Radio Use in Germany, 1929-1941

Abstract

The radio was already a popular consumer item in the years before the Nazis came to power. 1929, for example, saw the greatest growth in a single year in the percentage of households in Germany that purchased a set. However, the overall percentage of homes with a radio remained relatively low until the mid-1930s. Several years of sustained growth of over 10% per annum meant that over half of all German households owned a radio by the start of the war. The radio was important as a political instrument for spreading information and propaganda that the regime wished the population to consume, but it also remained an important venue for entertainment by regularly broadcasting popular music and dramatic and comedic shows.

Source

Year	Registered sets x 1,000	Households with set (%)	Growth per annum (%)
1929	2,843	17.0	27.3
1930	3,244	19.0	14.1
1931	3,742	21.6	15.3
1932	4,185	23.7	11.8
1933	4,555	25.4	8.8
1934	5,453	29.8	19.7
1935	6,725	36.2	23.3
1936	7,584	40.2	12.8
1937	8,512	44.3	12.2
1938	9,598	49.2	12.7
1939	11,324	57.1	18.0
1940	12,615	62.7	11.4
1941	13,309	65.1	5.5

Source: Corey Ross, *Media and the Making of Modern Germany: Mass Communications, Society, and Politics from the Empire to the Third Reich*. Oxford: Oxford University Press, 2008, p. 287.

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