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From: Manager, Methods and Operations, Audience Research, 217 The Langham (Ext. 5323/4874)

Subject: MUSIC ON RADIOS 1 AND 2

12th August 1969

To: C. R1 & 2 Copy to: H.A.R. Chief Assistant, Radio 2 Chief Assistant, Radio 1 A.H.Pop.Mus. Chief Assistant, Light Music Chief Assistant, Gramophone Programmes Organisation

In January you received a report "Music on Radios 1 and 2" from Audience Research Department. This memo gives information from further analyses which is of more direct practical application. To save rereading the original report I have repeated here salient points to make this memo complete in itself.

The Research Method

A.H.Pop.Mus., Chief Assistant, Light Music, and A.H.G.P. classified the music played on Radios 1 and 2 into 28 categories and for each category chose three (occasionally two) representative excerpts lasting in all about 1 minute. The excerpts are listed in the Appendix.

381 adults and 468 teenagers, at group meetings, listened to recordings of the 28 sets of excerpts and immediately after each set had been played recorded their reactions on questionnaires.

For convenience of reference each category has been given a title. However, the only way to know exactly what the groups heard is to listen to a tape. For this reason two tapes have been prepared to accompany this memo. (The categories of music are recorded in the same order as in Table 1).

The general sample (adults) may not be closely representative of Radios 1 and 2 audience in all respects but we found that the only personal characteristic related to likes and dislikes was age and in this respect the match of the sample to the audience is good.

Table with 3 columns: Age Group, Sample %, Radios 1 and 2 Audience %. Rows include age groups 15-19, 20-29, 30-39, 40-49, 50 and over, and totals for 100%.

The special "Teenage" sample contained an even spread over the age range 11 - 17; half the members were boys; half came from Secondary Modern Schools and half from Grammar Schools.

In this memo we consider only the answers to the question - Is this your kind of music? - and results are given separately for the general sample (adults) age 15 and over (77% of the population) and teenagers aged 11 - 17 (10% of the population).

In the results which follow all figures are shown to the nearest 5% and in reading any figure a margin of + 5% should be allowed. (A figure of 25%, therefore, should be read as "lying between 20% and 30%").

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Results

We consider first the percentage of teenagers and adults liking (= saying "my kind of music") for each of the 28 categories of music taken on its own. These are shown in Table 1 below:

TABLE 1

CATEGORY	TITLE	LIKED (%) AMONGST:		
		TEENAGERS	ADULTS	
Tape 1	a	Way out Pop	50	30
	A	Folk music	30	35
	bB	R & B and Soul'	70	40
	cC	Mainstream Pop	80	50
	dD	Strongbeat Ballads	70	55
	eE	Pop ballads	25	40
	F	Film Music	15	55
	G	Light Orchestra - Popular Standards	25	50
	H	Mantovani type	5	45
	I	American Show Music	10	40
	J	Light Music	20	35
	K	Ballet Music	20	35
	Tape 2	1	Popular Classics	20
2		Country and Western	25	30
3		Singalong	10	35
4		Trad. jazz and Skiffle	20	25
5		Standard popular songs	5	35
6		Popular Choral Groups	10	30
7		Polite jazz	10	30
8		British Show Music	5	30
9		Old Time	5	30
10		Big Band Jazz	10	25
11		Light Orchestral novelty numbers	10	25
12		Continental Operetta	5	25
13		Brass and Military Bands	10	20
14	Latin American	10	20	
15	British Operetta	10	15	
16	Popular Opera	0	15	

Since many broadcasts contain music drawn from a number of categories, we are interested in the extent to which two or more are 'liked' by the same people. Tables 2 and 3, over page, show for teenagers and adults respectively all the pairs in which both categories are jointly liked by more than one in four. In these tables, for convenience, the likings for the categories individually have been repeated in the top left-bottom right diagonal cells.

Continued.....

TABLE 2

LIKED (%) AMONGST TEENAGERS

	a	b	c	d	e
Way out Pop	50	45	40	35	
R & B and Soul	45	70	60	50	
Mainstream Pop	40	60	80	65	25
Strongbeat Ballads	35	50	65	70	25
Popular Ballads			25	25	25

TABLE 3

LIKED (%) AMONGST ADULTS

	A	B	C	D	E	F	G	H	I	J	K
Folk Music	35	25	25	25							
R & B and Soul	25	40	35	35							
Mainstream Pop	25	35	50	40							
Strongbeat Ballads	25	35	40	55	25	25	25				
Popular Ballads				25	40	30	25	25	25		
Film Music				25	30	55	40	35	30	25	25
Light Orch. Pop. Standards				25	25	40	50	35	30	30	30
Mantovani type					25	35	35	45	25	30	25
American Show Music					25	30	30	25	40	25	25
Light Music						25	30	30	25	35	25
Ballet Music						25	30	25	25	25	35

Looking into these tables we see there are clusters of categories, for example, 'abcd' in the Teenagers' table, in which all pairs amongst the four items are jointly liked by at least a fifth of teenagers. (The value of 25% is to be read as between 20% and 30%). This quartet of categories has been examined further and the results given in Table 4 (in the Appendix) which shows the percentage of teenagers which likes each group of three out of four and all four categories. For completeness Table 4 also repeats, in a convenient form, the percentages of teenagers liking each of the categories separately and each possible pair from the four categories.

Also in the Teenagers' Table 2 there is a trio of items 'cde' for which all pairs are liked by at least 20% of teenagers. Full results for this cluster are given in Table 5 (also in the Appendix).

In the Adults' Table 3 four clusters can be seen of items 'ABCD', 'DEFG', 'EFGHI', 'FGHIJK'. Results for these clusters are given in detail in the Appendix in Tables 6, 7, 8 and 9.

Continued.....

Using the Tables

To examine the status of any category with respect to the others is a relatively easy matter from the list of categories and Tables 4 - 9. Turning to the Appendix check with the list to see the musical items that define the category.

If the category has a lower case reference letter it is popular amongst teenagers in combination with other categories referenced by lower case letters. The figure(s) in brackets after the letter will show in which table(s) to look on the right-hand side for details of its relationships, in terms of popularity amongst teenagers, with other categories.

If the category has an upper case reference letter it will be popular amongst adults in combination with other categories referenced by upper case letters. (Again the figure(s) in brackets will show to which table(s) to refer for details).

If the category has no letter reference it is not popular jointly with any other category, to the extent of a quarter of either teenagers or adults. Table 1 will show its popularity on its own amongst teenagers and adults separately.

Example. Strongbeat Ballads

This category is defined by excerpts from: Help Yourself (Tom Jones), Together (Sandie Shaw) and Jackie (Scott Walker) - it has reference letters 'dD' and is popular, therefore, amongst teenagers and adults in association with other categories. The figures in brackets indicate that details of the relationships will be found in Tables 4, 5, 6 and 7.

Turning to Table 4 we can read off from the first block that it is liked by 65-75% of teenagers and from the second block (looking down the last column for the d's) we see that in association with (a) "Way out Pop" it is liked by 30-40% of teenagers: in association with (b) "R & B and Soul" it is liked by 45 - 55% and with (c) "Mainstream Pop" it is liked by 60 - 70%.

The definitions, by content, of the categories "Way out Pop", "R & B and Soul" and "Mainstream Pop" will, of course, be found in the list.

From the third block in Table 4 (looking down the last column for d's) we can see "Strongbeat Ballads" are liked in association with "Way out Pop" and "R & B and Soul" by 25-35%, with "Way out Pop" and "Mainstream Pop" by 25-35%, and with "R & B and Soul" and "Mainstream Pop" by 45-55%.

From the fourth block we can see all four categories are liked jointly by 25-35% of teenagers.

Similarly results can be read off from Tables 5, 6 and 7.

TEENAGERS

TABLE 4 Proportion liking....

Item	%	Pair	%	Trio	%	Quartet	%
a	50	ab	45	abc	40	abcd	30
b	70	a c	40	ab d	30		
c	80	a d	35	a cd	30		
d	70	bc	60	bcd	50		
		b d	50				
		cd	65				

TABLE 5 Proportion liking....

Item	%	Pair	%	Trio	%
c	80	cd	65	cde	25
d	70	c e	25		
e	25	de	25		

ADULTS

TABLE 6 Proportion liking....

Item	%	Pair	%	Trio	%	Quartet	%
A	35	AB	25	ABC	20	ABCD	15
B	40	A C	25	AB D	20		
C	50	A D	25	A CD	20		
D	55	BC	35	BCD	30		
		B D	35				
		CD	40				

TABLE 7 Proportion liking....

Item	%	Pair	%	Trio	%	Quartet	%
D	55	DE	25	DEF	15	DEFG	15
E	40	D F	25	DE G	15		
F	55	D G	25	D FG	20		
G	50	EF	30	EFG	25		
		E G	25				
		FG	40				

TABLE 8 Proportion liking....

Item	%	Pair	%	Trio	%	Quartet	%	Quintet	%
E	40	EF	30	EFG	25	EFGH	20	EFGHI	15
F	55	E G	25	EF H	25	EFG I	20		
G	50	E H	25	EF I	20	EF HI	15		
H	45	E I	25	E GH	20	E GHI	15		
I	40	FG	40	E G I	20	FGHI	20		
		F H	35	E HI	20				
		F I	30	FGH	30				
		GH	35	FG I	30				
		G I	30	F HI	25				
		HI	25	GHI	25				

TABLE 9 Proportion liking....

Item	%	Pair	%	Trio	%	Quartet	%	Quintet	%	Sextet	%
F	55	FG	40	FGH	30	FGHI	20	FGHIJ	15	FGHIJK	10
G	50	F H	35	FG I	30	FGH J	20	FGHI K	15		
H	45	F I	30	FG J	25	FGH K	20	FGH JK	15		
I	40	F J	25	FG K	25	FG IJ	15	FG IJK	10		
J	35	F K	25	F HI	25	FG I K	15	F HIJK	10		
K	35	GH	35	F H J	25	FG JK	20	GHIJK	10		
		G I	30	F H K	25	F HIJ	15				
		G J	30	F IJ	20	F HI K	15				
		G K	30	F I K	20	F H JK	20				
		HI	25	F JK	25	F IJK	15				
		H J	30	GHI	25	GHIJ	15				
		H K	25	GH J	25	GHI K	15				
		IJ	25	GH K	25	GH JK	15				
		I K	25	G IJ	20	G IJK	15				
		JK	25	G I K	20	HIJK	15				
				G JK	20						
				HIJ	20						
				HI K	15						
				H JK	20						
				IJK	15						

Specification of Items comprising Excerpts

CATEGORY

- a(4) WAY OUT POP
(a) Deborah (Tyrannosaurus Rex)
(b) Track from L.P. by The Zodiac Cosmic Sound
(c) Fire (The Crazy World of Arthur Brown)
- A(6) FOLK MUSIC
(a) L.P. track by Julie Felix
(b) Sand and Foam (Donovan)
(c) Kisses Sweeter Than Wine (Peter, Paul and Mary)
- bB(4,6) R and B and 'SOUL'
(a) You Met Your Match (Stevie Wonder)
(b) Think (Aretha Franklin)
(c) Amen (Otis Reading)
- cC(4,5,6) 'MAINSTREAM' POP
(a) Helule Heiule (Tremeloes)
(b) Good Vibrations (Beach Boys)
(c) Look at the Lights Go Up (Hopscotch)
- dD(4,5,6,7) 'STRONGBEAT' BALLADS
(a) Help Yourself (Tom Jones)
(b) Together (Sandie Shaw)
(c) Jackie (Scott Walker)
- eE(5,7,8) POP BALLADS
(a) Tears (Ken Dodd)
(b) Somewhere in the Crowd (Solomon King)
(c) The Last Waltz (Englebert Humperdinck)
- F(7,8,9) FILM MUSIC
(a) Warsaw Concerto (Boston Pops - cond. Arthur Fiedler)
(b) Lara's Theme (Dr. Zhivago Sound-track)
(c) Big Country (London Festival Orch. cond. Stanley Black)
- G(7,8,9) LIGHT ORCHESTRA - POPULAR STANDARDS
(a) Dancing in the Dark (Percy Faith)
(b) Love is Blue (Ronnie Aldrich)
- H(8,9) MANTOVANI-TYPE
(a) All the Things You Are (Mantovani)
(b) Riviera Nights (Frank Chacksfield)
- I(8,9) AMERICAN SHOW MUSIC
(a) Younger Than Springtime (South Pacific Sound-track)
(b) Always True to You Darling in My Fashion (Lisa Kirk)
(c) Tonight (West Side Story Sound-track)
- J(9) LIGHT MUSIC
(a) Elizabethan Serenade (Ron Goodwin)
(b) Merry-makers Overture (Pro Arte cond. Gilbert Vinter)
(c) Tales from the Vienna Woods (Vienna Philharmonic - cond. Willi Boskovsky)
- K(9) BALLET MUSIC
(a) Pizzicato - "Sylvia" (Suisse Romande - cond. Ernest Ansermet)
(b) Swanhilde's Waltz - "Coppelia" (Royal Opera House Orchestra, Covent Garden, cond. Downes)
(c) Dance of the Little Swans - "Swan Lake" (Vienna Philharmonic - cond. Von Karajan)

Specification of Items comprising Excerpts
(Continued)

CATEGORY

- 1 POPULAR CLASSICS
 - (a) Eine Kleine Nachtmusik (Vienna Philharmonic - cond. Kertesz)
 - (b) Grieg Concerto - Curzon (London Philharmonic - cond. Sir Adrian Boult)
 - (c) Romeo and Juliet (Philharmonia - cond. Giulini)
- 2 COUNTRY AND WESTERN
 - (a) Lumberjack (Hal Wallis)
 - (b) Foggy Mountain Breakdown (Lester Flatt & Earl Scruggs)
 - (c) We Split the Blanket (Larry Cunningham)
- 3 SINGALONG
 - (a) You Stepped out of a Dream (Mitchell Minstrels)
 - (b) Shine on Harvest Moon (Minstrel Show)
 - (c) Sunny Side Up (Mike Sammes Singers)
- 4 TRAD, JAZZ AND SKIFFLE
 - (a) Jump the Line (Acker Bilk)
 - (b) When the Saints Go Marching in (Chris Barber/Ottilee Patterson)
 - (c) I Love You Samantha (Kenny Ball)
- 5 STANDARD POPULAR SONGS
 - (a) Just One of Those Things (Frank Sinatra)
 - (b) I'll Get By (Peggy Lee)
 - (c) I'll Let a Song go out of my Heart (Tony Bennett)
- 6 POPULAR CHORAL GROUPS
 - (a) The Mood I'm In (Mike Sammes Singers)
 - (b) The Gift (Hi-Lo's)
 - (c) Days of Wine and Roses (Norman Luboff Choir)
- 7 'POLITE' JAZZ
 - (a) Between the Devil and the Deep Blue Sea (Benny Goodman)
 - (b) L.P. track by Antonio Carlos Jobim
 - (c) Lullaby of Birdland (George Shearing)
- 8 BRITISH SHOW MUSIC
 - (a) I Can Give you the Starlight (John Hanson)
 - (b) Marguerite
 - (c) I Know Now (June Bronhill and Keith Michell)
- 9 OLD TIME
 - (a) Destiny (Harry Davidson)
 - (b) Progressive Barn Dance (Harry Davidson)
 - (c) Kiss the Boys Goodbye (Victor Silvester)
- 10 BIG BAND JAZZ
 - (a) The Preacher (Billy May)
 - (b) L.P. track by Duke Ellington
 - (c) L.P. track by Count Basie
- 11 LIGHT ORCHESTRAL NOVELTY NUMBERS
 - (a) Portrait of a Flirt (Robert Farnon)
 - (b) Bugler's Holiday (Leroy Anderson)
 - (c) Coronation Scot (Sidney Torch)
- 12 CONTINENTAL OPERETTA
 - (a) Swing Song - Veronique (Liliane Berton and Michel Dens)
 - (b) Vilia - Merry Widow (Elisabeth Schwarzkopf)
 - (c) Finale of Act I, Die Fledermaus (Hilde Gueden and Chorus)

