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Interim Report  
On  
Radio Listening  
in  
Nottingham.

March, 1949.

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## INTERIM REPORT OF RADIO LISTENING IN NOTTINGHAM

The following report is based on results of an initial analysis of 200 interviews with Nottingham households in possession of radio sets, and which will be discussed in greater detail, together with the results of a similar enquiry in Plymouth, in a final report to be presented later. At this state, it is possible that minor adjustments in the figures quoted here may be necessary as a result of more detailed analysis.

### I Brief Outline of Method

Three typical areas were selected in Nottingham :-

1. St. Annes, a predominantly working-class and industrialised part situated in the centre of the city.
2. Sherwood, a predominantly lower-middle-class residential district situated to the North of the town.
3. West Bridgeford, a predominantly middle-class suburb lying South West of the River Trent, but also having lower middle-class elements.

All these districts are fully wired for Rediffusion Service, and therefore all households contacted on this survey could benefit by the service if so desired.

Only differences between these three districts that appear particularly marked will be dealt with here; otherwise all figures apply to all three together.

### II Listening - The General Pattern

Of those persons mentioned as being the main radio listeners in households, females, wives, mothers, daughters, etc., receive 72% of the mentions as against males who only

receive 38%: 7% mention the family as a whole, 6% gave miscellaneous answers, and 2% could make no statement at all. (1)

67% mention the evenings in general as the time they mostly listen in on weekdays, and a further 11% mention afternoons and evenings; 17% say that they wait especially for favourite programmes and 13% say that their wireless is on for most of the day; mainly morning listeners number 7% and 3% mention the midday period. (1) 15% in the St. Annes district say that they listen most of the day, compared with 12% in Sherwood, and 9% in West Bridgeford. On the other hand, those who tune in more particularly to special programmes are nearly twice as strong in West Bridgeford and Sherwood, than in St. Annes.

This pattern changes considerably on Sundays, when the number of those who have their wirelesses tuned in for most of the day rises to 45% for all three districts together leaving 20% who still confine their listening mostly to the evenings and 12% who mention afternoon and evenings.

### III The Three Programmes.

90% say they listen on occasions to the 'Home' programme, 94% to the 'Light', and 32% to the 'Third'. In the first two cases differences between the three districts are

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(1) Multiple mention table - i.e. where respondents give more than one answer. Hence percentages exceed 100%

insignificant. For the Third programme, however, the figure rises from 19% in St. Annes, to 40% in Sherwood and 46% in West Bridgeford. 52% in all districts say they tune into regional programmes other than the Midlands.

73% in St. Annes, 55% in Sherwood and 62% in West Bridgeford say that they listen mainly to the Light programme, however. Similar figures for the Home programmes are 15%, 37% and 26% respectively. Those who say they listen mainly to the Third programme comprise 4% of West Bridgeford alone.

#### IV Foreign Listening

63% of households in all districts do not listen at all to any foreign programmes. Luxembourg is the most popular foreign station (17% of the total: 23% in St. Annes) followed by the American Forces Network (14% of the total; 18% in St. Annes). French stations 4% and Hilversum 3%. In Sherwood and West Bridgeford, non-European stations are heard by 12% and 11% respectively.

The main reason for listening to foreign stations appears simply to be a liking for the music they broadcast. Two thirds of such listening takes place mainly in the evenings.

#### V Knowledge of Rediffusion

98% of respondents living in Sherwood said that they had heard about the Rediffusion Service, 81% in St. Annes,

and 9% in West Bridgeford. In all cases, at least three-quarters had a reasonable idea of what the service implied. Reasons for not making use of the service were stated as follows:-

Have own wireless set	21%	
Want to chose own programmes	22%	
No variety of programme	10%	(1)
Too expensive	10%	
Dislike of weekly payments	8%	
Other replies	16%	

VI Previous Rediffusion Users

25 persons who had given up Rediffusion service during the previous two months were interviewed in addition to the general sample. Their reasons for so doing may be listed as follows:-

Not sufficient programme variety	)	14	mentions
Like to be able to get other stations			
Presented with radio set	)	9	"
Unable to use radio set previously			
Just wanted a radio set			
Too expensive	)	6	"
Wanted to economise			
Dislike the tone	)	4	"
Have to pay but never own set	)	4	"
Wanted to be able to play records	)	3	"

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(1) Multiple mentions.