



Ipsos MediaCT RadioCentre Music Formats

March 2015

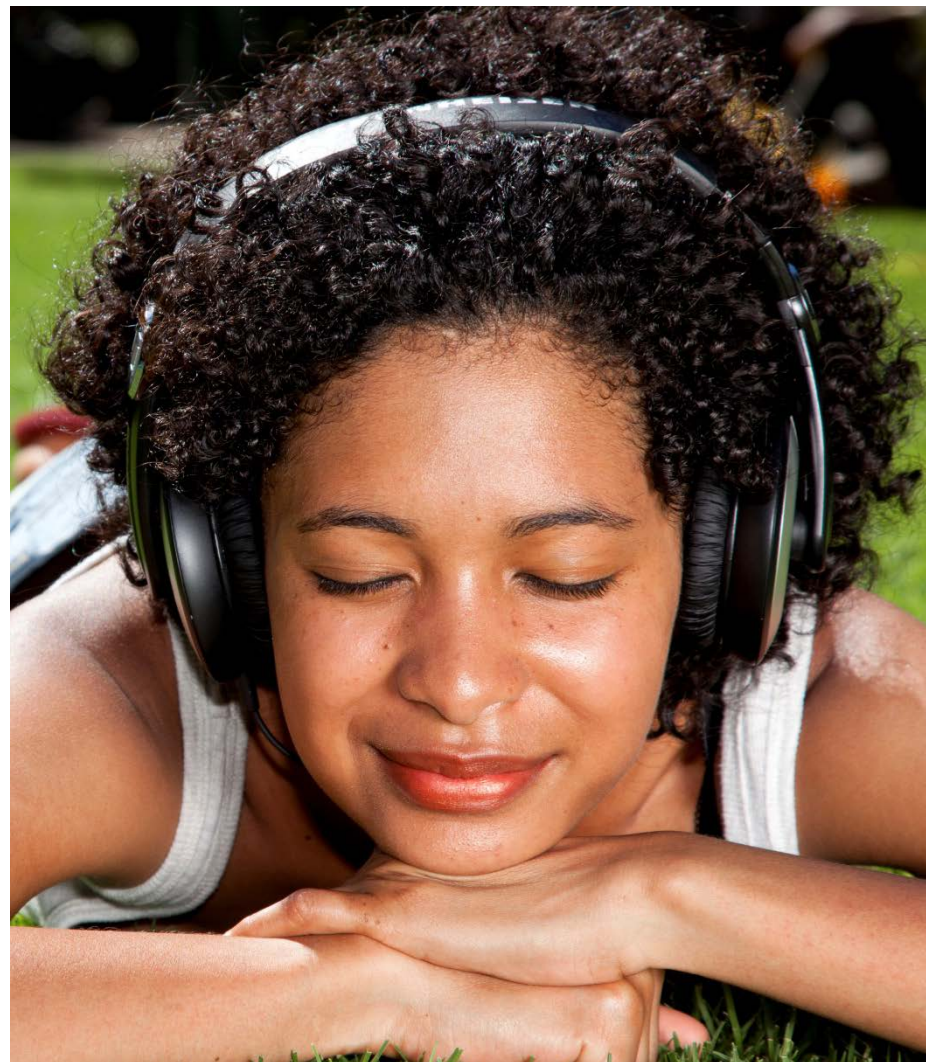
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Background and Objectives

The objective of this research was to explore the extent to which the **Ofcom music genre descriptions** of commercial analogue radio stations (formats), are aligned to how **listeners to these stations describe the music played**.

An online survey was carried out amongst 1,000 commercial radio listeners aged 16-65 in Great Britain in **March 2015** using Ipsos MORI's **online panel**.

To ensure familiarity with the station asked about, the station had to be one the participant listened to at least once a week (and had listened to for at least 5 minutes in the past week).



Executive Summary

When spontaneously asked to describe the type or types of music played on a station they listen to in their own words... 72% of respondents used none of the same terms as the Ofcom music formats. People tend to describe the types of music played on a station they listen to in a wide variety of ways.

When asked which of the Ofcom music genre formats describe the music played on a station they listen to, 67% select more than one of the Ofcom music descriptions for their station. Listeners have a broad and varied outlook on the music radio stations are playing.

1 in 3 commercial radio listeners* chose the correct Ofcom description as the one that **most** accurately describes a station they listen to. For many listeners the Ofcom format is not how they would describe the music played on the station.

Only 4% of commercial radio listeners* think that Ofcom should determine the types of music played on a commercial station

*online GB adults 16-65 who regularly listen to the commercial stations included in the survey (listened in the past week and listen to about a once a week or more often)

When spontaneously asked to describe the type or types of music played on a station they listen to in their own words...

72%* of respondents used none of the same terms as the Ofcom music formats

Ofcom music genre formats:

- Broad music
- Contemporary/Chart
- Adult Contemporary
- Classic Pop/Gold
- Rock
- Rhythmic-based/Dance/Urban
- Easy Listening/Melodic

Nobody used the terms 'broad music', 'rhythmic-based' or 'adult contemporary' to describe a station they listen to.

*3% of this 72% were not applicable/don't know

Q1. How would you describe the type or types of music played on <RADIO STATION>??

Unweighted Base: 1,000 All commercial radio listeners 16-65 who listen to one of the radio stations asked about at least once a week.

This figure was reached by searching and coding terms. Terms were included as described by Ofcom e.g. 'rhythmic-based', 'classic pop' etc.

Unprompted, some Ofcom terms were mentioned but overall radio listeners tend to describe the types of music played on a station they listen to in a wide variety of ways.

“Old music, garage, RnB, chart, remixes”
 (Female, 16-24)

Kiss East – “Rhythmic-based/Dance/Urban”

“My kind of music, it's uplifting your mood and gives you a good start for the day.”
 (Male, 25-34)

Smooth – “Easy Listening/Melodic”



“Heart FM plays a good mix of old and new, dependant on the time of day”
 (Female, 25-34)

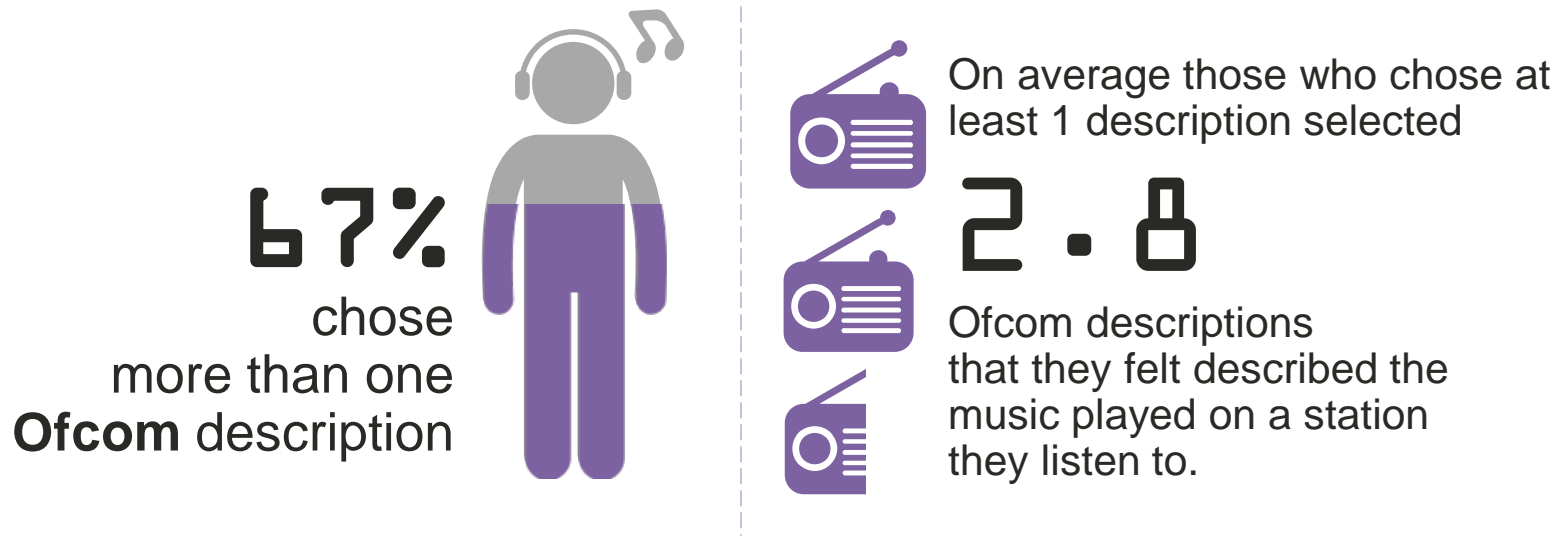
Heart London – “Adult Contemporary”

Q1. How would you describe the type or types of music played on <RADIO STATION>??

Unweighted

Base: 1,000 All commercial radio listeners 16-65 who listen to one of the radio stations asked about at least once a week.

When presented with the list of Ofcom music genre formats, 2 in 3 chose more than one description for a radio station they listen to.

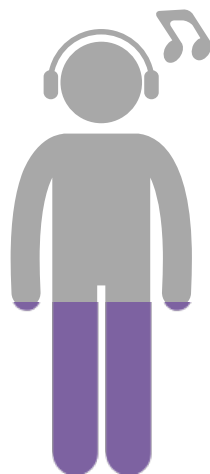


Commercial radio listeners describe the type of music played on a radio station they listen to in a variety of ways. **67%** chose more than one description, and on average almost 3 descriptions were chosen per station. Listeners have a broad and varied outlook on the music radio stations are playing.

Q2a) Do any of the following describe the type or types of music played on <RADIO STATION>? Unweighted Base: 1,000 All commercial radio listeners 16-65 who listen to one of the radio stations asked about at least once a week.

When asked to choose just one description, only 1 in 3 chose the correct Ofcom description as the one that most accurately describes the music played on a station they listen to.

Only **33%**
chose the **correct**
Ofcom format as the
one description that
most accurately
describes the music
played on a station
they listen to



% chosen 'correctly' by genre

| | |
|----------------------------|-----|
| Classic Pop/Gold* | 59% |
| Rock | 48% |
| Easy Listening/Melodic | 45% |
| Contemporary/Chart | 37% |
| Rhythmic-based/Dance/Urban | 13% |
| Broad Music* | 6% |
| Adult Contemporary | 3% |

Stations with music defined as rhythmic-based/urban/dance, broad music* and adult contemporary are the least likely to be described in this way by listeners.

2b) And, which ONE of these do you think MOST accurately describes the type or types of music played on <RADIO STATION>? Unweighted Base: 1,000 All commercial radio listeners 16+ who listen to one of the radio stations asked about at least once a week.

Q2a) Do any of the following describe the type or types of music played on <RADIO STATION>? Unweighted Bases: Classic Pop/Gold =37, Rock=145, Easy Listening/Melodic=222, Contemporary/Chart= 305, Rhythmic-based/Dance/Urban= 143, Broad Music=16, Adult Contemporary= 132.

**Note: Base sizes less than 50.*

4% of commercial radio listeners* think Ofcom should determine the types of music a radio station plays.

- Listeners to the radio station **61%**
- The radio station **51%**
- The presenters on the radio station **42%**
- Record companies **7%**
- Ofcom (the media regulator) **4%**
- Government **1%**
- MPs **1%**



67%
 think radio stations
 (station or
 presenter) should
 determine the
 types of music they
 play.

None of these – 1%
 Don't Know – 1%
 Other – 6%

Q3. Who do you think should determine the types of music played on a commercial (non-BBC) radio station? Please select all that apply.
 Unweighted Base: 1,000 All commercial radio listeners 16-65 who listen to one of the radio stations asked about at least once a week.

*GB adults 16-65 who regularly listen to the commercial stations included in the survey (listened in the past week and listen to about a once a week or more often)

Appendix

Additional methodological information

On behalf of RadioCentre, Ipsos MORI interviewed a representative quota sample of 1,000 commercial radio listeners across Great Britain (England, Scotland and Wales) aged 16 to 65. Interviews were conducted online via the Ipsos Online Access Panel between 10th and 16th March 2015. Survey data was weighted by age and gender, region and social grade to the known offline population proportions of commercial radio listeners.

The **Ipsos Online Access Panel** is a carefully recruited and tightly controlled sample of participants comprising in excess of 300,000 UK members at any one time.

Our sample of commercial radio listeners comprised of people who listened to at least one of our chosen radio stations for 5 minutes in the past week. To ensure familiarity with the station asked about participants were excluded from the sample if they did not listen to at least one commercial radio station asked about at least once a week or more frequently. The stations asked about represent 74.4% of listening to commercial music radio stations.

The questionnaire and report for this study have been approved by our **Polls for Publication** team. Polls for Publication involves a team of senior people from across Ipsos MORI reviewing all survey materials and documents for publication prior to release.

Stations asked about

Any Heart Radio Station

Any Capital Radio Station

Kiss East

Kiss London

Kiss West

Any JACK FM Radio Station

Any Smooth Radio Station

Any XFM Radio Station

Gem 106

Key 103

Metro Radio

Hallam FM

Any Magic Radio Station

Any Capital Xtra Radio Station

Planet Rock

Any Free Radio FM

Any Free Radio 80s

Any Gold Radio Station

Forth 1

Forth 2

Clyde 1

Clyde 2

Absolute Radio (National/London)

Thank you

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found [here](#)

09/01/15