 95% level ; Base: All respondents
 Q1A. What types of audio content do you most enjoy listening to? Please select all that apply.

Engagement in radio is lower among ethnic minorities than White respondents

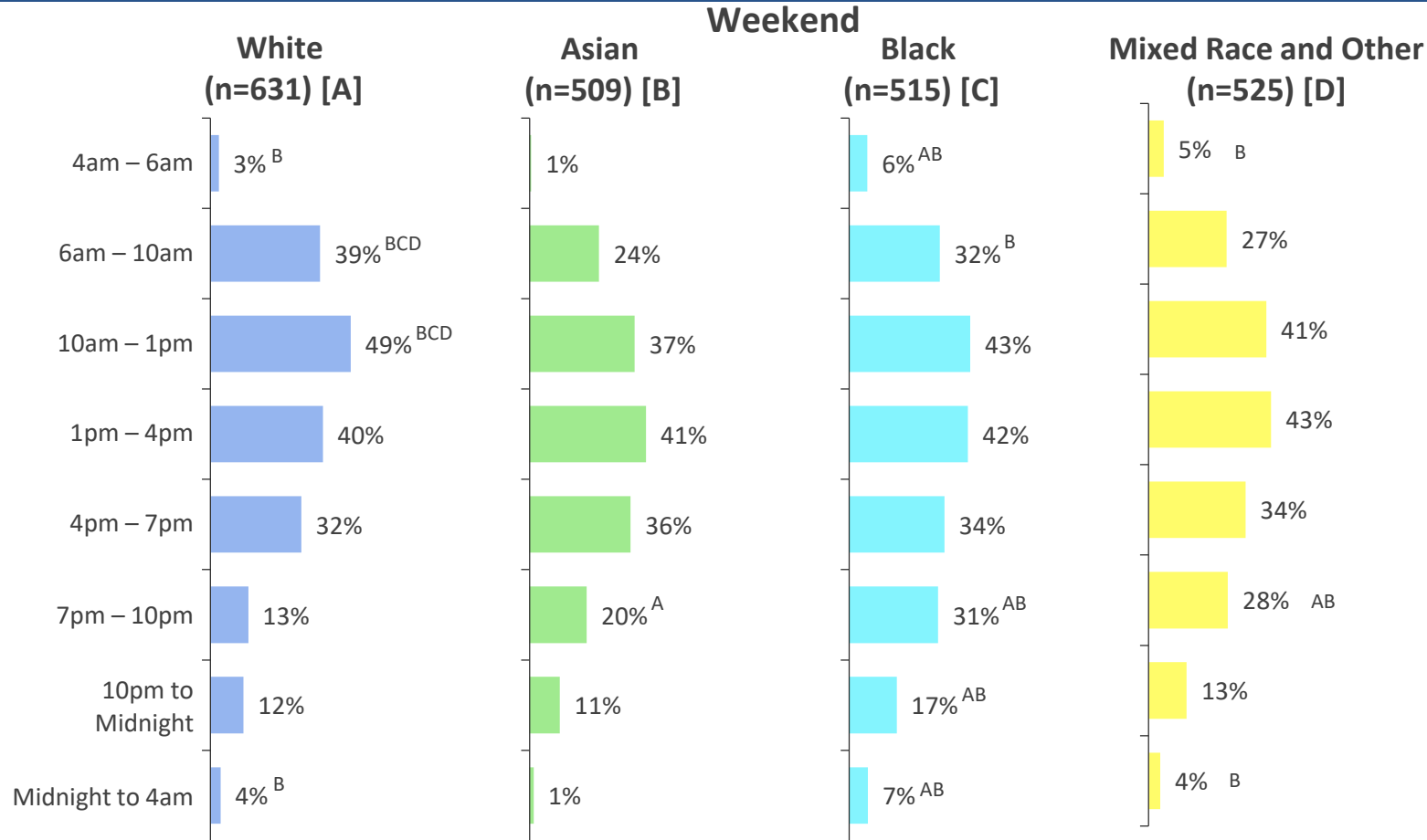
Nearly a third of the Mixed Race and Other ethnic group either do not listen to the radio or listen less often than once a week

Frequency of Listening radio in a typical week



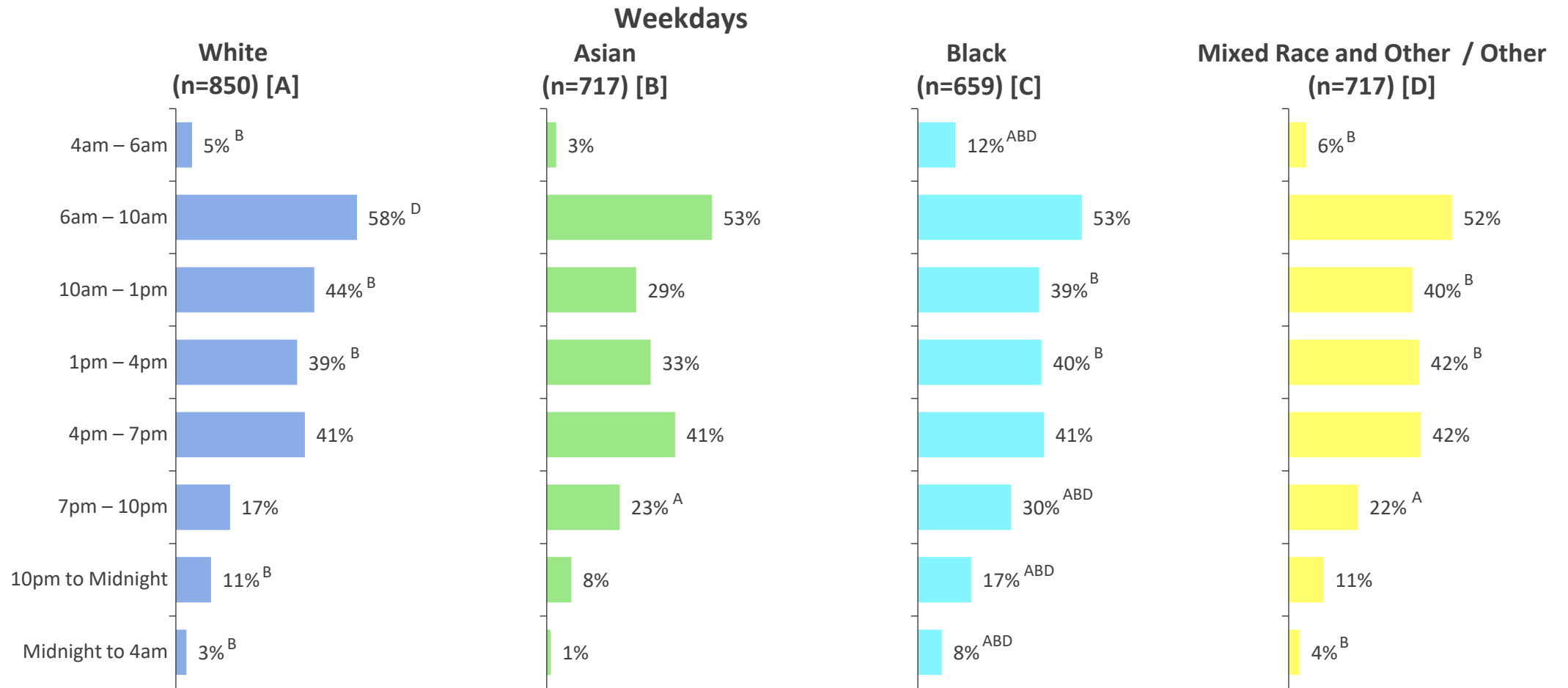
Amongst weekend listeners, on average ethnic minority radio listeners listen later in the day

Just over 30% of Black listeners listen between 7pm and 10pm on a weekend



Weekday radio listening is similar across all ethnic groups

30% of Black listeners listen between 7pm and 10pm on a weeknight



Capital letters denote statistical difference at the 95% level ; Base: All Weekdays radio listeners
Q16d. During weekdays (Monday to Friday) do you usually listen to the radio at any of these times?

Asian radio listeners are significantly more likely to be commuting and claiming to stuck in traffic whilst listening to the radio

White audiences are more likely to be at home whilst listening to the radio

6am – 10am: Weekday Breakfast Daypart

| | White (n=498) [A] | Asian (n=375) [B] | Black (n=323) [C] | Mixed Race and Other (n=367) [D] |
|---|----------------------|----------------------|----------------------|-------------------------------------|
| In the car commuting | 45% | 57% ^{AC} | 49% | 51% |
| At home whilst relaxing | 38% ^B | 30% | 31% | 33% |
| At home whilst doing chores | 37% ^{BC} | 26% | 29% | 31% |
| In the car stuck in traffic | 25% | 43% ^{ACD} | 27% | 31% |
| In the car on long journeys | 22% | 36% ^{ACD} | 25% | 25% |
| At home whilst cooking | 28% | 27% | 24% | 28% |
| At home whilst working | 20% | 19% | 20% | 18% |
| At work | 16% | 15% | 20% | 17% |
| When a major event/incident happens to find out what's going on | 9% | 7% | 9% | 6% |
| At home whilst entertaining | 6% | 10% ^A | 8% | 9% |
| While commuting on public transport | 4% | 9% ^A | 9% ^A | 8% ^A |
| Before, during or after a live sporting event | 4% | 4% | 4% | 5% |
| Whilst socialising | 2% | 5% ^A | 4% | 3% |
| Other | 9% ^{BC} | 4% | 4% | 5% |

During the drive daypart, Asian radio listeners are more likely to say they are stuck in traffic whilst listening to the radio

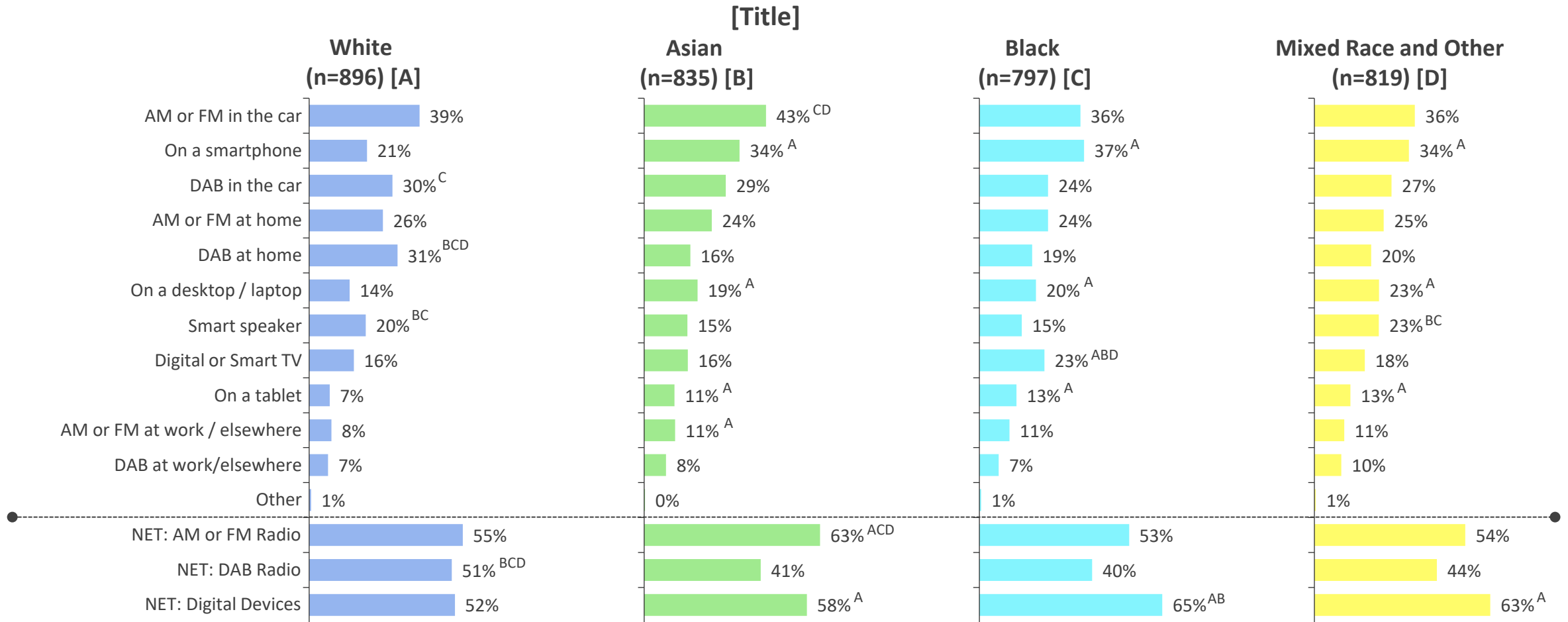
White, Mixed Race and Other ethnic audiences are more likely to be at home cooking whilst listening to the radio than other groups

4pm – 7pm Weekday Drive Daypart

| | White (n=342) [A] | Asian (n=296) [B] | Black (n=267) [C] | Mixed Race and Other (n=295) [D] |
|---|----------------------|----------------------|----------------------|-------------------------------------|
| In the car commuting | 40% | 44% | 35% | 41% |
| At home whilst relaxing | 36% | 31% | 33% | 39% |
| At home whilst cooking | 39% ^B | 26% | 33% | 39% ^B |
| In the car stuck in traffic | 23% | 34% ^{AC} | 25% | 27% |
| At home whilst doing chores | 27% | 26% | 25% | 28% |
| In the car on long journeys | 15% | 30% ^{AC} | 21% | 28% ^A |
| At home whilst working | 13% | 21% ^A | 21% ^A | 20% |
| At work | 9% | 11% | 17% ^A | 14% |
| At home whilst entertaining | 5% | 9% | 11% ^A | 15% ^{AB} |
| While commuting on public transport | 3% | 7% ^A | 11% ^A | 8% ^A |
| Before, during or after a live sporting event | 4% | 6% | 6% | 8% ^A |
| When a major event/incident happens to find out what's going on | 7% | 5% | 7% | 5% |
| Whilst socialising | 2% | 3% | 3% | 5% ^A |
| Other | 4% | 2% | 2% | 2% |

Asian listeners are less likely to listen to the radio through a digital device

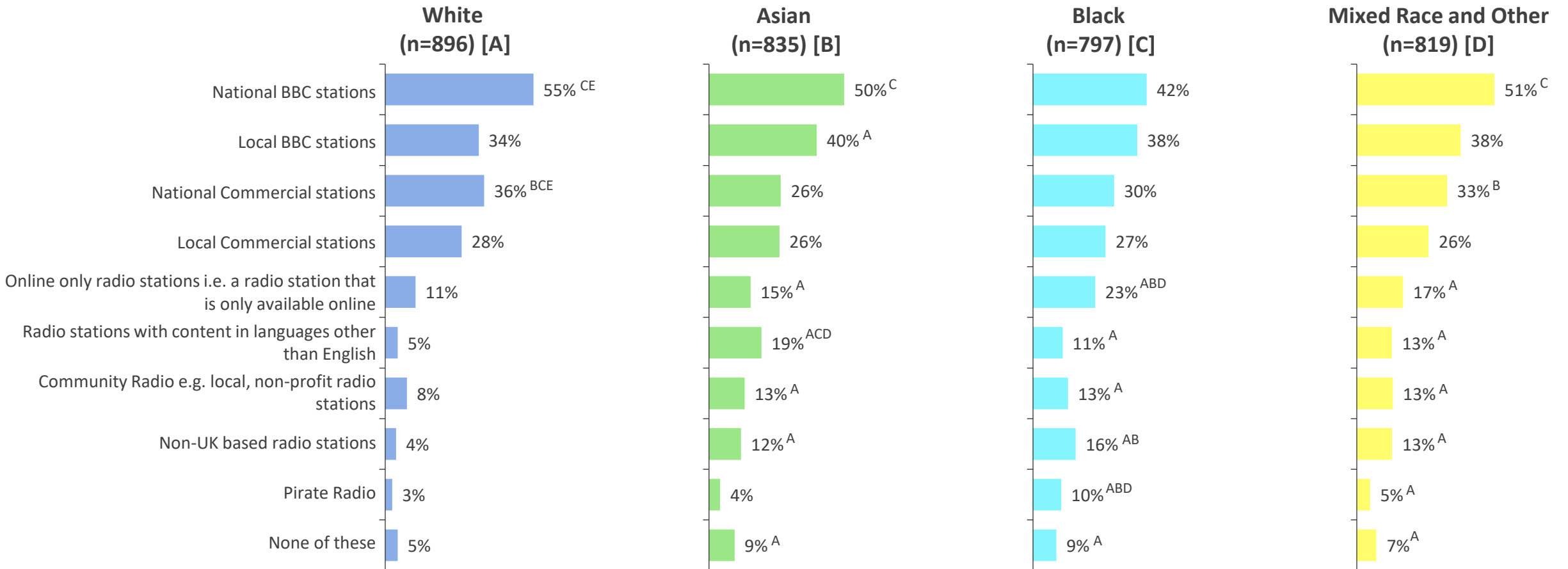
Nearly a quarter of Black listeners listen to the radio through their Smart TV



Ethnic minorities are more likely than White listeners to listen to local BBC and Community stations

Nearly a quarter of Black listeners tune into online only stations and one in six listen to non-UK based radio stations

Radio Stations

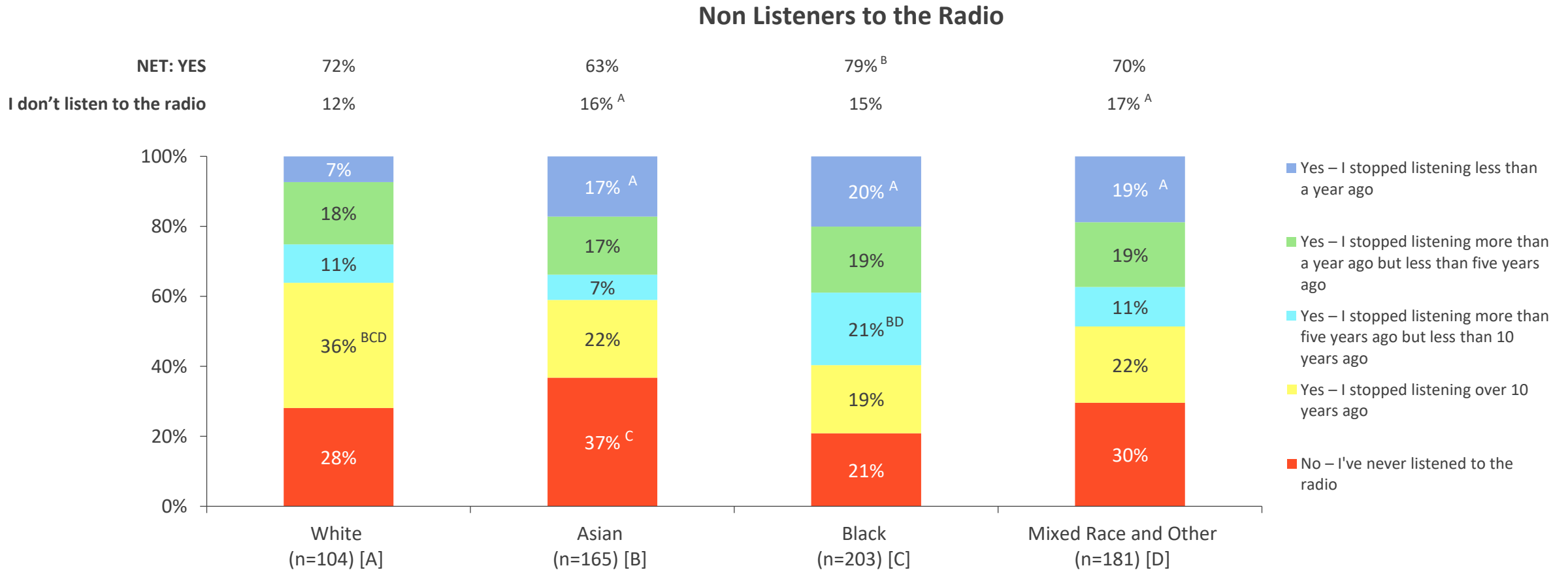




Barriers to Radio Listening

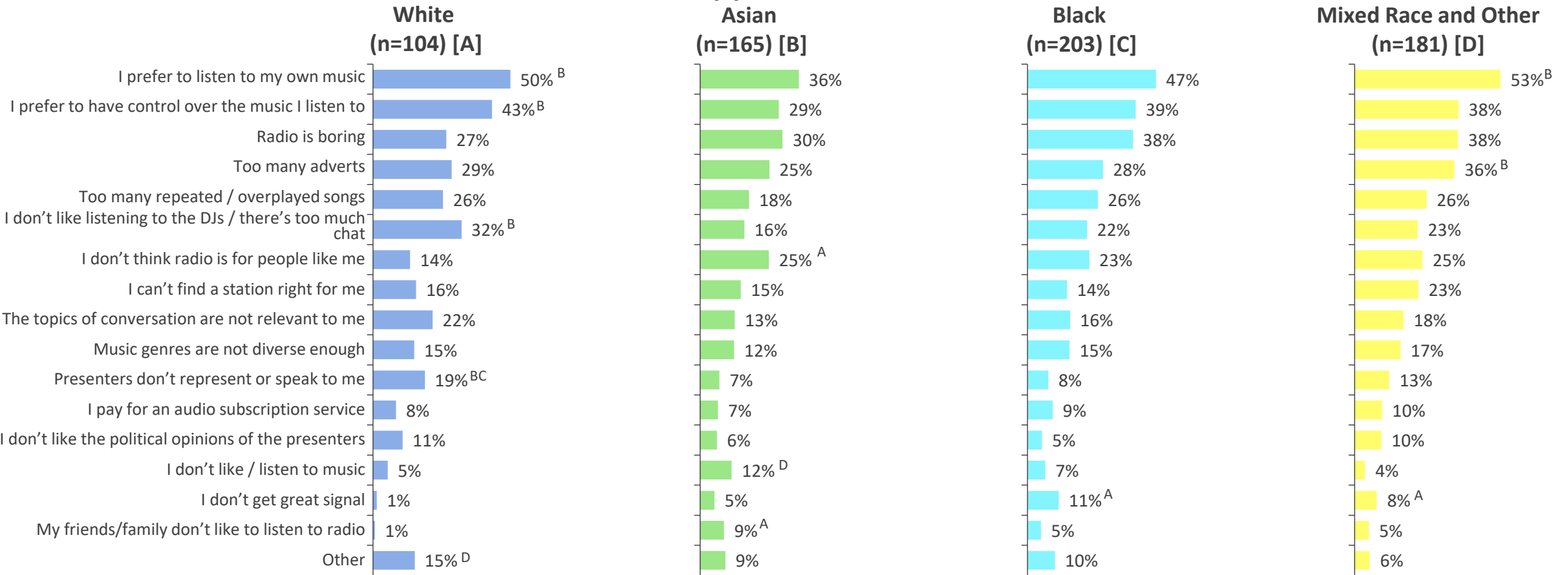
Ethnic minority non-listeners are more likely to say they stopped listening to the radio in the last year compared to their White counterparts

A fifth of Black non listeners have stopped listening in the past year. This was highest amongst Black men and those living outside London



A quarter of ethnic minority non listeners say the reason they don't listen to the radio is because they don't think that radio was for people like them

Reasons why you don't Listen



A woman with curly hair and glasses is sitting at a desk, looking at a laptop. She is holding a pen over some papers. The image is overlaid with a blue tint.

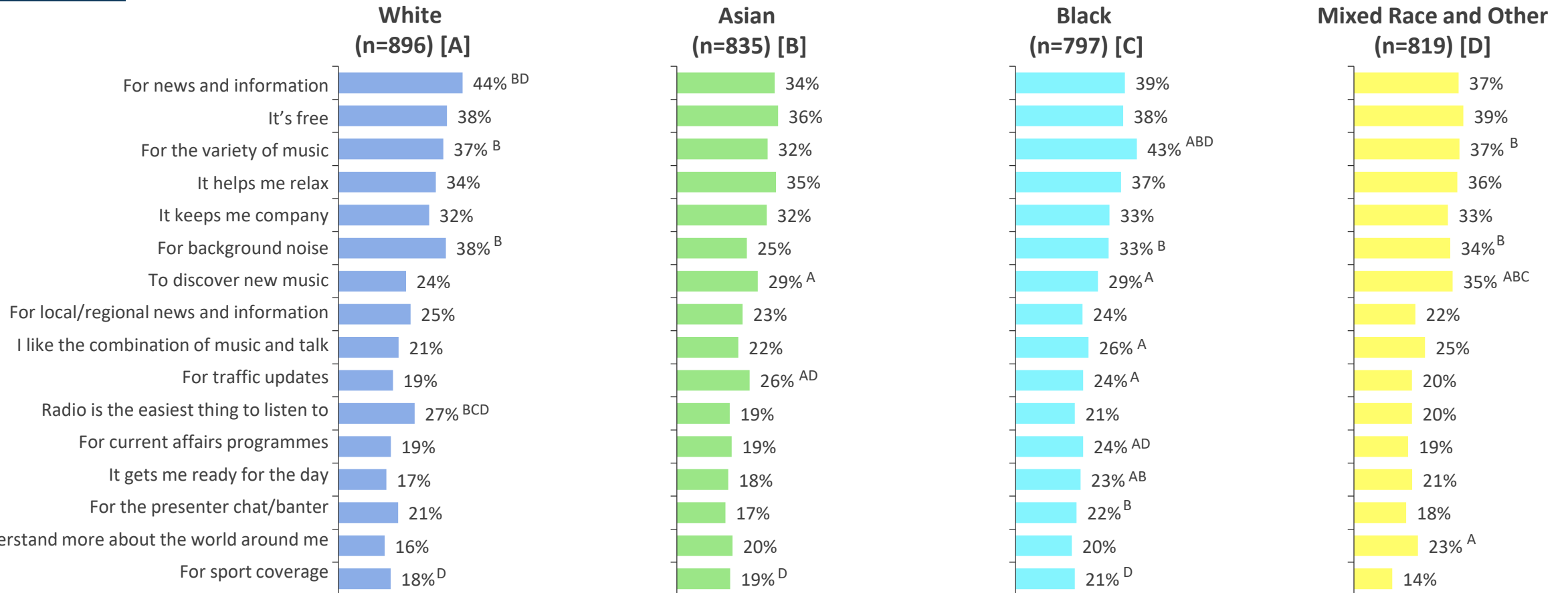
Reason for Radio Listening

Music variety is important for Black radio listeners

For Mixed Race and Other ethnicity listeners, music discovery is important, as well as radio's role in helping to understand the world around them

Q9 Chart 1

Reasons for listening Radio



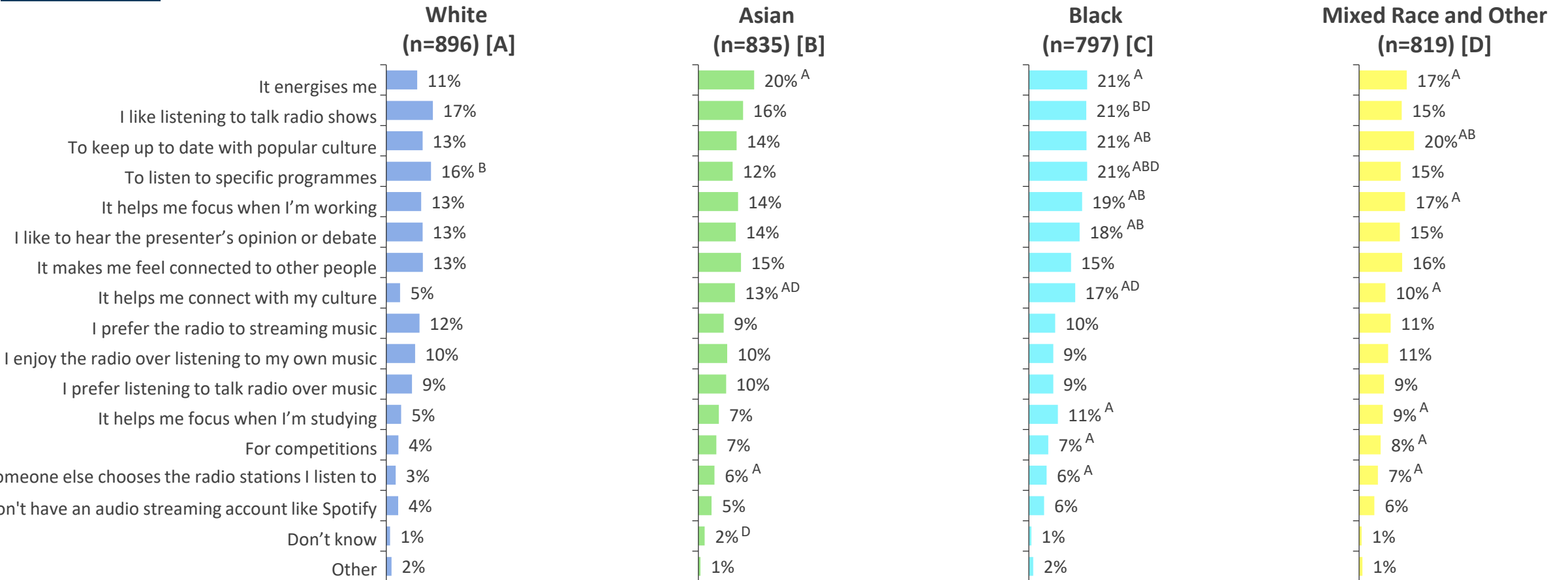
Capital letters denote statistical difference at the 95% level ; Base: All radio listeners
 Q9. Which of the below best describes why you listen to the radio?

Black listeners are more likely to 'tune in' to specific programming than listeners of other ethnicities

For Black and Asian listeners, radio that energises them is important

Q9 Chart 2

Reasons for listening Radio (Cont'd...)



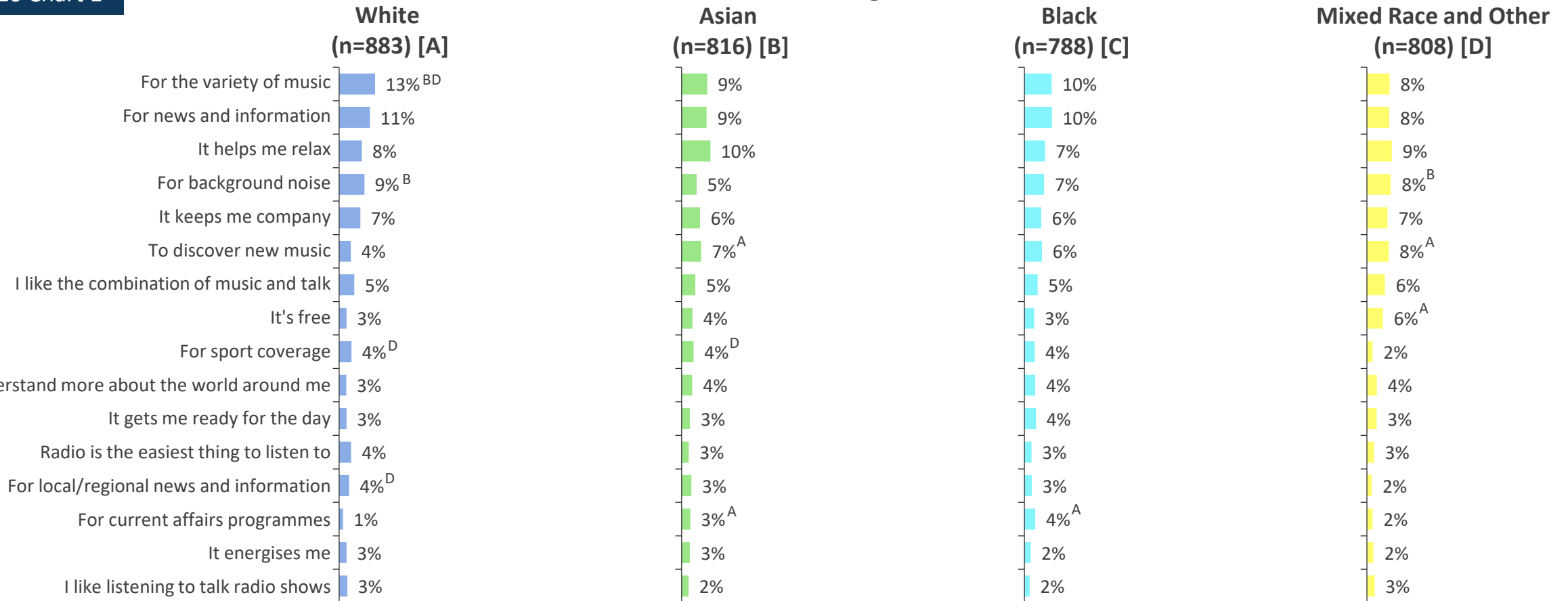
Capital letters denote statistical difference at the 95% level ; Base: All radio listeners
 Q9. Which of the below best describes why you listen to the radio?

Music variety is the main reason why people listen to radio

Radio's ability to help people relax is also a primary reason

Q10 Chart 1

Reasons for listening Radio





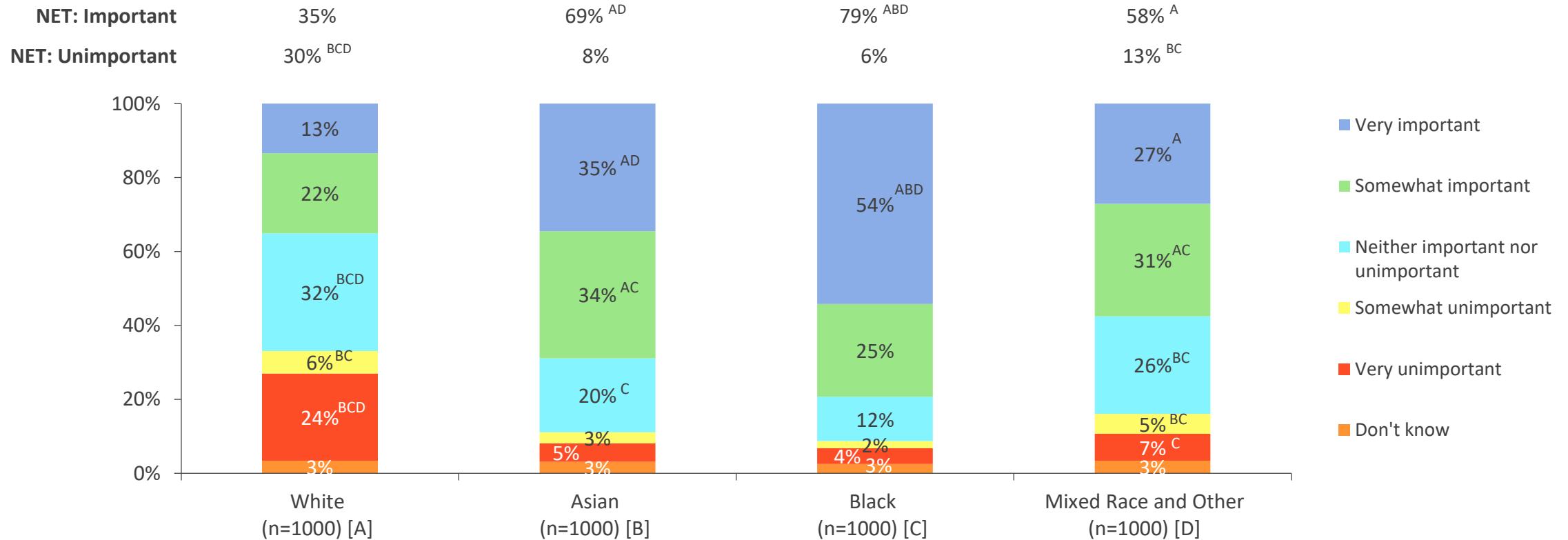
Radio: a way forward

Nearly 80% of Black listeners say it is important that radio stations play music from ethnic minorities

Over a third of White listeners think that it is important too

Music

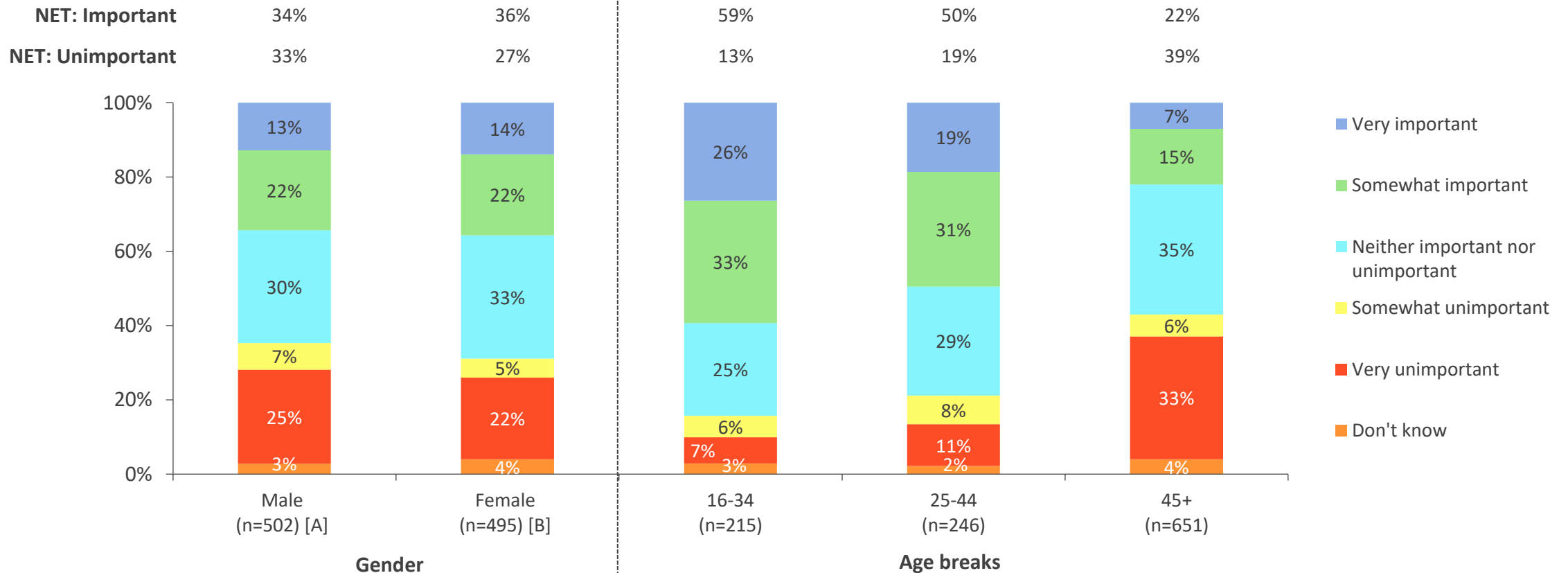
All



Younger White listeners are more likely to agree (59%) that it is important that they hear music from Black, Asian or other ethnic minority artists on the radio
 This is highest amongst women and those aged under 35

Music

White

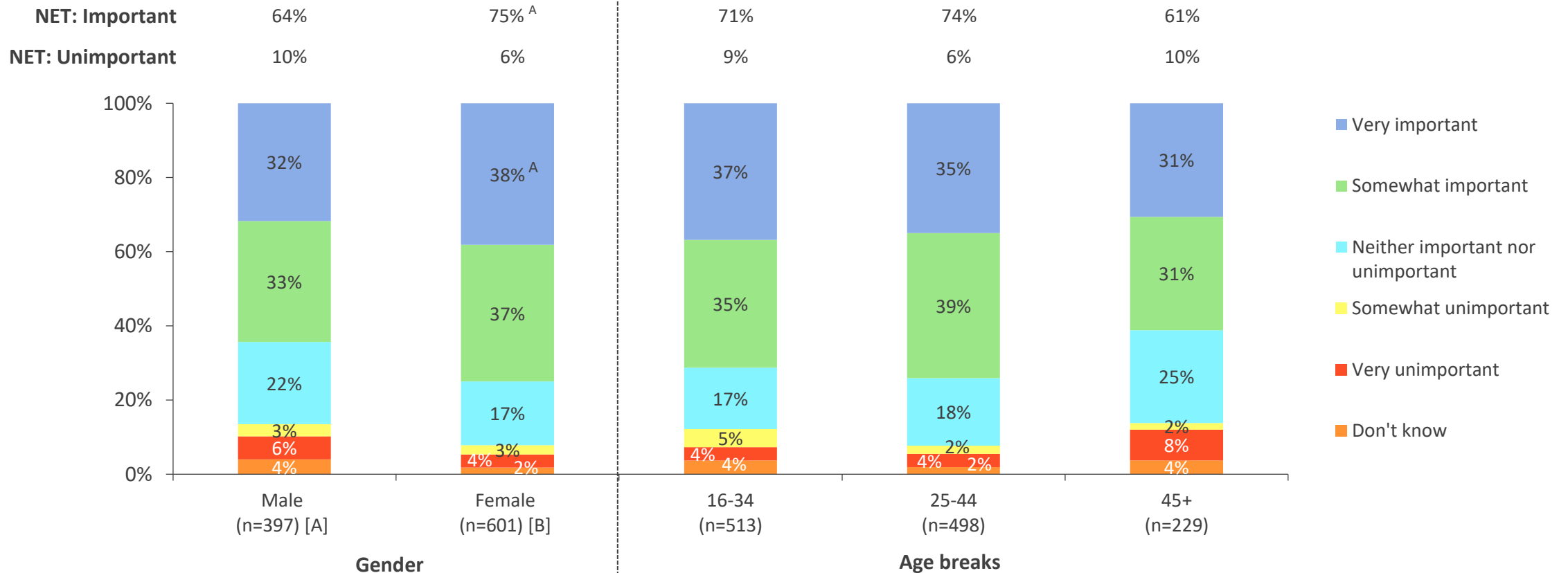


Capital letters denote statistical difference at the 95% level ; Base: All Respondents
 Q23. How important is it to you that you hear music from Black, Asian or other Ethnic Minority artists on the radio?

Female Asian listeners are more likely to agree (75%) that it is important that music from Black, Asian and other ethnic minorities is heard on the radio

Music

Asian



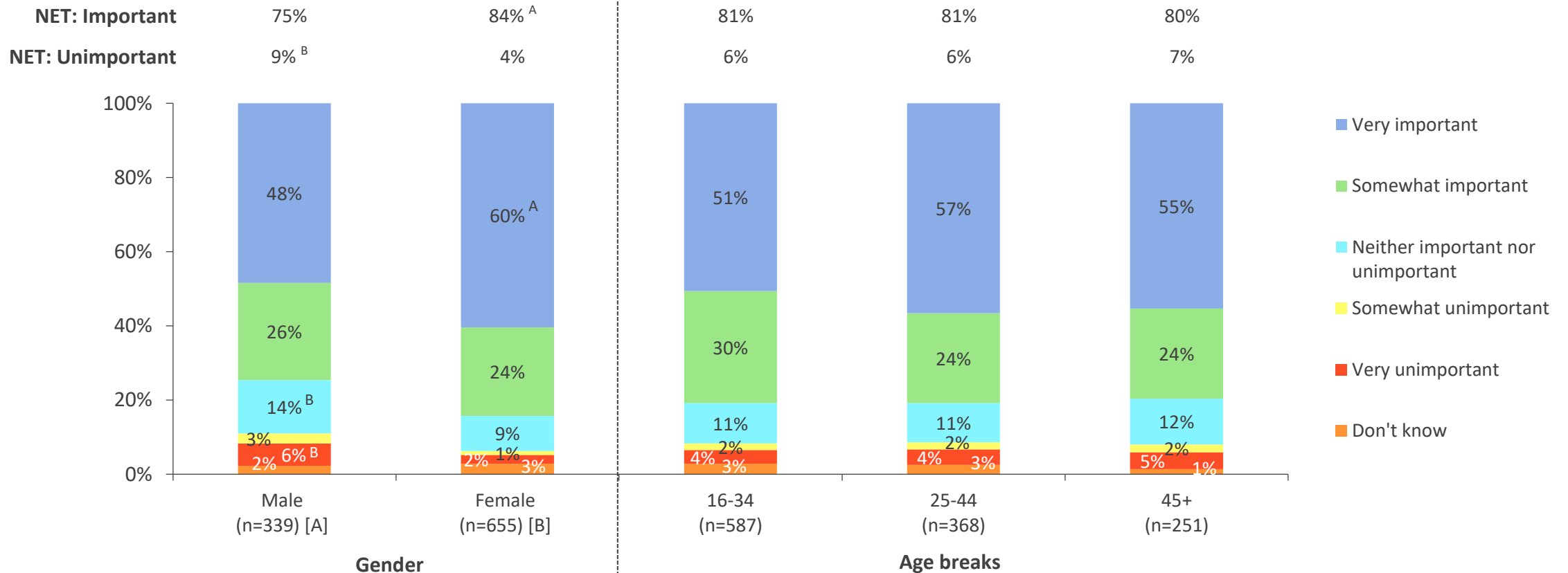
Capital letters denote statistical difference at the 95% level ; Base: All Respondents
 Q23. How important is it to you that you hear music from Black, Asian or other Ethnic Minority artists on the radio?

Black women are more likely to say it is important they hear music from Black, Asian and other ethnic minorities on radio than Black men

This was consistent across all age ranges

Music

Black

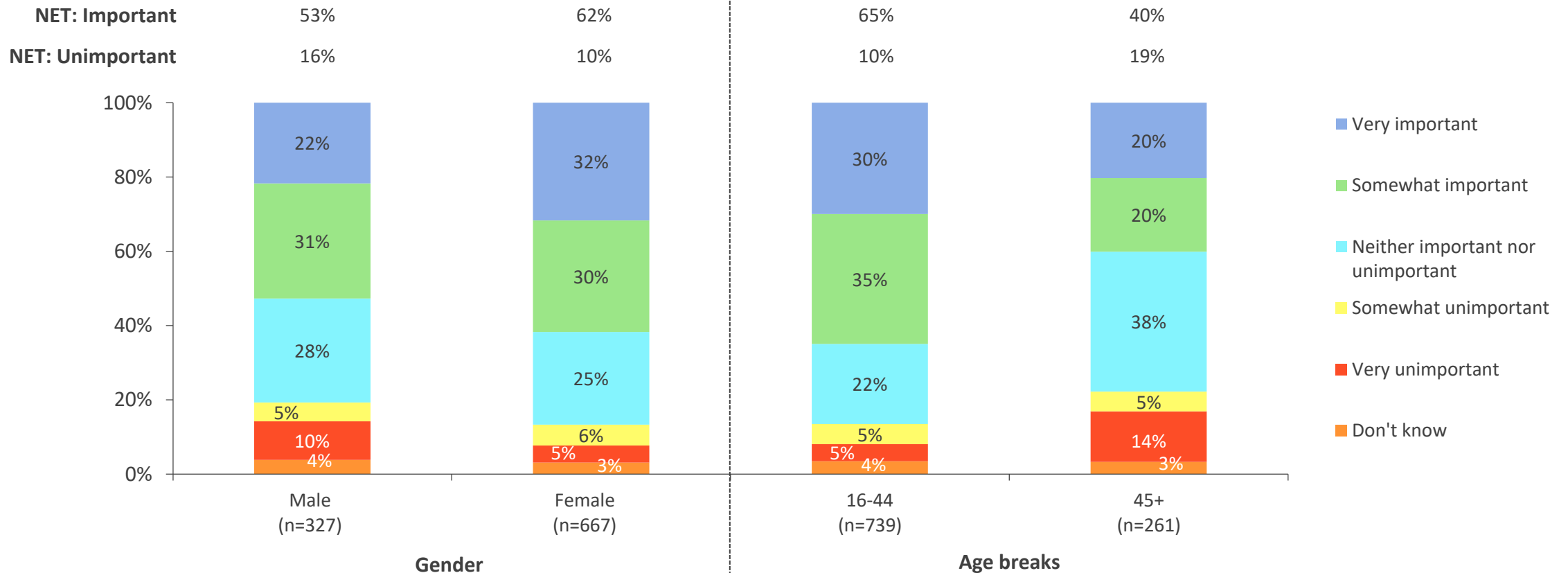


Mixed Race and Other ethnicity women are more likely to agree that it is important that music from ethnic minorities is heard on the radio than men

Only 40% of over 45 year olds think it is important compared to 65% of those aged under 45 years old

Music

Mixed Race and Other

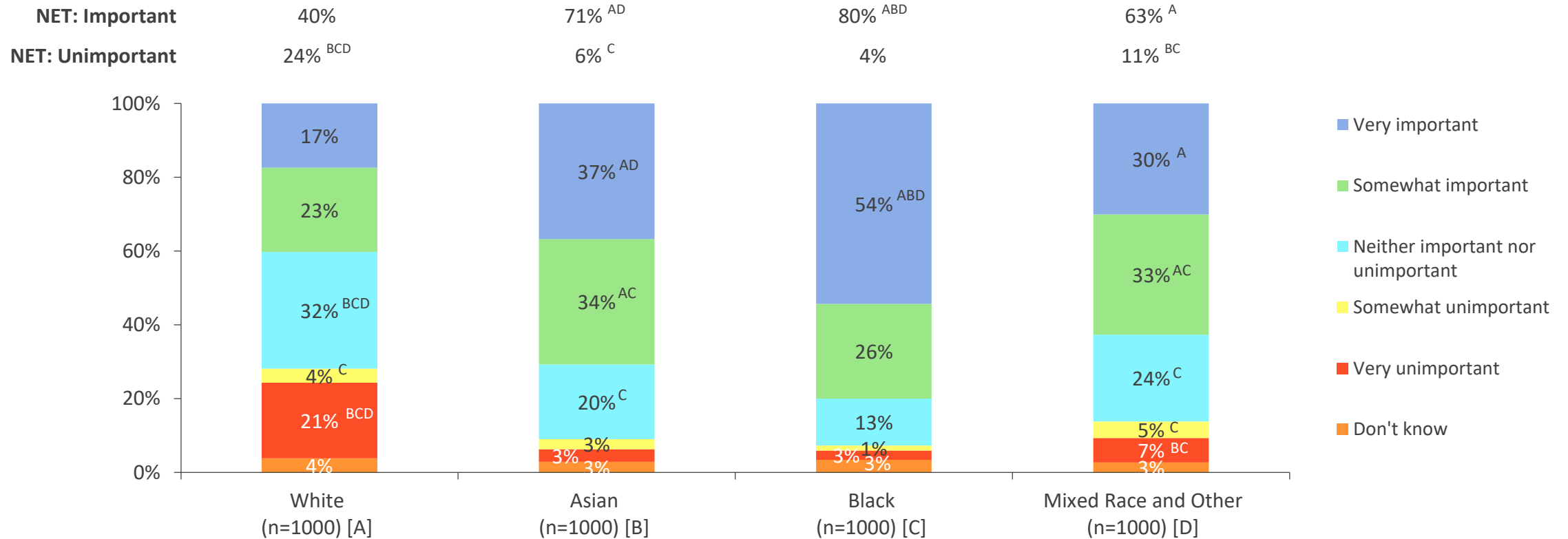


Having on-air representation of people from Black, Asian or other ethnic minority backgrounds is extremely important for the Black audiences

Although the level of importance varies by ethnicity, hardly any believe it is unimportant

Presenters

All



Capital letters denote statistical difference at the 95% level ; Base: All Respondents

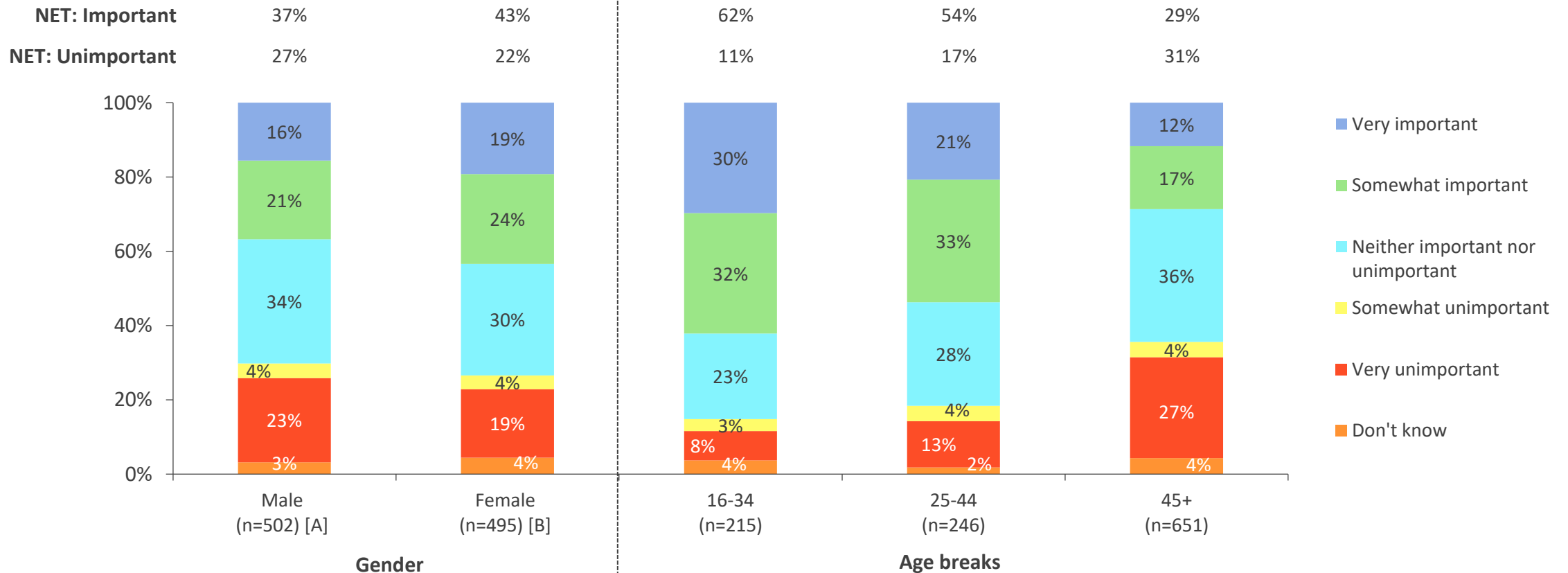
Q25. And how important is it to you that radio stations and programmes feature presenters from a Black, Asian or other Ethnic Minority background?

Only 11% of White audiences aged under 35 do not think it is important for radio stations to feature presenters from Black, Asian or Other ethnic minority backgrounds

Six in ten believe it is important

Presenters

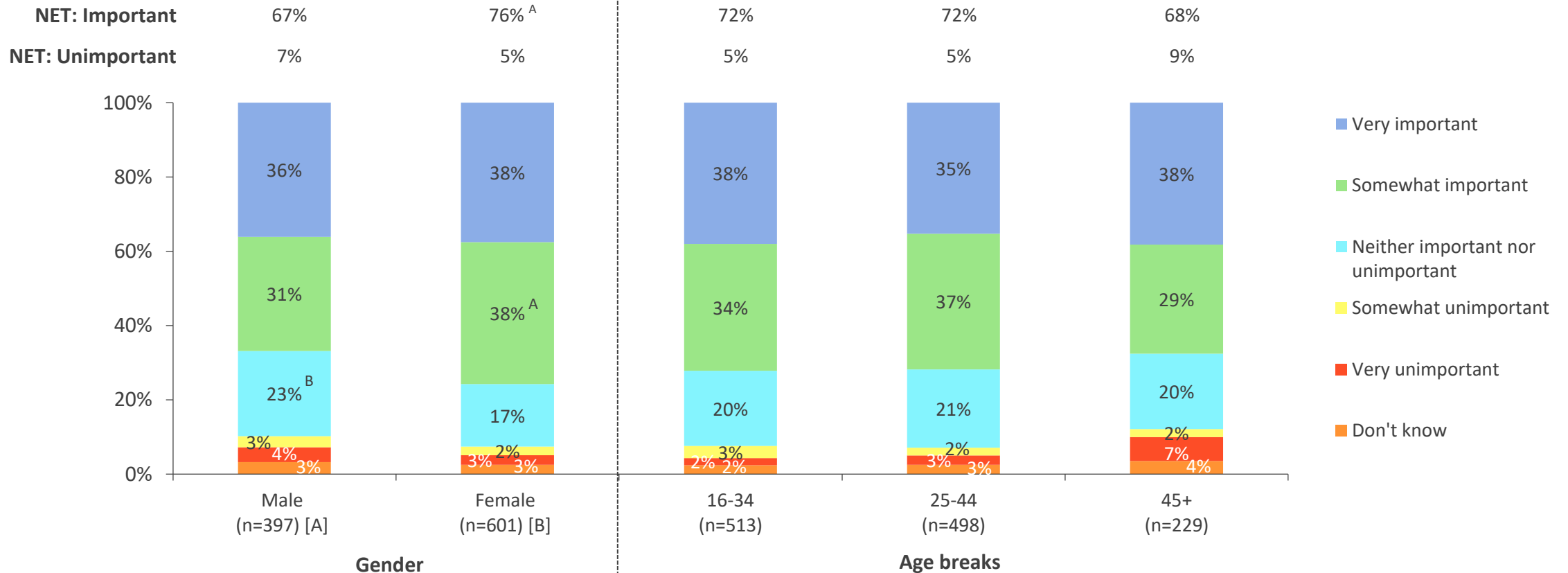
White



Asian women are more likely than Asian men to think having ethnic minority presenters on radio stations is important

Presenters

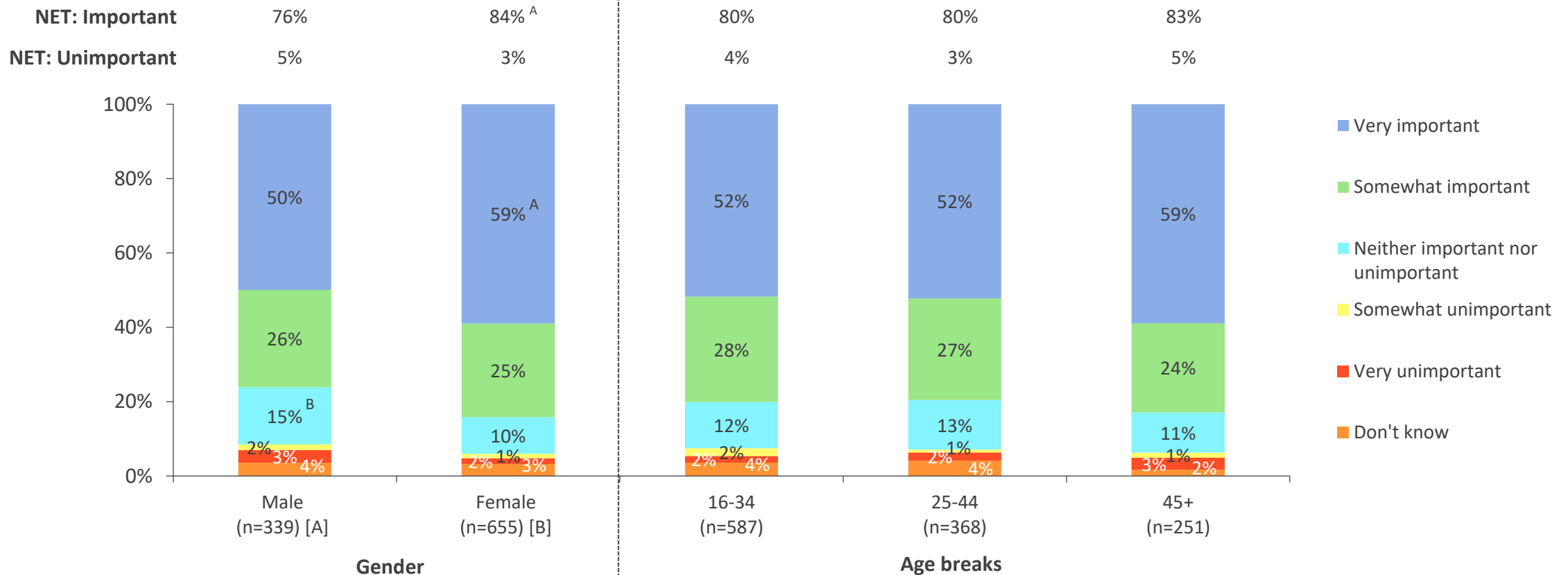
Asian



Black women are more likely than Black men to think having ethnic minority presenters on radio stations is important

Presenters

Black

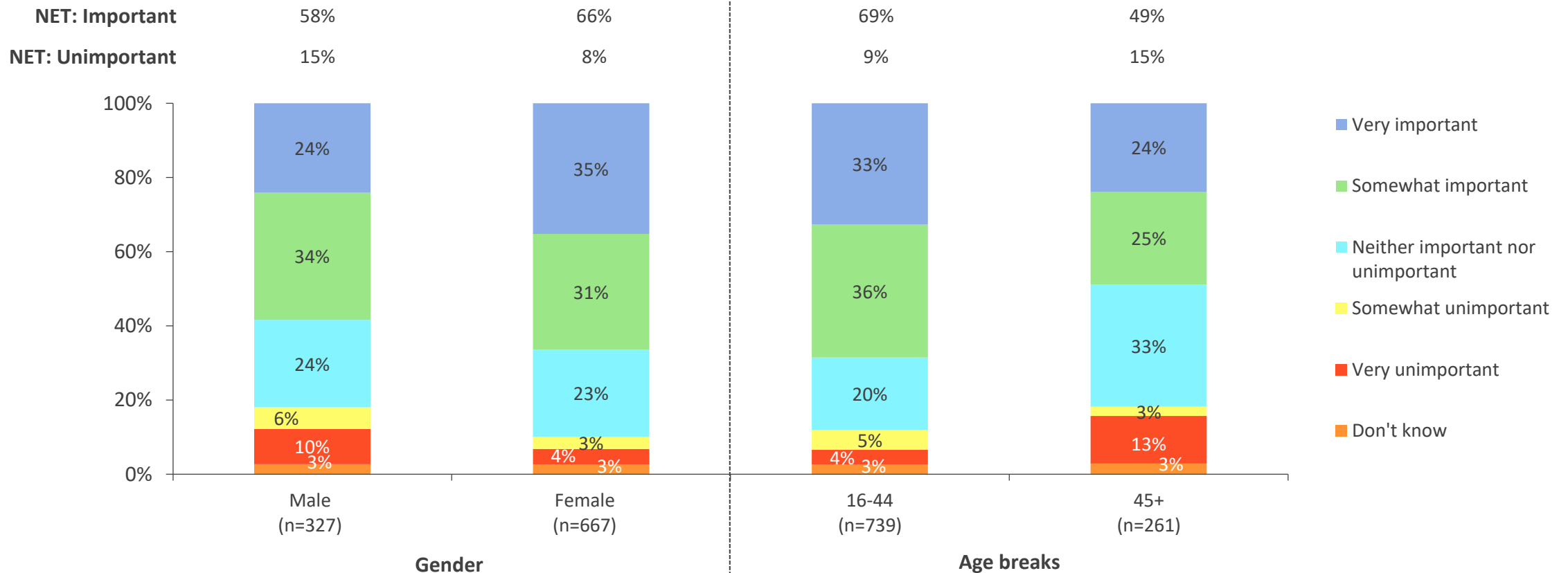


Capital letters denote statistical difference at the 95% level ; Base: All Respondents
 Q25. And how important is it to you that radio stations and programmes feature presenters from a Black, Asian or other Ethnic Minority background?

Fewer older Mixed Race and Other ethnicity listeners over the age of 45 think it is important to have ethnic minority presenters on radio stations

Presenters

Mixed Race and Other



Nearly 30% of Black, and a fifth of Asian respondents think that having a more diverse range of presenters and back-office staff, plus a wider range of music would bring the most improvement to Radio in the UK

Q21 Chart 1

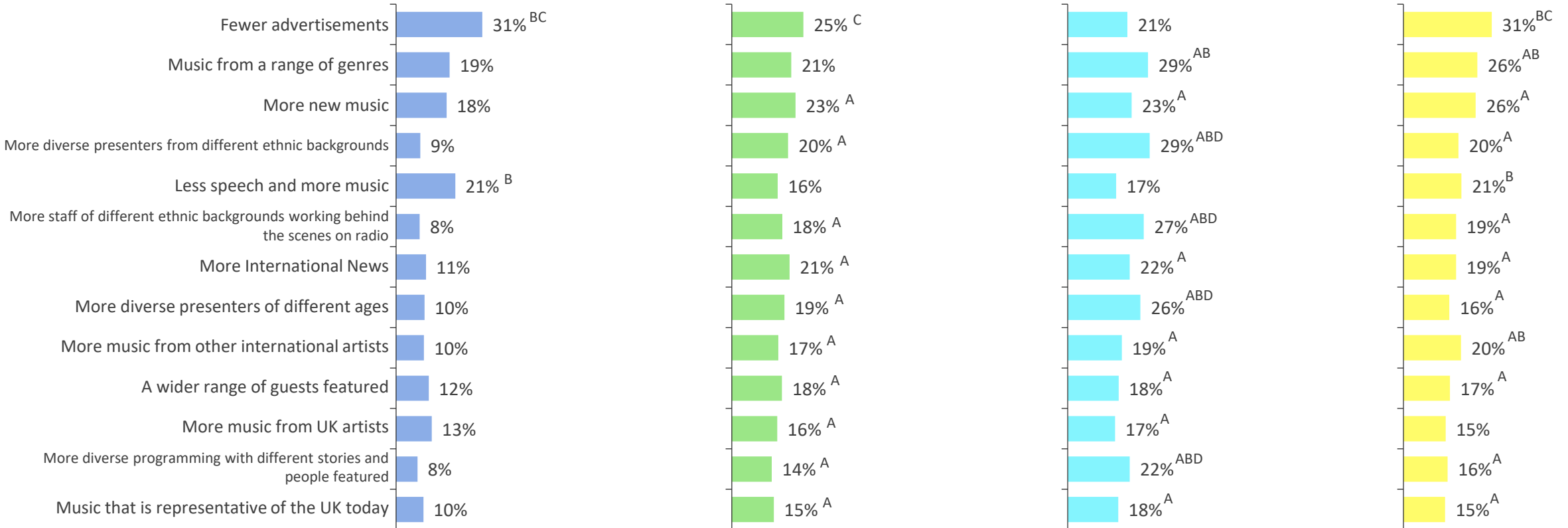
Improvement

White
(n=1000) [A]

Asian
(n=1000) [B]

Black
(n=1000) [C]

Mixed Race and Other
(n=1000) [D]



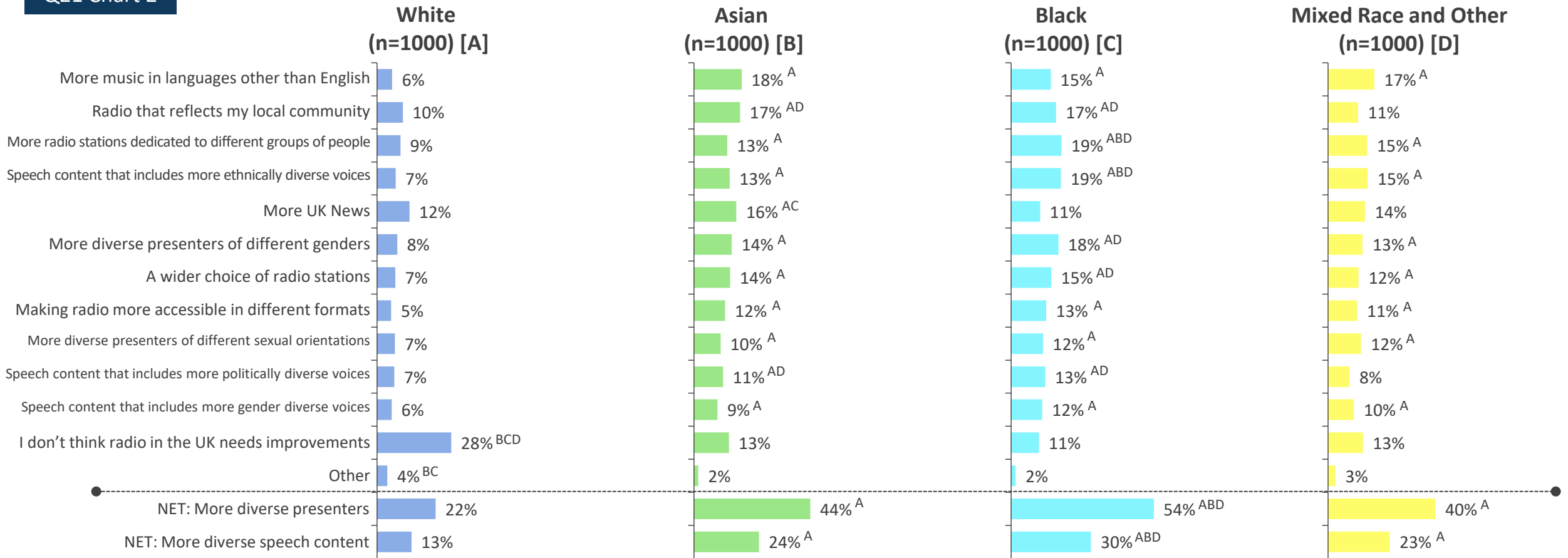
Capital letters denote statistical difference at the 95% level ; Base: All Respondents

Q21. Out of the list below, which options do you think would bring the most improvement to Radio in the UK? Please select all that apply.

Over half of Black respondents believe that having a greater diversity of presenters would bring the most improvement to Radio in the UK

Q21 Chart 2

Improvements



Capital letters denote statistical difference at the 95% level ; Base: All Respondents

Q21. Out of the list below, which options do you think would bring the most improvement to Radio in the UK? Please select all that apply.

Although less advertising is the most mentioned important improvement for most people, for nearly a quarter of Black people, having more on-air diversity is the most important

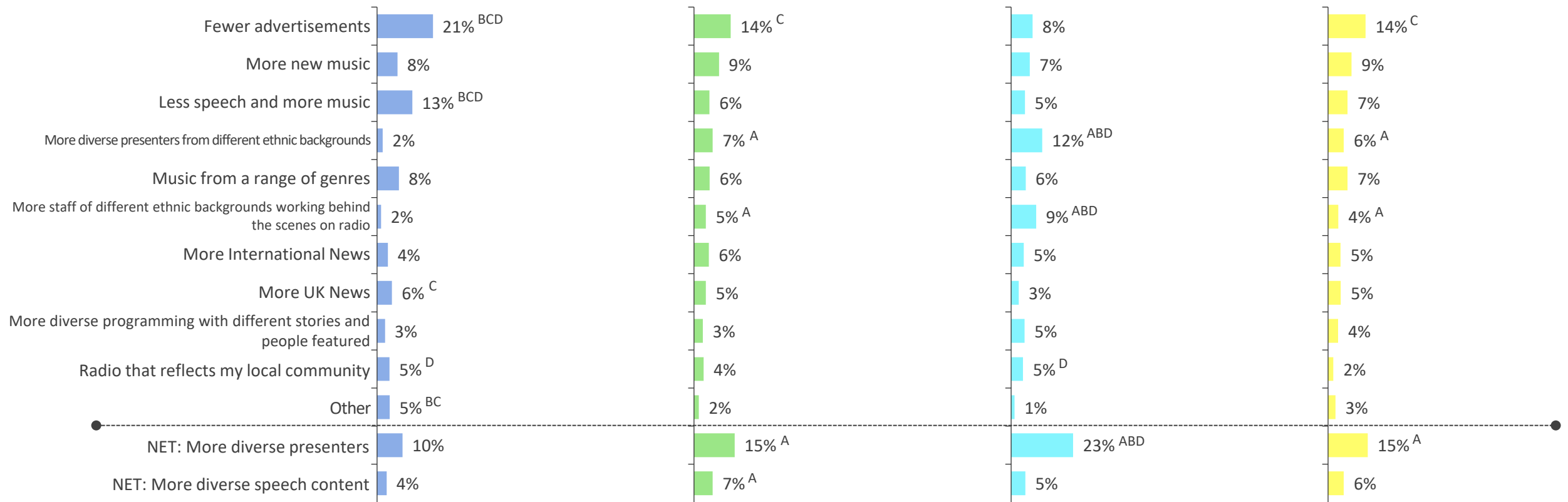
[Title]

White
(n=719) [A]

Asian
(n=871) [B]

Black
(n=904) [C]

Mixed Race and Other / Other
(n=873) [D]





Ethnic Minorities Radio Listening Project

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