

Statistical and Social Inquiry Society of Ireland

Radio Éireann Listener Research Inquiries, 1953-1955

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I—INTRODUCTION

In the 1955 issue of the *Radio Éireann Handbook* the Director of Broadcasting explained the need for listener research in the following words —

“ The things you need to know when you are planning radio programmes are when listeners listen, what they listen to, and what they think of the programmes they hear. And “ listeners ” means *all* the listeners, all the different groups with their different tastes, the men and the women, the old and the young, in all parts of the country, in big cities and small towns and the lonely cottages looking down on the mountain roads

“ It is not so easy to find out, and the people who are most forthcoming in telling you their own views do not necessarily speak for the rest. The best way of finding out is to ask, and ask systematically. That is the reason for Listener Research ”

Radio Éireann began conducting its own listener research in March, 1953 and has since completed four inquiries on listening in the Twenty-six Counties. The first referred to listening in the fortnight 15th-28th March, 1953, the second to listening in the week 13th-19th September, 1953, the third to listening in the fortnight 14th-27th February, 1954, and the fourth (and latest) to listening in the fortnight 27th February-12th March, 1955. People in all parts of the country have given information about their listening habits and likes and dislikes and the number of interviews with individual listeners now totals 25,904. All four inquiries were conducted in close collaboration with the Central Statistics Office which planned the method of inquiry and the selection of the samples, drafted the questionnaires, and undertook or supervised the tabulation of the findings. The purpose of the present paper is to describe how the inquiries were made and to present some of the principal results. Examples of the main statistical tables derived from the inquiries have been assembled in the Appendix to this paper together with copies of the questionnaires used in the first inquiry.

II—HOW THE INQUIRIES WERE MADE

So far as is known no inquiries of this sort were ever successfully taken in Ireland before March, 1953. Radio Éireann began an inquiry in 1939 but it proved abortive and the findings were never assembled. A start was therefore made by examining the methods used in countries which have regular listener research inquiries. Four principal techniques are used—the automatic recorder, the coincidental telephone call, the diary, and the personal interview.

In the United States the A. C. Nielsen Company have widely developed the automatic recorder or "Audimeter" as their particular device is called. This instrument is designed to be attached to any radio or television receiver and to produce an accurate record of the times at which it was on and the stations to which it was tuned throughout the day. But "Audimeters" are not yet available in Ireland and their installation would require a considerable capital outlay. Despite the advantages of this method, therefore, consideration was in practice restricted to the other three methods.

The coincidental telephone call technique consists in making telephone calls—usually local ones—to a selection of homes and asking a series of predetermined questions to find out the programme to which some member of the family was listening at the time of the call. This technique was primarily developed by C. E. Hooper, Inc. in the United States, but whatever its success there—and its continued survival in the face of strong competition suggests it must have some balance of advantages—it could not be used in Ireland, where private telephones are few, without introducing an overwhelming social bias in the results. Thus, in practice, a choice had only to be made between the diary method and the interview method.

The methods of inquiry chosen

The diary method had the principal advantage that it looked like being a cheap method of inquiry. Questionnaires could be dispatched and returned by post and the main costs would be for only stationery and printing and processing the data collected. Diaries, too, could readily be dispatched to a truly random sample of wireless licence holders, although to the extent that the response fell short of the number issued bias could easily be introduced. But the very fact of having to complete a listening diary might modify the listening habits of respondents and so affect the listening patterns obtained. And, since those who respond to postal inquiries nearly always tend to be atypical, people with strong views on certain aspects of broadcasting would almost certainly be over-represented. But by employing interviewers to make the inquiries this difficulty can be largely overcome. Very few people refuse to respond to a personal interview. It was therefore decided, in spite of the additional cost, to conduct the inquiries by the interview method. But since a number of the objections to the diary method were only theoretical and speculative it was also decided to carry out at the first inquiry (March, 1953) a parallel postal survey—using a very simple listening diary—to see how far the results compared with those obtained by the interview method. In the event the decision to conduct the main part of the inquiry by the interview rather than the diary method amply justified

itself. The response to the postal inquiry amounted to only 29 per cent and the replies received were clearly biased. For example, wireless sets in the 1,140 homes included in the postal inquiry were, according to the findings, switched on for an average of 46 hours a week between the hours of 8 a.m. and midnight, whereas in the homes covered by the interview inquiry, sets were found to be on for an average of only 38 hours a week between 8 a.m. and midnight.

One of the difficulties in asking listeners about broadcasts they have heard is that people very soon forget what they hear on the wireless. It was decided at the outset, therefore, that listeners should only be asked about the programmes they had heard the day before the interview. And to ensure that the replies were as complete as possible the interviewers were instructed to use the aided recall technique, that is, to show each person interviewed a full list of the programmes they could have heard "yesterday".

No trained field force of interviewers was available for the first inquiry. And since Radio Éireann had no intention of repeating the inquiries at intervals which would provide even regular part-time employment for a force of interviewers, there was no question of recruiting a field force and training them systematically as, for example, the B.B.C. does. Radio Éireann was able to arrange, however, that the inquiry should be conducted by officers of the Department of Posts and Telegraphs and such suitable persons as they could recruit locally. Each Head Postmaster was asked to appoint from the members of his staff a Supervisor who would be responsible for the conduct of the inquiry in his district from the selection of the sample (in accordance with instructions) to the return of the completed interview forms to Radio Éireann. The Supervisor was paid an honorarium for organizing the inquiry, and the interviewers were paid a fee for each household they interviewed. With such an improvised field force it was essential to make the interviews as simple as possible and to give each interviewer written instructions on how to conduct his inquiries. Fuller instructions were prepared for the Supervisors which dealt *inter alia* with the selection of the sample and the spreading of interviews evenly over the period of the inquiry. Copies of the three Forms A, B and C used in the first inquiry (March, 1953) will be found in the Appendix to this paper. The instructions and forms used in the subsequent inquiries were basically the same, but the ancillary postal inquiry was not repeated after the first experiment.

Selecting the samples

About half the population lives outside clusters of twenty or more houses and in order to ensure that rural listeners were fully represented in the inquiries, it was decided to pick the samples of listeners to be interviewed by random selections from the records of wireless licence holders kept by the Department of Posts and Telegraphs at each Head Post Office. The number of addresses in the registers slightly exceeds the number of current licences because they include addresses at which the licence has recently expired but has not been renewed. The registers do not include the addresses of households which have never had a wireless licence, but it is reasonable in inquiries of this sort that Radio Éireann should concern itself with licensed listeners only. A sample drawn from wireless licence holders has the additional advantage that

time will not be wasted in calling at homes which have no radio. The importance of this is shown by the following figures: the total number of private dwellings enumerated at the Census of Population 1946 was 663,000 and the total number of wireless licences current at 31st December, 1952 was 383,000 or slightly less than six for every ten private dwellings. By 31st December, 1954 the number of licences had increased to 428,000 but there was still more than one private dwelling in three without a licence. Admittedly there may be a number of people with unlicensed wireless sets but it is certain that they do not number anything like a quarter of a million. The distribution of wireless licences is such that although almost every private dwelling in Dublin and Dun Laoghaire has one, there are large areas of the country where the proportion is less than one in three. It is not possible to juxtapose on an exactly comparable basis the areas for which statistics of dwellings are available and the areas for which statistics of licences are available but the following table sets out the position approximately —

TABLE 1

The Distribution of Wireless Licences in Ireland in 1952 and 1954 at 31st December

Province	Number of private dwellings*	Number of current wireless licences at 31st December		Percentage of private dwellings with current wireless licences at 31st December	
		1952	1954	1952	1954
Leinster	No	No	No	%	%
Dublin City and County	137,989	128,175	132,510	92.9	96.0
Rest of Leinster	145,036	82,133	94,487	56.6	65.1
Munster	205,966	111,039	126,437	53.9	61.4
Connacht	112,400	42,699	52,012	38.0	46.3
Ulster (part of)	61,263	18,762	22,214	30.6	36.3
TOTAL	662,654	382,808	427,660	57.8	64.5

* Source: Census of Population, 1946

To avoid excessive travelling between interviews the addresses selected for the samples were chosen in clusters of five — three for interview plus two “spares”. The registers kept by the Head Post Offices were fortunately already prepared in geographical order, by streets in urban areas and by postmen’s routes in rural areas. It was, therefore, a simple matter to instruct the Supervisors to select the required sample at fixed intervals from the card-index or loose-leaf registers. At the first inquiry a sampling fraction of 1 in 200 wireless licence holders was chosen for the Dublin Post Office area and 1 in 80 for all other areas. At the second inquiry, which covered only a single week, the sampling fraction was changed to 1 in 400 for the Dublin and Dun Laoghaire Post Office areas and 1 in 160 for all other areas. In the third inquiry the sampling fraction was 1 in 200 for the Dublin and Dun Laoghaire Post Office areas and 1 in 80 for all other areas. The use of dual sampling fractions enabled the cost of interviews to be

reduced in the populous Dublin conurbation whilst at the same time providing adequate samples for other area analyses. At the fourth inquiry it was decided to restrict the analysis of the figures by areas to (a) Dublin and Dun Laoghaire and (b) all other areas, and the sampling fraction was reduced to a uniform 3 in 400. For the experimental postal inquiry made in March, 1953 a separate one per cent random sample of licence holders was taken.

The questionnaires

The things Radio Éireann wanted to find out at the first inquiry were —

- (1) When do Irish listeners listen?
- (2) Do they tune to Radio Éireann on the Athlone or Dublin/Cork wave-length and how far can they receive both stations?
- (3) Do they listen to Radio Éireann or other stations, or both?
- (4) Do they listen to programmes in Irish or English, or both?
- (5) What individual programmes do they listen to and what sort of programmes do they particularly like or dislike?
- (6) What times would they choose for an extension of Radio Éireann programmes morning, mid-day, afternoon or night?

Copies of the questionnaires used in the first inquiry (March, 1953) will be found in the Appendix. For the interview part of the inquiry there were two forms: Form A which was designed to answer the first two questions and Form B which was designed to answer the rest. The question "When do Irish listeners listen?" was put in the form "Tick the periods during which your wireless set was on for any programme (home or foreign) 'yesterday'". This is an approximation to the form in which the "Audimeter" would answer the question and it avoids the problem of defining what is meant by listening. For practical purposes, too, it is quite sufficient for Radio Éireann to know at what times people choose to have their sets switched on. The interviewers were instructed to complete one Form A for each household visited in an interview with the head of the household or, in his absence, with the principal person in the house on the day of the visit. In order that the Central Statistics Office might test the representativeness of the samples and the completeness of the coverage achieved, interviewers were asked to collect on Form A particulars of the composition of the household and the head of the household's occupation. To record the listening habits, likes and dislikes and individual preferences of members of the household the interviewers were instructed to complete one Form B for each available member of the household aged 14 or more. Form C for the experimental postal inquiry was designed so that it could be filled in by the head of the household in respect of the family as a whole, it therefore could not have regard for the preferences of individual members of the household.

Coding and tabulating the findings

As the inquiries progressed an increasing use was made of pre-coded forms and at the last inquiry a number of questions which could not be adequately pre-coded, for example, the questions on likes and

dislikes were omitted from the tabulations. The data were tabulated from punched cards, but at the first three inquiries because of the use of variable sampling fractions the tabulations for each were combined by hand. This procedure was simple but troublesome. At the fourth inquiry a uniform sampling fraction was used, the number of area analyses made was reduced and the sampling fraction used was correspondingly reduced.

III — THE PRINCIPAL RESULTS

Wavelength tuned to for Radio Éireann and quality of reception

At the first inquiry, in March, 1953, the head of each household was asked

- (a) To which station do you usually tune when you listen to Radio Éireann? Tick one or both
 Dublin/Cork, 240 metres (1,250 kilocycles)
 Athlone, 540 metres (566 kilocycles)
- and (b) Can you get good reception from
 Dublin/Cork (yes or no)
 Athlone (yes or no)

If the person interviewed did not know the interviewer was asked to make a quick test. Table 2 shows, in percentage form, the answers given to these questions by the 3,494 households included in the first inquiry.

TABLE 2

The percentage of licensed wireless sets usually tuned to each of the wavelengths (240 metres and 530 metres) used by Radio Éireann and an analysis of the quality of reception on each in March, 1953

Wavelength usually tuned to for Radio Éireann	Quality of reception on both wavelengths				Total
	240 metres good 530 metres not good	240 metres not good 530 metres good	Both good	Neither good	
240 metres (Dublin/Cork)	% 7	% —	% 10	% 1	% 18
530 metres (Athlone)	—	48	18	6	72
Either	—	1	8	1	10
Neither	—	—	—	—	—
TOTAL	7	49	36	8	100

Source Form A (March, 1953 only)

The key figures in this table appear in the bottom line and in the last column. The figures in the bottom line show that 43(=36+7) per cent of wireless licence holders could get good reception on 240 metres (Dublin/Cork) and 85(=36+49) per cent could get good reception on 530 metres (Athlone). These figures include in both cases the 36 per cent who could get good reception on both wavelengths. Eight per cent of wireless licence holders said they could not get good reception on either wavelength. The figures in the right-hand

margin show that 18 per cent of wireless licence holders generally listened to Radio Éireann on 240 metres and 72 per cent generally used 530 metres. Ten per cent used either more or less equally. A negligible number claimed to use neither. These results were also analyzed geographically to provide information on the quality of reception in each county and the principal towns and cities. The figures were a useful adjunct to the engineering staff's technical data although of course their value was restricted by the fact that in any individual instance the reply was affected both by the efficiency of the set in operation and by the respondent's judgment of what constituted "good reception". It must also be added that since March 1953 when this inquiry was made Radio Éireann has increased the effective power of its transmissions from Dublin, Cork and Athlone.

The number of sets on at specified times each day

Table A 1 (Appendix) shows for the first and fourth inquiries the tabulated replies to the question "Tick the (half-hour) periods during which your set was on for any programme (home or foreign) yesterday". At the first inquiry the half-hourly periods extended from only 8 a.m. to midnight. At the subsequent inquiries the half-hourly periods covered the day from 6.30 a.m. to midnight. The inquiry in March, 1953 included St. Patrick's Day and the figures for this day (a Tuesday) have been tabulated separately.

The figures in Table A 1 refer to the percentage of sets that were on for any length of time in each half-hour period specified. They do not indicate the size of the listening audience for no account was taken of the number of people listening to each set and this is a figure which naturally would vary throughout the day. Table A 1 also shows for the fourth inquiry the percentage of sets which were not switched at all "yesterday", these figures were not tabulated for the first inquiry. The proportion of sets not switched on all day averaged 6 per cent at the second inquiry (September, 1953), 8 per cent at the third inquiry (February, 1954) and 8 per cent at the fourth inquiry (Feb./Mar., 1955).

The pattern of listening times was, not unexpectedly, found to be basically the same at all four inquiries. The weekdays from Monday to Friday have substantially the same listening pattern which is characterized by three peaks. Not many sets are on before 8 a.m. but over 40 per cent are on from 8 a.m. to 9.30 a.m. This is the first peak period. After 9.30 a.m. the number on diminishes sharply and continues to fall to a minimum of 5 per cent or so just before midday. Then from 1 p.m. to 2.30 p.m. comes the second and highest peak of the day with up to 80 per cent of all sets switched on. From 2.30 p.m. to 5 p.m. the number of sets on is again low—from 5 to 10 per cent. After 5 p.m. it builds up sharply to the third peak of 70 per cent or so at 6.30 p.m. and remains at a high level—generally from 50 to 70 per cent—until 11 p.m. after which it again falls sharply to 10 per cent or so. The pattern of listening on Saturdays is very similar to this, but it is characterized by a greater amount of listening between 2.30 p.m. and 5 p.m. Sunday listening is characterized by the absence of the 8-9 a.m. peak and a gradual build up of listening to a morning peak of 35 per cent or so from 10.30 to 11 a.m. The fall off in listening after 1 p.m. is much less on Sundays than on any weekday and the

number of sets on on Sunday afternoon seldom reaches less than 20 per cent

The beginning of the listening day can fairly be taken as 6 30 a m for most days of the week But the inquiries made so far have not established at what time after midnight the number of sets on ceases to be appreciable (say, less than 0 5 per cent) It would be a simple matter to collect the figures at a subsequent inquiry if Radio Éireann required them and it would be interesting to know how long into the night Irish listeners seek radio entertainment It is not possible to calculate with much precision from Table A 1 how long the average wireless set is operating each day for the data relate to only half-hour blocks of time and it is not known for what proportion of each period the sets were switched on If it is arbitrarily assumed that all the sets on in each half-hourly period were on for a full 30 minutes the following estimates may be derived Since in practice some sets will have been on for less than 30 minutes these estimates may be described as maximum estimates

TABLE 3

Estimates of the maximum time the average wireless set was on between 8 a m and mid-night on each day of the week at each inquiry

Day	R E Listener Research Inquiry taken			
	15th 28th March, 1953	13th 19th September, 1953	14th 27th February, 1954	27th February to 12th Mar , 1955
	Hours	Hours	Hous	Hours
Sunday	5 4	5 2	6 0	5 8
Monday	5 4	5 4	5 4	5 9
Tuesday	5 5	5 4	5 3	5 6
Wednesday	5 4	5 3	5 2	5 7
Thursday	5 4	5 7	5 5	5 8
Friday	5 3	5 1	5 3	5 3
Saturday	5 5	5 7	5 6	5 9
St Patrick s Day (Tuesday)	5 6			
Daily average	5 4	5 4	5 5	5 7

Source Form A

These crude estimates suggest that between March, 1953 and March, 1955 there was a slight increase (less than half an hour) in the average length of time wireless sets were kept on each day between 8 a m and midnight The increase is more evident on Mondays, Sundays, Thursdays and Saturdays than on other days of the week Incidentally it may be noticed that wireless sets are generally on less on Friday than on any other day of the week

Stations listened to

Each person was asked on Form B whether or not he had listened to certain stations "yesterday" The amount of time spent listening to each was not asked and the specific programmes listened to were not recorded except for listening to Radio Éireann Some analyses of the

replies to this question are given in Tables A 2 and A 3. They show in a broad way the relative popularity of each station and they show that on average each listener listens to about 2.2 different stations each day.

Table A 2 presents the analysis by days of the week for the first and fourth inquiries. All four inquiries showed that on every day of the week more listeners had listened to Radio Éireann than to any other station. On average 86 per cent of the persons interviewed said they had heard Radio Éireann "yesterday" and the average daily audience was virtually the same at each inquiry. On the two Sundays covered by the first inquiry—before Radio Éireann extended its Sunday broadcasting hours—the average audience to Radio Éireann was only 78 per cent. Apart from these two exceptions the range of variation in the daily average percentages who listened to Radio Éireann was exceptionally small, the upper limit was 91 (St. Patrick's Day) and the lower limit was 84. The popularity of other stations has shown more variation. The B B C Light programme was the second most popular station each day of the week at the first two inquiries, but in the third and fourth inquiries the daily audience to Radio Luxembourg was consistently higher. At the last two inquiries just over half those interviewed had listened to Radio Luxembourg "yesterday" and just under a half had listened to the B B C Light programme. The proportion who had heard the B B C Home Service programmes was generally rather less than one in four. The next most popular station was the American Forces Network, at the first inquiry the average daily audience was found to be 17 per cent but at the subsequent inquiries it was found to be, on average, only 10 or 11 per cent. The average audience for the B B C Third programme was, in accordance with expectation, relatively small—4 per cent or less, and the audience to all other stations combined, rather surprisingly, was even smaller.

Table A 3 presents an analysis of listening to certain stations by urban and rural areas. It will be seen that Radio Éireann was clearly the most popular station with both urban and rural listeners. The analysis also shows that Radio Éireann was consistently more popular outside the Dublin conurbation than in it. At the time of the first inquiry the disparity between listening to Radio Éireann in the Dublin conurbation and the rural areas was quite considerable—78 per cent and 92 per cent respectively—but the results of the fourth inquiry show much closer listening percentages. It is true that in the last inquiry the area classification was altered but the change cannot be attributed solely to difference between the Dublin conurbation and the Dublin and Dun Laoghaire Post Office areas combined. Less than one-tenth of the wireless licences issued in the Dublin and Dún Laoghaire Post Office areas relate to addresses outside the Dublin conurbation, and these are mostly in north Co. Dublin. Table A 3 also shows that the radio stations specified ranked in the same order of popularity in both urban and rural areas. The B B C Home Service was consistently more popular with listeners in the Dublin conurbation than with listeners in other parts of the country and the American Forces Network appears to have been slightly more popular in Dublin than elsewhere. On some days listeners tuned to more stations than

on others, but the average was always between two and three different stations a day

The listening percentages for each station for the first inquiry (March, 1953) have also been analyzed by age and sex of listeners, viz, males aged 14-24, males aged 25 and over, females aged 14-24, and females aged 25 and over. The results are shown below in Table 4

TABLE 4

Showing by age and sex the percentage of listeners in March 1953 who listened to certain stations "yesterday"

Station	Males		Females		Total	"Standardized" Total
	Aged 14-24	Aged 25+	Aged 14-24	Aged 25+		
	%	%	%	%	%	%
Radio Éireann	82	86	88	87	87	86
B B C Home	20	26	22	27	26	25
B B C Light	53	53	60	59	57	56
B B C Third	4	4	3	4	4	4
Radio Luxembourg	52	39	60	41	43	44
A F N	20	17	21	16	17	17
Other	2	2	3	2	2	2
Did not listen at all	11	9	7	9	9	9
Total number interviewed ¹	559	2,673	753	3,295	7,280	
Average number of stations listened to by all persons interviewed	2.3	2.4	2.6	2.4	2.4	2.3

¹ Excluding 35 persons inadequately described

Source Form B

This analysis shows that the percentage of listeners who tuned to Radio Éireann at some time during "yesterday" was almost the same for all four age and sex groups specified. Young men aged 14-24 listened to Radio Éireann slightly less than any of the other groups and the percentage of them that did not listen to the wireless at all "yesterday" was also slightly bigger. The B B C Home Service was clearly more popular with those over 25 than with the 14-24 year olds and the B B C Light programme was decidedly more popular with women than with men. Radio Luxembourg was more popular with the 14-24's than with the over 25's, it was most popular with girls aged 14-24 and least popular with men over 25. The American Forces Network also appealed to the 14-24's more than to the over 25's. Table 4 further shows the percentage who did not listen to the wireless at all "yesterday" and if these figures are read in conjunction with the Radio Éireann percentages it will be seen that less than 5 per cent of those who listened at all "yesterday" did not hear Radio Éireann during some part of the day. An analysis of the

small sub-sample (305 persons) who listened to the wireless "yesterday" but not to Radio Éireann showed that the stations they had chosen to listen to were B B C Light (73 per cent), Radio Luxembourg (47 per cent), B B C Home (34 per cent), American Forces Network (18 per cent), B B C Thurd (6 per cent), and other stations (4 per cent), on average, they listened to less than two different stations

In the last column of Table 4, headed "Standardized" total, the percentage figures shown for the four sex/age groups have been combined using the numbers enumerated in Census of Population, 1951 as "weights" It will be seen that the resulting weighted averages correspond almost exactly with those derived from the sample as a whole

An analysis, by social group, of the figures on listening to certain stations was also made for the first inquiry (March, 1953) Each person interviewed was classified to the social group of the head of the household and the following broad social groups, based on the occupation of the head of the household, were used —

<i>Group</i>	<i>Description</i>
I	Farmers and farm managers
II	All other agricultural occupations, farm labourers, fishermen, gardeners, etc
III	Upper middle class This group includes most of the people in the higher professions such as doctors, professors, clergymen, lawyers, architects also owners, directors and managers of large commercial and industrial concerns, senior civil servants and higher ranks of industrial technicians such as scientists and consulting engineers
IV	Lower middle class This group includes most of what are sometimes known as salaried or black-coated workers, among these will be most bank clerks and other office workers, most teachers, small employers, managers and shopkeepers of the larger shops, supervisory grades in factories and in works who are not manual workers, and any professional workers who do not seem to come in Group III
V	Working class This group includes most industrial workers on a weekly wage, most shop assistants, office workers in junior posts, transport workers, old age pensioners and labourers (other than agricultural labourers coded to Group II)
VI	Unspecified or insufficiently described occupations Examples Housewife, Retired (no occupation stated), No statement

The results of the analysis are shown below in Table 5

TABLE 5

Showing by social group the percentage of listeners in March, 1953, who listened to certain stations "yesterday"

Station	Social Group						Total
	I	II	III	IV	V	VI	
	%	%	%	%	%	%	%
Radio Éireann	93	88	81	86	86	81	87
B B C Home	23	30	32	27	26	25	26
B B C Light	54	68	60	58	57	55	57
B B C Third	5	6	7	4	3	3	4
Radio Luxembourg	43	46	21	39	49	40	43
A F N	12	14	14	18	20	19	17
Other	1	1	4	3	2	2	2
Total number in interviewed	1,590	128	188	2,147	2,282	980	7,315
Average number of stations listened to by all persons	2.3	2.5	2.2	2.3	2.4	2.3	2.4

Source Form B

Table 5 shows that no less than 93 per cent of listeners in Social Group I (farmers and farm managers) had listened to Radio Éireann "yesterday" compared with 81 per cent in the relatively small Social Group III (upper middle class). Nevertheless, in all social groups far more listeners had heard Radio Éireann than any other station. The B B C Light programme was the second choice of all social groups and Radio Luxembourg was the third choice of all except Group III. Radio Luxembourg was particularly popular with listeners in Social Group V, but relatively unpopular with listeners in Group III. The second most popular choice of the Group III listeners was the B B C Home Service, 30 per cent of them had listened to this station (or really series of stations) compared with only 23 per cent of the listeners in Group I. The A F N was more popular with Groups IV and V than with any other groups and least popular with Group I. The B B C Third programme and miscellaneous other stations were chosen by a larger percentage of listeners in Group III than in any other group.

Listeners' likes and dislikes

At the end of each interview the listener was asked to name any Radio Éireann programmes he particularly liked or disliked (Form B). Provision was made at the first three inquiries to code the first four likes and dislikes of every person interviewed, but not everybody expressed as many as four likes and far fewer expressed four dislikes. The total votes which were expressed is compared with the maximum which could have been expressed at the end of Table A 4. In this table, which shows the results of the first and third inquiries, the various programmes are grouped by generic types. In almost every

group miscellaneous and generalized likes and dislikes, that is, those which did not refer to specific programmes, have been counted together under the generic head to which they refer. It is preferable that the table should be read a line at a time—likes *v* dislikes for each heading—rather than lengthwise (i.e., down the columns) for each person could express only one like or dislike for a specific programme but as many as four likes or dislikes for a generic type of programme. Specific sponsored programmes which were the subject of listeners' likes and dislikes have not for obvious reasons been mentioned by name in Table A 4. A different total number of listeners was interviewed at each inquiry and so in order to make comparisons possible between one inquiry and another the likes and dislikes shown in Table A 4 have been expressed in terms of 1,000 listeners interviewed.

To say that the table speaks for itself is not to say that it does not require careful interpretation. It clearly needs to be read in conjunction with the figures for listening to individual Radio Éireann programmes (see Table A 5). For example, religious programmes were seldom the subject of likes or dislikes but religious programmes such as High Mass broadcast on Sunday morning have very large audiences. The News bulletins, too, were only occasionally mentioned as likes or dislikes but it would not be possible to tell from Table A 4 that they attracted the largest audiences of any Radio Éireann programmes. In short, the tables of likes and dislikes are not of much use to radio programme planners. The tables were originally compiled experimentally to systematize the welter of likes and dislikes expressed, but after three inquiries, in which it was found that the general pattern of likes and dislikes showed little change, it was decided to discontinue tabulating them. The questions on likes and dislikes were, however, retained in order that each listener interviewed might express a personal opinion on Radio Éireann programmes in addition to answering the set questions.

Listening to Radio Éireann programmes

One of the best ways of finding out what listeners actually listen to as distinct from what they mean to listen to or consider it would be socially desirable to listen to is to ask them what they listened to "yesterday". It is possible for them to answer such a question truthfully without revealing as individuals how seldom they hear programmes they would like to be thought to listen to. At the same time the daily aggregates of their individual responses reveal quite clearly what listeners actually listen to. It is not, of course, possible to ensure that the replies received in interviews of this kind are 100 per cent truthful, the desire to be thought well of—to have done the proper thing—might bias some answers. But when the questions relate solely to "yesterday" such distortion is likely to be minimized. Another and more important reason for restricting questions to listening "yesterday" is simply that memories are short. As explained above listeners soon forget the individual programmes they hear and the aided recall technique works best when the period of recall is as short as possible. Table A 5, which relates to the fourth inquiry, affords an example of the listening figures produced in respect of every Radio Éireann programme broadcast on each of the forty-nine days covered by the first four Listener Research Inquiries. The relative magnitude

of the audience each programme attracts can readily be seen from these tabulations. And by relating the percentage audiences shown to the number of listeners aged over 14 in households with wireless licences, the absolute audience to each programme can also be computed. The absolute size of the audiences would, of course, tend to increase in time as the number of licences issued grew. The percentage figures are therefore useful for comparing the popularity ratings of programmes at different dates, but they do not give an indication of the size of the audience listening. The total number of persons aged 14 or more in households with current wireless licences at 31st December, 1954 is estimated at 1,320,000. A one per cent audience at about that date therefore represented 13,200 listeners to licensed sets in the State as a whole, and a 60 per cent audience represented 789,000 such listeners. Considerations of space prevent the inclusion of more than one example (Table A 5) of daily listening to individual Radio Éireann programmes. But from such tables estimates of the average time spent listening to Radio Éireann can readily be made and analysed by types of programme. In the following example it has been assumed that each listener heard every minute of each programme he said he had listened to, the estimates made are therefore likely to be maximum estimates. Alternative analyses could be compiled using other reasonable assumptions.

TABLE 6

Showing an analysis of the average time spent listening to Radio Éireann programmes by persons interviewed in the week ending 5th March, 1955

Day	Total time Radio Éireann was broadcast	Average time spent listening to Radio Éireann programmes by each person interviewed			
		News (English) Bulletins	Sponsored Pro grammes	Other Pro grammes	Total
	mins	mins	mins	mins	mins
Sunday	627	10	10	94	114
Monday	557	30	39	33	122
Tuesday	572	29	56	36	121
Wednesday	557	31	21	71	123
Thursday	557	30	52	39	121
Friday	552	28	58	20	106
Saturday	707	28	5*	5*	136

This table shows in summary form what the average person interviewed listened to on Radio Éireann. The broad pattern of listening on weekdays was for each person to tune to Radio Éireann for 2 hours a day and listen to two news bulletins (30 minutes), an hour of sponsored programmes, and half an hour of other programmes. If the pattern is examined in detail it will be seen the average person listened to Radio Éireann for significantly less than 2 hours on Fridays but for more than two hours on Saturdays. On Wednesdays Radio Éireann broadcasts "Hospitals' Requests" instead of sponsored programmes at midday and this accounts for the reduced listening to sponsored programmes and the increased listening to other programmes that day. Apart from Wednesday, weekday listening to Radio Éireann's other

programmes is highest on Saturday. On Sunday Radio Éireann broadcasts two news bulletins in English (at 6.30 p.m. and 10.15 p.m.), but the average person interviewed had heard only 0.7. The only sponsored programme on Sunday is the Hospitals' Trust programme at 10.30 p.m., hence listening to sponsored programmes is low. The average time spent listening to the station's other programmes on Sunday amounted to just over 1½ hours—more than on any other day.

Additional broadcasting times

At the first three inquiries listeners were asked "If Radio Éireann extends its time on the air which one of the following times would you like best?" At the first inquiry the most popular choice was clearly 11 p.m.-11.30 p.m., it was the first choice both in Dublin and elsewhere of both sexes and both age groups (14-24 years and 25 and over) distinguished in the inquiry and it has since been adopted by Radio Éireann. At the subsequent inquiries no such unmistakably clear choice emerged for alternative extra broadcasting times. On a simple count of votes the choice at the second inquiry was for 12.30 p.m.-1 p.m. and at the third inquiry it was 2.30 p.m.-3 p.m. At each succeeding inquiry the previously established first choice was omitted from the list of alternatives. This question was not repeated at the fourth inquiry.

Listening to "An Nuacht"

The data Radio Éireann required on listening to programmes in Irish and English were mainly provided by the tables showing the audience to each Radio Éireann programme on the forty-nine days covered by the four inquiries. But at the fourth inquiry a special study was made on listening to "An Nuacht". Of the 6,861 listeners aged over 14 interviewed in the fourth (Feb/Mar, 1955) inquiry 436 (or 6.4 per cent) were reported to have listened to "An Nuacht" "yesterday". In the Dublin and Dun Laoghaire samples the proportion was 5.7 per cent and in the samples for all other areas the proportion was 6.7 per cent. On Sundays, where there is only one broadcast of "An Nuacht", 3.5 per cent of those interviewed had listened to the programme and on weekdays, when there are two broadcasts of "An Nuacht", 6.8 per cent had listened to at least one programme.

The average audience for the 10 p.m. Nuacht was greater than that for the 6.01 p.m. programme on weekdays. In the country as a whole the 10 p.m. programme had an average audience of 4.5 per cent. The average audience for the 6.01 p.m. Nuacht on weekdays was 3.0 per cent. The inquiry also showed that the audience for the 10 p.m. Nuacht was mostly a different one from that which heard the 6.01 p.m. Nuacht. Of those who listened to "An Nuacht" on weekdays 35 per cent listened to the 6.01 p.m. programme only, 56 per cent listened to the 10 p.m. programme only, and 9 per cent listened to both.

The Feb/Mar, 1955 inquiry showed that the average listener tuned to 2.2 stations a day, or, if those who did not listen at all on any particular day are excluded, the average listener tuned to 2.5 stations a day. The people who listened to "An Nuacht" tuned to 2.4 stations a day. All of them, of course, listened to Radio Éireann, 56 per cent also tuned to Radio Luxembourg and 47 per cent tuned to B.B.C. Light. Their other choices in order of popularity were B.B.C. Home

A F N , B B C Thud and other stations The full figures are set out in Table 7 below

TABLE 7
Other stations listened to on the same day by listeners who heard " An Nuacht "
(February/March 1955 inquiry)

Other Stations	Dublin and Dun Laoire		Other Areas		Total	
	No	%	No	%	No	%
B B C Home	29	23	48	16	77	18
B B C Light	74	58	132	43	206	47
B B C Third	8	6	6	2	14	3
Radio Luxembourg	65	51	179	58	244	56
A F N	17	13	23	7	40	9
Other stations	10	8	13	4	23	5
Total number who heard " An Nuacht	127	100	309	100	436	100

Source Form B

IV—CONCLUSION

A number of criticisms may be levelled at the planning of the Radio Éireann Listener Research Inquiries. For instance, the use made of substitute addresses when interviewers could not establish contact with the first three households on their lists and the restriction of the individual interviews (on Form B) to those members of the household aged 14 or more who were available at the time the interviewer called. Both dispensations were made to avoid the cost of making recalls, albeit at the expense of introducing some bias in the samples. This bias, however, should not seriously affect the usefulness of the results. For what is important is not so much the absolute magnitude of the audience listening to each station or each programme as the relative magnitude of the audience for each station and programme. And the effect of any bias on such relationships is likely to be much more slight. In broadcasting, unlike other forms of popular entertainment, there is no immediate way of knowing the size of the audience attracted by each programme, and what the four inquiries made so far have done is simply to help fill that gap. The information they have provided is quantitative not qualitative. They have shown the relative size of the audience which can be expected for different types of programmes and at different times of the day and they have indicated the programmes listeners like and dislike, but not the reasons why. In brief where programme planners had formerly to rely on intuition and hearsay they now have a basis of fact. The qualitative aspect of listener research has not been overlooked by Radio Éireann. In addition to the wide-spread inquiries described above the station runs a small-scale continuous system of reports from listeners who are interested enough to send in their detailed views on the programmes they hear. There are panels for listeners especially interested in talks and discussions, music and plays, and the reports they send in are studied by the programme departments concerned. But that aspect of listener research is outside the scope of the present paper.

In conclusion, I wish to acknowledge my thanks to the Director of Broadcasting for his kind permission to publish the results of the first four Listener Research Inquiries and to my colleagues and the many people unknown to me who helped to make them

RADIO EIREANN LISTENER RESEARCH INQUIRIES 1953-55

APPENDIX

(1) Examples of the main statistical tables derived from the inquiries

- Table A 1 First and fourth inquiries The percentage of licensed wireless sets on at specified times for any station (home or foreign)
- Table A 2 First and fourth inquiries The percentage of listeners each day who listened to certain stations
- Table A 3 First and fourth inquiries The percentage of listeners in certain areas who listened to certain stations
- Table A 4 First and third inquiries An analysis of the number of likes and dislikes expressed per 1,000 listeners interviewed
- Table A 5 Listening to Radio Éireann Programmes on Wednesday, 9th March, 1955

2) Copies of the questionnaires used in the first inquiry (March, 1953)

- Form A for the Interview Inquiry
- Form B for the Interview Inquiry
- Form C for the Postal Inquiry

TABLE A 1

First and fourth inquiries The percentage of licensed wireless sets on at specified times for any station (home or foreign)

Time	15th 28th March 1953				27th February 12th March, 1955		
	Sun	Mon to Fri (Av)*	Sat	St Ptek s Day	Sun	Mon to Fri (Av)	Sat
6 30—7 a m	%	%	%	%	—	1	—
7—					1	3	2
7 30—					2	6	7
8—	13	50	44	13	6	46	45
8 30—	16	48	37	11	7	45	41
9—	17	36	32	15	7	42	37
9 30—	13	18	13	13	7	17	15
10—	19	11	9	14	16	11	11
10 30—	35	11	9	24	27	11	11
11—	29	9	9	17	31	9	9
11 30—	18	6	7	10	15	7	7
Noon—	28	9	9	9	18	7	7
12 30—p m	33	19	20	18	33	11	10
1—	63	77	77	62	71	74	73
1 30—	66	79	79	63	67	79	77
2—	56	65	67	51	66	67	68
2 30—	23	10	28	33	49	12	48
3—	19	8	29	41	49	9	27
3 30—	18	10	20	42	40	11	26
4—	17	13	15	37	26	12	23
4 30—	15	8	11	35	19	8	15
5—	17	9	8	27	19	12	13
5 30—	22	16	15	20	18	19	15
6—	45	50	46	50	42	44	41
6 30—	62	68	60	59	64	70	69
7—	54	47	41	44	48	53	51
7 30—	46	44	41	47	43	53	49
8—	42	48	48	46	60	62	51
8 30—	40	52	63	51	56	59	56
9—	53	51	54	54	52	55	67
9 30—	49	47	46	54	47	57	53
10—	60	69	65	62	61	67	68
10 30—	56	63	64	61	54	60	60
11—	26	23	23	33	28	23	27
11 30—midnight	15	10	10	11	17	10	11
Wireless not on at all					7	8	7
Total number of households inter viewed	461	2 440	365	228	509	2,508	470

* Excluding St Patrick's Day, Tuesday, 17th March

Source Form A

TABLE A 2

First and fourth inquiries The percentage of listeners each day who listened to certain stations

Station	15th 28th March 1953								27th February 12th March, 1955						
	Sun	Mon	Tue*	Wed	Thu	Fri	Sat	St Ptk s Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Per cent														
Radio Éireann	78	86	87	88	90	89	89	91	87	87	87	87	90	85	88
B B C Home	24	24	28	25	26	27	28	27	16	22	17	19	17	17	19
B B C Light	62	56	65	54	56	56	57	59	45	46	48	47	46	46	45
B B C Third	4	3	3	4	2	4	5	4	2	3	2	4	2	3	3
Radio Luxembourg	43	47	45	44	44	40	39	45	60	58	58	55	55	53	56
American Forces Net work	17	19	15	16	18	17	18	19	9	9	11	10	10	10	10
Other Stations	3	2	2	3	2	1	2	2	3	3	3	2	2	1	2
Total number of per sons interviewed	986	907	556	1 347	1,157	1,132	749	481	1,021	1 003	972	1 031	956	963	915
Average number of stations listened to by all persons inter viewed	2 3	2 4	2 4	2 4	2 4	2 3	2 4	2 5	2 2	2 2	2 3	2 3	2 2	2 2	2 2

* Excluding St Patrick's Day, Tuesday, 17th March

Source Form 1

TABLE A 3

First and fourth inquiries The percentage of listeners in certain areas who listened to certain stations

Station	15th 28th March, 1953				27th February 12th March, 1955		
	Dublin Conurbation	Other Towns 10,000+	All other Areas	Total	Dublin and Dun Laoghaire P O Areas	All other P O Areas	Total
Radio Fireann	% 78	% 87	% 92	% 87	% 85	% 88	% 87
B B C Home	28	26	24	26	25	15	18
B B C Light	50	59	60	57	55	41	46
B B C Thrd	3	3	4	4	4	2	3
Radio Luxembourg	35	45	47	43	61	54	56
American Forces Network	18	18	16	17	13	8	10
Other Stations	2	2	2	2	3	2	2
Total number of persons interviewed	1 420	1,338	4,557	7,315	2,240	4,621	6 861
Average number of stations listened to by all persons interviewed	2 1	2 4	2 5	2 4	2 5	2 1	2 2

Source Form B

TABLE A 4

First and third inquiries — An analysis of the number of likes and dislikes expressed per 1,000 listeners interviewed

(Note each listener could express up to four likes and four dislikes)

Programme	15th 28th March 1953		14th 27th February 1954	
	Likes	Dislikes	Likes	Dislikes
I Programmes in Irish				
Listen and Learn	8	7	12	35
Nuacht	2	10	1	9
Plays in Irish	8	15	1	21
Other (including general) likes and dislikes in this group	8	167	5	115
Total	26	199	19	180
II Talks				
Midday Topical Talks			40	5
Today in the Dail			6	8
Gardening Talks	23	20		
Book Talks	4	12		
Making and Mending	38	43		
Other (including general), etc	29	53	50	91
Total	94	128	96	104
III Religion				
High Mass	14	—	11	—
Other (including general) etc	5	—	5	—
Total	19	—	16	—
IV News				
News in English	240	5	217	5
Provincial News Round up	15	1	11	2
Other (including general) etc	9	2	15	3
Total	264	8	243	10
V Sport				
Sports Stadium	44	2	36	4
Soccer Survey	31	4	30	5
Gaelic Sports commentaries and reports	56	5	54	3
Other (including general) etc	114	13	95	17
Total	245	24	215	29
VI Discussions and Quiz Programmes				
Information Please	81	15		
Who's News ?	2	—	12	2
Farmers Forum	28	33	30	35
What's on Your Mind			22	20
Between Ourselves			48	28
Question Time	88	2	518	42
In Reply to Yours	26	4		
Other (including general), etc	29	31	27	30
Total	254	85	657	157

TABLE A 4—(continued)

Programme		15th-28th March, 1953		14th 27th February, 1954	
		Likes	Dislikes	Likes	Dislikes
VII	Plays (except plays in Irish)	249	36	171	36
VIII	Variety				
	Beginners Please	62	1	20	1
	Variety Roll Call	41	—		
	The Real Blarney	106	2	20	1
	Black Jesters			23	1
	Take the Floor			363	105
	Other (including general), etc	160	10	51	11
	Total	369	13	477	119
IX	Children's Hour	15	6	27	9
X	Sponsored Programmes				
	Specific programmes	332	175	450	211
	Other (including general), etc	248	30	160	17
	Total	580	205	610	228
XI	Music				
	Modern Dance Music	64	49	55	46
	Hospitals' Requests	195	2	189	3
	Morning Music	39	1	7	1
	Light Music	112	62	115	32
	Irish Dance Music	306	30	238	22
	Balladmakers Saturday Night	207	18	143	22
	Old Irish Songs			27	2
	Other singing (except opera)	46	5	9	5
	Opera	49	81	36	79
	Classical Music	45	317	34	276
	Symphony Concerts			19	170
	Other			15	106
	Other (including general), etc	61	31	38	21
	Total	1,124	596	891	507
XII	Other Programmes				
	Short Stories	10	43	7	1
	Poetry	4	30	1	25
	Any other like or dislike	7	7	2	4
	Total	21	40	10	30
Number of likes and dislikes expressed		3,260	1,340	3,432	1,409
Number of likes and dislikes left blank		740	2,660	568	2,591
Maximum possible total of likes and dislikes		4,000	4,000	4,000	4,000

Source Form B

TABLE A 5

Listening to Radio Eireann programmes on Wednesday 9th March 1953

Prog Code	Programme	Dublin and Dun Laoghaire P O Samples		Other Samples		Estimated National Audience
		Number	%	Number	%	%
1	8 00 a m News	77	49	120	35	39
2	8 15 Irel programme	75	48	89	26	33
3	8 30 Morning Music	70	45	104	30	35
4	8 45 P O Savings programme	51	32	85	24	27
5	9 00 News	33	21	98	28	26
6	9 15 Signpost and Close Down	18	11	25	7	9
7	1 00 p m Hospitals Requests	90	57	211	61	60
8	1 30 News and Topical Talk	98	62	234	67	66
9	1 45 Hospitals Requests	91	58	228	66	63
10	3 25 Soccer	9	6	1	—	2
11	5 20 Amhrain do Phaist	4	3	8	2	2
12	5 30 " Aidan and Blackfeather	—	—	10	3	2
13	5 45 Songs I Like—J Lvnch	11	7	25	7	7
14	5 57 Interlude	5	3	5	1	2
15	6 00 The Angelus	7	4	38	11	9
16	6 01 Nuacht agus Camt na Ceadaoime	3	2	4	1	1
17	6 20 Announcements	10	6	31	9	8
18	6 30 News	53	34	156	45	41
19	6 45 Wednesday Recital	11	7	12	3	5
20	7 15 Earth, air and water	10	6	20	6	6
21	7 30 Dunmharbhu Dhuncain R1	1	1	1	—	—
22	8 00 Round Table on World Affairs	6	4	7	2	3
23	8 45 Ceol Phibe	2	1	38	11	8
24	9 00 "Listen and Learn	2	1	19	5	4
25	9 30 Farmers Forum	3	2	58	17	12
26	10 00 Nuacht	3	2	18	5	4
27	10 15 News	42	27	165	48	41
28	10 30 Hospitals Trust Programme	63	40	154	44	43
29	11 00 To day in the Dail	14	9	39	11	11
30	11 15 Piano Sonatas of Havdn	5	3	10	3	3
31	11 30 Late Sports Results	3	2	3	1	1
	Did not listen to Radio Eireann at all	21	13	37	11	12
	Total number interviewed	157		347		

Source Form B

Form A to be completed by the interviewer for each household visited

RADIO EIREANN—LISTENING SURVEY

Ref No

Date of Interview

1 RECEPTION

(a) To which station do you usually tune when you listen to Radio Eireann? Tick one or both

Dublin/Cork 240 metres (1250 kilocycles)
Athlone 530 metres (566 kilocycles)

(b) Can you get good reception from

Dublin/Cork (Yes or No) If householder doesn't
Athlone (Yes or No) know, ask if he would
make a quick test

2 LISTENING HOURS YESTERDAY

Tick the periods during which your wireless was on for any programme (home or foreign) *yesterday*

Morning	Afternoon	Evening
8-8 30	Noon-12 30	6-6 30
8 30-9	12 30-1	6 30-7
9-9 30	1-1 30	7-7 30
9 30-10	1 30-2	7 30-8
10-10 30	2-2 30	8-8 30
10 30-11	2 30-3	8 30-9
11-11 30	3-3 30	9-9 30
11 30-Noon	3 30-4	9 30-10
	4-4 30	10-10 30
	4 30-5	10 30-11
	5-5 30	11-11 30
	5 30-6	11 30-Mid night

3 MEMBERS OF THE HOUSEHOLD

Give the number of persons in the household in each age group shown —

Age last birthday	Less than 5 years	5 to 13 years	14 to 24 years	25 years and over	Total
Male					
Female					
Total					

4 Head of Household's Name

5 Address

6 Head of Household's occupation

For Office
use only

Punch Card
Code

(One Form B to be completed by the interviewer for *each* available member of the household who is 14 or more years old)

RADIO ÉIREANN—LISTENING SURVEY

Ref No

Date of Interview

1 Description of person interviewed (tick appropriate squares)

(a) Male

Female

(b) Age last birthday 14-24 25 or over

2 YESTERDAY did you listen to any programme on
(Write yes or no)

Radio Éireann
B B C Home
B B C Light
B B C Third
Radio Luxembourg
American Forces Network (A F N)
Other Stations (specify)

3 If Radio Éireann extends its time on the air, which of these times would you like best?

(Tick your choice)

9 15-9 45 a m

5 0- 5 30 p m

12 30-1 0 p m

11 0-11 30 p m

2 30-3 0 p m

4 Listening Diary for Yesterday (To be completed only with the aid of a complete list of *Yesterday's programmes*)

List the times and titles of *all* the Radio Éireann programmes you listened to yesterday

Morning and Midday

Evening

5 Name any Radio Éireann programmes you particularly like

6 Are there any Radio Éireann programmes you particularly dislike? Name them.

State day and date for *Yesterday*

Day

Date

(Please complete this form and return it to Radio Eireann, Dublin in the envelope provided)

RADIO ÉIREANN—LISTENING SURVEY

1 RECEPTION

- (a) To which station do you usually tune when you listen to Radio Eireann ? Tick one or both
- | | |
|-------------|------------------------------|
| Dublin/Cork | 240 metres (1250 kilocycles) |
| Athlone | 530 metres (566 kilocycles) |

- (b) Can you get good reception from
- | | | |
|-------------|-------------|--------------------------|
| Dublin/Cork | (Yes or No) | If you do not know |
| Athlone | (Yes or No) | please make a quick test |

2 LISTENING HOURS YESTERDAY

Tick the periods during which your wireless was on for any programme (home or foreign) *yesterday*. Consider each period carefully and look at a list of yesterday's programmes if you have one

Morning	Afternoon	Evening
8-8 30	Noon-12 30	6-6 30
8 30-9	12 30-1	6 30-7
9-9 30	1-1 30	7-7 30
9 30-10	1 30-2	7 30-8
10-10 30	2-2 30	8-8 30
10 30-11	2 30-3	8 30-9
11-11 30	3-3 30	9-9 30
11 30-Noon	3 30-4	9 30-10
	4-4 30	10-10 30
	4 30-5	10 30-11
	5-5 30	11-11 30
	5 30-6	11 30-Mid night

- 3 YESTERDAY was your wireless tuned to any programme on (Write " Yes " or " No ')

Radio Eireann
 B B C Home
 B B C Light
 B B C Thrd
 Radio Luxembourg
 American Forces Network (A F N)
 Other Stations (specify)

- 4 If Radio Eireann extends its time on the air which of these times would suit your family best ? (Tick your choice)

9 15-9 45 a m	5 00- 5 30 p m
12 30-1 0 p m	11 0-11 30 p m
2 30-3 p m	

5 Head of Household's name

6 Address

For Office
use only

7 Head of Household's occupation

8 Date of completing form

DISCUSSION

Professor Shields said that this lecture should make a direct appeal to a wide circle of listeners to R É programmes. Mr Forecast must be congratulated on his analysis of the research inquiries in the four periods in the course of the years 1953-1955. It is a good exposition of systematic methods of collecting, classifying and tabulating statistical data. On the other hand it does not rule out points of view that may be discussed in relation to the methods employed. There is no attempt to comment on, or draw conclusions from, the figures. This system is usually employed in official statistics on other subjects, which enables politicians and others with preconceived ideas to quote some of the figures to justify or prove the wisdom of their policies.

Separate inquiries were made in four different periods in the three years, 1953-55. It is usual when data are calculated over any length of time and comparisons as a result have to be made, that they are based on more or less the same period in the particular years, unless abnormal circumstances arise in any one or more periods. The discussion on the various methods of inquiry that may be undertaken is well done, the interview system is favoured, with which I agree, provided that the interviewers are honest and competent. The fact that, having regard to the limited expenditure to be incurred on the interview method, the relatively small percentage of the total number of cases may be taken to set limits to its operation, unless the samples selected are fairly representative of the total population.

On Table 1 the low percentage of licence holders in relation to the number of private dwellings, especially in Connacht and in that part of Ulster within the State, 46.8 and 36.3 respectively may to a large extent be attributed to the fact that the E S B network has not been fully extended to these areas. This table should afford useful information to radio suppliers, if appropriate figures were available for towns in each county. In Table A 3 the percentage of listeners who listened to R É stations in the first inquiry in March, 1953 are divided into the following headings—the Dublin conurbation, other towns with a population of 10,000 and over, and those with a population of less than 10,000 persons. In the explanation of the text the latter are classed as rural areas. Comment is needless.

In Table 4 which gives the age and sex of the percentage of listeners who listened to certain stations, the resultant figures are divided into headings—those aged 14-24 years, and those 25 and upwards. There is no reason for taking the eleven-year period, 14-24. It would be more advisable to make the heading, 14 to 18, the years of adolescence as applicable to young persons as in the case of industrial legislation.

Table 5 purports to show by enumerated social groups the percentage of listeners who listened to certain stations "yesterday". It is very difficult to place people engaged in widely different occupations under a definite social group heading, for instance, heading IV. To me it means nothing except a bundle of figures applicable to dissimilar things on which a certain amount of time and energy is spent. It would be better to omit the figures applicable to these social groups, or at best confine them to people in a definite occupation, such as farmers in Group I as referred to by Mr Brennan.

Personally, I am sorry to note the very low percentage, 6.4, of the sample number of listeners to "An Nuacht" "yesterday," especially as a very large part of the population in the State has had an opportunity of learning and speaking Irish at school. It would be interesting to ascertain the extent to which those with radio sets in the Fíor-Gaeltacht had listened to "An Nuacht."

Generally speaking, this paper has brought out one important conclusion—the popularity of Radio Éireann programmes as compared with others, on which the Director and staff of Radio Éireann must be heartily congratulated.

Mr O'Doherty, Administrative Officer of Radio Éireann, thanked *Mr Forecast* on behalf of the Director and permanent staff of Radio Éireann for the efficient way in which the Survey was carried out and for the help which it gave them in organisation.