

AN AUDIENCE RESEARCH REPORT

LR/63/838

LUXEMBOURG LISTENING

FILE COPY

March 1963

1. In the last two weeks of March (weeks 12 and 13) Luxembourg programmes were again included among those about which BBC interviewers enquired in the course of normal Survey of Listening and Viewing. The first time that this was done was in weeks 12 and 13 of 1962. The average of Luxembourg's audiences between 6.00 p.m. and 11.00 p.m. was 2.4% - the same as in weeks 12 and 13 of last year - and between 11.00 p.m. and 2.00 a.m. was 0.3%. In the same weeks the Light Programme average audience was 2.7% - also the same as the year before. Both services have therefore maintained their level of listening.
2. The Luxembourg audiences, however, differ radically from those of the Light Programme both in their composition and in their distribution over the evening. In brief, Luxembourg, with its concentration on on pop music appeals primarily to children and young people, whereas the Light Programme, with its much more varied output, comes much nearer to offering something for everybody, and Luxembourg's biggest audiences occur after 10.30 p.m., whereas those of the Light Programme are in the early part of the evening.
3. The special character of Luxembourg's public is clearly brought out when its 'patronage' in different age groups is compared, thus:

Age group	% listening to Lux'bourg at all on an average day in weeks 12 & 13
5 - 7	1.9
8 - 11	5.0
12 - 14	21.4
15 - 19	41.7
20 - 29	22.7
30 - 49	9.7
50 and over	4.7
All ages	11.7

As will be seen, more than 40% of young people of 15 - 19 years listened to Luxembourg in the course of the average day, and so did more than 20% of each of the adjacent age groups. By comparison Luxembourg 'patronage' was relatively low both amongst children under 12 and amongst adults over 30.

4. Similar 'patronage' figures for the Light Programme are not available, but a comparison of the Luxembourg and Light Programme average audiences between 6.00 p.m. and 11.00 p.m. in week 13 can be made thus:

Age group	Average audience between 6.00 p.m. & 11.00pm	
	Lux. %	Light %
5 - 7	0.2	0.2
8 - 11	1.0	0.6
12 - 14	4.3	0.9
15 - 19	9.6	1.7
20 - 29	4.5	2.8
30 - 49	1.8	3.2
50 and over	0.8	3.9
All ages	2.3	2.8

This shows that, although Luxembourg's average audience was in total smaller than that of the Light Programme, in the age range 12 - 29

LR/63/838

Luxembourg's was far larger (in the 15 - 19 age group Luxembourg's average audience was nearly six times as great as the Light Programme's).

5. There is also a difference between the extent to which Luxembourg and the Light Programme are listened to in the three social classes, thus:

	Average audience between 6.00 p.m. and 11.00 p.m.	
	Lux. %	Light %
Upper middle class	0.7	3.3
Lower middle class	1.8	3.6
Working class	2.9	3.2

Luxembourg listening increased sharply with each step 'down' the social scale, the incidence of Light Programme listening, on the other hand, was fairly even.

6. As to the differences between the distribution through the evening of Luxembourg and Light Programme listening, the pattern observed a year ago was apparent again. The Luxembourg audience rose fairly steadily from about 0.5% at 6.00 p.m. to a peak of about 4.5% between 11.00 p.m. and 11.30 p.m., and then gradually diminished until the service closed down at 2.00 a.m. The Light Programme's audiences considerably exceeded those of Luxembourg between 6.00 p.m. and 7.30 p.m. and roughly equalled them from 7.30 p.m. until 10.00 p.m. But from 10.00 p.m. onwards Light Programme audiences were much smaller than Luxembourg's and, of course, after midnight Luxembourg had the field to itself.
7. The Luxembourg audiences recorded during their peak period (10.00 p.m. - 11.30 p.m.) are shown below. Since the 15 - 19 group is so important, listening figures for this age-group are given as well as those for the population aged 5 and over.

		Audience amongst whole population %	Audience amongst 15 - 19 year-olds %	
Sunday				
	p.m.			
	10.00	Sam Costa Show	4	14
	10.30	Surprise	3	13
	11.00	Top Twenty	8	24
Monday				
	10.00	Top Pops	4	20
	10.30	Jack Jackson	4	21
	11.00	Ken Walton	4	16
	11.15	Swoon Club	3	13
	11.30	Ray's On	2	7
Tuesday				
	10.00	Jimmy Young	5	22
	10.30	Pete Murray	6	23
	11.00	Dancing Party	4	14
	11.30	Ray's On	3	9
Wednesday				
	10.00	Teen and Twenty Disc Club	4	18
	10.30	Pete Murray	5	21
	11.00	American Pop Parade	4	17
	11.15	David Gell	3	10
	11.30	Ray's On	2	8
Thursday				
	10.00	Come Shopping	3	10
	10.30	Jimmy Young's Record Date	4	17
	11.00	Brian Matthew's Pop Parade	4	14
	11.15	The Alan Freeman Show	3	13
	11.30	Ray's On	3	10

	Audience amongst whole population %	Audience amongst 15 - 19 year-olds %
Friday		
p.m.		
10.00 Friday Spectacular	5	23
11.00 Ken Walton	5	18
11.30 Ray's On	3	10
Saturday		
10.00 David Jacob's Show	2	12
10.30 Transatlantic Pops	3	12
11.00 Keith Fordyce	3	14
11.30 Record Round-up	4	17

8. To sum up, by concentrating so exclusively on the kinds of material so important to working-class teen-agers, Luxembourg achieves a very considerable success in catering for them - especially in the late evening. But outside this special area it represents a far less serious competitor of the Light Programme.

RS/MJD

Audience Research Department
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