

AN AUDIENCE RESEARCH REPORT

THE CAROLINE  
PHENOMENON

Autumn 1964

British Broadcasting Corporation

March 1965

T H E C A R O L I N E  
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INTRODUCTION

1. The object of the enquiry which this report describes was to gather as much information as possible about the Caroline listening phenomenon - who listens to Caroline, how much is it listened to, what needs it satisfies and how is it regarded. The enquiry took the form of a sample survey, the fieldwork of which was undertaken in November 1964 by Mass Observation to the Audience Research Department's instructions. Two areas were sampled: one in the South-East and one in the North-West; they were selected because they were known to be areas in which Caroline had good coverage. The population in these two areas together totals about 23,000,000.

2. The sample consisted of 1,000 persons over the age of 11 years. Because it was known that Caroline listening was heavily concentrated amongst the young, the sample included a disproportionate number of them, but in the calculation of overall results 'weights' have been employed to restore the proper balance. The contribution of various sub-groups to the overall results were, after weighting, as follows:-

Sex		Age group	
	%		%
Males	50	11-15	9
Females	<u>50</u>	16-20	9
	100	21-30	15
Socio-economic Class*		31-49	32
	%	50 & over	<u>35</u>
AB	12		100
C1	17		
C2	40		
DE	<u>31</u>		
	100		

As there are references to other measurements of Caroline listening, this survey will be referred to hereafter as the Specially Commissioned Survey.

3. The report is in four parts. Part I, WHO LISTENS TO CAROLINE?, identifies a group described as Caroline 'addicts', shows how large this group is and describes some of its characteristics. Part II, HOW MUCH IS CAROLINE LISTENED TO?, first reviews the previously available evidence and then presents that provided by the Specially Commissioned Survey. It contains a chart showing the fluctuations in Caroline (and Luxembourg) listening throughout the day as compared with those of Light Programme listening. The extent to which the pattern of Caroline listening varies amongst different kinds of people is discussed. Some evidence is presented about the social constraints to which Caroline listening is subject and Part II finishes by discussing the extent to which Caroline is a substitute for, or a supplement to, listening to the BBC.

4. Part III, THE NATURE OF CAROLINE LISTENING, is concerned with the function which Caroline performs and the occasions on which pop music is in demand from the radio. Evidence is presented about what people do while listening to Caroline and how much of their listening is as a 'background'. Finally, Part IV, ATTITUDES TOWARDS CAROLINE, deals with such questions as how people would feel if Caroline went off the air and with Caroline's 'image'. A SUMMARY of the findings follows.

5. The text is illustrated throughout by appropriate figures, but the main tables follow at the back of the report.

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\* For definition see Appendix

I. WHO LISTENS TO RADIO CAROLINE?

6. Most of the sample (77%) had at some time or another heard Radio Caroline, but by no means all of them could be called Caroline listeners in any meaningful sense. To some of them Radio Caroline quite clearly meant little and to others not much, but it was possible to identify a group to whom Caroline meant a great deal. This group, which may for convenience be described as the Radio Caroline 'addicts', is the subject of this section, which sets out to describe them and show the way in which they differ from the population as a whole.

7. A number of means could have been used to identify the 'addicts', but the most effective proved to be a question which asked those who had ever heard Radio Caroline whether the following statement applied to them: 'I (often, occasionally, never) switch on Radio Caroline without bothering to find out what is on the BBC.' The replies were:

	%
Often	19
Occasionally	12
Never	46
Have never heard Caroline	<u>23</u>
	100

8. It was hypothesised that the 19% who said 'Often' could fairly be described as 'addicts'. An examination of the replies to other questions in terms of these answers led to the conclusion that this hypothesis was a sound one, for in no case did it lead to inconsistent results. To give only one example: when asked which service would they prefer to have on in the morning (afternoon) 84% of the 'addicts' chose Radio Caroline for morning listening and 86% for afternoon listening, as compared with 24% and 28% respectively of the sample as a whole.

Demographic Characteristics <sup>32</sup>

9. 'Addicts' are to be found as frequently amongst males as amongst females, but they are to be found far more frequently amongst the young than amongst older people. More than half those between the ages of 11 and 20 are Caroline 'addicts' and so are nearly 30% of those between 21 and 30, but only 12% of the 31-49 age group and still fewer, 5%, of those over 50 are 'addicts' of Radio Caroline. Here is a comparison of the age-structure of the 'addicts' with that of the whole sample:

Age Group	Addicts %	Whole Sample %
11-15	25	9
16-20	24	9
21-30	22	15
31-49	20	30
50 plus	<u>9</u>	<u>37</u>
	100	100

As will be seen, half the 'addicts' (as compared with less than one-fifth of the sample) are between 11 and 20 years of age. Over 70% of the 'addicts' (as compared with only 33% of the sample) are between 11 and 30 years of age.

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<sup>32</sup> For statistical details see Table 1

10. In terms of socio-economic classes the contrast between 'addicts' and the whole sample is as follows:

Class	Addicts	Whole Sample
	%	%
AB	7	12
C1	14	17
C2	43	40
DE	<u>36</u>	<u>31</u>
	100	100

These distributions differ, but not as markedly as those in terms of age. 'Addicts' are an appreciable minority of all classes, though less in the AB (12%) and C1 (15%) than in the C2 (20%) or DE (21%).

11. In terms of educational level (of those whose education is finished) the comparison is:

Education finished at age	Addicts	Whole Sample
	%	%
18 or over	1	4
16 or 17	15	17
15 or less	<u>84</u>	<u>79</u>
	100	100

That minority of the sample whose education extended beyond the age of 18 is conspicuously under-represented among the 'addicts'. (No less than 50% of those still being educated are 'addicts' as compared with only 14% of those who have left school.)

#### Facilities \*

12. The 'addicts' have, on the average, access to rather more radio receivers (1.51 per head) than has the population studied (1.35). This is largely accounted for by a greater prevalence of portable transistor sets amongst 'addicts' (0.38 per head as against 0.27 for the sample as a whole). The locations of the addicts' receivers do not differ materially from those of the population, except that rather more of them have sets in the kitchen ('addicts' 30% and the population 24%) and in the bedroom ('addicts' 27%, population 22%). On the other hand, 'addicts' are less likely to have car radios than the population (5% against 7%) and also rather less likely to have VHF sets ('addicts' 25%, population 30%). 95% of 'addicts' have access to television (as compared with 91% of the whole sample).
13. Most of these differences, of course, can be seen as reflections of the peculiar age structure of the 'addict' group, consisting as it does so largely of young people. (It may be mentioned here that there is no evidence that Caroline addicts' reception of the Light Programme is less good than that of other people in the same area.)

#### Other points about 'addicts' †

14. Caroline 'addicts' are for the most part 'ITV-minded'. Nearly 80% of them view ITV more than BBC, half of these saying that their viewing is 'nearly all ITV'. (57% of the whole sample view ITV more than BBC, but only 25% view nearly all ITV.)

\* See Table 2

† See Table 3, 4, and 5

15. It is possible that listening behaviour is influenced by the 'mores' of the group. If this is so, it clearly pre-supposes a knowledge of what other people in the 'group' listen to. The prevalence of this knowledge was examined by asking the sample whether they 'felt they knew much about what their personal friends listen to on the radio'. Positive answers were closely related to age and hence were much more common amongst the 'addicts' (43%) than amongst the population sample (21%). Clearly, amongst 'addicts' there is plenty of opportunity for group influence to take place.
16. Two further findings throw light on the kind of people who are 'addicts'. 49% of them (as against 42% of the population sampled) class themselves as 'not very choosy' about what they listen to in the daytime. Consistently with this far fewer of them (44%) than of the population (69%) agreed with the statement that they 'liked to hear programmes that give you something to think about'.

II. HOW MUCH IS CAROLINE LISTENED TO?

Review of previous evidence

17. In the late summer of 1964 Attwood Statistics carried out a survey of Caroline listening for the proprietors of the station. This survey covered areas termed 'South' and 'North'. The exact boundaries of these areas were not defined, but it was claimed that the South had a population (aged 12 and over) of 13,500,000 and the North a population of just under 16,000,000. Attwood claimed the average Caroline audiences to be as follows:

	Mon.-Fri.		Saturday		Sunday	
	South	North	South	North	South	North
	% of pop.	% of pop.	% of pop.	% of pop.	% of pop.	% of pop.
Between						
6.00 - 9.00 am	5.7	3.7	5.2	3.5	4.8	2.0
9.00 am - Noon	9.5	7.5	12.2	8.0	15.0	9.0
Noon - 2.00 pm	10.0	8.5	10.0	8.2	14.8	9.0
2.00 - 6.00 pm	8.4	7.6	2.7	5.5	9.6	6.6
6.00 - 9.00 pm	4.7	6.9	3.3	2.8	3.5	5.0
6.00 am - 9.00pm	7.2	6.3	7.4	5.8	9.3	6.0

Combining all days of the week, the average from 6 am. to 9 pm. came to 7.4% in the South and 6.1% in the North.

18. Although in a Press conference a Caroline spokesman claimed that Caroline listening as at certain times 'exceeded that of the Light Programme', no figures of the Light Programme listening revealed by this survey were ever published. This is very unfortunate, for a satisfactory comparison between these estimates and those arrived at by other surveys requires not merely that different estimates of Caroline audiences should be compared but also that there should be a comparison of the relationships established between Caroline and other listening. This need arises because it is notorious that the amount of listening discovered depends to no small degree upon the methods used to elicit it and, in particular, upon how 'listening' is defined. \*

19. In Weeks 42 and 47, 1964, Radio Caroline was added to the log sheets of BBC Continuous Survey. Interviewers were instructed to record Caroline listening as well as that of other services. This was done merely as an experiment, it being recognised that Continuous Survey interviewers were inexperienced in 'logging' a service of this kind where identification by programme title is impossible. The resulting Caroline estimates produced by these experiments were far lower than those produced by Attwood, as these figures show:

	Average Caroline audience (6.00am-9.00pm) % of London Regional population	% of North Regional population
BBC Continuous Survey (Wks. 42 & 47)	1.8	2.0
	% of population in 'South'	% of population in 'North'
Attwood Survey (Aug./Sept.)	7.4	6.1

\* A exacting definition of an 'audience' might exclude all but those who gave the programme their full attention. The most generous definition might include all who were within earshot of it. These two extremes could result in very different estimates of the size of the audience for a given broadcast.

20. Even admitting that, quite apart from sampling errors, some of the discrepancies could be due to differences in the two areas surveyed and to the different times at which the measurements were made, the arithmetic means of the BBC estimates are of so completely different an order from those of Attwood as to appear irreconcilable. Nevertheless, the two produced similar patterns. Both measurements showed there to be more Caroline listening on Sundays than on Saturdays and more on Saturdays than on working weekdays. Both showed morning Caroline listening to be at its lowest before 9 am. and after 6 pm. In short, the Continuous Survey measurements broadly confirmed the 'shape' but not the 'level' of the Caroline listening curve produced by Attwood.
21. But of course the Continuous Survey information made it possible to contrast Caroline with Light Programme listening, with the following results:

Average number of Caroline listeners per 100 listeners to the Light Programme

	Mon.-Fri.	Sat.	Sun.
Between			
6.00 - 9.00 am	29	39	210
9.00 am - Noon	24	23	73
Noon - 2.00 pm	34	34	12
2.00 - 6.00 pm	41	90	37
6.00 - 9.00 pm	44	55	35
6.00 am - 9.00 pm	33	35	34

Taken overall, this indicated that in the London and North regions Caroline audiences were about one-third as big as those of the Light Programme.

Evidence from the Specially Commissioned Survey

22. An integral part of the Specially Commissioned Survey was that each informant was asked to give a detailed description of his/her behaviour during the previous day. In respect of each half-hour he was asked to say where he was, what he was doing and, specifically, whether he was listening to the radio or viewing television. If he was listening he was asked to which service (Light, Home, Third, Caroline or Luxembourg).<sup>\*</sup> Informants were not, however, required to name the broadcasts they heard. Questioning was spread over Monday-Friday, so that the results must be taken to relate to the 'average working weekday', not to weekends.
23. This gave an average level of Caroline listening between 6 am. and 9 pm. of 4%, whereas that of the Continuous Survey was 2% and Attwood's was 7%. This comparison is a loose one, because the three estimates were made at different times and the areas which were studied differed. Nevertheless it suggests that the method used in the Specially Commissioned Survey led to estimates of Caroline listening which lay roughly halfway between those produced by the Continuous Survey in Weeks 42 and 47 and the earlier Attwood estimate.

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\* Having given their account informants were asked if they thought that the day they had described was typical. The vast majority thought that it was.

24. The Specially Commissioned Survey estimate of BBC listening was also much higher than that produced by the Continuous Survey using a different method of questioning. But the relationships of Light Programme to Caroline listening produced by the two methods were as shown below:

Average number of Caroline listeners per 100 listeners to the Light Programme (Mon.-Fri.)

Between	Specially Commissioned Survey	Continuous Survey (Wks. 42 & 47)
6.00 - 9.00 am	20	29
9.00 am - Noon	25	24
Noon - 2.00 pm	37	34
2.00 - 6.00 pm	37	41
6.00 - 9.00 pm	47	44
6.00 am - 9.00 pm	31	33

As will be seen these two columns of figures have an encouraging similarity. They broadly agree about the size of Caroline audiences relative to those of the Light Programme; they both put Caroline audiences at, overall, about one-third those of the Light Programme (rather less than one-third in the morning and rather more in the afternoon and early evening).

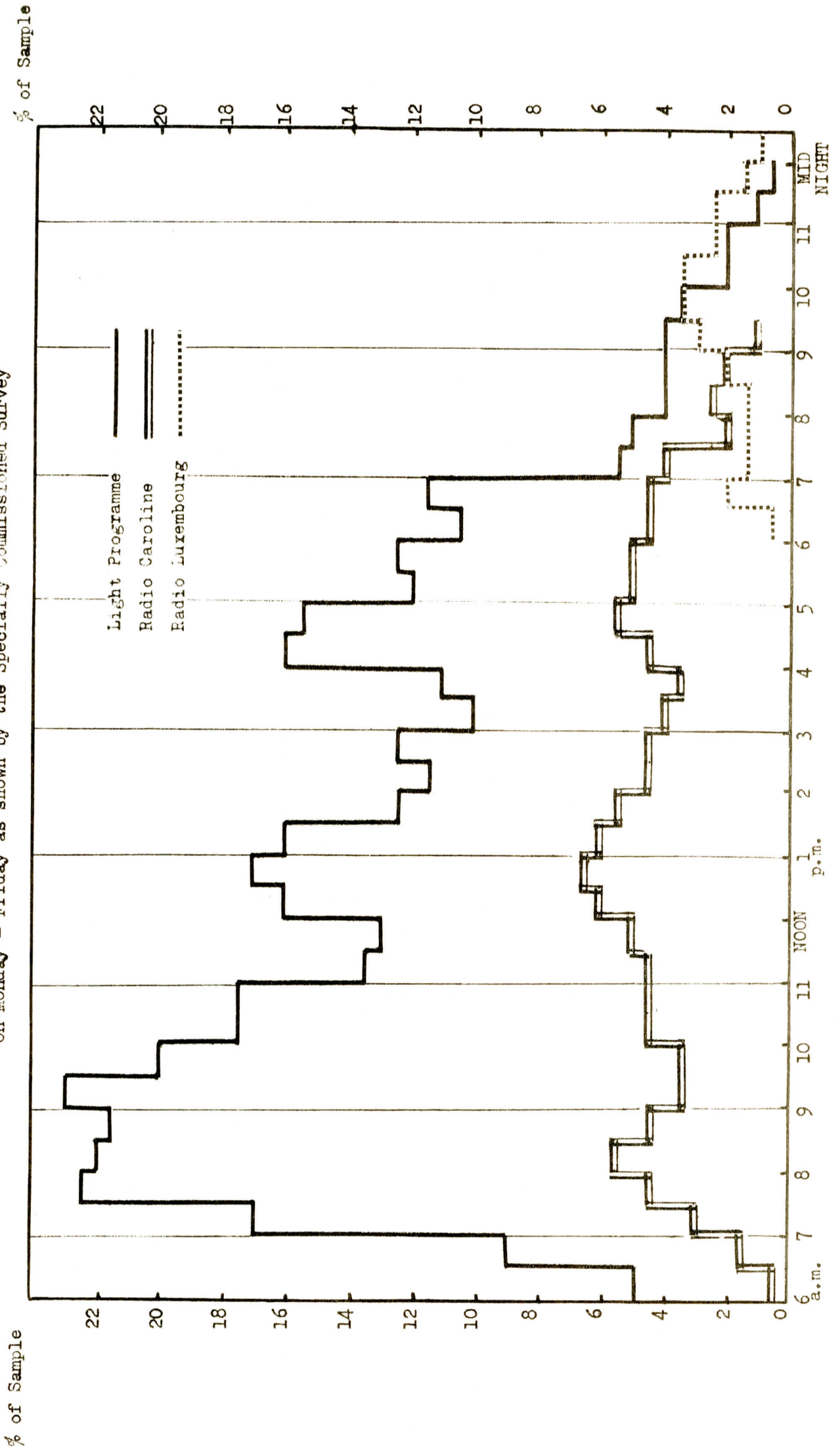
25. To sum up: this comparison of the various estimates of the amount of Caroline listening can give no conclusive answers in terms of absolute numbers, but it does suggest that conclusions about the relative amounts of Caroline and Light Programme listening can safely be drawn. With this in mind the pattern of Caroline listening revealed by the Specially Commissioned Survey can now be presented.

The pattern of Caroline listening

26. The 'shape' of the Mon.-Fri. Caroline listening curve, as shown by the Specially Commissioned Survey, can be seen on the accompanying chart, together with a Light Programme listening curve from the same source. The Caroline curve will be seen to be much the steadier. Compared with that of the Light Programme it fluctuates little between 8 am. and 6 pm. Such peaks as it shows are at breakfast time, midday meal time and the time when workers (and school-children) are returning home. The chart also shows a curve for Luxembourg listening (the English transmissions of this station begin at 6.00 pm.). As will be apparent Luxembourg tends to 'take over' when Caroline goes off the air.

27. The following table compares the Caroline listening of different sections of the population during five segments of the day. The percentages are average audiences, the Ratio (R) columns give the approximate number of Caroline listeners per 100 listeners to the Light Programme.

AVERAGE LEVELS OF LISTENING  
On Monday - Friday as shown by the Specially Commissioned Survey



Average Caroline audience (Mon.-Fri.)  
between:

	6.00 - 9.00 am		9.00 am - Noon		Noon - 2.00 pm		2.00 - 6.00 pm		6.00 - 9.00 pm		6.00 am - 9.00 pm	
	%	R	%	R	%	R	%	R	%	R	%	R
Whole sample	3.2	20	4.2	25	6.0	35	4.6	35	3.2	45	4.2	30
'Addicts'	10.8	120	14.5	230	21.7	325	15.2	240	10.5	600	14.8	250
Age groups												
11-15	6.3	65	2.3	330	9.5	240	4.0	60	3.7	110	4.8	105
16-20	6.7	65	7.0	100	7.5	75	8.1	115	9.7	280	7.8	105
21-30	4.0	25	9.7	60	12.5	95	8.3	65	4.5	60	7.5	55
31-49	4.3	20	3.8	20	7.8	45	4.9	40	3.3	50	4.6	30
50 & over	2.2	20	2.0	10	1.0	15	2.4	15	0.5	5	1.4	10
Males	2.5	20	2.8	30	4.5	40	4.4	40	3.7	45	3.6	35
Females	3.8	20	5.7	20	7.5	35	4.7	30	2.8	45	4.7	30
Socio-economic classes												
AB	1.7	15	4.7	50	4.5	40	4.7	45	1.7	25	3.4	30
C1	1.8	10	3.5	15	5.3	35	3.9	35	2.3	30	3.3	25
C2	2.5	15	3.3	25	5.8	30	5.0	40	3.0	50	3.8	30
DE	5.5	35	5.7	30	7.8	40	4.0	20	4.3	65	5.3	30

28. The column on the extreme right shows that 'addicts' listen to Caroline between three and four times as much as does the sample as a whole (14.8% cf. 4.2%). Moreover they listen to Caroline far more than they listen to the Light Programme (the ratio of Caroline to Light Programme listeners amongst them is 250:100 whereas amongst the whole sample this ratio is 30:100).
29. The ratios for age groups, in the same column, falling as they do from 105:100 amongst the 11-15's down to 10:100 amongst the over 50's, show that, relative to Light Programme listening, listening to Caroline diminishes with each step up the age scale. (The absolute level of Caroline listening amongst the 11-15 year olds is not particularly high, but nor is that of their Light Programme listening, which is understandable since most of them are not at home most of the day.)
30. Males listen to Caroline less than females do (3.6% cf. 4.7%) but nevertheless their Caroline listening is, relative to their Light Programme listening, greater than that of females (35:100 cf. 30:100). In absolute terms, Caroline listening increases with each step down the social scale but, in relation to Light Programme listening, it is much the same in all classes.
31. As the table shows, the picture varies at different times of day. Between 6.00-9.00 am. there is a striking 'class' contrast; relative to Light Programme listening, Caroline listening is most pronounced in the DE class (35:100). Between 9.00 am. and noon the absolute level of Caroline listening is particularly high amongst the 21-30's (9.7%), presumably because inclination coincides with opportunity. Few children and few males listen to Caroline during this period.
32. Between noon and 2.00 pm. when, overall, Caroline listening is at its highest (6.0%), the 'addicts' come into their own, more than a fifth of them (21.7%) listening to Caroline, which is more than three times as many as are listening to the Light Programme. In the afternoon (2.00-6.00 pm.) there is a sharp decline in Caroline listening particularly amongst women and children. There is a further decline after 6.00 pm. but, of course, the full force of competition from television has then to be contended with. However it is significant that at this time

Caroline listening is high in relation to Light Programme listening (45:100), particularly so for the adolescents (280:100) and the two lower social classes (50:100 and 65:100). Amongst 'addicts' Caroline listening after 6.00 pm. is six times as high as is Light Programme listening. Evidently for those who are Caroline-inclined, and are not viewing, Caroline is a more attractive alternative than the Light Programme.

Constraints on listening

33. It cannot be assumed, of course, that what people do is always what they want to do. Besides being unable to listen because they have to be at work (or school), people may listen to a service less (or more) than they would choose to do because they must defer to the wishes of other members of the family. This possibility was examined by asking people how often they found they 'couldn't listen to what they wanted to because other people wanted to hear something else'. This was followed by questions which sought to establish the effect of such constraints on daytime listening.

34. As might be expected it emerged that minors have to put up with this kind of constraint more often than their elders:

Frequency of constraint	Age Group					Whole Sample
	11-15	16-20	21-30	31-49	50+	
Often	19	10	8	9	5	8
Occasionally	44	49	36	42	29	37
Never	30	34	53	53	60	49
No reply	7	7	3	6	6	6
	100	100	100	100	100	100

35. The answers to the subsequent questions suggest that the effect of these constraints on the total quantity of Caroline listening is probably not, on balance, very great. If everyone could please himself Caroline would almost certainly gain some listeners (mostly young people) but lose others (mostly older people) and it seems likely that these gains and losses would cancel one another out. It also is doubtful if Light Programme audiences would be much affected, though the signs are that Home Service audiences might be somewhat reduced.

Effect on BBC listening (See tables 6 and 7)

36. One final point remains to be examined. What has been the effect of Caroline listening on listening to BBC radio? Those who had heard Radio Caroline were asked whether, since it had been on the air, their BBC listening had gone up or gone down, and what they thought would happen to their BBC listening if Caroline went off the air.

37. It was only a minority (12%) of the sample who thought that Caroline had considerably reduced their BBC listening. And it was an even smaller minority (5%) who thought that, if Caroline went off the air, their BBC listening would considerably increase. These answers, though they suggest that Caroline has reduced BBC listening, do not suggest that the reduction can have been very great.

38. It seems clear that Caroline audiences by no means consist entirely of truants from the BBC. Thus nearly half of the Caroline 'addicts' - the most frequent listeners to Caroline - said their BBC listening had not been affected or had only reduced 'a little', and an even larger proportion of them thought that if Caroline went off the air their BBC listening would either only increase by 'a little' or, more often, that it would not increase at all. It appears, in short, that Caroline audiences are only in part audiences which previously listened to the BBC. In part, and perhaps predominantly, they are 'new audiences' brought into being by Radio Caroline.

III. THE NATURE OF CAROLINE LISTENING

39. This part is concerned with the function which Caroline performs. It discusses the occasions on which pop music is in demand from the radio and shows what people do while listening to Caroline.

Background listening

40. It is necessary first to examine the extent to which people listen to the radio as a 'background'. A previous enquiry (1961) amongst a sample of the population aged 15 and over arrived at the following estimates of its frequency:

Background listening as a proportion of all listening

	Mon.-Fri. %	Sats. %	Suns. %
Before 9.00 am	91	88	87
9.00 am - Noon	76	79	80
Noon - 2.00 pm	80	72	73
2.00 - 6.00 pm	69	39	48
6.00 pm - Midnight	43	42	54
6.30 am - Midnight	75	67	68

These estimates suggest that before 9.00 am practically all listening is 'background listening' and so is most of it in the morning, around midday and in the afternoon on weekdays. On Saturday and Sunday afternoons and in the evening, on the other hand, 'background listening' is a much smaller proportion of all listening.

41. Similar estimates were made in the present enquiry.<sup>¶</sup> These put background listening at 73% of all listening on Mon.-Fri., 72% on Saturdays and 70% on Sundays. The estimates for Caroline 'addicts' were, however, somewhat higher (80%, 74% and 73%). They showed there to be no significant difference between males and females in this respect (even though females do much more listening) and little difference between the social classes (though the total amount of listening increases with each step down the social scale). In terms of age, 'background listening' was shown to increase, absolutely as well as relatively to all listening, with each step up the scale until 20-29 and thereafter to decrease, though the differences could not be said to be so large as to be of great practical significance.

42. The use of radio as a background can be illustrated by other evidence. The questionnaire listed a number of circumstances and asked people to say, in respect of each, whether they liked 'to have the radio on'. 66% said 'they like to have the radio on' while 'getting up in the morning'. 78% said they liked it 'during breakfast', and 68% 'during dinner or tea'. 70% (including 80% of females) liked it on 'when alone at home doing housework or odd jobs about the house'; 69% (including 75% of females) during 'an average morning at home', 64% (including 69% of females) during 'an average afternoon', but a much smaller proportion, 46%, said they like to have the radio as a background 'during the average evening'. (In each case the figure for Caroline 'addicts' was slightly higher than that for the proportion as a whole.)

¶ The method used was to ask people (a) how many days a week (Saturdays and Sundays 'in a month') they listened to the radio (b) how long they listened, if they listened at all, and (c) how long they listened 'as a background'. The method was not quite the same as that used in the previous enquiry. Both admittedly can only produce approximations but the extent to which the two agree is encouraging.

43. Other circumstances were named, with these results:

Like to have the radio on when	%
'at home with other people who are doing things'	48
'at a party'	30
'doing odd jobs out-of-doors' (like washing the car)	25
'when friends drop in'	16
'on a picnic'	37
'driving or riding in a car'	24
'walking alone'	19
'walking with friends'	7

In every one of these cases the desire for radio was associated with age - the younger the listener the more likely was he to say he desired it. And almost inevitably this meant the demand from Caroline 'addicts' was greater than that from the whole sample. The most conspicuous example was in respect of 'walking with friends' as these figures show:

% wanting radio					Addicts	Whole Sample
11-15	16-20	21-30	31-49	50+		
%	%	%	%	%	%	%
32	33	4	2	1	24	7

44. In short, it appears that most listening which takes place in the daytime is 'background listening' and so is about half the listening which takes place in the evening and on Saturday and Sunday afternoons. As a practice, background listening is most common amongst children and young people and this shows itself in the wider range of circumstances in which young people want the radio on. And as it is the young who constitute the bulk of Caroline 'addicts' it follows that Caroline 'addicts' are, par excellence, 'in the market' for the kind of radio which is suitable for background listening.

Programmes for background listening

45. What kinds of programme are deemed suitable for this purpose? An answer to this was sought by asking those who said they liked background radio in a given set of circumstances to say which of the following eight type of programme they would choose: Pop Music, Light Music, Serious Music, Variety, Plays, News, Talks and Sport.

46. The following table shows the answers to those in the sample (S) and amongst the 'addicts' (A) who like to have the radio on in each set of circumstances. It shows, for instance, that out of every 100 of those 'addicts' who like to have the radio on while getting up 67 like to hear Pop Music, 31 like to hear Light Music and 21 like to hear the News. Further down it shows that 93 out of every 100 'addicts' who like to have the radio on 'at a party' want pop on such occasions (whereas only 10 want Light Music then).

Kinds of programmes desired by those in the Sample as a whole (S)  
and by those 'addicts' (A) who want background radio

		Pop		Light Music		Serious Music		Variety		Plays		News		Talks		Sport	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Getting up	S	34		42		4		1		1		43		7		1	
	A		67		31		1		-		-		21		3		-
2. At breakfast	S	33		50		3		1		1		29		10		1	
	A		64		31		1		1		-		16		6		-
3. At dinner or tea	S	35		58		4		6		7		29		10		4	
	A		70		31		1		7		1		10		1		1
4. Alone at home (housework)	S	47		52		5		6		9		8		9		4	
	A		84		20		2		3		2		9		5		-
5. Average morning at home	S	43		56		4		4		7		11		11		2	
	A		74		32		2		3		3		5		2		1
6. Average afternoon at home	S	38		41		4		6		18		10		20		8	
	A		71		25		2		4		8		4		6		5
7. Average evening at home	S	41		34		13		18		30		24		13		12	
	A		79		17		2		7		8		4		2		7
8. At home with others who are doing things	S	47		53		5		8		5		8		7		4	
	A		75		26		3		-		3		-		3		5
9. At a party	S	82		75		-		3		1		-		-		-	
	A		93		10		-		1		-		1		-		-
10. When friends drop in	S	68		42		3		2		1		2		2		5	
	A		85		15		1		1		1		-		1		7
11. Odd jobs out-of-doors	S	64		43		2		6		2		3		2		6	
	A		78		17		2		4		1		3		-		1
12. At a picnic	S	56		48		5		6		4		3		1		-	
	A		82		26		1		4		-		-		-		-
13. In a car	S	76		19		4		1		2		2		-		3	
	A		82		13		-		1		2		-		-		1
14. Walking alone	S	80		19		1		5		-		1		-		2	
	A		89		11		-		1		-		-		-		-
15. Walking with others	S	57		40		-		7		5		1		-		6	
	A		82		27		-		3		1		-		-		-

47. One glance at the table is sufficient to show that most people who want the radio on while they are doing other things want either Pop Music or Light Music. The demand for Light Music is greater than that for Pop on the more common occasions (the first six on the list) but less on the more exotic occasions (the last seven) - but these are occasions when the demand of any radio accompaniment tends to be confined to the pop-minded young.
48. Relatively few want Serious Music as accompaniment for other activities, except perhaps in evening and much the same applies to Variety and Sport. Plays are in little demand 'as a background' except 'on the average afternoon or evening'. The demand for Talks 'as a background' is also relatively small, except in the evening. News, on the other hand, is in considerable demand as a background first thing in the morning, 'at dinner or tea' and also in the evening.
49. The results for 'addicts' are much simpler. Whatever the circumstances most of the 'addicts' who want radio want Pop, some of them, but not nearly as many, want Light Music, very few want Serious Music on any occasion and few ever want Variety, Plays, Talks or Sports as a background. In short, 'addicts' show little desire for anything but Pop Music and Light Music for their background listening, unless it be News first thing in the morning.

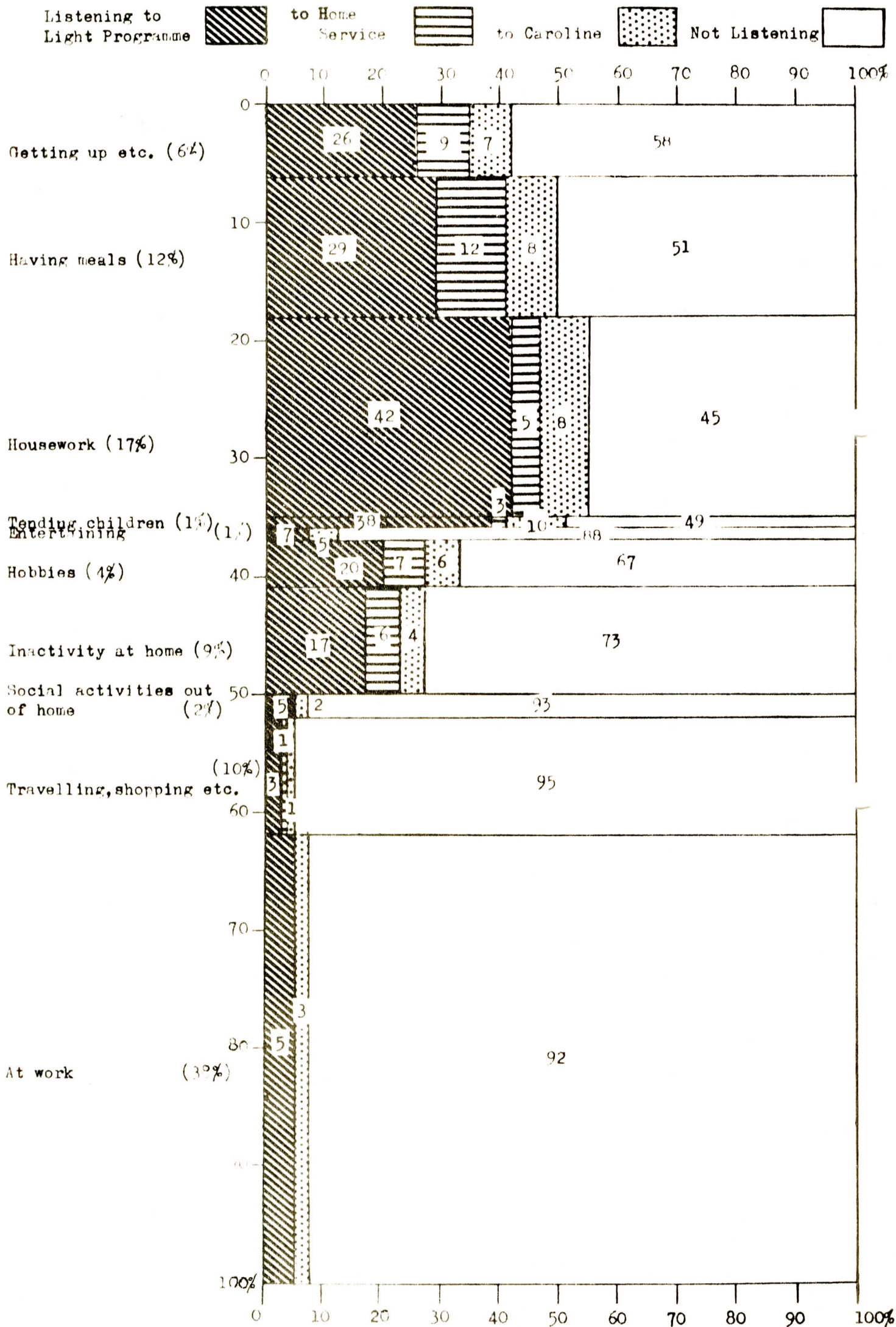
#### The Use of Caroline

50. The way Caroline is 'used', and how this compares with the 'use' made of the Light Programme and Home Service, is shown in the table opposite, the salient points of which are illustrated in a chart on page 18. The table and the following chart both relate to the period from 6.00 am - 5.00 pm on 'the typical working weekday' and they are based on the findings about the whole of the sample.

Analysis of the way the Sample spends the time between 6.00am and 5.00pm on working week-days

Activity	Distri- bution of time	Distribution of time spent in listening to			Proportions of those engaged in each activity - who are listening to -				- not sub- listening total		Listening ratio
		the Light Prog.	Home Service	Radio Caroline	Light Prog.	Home Service	Radio Caroline	sub- total	total		
Getting up, etc.	6	9	15	9	26	9	7	42	58	100	LP : HS : RC 61 : 22 : 17
Having meals	12	20	37	20	29	12	8	49	51	100	59 : 24 : 17
Housework	17	41	21	29	42	5	8	55	45	100	77 : 8 : 15
Tending children	1	2	1	2	38	3	10	51	49	100	73 : 6 : 21
Homework	-	-	-	1	9	-	21	30	70	100	29 : - : 71
Entertaining	1	-	-	1	7	-	5	12	88	100	60 : - : 40
Hobbies	4	4	6	4	20	7	6	33	67	100	61 : 21 : 17
Inactivity at home	9	9	17	7	17	6	4	27	73	100	62 : 22 : 14
All forms of activity at home	50	85	97	73	29	7	7	43	57	100	68 : 16 : 16
Social activities	2	1	-	1	5	-	2	7	93	100	73 : 5 : 22
Travelling, shopping, etc.	10	2	2	2	3	1	1	5	95	100	61 : 16 : 33
At work (or school)	38	12	1	24	5	-	3	8	92	100	63 : 3 : 34
All forms of activity out of home	50	15	3	27	5	-	2	7	93	100	64 : 3 : 33
All forms of activity	100	100	100	100	17	4	5	26	74	100	67 : 15 : 18

HOW THE SAMPLE SPENT THE TIME BETWEEN 6.00 am. AND 5.00 pm. ON  
WORKING WEEKDAYS



51. As will be seen from the table the sample spend half these hours at home and half outside the home. Two activities occupy the bulk of the time at home, 'having meals' (12% of the whole period between 6.00 am - 5.00 pm) and 'housework' (17%); people are 'inactive' only 9% of the time. Naturally nearly all of the time spent out of the home is time spent 'at work' (38%) or 'travelling, shopping, etc.' (10%).
52. These figures form benchmarks with which the distribution of listening to each service can be compared. To take one example: 'housework' accounts for 17% of people's time between 6.00 am - 5.00 pm, but the proportion of Light Programme listening which occurs as an accompaniment to housework is no less than 41% whereas the corresponding figure for the Home Service is only 21%.
53. Listening to each of the three services is, in fact, distributed in its own characteristic way. Listening at 'meals', during 'housework' and 'at work', together account for 73% of Light Programme listening. Home Service listening on the other hand is heavily concentrated during the time when people are 'getting up' (15%) and 'having meals' (37%) - in other words during the traditional times of news and programmes like 'Today'. It should also be noted that much more of Home Service listening (17%) than that of either of the other two services (Light Programme 9% and Caroline 7%) occurs when people are 'inactive at home' - in other words is not background listening. The most notable feature about the distribution of Caroline listening is that a quarter of it (24%) occurs while people are at their places of work.
54. The table next shows what proportion of those engaged in each activity are or are not listening and, if they are listening, to which service (see also the chart). As will be seen, taken over all, 43% of the people who are at home are listening to the radio (as compared with only 7% of those who are out). This 43% divides into 29% listening to the Light Programme, 7% listening to the Home Service and 7% listening to Caroline. Among the various domestic activities, the one to which listening is most commonly an accompaniment is 'housework' (55% listening, 45% not listening), but listening is also very common while people are 'getting up' (42% listening, 58% not listening) and while they are 'having meals' (49% listening, 51% not listening). Listening during periods of 'inactivity at home' is relatively uncommon, for only 27% are listening and 73% are not.
55. The listening ratios on the table make it possible to compare how the services share the listening which takes place. The ratio for the whole period between 6.00 am - 5.00 pm is Light 67: Home 15: Caroline 18 (i.e. out of every 100 people who are listening, 67 are listening to the Light Programme, 15 to the Home Service and 18 to Caroline). Taking this as a yardstick, the table shows (a) that the listening which accompanies 'getting up' and 'having meals' is distributed abnormally in that the Home Service's shares are 22 and 24 i.e. substantially larger than 15 (as has already been said the traditional news periods account for much of this); (b) that listening which accompanies 'housework' and 'attending children' is also abnormally distributed in that the Light Programme claims more than its normal share (77 and 73 instead of 67); (c) that listening which accompanies 'homework' is in the main listening to Caroline, but this of course is because the only people who do homework are the young; (d) that listening which accompanies 'entertaining' is either to the Light Programme or to Caroline; (e) that 21% of the listening which accompanies the practise of hobbies is to the Home Service (compared with the normal 15%); (f) that 22% of the listening during periods of 'inactivity' is to the Home Service; (g) that not much of the listening which accompanies 'social activities outside the home' is to the Home Service; (h) that two-thirds of listening while travelling is to the Light Programme, one-third is listening to Caroline and one-sixth to the Home Service (again this is probably listening to the news while going to or from work) and finally (j) that if people listen at work it is rarely the Home Service they hear.

56. In short, it can be said of weekday Caroline listening that (a) virtually all of it is background listening, (b) nearly a quarter occurs in places of work, more than a quarter as an accompaniment to 'housework' and more than a quarter while people are 'getting up' or 'having meals' and (c) ~~vis-a-viz~~ BBC services, Caroline comes into its own when a background to entertaining, travelling and working conditions is required whereas it is at a disadvantage as a source of programmes when people are just relaxing.

IV. ATTITUDES TOWARDS CAROLINE

57. An assessment of attitudes and feelings about Radio Caroline was attempted in several ways. First, the whole sample was asked how they would feel if Radio Caroline stopped broadcasting and, to provide a bench-mark, they were also asked a similar question about the Light Programme. They were also asked which service they would prefer to have on - the Light Programme, Home Service or Radio Caroline - for morning and afternoon listening.
58. Another approach consisted of a series of nine statements with each of which those who had ever heard Caroline were invited to 'agree strongly', 'agree', 'disagree', or 'disagree strongly'. Four of them were specifically about Radio Caroline, four referred to the BBC in general and one concerned liking to hear 'programmes that give you something to think about' (for this last, see also Part I para. 16). Those who had never heard Caroline were excluded as lacking any basis for judgment.
59. Finally, those who had ever heard Caroline were confronted with a series of twelve adjectives - six 'positive' and six 'negative' - and asked whether or not they thought the words could be applied to Caroline. Later, all, whether they had heard Caroline or not, were asked to consider the adjectives in relation to the Light Programme.

If Caroline/Light Programme stopped broadcasting (See table 8)

60. 'How would you feel if Radio Caroline stopped broadcasting' and 'How would you feel if the Light Programme went off the air', were answered thus:

	Radio Caroline %	Light Programme %
Pleased	5	1
Wouldn't Care	61	23
Sorry	33	75
No reply	1	1
	<u>100</u>	<u>100</u>

The majority of those interviewed, apparently, would be undisturbed if Caroline stopped broadcasting but would be sorry if the Light Programme went off the air.

61. Feelings differ very much, however, from one age group to the next as the following illustrates:

	Sorry if -	
	Radio Caroline stopped %	Light Programme went off the air %
11-15	66	39
16-20	73	48
21-30	50	69
31-49	30	86
50+	11	85
Total	33	75

Only among the under twenties would more lament the passing of Radio Caroline than the suspension of the Light Programme, but the overall total of 33% who would be sorry if Caroline stopped (and also the 23% of the total who 'wouldn't care' if the Light Programme disappeared) represent a significant minority, most of them people under 30 years of age.

62. The social class differences are not as dramatic as the age differences. Nevertheless, more of the DE's (37%) than of the AB's (20%) say they'd be sorry if Caroline ceased and more of the AB's (88%) than of the DE's (78%) would be sorry if the Light Programme ceased. The details of these figures will be found in Table . It seems reasonable to conclude that using these questions as an index of relative popularity, Caroline appeals slightly more to the working classes than the middle classes and the Light Programme appeals more to the middle than the working classes.

63. Naturally enough, Caroline 'addicts' would be sorry almost to a man if Caroline stopped broadcasting but at the same time a sizeable minority of them would also be sorry to see the end of the Light Programme:

	Sorry if -	
	Radio Caroline stopped %	Light Programme stopped %
Caroline addicts	90	35

Preferred Service (See table 9)

64. Service choice, as revealed by the answers to the question, 'If you could only choose one, which would you prefer to have on in the morning/afternoon - the Light Programme, Home Service or Radio Caroline' was:

	Choice for listening during			
	Morning		Afternoon	
	Whole sample %	Addicts %	Whole sample %	Addicts %
Light Programme	56	13	52	12
Radio Caroline	24	84	28	86
Home Service	15	1	11	-
Other answers (including 'don't know' and 'don't listen at all')	5	2	9	2
	100	100	100	100

The 'morning' and 'afternoon' answers are, as will be seen, broadly similar. Predictably, 'addicts' choose Caroline, while the bulk of the population chooses the Light Programme.

65. Among the two youngest age groups a majority chose Radio Caroline, while a majority of those over 20 chose the Light Programme:

Age	Morning			Afternoon		
	Light %	Home %	Caroline %	Light %	Home %	Caroline %
11-15	20	8	66	21	3	65
16-20	33	5	58	17	3	72
21-30	50	8	38	44	5	43
31-49	66	12	16	62	8	22
50+	66	25	4	62	20	6

66. The Light Programme is chosen by roughly equal proportions of people in all social classes. The Home Service and Radio Caroline, on the other hand, have their 'own' audiences in the sense that they tend to appeal to different groups: the Home Service appeals more strongly to the middle than the working class (30% of the AB's choose it for morning listening compared with 12% of the C2's and DE's for example) and Caroline appeals to people in the working class about twice as often as it does to those in the middle class.

Specific Attitudes

67. The main value of the statements with which informants were invited to agree or disagree was in throwing light upon the attitudes of Caroline 'addicts'. Two of the statements relate to the function which listening performs:

- A. 'Radio Caroline suits me when I don't want to concentrate' and
- B. 'I like to hear programmes that give you something to think about'.

The responses of Caroline 'addicts' were:

	Agree			Disagree			Total
	Strongly	Agree	%	Disagree	Strongly	%	
	%	%	%	%	%	%	%
A.	23	64	87	13	-	13	100
B.	4	40	44	53	3	56	100

Nearly all the 'addicts' agree with A, pointing clearly to Caroline's role as provider of background music. Their response to B is more equivocal (perhaps because some thought that to disagree with this statement would have been to lose face).

68. Because of the character of Radio Caroline output - almost continuous pop music for over twelve hours a day - it seemed important to discover attitudes towards this kind of diet. The three statements bearing upon this were:

- C. 'One of the things I like about Radio Caroline is that I can always be sure to hear music whenever I switch it on';
- D. 'One of the things I don't like about BBC programmes is that they keep changing from one kind of programme to another' and
- E. 'One of the things I don't like about Radio Caroline is that it is always the same kind of thing'.

The replies of Caroline 'addicts' are shown below:

	Agree			Disagree			No Reply	Total
	Strongly	Agree	%	Disagree	Strongly	%		
	%	%	%	%	%	%	%	
C.	59	32	91	7	1	8	1	100
D.	10	50	60	36	2	38	2	100
E.	2	15	17	58	24	82	1	100

As was to be expected, Statement C, commending the continuous availability of 'pleasant music', 'rang a bell' with Caroline 'addicts' for nearly all of them (91%) agreed with it, 59% strongly. But far fewer (60%) agreed, and very few of them strongly agreed, with the next statement; indeed a substantial minority of Caroline 'addicts' (38%) did not agree that they disliked BBC programmes because 'they are always changing'. Moreover, when the continuous nature of Caroline output was referred to in a more negative way, in statement D, as something which might be disliked because it was 'always the same kind of thing', addicts' rejection of it was a good deal less vehement than had been their support of statement C, although 82% disagreed with it, only 24% disagreed strongly.

69. Then there were two statements about BBC radio which read:

F. 'I can usually find something I like on BBC radio', and

G. 'I have my favourites on BBC which I wouldn't miss in order to listen to Radio Caroline'.

Caroline 'addicts' responded thus:

	Agree			Disagree			No Reply	Total
	Strongly				Strongly			
	%	%	%	%	%	%	%	%
F.	30	2	32	54	12	66	2	100
G.	2	27	29	56	14	70	1	100

It was only to be expected that most 'addicts' would disagree with these statements; what is surprising is that so few should disagree strongly and that such a large minority should agree with them. It is particularly remarkable that as many as 30% agreed strongly with the statement that 'I can usually find something I like on BBC radio'. This is clear evidence that by no means all Caroline 'addicts' have no time for BBC programmes.

70. This is borne out by their response to:

H. 'It wouldn't bother me if the BBC went off the air': \*

	Agree			Disagree			Total
	Strongly				Strongly		
	%	%	%	%	%	%	%
H.	9	54	63	29	8	37	100

It is true that 63% agree with this statement, but only 9% agree strongly and more than a third, despite their addiction to Caroline, disagree.

71. Finally there was a comparable statement about Radio Caroline:

J. 'It wouldn't bother me if Caroline went off the air',

to which Caroline 'addicts' responded thus:

	Agree			Disagree			Total
	Strongly				Strongly		
	%	%	%	%	%	%	%
J.	3	12	15	27	57	84	100

Naturally most of them would mind, and mind a lot, indeed it is surprising to find even as many as 15% saying that they would not.

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\* This and the next statement is very similar to the questions, examined earlier in this part, which asked respondents how they would feel if the Light Programme and Radio Caroline went off the air. Their usefulness lies in the fact (a) that they act as a validity check - one set of questions for the other, (b) that H affords an opportunity to look in greater detail at the addicts' strength of feeling about Caroline, and (c) statement J asks about the BBC in general, rather than the Light Programme in particular.

72. Taken together, these results suggest that the typical Caroline 'addict' is not so much repelled by BBC radio as attracted by Caroline. He likes it because it offers him pop music whenever he wants it. Of course this means that the Caroline output is 'Same-y', but that doesn't worry him unduly - which is understandable if he is only using it as a background. All this does not mean that he is particularly 'anti-BBC'. When his attention is called to it he recognises that BBC radio output is more varied than Caroline's but this leaves him cold. If BBC radio were to cease, it wouldn't bother him much, though it seems likely that this feeling springs from indifference rather than from active hostility. On the other hand if Caroline were to be driven off the air, he would be very upset.

73. Analysis of the relationship between the way in which the statements were answered, and both age and social class, consistently produced a predictable pattern - the younger the individual and the 'lower' his/her social class the more his/her answers favour Radio Caroline, and the older he is and 'higher' his social class the more they favour BBC radio. Here are some examples of the responses from each end of the age and social class scales:

	Age Groups		Social Class	
	11-15	50+	AB	DE
A. Radio Caroline suits me when I don't want to concentrate Agree or agree strongly	% 80	% 63	% 56	% 69
B. I like to hear programmes that give me something to think about Agree or agree strongly	58	72	72	64
C. One of the things I like about Radio Caroline is that I can always be sure to hear pleasant music whenever I switch it on Agree strongly	38	8	10	29
D. One of the things I don't like about the BBC programmes is that they keep changing from one kind of programme to another Disagree or disagree strongly	17	74	78	61
E. One of the things I don't like about Radio Caroline is that it's always the same kind of thing Disagree strongly	77	21	31	55
F. I can usually find something I like on BBC radio Agree or agree strongly	16	92	82	71
G. I have my favourites on BBC which I wouldn't miss in order to listen to Radio Caroline Agree or agree strongly	39	81	81	68
H. It wouldn't bother me if the BBC went off the air Disagree strongly	12	54	52	35
J. It wouldn't bother me if Radio Caroline went off the air Disagree or disagree strongly	40	8	8	30

Images

74. While the attitude statements were designed to investigate specific attitudes about radio listening, and broadcasting services, the technique outlined below was designed to investigate the current general concepts or 'image' of Radio Caroline and, for purposes of comparison, that of the Light Programme. Informants were presented with six favourable and six unfavourable adjectives and asked to say of each whether it 'applied' to Caroline and/or the Light Programme. The way in which Caroline 'addicts' applied the adjectives is shown below.

To Radio Caroline			To the Light Programme		
	<u>Favourable</u>	%		<u>Favourable</u>	%
Lively		98	Varied		68
Cheerful		96	Pleasant		44
Friendly		96	Friendly		43
Pleasant		94	Cheerful		30
Interesting		71	Interesting		27
Varied		68	Lively		16
	<u>Unfavourable</u>	%		<u>Unfavourable</u>	%
Square		1	Childish		12
Stuffy		1	Corny		26
Dull		1	Stuffy		35
Childish		2	Dull		35
Corny		6	Square		49
Bitty		16	Bitty		49

75. As will be seen, virtually all the 'addicts' describe Radio Caroline as 'lively', 'cheerful', 'friendly' and 'pleasant' and most of them also describe it as 'interesting' and 'varied'. But, except for 'varied', they apply most adjectives far more sparingly to the Light Programme, in particular only 16% of them consider it 'lively'. The adjective they most often apply to the Light Programme is 'varied', but (very surprisingly) just as many of them think Caroline is 'varied'.

76. Few of the 'addicts' are disposed to apply any of the unfavourable adjectives to Caroline, except perhaps 'bitty', but half of them think this applies to the Light Programme. Half of them, too, think the Light Programme is 'square', a third think it is 'dull' and 'stuffy' and a quarter think it is 'corny'. The one unfavourable adjective which they rarely apply to the Light Programme is 'childish'.

77. But perhaps the most significant feature of these answers is that they show a much higher degree of unanimity about Caroline than about the Light Programme. There is little doubt that 'addicts' share a common and, naturally, congenial 'image' of Caroline. But it would be much more difficult to say that they share a common image of the Light Programme - when for example 35% of them can call it 'dull' at the same time as 27% can call it 'interesting'.

78. 'Addicts' are, of course, only a minority of the population (19%). The 'image' of the Light Programme for the sample as a whole is much more clear cut:

	% of whole sample
<u>Favourable</u>	
Varied	82
Pleasant	77
Friendly	73
Cheerful	65
Interesting	64
Lively	54
<u>Unfavourable</u>	
Childish	5
Stuffy	8
Dull	9
Corny	9
Square	16
Bitty	21

79. Some of the sample had, of course, never heard Caroline at all, and these were not invited to apply the adjectives to it. But the 77% who had heard it applied them thus:

	% of whole sample ever hearing Caroline
<u>Favourable</u>	
Lively	84
Cheerful	82
Friendly	76
Pleasant	64
Varied	32
Interesting	32
<u>Unfavourable</u>	
Stuffy	4
Square	4
Dull	9
Childish	17
Corny	20
Bitty	27

80. These global results mask differences of opinion between sub-groups. The simplest way to illustrate them is to contrast the answers of the 11-15 year olds with those of the over 50's, and those of the 'top' (AB) social class with those of the 'bottom' (DE's).

	About Radio Caroline				About the Light Programme			
	11-15	50+	AB	DE	11-15	50+	AB	DE
	%	%	%	%	%	%	%	%
<u>Favourable</u>								
Lively	90	76	80	89	29	69	65	52
Cheerful	84	72	79	89	38	75	73	62
Pleasant	82	46	56	74	56	87	86	73
Friendly	80	65	67	83	48	85	72	72
Interesting	61	20	13	42	43	73	68	62
Varied	55	27	23	49	64	86	82	80
<u>Unfavourable</u>								
Stuffy	2	7	3	6	25	3	4	10
Square	2	6	2	6	30	8	12	18
Dull	3	18	17	7	28	3	7	11
Childish	3	20	29	12	10	4	8	5
Corny	3	20	29	15	23	4	4	9
Bitty	18	23	42	26	29	15	16	23

81. The differences associated with age shown above, run along expected lines - with each step up the age scale, Caroline's image glows less brightly, while the converse holds for the Light Programme. But at any rate as far as Caroline is concerned, the differences tend to be of degree rather than of kind, thus even the 'over 50's' consider it is lively and cheerful. As for the Light Programme, the rather blurred image held by the 11-15's comes into clear focus as age increases.

82. The images of both Caroline and the Light Programme appear to be less clearly associated with social class than they are with age. Nevertheless social class is clearly a 'relevant variable' and more so in respect of Caroline, for there are sharper differences between the way in which the AB's and DE's apply the adjectives to Caroline than between the way in which they apply them to the Light Programme. Most of the AB's, for example, like most of the DE's, describe Caroline as 'lively' and 'cheerful', but when it comes to 'interesting' they differ quite sharply. On the other hand AB's and DE's are much nearer to agreeing about the appropriateness of the adjectives to the Light Programme.

83. To sum up: the adjective test suggests that Caroline addicts like it primarily for its lively cheerful and friendly qualities, qualities which they think it possesses in much greater measure than the Light Programme which they often regard as 'square' and 'bitty'. Nor do the public as a whole deny that Caroline is preeminently lively and cheerful, but so, for many of them, is the Light Programme. Moreover they also think the Light Programme is varied and interesting - qualities which they don't find in Radio Caroline nearly so often.

SUMMARY

84. This report is based principally upon a Specially Commissioned Survey conducted in the autumn of 1964. 1,000 persons, aged 11 years and over, were interviewed in the areas in the South and north-West of England where Caroline was known to have, in general, good reception. These areas together had a population not far short of half that of the United Kingdom.
85. Most of the sample had heard Caroline at some time but roughly one-fifth were identified as Caroline 'addicts'. They are predominantly young people, half of them being teenagers and over 70% of them under 30 years of age. Addiction to Caroline is uncommon amongst 30-50 year-olds and very rare indeed amongst people over 50 but it is just as likely to occur amongst males as amongst females.
86. 'Addicts' are found at all levels of the social scale, though rather less commonly at the 'top'. 'Addicts' are rather better supplied with listening facilities than is the general population, in particular more than one-third of them have portable transistors, but they are less likely than others to have car radios or VHF sets. As viewers, they are much more likely to view ITV than BBC programmes. They tend to be less choosy than the average listener and much less interested in hearing programmes that 'give you something to think about'. Finally, being for the most part young people, they are frequently familiar with what their friends listen to (and thus open to being influenced by them).
87. There are three sources of evidence about the absolute size of Caroline audiences, but the estimates they produce diverge considerably, so no confident statement can be made about this. However, from two of the sources it is possible to estimate Caroline audiences relative to those of the Light Programme and these estimates substantially agree that Caroline audiences are, in general, about one-third of those of the Light Programme. Moreover all the sources indicate that on weekdays there is not much fluctuation in Caroline listening throughout the day; they remain at a fairly steady level from 8.00 am to 6.00 pm.
88. If they could please themselves some people would listen to Caroline more than they do and others would listen less, but the evidence of the Specially Commissioned Survey suggests that these groups would roughly cancel one another out. It also suggests that Caroline audiences by no means consist entirely of truants from the BBC; that to a large extent they consist of people who, if Caroline had not been on the air, would not have been listening at all. This gains support from the fact that, since Caroline's advent, BBC listening audiences have only slightly decreased.
89. Over 90% of Caroline listening is 'background listening', in the sense that listeners are doing something else at the same time (so, for that matter is over 90% of Light Programme listening and 83% of Home Service listening in the daytime). More than half of Caroline listening takes place when people are getting up, having meals or doing housework and as much as a quarter takes place outside the home, most of it at places of work. The two overwhelming demands for the purpose of background listening during the daytime are for Light music and Pop music. Caroline has quite clearly built up its audiences by catering for that substantial section of the public - mostly youngsters - who want a continuous stream of Pop.
90. The 'image' of Caroline is of a 'lively', 'cheerful', 'friendly' service, but the same adjectives are frequently applied to the Light Programme which, unlike Caroline, is also commended for being 'varied'. The important point is that friendly feelings towards Caroline do not necessarily imply unfriendly feelings towards the BBC. Caroline 'addicts', understandably, would be very upset if it went off the air - more so than if the Light Programme were to stop (though they don't want this to happen). Few of the general public actually want Caroline to stop, most of them are simply indifferent to its fate, whereas most of them would be 'sorry' to see the end of the Light Programme.

Table I 'Addiction' to Caroline

	Switch on Caroline without 'bothering to find out what is on BBC			Have never heard Caroline	Total
	Often (Addicts)	Occasionally	Never		
	%	%	%	%	%
Whole sample	19	12	46	23	100
Age groups					
11-15	52	17	25	6	100
16-20	51	25	21	3	100
21-30	28	17	44	11	100
31-49	12	12	57	19	100
50+	5	5	50	40	100
Males	19	12	47	22	100
Females	18	12	46	24	100
So.-Ec. class					
AB	12	7	56	25	100
C1	15	12	52	21	100
C2	20	13	49	18	100
DE	21	13	38	28	100
Education finished at age -					
18 or over	5	11	49	35	100
16 or 17	13	9	66	12	100
15 or less	16	14	47	23	100
Still being educated	50	22	26	2	100

Table 2 Facilities

	Whole Sample	'Addicts'	Socio-economic class			
			AB	C1	C2	DE
	%	%	%	%	%	%
With access to						
one radio receiver	73	64	60	69	73	78
two radio receivers	19	24	21	20	20	15
three or more "	7	12	19	10	6	7
	<u>99</u>	<u>100</u>	<u>100</u>	<u>99</u>	<u>99</u>	<u>100</u>
Radio receivers per capita	1.35	1.51	1.78	1.43	1.32	1.33
	%	%	%	%	%	%
With portable transistor sets	27	38	43	29	25	22
With car radios	7	5	25	5	4	4
With VHF receivers	30	25	50	33	25	26
With access to radio receiver in						
Sitting room	67	63	63	69	65	71
Dining room	14	13	22	18	14	6
Kitchen	24	30	34	13	24	14
Bedroom(s)	22	27	44	25	18	15
With access to a television set	91	95	93	90	93	86

Table 3 Distribution of viewing time by those who have television sets

	ITV 'mainly all'	ITV more than BBC	Other $\phi$ answers	BBC more than ITV	BBC 'mainly all'	Total
	%	%	%	%	%	%
Whole sample	25	32	17	18	8	100
Caroline 'addicts'	40	39	12	8	1	100
Age groups						
11-15	35	31	13	14	7	100
16-20	34	36	18	9	3	100
21-30	25	34	18	19	4	100
31-49	23	30	20	17	10	100
50+	22	32	15	23	8	100
Males	26	30	16	20	8	100
Females	24	34	18	17	7	100
Socio-economic class						
AB	15	16	21	27	21	100
C1	18	24	23	29	6	100
C2	29	36	15	13	7	100
DE	29	37	15	15	4	100

$\phi$  a large proportion of these said 'about equal'

Table 4 Knowledge of friends' listening

	Know 'a great deal'	Know 'quite a bit'	Know 'only a little'	Don't know very much	No reply	Total
	about friends' listening					
	%	%	%	%	%	%
Whole sample	5	16	14	63	2	100
Caroline 'addicts'	16	29	15	40	-	100
Age groups						
11-15	15	35	15	34	1	100
16-20	14	40	13	31	2	100
21-30	7	20	16	56	1	100
31-49	4	9	16	70	1	100
50+	1	9	10	76	4	100

Table 5 'Choosey-ness' about radio programmes heard in the daytime

	Self-rating				Total
	'Very choosey'	'A bit choosey'	'Not very choosey'	No Reply	
	%	%	%	%	%
Whole sample	23	32	42	3	100
Caroline 'addicts'	18	31	49	2	100
Age groups					
11-15	14	29	53	4	100
16-20	20	33	45	2	100
21-30	16	36	47	1	100
31-49	23	31	42	4	100
50+	30	29	35	6	100
Males	24	34	37	5	100
Females	22	29	46	3	100
Socio-economic class					
AB	31	34	32	3	100
C1	30	31	32	7	100
C2	22	33	42	3	100
DE	18	28	49	5	100

Table 6 Probable effect on BBC daytime listening of cessation of Caroline

	In the morning		In the afternoon	
	Whole Sample	Caroline 'addicts'	Whole Sample	Caroline 'addicts'
	%	%	%	%
Informants				
BBC listening would greatly increase	5	18	5	15
BBC listening would increase slightly	11	28	11	27
be unaffected	56	42	55	45
decrease slightly	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>
	69	71	68	73
BBC listening would greatly decrease	-	3	-	3
Not asked because Caroline never heard	23	-	23	-
No reply	<u>3</u>	<u>8</u>	<u>4</u>	<u>9</u>
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Table 7 Effect of Caroline on BBC listening in the daytime

	In the morning		In the afternoon	
	Whole Sample	Caroline 'addicts'	Whole Sample	Caroline 'addicts'
	%	%	%	%
Informant's				
BBC listening greatly reduced	12	54	13	49
BBC listening slightly reduced	7	18	9	20
unaffected	52	24	52	25
slightly increased	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	59	42	61	45
BBC listening greatly increased	-	-	-	-
Not asked because Caroline never heard	23	-	23	-
No reply	<u>-</u>	<u>4</u>	<u>3</u>	<u>6</u>
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Table 8 Feelings if Caroline/Light Programme stopped broadcasting

	Caroline					Light Programme				
	Pleased	Would not Care	Sorry	Other	Total	Pleased	Would not Care	Sorry	Other	Total
	%	%	%	%	%	%	%	%	%	%
Whole sample	5	60	34	1	100	1	23	76	-	100
Caroline 'addicts'	-	10	90	-	100	4	60	35	1	100
Age groups										
11-15	-	33	67	-	100	5	55	39	1	100
16-20	-	26	74	-	100	1	51	48	-	100
21-30	2	49	49	-	100	-	31	69	-	100
31-49	8	60	30	2	100	-	13	86	1	100
50+	6	83	11	-	100	1	14	85	-	100
Males	6	60	33	1	100	1	28	70	1	100
Females	3	62	34	1	100	1	18	81	-	100
Socio-economic class										
AB	8	72	20	-	100	-	12	88	-	100
C1	7	62	28	3	100	-	17	80	3	100
C2	4	59	37	-	100	2	30	68	-	100
DE	3	59	37	1	100	1	22	77	-	100

Table 9 Service preference if only one could be chosen

	Service preference in the morning					Service preference in the afternoon				
	Light	Caroline	Home	Others*	Total	Light	Caroline	Home	Others*	Total
	%	%	%	%	%	%	%	%	%	%
Whole sample	55	24	16	5	100	52	28	11	9	100
Caroline 'addicts'	13	84	1	2	100	12	86	-	2	100
Age groups										
11-15	20	66	8	6	100	22	65	3	10	100
16-20	33	58	5	4	100	17	73	3	7	100
21-30	50	38	8	4	100	44	43	5	8	100
31-49	66	16	12	6	100	62	22	8	8	100
50+	66	4	25	5	100	62	6	21	11	100
Males	54	24	17	5	100	48	32	10	10	100
Females	58	23	14	5	100	56	24	12	8	100
Socio-economic class										
AB	53	13	30	4	100	51	17	23	9	100
C1	61	18	16	5	100	54	21	12	13	100
C2	56	26	13	5	100	52	32	8	8	100
DE	55	28	12	5	100	50	30	9	11	100

\* Including 'Don't know' and 'Don't listen at all'

## Appendix

### Definitions of social classes

	Definition	Typical occupations of heads of households.
AB	Upper middle or middle	Doctor, Accountant, Company Director, bank manager.
C1	Lower middle	Teacher, Junior civil servant, draughtsman, commercial traveller, police sergeant.
C2	Skilled working class	Fireman, carpenter, compositor.
DE	Working class	Semi-skilled or unskilled manual workers.