

Immediate Theatre

Hackney Social Radio: Final Audience Report



Credit: Immediate Theatre

“Initiatives like this are incredibly important for my age group as they keep us connected and with our brains engaged in something other than its usual function and routine. Hackney Social Radio is good for the heart and soul!” - Listener

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Audience Report Executive Summary

Introduction

- From October 2020 to July 2021, The Audience Agency (TAA) have been commissioned by Immediate Theatre (IT) to provide audience research, consultancy, and strategic marketing support for the Hackney Social Radio (HSR) programme to help IT understand who they are currently reaching, how they can grow listenership in Hackney amongst over-50s, and how they can better serve both new and existing audiences.
- From November 2020 to June 2021, HSR has reached approximately 15,000 - 18,000 listeners through online methods, and likely more through traditional GM radio. There are approximately 45,000 adults over the age of 50 living in Hackney, to give an indication of maximum target audience size.

Hackney by the numbers:

- The most prominent and overrepresented Audience Spectrum segments are **Metroculturals** (44% of Hackney residents compared with 30% of Greater London) and **Kaleidoscope Creativity** (43% of residents compared with 32% of Greater London).
 - *Metroculturals: Highly engaged prosperous liberal urbanites with a wide range of arts and cultural interests (higher engagement).*
 - *Kaleidoscope Creativity: Urban and culturally diverse, their arts and cultural activity happens in their community and outside the mainstream (lower engagement).*
- The most prominent and overrepresented Mosaic groups are **City Prosperity** (43% of residents compared with 28% of Greater London) and **Municipal Tenants** (40% of residents compared with 15% of Greater London).
 - *City Prosperity: High status city dwellers living centrally and pursuing careers with high rewards.*
 - *Municipal Tenants: Urban renters of social housing facing an array of challenges.*
- Hackney has a **much smaller proportion of residents aged 50+** than London as a whole (19% vs 27%). There are approximately **45,047 residents over the age of 50** in Hackney, which gives an indication of the **potential market size** of Hackney Social Radio.

- **Hackney is more ethnically diverse** than London as a whole. 54% of residents identify as White, 23% as Black/African/Caribbean/Black British, 11% as Asian or Asian British, and 6% as from a mixed ethnic group.
- Hackney has a **much larger Black/African/Caribbean/Black British population** than Greater London (23% vs 13%), but a **much smaller Asian/Asian British population** (11% vs 20%).
- Hackney has an **above-average number of residents describing their health as Bad or Very Bad** (7% vs 5% in Greater London), and a **higher proportion of residents who are economically inactive due to long-term illness or disability** (18% vs 13% in Greater London).
- 61% of Hackney residents were born in the UK and 39% were born outside of the UK. The **most common non-UK country of birth is Turkey** (4% of residents), followed by **Nigeria** (3%).
- Hackney has a **higher proportion of residents who do not speak English well or at all** (6% vs 4% in Greater London). The most common non-English languages spoken are Turkish (5% of residents) and Polish (2%).
- Religion: Hackney has a **much smaller Christian population** than Greater London (39% vs 48%) and a **larger proportion of resident with Jewish** (6% vs 2%), **Muslim** (14% vs 12%) and **No religion** (28% vs 21%).
- Hackney has a **higher proportion of households deprived in one or more dimensions** (69% vs 61% in Greater London)¹.
- Hackney has a **slightly higher proportion of 1-person households** (35% vs 32% in Greater London).

Cultural interests in the borough

- Hackney residents have **higher levels of cultural engagement** than London as a whole. The artforms residents are most likely to engage with are: **Theatre, Plays, Popular/rock concerts, and Art Galleries**.
- Hackney residents are **much more likely to go to the cinema once a month or more** than London as a whole (29% vs 14% of Greater London).

¹ A household is considered deprived in a dimension if they meet one or more of the following conditions: a) Employment: any member of a household not a full-time student is either unemployed or sick; b) Education: no person in the household has at least level 2 education and no person aged 16-18 is a full time student; c) Health and disability: any person in the household has general health 'bad' or 'very bad', or has a long term health problem; d) Housing: Household's accommodation is either overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating.

Community survey findings: all respondents

- From December 2020 to June 2021, TAA conducted a survey with listeners and non-listeners amongst HSR target audiences (over 50s living in Hackney). The survey was distributed online through HSR's website, newsletter, and social media channels. It was also distributed over the phone via post through HSR's community partner organisations and Hackney Council, and in person at targeted community venues in Hackney to reach non-listeners and digitally excluded residents. A voucher prize draw was added as an incentive to participate.
- The survey received 71 responses between December 2020 and June 2021 and was deployed to both listeners and non-listeners through Immediate Theatre's e-mail contact lists and website, via phone with support from community partners, and in person by Immediate Theatre staff and volunteers through outreach in shopping areas in May.
- **Age:** 86% of survey respondents were in HSR's target age bracket of 50+, particularly in the range of 60 to 64 years (23% of respondents), 50 to 54 years, 65 to 69 years (14% each), and 55 to 59 years (13%). Respondents aged 80+ were the least represented within the target range (3%).
- **Gender:** Respondents were slightly more likely to be female than Hackney's base population (55% vs 50%).
- **Ethnicity:** Respondents were more likely to be white than Hackney as a whole. 79% identified as White (compared with 54% in Hackney), 11% as Black (23% in Hackney) 5% as Asian (11% in Hackney), and 2% as being from a mixed ethnic background (6% in Hackney).
- **Disability:** 19% said they had a disability or long-term health condition, which is higher than the Hackney population (14%).
- **Listening habits:** 67% of respondents had not listened to HSR before. Respondents who did tune in are loyal, with 38% tuning in every week, and 24% every few weeks.
- **Awareness:** There is a strong link between awareness of Immediate Theatre and engagement with HSR. 91% of HSR listeners were aware it was produced by Immediate Theatre, whilst only 56% of survey respondents as a whole (including non-listeners) had heard of the Theatre. This suggests that HSR's core audience is already engaged with IT, and supporting IT is a key motivator for listening.
- **Engagement with radio:** 84% of respondents listened to some form of radio programme, suggesting that the medium of radio is not a barrier. Radio 4 was the

most mentioned channel, especially BBC Women's Hour and Desert Island Discs. BBC Radio 2, 3, 5, 6, LBC, and other Resonance FM programmes were also mentioned.

- **Marketing:** Most respondents found out about things to listen to through word of mouth or 'by chance'. Other responses included internet search, social media, and newspapers such as The Guardian. Similar responses were given to how respondents found out about cultural activities: word of mouth was the most common (friends and social/community groups), followed by social media, newsletters and mailing lists, radio, TV, newspapers, and local websites.
- **Social media:** Most respondents used social media, with **WhatsApp (85%)** and **Facebook (64%)** being the most popular, followed by Twitter and Instagram (39% each).
- **Cultural interests:** Respondents were **highly engaged with arts and culture**. The most popular activities were **theatre performance, cinema, and visiting historic and heritage sites**. The least popular were pantomime, jazz performance, and dance performance.
- **Pastimes:** The most popular activities were **arts & crafts, yoga/Pilates, and music/singing**.
- **Barriers to engagement with arts and culture:** By far the most common barrier facing respondents was **lack of time (42%)**, followed by **expense (29%)**.

Community survey findings: non-listeners

- The most common reason given for **not listening to HSR was lack of awareness (78%** of non-listening respondents).
- **Nearly all had access to internet (90%) and FM radio (91%)**, indicating these are not significant barriers to engagement for non-listeners.

Community survey findings: listeners

- **Most respondents listen to HSR through online catch up (52%)**, rather than tuning in live. **For those who do listen live, most tune in online (33%) instead of through FM radio (18%)**. This reflects wider London radio audiences, who are more likely to listen via digital platforms. However, HSR's FM reach may be much larger, as local radio audiences are more likely to listen to on AM/FM than digital channels. There have also been sound issues with the FM broadcast in the past, which may be a factor.
- **Most listeners found out about HSR through word of mouth or other engagement with Immediate Theatre.**

- The most common motivations for listening were to **feel connected to other people, be entertained, and because arts and culture are an important part of listeners' identity.**
- Listeners were overwhelmingly positive about HSR. **90% rated the listening experience as good or very good.**
- **95% of listeners agreed they enjoyed HSR, 90% agreed HSR was entertaining, 85% learnt/discovered something new, 79% related to it easily, and 70% agreed it made them feel connected to other people. Only 20% agreed the programme made them feel less lonely but given the other results this may be more an indicator of negative associations with the term 'lonely'.**

Recommendations and considerations

General

- Survey responses, Hackney population data, and market analysis indicate that HSR is a valued initiative for the community, with scope to grow its reach and impact far beyond the Covid crisis, especially in terms of entertaining, informing, and encouraging connections between older residents in Hackney. Additional funding will help this initiative reach its full potential, build on progress to date, and invest in some of the suggestions below to improve engagement.

Programme content

- The most popular cultural activities amongst survey respondents were Theatre, Cinema, and Heritage/Historic Sites, and the most popular pastimes were arts & crafts, yoga/Pilates, and music/singing. In Hackney generally, Cinema, Theatre, Plays, and Pop/Rock Concerts are the most popular. Could HSR incorporate more stories, features, and interviews about these topics?
- Although HSR includes a wide variety of content including music, suggestions from survey respondents and wider market research data indicate incorporating even more music may be appealing to listeners.
- Hackney has a higher proportion of Black/Caribbean/African/Black British residents, those with English as an additional language (especially Turkish and Polish speakers), and residents of Jewish and Muslim faith. Representation and diversity are already an important part of HSR's work: 2 of the 4 main presenters are from key ethnic minority groups in Hackney, and the programme already includes many features and voices reflecting the borough's rich ethnic and cultural diversity. However, the survey indicates there is more opportunity to grow in terms of audience diversity.

Could HSR build more links with community groups and targeted marketing channels to improve awareness of the diverse and representative programming on offer?

- Listeners clearly enjoy the variety of the show, but would like to see longer, more frequent, and more varied programming; for example, more phone-ins, opportunities to hear about local people and issues, and shorter but more numerous features. These are already important parts of the HSR programme, but there appears to be demand for more. Given the high operating costs of producing the show, not all of these suggestions may be practical. However they do provide evidence for audience demand which can be used for funding bids and advocacy.
- Some listeners were also keen to hear from younger people in Hackney about their views and experiences, even though HSR is targeted at older audiences. This suggests that just because the programme is pitched at a certain age group, that doesn't necessarily mean stories and voices from other age groups wouldn't also be of interest to listeners.

Communications and marketing

- HSR has a strong core supporter base, and our research indicates there is demand for this type of programming in the local community - spreading awareness beyond the core Immediate Theatre audience is key. Current listeners tend to find out about the programme through word of mouth and other interactions with Immediate Theatre, indicating a strong sense of community amongst existing audiences. New tactics should be explored such as leaflets and posters in local venues, postal communications, partnerships with community organisations, targeted social media advertising, and advertising in local newspapers. HSR listeners also suggested poster advertising around Hackney.
- Survey and population data supports plans to increase links with different community groups to promote the programme and tie in with bigger topics of interest such as Eid and Windrush. It is recognised by the team that whilst the programming itself is already very diverse and representative, more work may need to be done to ensure all target audiences in Hackney are aware of the offer.
- Social media: this is an important avenue not only for targeting potential audiences who are already online, but also to raise awareness amongst family members, friends, and those who work with or care for digitally excluded older residents. Facebook is the most popular platform amongst survey respondents (64% are users)

and over 50s in general², followed by Twitter and Instagram. HSR set up a dedicated Facebook page in April 2021, in response to a draft of this report.

- Format: HSR has already made progress engaging people via post because of the pandemic, for example sending CD recordings of the programme to digitally excluded residents. Ofcom data suggests that post is still an important communication method for most people, especially older people³. HSR should continue working to increase awareness through post even as Covid restrictions are lifting.
- Consider partnering with other local theatres, cinemas, music venues, and cultural sites to spread awareness about the programme, given these venues are popular with survey respondents.
- Some non-listeners said they did not listen to HSR because it was broadcast at an inconvenient time, or they had not yet had the time listen. Lack of time was also identified as a key barrier to engaging with arts and culture. Given that online catch-up is a very popular way to listen to HSR and other radio programmes, could Immediate Theatre promote this option more widely to boost engagement? In a similar vein, some respondents suggested the show would work better as a podcast rather than a live radio show, further strengthening the suggestion of focusing on catch-up/on-demand formats.

Introduction

Although IT have always engaged with and valued elder audiences, they have recently begun a new project to engage a wider and more diverse range of local residents aged 55 and older through a weekly FM radio programme called Hackney Social Radio. The programme features a range of content targeted towards local elders, including arts, community stories, health, audience phone-ins, music requests, and talk radio. The aim of the programme is to reach older people in and around Hackney through radio, particularly those who are digitally isolated. They have now received funding from Arts Council England and Henry Smith/DCMS to continue this project until at least July 2021. From November 2020 to April 2021, the programme has reached approximately 15,000 - 18,000 listeners through online methods, and likely far more through traditional radio (it is difficult for community radio stations to obtain FM listener data without prohibitive cost)⁴. Given

² <https://qz.com/1707287/use-of-facebook-among-senior-americans-has-doubled-over-recent-years/>

³ Ofcom Communications Market Report 2020: https://www.ofcom.org.uk/_data/assets/pdf_file/0026/203759/cmr-2020.pdf

⁴ Source: Piwik/Matamo Analytics and MixCloud

there are approximately 45,000 residents over the age of 50 living in Hackney, this is an impressive audience reach for a specialised community radio programme.

The aims of the project are as follows:

- Increase participation of older Hackney residents from diverse communities in the creation of new artistic material to be shared through radio and live performances.
- Measure and increase the number and diversity of older audiences engaging with Hackney Social Radio and IT more generally.
- Improved knowledge of Hackney audiences aged 55 and older
- A better understanding of Hackney target audiences to use in future funding applications
- A marketing strategy based on the evidence gathered about audiences
- To support IT's organisational development around marketing strategy

IT wants to measure, understand, and increase their target audience reach, but are currently only able to do this through the digital channels where the radio programme is available. The Audience Agency will support IT and work with their Marketing Officer to better understand and reach older audiences in Hackney, including those who are not engaging digitally, through a range of audience research and community consultation methods. The key target listener groups in Hackney are:

- Nursing homes
- Sheltered accommodation
- Faith groups
- Carers
- Over-55s already engaged with arts and culture (eg Metroculturals)
- Support networks for specific health conditions
- Men's groups
- Tenant's associations and other estate-based groups

Immediate Theatre commissioned The Audience Agency (TAA) to support the development of older audiences in the Hackney area through population profiling of Hackney, a residents' survey, audience research training for staff and stakeholders, professional development, and the creation of a report and marketing strategy based on research findings. An interim

report was produced in April 2021 and was updated in July 2021 with further insights from in-person surveying conducted in May and June 2021.

The wider context of community radio

As the HSR team have recognised, there is a lack of research and audience monitoring for community radio in the UK, making benchmarking, market analysis, and goal-setting difficult. The two main data sources for radio listening habits in the UK, Ofcom and RAJAR, only collect income and expenditure data for community radio, and ongoing monitoring of AM/FM audiences is prohibitively expensive for these small and often volunteer-led initiatives. On a more positive note, DCMS conducted a survey of community radio listeners in February 2021, which will hopefully produce some useful findings once a public report is available⁵.

In light of these research gaps, throughout this report we have included relevant facts and figures about general radio listening habits, and community radio research from other regions and countries. Unlike the UK, Australia conducts a regular survey of Community Radio audiences. Although the national context will be very different, some of the findings from the 2020 report may be of interest to Hackney Social Radio and so have been included below. Findings from a report on Scottish community radio from 2012 have also been included where relevant.

Key facts and figures for local and community radio

Ofcom's 2020 Communications Report has shown that radio habits remain steady with nearly 90% of the UK population tuning in at least once per week, and have not suffered the fall in audiences seen in other legacy media such as broadcast television. More than half of live listening audiences are accessing radio through digital and online means, and this continues to increase, highlighting the importance of broadcasting HSR on both FM and online⁶.

Audiences 55+ make up 38% of all radio listeners in the UK, and those aged 65+ are the largest age segment of all UK radio listeners at 22.5%⁷. Local radio also attracts a greater proportion of listeners in C2DE Social Grades than the industry average (49% of listeners vs 44%). Research from Australia shows a similar picture; over-55s make up nearly 30% of community radio audiences, and 38% of people with a reading difficulty listen to community radio every week⁸. Community radio is also an important tool for crossing cultural and

⁵ <https://www.commedia.org.uk/news/2021/02/dcms-community-radio-survey/>

⁶ https://www.ofcom.org.uk/_data/assets/pdf_file/0026/203759/cmr-2020.pdf

⁷ <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2020/interactive>

⁸ <https://www.cbaa.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>

linguistic barriers, with 35% of people who speak a non-English language at home tuning in every week⁹. All of these statistics support the importance of programmes such as Hackney Social Radio to reaching older, less privileged, and diverse audiences in Hackney.

Community radio is niche by nature of its output but has steadily increased its audience share in countries such as Australia over the past 15 years, with 29% of people tuning in at least once per week (even as overall radio listenership remains steady). Awareness of community radio is also widespread at 77% of the adult population, and this has grown by 7% since 2010¹⁰.



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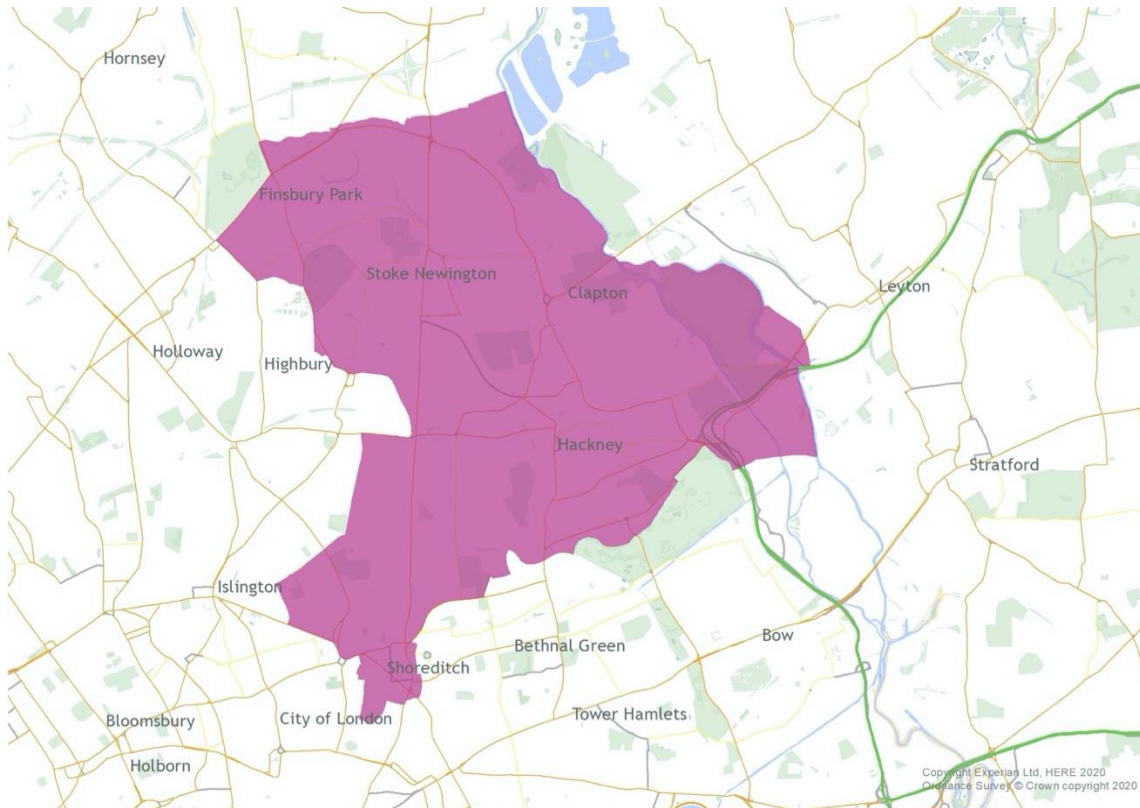
A promotional image for Hackney Social Radio

⁹ <https://www.cbaa.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>

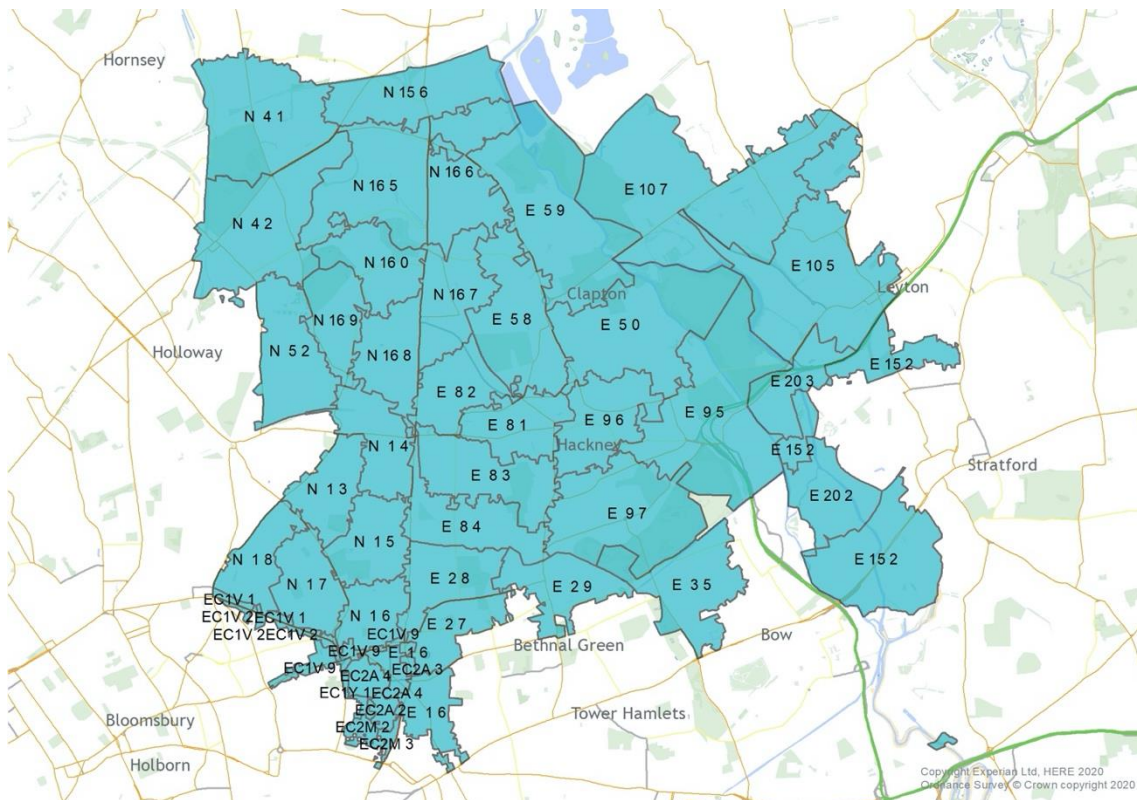
¹⁰ <https://www.cbaa.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>

Relevant Findings from Engagement Area Profile Report +

London Borough of Hackney



London Borough of Hackney - Postal Sectors



Audience Spectrum and Mosaic profile

Audience Spectrum profile

- The most prominent Audience Spectrum segments in your target catchment area of Hackney are **Metroculturals, Kaleidoscope Creativity and Experience Seekers**. 99% of the target population belong to one of these three segments, compared with 77% of Greater London as a whole.
- **Metroculturals:** Highly engaged prosperous liberal urbanites, with wide range of arts and cultural interests (*Higher engagement*)
- **Kaleidoscope Creativity:** Urban and culturally diverse, their arts and cultural activity happens in their community and outside the mainstream (*Lower engagement*)
- **Experience Seekers:** Diverse urban audiences, students and recent graduates into a variety of cultural events (*Higher engagement*)

Mosaic 6 Group profile

- The most prominent Mosaic groups in your target catchment area of Hackney are **City Prosperity, Municipal Tenants and Rental Hubs**. 96% of the target population belong to one of these three groups, compared with 58% of Greater London as a whole.
- **City Prosperity:** High status city dwellers living centrally and pursuing careers with high rewards
- **Municipal Tenants:** Urban renters of social housing facing an array of challenges
- **Rental Hubs:** Educated young people privately renting in urban neighbourhoods

Audience Spectrum profile

Audience Spectrum segment	Hackney		Greater London		Index	
	Count	%	Count	%		
Metroculturals	100,142	44%	2,126,637	30%	150	50
Commuterland Culturebuffs	437	0%	461,493	6%	3	-97
Experience Seekers	26,503	12%	1,120,252	16%	75	-25
Dormitory Dependables	141	0%	506,735	7%	1	-99
Trips & Treats	739	0%	115,900	2%	20	-80
Home & Heritage	0	0%	186,998	3%	0	-100
Up Our Street	395	0%	93,955	1%	13	-87
Facebook Families	228	0%	237,501	3%	3	-97

Kaleidoscope Creativity	98,103	43%	2,309,766	32%	135	35
Heydays	269	0%	47,119	1%	18	-82
Unclassified	-		-			
Adults 15+ estimate 2019	226,957		7,206,356			

Base totals and percentages do not include unclassified postcodes.

Mosaic group profile

Mosaic group	Hackney		Greater London		Index	
	Count	%	Count	%		
A City Prosperity	97,521	43%	2,058,879	28%	151	51
B Prestige Positions	153	0%	267,673	4%	2	-98
C Country Living	0	0%	3,728	0%	0	-100
D Rural Reality	0	0%	1,444	0%	0	-100
E Senior Security	0	0%	131,805	2%	0	-100
F Suburban Stability	0	0%	37,490	1%	0	-100
G Domestic Success	754	0%	664,901	9%	4	-96
H Aspiring Homemakers	1,027	0%	172,867	2%	19	-81
I Family Basics	10	0%	290,581	4%	0	-100
J Transient Renters	0	0%	5,409	0%	0	-100
K Municipal Tenants	90,444	40%	1,055,074	15%	273	173
L Vintage Value	637	0%	88,704	1%	23	-77
M Modest Traditions	0	0%	7,779	0%	0	-100
N Urban Cohesion	7,480	3%	1,334,617	18%	18	-82
O Rental Hubs	29,293	13%	1,105,180	15%	84	-16
U Unclassified	0		86			
Adults 15+ estimate 2019	227,319		7,226,131			

Base totals and percentages do not include unclassified postcodes.

Arts, Museum and Heritage attendance

Cultural engagement

- Overall, the target population has higher levels of cultural engagement than the base population.
- Arts attendance: amongst the target population in the past 12 months, the arts activities presenting the highest levels of engagement are:
 - Theatre:** 55% attendance amongst the target population
 - Plays:** 41% attendance amongst the target population
 - Popular/rock concert:** 39% attendance amongst the target population
- Cinema visits: 83% of the target population visit the cinema compared to 82% of London as a whole.

TGI - Leisure

Arts attendance

Attended in past 12 months	Hackney		Greater London		Index	
	Count	%	Count	%		
Art galleries	76,777	34%	2,295,010	32%	106	6
Art gallery once a month or more	8,526	4%	237,846	3%	114	14
Ballet	47,420	21%	1,313,063	18%	115	15
Classical concerts	55,250	24%	1,528,865	21%	115	15
Comedy shows	56,690	25%	1,772,775	25%	102	2
Contemporary dance	45,430	20%	1,226,858	17%	118	18
Jazz concerts	48,856	21%	1,289,856	18%	120	20
Opera	45,085	20%	1,255,740	17%	114	14
Plays	94,307	41%	2,858,770	40%	105	5
Popular/rock concert	88,003	39%	2,698,801	37%	104	4
Theatre	125,857	55%	3,848,771	53%	104	4
Theatre once a month or more	25,036	11%	634,568	9%	125	25
Adults 15+ estimate 2019	227,319		7,226,218			

Museums and heritage attendance

Visited in past 12 months	Hackney		Greater London		Index	
	Count	%	Count	%		
Museums	98,474	43%	2,905,808	40%	108	8
Archaeological sites	16,385	7%	513,090	7%	102	2
Stately homes/castles	55,966	25%	1,704,557	24%	104	4
Adults 15+ estimate 2019	227,319		7,226,218			

Cinema visits

Cinema visits	Hackney		Greater London		Index	
	Count	%	Count	%		
Ever go to the cinema	188,378	83%	5,924,350	82%	101	1
Go every two or three months	31,152	14%	1,857,551	26%	53	-47
Go once or more a month	66,066	29%	1,027,064	14%	204	104
Never go	38,941	17%	1,301,868	18%	95	-5
Adults 15+ estimate 2019	227,319		7,226,218			

Note: The figures in this section of the report are based on the Target Group Index survey. This is a nationally representative sample which is then modelled to describe the likely characteristics of smaller populations. As such, it should be used as a broad indication of likely behaviour within your target area rather than providing 'actual' figures.

Demographics

Demographics

- Age profile: the dominant adult age group is 25 - 29.
- Hackney has a **much smaller proportion of residents aged 50+** than London as a whole (19% vs 27%). There are approximately **45,047 residents over the age of 50** in Hackney, which gives an indication of the **potential market size** of Hackney Social Radio.
- Ethnicity: 54% of the target population identify as White, followed by Black / African / Caribbean / Black British (23%) and Mixed/multiple Ethnic Groups (6%).
- 45% are from a Black, Asian or mixed ethnic group, compared with 40% of the base population.

Health

- General health: 83% reported their general health to be 'Very good' or 'Good', and 6% reported their general health to be 'Bad' or 'Very bad'.
- Disability: 86% are not limited in their day-to-day activities by ill health or disability.
- Unpaid care: 7% provide unpaid care to family members, friends, neighbours or others, who require help or support due to long-term physical or mental ill-health or disability, or problems associated with old age.

Population estimates	Hackney		Greater London		Index
	Count	%	Count	%	
Adults 15+ estimate 2019	227,319	100%	7,226,218	100%	N/A
Household estimate 2019	117,002	100%	3,624,270	100%	N/A
Population estimate 2019	283,272	100%	8,984,352	100%	N/A

Population and households

Gender

Gender	Hackney		Greater London		Index	
	Count	%	Count	%		
Males	122,029	50%	4,033,290	49%	100	0
Females	124,241	50%	4,140,654	51%	100	0

All usual residents	246,270	8,173,944	
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Age structure

Age group	Hackney		Greater London		Index	
	Count	%	Count	%		
Age 0 - 4	19,149	8%	591,495	7%	107	7
Age 5 - 9	15,360	6%	482,809	6%	106	6
Age 10 - 14	13,878	6%	456,865	6%	101	1
Age 15	2,738	1%	93,599	1%	97	-3
Age 16 - 17	5,270	2%	186,626	2%	94	-6
Age 18 - 19	5,402	2%	191,434	2%	94	-6
Age 20 - 24	21,685	9%	629,972	8%	114	14
Age 25 - 29	33,838	14%	832,966	10%	135	35
Age 30 - 34	30,077	12%	796,888	10%	125	25
Age 35 - 39	21,335	9%	664,046	8%	107	7
Age 40 - 44	17,393	7%	610,020	7%	95	-5
Age 45 - 49	15,098	6%	556,656	7%	90	-10
Age 50 - 54	11,525	5%	461,290	6%	83	-17
Age 55 - 59	8,856	4%	371,936	5%	79	-21
Age 60 - 64	7,271	3%	342,590	4%	70	-30
Age 65 - 69	5,303	2%	256,772	3%	69	-31
Age 70 - 74	4,370	2%	216,286	3%	67	-33
Age 75 - 79	3,430	1%	176,831	2%	64	-36
Age 80 - 84	2,345	1%	131,830	2%	59	-41
Age 85+	1,947	1%	123,030	2%	53	-47
All usual residents	246,270		8,173,944			

Ethnicity

Ethnic group	Hackney		Greater London		Index	
	Count	%	Count	%		
White	134,143	54%	4,879,241	60%	91	-9
Gypsy / Traveller / Irish Traveller	474	0%	8,196	0%	192	92
Mixed/multiple Ethnic Groups	15,869	6%	405,279	5%	130	30
Asian/Asian British: Indian	7,599	3%	542,857	7%	46	-54
Asian/Asian British: Pakistani	1,905	1%	223,797	3%	28	-72
Asian/Asian British: Bangladeshi	6,180	3%	222,127	3%	92	-8
Asian/Asian British: Chinese	3,436	1%	124,250	2%	92	-8
Asian/Asian British: Other Asian	6,747	3%	398,515	5%	56	-44
Black / African / Caribbean / Black British	56,858	23%	1,088,640	13%	173	73
Other Ethnic Group	13,059	5%	281,041	3%	154	54
All usual residents	246,270		8,173,944			

Health

General health	Hackney		Greater London		Index	
	Count	%	Count	%		
Very good health	128,442	52%	4,127,789	50%	103	3
Good health	75,699	31%	2,725,646	33%	92	-8
Fair health	26,837	11%	915,035	11%	97	-3
Bad health	11,183	5%	305,343	4%	122	22
Very bad health	4,109	2%	100,130	1%	136	36
All usual residents	246,270		8,173,944			

Disability

Long-term health problem or disability	Hackney		Greater London		Index	
	Count	%	Count	%		
Day-to-day activities limited a lot	18,064	7%	551,664	7%	109	9
Day-to-day activities limited a little	17,620	7%	605,501	7%	97	-3
Day-to-day activities not limited	210,586	86%	7,016,778	86%	100	0
All usual residents	246,270		8,173,944			

Employment and Qualifications

Social grade/NS-SeC

- Social grade (based on households with a least one 16-64-year-old): A/B/C1 households make up 60% of all households in Hackney, compared with 62% of households in Greater London. C2/D/E households make up 40% of households in Hackney, compared with 38% of households in Greater London.

Employment and qualifications

- Economically active: 85% of those who are economically active are in full/part time work or self-employed, compared to 87% of Greater London. 10% are unemployed, compared to 7% of Greater London.
- Economically inactive: Of those who are economically inactive, 20% are retired, compared to 30% of Greater London.
- No formal qualifications: 20% of all usual residents aged 16 or over have no formal qualifications, compared to 18% of Greater London.
- Highest qualification level achieved: 42% of all usual residents aged 16 or over have a level 4 or over qualification (e.g., Higher Education and Higher diplomas), compared to 38% of Greater London.

Social grade/NS-SeC

Approximated social grade

Approximated social grade	Hackney		Greater London		Index	
	Count	%	Count	%		
AB	23,704	27%	783,569	29%	90	-10
C1	29,551	33%	876,891	33%	101	1
C2	11,133	13%	402,715	15%	83	-17
DE	24,499	28%	595,393	22%	123	23
All Household Reference Persons aged 16 to 64	88,887		2,658,568			

NS-SeC

NS-SeC	Hackney	Greater London	Index
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	Count	%	Count	%		
1. Higher managerial, administrative and professional	21,254	11%	807,936	13%	86	-14
1.1 Large employers, higher managerial and administrative	3,406	2%	153,622	3%	72	-28
1.2 Higher professional occupations	17,848	10%	654,314	11%	89	-11
2. Lower managerial, administrative and professional	46,300	25%	1,410,785	23%	107	7
3. Intermediate occupations	17,871	10%	723,354	12%	81	-19
4. Small employers and own account workers	15,821	8%	575,331	9%	90	-10
5. Lower supervisory and technical occupations	8,402	4%	305,781	5%	90	-10
6. Semi-routine occupations	18,122	10%	633,790	10%	93	-7
7. Routine occupations	14,782	8%	453,923	7%	106	6
8. Never worked and long-term unemployed	22,345	12%	506,290	8%	144	44
L14.1 Never worked	16,960	9%	381,748	6%	145	45
L14.2 Long-term unemployed	5,385	3%	124,542	2%	141	41
L15 Full-time students	22,526	12%	700,292	11%	105	5
All usual residents aged 16 to 74	187,423		6,117,484			

Employment and qualifications

Economic activity

Economically active	Hackney		Greater London		Index	
	Count	%	Count	%		
Employed or self-employed: all	113,367	85%	3,817,204	87%	97	-3
Employee: Part-time	21,394	16%	666,513	15%	105	5
Employee: Full-time	68,680	51%	2,437,798	56%	92	-8
Self-employed with employees: Part-time	935	1%	28,553	1%	107	7
Self-employed with employees: Full-time	3,056	2%	123,432	3%	81	-19
Self-employed without employees: Part-time	6,434	5%	192,724	4%	109	9
Self-employed without employees: Full-time	12,868	10%	368,184	8%	114	14
Unemployed	13,207	10%	318,500	7%	136	36
Full-time student	7,309	5%	248,514	6%	96	-4
Economically active: Total (Residents aged 16-74)	133,883		4,384,219			

Occupation

Occupation type	Hackney	Greater London	Index
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	Count	%	Count	%		
Managers, directors and senior officials	11,427	10%	464,272	12%	83	-17
Professional occupations	29,638	25%	898,018	22%	111	11
Associate professional and technical occupations	25,881	22%	651,058	16%	134	34
Administrative and secretarial occupations	10,939	9%	466,488	12%	79	-21
Skilled trades occupations	7,544	6%	332,674	8%	76	-24
Caring, leisure and other service occupations	8,860	7%	314,023	8%	95	-5
Sales and customer service occupations	8,167	7%	299,222	7%	92	-8
Process, plant and machine operatives	3,983	3%	189,123	5%	71	-29
Elementary occupations	12,117	10%	384,019	10%	106	6
All usual residents aged 16 to 74 in employment	118,556		3,998,898			

Economically inactive

Economically inactive	Hackney		Greater London		Index	
		%		%		
Retired	10,441	20%	512,057	30%	66	-34
Student (including full-time students)	16,455	31%	477,543	28%	112	12
Looking after home or family	9,262	17%	320,880	19%	93	-7
Long-term sick or disabled	9,788	18%	226,992	13%	140	40
Other	7,594	14%	195,793	11%	126	26
Economically inactive: Total (Residents aged 16-74)	53,540		1,733,265			

Highest qualification level

Highest qualification achieved	Hackney		Greater London		Index	
	Count	%	Count	%		
No qualifications	38,172	20%	1,152,517	18%	111	11
Level 1 (e.g. GCSEs graded D-G, Foundation diploma)	17,500	9%	702,687	11%	84	-16
Level 2 (e.g. GCSEs graded A*-C, Higher diploma)	19,612	10%	775,928	12%	85	-15
Apprenticeship	1,862	1%	107,665	2%	58	-42
Level 3 (e.g. AS and A Levels, Advanced and Progression diploma)	18,106	9%	685,508	10%	89	-11
Level 4 and above (e.g. Higher Education and Higher diplomas)	81,591	42%	2,470,226	38%	111	11
Other qualifications	18,302	9%	654,643	10%	94	-6
All usual residents aged 16 and over	195,145		6,549,175			

Country of birth and Language

Country of birth

- 61% were born in the UK and 39% were born outside the UK.
- The most common country of birth after England (58%) is Turkey (4%).

Language and religion

- Language: The main language spoken amongst the target population is English (English/Welsh in Wales) (76%), followed by Any other language (6%) and Turkish (5%) (England and Wales only).
- More residents in Hackney do not speak English well or at all, compared to London as a whole (6% vs 4%).
- Religion: The target population are mostly Christian (39%), Muslim (14%) and Jewish (6%). 28% stated no religion.

Country of birth

Country of birth	Hackney		Greater London		Index	
	Count	%	Count	%		
England	143,932	58%	4,997,074	61%	96	-4
Northern Ireland	1,185	0%	32,774	0%	120	20
Scotland	3,132	1%	89,527	1%	116	16
Wales	1,697	1%	53,828	1%	105	5
United Kingdom not otherwise specified	84	0%	2,476	0%	113	13
Ireland	3,977	2%	129,807	2%	102	2
Other EU: Member countries in March 2001	13,446	5%	341,981	4%	131	31
Other EU: Accession countries April 2001 to March 2011	8,801	4%	369,152	5%	79	-21
Other countries	70,016	28%	2,157,324	26%	108	8
All usual residents	246,270		8,173,944			

Country of birth (detailed) (England and Wales only)	Hackney		Greater London		Index	
	Count	%	Count	%		
England	143,932	58%	4,997,074	61%	96	-4
Northern Ireland	1,185	0%	32,774	0%	120	20

Scotland	3,132	1%	89,527	1%	116	16
Wales	1,697	1%	53,828	1%	105	5
Ireland	3,977	2%	129,807	2%	102	2
France	2,480	1%	66,654	1%	123	23
Germany	2,285	1%	55,476	1%	137	37
Italy	2,360	1%	62,050	1%	126	26
Lithuania	504	0%	39,817	0%	42	-58
Poland	4,203	2%	158,300	2%	88	-12
Turkey	8,982	4%	59,596	1%	500	400
North Africa	1,446	1%	52,798	1%	91	-9
Ghana	3,604	1%	62,896	1%	190	90
Nigeria	6,692	3%	114,718	1%	194	94
Kenya	459	0%	64,212	1%	24	-76
Somalia	1,401	1%	65,333	1%	71	-29
South Africa	969	0%	57,765	1%	56	-44
Zimbabwe	401	0%	21,309	0%	62	-38
China	1,003	0%	39,452	0%	84	-16
Hong Kong	551	0%	26,435	0%	69	-31
Bangladesh	2,659	1%	109,948	1%	80	-20
India	2,955	1%	262,247	3%	37	-63
Pakistan	840	0%	112,457	1%	25	-75
Sri Lanka	171	0%	84,542	1%	7	-93
Philippines	582	0%	44,199	1%	44	-56
United States	2,747	1%	63,920	1%	143	43
South America	4,221	2%	90,315	1%	155	55
Jamaica	4,444	2%	87,467	1%	169	69
Australia	2,352	1%	53,959	1%	145	45
Any other country	34,036	14%	1,015,068	12%	111	11
All usual residents	246,270		8,173,944			

Language

Proficiency in English (England, Wales and Northern Ireland only)	Hackney		Greater London		Index	
	Count	%	Count	%		
Main language is English (English/Welsh in Wales)	177,886	76%	6,083,422	78%	97	-3
Main language is not English: speak English very well (English/Welsh in Wales)	23,225	10%	763,502	10%	101	1
Main language is not English: speak English well (English/Welsh in Wales)	19,145	8%	643,410	8%	99	-1
Main language is not English: don't speak English well (English/Welsh in Wales)	11,666	5%	271,693	3%	143	43
Main language is not English: don't speak English (English/Welsh in Wales)	2,409	1%	47,917	1%	168	68
All usual residents aged 3 and over	234,331		7,809,945			

Main language (detailed) (England and Wales only)	Hackney		Greater London		Index	
	Count	%	Count	%		
English (English/Welsh in Wales)	177,886	76%	6,083,422	78%	97	-3
French	3,235	1%	84,191	1%	128	28
Portuguese	2,739	1%	71,525	1%	128	28
Spanish	3,489	1%	71,192	1%	163	63
Italian	2,046	1%	49,484	1%	138	38
German	1,705	1%	31,306	0%	182	82
Polish	3,944	2%	147,816	2%	89	-11
Slovak	162	0%	10,446	0%	52	-48
Romanian	408	0%	39,653	1%	34	-66
Lithuanian	402	0%	35,341	0%	38	-62
Hungarian	341	0%	16,570	0%	69	-31
Bulgarian	335	0%	23,032	0%	48	-52
Greek	662	0%	26,924	0%	82	-18
Russian	482	0%	26,603	0%	60	-40
Turkish	10,551	5%	71,242	1%	494	394
Arabic	1,201	1%	70,602	1%	57	-43
Kurdish	946	0%	15,230	0%	207	107
Persian/Farsi	354	0%	39,645	1%	30	-70
Pashto	167	0%	15,096	0%	37	-63
Urdu	734	0%	78,667	1%	31	-69
Hindi	95	0%	21,503	0%	15	-85
Panjabi	741	0%	68,525	1%	36	-64
Bengali (with Sylheti and Chatgaya)	3,003	1%	114,267	1%	88	-12
Gujarati	1,909	1%	101,676	1%	63	-37
Tamil	84	0%	70,565	1%	4	-96
Nepalese	38	0%	19,388	0%	7	-93
Cantonese Chinese	405	0%	12,329	0%	109	9
Tagalog/Filipino	310	0%	25,869	0%	40	-60
Somali	1,119	0%	54,852	1%	68	-32
Any other language	14,838	6%	312,983	4%	158	58
All usual residents aged 3 and over	234,331		7,809,945			

Religion

Religion (GB only)	Hackney		Greater London		Index	
	Count	%	Count	%		
Christian	95,131	39%	3,957,986	48%	80	-20
Buddhist	3,075	1%	82,026	1%	124	24
Hindu	1,577	1%	411,291	5%	13	-87
Jewish	15,477	6%	148,602	2%	346	246
Muslim	34,727	14%	1,012,823	12%	114	14
Sikh	1,872	1%	126,134	2%	49	-51
Other religion	1,311	1%	47,970	1%	91	-9
No religion	69,454	28%	1,694,373	21%	136	36

Religion not stated	23,646	10%	692,739	8%	113	13
All usual residents	246,270		8,173,944			

Population and households

- 58% of adults aged 16+ in Hackney are single and 27% are married or in a registered same-sex civil partnership.
- Of those aged 65 or older, 43% within Hackney are in one person households, compared to 55% of the base population.
- The most common household size is 1 person/people households, 35% of households are this size.
- 69% of households in Hackney are deprived in one or more dimensions, compared to 61% of Greater London.

Population and households

Marital and civil partnership status	Hackney		Greater London		Index	
	Count	%	Count	%		
Single (never married or registered in a civil partnership)	112,265	58%	2,888,945	44%	130	30
Married	52,332	27%	2,608,346	40%	67	-33
In a registered same-sex civil partnership	1,107	1%	27,425	0%	135	35
Separated (but still married or in a civil partnership)	8,325	4%	211,500	3%	132	32
Divorced or formerly in a civil partnership now dissolved	14,362	7%	484,106	7%	100	0
Widowed or surviving partner from a civil partnership	6,754	3%	328,853	5%	69	-31
All usual residents aged 16 and over	195,145		6,549,175			

Lifestage

Adult lifestage	Hackney		Greater London		Index	
	Count	%	Count	%		
Age 35 to 54: No dependent children in household	35,745	18%	1,097,189	17%	109	9
Age 35 to 54: youngest dependent child in household aged 0 to 5	12,184	6%	433,530	7%	94	-6
Age 35 to 54: youngest dependent child in household aged 5 to 11	8,704	5%	360,930	6%	80	-20
Age 35 to 54: youngest dependent child in household aged 11 to 16	6,072	3%	272,619	4%	74	-26
Age 35 to 54: youngest dependent child in household aged 16 to 19	2,311	1%	115,101	2%	67	-33

Age 55 to 64: One person in household	4,914	3%	156,349	2%	105	5
Age 55 to 64: Two or more person in household, no dependent children	8,457	4%	457,574	7%	62	-38
Age 55 to 64: Dependent children in household	2,686	1%	96,158	1%	93	-7
Age 65 to 74: One person in household	3,742	2%	134,138	2%	93	-7
Age 65 to 74: Two or more person in household, no dependent children	4,933	3%	301,206	5%	55	-45
Age 65 to 74: Dependent children in household	914	0%	33,193	1%	92	-8
Age 75 and over: One person in household	3,679	2%	177,884	3%	69	-31
Age 75 and over: Two or more person in household	3,838	2%	230,215	4%	56	-44
All usual residents aged 16 and over in households	193,328		6,450,432			

Household size

Household size	Hackney		Greater London		Index	
	Count	%	Count	%		
1 person household	35,635	35%	1,030,557	32%	111	11
2 people in household	28,827	28%	947,804	29%	98	-2
3 people in household	16,124	16%	526,610	16%	98	-2
4 people in household	11,336	11%	439,852	13%	83	-17
5 people in household	5,317	5%	195,395	6%	87	-13
6 people in household	2,645	3%	85,719	3%	99	-1
7 people in household	808	1%	22,396	1%	116	16
8 or more people in household	998	1%	17,838	1%	180	80
All household spaces with at least one usual resident	101,690		3,266,170			

Household composition

Household composition (detailed categories, one family households) - by household	Hackney		Greater London		Index	
	Count	%	Count	%		
1 family: All aged 65 and over	1,469	3%	134,063	8%	41	-59
1 family: Married couple: No children	4,959	11%	262,771	15%	71	-29
1 family: Married couple: One dependent child	3,795	8%	186,219	11%	77	-23
1 family: Married couple: 2+ dependent children	7,434	16%	303,367	17%	93	-7
1 family: Married couple: All children non-dependent	2,507	5%	155,554	9%	61	-39
1 family: Same-sex civil partnership couple	360	1%	8,496	0%	160	60

1 family: Co-habiting couple: No children	7,399	16%	178,845	10%	156	56
1 family: Co-habiting couple: One dependent child	1,494	3%	46,341	3%	122	22
1 family: Co-habiting couple: 2+ dependent children	1,364	3%	45,433	3%	113	13
1 family: Co-habiting couple: All children non-dependent	294	1%	12,288	1%	90	-10
1 family: Lone parent couple: One dependent child	5,995	13%	153,648	9%	147	47
1 family: Lone parent couple: 2+ dependent children	4,775	10%	125,338	7%	144	44
1 family: Lone parent couple: All children non-dependent	4,427	10%	134,478	8%	124	24
1 family: total households	46,272		1,746,840			

One family household defined as: Couple with or without children; single parents with child(ren)

Households - no adults in employment in household	Hackney		Greater London		Index	
	Count	%	Count	%		
With dependent children	7,689	8%	185,208	6%	133	33
No dependent children	22,238	22%	735,226	23%	97	-3
All households	101,690		3,266,170			

Households by deprivation dimensions (England and Wales only)	Hackney		Greater London		Index	
	Count	%	Count	%		
Household is not deprived in any dimension	31,994	31%	1,287,457	39%	80	-20
Household is deprived in 1 dimension	36,314	36%	1,117,961	34%	104	4
Household is deprived in 2 dimensions	22,514	22%	626,841	19%	115	15
Household is deprived in 3 dimensions	9,308	9%	204,345	6%	146	46
Household is deprived in 4 dimensions	1,560	2%	29,567	1%	169	69
All households	101,690		3,266,170			

The dimensions of deprivation used to classify households are indicators based on the four selected household characteristics.

A household is deprived in a dimension if they meet one or more of the following conditions:

- a) Employment: any member of a household not a full-time student is either unemployed or long-term sick.
- b) Education: no person in the household has at least level 2 education (see highest level of qualification), and no person aged 16-18 is a fulltime student.
- c) Health and disability: any person in the household has general health 'bad or very bad' or has a long term health problem.
- d) Housing: Household's accommodation is ether overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating.

Note: TGI data is modelled from survey data to postcode sector level so it should be used as a broad indication of behaviour in these areas only

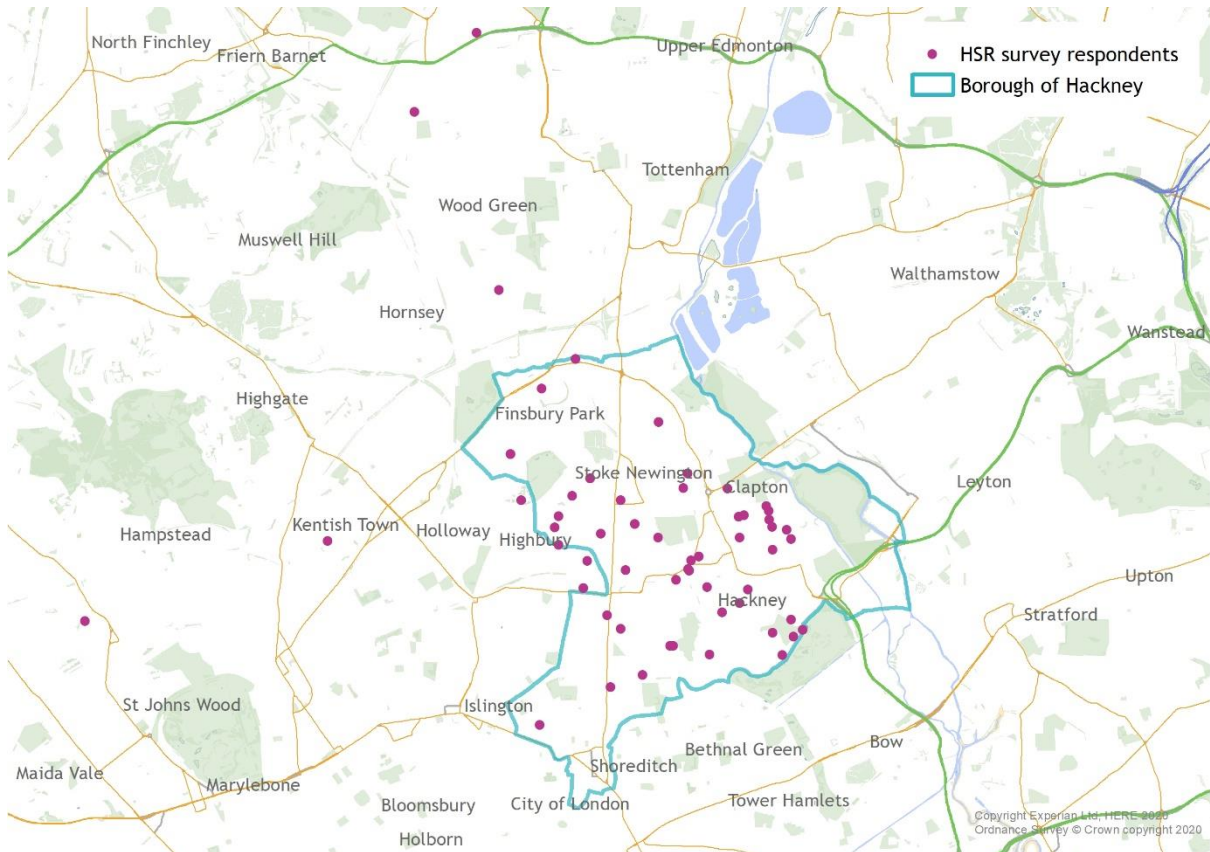
Hackney Social Radio Survey Findings

Between December 2020 and June 2021, The Audience Agency conducted a survey with HSR current listeners and target audiences (Hackney residents aged 50+) to gain insights into who the programme is currently reaching, motivations, satisfaction levels, and areas for improvement; as well as understanding who the programme is not currently reaching and why. The survey questions and distribution approach were developed collaboratively with the Immediate Theatre team and key stakeholders such as Hackney Council and local community groups.

During Covid-19 lockdown between December 2020 and March 2021, the survey was distributed digitally via Immediate Theatre's website, social media, and e-mailing lists, and a shorter version was delivered via phone calls to residents with support from community partners. This dual approach was key to ensuring digitally excluded residents, and those only listening to HSR via FM radio, were also able to take part in the survey. Once restrictions began to lift on in-person interaction, the Immediate Theatre team were able to successfully deploy the survey to residents in person at various targeted shopping areas during May and June 2021. This allowed the team to reach more non-listeners and digitally excluded residents.

Geographic spread of respondents

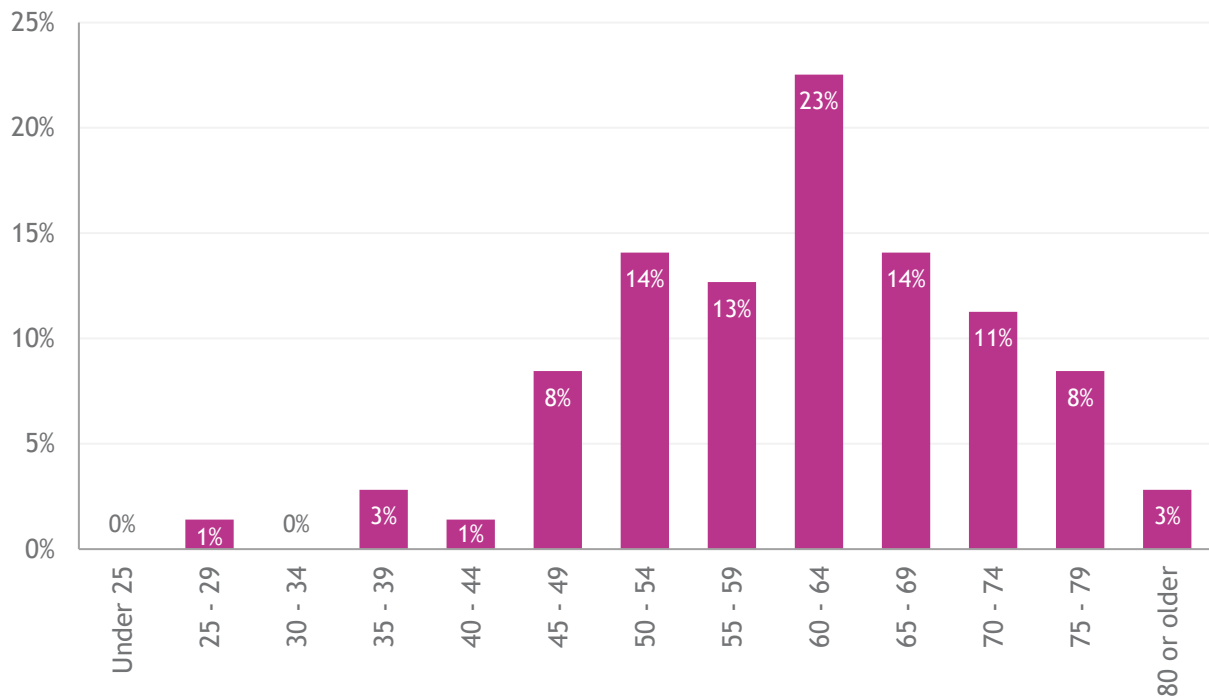
This map pinpoints the postcodes provided by survey respondents. It is interesting to note that a few respondents provided postcodes outside of Hackney, perhaps those who engage with Immediate Theatre or those who have personal connections to the area.



Demographics

Age

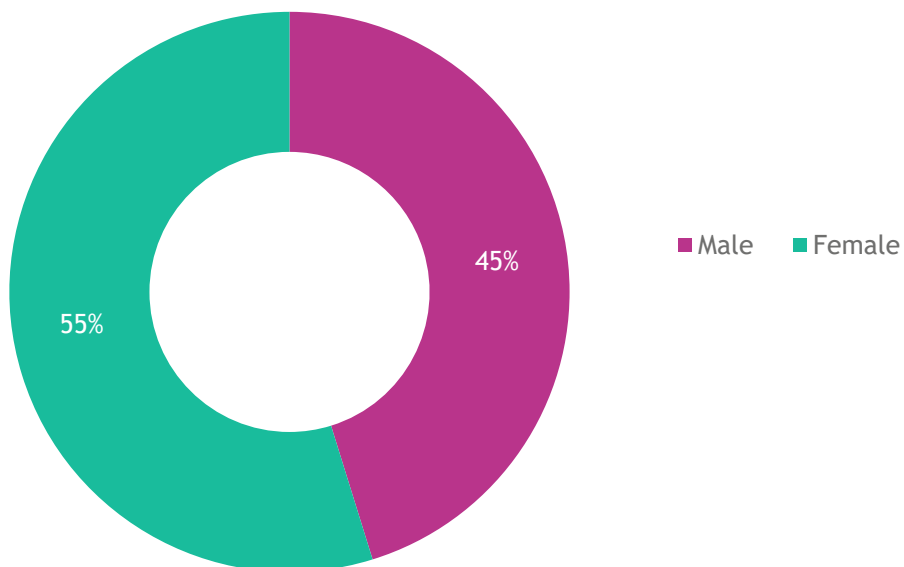
86% of survey respondents were in HSR's target age bracket of 50+, particularly in the range of 60 to 64 years (23% of respondents), followed by 50 to 54 years and 65 to 69 years (14% each), and 55 to 59 years (13%). Respondents aged 80+ were the least represented within the target age range, comprising 3% of respondents.



Base: all respondents excl. 'Prefer not to say' - 71

Gender

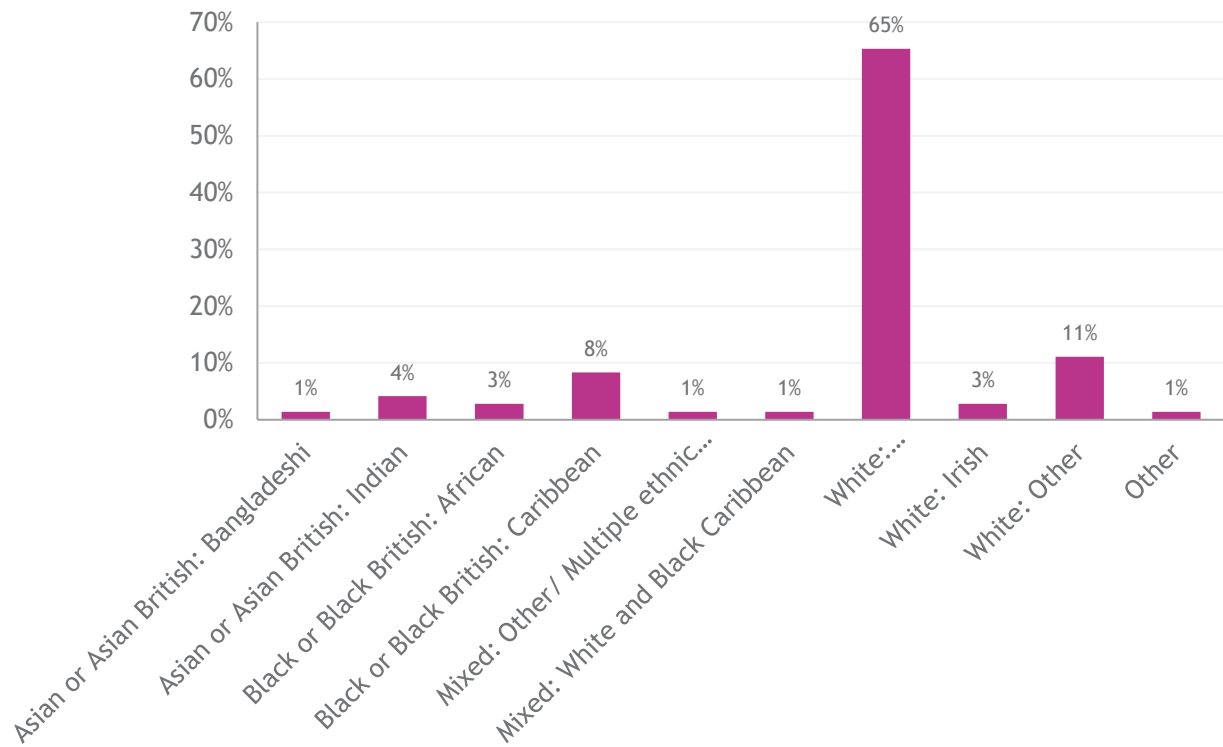
Respondents were slightly more likely to be female than Hackney's base population (55% vs 50%).



Base: all respondents excl. 'Prefer not to say' - 73

Ethnicity

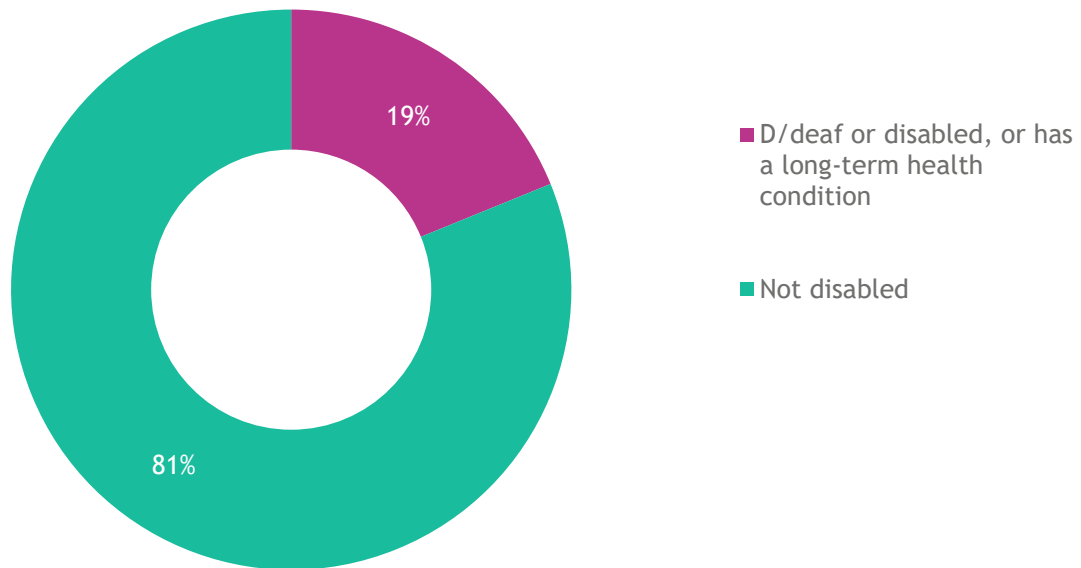
79% of respondents identified as White (compared with 54% of Hackney), 11% identified as Black (compared with 23% of Hackney) 5% identified as Asian (compared with 11% of Hackney), and 2% identified as being from a mixed ethnic background (compared with 6% of Hackney).



Base: all respondents excl. 'Prefer not to say' - 72

Disability

81% of respondents said they were not disabled, which is in line with the Hackney population as a whole.

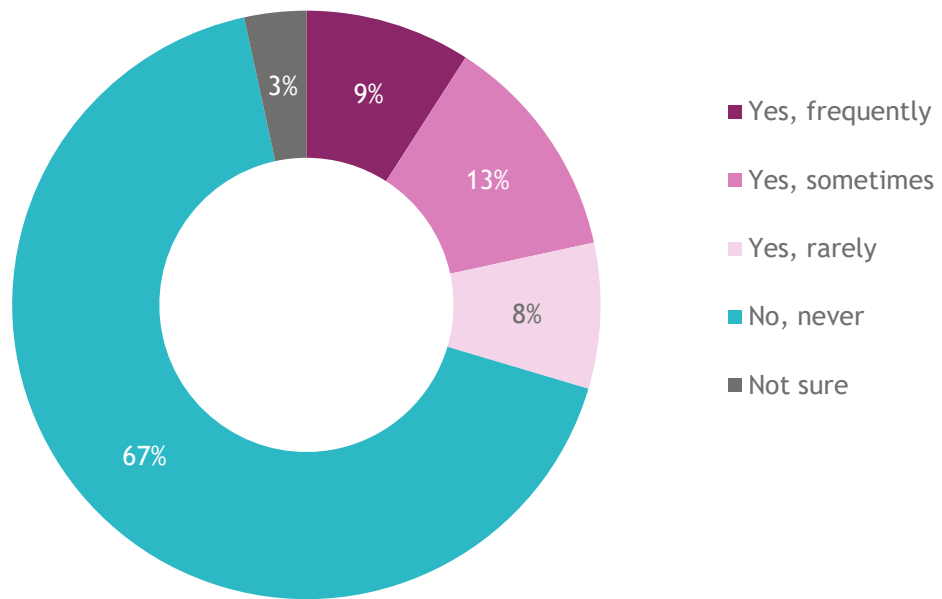


Base: all respondents excl. 'Prefer not to say' - 69

Hackney Social Radio listeners

Have you listened to Hackney Social Radio before?

More than two-thirds of respondents (67%) had not listened to the radio programme before. For those respondents who do tune in, they are relatively loyal, with 22% listening frequently or sometimes, and only 8% listening rarely.

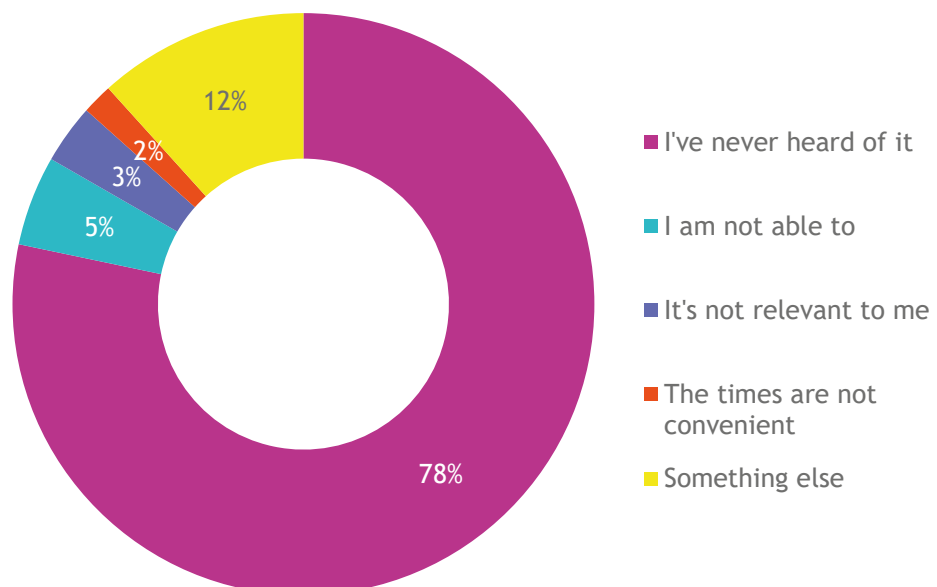


Base: all respondents - 88

Questions to non-listeners

Are there any reasons why you haven't listened to Hackney Social Radio before?

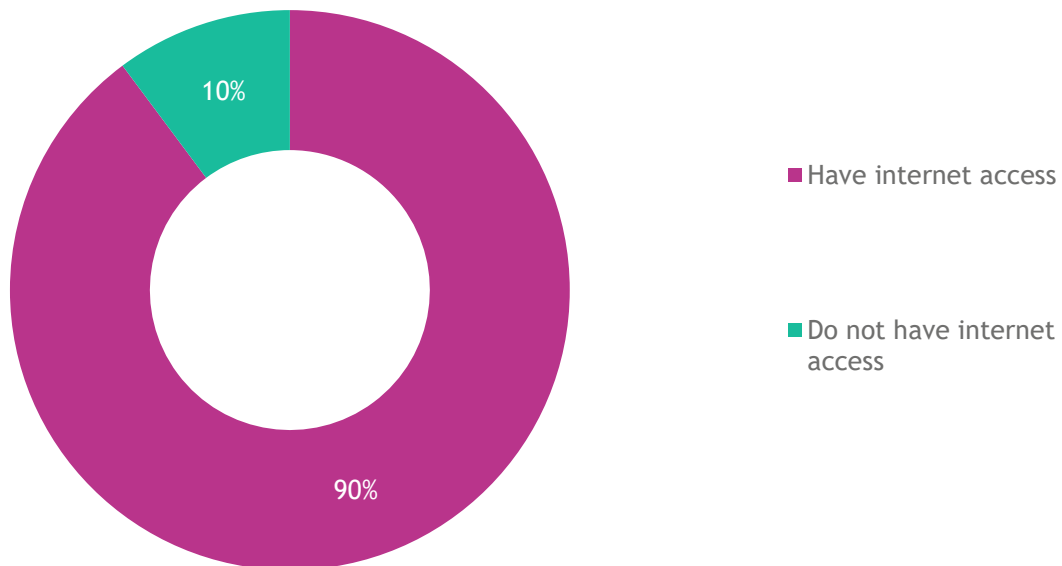
The most common reason respondents didn't listen to programme was lack of awareness (78%), followed by 'Something else' (12%). These other reasons were that they hadn't had the opportunity yet. The timings of the radio shows and the relevance of the content were not major barriers to engagement.



Base: all respondents who have not listened to HSR - 60

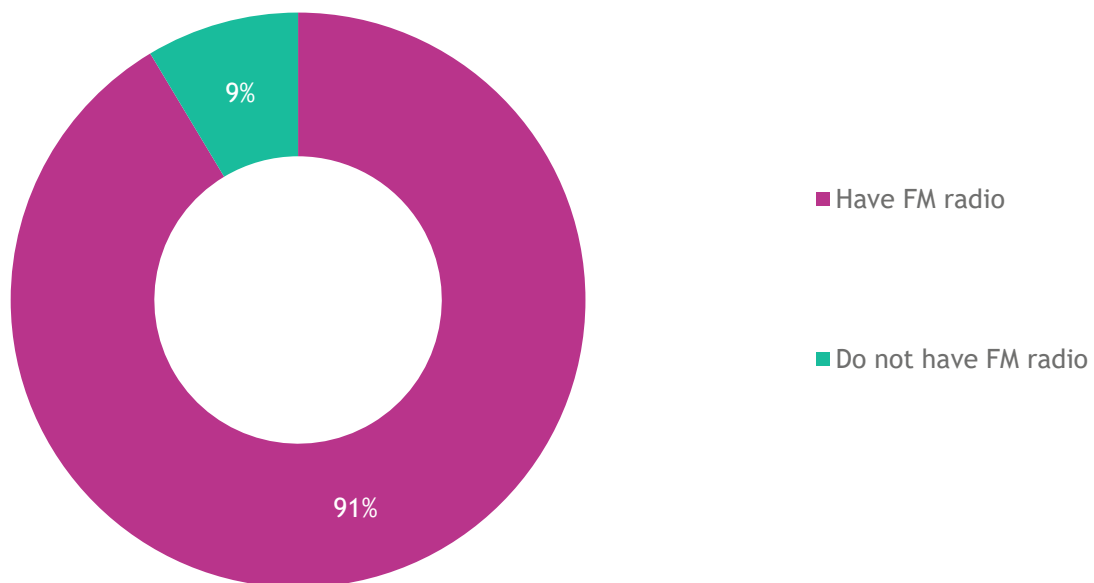
Do you have access to internet?

Lack of access to internet and radio were not barriers to most respondents who did not listen to HSR. 90% said they have internet access, and 91% said they have FM radio access.



Base: all respondents who have not listened to HSR - 59

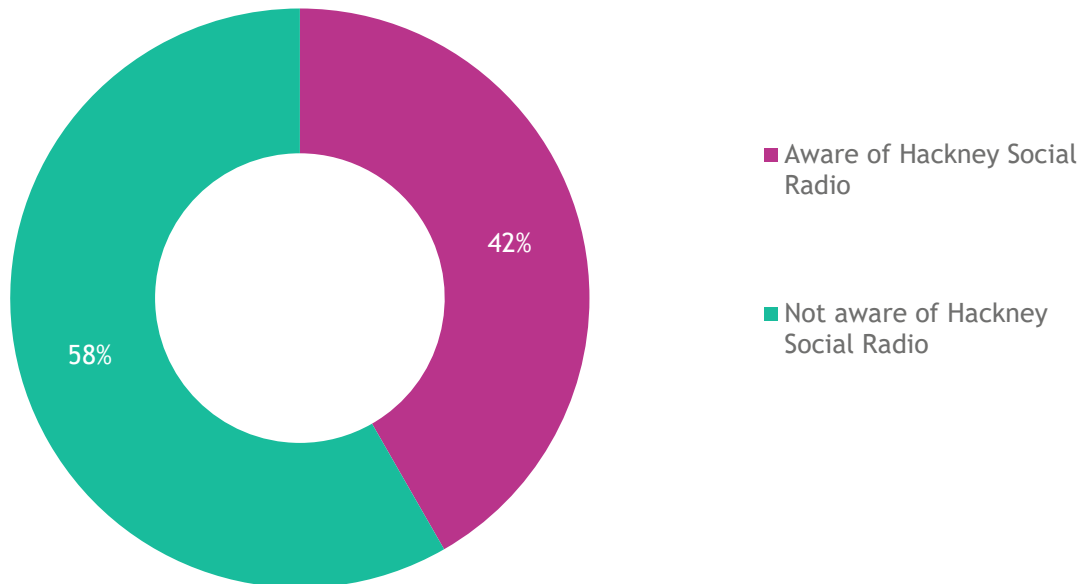
Do you have access to FM radio?



Base: all respondents who have not listened to HSR - 58

Did you know about Hackney Social Radio, before this survey?

As illustrated above, the primary barrier to engaging with Hackney Social Radio is lack of awareness.

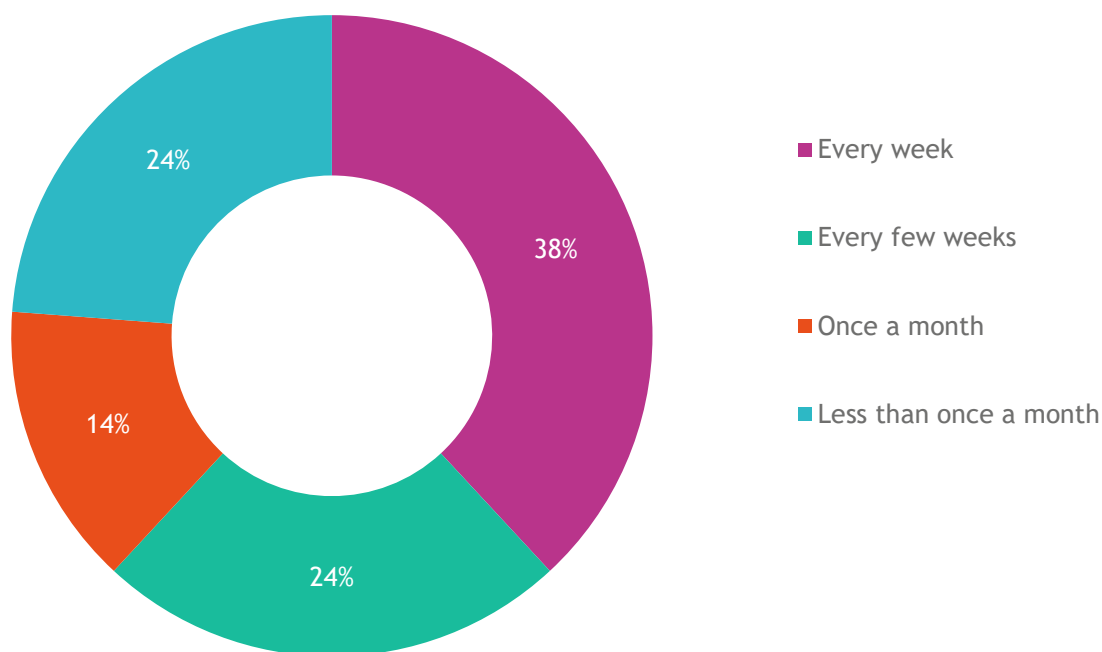


Base: all respondents who have not listened to HSR - 24

Questions to listeners

Approximately how often do you listen to Hackney Social Radio?

As mentioned above, existing HSR audiences are very loyal, with 38% of listeners tuning in every week, and 24% every few weeks. This suggests that the programme has a good variety of content that keeps listeners engaged week-to-week.



Base: all respondents who have listened to HSR - 21

Do you most often listen to Hackney Social Radio on FM radio or on the internet?

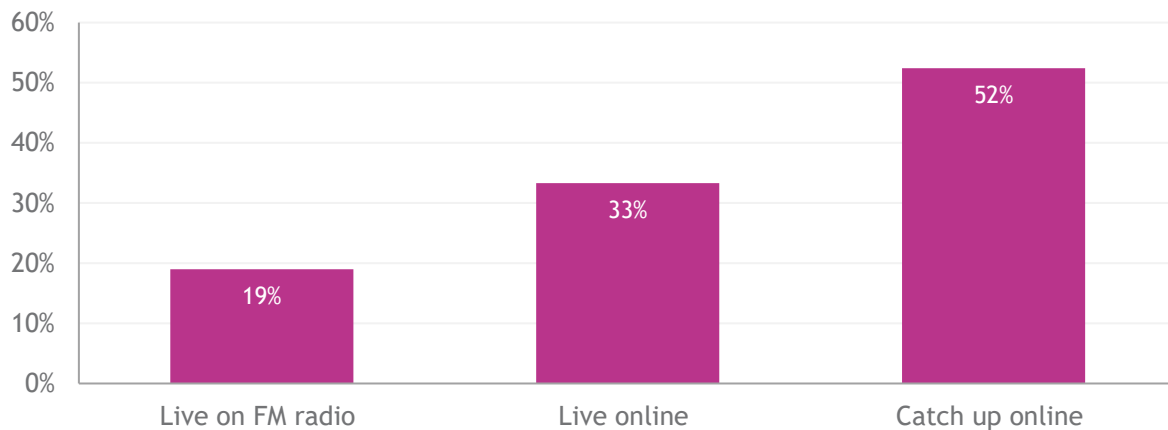
Most listeners do not tune into the programme live but catch up online at another time (52% of respondents). For those respondents who do listen live, more tune in online (33%) instead of traditional radio (19%). This reflects wider trends in London radio audiences, who are much more likely to listen via digital platforms than AM/FM (61% vs 38%). However, HSR's reach via FM may be much larger than the survey indicates, as local radio audiences across the UK are generally more likely to listen to on AM/FM than digital channels (57% vs 41%)¹¹. A recent study of community radio audiences in Australia found that 67% of listeners access community radio via AM/FM¹². People who listen online are also more likely to have been aware of and able to access the HSR survey.

It is also important for HSR's mission to continue broadcasting through traditional FM radio, as 43% of people over the age of 75 do not have an internet connection at home¹³.

¹¹ <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2020/interactive>

¹² <https://www.cbac.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>

¹³ Ofcom Communications Market Report 2020:
https://www.ofcom.org.uk/_data/assets/pdf_file/0026/203759/cmr-2020.pdf



Base: all respondents who have listened to HSR - 21

How did you first find out about Hackney Social Radio?

Through friends/word of mouth, or through Immediate Theatre was the two main ways respondents found out about HSR. Other mentions were Wick Ward, Arcola 50+ group, Theatre Exchange, and Resonance FM. This suggests that HSR has a strong community network through Immediate Theatre, but there is scope to expand in terms of more traditional marketing channels such as social media, leaflets, and posters. Physical marketing may be more practical now that Covid restrictions are lifting and people are returning to community venues.

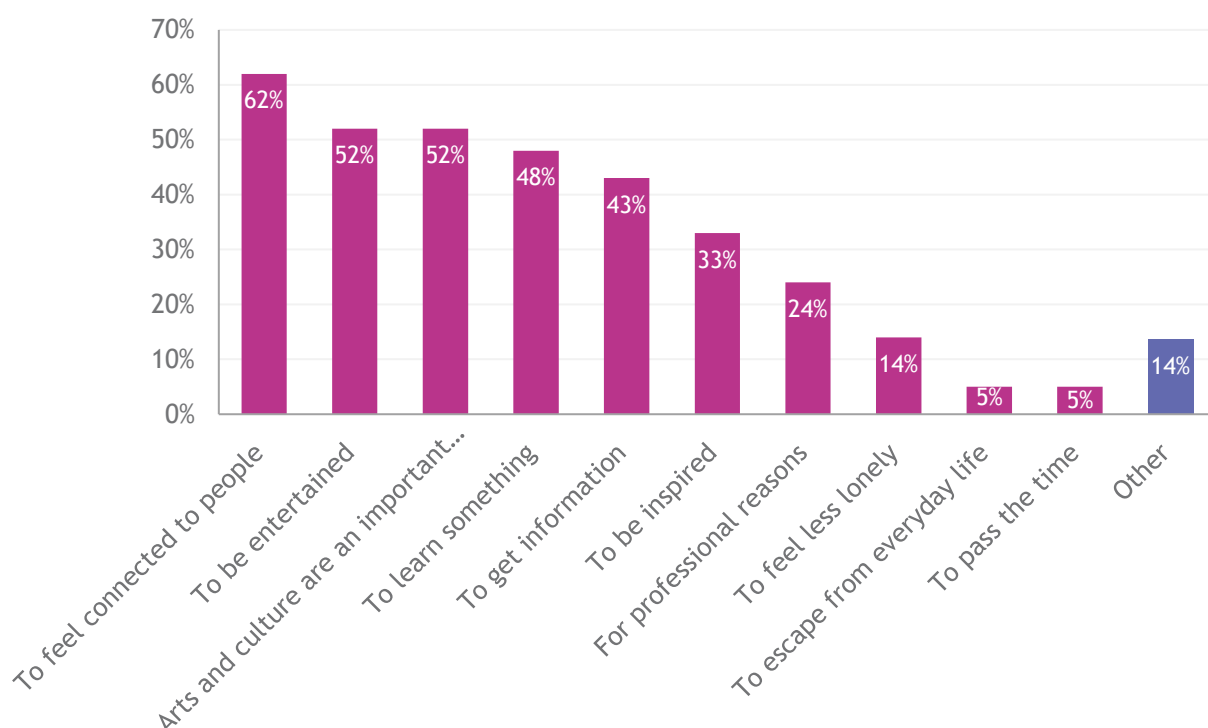
Which of the following describe your motivations for listening to Hackney Social Radio?

The most common motivations for audiences listening to HSR were to feel connected to other people (62%), be entertained (52%), and because arts and culture are an important part of their identity (52%).

Compare these results with Ofcom research into UK radio listeners overall, who tend to tune in for more passive reasons such as background listening (27%), for the music (22%) and out of habit (12%), and a much smaller proportion actively listen 'for company' (7%) or to cheer up (6%)¹⁴ than HSR listeners. This suggests that HSR listeners understand and value the social and community purposes of the programme, when compared with radio as a whole. It also indicates that HSR is fulfilling its aim of reducing feelings of isolation and improving a sense of social connection amongst Hackney residents.

¹⁴ Ofcom Media Nations report 2020:
https://www.ofcom.org.uk/_data/assets/pdf_file/0010/200503/media-nations-2020-uk-report.pdf

A study in Scotland produced similar findings, suggesting that community radio provided positive impacts in terms of education, wellbeing, creativity, community cohesion, information exchange, and participation¹⁵.



Base: all respondents who have listened to HSR - 22

‘Other’ responses were hearing about what is happening in their local area and listening to friends who have made the programme.

How would you rate your experience of Hackney Social Radio overall?

Respondents were overwhelmingly positive about HSR, as these open text responses demonstrate:

“It is a great response to the lockdown - a way for older people who like the medium of radio to stay in touch with what is going on in Hackney”

“Initiatives like this are incredibly important for my age group as they keep us connected and with our brains engaged in something other than its usual function and routine. The Hackney Social Radio is good for the heart and soul!”

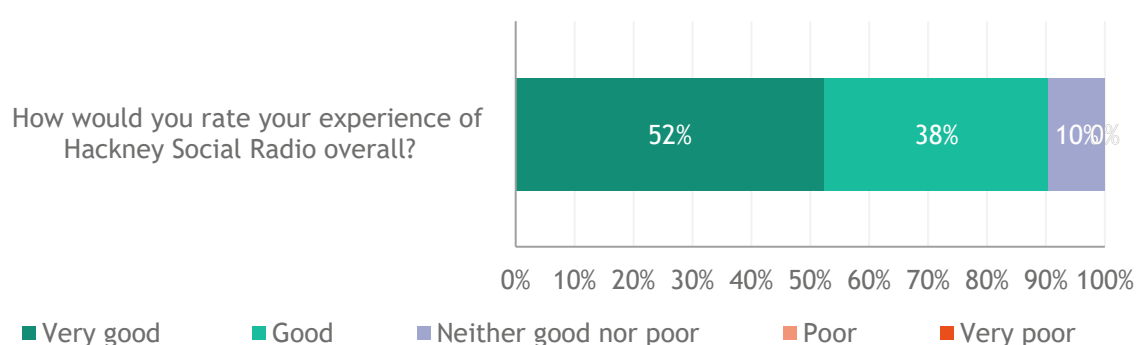
¹⁵ <https://digital.nls.uk/pubs/scotgov/2012/9781780456799.pdf>

“Like the show. The people that present/appear on the programme seem real and down to earth, far removed from Radio 4 and the like which can come across at times to be suited to the middle classes and very snobbish. Keep going.”

“It’s a good way of connecting all the different groups, classes etc. in Hackney, and informing others who might be interested.”

These findings corroborate other studies of community radio. Research in Scotland has shown that 49% of people think it is important to have a community radio station in their local area¹⁶, and 94% of listeners in Australia said community radio was valuable, especially those aged 55+¹⁷.

90% of respondents rated HSR as ‘very good’ or ‘good’, and 10% gave a neutral response.



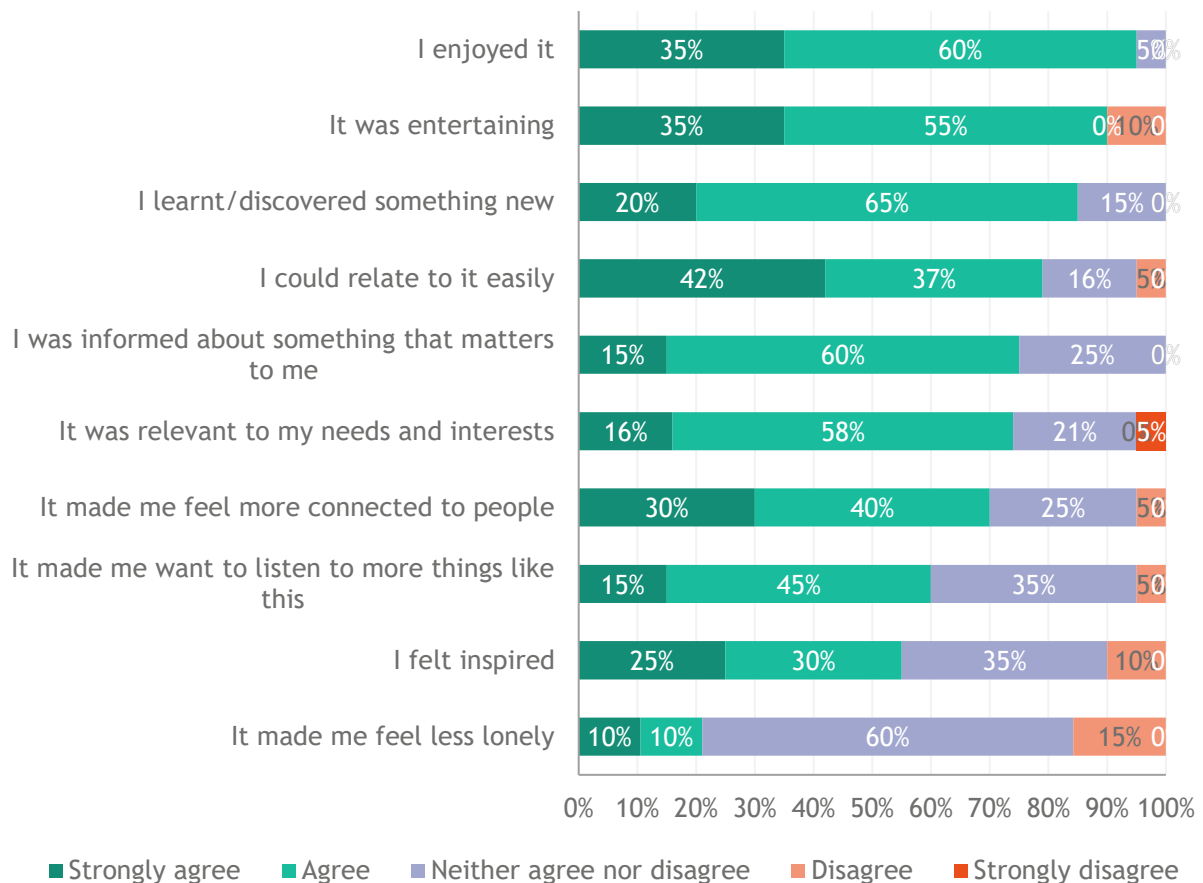
Base: all respondents who have listened to HSR - 21

To what extent would you agree or disagree with the following statements?

Most listeners agreed or strongly agreed that they enjoyed HSR (95%), found it entertaining (90%), learnt/discovered something new (85%), and related to it easily (79%). Listeners were less likely to agree that the programme made them feel less lonely (20%). However, most did say it made them feel more connected to other people (70%), suggesting the programme is succeeding in its goal of reducing social isolation and improving community engagement.

¹⁶ “We are Community Builders, Part of the Fabric”: A Review of Community Radio for the Scottish Government: <https://digital.nls.uk/pubs/scotgov/2012/9781780456799.pdf>

¹⁷ <https://www.cbaa.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>



Base: all respondents who have listened to HSR - 20

Do you have any suggestions for how Hackney Social Radio could be improved?

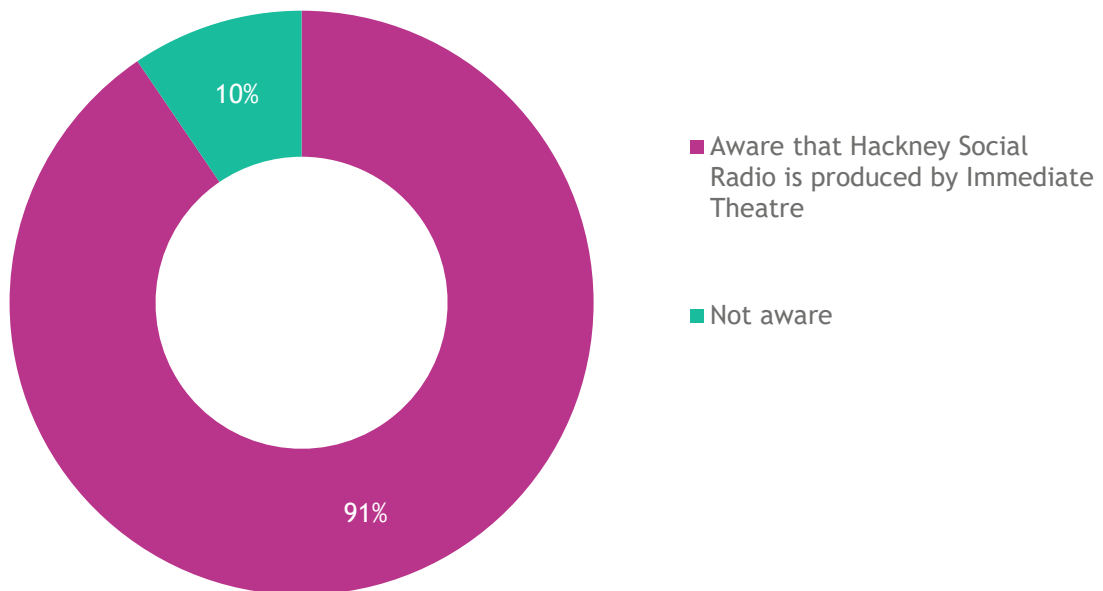
No one idea came through strongly, but suggestions included airing more often, more advertising (posters around Hackney) and growing audience awareness, stories and interviews about and with young people, shorter features, more music, featuring smaller community groups, and more variation in the structure and format. The suggestion for more music is further supported by the Ofcom report cited above, which emphasises the importance of music to all radio audiences¹⁸, and a study of community radio in Australia, which found that listeners aged 55+ were particularly motivated to tune in by ‘specialist music’¹⁹.

Did you know that Hackney Social Radio is produced by Immediate Theatre?

¹⁸ https://www.ofcom.org.uk/_data/assets/pdf_file/0010/200503/media-nations-2020-uk-report.pdf

¹⁹ <https://www.cbaa.org.au/sites/default/files/media/NLS%20-%20Main%20Report%202020.pdf>

Listeners are very aware of the connection between HSR and Immediate Theatre (91%), perhaps in part due to the fact some find out about the programme through their engagement with the theatre.

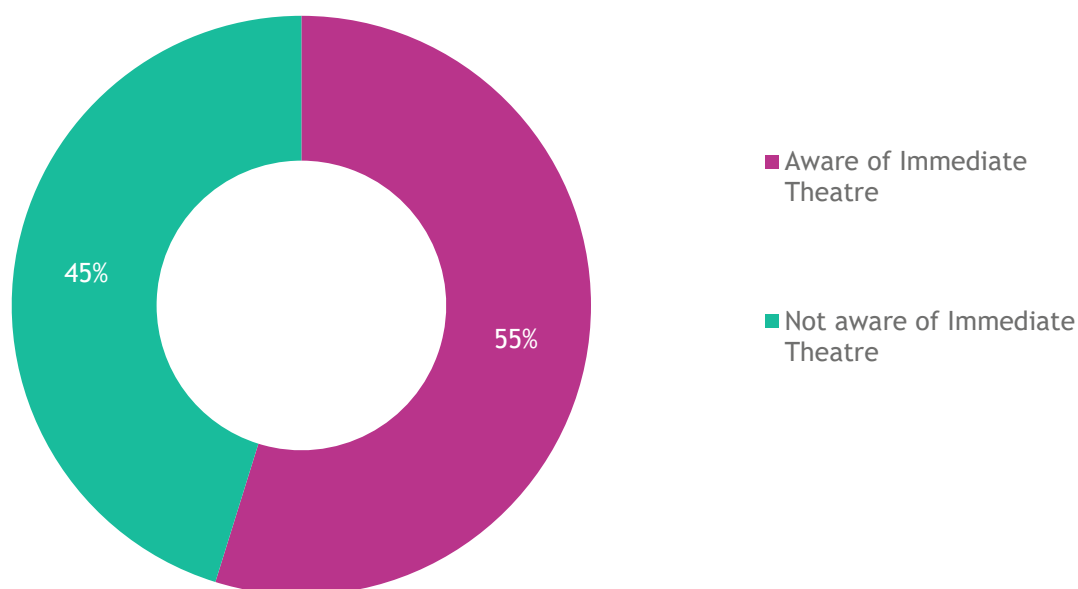


Base: all respondents who have listened to HSR - 21

Questions to all respondents

Have you heard of Immediate Theatre, before this survey?

However, familiarity with Immediate Theatre was less pronounced amongst all survey respondents (including non-listeners), with only 55% being aware before taking the survey. This again suggests there is a strong link between awareness of the Theatre and awareness of HSR.



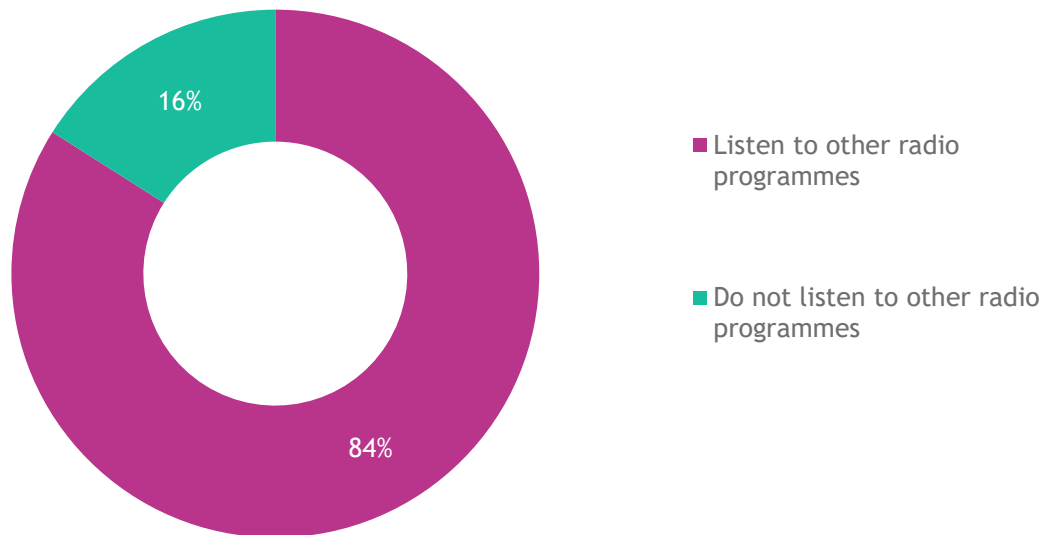
Base: all respondents - 42

What do you know about them?

People knew Immediate Theatre through friends, or through participating themselves. Some had heard of it through their work, or through Arcola.

Do you listen to other radio programmes?

Most respondents listened to other radio programmes, suggesting that the format of HSR is not a main barrier to engagement.



Base: all respondents - 81

Radio 4 was the most mentioned channel, and Women's Hour and Desert Island Discs programmes were particularly popular. Other stations often mentioned were BBC Radio 2, 3, 5, 6, Resonance FM, and LBC. Others mentioned only once or twice were NTS, Nivara Media, Centreforce, Talk Radio, Magic Soul, FM Wales, CBC, Capital Gold, Smooth Radio, RIND, Classic FM, Jazz FM, Heart FM. Podcasts were also mentioned by several respondents, often in addition to live radio.

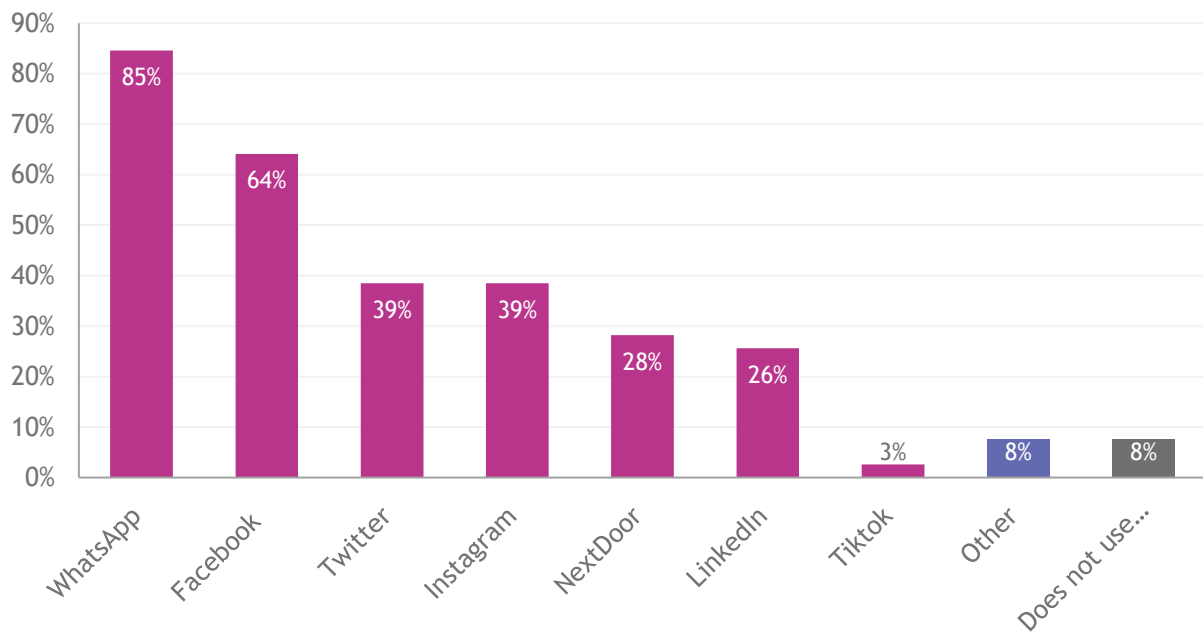
Respondents who did not listen to other radio programmes cited bad connections, broken radio device, lack of time, or preferring TV.

How do you usually find out about things to listen to or watch?

Word of mouth was the most common answer. Other answers varied from internet search and social media to The Guardian and other newspapers. Many people said they tend to find something by chance or by 'seeing what's on'.

Which of the following social media channels do you use?

WhatsApp (85%) and Facebook (64%) were used by a majority of respondents, and fewer than half used Twitter and Instagram. This indicates that Facebook should be the main priority for social media campaigns promoting HSR, but Twitter and Instagram should not be neglected. Only 8% said they do not use social media, suggesting this an important area for communication and engagement with the target audience.



Base: all respondents - 39

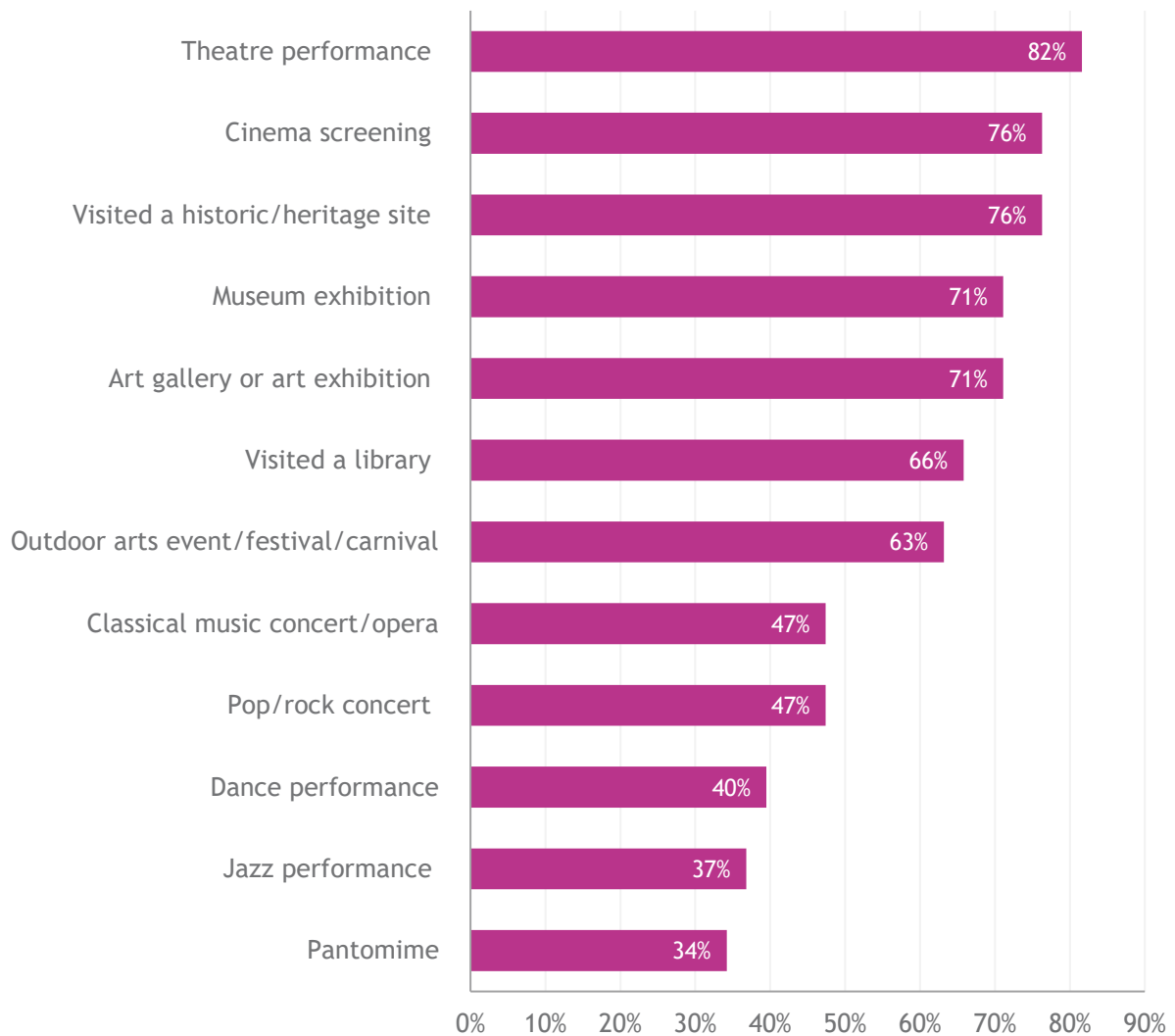
Other social media channels used were Telegram, Viro and Ello.

Arts and cultural interests and behaviours

Responses to questions in this section may provide some insights on what target audiences would be interested in hearing about on HSR, as well as Immediate Theatre's programme more widely.

Which of the following types of arts and cultural activities have you attended (in person or remotely) within the last three years?

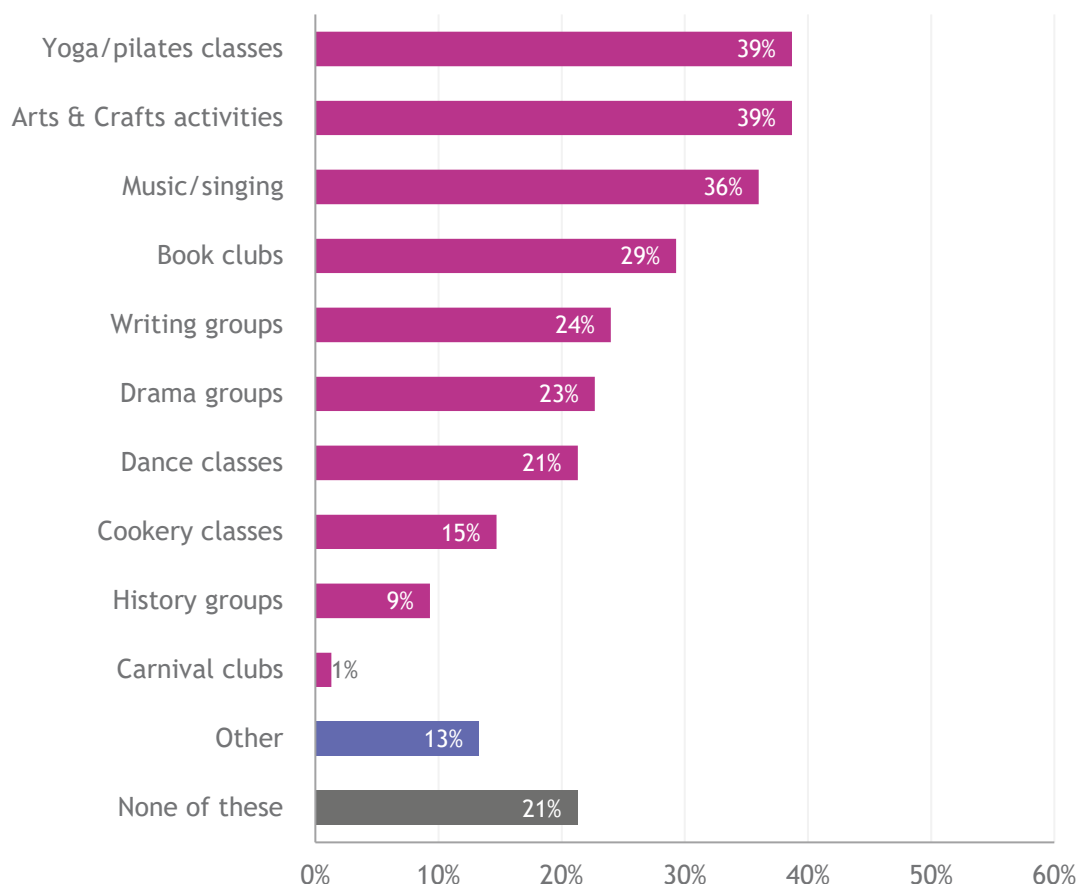
Survey respondents were highly engaged with arts and culture. The most popular activities they took part in were theatre performance (82%), cinema (76%), and visiting historic and heritage sites (76%). The least popular were pantomime, jazz performance, and dance performance.



Base: all respondents - 38

Which of the following types of activities have you taken part in (in person or remotely) within the last three years?

The popular activities amongst respondents were arts & crafts (39%), yoga/pilates (39%), music/singing (36%), and book clubs (29%). The least popular were carnival clubs (1%), history groups (9%) and cookery classes (15%).



Base: all respondents - 75

Other responses were walking, sewing, a local history group, demonstrations, activism, gardening, exercise classes, meditation, and running art gallery events.

How do you usually find out about arts and cultural activities?

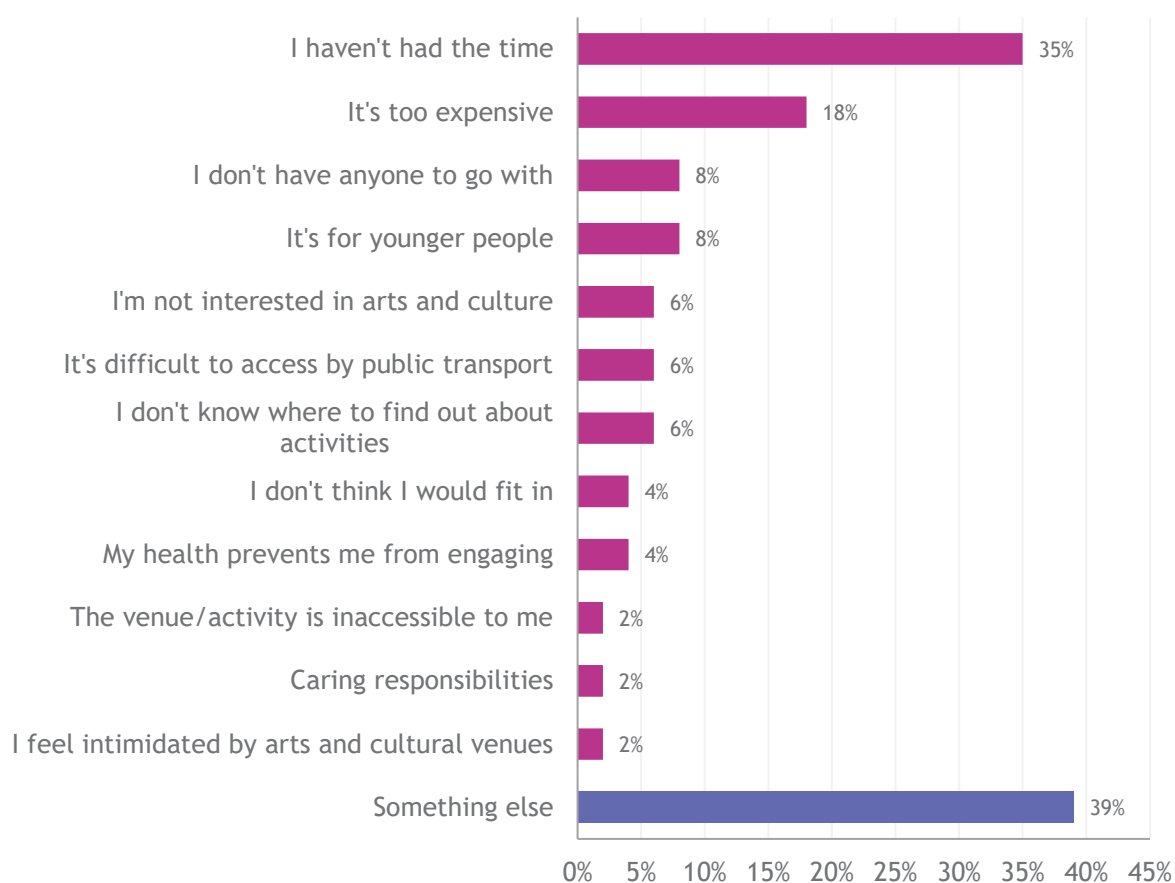
Word of mouth was again the main answer, through friends or social/community groups. Social media was often mentioned (Facebook and Twitter), as well as newsletters and mailing lists, radio announcements, TV, and newspapers (Metro, The Guardian, Hackney Gazette), websites (The Stage, Hackney Live, Artlyst, Art Rabbit). The library notice board, Mary Ward Centre, and Hackney U3A were also mentioned.

Barriers to engaging with arts and culture

Other than Covid-19, is there anything that is making it difficult for you to attend arts and cultural activities?

By far the biggest barrier facing respondents was lack of time (35% of respondents), suggesting programmes that are quick, flexible offered at multiple different times, or can be accessed on one's own schedule may be more appealing.

The second most common barrier was expense (18%), emphasising the importance of free and affordable arts and cultural provision for Hackney residents, and the value of programmes like HSR.



Base: all respondents - 51

In terms of other barriers, a lot had to do with health issues, traffic, being retired, having to take care of pets, or having work responsibilities. The pandemic was also mentioned a few times.

Suggestions for improvement from all respondents

Responses included turning the show into a podcast, interviewing younger people, increasing the length of the programme, having more phone-ins and opportunities to hear about local people and issues.

Recommendations and considerations



Credit: Fringer Cat via Unsplash

General

- Survey responses, Hackney population data, and market analysis indicate that Hackney Social Radio is a valuable initiative for the community with scope to grow its reach and impact far beyond the Covid crisis. Additional funding will help this initiative reach its full potential and invest in some of the suggestions below to improve engagement.

Programme content

- The most popular cultural activities amongst survey respondents were Theatre, Cinema, and Heritage/Historic Sites, and the most popular pastimes were arts & crafts, yoga/pilates, and music/singing. In Hackney generally, Cinema, Theatre, Plays, and Pop/Rock Concerts are the most popular. Could HSR incorporate more stories, features, and interviews about these topics?
- Although HSR includes a wide variety of content including music, suggestions from survey respondents and wider market research data indicate incorporating even more music may be appealing to listeners.
- Hackney has a higher proportion of Black/Caribbean/African/Black British residents, those with English as an additional language (especially Turkish and Polish speakers),

and residents of Jewish and Muslim faith. Representation and diversity are already an important part of HSR's work: 2 of the 4 main presenters are from key ethnic minority groups in Hackney, and the programme already includes many features and voices reflecting the borough's rich ethnic and cultural diversity. However, the survey indicates there is more opportunity to grow in terms of audience diversity. Could HSR build more links with community groups and targeted marketing channels to improve awareness of the diverse and representative programming on offer?

- Listeners clearly enjoy the variety of the show, but would like to see longer, more frequent, and more varied programming; for example, more phone-ins, opportunities to hear about local people and issues, and shorter but more numerous features. These are already important parts of the HSR programme, but there appears to be demand for more. Given the high operating costs of producing the show, not all of these suggestions may be practical. However they do provide evidence for audience demand which can be used for funding bids and advocacy.
- Some listeners were also keen to hear from younger people in Hackney about their views and experiences, even though HSR is targeted at older audiences. This suggests that just because the programme is pitched at a certain age group, that doesn't necessarily mean stories and voices from other age groups wouldn't also be of interest to listeners.

Communications and marketing

- HSR has a strong core supporter base, and our research indicates there is demand for this type of programming in the local community - spreading awareness beyond the core Immediate Theatre audience is key. Current listeners tend to find out about the programme through word of mouth and other interactions with Immediate Theatre, indicating a strong sense of community amongst existing audiences. New tactics should be explored such as leaflets and posters in local venues, postal communications, partnerships with community organisations, targeted social media advertising, and advertising in local newspapers. HSR listeners also suggested poster advertising around Hackney.
- Survey and population data supports plans to increase links with different community groups to promote the programme and tie in with bigger topics of interest such as Eid and Windrush. It is recognised by the team that whilst the programming itself is already very diverse and representative, more work may need to be done to ensure all target audiences in Hackney are aware of the offer.

- Social media: this is an important avenue not only for targeting potential audiences who are already online, but also to raise awareness amongst family members, friends, and those who work with or care for digitally excluded older residents. Facebook is the most popular platform amongst survey respondents (64% are users) and over 50s in general²⁰, followed by Twitter and Instagram. HSR set up a dedicated Facebook page in April 2021, in response to a draft of this report.
- Format: HSR has already made progress engaging people via post because of the pandemic, for example sending CD recordings of the programme to digitally excluded residents. Ofcom data suggests that post is still an important communication method for most people, especially older people²¹. HSR should continue working to increase awareness through post even as Covid restrictions are lifting.
- Consider partnering with other local theatres, cinemas, music venues, and cultural sites to spread awareness about the programme, given these venues are popular with survey respondents.
- Some non-listeners said they did not listen to HSR because it was broadcast at an inconvenient time, or they had not yet had the time listen. Lack of time was also identified as a key barrier to engaging with arts and culture. Given that online catch-up is a very popular way to listen to HSR and other radio programmes, could Immediate Theatre promote this option more widely to boost engagement? In a similar vein, some respondents suggested the show would work better as a podcast rather than a live radio show, further strengthening the suggestion of focusing on catch-up/on-demand formats.

²⁰ <https://qz.com/1707287/use-of-facebook-among-senior-americans-has-doubled-over-recent-years/>

²¹ Ofcom Communications Market Report

2020: https://www.ofcom.org.uk/_data/assets/pdf_file/0026/203759/cmr-2020.pdf



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