

CONFIDENTIAL

FEASIBILITY STUDY OF TELEPHONE MEASUREMENT OF RADIO
USING VARYING NUMBERS OF INTERVIEWS PER PERSON

Conducted Under Sponsorship Of:
RADIO ADVERTISING BUREAU AND
NATIONAL ASSOCIATION OF BROADCASTERS

JUNE-SEPTEMBER, 1977

Survey Division, AUDITS & SURVEYS, INC., One Park Ave., N.Y., N.Y. 10016

AUDITS & SURVEYS, INC.
ONE PARK AVENUE, NEW YORK, N. Y.

CONFIDENTIAL

**ABC RADIO
Owned Stations
Research Library**

FEASIBILITY STUDY OF TELEPHONE MEASUREMENT OF RADIO
USING VARYING NUMBERS OF INTERVIEWS PER PERSON

Conducted Under Sponsorship Of:
RADIO ADVERTISING BUREAU AND
NATIONAL ASSOCIATION OF BROADCASTERS

JUNE-SEPTEMBER, 1977

Survey Division, AUDITS & SURVEYS, INC., One Park Ave., N.Y., N.Y. 10016



NEW YORK · TORONTO · HAMBURG · AUDITS & SURVEYS LATINO AMERICA
BUENOS AIRES · LIMA · MONTEVIDEO · RIO DE JANEIRO · SAO PAULO

**FEASIBILITY STUDY OF TELEPHONE MEASUREMENT OF RADIO
USING VARYING NUMBERS OF INTERVIEWS PER PERSON**

**Conducted Under Sponsorship Of:
RADIO ADVERTISING BUREAU AND
NATIONAL ASSOCIATION OF BROADCASTERS**

JUNE - SEPTEMBER 1977

**AUDITS & SURVEYS, INC.
One Park Avenue
New York, New York 10016**

TABLE OF CONTENTS

| | <u>PAGE</u> |
|--|-------------|
| Foreword | i |
| Introduction | vi |
| Summary of Findings | viii |
| Experimental Tests With Different Approaches | 1 |
| Preliminary Pretesting | 11 |
| Detailed Findings of Feasibility Study | 19 |
| Reading Notes | R1 |
| Technical Appendix | T1 |
| Field Materials | |

Audits & Surveys, Inc.

FOREWORD

COMMENTS ON FEASIBILITY STUDY PURPOSES AND FINDINGS BY TECHNICAL COMMITTEE

The Technical Committee wishes to express its appreciation to those broadcasters who through association with Radio Advertising Bureau and National Association of Broadcasters supported this Radio research program; and to Audits & Surveys for their professionalism in the design and implementation of this Radio Feasibility Study.

The Technical Committee was formed under the auspices of a Radio Marketing Task Force, an ad hoc Committee of RAB, to design a research program, select a research company for the project, and review the implementation and findings of the research. In addition, this research effort was reviewed by Radio researchers of the NAB Committee on Local Television and Radio Audience Measurement (COLTRAM).

The first assignment of the Technical Committee prior to the study design was to review currently available methodologies and those previously attempted to measure Radio station audiences in markets. This review led to the need for further exploration of telephone interviewing methods.

Earlier industry research efforts, such as All Radio Methodology Study (ARMS I), All Radio Marketing Study (ARMS II) and other independent research efforts, concentrated on measurement methods other than the telephone, or had investigated telephone methods before weekly cumulative station audience measurements became an important criterion for the evaluation of a station's performance. Although an excellent telephone methodology had been developed for the national measurement of Radio networks -- Radio's All Dimension Audience Research (RADAR) -- no such system had been tested for local markets.

Thus the primary objective of the research program was to develop methods of measuring local Radio station audiences through telephone interviewing. Both the commonly used measurement of average quarter hour and cumulative station audience measures were assessed as equally important.

Our research program began with the testing of the least expensive methods of telephone interviewing -- one- and two-interview methods -- and progressed to more costly methods which require three to seven interviews to cover seven days of reporting.

Audits & Surveys began exploratory work in June 1977 with one- and two-interview telephone methods which required respondents to recall their Radio listening back through time over a seven day period. Before embarking on this phase, however, the Technical Committee reviewed a considerable amount of work which was available from independent research companies which had tried the one-interview telephone approach. This review suggested that cumulative station audiences with a one-interview telephone method did not provide results comparable to existing benchmarks. Thus Audits & Surveys' work focused on cumulative station measurements with new and more in-depth questioning techniques using the one-interview method.

The results of our first exploratory stage indicated that the one- and two-interview methods tested once again did not provide reasonable station cumulative audience levels, for the most part due to the long period of recall required by these methods.

This result, which confirmed past research, led the Technical Committee to

design other telephone methods which relied on shorter recall periods but covered seven days of reporting.

Subsequent testing by Audits & Surveys in August 1977 provided the framework for a three-interview telephone method which relied on approximately 48-hour recall and a seven-interview telephone method which allowed for more immediate 24-hour recall.

These methods were then tested in our main survey conducted during September 1977. The study as shown in this report reveals that the seven-interview method was the most reasonable for further development.

To sum up our explorations, one of our important goals was to determine how many phone interviews were needed in a week to correctly measure a full week of Radio listening. No approach that we were able to develop was able to satisfactorily shortcut the process of obtaining a week's worth of information with less than a method designed to have a person interviewed on each of the seven days of the week. Analysis of the findings seems to us to show that the longer the period of recall, the more likely there is to be a dropoff in memory of stations listened to.

Here are some of the methodological features incorporated in the seven-interview method as tested: random preselection of a respondent about a week prior to the measurement period; inclusion of unlisted and listed households within the sampling frame; one person per household interviewed and only reporting on the respondent's own personal listening; an extensive callback procedure during both the initial preselection and the repeated interview phases; and supervised interviewing from central locations.

Although the Technical Committee is pleased with the performance of the seven-interview methodology, we are also aware of the need for continued improvement in any methodology, and thus would suggest further investigative work by research companies interested in pursuing this method.

The Technical Committee would be pleased to discuss any aspect of this study with those who would like additional information.

MEMBERS OF RAB TECHNICAL COMMITTEE*

| | |
|------------------------------|--------------------------------------|
| Mr. Roley Altizer..... | National Association of Broadcasters |
| Mr. John Dimling, Jr..... | National Association of Broadcasters |
| Ms. Terry Drucker..... | CBS Radio |
| Mr. Robert Galen..... | Blair Radio |
| Ms. Kathryn Lenard..... | NBC Radio |
| Mr. William McClenaghan..... | ABC Radio |
| Mr. Richard Montesano..... | Radio Advertising Bureau |
| Ms. Elaine Pappas..... | Metro Radio Sales |
| Mr. Roy Shapiro..... | Group W Broadcasting |
| Mr. Alan Tobkes..... | Eastman Radio |
| Ms. Bella Werner..... | The Christal Company |
| Mr. Daniel Zweig..... | Radio Advertising Bureau |

* In addition, Radio members of the NAB's Committee on Local Television and Radio Audience Measurement (COLTRAM) reviewed the study plans and findings.

INTRODUCTION

In June 1977, at the request of the Radio Advertising Bureau and the National Association of Broadcasters, Audits & Surveys was commissioned to conduct a research program designed to develop the feasibility of alternative methodologies for gathering seven day radio listening behavior through telephone interviewing. Throughout this research program, a series of studies were conducted to develop four telephone research methods that were subsequently tested in September 1977.

In all phases of the research, the procedures and techniques employed by Audits & Surveys were reviewed by industry researchers under the auspices of the Technical Committee of RAB'S Radio Marketing Task Force.

For purposes of presenting our findings, we have organized the report to reflect the three phases of our research program:

Phase 1: This included early developmental work to isolate the most meaningful techniques for further investigation.

Phase 2: A series of preliminary pretests of the developed

methodologies to further refine techniques.

Phase 3: A full-scale study to demonstrate the feasibility of the approaches tested.

This is a report primarily on the findings of Phase 3.

SUMMARY OF FINDINGS

1. Considering virtually all comparative analyses developed in this study, the methodology which emerges as the most reasonable is the seven day repeated telephone interview technique.
2. More specifically, the seven day telephone interview method which starts measurement on a Wednesday performs the closest to existing syndicated measurements, especially when station cumulative audience levels and average quarter hour audience levels are compared.
3. In general, both methodologies tested -- the three interview method and the seven interview method -- yield Average Quarter Hour Radio Audiences and Cumulative Radio Audiences for the medium in total similar to existing syndicated measurements.
4. Both the seven and three day telephone interview methods show no evidence of a positive or negative conditioning effect on a day by day basis.
5. This study found no evidence of a substantial overall increase or decrease in Radio Listening among respondents who agreed to participate but did not complete all required interviews.
6. On the basis of this test, no significant difference was found in the fulfillment rate (the proportion of those qualified agreeing to participate who completed the interview) by whether or not marketing questions were included in the interview.

EXPERIMENTAL TESTS WITH
DIFFERENT APPROACHES

EXPERIMENTAL TESTS WITH DIFFERENT APPROACHES

BACKGROUND

For the first phase of this study, different methods of questioning and different techniques of alerting respondents for a study were experimented with to determine if less than rigorous research methods could produce reasonable measurement results in observing cumulative radio audiences. In all, five approaches were tested.

Approach 1 - Broad Period Probe:

A method whereby respondents were asked about their radio listening for the past five weekdays in the aggregate by broad daypart. Last Saturday and Sunday data were also gathered, but separately. This approach did not probe for respondent recall on an hour by hour basis and as a result could be characterized as a broad period probe technique.

Approach 2 - Detailed Activity Probe:

Same procedure as Approach 1, but respondents were extensively cued by usual activities involved; i.e., at home, in a car, at work, etc. The questionnaire was higher-activity-oriented in its probe.

Approach 3 - Frequency Method:

Respondents were asked about radio stations listened to within the past six months and then queried about their relative frequency of listening to each station by daypart within weekdays and Saturday and Sunday. To some degree this method resembled frequency methods used in other media and was included to determine whether average weekly measurements might be appropriate.

Approach 4 - Alert:

Potential respondents were called approximately one week in advance and asked if they would agree to be interviewed by telephone in a week's time. These respondents were then asked about their radio listening for each of the past seven days using the detailed activity probe interview.

Approach 5 - Cue:

This method was identical to the Alert, with two exceptions. Those respondents who agreed to be interviewed were sent a form on which they were to record whether or not they listened to the radio by daypart for each of the past seven days. The interview also involved reporting the amount of time listened to by segment for Saturday, Sunday, and "yesterday." In all other aspects the interview was the same as the Alert.

A one dollar incentive was used in soliciting cooperation in the Alert approach, and a two dollar incentive was employed with the Cue approach.

For this first phase of our work, small experimental samples were used since the primary purpose of the research was to isolate respondent reaction to different questioning methods and to ascertain the desirability of further investigation of a given approach. Central interviewing was conducted in June by telephone among respondents who were residents of the Chicago Metropolitan Area. Telephone numbers were randomly selected from the most recent Chicago telephone directory. No attempt was made to include unlisted numbers in this first developmental phase.

Findings

In general we found:

CUMULATIVE AUDIENCE ESTIMATES FROM THE ALERT AND CUE TECHNIQUES -- TWO INTERVIEW METHODS -- WERE SIGNIFICANTLY DIFFERENT FROM THE ONE INTERVIEW METHOD.

The estimates from the one interview methods, including the Broad Period Probe approach, appeared to be relatively lower than normative data for weekday listening, but somewhat closer for weekend listening.

The Alert and Cue techniques -- two interview methods -- yielded measures close to normative standards of the average number of stations listened to, while the three other techniques generated lower estimates.

TABLE 1
 MONDAY-FRIDAY
 6 A.M. TO MIDNIGHT
 PERSONS 12+

| | APPROACH 1 BROAD PERIOD PROBE | APPROACH 2 ACTIVITY PROBE | APPROACH 3 FREQUENCY | APPROACHES 4 & 5 ALERT & CUE |
|--|--|------------------------------------|----------------------------|------------------------------------|
| Total Sample | (100) 100% | (100) 100% | (99) 100% | (84) 100% |
| Listened | 88% | 87% | 82% | 99% |
| *Average Number of Stations Listened To Over 5 Days | 1.79 | 1.86 | 1.75 | 2.38 |

* Normative data indicate an average of 2.3 stations listened to in 5 days.

TABLE 2
 SATURDAY CUMULATIVE LISTENING
 6 A.M. TO MIDNIGHT
 PERSONS 12+

| | APPROACH 1 BROAD PERIOD PROBE | APPROACH 2 ACTIVITY PROBE | APPROACH 3 FREQUENCY | APPROACHES 4 & 5 ALERT & CUE |
|---|---|------------------------------------|----------------------------|------------------------------------|
| Total Sample | (100) 100% | (100) 100% | (99) 100% | (84) 100% |
| Listened | 66% | 76% | 63% | 87% |
| Average Number of Stations listened to | 1.27 | 1.55 | 2.40 | 1.67 |

TABLE 3
 SUNDAY CUMULATIVE LISTENING
 6 A.M. TO MIDNIGHT
 PERSONS 12+

| | APPROACH 1 BROAD PERIOD <u>PROBE</u> | APPROACH 2 ACTIVITY <u>PROBE</u> | APPROACH 3 <u>FREQUENCY</u> | APPROACHES 4 & 5 <u>ALERT & CUE</u> |
|---|---|---|-----------------------------------|---|
| Total Sample | (101) 100% | (100) 100% | (99) 100% | (84) 100% |
| Listened | 60% | 63% | 60% | 82% |
| Average Number of Stations Listened To | 1.42 | 1.35 | 2.32 | 1.39 |

A REVIEW OF DAY-BY-DAY REPORTING BY RESPONDENTS FOR THE ALERT AND CUE (APPROACHES 4 AND 5), HOWEVER, INDICATED A DECREASING LEVEL OF STATION MENTIONS AS THE DAY OF MEASUREMENT WAS FURTHER AWAY FROM THE DAY OF INTERVIEW.

TABLE 4
 AVERAGE NUMBER OF STATIONS LISTENED TO
 BY NUMBER OF DAYS FROM INTERVIEW
 MONDAY-FRIDAY 6 A.M. to MIDNIGHT
 (ALERT & CUE)

| <u>Number of Days Ago</u> | <u>SAMPLE SIZE</u> | <u>AVERAGE NUMBER OF STATIONS</u> |
|-------------------------------|------------------------|---------------------------------------|
| 1 | (78) | 1.59 |
| 2 | (84) | 1.45 |
| 3 | (84) | 1.33 |
| 4 | (58) | 1.28 |
| 5 or more | (116) | 1.35 |

IN SUMMARY, THE TWO INTERVIEW METHODS (APPROACHES 4 AND 5) APPEARED TO BE DESIRABLE FOR FURTHER TESTING, SINCE OVERALL CUMULATIVE LEVELS WERE WITHIN INDUSTRY NORMATIVE RANGES.

PRELIMINARY PRETEST

PRELIMINARY PRETESTING

Prior to implementing the pretest phase of the research serious attention was given to shortening the period of recall so as to increase the validity of respondent reporting. This was suggested by the data resulting from the Phase 1 testing which indicated that the two interview methods yielded results close to normative data, but that respondent station reporting decreased as the time from the day of interview increased.

As a result, the final design of the approach known as the 3-Day interview method consisted of three interviews in order to limit recall to approximately 48 hours. The first interview would consist of unalerted recall for 48 or 24 hours, depending upon the start date for interviewing. As originally intended, the 3-Day interview method would be used with a start date on Monday, so that the weekend would be reported on with unalerted responses. (Phase 1 indicated reasonable weekend data from unalerted interviews). However, in order to determine whether the starting day for such interviewing would have any effect on results, the 3-Day method was also designed to start on a Wednesday since midweek starts are usually preferred in local syndicated broadcast research. For the Wednesday start, the first interview would cover "yesterday" or 24 hours.

Having developed these test methods, it was decided that the shortest possible length of recall should be tested also in the form of a seven day repeated interview method. This was structured into the design for

both Monday and Wednesday starts and is referred to as the 7-Day interview method.

In addition, half the respondents for each of these test methods would be asked a series of marketing questions and half would not be in order to test the effect of the inclusion of such questions on reported listening levels.

A more detailed explanation of the methods tested is given in the Technical Appendix of this report.

In August, 1977, a preliminary test of this design was conducted with a sample of 200 interviews in the Chicago area, which had been drawn exactly as the sample in the major study would be.

The results of this test were very encouraging. Radio listening levels were reasonably closer to normative data, as shown in the following tables, which include July/August 1977 Arbitron figures as a basis for comparison:

TABLE 5
 CUMULATIVE AUDIENCE ESTIMATES
 6 A.M. TO MIDNIGHT

| | <u>ARBITRON</u> <u>J/A '77</u> | <u>TOTAL</u> | <u>7-DAY</u> <u>METHOD</u> | <u>3-DAY</u> <u>METHOD</u> |
|---------------|-----------------------------------|-----------------|-------------------------------|-------------------------------|
| | 100.0% | (194) 100.0% | (106) 100.0% | (88) 100.0% |
| Monday-Sunday | 95.8% | 96.9% | 95.3% | 98.9% |
| Monday-Friday | 94.6 | 96.4 | 95.3 | 97.7 |
| Weekends | 83.6 | 85.6 | 87.7 | 83.0 |

TABLE 6
 AVERAGE QUARTER HOUR RATINGS
 6 A.M. TO MIDNIGHT

| | <u>ARBITRON</u> <u>J/A '77</u> | <u>TOTAL</u> | <u>7-DAY</u> <u>METHOD</u> | <u>3-DAY</u> <u>METHOD</u> |
|---------------|-----------------------------------|-----------------|-------------------------------|-------------------------------|
| | 100.0% | (194) 100.0% | (106) 100.0% | (88) 100.0% |
| Monday-Sunday | 16.0% | 18.1 | 17.0 | 19.3 |
| Monday-Friday | 16.8 | 19.2 | 18.2 | 20.5 |
| Weekends | 14.1 | 15.1 | 14.1 | 16.3 |

TABLE 7
 CUMULATIVE AUDIENCE ESTIMATES
 BY DAY PART

| | <u>ARBITRON J/A '77</u> | <u>TOTAL</u> | <u>7-DAY METHOD</u> | <u>3-DAY METHOD</u> |
|---------------|-----------------------------|-----------------|-------------------------|-------------------------|
| Monday-Friday | 100.0% | (194) 100.0% | (106) 100.0% | (88) 100.0% |
| 6am-10am | 79.7% | 79.4% | 77.4% | 81.8% |
| 10am-3pm | 70.0 | 70.6 | 68.9 | 72.7 |
| 3pm-7pm | 76.5 | 81.4 | 84.0 | 78.4 |
| 7pm-Midnight | 61.8 | 69.6 | 70.8 | 68.2 |

TABLE 8
 AVERAGE QUARTER HOUR RATINGS
 BY DAYPART

| | <u>ARBITRON</u> <u>J/A '77</u> | <u>TOTAL</u> | <u>7-DAY</u> <u>METHOD</u> | <u>3-DAY</u> <u>METHOD</u> |
|----------------|-----------------------------------|--------------|-------------------------------|-------------------------------|
| Monday-Friday | | (194) | (106) | (88) |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| 6am-10am | 21.7 | 24.5 | 22.2 | 27.2 |
| 10am-3pm | 19.0 | 20.4 | 19.6 | 21.4 |
| 3pm-7pm | 17.3 | 20.2 | 19.6 | 20.9 |
| 7pm - Midnight | 10.0 | 13.2 | 12.5 | 14.0 |

However, a review of cooperation rates in the pretest indicated a high level of respondent refusals. This was disturbing, since the sampling technique required selection of only one person per household randomly. In order to improve cooperation rates, it was decided to test several alternatives to the screening procedures used in the pretest. The results of this testing indicated that cooperation rates could be improved substantially and the following changes were made in the final approved sampling techniques for Phase 3:

Instead of prelisting the entire household, which generated resistance on the part of respondents, the sample was divided into four parts: adult males, adult females, teenage males, and teenage females. The interviewer then asked directly for predetermined members of this age/sex group.

In households where the individual originally selected refused or was not available, a second selection was made, rather than eliminating the household from the sample.

In the case of the 3-Day interview method, the first complete interview was conducted before asking a respondent whether he/she would be willing to be called back. It was felt that, having gone through one such interview, individuals would be more likely to agree to be called back, since the interview would then be known to be brief and not difficult.

When an initial refusal was encountered, an offer of a gift "valued at \$5" was made. All respondents were sent a basic gift for cooperation. Mailing was timed to permit arrival of the gift before or during the week of interviewing. (In the original test an initial offer of \$1 with an increase to \$2 in the event of a refusal, was made in an attempt to induce cooperation.)

In order to avoid making a respondent feel "trapped", specific days for the callback were not preselected. An attempt was made to have the respondent pick his own days and times to be called back. The most desirable days for the 3-Day interview method callback were, however, suggested in order to get the right spacing of interviews. In the case of the 7-Day interview method calling, respondents were told they would be called several times in the course of the week, but were not made to feel they were forced to stay home every night.

These changes resulted in substantial improvements in the cooperation levels for the full-scale feasibility study as is shown in the Technical Appendix.

DETAILED FINDINGS

DETAILED FINDINGS OF FEASIBILITY STUDY

Introduction

The preliminary experiments led to the four methods tested in the full-scale Feasibility Study, which was conducted during the period September 7 through September 27, 1977.

The test methods included the 7-Day method -- a seven interview method using yesterday recall with sample selection conducted a week before actual measurement; the 3-Day method -- a three interview method covering seven days of radio listening behavior using approximately 48 hour recall with sample selection occurring the day of the first interview.

Both 7-Day and 3-Day methods were conducted with matched Monday start and Wednesday start samples.

The study was designed to gather 1000 telephone interviews within the Chicago Standard Consolidated Area equally divided among test methods.

This section covers the findings emerging from this study. The detailed Findings are divided into three sections:

Section One reviews the Average Quarter Hour and Cumulative Audience levels of each test method.

Section Two compares the test method Average Quarter Hour and Cumulative Audience levels with the existing Arbitron market measurements.

Section Three compares the test method Station Audience Cumulative levels to Arbitron measurements.

Section Four reviews the methodology with respect to measurement of ethnic audiences.

I

INTERMETHOD COMPARISONS OF AVERAGE QUARTER HOUR AND CUMULATIVE LEVELS

NO IMPORTANT DIFFERENCES ARE SHOWN WHEN USING A THREE MINUTE RULE IN CALCULATING AVERAGE QUARTER HOURS COMPARED TO USING A FIVE MINUTE RULE.

For the purpose of this study, average quarter hour ratings were calculated two ways: first, a quarter hour was counted as a radio listening quarter hour if the respondent reported listening to the radio for three or more minutes during that quarter hour; for the second method, a quarter hour was counted only if five or more minutes of radio listening took place.

The two estimates are virtually identical. As a result, only figures based on the five minute rule are shown in the report. This makes the data comparable to local market industry measurements, which also use the five minute rule.

TABLE 9
 AVERAGE QUARTER HOUR RATINGS
 COMPARING 3 AND 5 MINUTE RATE
 6 A.M. TO MIDNIGHT

3 MINUTE RULE

| | <u>7-DAY METHOD</u> | | <u>3-DAY METHOD</u> | |
|---------------|---------------------|------------------|---------------------|------------------|
| | <u>MONDAY</u> | <u>WEDNESDAY</u> | <u>MONDAY</u> | <u>WEDNESDAY</u> |
| | (273) 100.0% | (273) 100.0% | (289) 100.0% | (263) 100.0% |
| Monday-Sunday | 16.2% | 16.3% | 16.1% | 16.9% |
| Monday-Friday | 16.8 | 17.1 | 16.3 | 18.4 |
| Weekends | 14.7 | 14.2 | 15.7 | 13.1 |

5 MINUTE RULE

| | <u>7-DAY METHOD</u> | | <u>3-DAY METHOD</u> | |
|---------------|---------------------|------------------|---------------------|------------------|
| | <u>MONDAY</u> | <u>WEDNESDAY</u> | <u>MONDAY</u> | <u>WEDNESDAY</u> |
| | (273) 100.0% | (273) 100.0% | (289) 100.0% | (263) 100.0% |
| Monday-Sunday | 16.1% | 16.3% | 16.1% | 16.8% |
| Monday-Friday | 16.7 | 17.1 | 16.2 | 18.3 |
| Weekends | 14.7 | 14.1 | 15.6 | 13.1 |

AVERAGE QUARTER HOUR RATINGS ARE NOT SUBSTANTIALLY DIFFERENT BETWEEN THE METHODS TESTED.

There is, overall, little difference between average quarter hour rating levels for the 7-Day vs. 3-Day method and Monday vs. Wednesday samples. Wednesday start interviewing tends to be higher for weekdays, lower for weekends. Overall, the 7-Day and 3-Day ratings are very close.

TABLE 10

AVERAGE QUARTER HOUR RATINGS

6 A.M. TO MIDNIGHT

PERSONS 12 YEARS AND OLDER

| | 7-DAY METHOD | | | 3-DAY METHOD | | |
|-----------------|-----------------|----------------|------------------|-----------------|-----------------|------------------|
| | <u>TOTAL</u> | <u>MONDAY</u> | <u>WEDNESDAY</u> | <u>TOTAL</u> | <u>MONDAY</u> | <u>WEDNESDAY</u> |
| Total Sample | (546) 100.0% | (273) 100.0 | (273) 100.0% | (552) 100.0% | (289) 100.0% | (263) 100.0% |
| Monday - Sunday | 16.2% | 16.1% | 16.3% | 16.5% | 16.1% | 16.8% |
| Monday - Friday | 16.9 | 16.7 | 17.1 | 17.3 | 16.2 | 18.3 |
| Weekends | 14.4 | 14.7 | 14.1 | 14.4 | 15.6 | 13.1 |

DAYPART AVERAGE QUARTER HOUR RATING LEVELS ARE SIMILAR COMPARING THE 7-DAY AND 3-DAY METHODS, WITH SOME DIFFERENCES BY START DAY SHOWN FOR THE 3-DAY METHOD.

The average quarter hour ratings for interviews conducted for the 7-Day method overall are very close to those for the 3-Day method by daypart except for the 10 A.M.-3 P.M. daypart where the 3-Day method yields a higher level. However, there appears to be considerable variation between Monday and Wednesday starts for the 3-Day method within the 6 A.M.-10 A.M. and 10 A.M.-3 P.M. time periods, while for the 7-Day method there is a remarkable consistency between the two start days.

TABLE 11
 AVERAGE QUARTER HOUR RATINGS
 BY DAYPARTS
 PERSONS 12 YEARS AND OLDER

| | <u>7-Day Method</u> | | | <u>3-Day Method</u> | | |
|------------------------|---------------------|-----------------|------------------|---------------------|-----------------|------------------|
| | <u>Total</u> | <u>Monday</u> | <u>Wednesday</u> | <u>Total</u> | <u>Monday</u> | <u>Wednesday</u> |
| Total Sample | (546) 100.0% | (273) 100.0% | (273) 100.0% | (552) 100.0% | (289) 100.0% | (263) 100.0% |
| <u>Monday - Friday</u> | | | | | | |
| 6 A.M. - 10 A.M. | 24.1% | 24.3% | 23.8% | 24.2% | 21.5% | 26.9% |
| 10 A.M. - 3 P.M. | 16.8 | 15.6 | 18.0 | 18.7 | 17.7 | 19.6 |
| 3 P.M. - 7 P.M. | 17.6 | 18.0 | 17.3 | 17.5 | 17.1 | 17.9 |
| 7 P.M. - Midnight | 10.7 | 10.8 | 10.6 | 10.2 | 9.9 | 10.6 |

CUMULATIVE AUDIENCE LEVELS GENERATED BY THE 7-DAY AND 3-DAY METHODOLOGIES ARE VERY SIMILAR. LEVELS ARE CONSISTENTLY HIGHER WHEN INTERVIEWING BEGINS ON WEDNESDAY THAN WHEN IT BEGINS ON MONDAY.

In total, no significant differences appear between the 7-Day and 3-Day method cumulative audience levels. For Wednesday start interviews, the 7-Day cumulative method levels are higher on weekends than the 3-Day method levels. However, the cumulative audience levels for weekdays and for the week as a whole do not differ significantly between the 7-Day and 3-Day method Wednesday start interviews.

Overall, Wednesday start interviewing appears to generate consistently higher cumulative audience levels than the Monday start interviewing but the differences are not significant. Interestingly, however, the 3-Day method Monday start, which obtained weekend data on an unalerted basis, showed a higher cumulative audience level on weekends than did the 3-Day method Wednesday start, which obtained weekend data on an alerted basis. Even here, however, the level is not significantly different.

TABLE 12
 CUMULATIVE RATINGS
 6 A.M. TO MIDNIGHT

| | 7-Day Method | | | 3-Day Method | | |
|-----------------|--------------|--------|-----------|--------------|--------|-----------|
| | Total | Monday | Wednesday | Total | Monday | Wednesday |
| | (546) | (273) | (273) | (552) | (289) | (263) |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Monday-Sunday | 97.5% | 95.3% | 99.6% | 97.7% | 96.3% | 99.1% |
| Monday - Friday | 97.2 | 94.8 | 99.6 | 95.9 | 92.8 | 99.0 |
| Weekends | 90.6 | 87.5 | 93.8 | 86.1 | 88.1 | 84.0 |

BY DAYPART, THERE IS LITTLE DIFFERENCE BETWEEN THE 7-DAY AND 3-DAY INTERVIEWING METHODS IN TERMS OF CUMULATIVE AUDIENCE LEVELS. HOWEVER, LEVELS ARE CONSISTENTLY HIGHER WHEN INTERVIEWING BEGINS ON WEDNESDAY THAN WHEN IT BEGINS ON MONDAY.

In comparing cumulative audience levels for 7-Day and 3-Day interviewing methods, holding constant the starting day of interviewing, no significant differences appear.

The cumulative audience levels are, however, significantly higher in many cases for interviewing which begins on Wednesday than for interviewing which begins on Monday.

TABLE 13
CUMULATIVE RATINGS BY DAYPARTS

| <u>Monday-Friday</u> | <u>7-Day Method</u> | | | <u>3-Day Method</u> | | |
|----------------------|---------------------|-----------------|------------------|---------------------|-----------------|------------------|
| | <u>Total</u> | <u>Monday</u> | <u>Wednesday</u> | <u>Total</u> | <u>Monday</u> | <u>Wednesday</u> |
| | (546) 100.0% | (273) 100.0% | (273) 100.0% | (552) 100.0% | (289) 100.0% | (263) 100.0% |
| 6 A.M. - 10 A.M. | 86.1% | 82.8% | 89.4% | 85.0% | 79.1% | 91.0% |
| 10 A.M. - 3 P.M. | 65.0 | 60.5 | 69.6 | 63.5 | 62.5 | 64.6 |
| 3 P.M. - 7 P.M. | 78.8 | 75.7 | 82.0 | 78.6 | 75.4 | 81.8 |
| 7 P.M. - Midnight | 62.0 | 57.3 | 66.7 | 60.1 | 60.2 | 60.0 |

THE AVERAGE NUMBER OF RADIO STATIONS LISTENED TO BY 7-DAY METHOD RESPONDENTS IS SLIGHTLY HIGHER THAN THAT REPORTED BY 3-DAY METHOD RESPONDENTS. AGAIN THE WEDNESDAY START YIELDS ARE HIGHER THAN THOSE WITH MONDAY STARTS.

The average number of stations listened to by each respondent is consistently (0.2 to 0.3) higher for interviews conducted using the 7-Day method than for interviews conducted using the 3-Day method. This difference is uniformly maintained over weekdays, weekends and the full week.

In addition, the average number of radio stations listened to tends to be higher for individuals whose interviews began on Wednesday than for those whose interviews began on Monday. These differences appear in weekday listening. The average number of stations named on weekend listening does not vary by starting day.

TABLE 14

AVERAGE NUMBER OF STATIONS FOR REPORTED STATIONS
LISTENED TO PER PERSONS
6 A.M. - MIDNIGHT

| | 7-Day Method | | 3-Day Method | |
|-----------------|--------------|-----------|--------------|-----------|
| | Monday | Wednesday | Monday | Wednesday |
| | (273) | (273) | (289) | (263) |
| Monday-Sunday | 2.3 | 2.6 | 2.1 | 2.3 |
| Monday - Friday | 2.0 | 2.3 | 1.8 | 2.0 |
| Weekend | 1.4 | 1.5 | 1.2 | 1.2 |

THERE IS NO EVIDENCE OF ANY SIGNIFICANT* CHANGES IN REPORTED RADIO LISTENING LEVELS DAY BY DAY.

In many types of interviewing a fatigue factor is a major concern in creating response error. That is, an individual who is asked a long series of questions or who is interviewed repeatedly or asked to complete a record for several days may tend to give perfunctory answers as the interviewing or recording progresses. Evidence of this tendency in this study would be shown by a gradual drop in the listening levels by day of interview.

Also, repeated interviewing or recording requirements may produce a positive conditioning effect which would show a gradual increase in listening. To test these hypotheses successive weekdays are compared, since weekend listening would not be expected to show the same audience levels. For Monday starts, the first weekday asked about is Monday, the last is Friday. For Wednesday starts, the first is Tuesday, the last is Monday. While the cumulative audience ratings and average quarter hour ratings vary, there is no trend either upward or downward for successive weekdays of interviewing for any of the methods tested.

* Chi-square test at the 95% confidence level.

TABLE 15
 CUMULATIVE RATINGS AND AVERAGE QUARTER HOUR RATINGS
 BY DAY OF INTERVIEW
 6 A.M. - MIDNIGHT

| <u>Listening Day</u> | <u>Cumulative Ratings</u> | | <u>Average Quarter Hour Ratings</u> | |
|----------------------|---------------------------|---------------------|-------------------------------------|---------------------|
| | <u>7-Day Method</u> | <u>3-Day Method</u> | <u>7-Day Method</u> | <u>3-Day Method</u> |
| | (273) 100.0% | (289) 100.0% | (273) 100.0% | (289) 100.0% |
| MONDAY START | | | | |
| Monday | 79.2% | 78.5% | 14.1% | 16.6% |
| Tuesday | 84.4 | 80.6 | 17.0 | 15.8 |
| Wednesday | 86.1 | 84.0 | 18.4 | 15.9 |
| Thursday | 82.1 | 78.3 | 18.0 | 15.9 |
| Friday | 82.0 | 82.5 | 16.2 | 17.0 |
| | <u>7-Day Method</u> | <u>3-Day Method</u> | <u>7-Day Method</u> | <u>3-Day Method</u> |
| | (273) 100.0% | (263) 100.0% | (273) 100.0% | (263) 100.0% |
| WEDNESDAY START | | | | |
| Tuesday | 92.7% | 90.2% | 18.2% | 19.6% |
| Wednesday | 86.9 | 86.6 | 17.1 | 17.7 |
| Thursday | 90.8 | 86.0 | 16.7 | 18.5 |
| Friday | 89.4 | 87.0 | 16.7 | 17.9 |
| Monday | 90.6 | 91.7 | 16.8 | 18.1 |

MORE 3-DAY METHOD RESPONDENTS WHO REPORT NO RADIO LISTENING TIME FOR A GIVEN DAY ARE UNSURE AS TO WHETHER THEY HAD LISTENED THAN ARE 7-DAY METHOD RESPONDENTS.

In an attempt to determine whether a longer recall period is likely to yield uncertain overall listening responses, a special question was asked for both the 7-Day and 3-Day methods when a respondent reported no radio listening for an entire day. The question asked was as follows: "I want to know how sure you are about your radio listening yesterday. Would you say you definitely did not hear or listen to a radio at any time yesterday, or would you say you are not sure you heard or listened to a radio at some time yesterday?"

The results show that although both 7-Day method and 3-Day method respondents indicate a high degree of certainty in their reporting of days in which they did not listen to or hear a radio, more 7-Day method respondents are certain of their responses.

TABLE 16

CERTAINTY THAT NO RADIO LISTENING OCCURRED
FOR DAYS WHERE NO RADIO LISTENING REPORTED

| <u>How Certain</u> | <u>7-Day Method</u> | <u>3-Day Method</u> |
|---------------------------|-------------------------|-------------------------|
| MONDAY-SUNDAY | | |
| Definitely Did Not Listen | 98.4% | 94.1% |
| Not Sure | 1.6% | 5.9% |
| MONDAY-FRIDAY | | |
| Definitely Did Not Listen | 99.4% | 94.6% |
| Not Sure | 0.6 | 5.4 |
| SATURDAY-SUNDAY | | |
| Definitely Did Not Listen | 97.1% | 93.5% |
| Not Sure | 2.9 | 6.5 |

THIS IS NOT UNEXPECTED SINCE THERE IS A SHORTER TIME LAPSE BETWEEN LISTENING AND INTERVIEWING FOR THE 7-DAY INTERVIEW METHOD.

Radio listening data is gathered within 24 hours of its occurrence for over 80% of the listening days reported for the 7-Day method; while because of the nature of the methodology, only 43% of all 3-Day method interviewing takes place within 24 hours of the time being reported.

TABLE 17
 INTERVIEWS TAKING PLACE WITHIN 24 HOURS

| | <u>7-Day Method</u> | <u>3-Day Method</u> |
|--|-------------------------|-------------------------|
| Proportion of interviewing taking place within 24 hours of time being reported | 82.2% | 42.9% |
| Interviewing takes place after 24 hours or more have elapsed | 17.8 | 57.1 |

OVERALL MEASURES FOR NEWSPAPER EXPOSURE ARE HIGHER FOR THE 7-DAY
METHOD COMPARED TO THE 3-DAY METHOD

Within each method tested, daily newspaper readership and the amount of time spent watching television on an average weekday was measured.

The results indicate that the 7-Day interviewing method provides a considerably higher measure than the 3-Day method for newspaper readership, but only a slightly higher television viewing measure.

The newspaper results are of special interest since newspaper readership questions were asked for each day, as was done for radio. Thus, the results are affected by the same time lapse variable mentioned earlier between the 7-Day and 3-Day methods.

TABLE 18
DAILY NEWSPAPER READERSHIP

| | <u>7-Day Method</u> | <u>3-Day Method</u> |
|--|-------------------------|-------------------------|
| TOTAL SAMPLE | (546) 100.0% | (552) 100.0% |
| <u>Day Of Week</u> | | |
| Monday | 66.1% | 65.8% |
| Tuesday | 73.7 | 62.7 |
| Wednesday | 68.4 | 68.9 |
| Thursday | 68.3 | 60.9 |
| Friday | 66.6 | 62.9 |
| Monday-Friday cumulative readership | 89.1 | 81.1 |
| Read a Daily Newspaper in past seven days | 94.6 | 90.9 |

WITH REGARD TO THE TELEVISION VIEWING RESULTS, A SMALL DIFFERENCE IS SHOWN,
AS IS EXPECTED SINCE THE QUESTION WAS NOT ASKED ON A SPECIFIC DAY BASIS, BUT
RATHER FOR AN AVERAGE WEEKDAY.

TABLE 19

AVERAGE WEEKDAY TELEVISION VIEWING

| | <u>7-Day Method</u> | <u>3-Day Method</u> |
|--|-------------------------|-------------------------|
| | (546) | (552) |
| Time spent viewing in average weekday (minutes) | 223 | 211 |

THERE IS LITTLE DIFFERENCE IN RADIO LISTENING LEVELS BETWEEN THOSE WHO COMPLETED THE STUDY AND THOSE WHO DROPPED OUT.

The feasibility study findings are based only on those respondents who completed all required interviews. However, average quarter hour levels were calculated for those who completed fewer than the full seven days of reporting. For this group, only those days for which a full day had been reported on were included. The comparison showed no major differences in reported listening levels.

TABLE 20
 AVERAGE QUARTER HOUR RATINGS
 6 A.M. TO MIDNIGHT

| | <u>Completed Interviewing</u> | <u>Agreed But Dropped Out</u> |
|---------------|-----------------------------------|-----------------------------------|
| | <u>TOTAL</u> | <u>TOTAL</u> |
| | (1,098) | (250) |
| | 100.0% | 100.0% |
| MONDAY-SUNDAY | 16.3% | 16.3% |
| MONDAY-FRIDAY | 17.1 | 16.7 |
| WEEKENDS | 14.4 | 15.3 |

II

COMPARISON OF TEST METHOD ESTIMATES OF AUDIENCES WITH ARBITRON SYNDICATED MEASUREMENTS

Although the primary objective of the feasibility study is to implement and analyze the results of the four different methods discussed, an important secondary evaluation is the extent to which each test method varies from existing syndicated measurements.* For this purpose, data from three Arbitron reports - October/November '76, April/May '77, and July/August '77 - were extracted and used as a benchmark for comparisons to our test methods which were implemented in September 1977.

THE AVERAGE QUARTER HOUR RATINGS OF THE 7-DAY METHOD INVOLVING BOTH MONDAY AND WEDNESDAY STARTS CORRESPOND CLOSELY TO THOSE OF ARBITRON.

While average quarter hour rating levels are very similar to Arbitron for all four methods tested, the 7-Day method results appear more stable by both Monday and Wednesday start. In addition, they are consistently within the ranges reported by the three Arbitron studies.

*No implication is intended that existing methods represent a benchmark or yardstick of "truth". The comparison is presented because it is of interest to see how these two different methodologies compare. Each uses the same repeated (seven-day) technique of observation. But one uses a telephone interview while the other relies primarily on a self-administered technique.

TABLE 21
 AVERAGE QUARTER HOUR RATINGS
 6 A.M. TO MIDNIGHT

| | Arbitron | | | 7-Day Method | | | 3-Day Method | | |
|---------------|---------------------------|---------------------------|---------------------------|------------------------------|-------------------------------|--|------------------------------|-------------------------------|--|
| | <u>O/N</u> <u>1976</u> | <u>A/M</u> <u>1977</u> | <u>J/A</u> <u>1977</u> | <u>Total</u> <u>(546)</u> | <u>Monday</u> <u>(273)</u> | <u>Wed-</u> <u>nesday</u> <u>(273)</u> | <u>Total</u> <u>(552)</u> | <u>Monday</u> <u>(289)</u> | <u>Wed-</u> <u>nesday</u> <u>(263)</u> |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Monday-Sunday | 15.3% | 16.8% | 16.0% | 16.2% | 16.1% | 16.3% | 16.5% | 16.1% | 16.8% |
| Monday-Friday | 16.2 | 17.7 | 16.8 | 16.9 | 16.7 | 17.1 | 17.3 | 16.2 | 18.3 |
| Weekends | 13.1 | 14.5 | 14.1 | 14.4 | 14.7 | 14.1 | 14.4 | 15.6 | 13.1 |

DAYPART AVERAGE QUARTER HOUR LEVELS FOR 7-DAY AND 3-DAY METHODS OVERALL ARE VERY CLOSE TO ARBITRON. WEDNESDAY 7-DAY AND MONDAY 3-DAY METHODS ARE CLOSEST TO ARBITRON LEVELS.

While the results of all four methods roughly parallel those of Arbitron in terms of average quarter hours by daypart, the results of the 7-Day method using the Wednesday start and the 3-Day method using a Monday start are in fact the closest to those of the Arbitron studies. The results of the 3-Day method Wednesday start are for the most part slightly higher than those of Arbitron.

TABLE 22
 AVERAGE QUARTER HOUR RATINGS
 BY DAYPARTS

| | Arbitron | | | 7-Day Method | | | 3-Day Method | | |
|----------------------|-------------|-------------|-------------|--------------|---------------|---------------|--------------|---------------|---------------|
| | <u>O/N</u> | <u>A/M</u> | <u>J/A</u> | <u>Total</u> | <u>Monday</u> | <u>Wed-</u> | <u>Total</u> | <u>Monday</u> | <u>Wed-</u> |
| | <u>1976</u> | <u>1977</u> | <u>1977</u> | | | <u>nesday</u> | | | <u>nesday</u> |
| | 100.0% | 100.0% | 100.0% | (546) | (277) | (273) | (552) | (289) | (263) |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| <u>Monday-Friday</u> | | | | | | | | | |
| 6 A.M.-10 A.M. | 23.6% | 24.9% | 21.7% | 24.1% | 24.3% | 23.8% | 24.2% | 21.5% | 26.9% |
| 10 A.M.-3 P.M. | 16.1 | 18.3 | 19.0 | 16.8 | 15.6 | 18.0 | 18.7 | 17.7 | 19.6 |
| 3 P.M.-7 P.M. | 16.7 | 18.2 | 17.3 | 17.6 | 18.0 | 17.3 | 17.5 | 17.1 | 17.9 |
| 7 P.M.-Midnight | 8.7 | 10.1 | 10.0 | 10.7 | 10.8 | 10.6 | 10.2 | 9.9 | 10.6 |

OVERALL CUMULATIVE AUDIENCE RATINGS FOR THE 7-DAY AND 3-DAY METHODS WERE SLIGHTLY HIGHER THAN ARBITRON LEVELS.

Cumulative audience ratings for both 3-Day and 7-Day methods were only slightly higher than Arbitron levels. However, overall cumulative audience ratings for the 7-Day and 3-Day methods are not significantly different from Arbitron except in the case of weekends for the 7-Day method.

As noted in the cumulative audience tabulations for Arbitron about 95% or more of the population listens to the radio sometime throughout the course of a week. The cumulative levels shown for the test methods, although higher than those shown of Arbitron are not significantly different than the 95% considering the sample sizes employed for this feasibility study.

TABLE 23
 CUMULATIVE RATINGS
 6 A.M. TO MIDNIGHT

| | Arbitron | | | 7-Day Method | | | 3-Day Method | | |
|---------------|-------------|-------------|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <u>O/N</u> | <u>A/M</u> | <u>J/A</u> | <u>Total</u> | <u>Wed-</u> | | <u>Total</u> | <u>Wed</u> | |
| | <u>1976</u> | <u>1977</u> | <u>1977</u> | | <u>Monday</u> | <u>nesday</u> | | <u>Monday</u> | <u>nesday</u> |
| | 100.0% | 100.0% | 100.0% | (546) 100.0% | (273) 100.0% | (273) 100.0% | (552) 100.0% | (289) 100.0% | (263) 100.0% |
| Monday-Sunday | 96.0% | 97.1% | 95.8% | 97.5% | 95.3% | 99.6% | 97.7% | 96.3% | 99.1% |
| Monday-Friday | 95.3 | 96.2 | 94.6 | 97.2 | 94.8 | 99.6 | 95.9 | 92.8 | 99.0 |
| Weekends | 83.5 | 85.8 | 83.6 | 90.6 | 87.5 | 93.8 | 86.1 | 88.1 | 84.0 |

OVERALL DAYPART CUMULATIVE AUDIENCE RATINGS ARE SIMILAR TO ARBITRON FOR
7-DAY AND 3-DAY METHODS.

Considering the 10 A.M. through midnight time periods, overall the 7-Day
and 3-Day methods yielded cumulative levels similar to all Arbitron studies
used in this comparison. In the 6 A.M.-10 A.M. period the 7-Day and 3-Day
methods tested yielded higher levels than the July/August '77 Arbitron but
similar levels overall to the other Arbitron measurements shown.

TABLE 24
 CUMULATIVE RATINGS
 BY DAYPARTS

| | Arbitron | | | 7-Day Method | | | 3-Day Method | | |
|----------------------|---------------------------|---------------------------|---------------------------|-----------------|-----------------|------------------------|-----------------|-----------------|------------------------|
| | <u>O/N</u> <u>1976</u> | <u>A/M</u> <u>1977</u> | <u>J/A</u> <u>1977</u> | <u>Total</u> | <u>Monday</u> | <u>Wed- nesday</u> | <u>Total</u> | <u>Monday</u> | <u>Wed- nesday</u> |
| | 100.0% | 100.0% | 100.0% | (546) 100.0% | (273) 100.0% | (273) 100.0% | (552) 100.0% | (289) 100.0% | (263) 100.0% |
| <u>Monday-Friday</u> | | | | | | | | | |
| 6 A.M.-10 A.M. | 83.9% | 85.7% | 79.7% | 86.1% | 82.8% | 89.4% | 85.0% | 79.1% | 91.0% |
| 10 A.M.-3 P.M. | 63.4 | 65.3 | 70.3 | 68.0 | 60.5 | 69.6 | 63.5 | 62.5 | 64.6 |
| 3 P.M.-7 P.M. | 74.6 | 76.4 | 76.5 | 78.8 | 75.7 | 82.0 | 78.6 | 75.4 | 81.8 |
| 7 P.M.-Midnight | 56.5 | 61.6 | 61.8 | 62.0 | 57.3 | 66.7 | 60.1 | 60.2 | 60.0 |

III

TEST METHOD STATION CUMULATIVE AUDIENCE COMPARISONS TO ARBITRON

A feature common to each test method is the development of cumulative listening information over seven days for specific radio stations. To compare the results of each test method, several measures have been used for our analysis.

One measure is the average number of radio stations listened to by a respondent. Another is the cumulative audience of the leading three stations and gross cumulative audience. Stations below the top three were not selected for individual comparisons due to the sample sizes employed in the feasibility study. However, several other measures were developed to obtain some insight into station differences.

One such measure is the average deviation of each station's cumulative audience and the other is a non-parametric measure known as a sign test. These measures were calculated for Arbitron studies as well to serve as a benchmark for comparisons between the test methods.

THE 7-DAY INTERVIEWING METHOD YIELDS RANKINGS AND CUMULATIVE AUDIENCE
LEVELS SIMILAR TO ARBITRON FOR THE TOP THREE RADIO STATIONS

Comparing the three radio stations with the highest cumulative audience ratings in Arbitron's reports reveals that the 7-Day methods, particularly with a Wednesday start, yield levels very close to those of Arbitron. The gross cume for the top three stations for the 7-Day Wednesday start is closest to the Arbitron levels.

While the 7-Day Wednesday start method estimate for station 1 differs somewhat from the Arbitron July/August '77 survey, it is quite close to Arbitron estimates produced for April/May '77 and October/November '76.

TABLE 25

CUMULATIVE AUDIENCE STATION RATINGS*

MONDAY-SUNDAY, 6 A.M. - MIDNIGHT

| | <i>WMA</i> <u>Station 1</u> | <i>WLS</i> <u>Station 2</u> | <i>WBBM</i> <u>Station 3</u> | <u>Gross Cum.</u> |
|------------------------|------------------------------------|------------------------------------|-------------------------------------|-----------------------|
| Arbitron O/N 1976 | 28.3% | 28.8% | 21.8% | 78.9% |
| Arbitron A/M 1977 | 26.2 | 28.5 | 20.3 | 75.0 |
| Arbitron J/A 1977 | 30.5 | 27.5 | 19.9 | 77.9 |
| <u>7-Day Method</u> | | | | |
| Monday (273) 100.0% | 27.2% | 24.2% | 17.9% | 69.3% |
| Wednesday (273) 100.0% | 26.6 | 28.5 | 19.7 | 74.8 |
| <u>3-Day Method</u> | | | | |
| Monday (289) 100.0% | 17.3% | 26.0% | 14.4% | 57.7% |
| Wednesday (263) 100.0% | 24.5 | 27.0 | 15.7 | 67.2 |

* Ranked By July/August, 1977 Arbitron

THE AVERAGE NUMBER OF STATIONS LISTENED TO IS VIRTUALLY IDENTICAL
FOR ARBITRON AND THE 7-DAY METHOD WITH A WEDNESDAY START

Compared to Arbitron, the average number of stations listened to
is lower for all test methods except for the 7-Day method with a
Wednesday start.

TABLE 26

AVERAGE NUMBER OF STATIONS LISTENED TO BY RESPONDENTS
6 A.M. - MIDNIGHT

| | <u>Monday- Sunday</u> | <u>Monday- Friday</u> | <u>Weekends</u> |
|---------------------|---------------------------|---------------------------|-----------------|
| Arbitron O/N 1976 | 2.6 | 2.2 | 1.4 |
| Arbitron A/M 1977 | 2.6 | 2.3 | 1.5 |
| Arbitron J/A 1977 | 2.7 | 2.3 | 1.5 |
| <u>7-Day Method</u> | | | |
| Monday Start | 2.3 | 2.0 | 1.4 |
| Wednesday Start | 2.6 | 2.3 | 1.5 |
| <u>3-Day Method</u> | | | |
| Monday Start | 2.1 | 1.8 | 1.2 |
| Wednesday Start | 2.3 | 2.0 | 1.2 |

THE 7-DAY METHOD WITH A WEDNESDAY START GENERATES CUMULATIVE AUDIENCE RATINGS BY STATION WHICH ARE NEITHER CONSISTENTLY HIGHER NOR LOWER THAN THOSE OF ARBITRON JULY/AUGUST '77

A sign test was made to compare each method with the cumulative audience ratings of the Arbitron July/August '77 data. Ratings are rounded to the nearest whole percentage point and the number of ratings that were higher, the same as, and lower than Arbitron were counted.

As might be expected, Arbitron's April/May '77 and October/November '76 comparisons are quite similar to those of July/August '77. The next most balanced method was the 7-Day method with the Wednesday start - 10 higher, 7 even, and 14 lower. All other methods had the great majority of station ratings equal to or lower than those of Arbitron.

TABLE 27
 RELATIVE CUMULATIVE AUDIENCE RATINGS
 BY STATION
 MONDAY-SUNDAY, 6 A.M. - MIDNIGHT

| | <u>Number Of Radio Stations</u> | | |
|---------------------|---------------------------------|-------------|--------------|
| | <u>Higher</u> | <u>Even</u> | <u>Lower</u> |
| <u>7-Day Method</u> | | | |
| Monday | 4 | 6 | 21 |
| Wednesday | 10 | 7 | 14 |
| <u>3-Day Method</u> | | | |
| Monday | 6 | 5 | 20 |
| Wednesday | 7 | 4 | 20 |
| Arbitron O/N 1976 | 9 | 11 | 11 |
| Arbitron A/M 1977 | 7 | 16 | 7 |

*Compared to Arbitron J/A 1977 data. Only those stations are counted for which comparable data is available from both sources.

THE AVERAGE DEVIATION OF THE 7-DAY INTERVIEWING METHOD FROM THAT OF ARBITRON'S JULY/AUGUST '77 CUMULATIVE AUDIENCE RATING IS 1.6 PERCENTAGE POINTS

The average deviations of the station-by-station cumulative audience levels are calculated by taking the average absolute difference between the Arbitron July/August '77 figures and those of each method in turn, ignoring the direction of the differences. The lowest deviation is exhibited by the Arbitron comparison against itself, with an average deviation of 0.9 and 1.3 percentage points. Next are the 7-Day interviewing methods and then the 3-Day interviewing methods.

TABLE 28
 CUMULATIVE AUDIENCE RATINGS
 AVERAGE DEVIATION BY STATION
 FROM ARBITRON J/A 1977 DATA

| | <u>Monday-Sunday, 6 A.M.-Midnight Average Deviation</u> |
|---------------------|---|
| | |
| <u>7-Day Method</u> | |
| Monday | 1.5 |
| Wednesday | 1.6 |
| | |
| <u>3-Day Method</u> | |
| Monday | 2.3 |
| Wednesday | 2.2 |
| | |
| Arbitron O/N 1976 | 1.3 |
| Arbitron A/M 1977 | 0.9 |

THE 7-DAY METHOD WITH A WEDNESDAY START YIELDS STATION CUMULATIVE AUDIENCE RATINGS GENERALLY CENTERED ON THOSE OF ARBITRON.

About equal numbers of stations have higher and lower ratings for the 7-Day method with a Wednesday start. The other test methods generally show a preponderance of ratings which are lower than Arbitron's.

For the 10 A.M. - 3 P.M. daypart, all four methods have most stations rated lower than Arbitron. This appears to be due to the months of comparison being used, that is, September for the methods tested versus July/August for Arbitron, as shown by the following analysis comparing the four test methods against Arbitron station ratings from October/November 1976 and 1977.

RELATIVE CUMULATIVE AUDIENCE RATINGS
MONDAY-FRIDAY
COMPARED TO ARBITRON OCTOBER/NOVEMBER 1976 AND 1977*

| | <u>7-Day Method</u> | | <u>3-Day Method</u> | |
|---|---------------------|------------------|---------------------|------------------|
| | <u>Monday</u> | <u>Wednesday</u> | <u>Monday</u> | <u>Wednesday</u> |
| <u>Compared to Arbitron October/November 1976</u> | | | | |
| Higher | 11 | 8 | 9 | 11 |
| Even | 9 | 10 | 7 | 6 |
| Lower | 11 | 13 | 15 | 14 |
| <u>Compared to Arbitron October/November 1977</u> | | | | |
| Higher | 8 | 9 | 7 | 8 |
| Even | 9 | 7 | 4 | 8 |
| Lower | 12 | 13 | 18 | 13 |

* Based on commonly reported stations

TABLE 29
 RELATIVE CUMULATIVE AUDIENCE RATINGS
 BY DAYPART
 MONDAY-FRIDAY
 COMPARED TO ARBITRON JULY/AUGUST 1977

| | <u>7-Day Method</u> | | <u>3-Day Method</u> | |
|----------------------------|---------------------|------------------|---------------------|------------------|
| | <u>Monday</u> | <u>Wednesday</u> | <u>Monday</u> | <u>Wednesday</u> |
| | (273) | (273) | (289) | (263) |
| <u>6 A.M.-12 Midnight</u> | | | | |
| Higher | 2 | 11 | 4 | 9 |
| Even | 14 | 9 | 6 | 14 |
| Lower | 15 | 11 | 21 | 18 |
| <u>6 A.M.-10 A.M.</u> | | | | |
| Higher | 7 | 13 | 5 | 11 |
| Even | 10 | 8 | 16 | 6 |
| Lower | 14 | 10 | 10 | 14 |
| <u>10 A.M.-3 P.M.</u> | | | | |
| Higher | 6 | 4 | 6 | 5 |
| Even | 9 | 8 | 4 | 6 |
| Lower | 16 | 19 | 21 | 20 |
| <u>3 P.M.-7 P.M.</u> | | | | |
| Higher | 2 | 12 | 8 | 8 |
| Even | 14 | 9 | 7 | 9 |
| Lower | 15 | 10 | 16 | 14 |
| <u>7 P.M.-Midnight</u> | | | | |
| Higher | 3 | 11 | 4 | 5 |
| Even | 14 | 10 | 8 | 4 |
| Lower | 14 | 10 | 19 | 12 |

IV

MEASUREMENT OF MINORITY AUDIENCES

One of the major goals of the feasibility study was to provide improved measurement of minority audiences. Four specific features were incorporated in the methodology to achieve this goal:

- (1) Including unlisted as well as listed telephone households in the sampling frame. (Previous research has shown that a disproportionately large number of Black households have unlisted phones.);
- (2) Interviewing only one person per household;
- (3) Using well-trained interviewers, working in a closely-supervised central interviewing facility;
- (4) Using Spanish-speaking interviewers when Spanish-speaking respondents were found.

In spite of these efforts, Black and Spanish persons were underrepresented in the in-tab sample, as shown in the table below:

| | <u>Universe</u> | <u>In-Tab Sample</u> | |
|---------|-----------------|----------------------|-----------------|
| | | <u>Unweighted</u> | <u>Weighted</u> |
| Total | 100.0% | (1,098) 100.0% | 100.0% |
| Black | 16.9% | 10.1% | 16.2% |
| Spanish | 4.9 | 2.7 | 3.3 |
| Other | 78.2 | 87.2 | 80.5 |

While weighting the data helped substantially to overcome the underrepresentation problem, weighting does not overcome the problem of nonresponse error, which may have been caused or accentuated by the underrepresentation.

The discovery of the representation problem led to some rather thorough investigations of the possible causes of the problem. It was concluded that one or more of the following factors could explain the results:

- (1) The sample selection procedure used did not result in the proper proportion of Black and Spanish persons in the original sample;
- (2) Black and Spanish persons refused to cooperate in the survey at higher rates than other persons;
- (3) Black and Spanish persons who agreed to cooperate in the survey dropped out before the end of the survey at a higher rate than other persons.

The data presented in the table below helps uncover the cause of the problem:

| | <u>Universe</u> | <u>Cooperating Sample</u> | | | <u>Fulfillment Rate*</u> |
|---------|-----------------|---------------------------|------------------|-------------------|--------------------------|
| | | <u>Total Cooperators</u> | <u>Drop-Outs</u> | <u>In-Tab</u> | |
| Total | 100.0% | (1,348) 100.0% | (250) 100.0% | (1,098) 100.0% | |
| Black | 16.4% | 10.8% | 13.7% | 10.1% | 81.6% |
| Spanish | 4.9 | 2.8 | 3.1 | 2.7 | 81.1% |
| Other | 78.2 | 86.4 | 83.2 | 87.2 | 86.0% |

* Percent of the total qualified cooperating sample which was in-tab.

These data indicate that all three of the factors mentioned above may have played (or did in fact play) a role in the underrepresentation of Black and Spanish persons in the in-tab sample. Primarily, the problem relates to the underrepresentation of these persons in the original sample and/or higher survey refusal rates among the Black and Spanish persons contacted. Because race/nationality data for the original sample are not available, we cannot quantify the effect of the two factors individually. In combination (comparing the "Universe" and "Total Cooperators" columns in the above table), their effect was substantial.

Comparing the "Drop-Outs" and the "In-Tab" columns, as well as the fulfillment rates, in the table, it is evident that the survey drop-out rate for Black and Spanish persons was higher than for other persons. Their dropping out of the sample was much less a problem than the other two factors discussed in the previous paragraph, however. That is, the difference between the percent of Black and Spanish persons in the total cooperating sample compared with the universe distribution is substantially larger than the difference between the percent of Black and Spanish persons in the in-tab sample compared with the total cooperating sample.

Proper measurement of minority audiences is an extremely important requirement for any radio ratings system today. As shown in this study, it is a challenging task; even the use of high-quality measurement techniques did not achieve adequate representation of these persons in the sample. In addition to ensuring that these persons are properly represented in the sampling frame and that their listening is measured correctly, it is clear that special efforts must be made to represent minorities proportionately in the

cooperating and in-tab samples. These special efforts could take several forms, including oversampling for Black and Spanish populations, special recruitment procedures, and special premiums.

READING NOTES

READING NOTES

- Percentages read down when % signs are at top of columns.
- Percentages read across when % signs are in left-hand columns.
- Percentages may add to more than 100% due to multiple answers.
- Sometimes where figures do not add to totals shown, differences are due to rounding the percentages.
- An asterisk (*) in a table means the percentage figure is less than one-half of one percent.
- Cumulative Audiences: Cumulative audiences refers to the projected number of individuals 12 years and older who listened for five or more minutes to a given station or to Radio in general at any time during a given time period.
- Cumulative Ratings: Cumulative audience as a percentage of the population.
- Average Quarter Hour Audiences: Average quarter hour audience, shown as average persons, represents the projected number of individuals in the Chicago SCA who listen to a given station or Radio in general for five or more minutes in an average quarter hour during a given time period.

Average Percent Rating: Average persons as a percentage of the population.

Audience Shares: The percent of the total Radio average quarter hour audience during a given time period that is the audience of a given station.

3-Day Interview: This method of interviewing involves contacting the respondent three times during the course of a week and interviewing him/her concerning his/her Radio listening for the past two or three days, covering a total of seven days of listening for the 3 interviews.

7-Day Interview: This method involves calling the respondent each day for 7 days, interviewing him/her about his/her Radio listening during the previous 24 hours. If a respondent is not available on a given day, the interview for that day is conducted along with the regularly scheduled interview the following day.

Significant Differences: Where differences are referred to as "significant", this significance is (unless otherwise noted) based on a simple t-test at the 95% confidence level and takes into account the effect of any weighting. A table of standard errors for proportions based on the four primary subsamples may be found in the Technical Appendix.

DESIGN OF THE RESEARCH

This study was designed to gather radio listening data, by telephone, for seven consecutive days by means of 5,000 interviews conducted with 1,000 respondents in the Chicago Standard Consolidated Area.

In order to test the effect of three major variables on the data gathering process, a 2 x 2 x 2 design was employed. The variables tested were:

1. 7-Day vs. 3-Day interviewing (see below for definitions)
2. Conducting the first interview on a Monday vs. conducting it on a Wednesday
3. Gathering data on newspaper and product usage ("Marketing Questions") in addition to the radio listening data vs. not gathering this data

Thus, the overall design of the study took the form of an eight cell matrix, where each cell marked below represents the same number of respondents.

| | <u>7-DAY METHOD</u> | | <u>3-DAY METHOD</u> | |
|-----------------------------|---------------------|------------------------|---------------------|------------------------|
| | <u>Monday Start</u> | <u>Wednesday Start</u> | <u>Monday Start</u> | <u>Wednesday Start</u> |
| With Marketing Questions | n ₁ | n ₃ | n ₅ | n ₇ |
| Without Marketing Questions | n ₂ | n ₄ | n ₆ | n ₈ |

7-Day Interviewing Method

For the 7-Day method interviews, recruiting was conducted one week before the actual interviewing was to take place. Prospective respondents were asked if they would be willing to be called several times during the course of a week beginning the following Monday/Wednesday (Monday and Wednesday starts were alternated in the recruiting -- see below).

Respondents who agreed to be interviewed were called back on the agreed-upon day and were asked to recall their radio listening for the entire preceding day, from midnight to midnight, and for the current day up through the end of the last complete daypart preceding the time of the interview (for the purposes of the interview, the day was divided into five dayparts).¹ On each successive day for a week, the respondent was called back and asked about his/her listening for the preceding day beginning with the first daypart not already asked about and for the current day up through the end of the last complete daypart preceding the interview. On the occasion of the seventh call, only radio listening for the preceding day was asked about, thus providing seven days of listening information.

¹The dayparts used were: Midnight to 6 A.M. 3 P.M. to 6 P.M.
6 A.M. to 10 A.M. 6 P.M. to Midnight
10 A.M. to 3 P.M.

If on any of these seven days, the respondent could not be reached

for an interview, the missing data was gathered on the following day. If a respondent was unavailable for more than two days in succession, he/she was eliminated from the sample, unless this occurred over a weekend, in which case a final attempt was made on Monday to obtain an interview.

Any respondent for whom the data for all seven days was not complete was excluded from the sample.

3-Day Interviewing Method

For the 3-Day method interviews, recruiting took place at the time of the first interview. The prospective respondent was contacted and the first interview was conducted for that respondent. At the end of this interview, the respondent was asked if he/she would be willing to be called back twice more in the course of the coming week to be asked about his/her radio listening in the ensuing days.

Those who agreed were called back twice more in the following week to obtain information about radio listening for seven consecutive days. The exact schedule of these calls is shown below under "Monday/Wednesday starts."

Any respondent not available on the day regularly scheduled for a re-

interview could be called back on the following day to obtain the required information. If this reinterview was the one scheduled for Saturday, and the respondent was available neither Saturday nor on Sunday, a final attempt was made on Monday to obtain this interview.

Data for all seven successive days had to be complete for an interview to be included in the final sample.

Monday/Wednesday Starts

For the 7-Day interviewing method, where the recruitment took place a week in advance, half the respondents asked to participate for a week beginning the following Monday and half beginning the following Wednesday.

For the 3-Day interviewing method, half the initial contacts were made on Monday, with reinterviews to be scheduled for Wednesday and Saturday. Half the initial contacts were made on Wednesday with reinterviews to be scheduled for Saturday and Tuesday.

The exact schedule for the calls made and the radio listening days covered is shown below:

7-DAY METHOD

| MONDAY START | | WEDNESDAY START | |
|--------------|------------------------|-----------------|------------------------|
| Interviewed | Day(s) Asked About | Interview | Days(s) Asked About |
| 1. Monday | Sun. (all) Monday (pt) | 1. Wednes. | Tues. (all) Wed. (pt) |
| 2. Tuesday | Mon. (rst) Tues. (pt) | 2. Thurs. | Wed. (rst) Thurs. (pt) |
| 3. Wednes. | Tues. (rst) Wed. (pt) | 3. Friday | Thurs.(rst) Fri. (pt) |
| 4. Thurs. | Weds. (rst) Thurs.(pt) | 4. Sat. | Fri. (rst) Sat. (pt) |
| 5. Friday | Thurs.(rst) Fri. (pt) | 5. Sun. | Sat. (rst) Sun. (pt) |
| 6. Sat. | Fri. (rst) Sat. (pt) | 6. Monday | Sun. (rst) Mon. (pt) |
| 7. Sun. | Sat. (rst) | 7. Tuesday | Mond. (rst) |

3-DAY METHOD

| MONDAY START | | WEDNESDAY START | |
|--------------|---------------------------------------|-----------------|---|
| Interview | Day(s) Asked About | Interview | Day(s) Asked About |
| 1. Monday | Sat. (all) Sun. (all) Mon. (pt) | 1. Wednes. | Tues. (all) Wed. (pt) |
| 2. Wednes. | Mon. (rst) Tues. (all) Wed. (pt) | 2. Satur. | Wed. (rst) Thurs. (all) Fri. (all) Sat. (pt) |
| 3. Sat. | Wed. (rst) Thurs. (all) Fri. (all) | 3. Tues. | Sat. (pt) Sun. (all) Mond. (all) |

all = entire day covered
 pt = part of day covered up to interview period
 rst = rest of day covered that was not already asked about

Any 7-Day interview which was unobtainable on the scheduled day was combined with the interview scheduled for the following day. Any 3-Day

interview which could not be obtained on the scheduled day was conducted on the following day (in which case the radio listening data was obtained up through the last complete daypart preceeding the time of the interview, rather than only for the previously scheduled time.)

Marketing Questions

Half the interviews conducted included a series of marketing questions (newspaper readership, television viewing, product usage, etc.)

For the 7-Day Method of interviewing, these questions were distributed over the seven days of interviewing. For the 3-Day method of interviewing, the majority of the questions were divided between the second and third interviews. For any given interview, the radio listening questions were asked first, followed by the marketing questions. Newspaper readership questions for each day were asked on the same day that the radio listening questions for that day were asked.

Demographic Questions

The demographic questions were divided into two groups. One group, which included age, sex, race, size of household and composition of household, was obtained at the time of the original screening. These questions were asked whether or not the respondent intended to participate, and were gathered at this time in order to allow comparison on these characteristics between completed interviews and those for which all seven days of radio listening were not obtained.

The remaining demographics were obtained at the end of the final interview. This group included those demographics on which comparison were not to be made between participants and non-participants, as well as more sensitive demographics, such as annual family income, which could not be asked early in the interviewing process without increasing the refusal rate.

THE USE OF SAMPLING - AVOIDANCE OF PERSONAL JUDGMENT

In this study, the element of choice or selection entered at three different levels. In order to insure that subjective judgment did not contaminate the design, rigid procedures were adopted which insured that these selections were made in an objective fashion.

The first application of sampling was in the selection of telephone numbers to be dialed. The procedures used follow methods commonly used in studies of telephone households.

Sampling was used on a second occasion in the selection of a respondent within the household. An X'ing pattern was used to predetermine the specific individual to be interviewed in a given household, together with a set of instructions on alternate selections to be made if that person could not be interviewed.

The third use of sampling was in determining whether a particular interview was to include marketing questions.

These sampling stages are described in detail in the following section.

SAMPLING PLAN

Stage 1 -- The Selection of Telephone Households

The universe for this study consisted of all telephone households in the Chicago Standard Consolidated Area, which includes the following counties:

| <u>Illinois</u> | <u>Indiana</u> |
|-----------------|----------------|
| Cook | Lake |
| DuPage | Porter |
| Kane | |
| Lake | |
| McHenry | |
| Will | |

Telephone books covering this area were used as sources. Separate samples were drawn for 7-Day method Monday recruiting, for 7-Day method Wednesday recruiting, for 3-Day method Monday recruiting, and for 3-Day method Wednesday recruiting.

For each sample, pages from all telephone books were selected by determining an interval number "n" so that by using every "nth" page of all the telephone books, the required number of pages would be drawn.

A random starting page number between 1 and "n" was chosen for the

first book, then every "nth" page was taken from that and each of the other books.

On each page, five residential telephone numbers were selected by systematically choosing a column on that page (the first column on the first page so chosen, the second on the second page, etc.). Five starting numbers were then selected from that column.

In order to insure inclusion of unlisted telephone households in the sample, the numbers to be used were not taken directly from these listings. Instead, 10 was added to each of the numbers so selected and recorded for use in the sample.

Stage 2 -- The Selection of the Respondent

Eligible respondents for this study were all persons 12 years of age or older. For each sample, interviewers were given an age/sex assignment which consisted of specific numbers of male teens (12-17 years), female teens, male adults (18 years or older), and female adults.

In order to insure that the category from which the respondent in a given household would be drawn was randomized, an X'ing pattern was used on the screening forms. This X'ing was done in rotation on successive screening forms, and interviewers were instructed to use these

forms in rotation. In addition, a second X'ing was used on each screening form to predetermine whether the interviewer should ask for the oldest or youngest member of the preselected age/sex category in such cases where more than one household member fell into that category.

If no member of the household fell into the X'ed category, the interviewer was instructed to proceed as though the next age/sex category in succession on the screener was X'ed. He/she was to repeat this process until an age/sex category into which some member of the household fell was reached.

As many callbacks as necessary (up to four) were used to obtain the agreement of this preselected respondent.

If, however, the initially preselected respondent would not be available for interviewing or refused to be interviewed, a systematic process was prescribed to select an alternate respondent from the household.

The following is the order in which such an alternative selection was attempted:

1. Another household member of the same age/sex category, beginning first with the next oldest/youngest (whichever was X'ed) and continuing through all such household members.

2. A household member of the next age/sex category in succession, beginning with the oldest/youngest (whichever was X'ed) and continuing through all household members in this category.
3. The same procedure as above for all four age/sex categories.

Incentives were offered to respondents who initially refused participation. If the respondent said he/she did not wish to be interviewed, he/she was offered a gift valued at \$5.00 (a personal grooming set) and asked if he/she would then be willing to participate. In addition, all cooperating respondents were sent "Week-At-A-Glance" datebooks as tokens of appreciation. An attempt was made to mail these gifts as early as possible in order for them to arrive before or during subsequent reinterviewing.

The results of this selection process are shown in the following table:

TABLE 30

| <u>Interviewed</u> | <u>Total Sample</u> |
|--|---------------------|
| Original person selected | 60% |
| No one of original age/sex in household | 30 |
| Alternate of same age/sex -- original refused | 2 |
| Alternate of another age/sex -- original refused | 8 |
| Without \$5.00 gift | 93% |
| After \$5.00 gift offered | 7% |

Stage 3 -- The Inclusion or Non-Inclusion of Marketing Questions

For 7-Day interviewing method at the conclusion of the recruiting phase, within each age/sex category within each starting day alternate recruited respondents were assigned "A" questionnaires (without marketing questions) or "B" questionnaires (with marketing question).

For 3-Day interviewing method this alternation took place as the recruiting went on with tallies being kept to insure that half the respondents in each age/sex category were assigned the "A" questionnaire and half the "B" questionnaire.

V. FIELD WORK

Interviewing was scheduled from September 7 through September 27, 1977. This schedule comprised interviewing dates and radio listening periods as follows:

7-Day Method -- 1st Week

| | |
|---------------------------|-------------------------------------|
| Recruiting | September 7 - 11 |
| <u>Interviewing Dates</u> | <u>Radio Listening Days Covered</u> |
| Sept.12-18 | Sept.11-17 |
| Sept.14-20 | Sept.13-19 |

7-Day Method -- 2nd Week

| | |
|---------------------------|-------------------------------------|
| Recruiting | September 14-18 |
| <u>Interviewing Dates</u> | <u>Radio Listening Days Covered</u> |
| Sept.19-25 | Sept.18-24 |
| Sept.21-27 | Sept.20-26 |

3-Day Method -- 1st Week

| | |
|---------------------------|-------------------------------------|
| <u>Interviewing Dates</u> | <u>Radio Listening Days Covered</u> |
| Sept.12,14,17 | Sept.10-16 |
| Sept.14,17,20 | Sept.13-19 |

3-Day Method -- 2nd Week

| | |
|---------------------------|-------------------------------------|
| <u>Interviewing Dates</u> | <u>Radio Listening Days Covered</u> |
| Sept.19,21,24 | Sept.17-23 |
| Sept.21,24,27 | Sept.20-26 |

The interviewing was structured so that approximately one-eighth of the interviews fell into each of the above eight Interviewing Date/Days Covered categories.

Interviewing hours for 7-Day method recruiting were from 6:00 to 10:30 P.M. EDT on weekdays, and from 10:30 A.M. to 10:30 P.M. EDT on weekends. Interviewers were instructed to make up to five attempts to obtain the agreement of a respondent in each household. If after three calls were made there had been no answer during the course of evening hours, one call was permitted on a weekday afternoon to allow for the possibility of a respondent who was only available during afternoon hours.

For the 3-Day method recruiting, the initial three calls were to be made between 6:00 and 10:30 P.M., EDT on Monday or Wednesday. If after that time there was no response, a fourth call was made the afternoon of the following day and a fifth call in the evening of the following day in an attempt to contact those not at home on the original evening.

Subsequent callbacks for interviews were made at times prearranged with respondents. A minimum of three callbacks were made for each reinterview with a respondent who had agreed to be interviewed. After missing three successive days (on 7-Day interviewing method), or being unavailable for three days after a scheduled reinterview (for the 3-Day interviewing method) a respondent was dropped from the study as an incomplete interview.

The field staff on this study included members of the Audits & Surveys Central Telephone Interviewing System as well as other interviewing companies who had previously been employed by Audits & Surveys to conduct similar telephone studies. All interviewers were personally briefed on both the questionnaire and selection procedures by members of the Audits & Surveys staff.

Interviewers were instructed to keep lists of respondents agreeing to be interviewed and to send them in to Audits & Surveys each day so that the incentive gifts could be mailed out immediately.

COOPERATION RATES

Approximately half the respondents contacted agreed to participate in the study. Of those households originally contacted using the 3-Day method, 48% agreed to participate in the study. Of those contacted for the 7-Day method, 52% agreed to participate. There was no significant difference in the agreement levels between the two methods.

About 85% of those qualified who agreed to participate completed all seven days of reporting. Of those qualified who agreed to participate, 87% of those interviewed by the 3-Day method completed all necessary reporting, while 83% of those interviewed by the 7-Day method completed all reporting. This resulted in a net 41% (for the 3-Day method) and 42% (for the 7-Day method) completion rate among all qualified households contacted.

The addition of marketing questions had relatively little effect on fulfillment rates. Of those who were asked marketing questions, 84% completed all seven days of reporting, compared to 86% of those who were not asked marketing questions.

Whether interviewing began on Monday or Wednesday had little effect on fulfillment rates.

TABLE 31

RADIO LISTENING COOPERATION RATES

| | 3-DAY METHOD | | | 7-DAY ¹ METHOD | | |
|---|------------------|-----------------|-----------------|---------------------------|-----------------|-----------------|
| | TOTAL | MONDAY | WEDNESDAY | TOTAL | MONDAY | WEDNESDAY |
| Numbers Dialed | 2863 | 1454 | 1409 | 2774 | | |
| No Answer After 5 Calls | 139 | 77 | 62 | 135 | | |
| Not Qualified ² | 1352 | 671 | 690 | 1298 | | |
| Total Initially Qualified | 1372 (100.0%) | 706 (100.0%) | 657 (100.0%) | 1341 (100.0%) | | |
| Selected Respondent Not Home After 5 Calls | 1.4% | 2.1% | 0.6% | 0.7% | | |
| Household Refusal | 35.1 | 32.8 | 38.3 | 35.6 | | |
| Respondent Refusal | 15.5 | 17.1 | 13.1 | 12.1 | | |
| Agreed to Interview | 48.0 | 48.0 | 48.0 | 51.6 | | |
| Not Qualified due to Move, Hospitalization, Cannot Locate | 26 | 14 | 12 | 37 | 19 | 18 |
| Total Qualified | 1346 (100.0%) | 692 (100.0%) | 645 (100.0%) | 1304 (100.0%) | 652 (100.0%) | 652 (100.0%) |
| Completed All Interviews | 41.0% | 41.0% | 41.0% | 41.9% | | |
| Fulfillment Rate | (87.2%) | (88.9%) | (86.8%) | (83.4%) | (83.5%) | (83.2%) |

¹ The recruiting procedure for the 7-Day Method did not determine whether a respondent would be a Monday or Wednesday start until after initial agreement to participate. For this reason, only the fulfillment rate can be calculated separately by Monday and Wednesday starts. The fulfillment rate is the proportion of those qualified and agreeing to participate who completed the interviews.

² "Not Qualified" includes non-working telephone numbers and other non-residence numbers such as businesses, pay telephones, etc.

PROCESSING

The tabulation procedure consisted of several operations. The first was coding and editing the completed questionnaires as they were received. The information on the individual questionnaire was transferred to IBM cards and then to computer tapes.

Coding and Editing

The coding and editing consisted of three major steps:

code building
special coding of radio station
final edit and coding of questionnaires

1. Code Building

As completed questionnaires were received from the field, a sample of verbatim responses to each of the open-ended items was taken from the questionnaires. A minimum of 100 responses were required for any one question to establish final codes. All final codes were reviewed with the Project Director prior to implementation.

2. Special Coding of Radio Stations

In the collection of radio listening data, interviewers were instructed to obtain any identifying information possible from

respondents who were unable to furnish the call letters of stations they had listened to. Coders worked from lists of slogans, frequencies, key personalities, etc. in order to assign correct call letters to radio stations wherever possible.

3. Final Edit and Coding

Each questionnaire was edited in its entirety for completeness and adherence to all skip patterns. All open-ended items were coded in accordance with the codes established.

Each coder's work was validated at two points within the coding process. The first day's work of each coder was checked for consistency and completeness. Any errors made were reviewed with the coder and the original work corrected. Twenty percent of each coder's work was reviewed thereafter.

Keypunching

Following coding and editing, all data were keypunched on EDP cards. Twenty percent of all columns were keypunch verified. In particular, day of the week, radio call letters, daypart identification, and AM/FM identification were 100% verified. Additional columns were randomly selected for verification of the marketing questions.

Machine Editing

Prior to final tabulation, all radio listening data was machine edited. This step served to identify any mechanical errors, such as inconsistent responses or impossible answers, introduced during the coding, editing or keypunching.

In order to determine the correct response pattern, the original questionnaire was compared with the EDP punch card. The appropriate changes were made, thus correcting the apparent inconsistency.

Once the cleaning stage was satisfactorily completed, the information was weighted to the total non-institutional population, 12 years of age or older, residing in the Chicago Standard Consolidated Area.

Weighting Procedures

The weighting used in this study was of three types. First, weights were applied to take into account that, by design, not all persons included in the sample had an equal chance of being selected; second, the design required equal weighted counts in the eight design cells illustrated in DESIGN OF THE RESEARCH, i.e., 7-Day vs. 3-Day, Monday vs. Wednesday start, Marketing vs. no Marketing questions;

thirdly, weights were applied in the form of ratio estimates to insure that certain basic statistics in the sampling operation would coincide with known or prior estimates that had been developed.

The following is the sequence of weighting operations that were used.

1. Weighting the selected respondent within the sampled household

The probability of selecting an individual within a household depended upon the total number of qualified age/sex cells that one or more family members fell into (these four age/sex cells were specifically: Males 12-17 years, Females 12-17 years, Males 18 years or older, Females 18 years or older). The probability of being selected of the age/sex cell into which prospective respondents fell was the inverse of the total number of such non-empty cells in that household.

In addition, once a particular age/sex cell was selected, the probability of selecting a given respondent in that cell was the inverse of the number of individuals in that cell.

Thus, the weight assigned to a given respondent to balance unequal probability of selection within the household was equal to the number of non-empty age/sex cells in that household times

the number of individuals falling in the respondent's age/sex cell. This second number was truncated at "2" to prevent extreme weights, thus resulting in a maximum respondent selection weight of 8 (= 4 cells times a maximum of 2 individuals in the respondent's cell).

2. Weighting the eight design cells of the study

At this stage a weight was superimposed on the respondent weights derived in step 1 to equalize the total weighted counts in the eight design cells:

| | <u>7-DAY METHOD</u> | | <u>3-DAY METHOD</u> | |
|-----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
| | <u>Monday Start</u> | <u>Wednesday Start</u> | <u>Monday Start</u> | <u>Wednesday Start</u> |
| With Marketing Questions | X | X | X | X |
| Without Marketing Questions | X | X | X | X |

3. Weighting to the total population

After the initial weighting of the selected respondent within his household size, a weighting diagram was developed which took into account the distribution of the household population within the

Audits & Surveys, Inc.

TABLE 32
 SAMPLE COMPOSITION

| | <u>CHICAGO SCA*</u> | <u>WEIGHTED SAMPLE</u> | <u>UNWEIGHTED SAMPLE</u> |
|--------------------|-------------------------|----------------------------|------------------------------|
| TOTAL SCA | 100.0% | 100.0% | (1098) 100.0% |
| 12-17 Years | 14.5% | 14.5% | 16.4% |
| <u>ADULT MEN</u> | | | |
| 18-24 Years | 8.2 | 8.2 | 7.5 |
| 25-34 Years | 8.1 | 8.0 | 13.0 |
| 35-44 Years | 7.0 | 7.1 | 6.5 |
| 45-54 Years | 6.5 | 6.4 | 6.9 |
| 55-64 Years | 5.7 | 5.7 | 3.6 |
| 65 and Older | 4.9 | 5.0 | 3.4 |
| <u>ADULT WOMEN</u> | | | |
| 18-24 Years | 8.1 | 8.1 | 6.5 |
| 25-34 Years | 9.0 | 8.9 | 12.8 |
| 35-44 Years | 7.5 | 7.5 | 7.7 |
| 45-54 Years | 6.9 | 6.9 | 6.0 |
| 55-64 Years | 6.5 | 6.6 | 4.7 |
| 65 and Older | 7.1 | 7.1 | 4.8 |
| <u>RACE</u> | | | |
| Spanish | 4.9 | 3.3 | 2.7 |
| Black | 16.9 | 16.2 | 10.1 |
| Other | 78.2 | 80.5 | 87.2 |
| <u>COUNTY</u> | | | |
| Cook | 69.9 | 67.4 | 52.8 |
| All Other | 30.1 | 32.6 | 47.2 |

* Population projections for the Chicago SCA were provided by Market Statistics, Inc.

TABLE 33

UNWEIGHTED SAMPLE COMPOSITION BY METHOD

| | 7-DAY | | 3-DAY | |
|--------------------|-----------------|-----------------|-----------------|-----------------|
| | MONDAY | WEDNESDAY | MONDAY | WEDNESDAY |
| TOTAL SCA | (273) 100.0% | (273) 100.0% | (289) 100.0% | (263) 100.0% |
| 12-17 Years | 17.2% | 16.5% | 16.6% | 15.2% |
| <u>ADULT MEN</u> | | | | |
| 18-24 Years | 6.6 | 7.0 | 10.0 | 6.1 |
| 25-34 Years | 13.2 | 11.4 | 12.5 | 15.2 |
| 35-44 Years | 4.8 | 6.6 | 9.3 | 4.9 |
| 45-54 Years | 8.4 | 7.3 | 4.8 | 7.2 |
| 55-64 Years | 3.3 | 3.7 | 2.4 | 4.9 |
| 65 and Older | 2.2 | 3.7 | 3.5 | 4.2 |
| <u>ADULT WOMEN</u> | | | | |
| 18-24 Years | 6.2 | 8.8 | 4.8 | 6.1 |
| 25-34 Years | 9.9 | 12.8 | 12.5 | 16.3 |
| 35-44 Years | 9.2 | 7.7 | 6.9 | 7.2 |
| 45-54 Years | 7.3 | 5.5 | 6.2 | 4.9 |
| 55-64 Years | 5.5 | 3.7 | 6.6 | 3.0 |
| 65 and Older | 5.5 | 5.5 | 3.8 | 4.6 |
| <u>RACE</u> | | | | |
| Spanish | 3.2 | 2.6 | 2.3 | 2.8 |
| Black | 12.1 | 7.3 | 10.7 | 10.3 |
| Other | 84.7 | 90.1 | 87.0 | 86.9 |
| <u>COUNTY</u> | | | | |
| Cook | 55.7 | 49.1 | 59.2 | 46.8 |
| All Other | 44.3 | 50.9 | 40.8 | 53.2 |

TABLE 34
WEIGHTED SAMPLE COMPOSITION BY METHOD

| | <u>7-DAY</u> | | <u>3-DAY</u> | |
|--------------------|---------------|------------------|---------------|------------------|
| | <u>MONDAY</u> | <u>WEDNESDAY</u> | <u>MONDAY</u> | <u>WEDNESDAY</u> |
| TOTAL SCA | 100.0% | 100.0% | 100.0% | 100.0% |
| 12-17 Years | 14.4% | 14.5% | 14.5% | 14.5% |
| <u>ADULT MEN</u> | | | | |
| 18-24 Years | 8.2 | 8.2 | 8.2 | 8.3 |
| 25-34 Years | 8.0 | 8.1 | 8.1 | 8.0 |
| 35-44 Years | 7.1 | 7.0 | 7.1 | 7.1 |
| 45-54 Years | 6.5 | 6.3 | 6.5 | 6.3 |
| 55-64 Years | 5.7 | 5.8 | 5.7 | 5.7 |
| 65 and Older | 4.9 | 5.1 | 4.9 | 5.1 |
| <u>ADULT WOMEN</u> | | | | |
| 18-24 Years | 8.0 | 8.2 | 8.1 | 8.1 |
| 25-34 Years | 9.0 | 8.8 | 9.0 | 8.9 |
| 35-44 Years | 7.5 | 7.5 | 7.5 | 7.5 |
| 45-54 Years | 6.9 | 7.1 | 6.9 | 6.8 |
| 55-64 Years | 6.4 | 6.5 | 6.5 | 6.8 |
| 65 and Older | 7.3 | 7.1 | 7.1 | 7.0 |
| <u>RACE</u> | | | | |
| Spanish | 3.9 | 3.2 | 2.8 | 3.4 |
| Black | 17.1 | 13.9 | 16.9 | 16.7 |
| Other | 79.0 | 82.9 | 80.3 | 79.9 |
| <u>COUNTY</u> | | | | |
| Cook | 69.3 | 70.5 | 66.4 | 63.5 |
| All Other | 30.7 | 29.5 | 33.6 | 36.5 |

STANDARD ERROR OF THE DIFFERENCE
BETWEEN PROPORTIONS P₁ AND P₂

| | | P ₂ | | | | | | | | | |
|----------------|----|----------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|
| | | 95 | 90 | 85 | 80 | 75 | 70 | 65 | 60 | 55 | 50 |
| P ₁ | 95 | 2.39 4.69 | 2.89 5.67 | 3.29 6.45 | 3.63 7.12 | 3.92 7.68 | 4.17 8.17 | 4.39 8.61 | 4.58 8.98 | 4.75 9.32 | 4.90 9.61 |
| | 90 | | | 3.63 7.12 | 3.92 7.68 | 4.17 8.17 | 4.39 8.61 | 4.58 8.98 | 4.75 9.32 | 4.90 9.61 | 5.03 9.86 |
| | 85 | | | | 4.17 8.17 | 4.39 8.61 | 4.58 8.98 | 4.75 9.32 | 4.90 9.61 | 5.03 9.86 | 5.14 10.08 |
| | 80 | | | | | 4.58 8.98 | 4.75 9.32 | 4.90 9.61 | 5.03 9.86 | 5.14 10.08 | 5.24 10.20 |
| | 75 | | | | | | 4.90 9.61 | 5.03 9.86 | 5.14 10.08 | 5.24 10.20 | 5.31 10.42 |
| | 70 | | | | | | | 5.14 10.08 | 5.24 10.20 | 5.31 10.42 | 5.38 10.54 |
| | 65 | | | | | | | | 5.31 10.42 | 5.38 10.54 | 5.43 10.64 |
| | 60 | | | | | | | | | 5.43 10.64 | 5.46 10.70 |
| | 55 | | | | | | | | | | 5.48 10.74 |

STANDARD ERRORS ARE FOR 7-DAY MONDAY, 7-DAY WEDNESDAY, 3-DAY MONDAY AND 3-DAY WEDNESDAY FIGURES (N APPROXIMATELY 275).

UPPER FIGURE IS FOR 68% CONFIDENCE LEVEL, LOWER FIGURE IS FOR 95% CONFIDENCE LEVEL.

FOR PERCENTAGES UNDER 50%, SUBTRACT FROM 100%. FOR EXAMPLE, TO FIND THE STANDARD ERROR OF DIFFERENCE BETWEEN 20% AND 30%, ENTER THE TABLE AT P₁ = 80% (100% - 20%) AND P₂ = 70% (100% - 30%).

The formula used was:

$$S.E. = \sqrt{(1 + V^2) P_o Q_o \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}$$

Where (1 + V²) is the design effect attributable to weighting, P_o = $\frac{1}{2} (P_1 + P_2)$
Q_o = 1-P_o

PANEL SCREENER

INTERVIEWER'S NAME _____ TIME SCREEN BEGAN _____
RESPONDENT'S TELEPHONE # _____ TIME SCREEN ENDED _____
RESPONDENT'S NAME _____ TOTAL TIME _____ (6-7)
RESPONDENT'S ADDRESS _____ COUNTY _____ (8-

ROTATION 9-1
PANEL 10-1

Hello, I'm _____ of Audits & Surveys, Inc., a national marketing research company. We're conducting a study of radio listening and would like to talk to people, whether or not they listen to the radio. Can I speak with any... (READ STATEMENT X'D).

- 11-1 Male in this household, 12-17 years of age.
- 2 Female in this household, 12-17 years of age.
- 3 Male adults living in this household, 18 years of age or older.
- 4 Female adults living in this household, 18 years of age or older.

IF THE RESPONDENT IS NOT HOME OR OTHERWISE UNAVAILABLE, MAKE AN APPOINTMENT AND CALL BACK.

IF NO ONE OF THE DESIGNATED AGE AND SEX LIVE IN THIS HOUSEHOLD, ASK TO SPEAK TO A PERSON IN THE NEXT AGE AND SEX CATEGORY IN THE SEQUENCE.

IF TWO OR MORE MEMBERS OF THE DESIGNATED AGE AND SEX LIVE IN THIS HOUSEHOLD, ASK TO SPEAK WITH THE "X'D" PERSON ON THE LINE BELOW.

- 12-1 OLDEST MEMBER
- 2 YOUNGEST MEMBER

WHEN THE SELECTED RESPONDENT COMES TO THE PHONE, SAY:

Hello, I'm _____ of Audits & Surveys, Inc., a national marketing research company. We are conducting a study about radio listening and would like to call you a few times next week beginning with (READ STATEMENT "X'D" BELOW).

- 13-1 MONDAY
- 2 WEDNESDAY

We are not trying to sell anything. We simply want to gather some information about radio listening. Can we call you next (DAY CHECKED ABOVE)? The interview will take approximately 5 minutes.

YES () SKIP TO NEXT PAGE
NO () ASK QUESTION BELOW

IF "NO", ASK:

I'm allowed to offer you a gift which would be valued at approximately \$5.00. Would you reconsider and participate if we sent you this gift?

YES () SKIP TO NEXT PAGE
NO () READ INSTRUCTION BELOW

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP.

IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY IN THE SEQUENCE.

(OVER)

CHECK BELOW THE PERSON WHO YOU HAVE INTERVIEWED.

- THE ORIGINAL PERSON SELECTED []14-1
A SUBSTITUTE PERSON BECAUSE
- NO ONE OF THE APPROPRIATE AGE/SEX LIVES IN THE HOUSEHOLD [] -2
- THE APPROPRIATE PERSON REFUSED/SOMEONE ELSE IN THE
APPROPRIATE AGE/SEX INTERVIEWED [] -3
- THE APPROPRIATE PERSON REFUSED/SOMEONE IN ANOTHER AGE/SEX
INTERVIEWED [] -4
WAS NOT ABLE TO INTERVIEW ANYONE [] -5

ASK Q'S A-H OF THE PERSON YOU WILL INTERVIEW OR THE LAST PERSON WHO REFUSED.

- A. I need some information which will be used for classification purposes only. Which of the following age groups are you in? READ LIST.
12-17 []15-1
18-24 [] -2
25-34 [] -3
35-44 [] -4
45-49 [] -5
50-54 [] -6
55-64 [] -7
65 or over [] -8
- B. (DO NOT ASK) SEX: MALE []16-1
FEMALE [] -2
- C. Please tell me the total number of people currently living in your household, including yourself. NUMBER _____(17)
- D. And, how many of these people are... READ LIST.
Males 18 years or older _____(18)
Females 18 years or older _____(19)
Males 12-17 years old _____(20)
Females 12-17 years old _____(21)
Children 2-11 years _____(22)
Children under 2 years _____(23)
- E. This survey is designed to measure all segments of the population. How would you describe your family -- that is, is it... READ LIST.
Spanish []24-1
Black [] -2
White [] -3
Other [] -4

IF RESPONDENT WILL NOT BE A PARTICIPANT, ASK:

- F. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, meaning the one you have in your home?
YES []25-1
NO [] -2
DON'T KNOW [] -3
REFUSED [] -4
- G. IF MONDAY, ASK: Were you home last Friday at about this time?
IF OTHER WEEKDAY, ASK: Were you home yesterday at about this time? YES []26-1
IF SATURDAY, ASK: Were you home last Saturday at about this time? NO [] -2
IF SUNDAY, ASK: Were you home last Sunday at about this time?

- H. Now, may I have your name and address, please? (IF PARTICIPANT, ADD: So that we may send you a token of our appreciation.) And, what county is that in please?

NAME _____
ADDRESS _____
CITY/STATE _____ ZIP _____
COUNTY _____

IF RESPONDENT WILL BE PARTICIPANT, ASK:

And, what is a good time to call you... On weekdays? _____

On weekends? _____

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, N.Y. 10016

A

PROJECT #4840
 August/September, 1977

7-DAY PANEL QUESTIONNAIRE

RESPONDENT'S NAME _____ INTERVIEWER'S NAME _____

CALL RECORD

| INTERVIEW FOR: | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------------------------------|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| CALL: | 1 2 | 1 2 | 1 2 | 1 2 | 1 2 | 1 2 | 1 2 |
| RESULT: | <input type="checkbox"/> 27-1 <input type="checkbox"/> 28-1 <input type="checkbox"/> 29-1 <input type="checkbox"/> 30-1 <input type="checkbox"/> 31-1 <input type="checkbox"/> 32-1 <input type="checkbox"/> 33-1 <input type="checkbox"/> 34-1 <input type="checkbox"/> 35-1 <input type="checkbox"/> 36-1 <input type="checkbox"/> 37-1 <input type="checkbox"/> 38-1 <input type="checkbox"/> 39-1 <input type="checkbox"/> 40-1 | | | | | | |
| No Answer/Busy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Respondent Not Available | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 |
| Respondent Refused | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 |
| Completed the Appropriate Day | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 |
| Completed the Following Day | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 |
| Other (SPECIFY) | _____ | _____ | _____ | _____ | _____ | _____ | _____ |

STATION
 VERIFICATION

| | | | | | |
|--------------------------------|-------|-------|-------|---------------|---------|
| TIME MONDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (41-42) |
| TIME TUESDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (43-44) |
| TIME WEDNESDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (45-46) |
| TIME THURSDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (47-48) |
| TIME FRIDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (49-50) |
| TIME SATURDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (51-52) |
| TIME SUNDAY INTERVIEW BEGAN | _____ | ENDED | _____ | TOTAL MINUTES | (53-54) |

2c. While you were listening to (STATION) from (DAYPART) yesterday, were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)

FOR EACH STATION LISTENED TO, ASK Q.2b-2c:

NOTE: FOR EACH STATION LISTENED TO, ASK:

2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION

2b.)

IF "YES" TO Q.1a OR 1b, ASK:

1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)

IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "NO" TO Q.1a, ASK:

1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)

IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

FOR THE FIRST TIME PERIOD, SAY: I would like to ask you about the time you spent hearing or listening to the radio yesterday, that is (DAY OF WEEK) whether at home, in a car, or any other place.

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

ASK Q.1-2c FOR EACH REMAINING YESTERDAY DAYPART. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING TO THE NEXT DAYPART. THEN ASK ABOUT TODAY'S DAYPARTS UP TO THE TIME OF INTERVIEW. THE DAYPARTS ARE:

ON DAYS 2-7, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you about your radio listening. Now remember when I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place, and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

ASK Q.1-2c FOR EACH REMAINING YESTERDAY DAYPART. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING TO THE NEXT DAYPART. THEN ASK ABOUT TODAY'S DAYPARTS UP TO THE TIME OF INTERVIEW. THE DAYPARTS ARE:

ASK Q.1-2c FOR EACH REMAINING YESTERDAY DAYPART. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING TO THE NEXT DAYPART. THEN ASK ABOUT TODAY'S DAYPARTS UP TO THE TIME OF INTERVIEW. THE DAYPARTS ARE:

ON THE FIRST DAY, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? As I said when I spoke to you before, we are conducting a study about radio listening and would like to ask you a few questions. Let's talk now about your radio listening. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)

2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2e, ASK:

2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)

2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)

2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)? YES - ASK Q.2k
NO - GO TO NEXT PLACE/
STATION/DAYPART

IF "YES" TO Q.2j, ASK:

2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)

2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)

2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

AFTER THE LAST DAYPART TO BE ASKED, IF NO RADIO WAS LISTENED TO FOR THE ENTIRE DAY, YESTERDAY, ASK Q.3. OTHERWISE, SKIP TO INSTRUCTION AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK Q.3:

3. I want to know how sure you are about your radio listening yesterday. Would you say you definitely did not hear or listen to a radio at any time yesterday, or would you say you are not sure you heard or listened to a radio at some time yesterday? (RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.)

| <u>DAY ASKED ABOUT</u> | <u>Q.3</u> | |
|------------------------|-----------------------------------|-----------------|
| | <u>DEFINITELY DIDN'T HEAR</u> | <u>NOT SURE</u> |
| Sunday | [] 55-1 | [] 56-1 |
| Monday | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 |

ASK NEWSPAPER/PRODUCT USAGE QUESTIONS FOR THE DAY (IF APPLICABLE).

IF NOT APPLICABLE:

IF THIS IS LAST DAY OF INTERVIEWING (SEVENTH DAY), ASK DEMOGRAPHIC QUESTIONS N-X WHICH FOLLOW.

OTHERWISE, THANK RESPONDENT AND ARRANGE FOR A TIME TO CALL BACK TOMORROW.

SKIP COL. 57-61

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS
AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | | |
|-----------------------------|-----|------|
| 8TH GRADE OR LESS | [] | 64-1 |
| 9TH-11TH GRADES | [] | -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] | -3 |
| 1-3 YEARS OF COLLEGE | [] | -4 |
| COLLEGE GRADUATE | [] | -5 |
| BEYOND COLLEGE | [] | -6 |
- P. Are you... (READ LIST)
- | | | |
|--------------------------|-----|------|
| Married | [] | 65-1 |
| Single and never married | [] | -2 |
| Widowed | [] | -3 |
| Separated/divorced | [] | -4 |
- Q. Are you presently employed, either part-time or full-time?
- | | | | |
|-----|-----|------|-------------|
| YES | [] | 66-1 | ASK Q.R-T |
| NO | [] | -2 | SKIP TO Q.U |
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time?
 By full-time, I mean 30 hours or more a week.
- | | | |
|-----------|-----|------|
| FULL-TIME | [] | 67-1 |
| PART-TIME | [] | -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | | |
|------------------------|-----|------|
| HOUSEWIFE | [] | 70-1 |
| STUDENT | [] | -2 |
| RETIRED | [] | -3 |
| TEMPORARILY UNEMPLOYED | [] | -4 |
| OTHER (SPECIFY) | [] | -5 |
- V. Do you or other members of your household own or rent your home?
- | | | |
|-----------------|-----|------|
| OWN | [] | 71-1 |
| RENT | [] | -2 |
| OTHER (SPECIFY) | [] | -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | | |
|------------|-----|------|
| YES | [] | 72-1 |
| NO | [] | -2 |
| DON'T KNOW | [] | -3 |
| REFUSED | [] | -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

- Under \$5,000 [] 73-1
- \$5,000 - \$9,999 [] -2
- \$10,000 - \$14,999 [] -3
- \$15,000 - \$19,999 [] -4
- \$20,000 - \$24,999 [] -5
- \$25,000 - \$29,999 [] -6
- \$30,000 - \$34,999 [] -7
- \$35,000 - \$49,999 [] -8
- \$50,000 + [] -9

Thank you very much for your cooperation.

FOR OFFICE USE ONLY

74-1

B

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, N.Y. 10016

PROJECT #4840
 August/September, 1977

7-DAY PANEL QUESTIONNAIRE

RESPONDENT'S NAME _____ INTERVIEWER'S NAME _____

CALL RECORD

| INTERVIEW FOR: | Monday | | Tuesday | | Wednesday | | Thursday | | Friday | | Saturday | | Sunday | |
|-------------------------------|--------|-----|---------|-----|-----------|-----|----------|-----|--------|-----|----------|-----|--------|-----|
| | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| CALL: | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| RESULT: | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| No Answer/Busy | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| Respondent Not Available | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| Respondent Refused | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| Completed the Appropriate Day | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| Completed the Following Day | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |
| Other (SPECIFY) | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] | [] |

| TIME | Monday | | Tuesday | | Wednesday | | Thursday | | Friday | | Saturday | | Sunday | |
|---------------|---------|-------|---------|-------|-----------|-------|----------|-------|---------|-------|----------|-------|---------|-------|
| | BEGAN | ENDED | BEGAN | ENDED | BEGAN | ENDED | BEGAN | ENDED | BEGAN | ENDED | BEGAN | ENDED | BEGAN | ENDED |
| TOTAL MINUTES | (41-42) | | (43-44) | | (45-46) | | (47-48) | | (49-50) | | (51-52) | | (53-54) | |

STATION VERIFICATION

ON THE FIRST DAY, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? As I said when I spoke to you before, we are conducting a study about radio listening and would like to ask you a few questions. Let's talk now about your radio listening. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

ON DAYS 2-7, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you about your radio listening. Now remember when I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place, and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

ASK Q.1-2r FOR EACH REMAINING YESTERDAY DAYPART. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING TO THE NEXT DAYPART. THEN ASK ABOUT TODAY'S DAYPARTS UP TO THE TIME OF INTERVIEW. THE DAYPARTS ARE:

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

FOR THE FIRST TIME PERIOD, SAY: I would like to ask you about the time you spent hearing or listening to the radio yesterday, that is (DAY OF WEEK) whether at home, in a car, or any other place.

- 1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)
- IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

IF "NO" TO Q.1a, ASK:

- 1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)
- IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "YES" TO Q.1a OR 1b, ASK:

- 2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION 2b.)

NOTE: FOR EACH STATION LISTENED TO, ASK:

FOR EACH STATION LISTENED TO, ASK Q.2b-2r:

- 2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)
- 2c. While you were listening to (STATION) from (DAYPART) yesterday, were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)

2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2e, ASK:

2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)

2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)

2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)?

| | | |
|-----|---|--------------------------------------|
| YES | - | ASK Q.2k |
| NO | - | GO TO NEXT PLACE/ STATION/DAYPART |

IF "YES" TO Q.2j, ASK:

2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)

2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)

2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

AFTER THE LAST DAYPART TO BE ASKED, IF NO RADIO WAS LISTENED TO FOR THE ENTIRE DAY, YESTERDAY, ASK Q.3. OTHERWISE, SKIP TO INSTRUCTION AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK Q.3:

3. I want to know how sure you are about your radio listening yesterday. Would you say you definitely did not hear or listen to a radio at any time yesterday, or would you say you are not sure you heard or listened to a radio at some time yesterday? (RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.)

| <u>DAY ASKED ABOUT</u> | <u>Q.3</u> | |
|------------------------|-----------------------------------|-----------------|
| | <u>DEFINITELY DIDN'T HEAR</u> | <u>NOT SURE</u> |
| Sunday | [] 155-1 | [] 156-1 |
| Monday | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 |

ASK NEWSPAPER/PRODUCT USAGE QUESTIONS FOR THE DAY (IF APPLICABLE).

IF NOT APPLICABLE:

IF THIS IS LAST DAY OF INTERVIEWING (SEVENTH DAY), ASK DEMOGRAPHIC QUESTIONS N-X WHICH FOLLOW.

OTHERWISE, THANK RESPONDENT AND ARRANGE FOR A TIME TO CALL BACK TOMORROW.

SKIP COL. 57-61

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | | |
|-----------------------------|-----|------|
| 8TH GRADE OR LESS | [] | 64-1 |
| 9TH-11TH GRADES | [] | -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] | -3 |
| 1-3 YEARS OF COLLEGE | [] | -4 |
| COLLEGE GRADUATE | [] | -5 |
| BEYOND COLLEGE | [] | -6 |
- P. Are you... (READ LIST)
- | | | |
|--------------------------|-----|------|
| Married | [] | 65-1 |
| Single and never married | [] | -2 |
| Widowed | [] | -3 |
| Separated/divorced | [] | -4 |
- Q. Are you presently employed, either part-time or full-time?
- | | | | |
|-----|-----|------|-------------|
| YES | [] | 66-1 | ASK Q.R-T |
| NO | [] | -2 | SKIP TO Q.U |
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time?
By full-time, I mean 30 hours or more a week.
- | | | |
|-----------|-----|------|
| FULL-TIME | [] | 67-1 |
| PART-TIME | [] | -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | | |
|------------------------|-----|------|
| HOUSEWIFE | [] | 70-1 |
| STUDENT | [] | -2 |
| RETIRED | [] | -3 |
| TEMPORARILY UNEMPLOYED | [] | -4 |
| OTHER (SPECIFY) | [] | -5 |
- V. Do you or other members of your household own or rent your home?
- | | | |
|-----------------|-----|------|
| OWN | [] | 71-1 |
| RENT | [] | -2 |
| OTHER (SPECIFY) | [] | -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | | |
|------------|-----|------|
| YES | [] | 72-1 |
| NO | [] | -2 |
| DON'T KNOW | [] | -3 |
| REFUSED | [] | -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

- Under \$5,000 [] 73-1
- \$5,000 - \$9,999 [] -2
- \$10,000 - \$14,999 [] -3
- \$15,000 - \$19,999 [] -4
- \$20,000 - \$24,999 [] -5
- \$25,000 - \$29,999 [] -6
- \$30,000 - \$34,999 [] -7
- \$35,000 - \$49,999 [] -8
- \$50,000 + [] -9

Thank you very much for your cooperation.

| |
|----------------------------|
| <u>FOR OFFICE USE ONLY</u> |
| 74-1 |

TO BE ASKED DURING MONDAY INTERVIEWS ONLY

NEWSPAPER/PRODUCT QUESTIONS

4a. What Sunday papers or weekend edition have you read or looked into within the past four weeks? I mean any part of the paper -- any news section, magazine section, comics, or whatever.

FOR EACH PAPER NAMED IN Q.4a, ASK:

4b. When was the last time you read or looked into the Sunday or weekend edition of (NAME PAPER)? (RECORD BELOW.)

| NEWSPAPERS | <u>LAST SATURDAY OR SINCE</u> | <u>BEFORE LAST SATURDAY</u> |
|------------|-----------------------------------|---------------------------------|
| _____ 6- | [] 7-1 | []-2 |
| _____ 8- | [] 9-1 | []-2 |
| _____ 10- | [] 11-1 | []-2 |
| NONE [] | | |

5a. Aside from Sunday papers, some newspapers in this area are published only once a week, instead of every day. Have you, yourself, read or looked into any weekly newspapers in the past week?

YES [] 12-1 ASK Q.5b
NO [] -2 SKIP TO Q.6a

IF "YES" TO Q.5a, ASK:

5b. What weekly newspapers have you read or looked into in the past week? Any others?

_____ 13-

6a. Have you gone to the movies in the past 3 months?

YES [] 14-1 ASK Q.6b
NO [] -2 SEE INSTRUCTIONS BELOW

IF "YES" IN Q.6a, ASK:

6b. How many times have you gone to the movies within the past month?

| | |
|-----------|----------|
| NONE | [] 15-0 |
| 1 | [] -1 |
| 2 | [] -2 |
| 3 | [] -3 |
| 4 | [] -4 |
| 5 OR MORE | [] -5 |

THANK RESPONDENT FOR THE INTERVIEW AND ARRANGE FOR A TIME TO CALL BACK TOMORROW.

TO BE ASKED DURING TUESDAY INTERVIEWS ONLY

NEWSPAPER/PRODUCT QUESTIONS

7a. Now thinking of Monday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 16-1 ASK Q.7b

NO [] -2 SKIP TO INSTRUCTION
PRECEDING Q.8a

IF "YES," TO Q.7a, ASK:

7b. What newspaper(s) did you read or look into Monday?

_____ 17-

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.8a-11.
IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.12.

SKIP COLS
18-21

8a. Have you personally taken any airplane trips, for any purpose in the past year? YES [] 22-1
NO [] -2

IF "YES" TO Q.8a, ASK:

8b. Counting going and coming as one trip, how many airplane trips have you taken in the past year? 1 [] 23-1
2 [] -2
3 [] -3
4 [] -4
5 OR MORE [] -5

9. Which of the following general purpose credit cards do you, yourself, have? (READ LIST)
American Express [] 24-1
BankAmericard/Visa [] -2
Carte Blanche [] -3
Diners Club [] -4
Master Charge [] -5

10. What other general purpose credit cards do you own, if any?
_____ 25-

NONE [] -X

11. Which of the following banking services are currently being used by you or other members of your family? (READ LIST)

Checking Account [] 26-1 SKIP TO
Savings Account [] -2 INSTRUCTIONS
Personal Loan [] -3 BELOW

IF RESPONDENT IS 12-17 YEARS, ASK Q.12
OTHERWISE, SKIP TO INSTRUCTION BELOW

12. Which of the following items have you purchased within the past three months?

Phonograph Records [] 27-1
Tapes [] -2
Cartridges [] -3
Cassettes [] -4
Tape Player [] -5
Bicycle [] -6
A CB [] -7
A Radio [] -8
(DO NOT READ) NONE OF THE ABOVE [] -0

IF THIS IS THE LAST DAY OF INTERVIEWING, ASK DEMOGRAPHIC QUESTIONS N-X.

IF NOT, THANK RESPONDENT AND ARRANGE FOR A TIME TO CALL BACK TOMORROW.

NEWSPAPER/PRODUCT QUESTIONS

13a. Now thinking of Tuesday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 28-1 ASK Q.13b

NO [] -2 SKIP TO INSTRUCTION PRECEDING Q.14

IF "YES," TO Q.13a, ASK:

13b. What newspaper(s) did you read or look into Tuesday?

_____ 29-

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.14-18b
IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.19a

14. Do you have a driver's license?

YES [] 30-1 ASK Q.15-17b
NO [] -2 SKIP TO Q.18a

IF "YES" IN Q.14, ASK:

15. Are you responsible for the care and maintenance of any car in your household?

YES [] 31-1
NO [] -2

16. About how many miles have you personally driven cars in the past 12 months? (READ LIST)

Less than 5,000 [] 32-1
5,000 - 9,999 [] -2
10,000 - 14,999 [] -3
15,000 - 19,999 [] -4
20,000 - 29,999 [] -5
30,000 Or More [] -6

17a. In the past 12 months about how many times, if any, have you yourself rented a car for personal or business use?

_____ 33- ASK Q.17b
NONE [] -0 SKIP TO Q.18a

IF "1 OR MORE" IN Q.17a, ASK:

17b. What car rental companies have you used in the past 12 months? (DO NOT READ LIST.)

AVIS [] 34-1
NATIONAL [] -2
HERTZ [] -3
OTHER (SPECIFY) [] _____

18a. Do you plan on buying a car in the next 12 months?

YES 35-1 ASK Q.18b

NO -2 SKIP TO INSTRUCTIONS AT END OF PAGE

IF "YES" TO Q.18a, ASK:

18b. Do you intend to buy a new or used car?

NEW 36-1

USED -2

NOT SURE -3

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.19a-19b OTHERWISE, SKIP TO INSTRUCTION AT END OF PAGE.

19a. Which of the following snack foods have you eaten in the past month? (READ LIST)

| | Q.19a | Q.19b - Number Of Times Eaten | | | | |
|----------------------|-------------------------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | | None | 1 | 2 | 3-4 | 5 OR MORE |
| Candy | <input type="checkbox"/> 37-1 | <input type="checkbox"/> 38-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |
| Potato Chips | <input type="checkbox"/> -2 | <input type="checkbox"/> 39-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |
| Cookies | <input type="checkbox"/> -3 | <input type="checkbox"/> 40-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |
| Chewing Gum | <input type="checkbox"/> -4 | <input type="checkbox"/> 41-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |
| Corn Snacks or Chips | <input type="checkbox"/> -5 | <input type="checkbox"/> 42-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |
| Pretzels | <input type="checkbox"/> -6 | <input type="checkbox"/> 43-1 | <input type="checkbox"/> -2 | <input type="checkbox"/> -3 | <input type="checkbox"/> -4 | <input type="checkbox"/> -5 |

FOR EACH FOOD NAMED IN Q.19a, ASK Q.19b AND RECORD ABOVE

19b. About how many times in the past week have you eaten (NAME OF FOOD)?

THANK RESPONDENT AND ARRANGE FOR A TIME TO CALL BACK TOMORROW.

TO BE ASKED DURING SATURDAY ALERT - W INTERVIEW ONLY
NEWSPAPER/PRODUCT QUESTIONS

17a. Now thinking of Wednesday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES J44-1 ASK Q.17b
NO -2 SKIP TO Q.18a

IF "YES," TO Q.17a, ASK:

17b. What newspaper(s) did you read or look into Wednesday?

45-

18a. Now thinking of Thursday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES J46-1 ASK Q.18b
NO -2 SKIP TO Q.19a

IF "YES," TO Q.18a, ASK:

18b. What newspaper(s) did you read or look into Thursday?

47-

19a. Now thinking of Friday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES J48-1 ASK Q.19b
NO -2 SKIP TO Q.20

IF "YES," TO Q.19a, ASK:

19b. What newspaper(s) did you read or look into Friday?

49-

TO BE ASKED DURING FRIDAY INTERVIEW ONLY

NEWSPAPER/PRODUCT QUESTIONS

25a. Now thinking of Thursday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 6-1 ASK Q.25b

NO [] -2 SKIP TO Q.26

IF "YES," TO Q.25a, ASK:

25b. What newspaper(s) did you read or look into Thursday?

| | |
|--|----|
| | 7- |
| | |
| | |
| | |

26. For each of the times I mention, please tell me about how much time you spend watching television on an average weekday, Monday through Friday.

| | <u>Hours</u> | <u>Time Spent</u> <u>Minutes</u> | <u>Usually</u> <u>Don't Watch</u> |
|-------------------------------|--------------|-------------------------------------|--------------------------------------|
| Up to 9 A.M. in the Morning | 8- | (9-10) | [] |
| Between 9 A.M. and 4 P.M. | 11- | (12-13) | [] |
| Between 4 P.M. and 6:30 P.M. | 14- | (15-16) | [] |
| Between 6:30 P.M. and 10 P.M. | 17- | (18-19) | [] |
| Between 10 p.m. and Midnight | 20- | (21-22) | [] |
| After Midnight | 23- | (24-25) | [] |

TO BE ASKED DURING SATURDAY INTERVIEW ONLY

NEWSPAPER/PRODUCT QUESTIONS

27a. Now thinking of Friday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES 126-1 ASK Q.27b
 NO -2 SKIP TO INSTRUCTION
 BEFORE Q.28

IF "YES," TO Q.27a, ASK:

27b. What newspaper(s) did you read or look into Friday? _____

27-

IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.28a AND Q.28b.
 IF RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.29a

28a. Which of the following beverages did you drink in the past month? (READ LIST)

| | Q.28b -- Number Of Glasses (Cups) | | | | | | | 14 Or More |
|-----------------------|-----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|
| | 0 | 1-2 | 3-4 | 5-7 | 8-13 | | | |
| Regular soft drinks | <input type="checkbox"/> 128-1 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Diet soft drinks | <input type="checkbox"/> -2 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Fruit juice | <input type="checkbox"/> -3 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Milk | <input type="checkbox"/> -4 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Tea | <input type="checkbox"/> -5 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Regular ground coffee | <input type="checkbox"/> -6 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Decaffeinated coffee | <input type="checkbox"/> -7 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Instant coffee | <input type="checkbox"/> -8 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Beer/Ale | <input type="checkbox"/> -9 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |
| Wine | <input type="checkbox"/> -0 | <input type="checkbox"/> 1-1 | <input type="checkbox"/> 1-2 | <input type="checkbox"/> 1-3 | <input type="checkbox"/> 1-4 | <input type="checkbox"/> 1-5 | <input type="checkbox"/> 1-5 | |

FOR EACH BEVERAGE NAMED IN Q.28a, ASK:

28b. In the past week, about how many glasses (cups) of (BEVERAGE) did you drink? (RECORD ABOVE)

AUDITS & SURVEYS, INC.
One Park Avenue
New York, N.Y. 10016

PROJECT #4840
September 1977

5 - 1

ALERT SCREENER

INTERVIEWER'S NAME _____ TIME SCREEN BEGAN _____
RESPONDENT'S TELEPHONE # (_____) _____ TIME SCREEN ENDED _____
RESPONDENT'S NAME _____ TOTAL TIME _____ (6-7)
RESPONDENT'S ADDRESS _____ COUNTY _____ 8-

ROTATION 9-1
ALERT 10-2

Hello, I'm _____ of Audits & Surveys, Inc., a national marketing research company. We're conducting a study of radio listening and would like to talk to people, whether or not they listen to the radio. Can I speak with any... (READ STATEMENT X'D)

- 11-1 male in this household, 12-17 years of age.
- 2 female in this household, 12-17 years of age.
- 3 male adults living in this household, 18 years of age or older.
- 4 female adults living in this household, 18 years of age or older.

IF THE RESPONDENT IS NOT HOME OR OTHERWISE UNAVAILABLE, MAKE AN APPOINTMENT AND CALL BACK.

IF NO ONE OF THE DESIGNATED AGE AND SEX LIVE IN THIS HOUSEHOLD, ASK TO SPEAK TO A PERSON IN THE NEXT AGE AND SEX CATEGORY IN THE SEQUENCE.

IF TWO OR MORE MEMBERS OF THE DESIGNATED AGE AND SEX LIVE IN THIS HOUSEHOLD, ASK TO SPEAK WITH THE "X'D" PERSON ON THE LINE BELOW.

- 12-1 OLDEST MEMBER
- 2 YOUNGEST MEMBER

WHEN THE SELECTED RESPONDENT COMES TO THE PHONE, SAY:

Hello, I'm _____ of Audits & Surveys, Inc., a national marketing research company. We are conducting a study about radio listening and would like to ask you a few questions. We are not trying to sell anything, we are simply trying to gather information about radio listening.

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP.

IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY IN THE SEQUENCE.

SKIP COL. 13

CHECK BELOW THE PERSON WHOM YOU HAVE INTERVIEWED.

- THE ORIGINAL PERSON SELECTED..... []14-1
 A SUBSTITUTE PERSON BECAUSE
 - NO ONE OF THE APPROPRIATE AGE/SEX LIVES IN THE HOUSEHOLD.... [] -2
 - THE APPROPRIATE PERSON REFUSED/SOMEONE ELSE IN THE
 APPROPRIATE AGE/SEX INTERVIEWED..... [] -3
 - THE APPROPRIATE PERSON REFUSED/SOMEONE IN ANOTHER AGE/SEX
 INTERVIEWED..... [] -4
 WAS NOT ABLE TO INTERVIEW ANYONE..... [] -5

ASK Q.'S A-H OF THE PERSON YOU INTERVIEW OR THE LAST PERSON WHO REFUSED.

- A. I need information which will be used for classification purposes only. 12-17 []15-1
 18-24 [] -2
 Which of the following age groups are you in? READ LIST. 25-34 [] -3
 35-44 [] -4
 45-49 [] -5
 50-54 [] -6
 55-64 [] -7
 65 Or Over [] -8
- B. (DO NOT ASK) SEX: MALE []16-1
 FEMALE [] -2
- C. Please tell me the total number of people currently living in your household, including yourself. NUMBER _____ (17)
- D. And, how many of these people are... Male, 18 years or older _____ (18)
 READ LIST. Female, 18 years or older _____ (19)
 Young males, 12-17 years _____ (20)
 Young women, 12-17 years _____ (21)
 Children 2-11 years _____ (22)
 Children under 2 years _____ (23)
- E. This survey is designed to measure all segments of the population. How would you describe your family -- that is, is it... READ LIST. Spanish []24-1
 Black [] -2
 White [] -3
 Other [] -4
- IF RESPONDENT WILL NOT BE A PARTICIPANT, ASK:
- F. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, meaning the one you have in your home? YES []25-1
 NO [] -2
 DON'T KNOW [] -3
 REFUSED [] -4
- G. IF MONDAY, ASK: Were you home last Friday at about this time?
 IF OTHER WEEKDAY, ASK: Were you home yesterday at about this time? YES []26-1
 NO [] -2
- H. Now, may I have your name and address, please? (IF PARTICIPANT, ADD: so that we may send you a token of our appreciation.) And, what county is that in, please?

NAME _____
 ADDRESS _____
 CITY/STATE _____
 COUNTY _____

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, New York 10016

PROJECT #4840
 SEPTEMBER 1977

A

ALERT QUESTIONNAIRE
 1ST INTERVIEW WAS MONDAY

RESPONDENT'S NAME _____ INTERVIEWER'S NAME _____

TELEPHONE # _____

CALL RECORD
 FOR 2ND AND 3RD INTERVIEWS

| INTERVIEW: | WEDNESDAY | | | SATURDAY | | |
|--------------------------|-----------|----------|----------|----------|----------|----------|
| CALL: | 1 | 2 | 3 | 1 | 2 | 3 |
| <u>RESULT</u> | | | | | | |
| NO ANSWER/BUSY | [] 27-1 | [] 28-1 | [] 29-1 | [] 30-1 | [] 31-1 | [] 32-1 |
| RESPONDENT NOT AVAILABLE | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| RESPONDENT REFUSED | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| COMPLETED ON CORRECT DAY | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| COMPLETED ON NEXT DAY | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| <u>OTHER</u> | _____ | _____ | _____ | _____ | _____ | _____ |

STATION
 VERIFICATION

TIME MON. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (33-34) _____

TIME WED. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (35-36) _____

TIME SAT. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (37-38) _____

ON THE SECOND AND THIRD INTERVIEWS, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you ABOUT YOUR RADIO LISTENING.

ASK Q.1-2r FOR EACH DAYPART OF EACH DAY SPECIFIED BELOW. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING ON TO THE NEXT DAYPART. ASK ALL QUESTIONS FOR ONE DAY BEFORE GOING ON TO THE NEXT DAY. THE DAYPARTS ARE:

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

FOR THE MONDAY INTERVIEW, ASK ABOUT:

SATURDAY -- ALL DAYPARTS
SUNDAY -- ALL DAYPARTS
MONDAY -- UP TO TIME OF INTERVIEW

FOR THE WEDNESDAY INTERVIEW, ASK ABOUT:

MONDAY -- REST OF MONDAY
TUESDAY -- ALL DAYPARTS
WEDNESDAY -- UP TO TIME OF INTERVIEW

FOR THE SATURDAY INTERVIEW, ASK ABOUT:

WEDNESDAY -- REST OF WEDNESDAY
THURSDAY -- ALL DAYPARTS
FRIDAY -- ALL DAYPARTS

RECORD RESPONSES FOR EACH DAY ON A SEPARATE DAILY LISTENING SHEET. AT THE END OF THE THREE INTERVIEWS, YOU SHOULD HAVE COMPLETED 7 DAILY LISTENING SHEETS, ONE FOR EACH DAY OF THE WEEK.

FOR THE FIRST TIME PERIOD ON EACH DAY, SAY: I would like to ask you about your radio listening on (DAY), whether at home, in a car, or any other place. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

- 1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)
- IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

IF "NO" TO Q.1a, ASK:

- 1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)
- IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "YES" TO Q.1a OR 1b, ASK:

- 2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION 2b.)

NOTE: FOR EACH STATION LISTENED TO, ASK:

FOR EACH STATION LISTENED TO, ASK Q.2b-2r:

- 2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)
- 2c. While you were listening to (STATION) from (DAYPART) were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

- 2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)

- 2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2e, ASK:

- 2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)

- 2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

- 2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)

2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)? YES - ASK Q.2k
NO - GO TO NEXT PLACE/
STATION/DAYPART

IF "YES" TO Q.2j, ASK:

2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)

2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)

2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

IF THIS IS LAST DAYPART FOR THIS DAY -- IF ALL FIVE DAYPARTS HAVE BEEN ASKED ABOUT FOR THIS DAY AND NO RADIO WAS HEARD OR LISTENED TO, ASK Q.3 ABOUT THIS DAY. OTHERWISE, SKIP TO INSTRUCTIONS AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK:

SKIP COLS 39-54

3. I want to know how sure you are about your radio listening on (DAY). Would you say you definitely did not hear or listen to a radio at any time on (DAY) or would you say you are not sure you heard or listened to a radio at some time on (DAY)? RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.

| DAY ASKED ABOUT: | Q.3 | | Q.1 | |
|------------------|---------------------------|----------|-------------|----------|
| | DEFINITELY DIDN'T HEAR | NOT SURE | WAS HOME | WAS NOT |
| Sunday | [] 55-1 | [] 56-1 | [] 57-1 | [] 58-1 |
| Monday | [] -2 | [] -2 | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 | [] -7 | [] -7 |

AT THE END OF THE RADIO LISTENING QUESTIONS FOR EACH DAY, ASK Q.1 ABOUT THAT DAY AND RECORD ABOVE.

I. Were you home (DAY ASKED ABOUT) in the evening? NOTE: IF YOU ARE ASKING ABOUT SATURDAY OR SUNDAY, ASK INSTEAD: Were you home (DAY ASKED ABOUT) in the afternoon or evening?

CONTINUE WITH NEXT DAY TO BE ASKED ABOUT. IF ALL DAYS HAVE BEEN ASKED ABOUT...

ON MONDAY: ASK Q'S J-L

ON WEDNESDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.

ON SATURDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THEN CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X, WHICH FOLLOW.

ON MONDAY ONLY, ASK Q'S J-L

J. Thank you very much for answering my questions. You've been a lot of help. In order to find out more about your radio listening, I would like to call you back a couple of times within the next week and talk to you about your radio listening between now and then. It would help a great deal. Would this be all right with you?

YES [] 59-1 SKIP TO Q.L

NO [] -2 ASK Q.K

IF "NO" IN Q.J, ASK:

K. I'm allowed to offer you a gift which would be valued at approximately \$5.00. Would you reconsider and participate if we sent you this gift?

YES [] 60-1 ASK Q.L

NO [] -2 SEE INSTRUCTION BELOW

SKIP COL 61

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP. IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY. IF YOU CHANGE RESPONDENTS, YOU MUST FILL OUT ANOTHER SCREENER FOR THE SUBSTITUTE RESPONDENT.

IF RESPONDENT WILL BE PARTICIPANT, ASK Q.L:

L. What is the best time to call you on week nights?

TIME: _____

On the weekend?

TIME: _____

IF RESPONDENT WILL BE PARTICIPANT: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | | |
|-----------------------------|-----|------|
| 8TH GRADE OR LESS | [] | 64-1 |
| 9TH-11TH GRADES | [] | -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] | -3 |
| 1-3 YEARS OF COLLEGE | [] | -4 |
| COLLEGE GRADUATE | [] | -5 |
| BEYOND COLLEGE | [] | -6 |
- P. Are you... (READ LIST)
- | | | |
|--------------------------|-----|------|
| Married | [] | 65-1 |
| Single and never married | [] | -2 |
| Widowed | [] | -3 |
| Separated/divorced | [] | -4 |
- Q. Are you presently employed, either part-time or full-time?
- | | | | |
|-----|-----|------|-------------|
| YES | [] | 66-1 | ASK Q.R-T |
| NO | [] | -2 | SKIP TO Q.U |
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time? By full-time, I mean 30 hours or more a week.
- | | | |
|-----------|-----|------|
| FULL-TIME | [] | 67-1 |
| PART-TIME | [] | -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | | |
|------------------------|-----|------|
| HOUSEWIFE | [] | 70-1 |
| STUDENT | [] | -2 |
| RETIRED | [] | -3 |
| TEMPORARILY UNEMPLOYED | [] | -4 |
| OTHER (SPECIFY) | [] | -5 |
- V. Do you or other members of your household own or rent your home?
- | | | |
|-----------------|-----|------|
| OWN | [] | 71-1 |
| RENT | [] | -2 |
| OTHER (SPECIFY) | [] | -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | | |
|------------|-----|------|
| YES | [] | 72-1 |
| NO | [] | -2 |
| DON'T KNOW | [] | -3 |
| REFUSED | [] | -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

| | | |
|---------------------|-----|-------|
| Under \$5,000 | [] | 173-1 |
| \$5,000 - \$9,999 | [] | -2 |
| \$10,000 - \$14,999 | [] | -3 |
| \$15,000 - \$19,999 | [] | -4 |
| \$20,000 - \$24,999 | [] | -5 |
| \$25,000 - \$29,999 | [] | -6 |
| \$30,000 - \$34,999 | [] | -7 |
| \$35,000 - \$49,999 | [] | -8 |
| \$50,000 + | [] | -9 |

Thank you very much for your cooperation.

FOR OFFICE USE ONLY

74-2

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, New York 10016

PROJECT #4840
 SEPTEMBER 1977

B

ALERT QUESTIONNAIRE 1ST INTERVIEW WAS MONDAY

RESPONDENT'S NAME _____

INTERVIEWER'S NAME _____

TELEPHONE # _____

CALL RECORD FOR 2ND AND 3RD INTERVIEWS

| INTERVIEW: | WEDNESDAY | | | SATURDAY | | |
|--------------------------|-----------|----------|----------|----------|----------|----------|
| CALL: | 1 | 2 | 3 | 1 | 2 | 3 |
| <u>RESULT</u> | | | | | | |
| NO ANSWER/BUSY | [] 27-1 | [] 28-1 | [] 29-1 | [] 30-1 | [] 31-1 | [] 32-1 |
| RESPONDENT NOT AVAILABLE | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| RESPONDENT REFUSED | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| COMPLETED ON CORRECT DAY | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| COMPLETED ON NEXT DAY | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| <u>OTHER</u> | _____ | _____ | _____ | _____ | _____ | _____ |

STATION VERIFICATION

TIME MON. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (33-34) _____

TIME WED. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (35-36) _____

TIME SAT. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (37-38) _____

ON THE SECOND AND THIRD INTERVIEWS, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you ABOUT YOUR RADIO LISTENING.

ASK Q.1-2r FOR EACH DAYPART OF EACH DAY SPECIFIED BELOW. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING ON TO THE NEXT DAYPART. ASK ALL QUESTIONS FOR ONE DAY BEFORE GOING ON TO THE NEXT DAY. THE DAYPARTS ARE:

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

FOR THE MONDAY INTERVIEW, ASK ABOUT:

SATURDAY -- ALL DAYPARTS
SUNDAY -- ALL DAYPARTS
MONDAY -- UP TO TIME OF INTERVIEW

FOR THE WEDNESDAY INTERVIEW, ASK ABOUT:

MONDAY -- REST OF MONDAY
TUESDAY -- ALL DAYPARTS
WEDNESDAY -- UP TO TIME OF INTERVIEW

FOR THE SATURDAY INTERVIEW, ASK ABOUT:

WEDNESDAY -- REST OF WEDNESDAY
THURSDAY -- ALL DAYPARTS
FRIDAY -- ALL DAYPARTS

RECORD RESPONSES FOR EACH DAY ON A SEPARATE DAILY LISTENING SHEET. AT THE END OF THE THREE INTERVIEWS, YOU SHOULD HAVE COMPLETED 7 DAILY LISTENING SHEETS, ONE FOR EACH DAY OF THE WEEK.

FOR THE FIRST TIME PERIOD ON EACH DAY, SAY: I would like to ask you about your radio listening on (DAY), whether at home, in a car, or any other place. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

- 1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)
- IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

IF "NO" TO Q.1a, ASK:

- 1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)
- IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "YES" TO Q.1a OR 1b, ASK:

- 2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION 2b.)

NOTE: FOR EACH STATION LISTENED TO, ASK:

FOR EACH STATION LISTENED TO, ASK Q.2b-2r:

- 2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)
- 2c. While you were listening to (STATION) from (DAYPART) were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

- 2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)
- 2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?
- IF BEFORE/AFTER IN Q.2e, ASK:
- 2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)
- 2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)
- 2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)

- 2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)?
- YES - ASK Q.2k
NO - GO TO NEXT PLACE/
STATION/DAYPART

IF "YES" TO Q.2j, ASK:

2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)

2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)

2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

IF THIS IS LAST DAYPART FOR THIS DAY -- IF ALL FIVE DAYPARTS HAVE BEEN ASKED ABOUT FOR THIS DAY AND NO RADIO WAS HEARD OR LISTENED TO, ASK Q.3 ABOUT THIS DAY. OTHERWISE, SKIP TO INSTRUCTIONS AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK:

SKIP COLS 39-54

3. I want to know how sure you are about your radio listening on (DAY). Would you say you definitely did not hear or listen to a radio at any time on (DAY) or would you say you are not sure you heard or listened to a radio at some time on (DAY)? RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.

| DAY ASKED ABOUT: | Q.3 | | Q.1 | |
|------------------|---------------------------|----------|-------------|----------|
| | DEFINITELY DIDN'T HEAR | NOT SURE | WAS HOME | WAS NOT |
| Sunday | [] 55-1 | [] 56-1 | [] 57-1 | [] 58-1 |
| Monday | [] -2 | [] -2 | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 | [] -7 | [] -7 |

AT THE END OF THE RADIO LISTENING QUESTIONS FOR EACH DAY, ASK Q.1 ABOUT THAT DAY AND RECORD ABOVE.

I. Were you home (DAY ASKED ABOUT) in the evening? NOTE: IF YOU ARE ASKING ABOUT SATURDAY OR SUNDAY, ASK INSTEAD: Were you home (DAY ASKED ABOUT) in the afternoon or evening?

CONTINUE WITH NEXT DAY TO BE ASKED ABOUT. IF ALL DAYS HAVE BEEN ASKED ABOUT...

ON MONDAY: ASK Q'S J-L

ON WEDNESDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.

ON SATURDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THEN CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X, WHICH FOLLOW.

ON MONDAY ONLY, ASK Q'S J-L

J. Thank you very much for answering my questions. You've been a lot of help. In order to find out more about your radio listening, I would like to call you back a couple of times within the next week and talk to you about your radio listening between now and then. It would help a great deal. Would this be all right with you?

YES [] 59-1 SKIP TO Q.L

NO [] -2 ASK Q.K

IF "NO" IN Q.J, ASK:

K. I'm allowed to offer you a gift which would be valued at approximately \$5.00. Would you reconsider and participate if we sent you this gift?

YES [] 60-1 ASK Q.L

NO [] -2 SEE INSTRUCTION BELOW

SKIP COL 61

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP. IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY. IF YOU CHANGE RESPONDENTS, YOU MUST FILL OUT ANOTHER SCREENER FOR THE SUBSTITUTE RESPONDENT.

IF RESPONDENT WILL BE PARTICIPANT, ASK Q.L:

L. What is the best time to call you on week nights?

TIME: _____

On the weekend?

TIME: _____

IF RESPONDENT WILL BE PARTICIPANT: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS
AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF
 ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | | |
|-----------------------------|-----|------|
| 8TH GRADE OR LESS | [] | 64-1 |
| 9TH-11TH GRADES | [] | -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] | -3 |
| 1-3 YEARS OF COLLEGE | [] | -4 |
| COLLEGE GRADUATE | [] | -5 |
| BEYOND COLLEGE | [] | -6 |
- P. Are you... (READ LIST)
- | | | |
|--------------------------|-----|------|
| Married | [] | 65-1 |
| Single and never married | [] | -2 |
| Widowed | [] | -3 |
| Separated/divorced | [] | -4 |
- Q. Are you presently employed, either part-time or full-time?
- YES [] 66-1 ASK Q.R-T
 NO [] -2 SKIP TO Q.U
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time?
 By full-time, I mean 30 hours or more a week.
- | | | |
|-----------|-----|------|
| FULL-TIME | [] | 67-1 |
| PART-TIME | [] | -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | | |
|------------------------|-----|------|
| HOUSEWIFE | [] | 70-1 |
| STUDENT | [] | -2 |
| RETIRED | [] | -3 |
| TEMPORARILY UNEMPLOYED | [] | -4 |
| OTHER (SPECIFY) | [] | -5 |
- V. Do you or other members of your household own or rent your home?
- | | | |
|-----------------|-----|------|
| OWN | [] | 71-1 |
| RENT | [] | -2 |
| OTHER (SPECIFY) | [] | -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | | |
|------------|-----|------|
| YES | [] | 72-1 |
| NO | [] | -2 |
| DON'T KNOW | [] | -3 |
| REFUSED | [] | -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

- Under \$5,000 [] 73-1
- \$5,000 - \$9,999 [] -2
- \$10,000 - \$14,999 [] -3
- \$15,000 - \$19,999 [] -4
- \$20,000 - \$24,999 [] -5
- \$25,000 - \$29,999 [] -6
- \$30,000 - \$34,999 [] -7
- \$35,000 - \$49,999 [] -8
- \$50,000 + [] -9

Thank you very much for your cooperation.

FOR OFFICE USE ONLY

74-2

5 - 2

TO BE ASKED DURING MONDAY ALERT - M INTERVIEWS ONLY
NEWSPAPER/PRODUCT QUESTIONS

4a. What Sunday papers or weekend editions have you read or looked into within the past four weeks? I mean any part of the paper -- any news section, magazine section, comics, or whatever. (RECORD BELOW).

FOR EACH PAPER NAMED IN Q.4a, ASK:

4b. When was the last time you read or looked into the Sunday or weekend edition of (NAME PAPER)? (RECORD BELOW).

| NEWSPAPERS | LAST SATURDAY OR SINCE | BEFORE LAST SATURDAY |
|------------|---------------------------|-------------------------|
| _____ 6- | [] 7-1 | [] -2 |
| _____ 8- | [] 9-1 | [] -2 |
| _____ 10- | [] 11-1 | [] -2 |
| NONE [] | | |

5a. Aside from Sunday papers, some newspapers in this area are published only once a week, instead of every day. Have you, yourself, read or looked into any weekly newspapers in the past week?

YES [] 12-1 ASK Q.5b

NO [] -2 SKIP TO INSTRUCTION
BELOW

IF "YES" TO Q.5a, ASK:

5b. What weekly newspapers have you read or looked into in the past week? Any others?

_____ 13-

SKIP COLUMN 14-15

Thank you very much. I'll be calling you again on Wednesday at (TIME MENTIONED IN Q.M OF SCREENER).

TO BE ASKED DURING WEDNESDAY ALERT - M INTERVIEWS ONLY
NEWSPAPER/PRODUCT QUESTIONS

- 6a. Now, thinking of Monday -- from the time you woke up until the time you went to bed, did you read or look into, at any time, a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.
- YES [] 16-1 ASK Q.6b
NO [] -2 SKIP TO Q.7a

IF "YES" IN Q.6a, ASK:

6b. What newspaper(s) did you read or look into Monday?

_____ 17-

- 7a.. Now thinking of Tuesday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 18-1 ASK Q.7b
NO [] -2 SKIP TO Q.8a

IF "YES," TO Q.7a, ASK:

7b. What newspaper(s) did you read or look into Tuesday?

_____ 19-

- 8a. Have you gone to the movies in the past 3 months?
- YES [] 20-1 ASK Q.8b
NO [] -2 SKIP TO INSTRUCTION PRECEDING Q.9a

IF "YES" TO Q.8a, ASK:

- 8b. How many times have you gone to the movies within the past month?
- NONE [] 21-0
1 TIME [] -1
2 TIMES [] -2
3 TIMES [] -3
4 TIMES [] -4
5 TIMES OR MORE [] -5

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.9a-12
 IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.13

9a. Have you personally taken any air- YES [] 22-1 ASK Q.9b
 plane trips, for any purpose in NO [] -2 SKIP TO Q.10
 the past year?

IF "YES" TO Q.9a, ASK:

9b. Counting going and coming as 1 [] 23-1
 one trip, how many airplane 2 [] -2
 trips have you taken in the 3 [] -3
 past year? 4 [] -4
 5 OR MORE [] -5

10. Which of the following general American Express [] 24-1
 purpose credit cards do you, your- BankAmericard/Visa [] -2
 self, have? (READ LIST). Carte Blanche [] -3
 Diners Club [] -4
 Master Charge [] -5

11. What other general purpose credit _____ 25-
 cards do you own, if any? _____

 NONE [] -X

12. Which of the following banking ser- Checking account [] 26-1
 vices are currently being used by Savings account [] -2
 you or other members of your house- Personal loan [] -3
 hold? (READ LIST).

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.13
 IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, SKIP TO Q.14

13. Which of the following items have you Phonograph records [] 27-1
 purchased within the past three months? Tapes [] -2
 Cartridges [] -3
 Cassettes [] -4
 Tape player [] -5
 Bicycle [] -6
 A CB [] -7
 A radio [] -8
 (DO NOT READ) NONE OF THE ABOVE []

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.14-18b
 IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.19a

14. Do you have a driver's license? YES [] 30-1 ASK Q.15-17a
 NO [] -2 SKIP TO Q.18a

IF "YES" IN Q.14, ASK:

15. Are you responsible for the care and maintenance of any car in your household? YES [] 31-1
 NO [] -2

16. About how many miles have you personally driven cars in the past 12 months? (READ LIST).
 Less than 5,000 [] 32-1
 5,000 - 9,999 [] -2
 10,000 - 14,999 [] -3
 15,000 - 19,999 [] -4
 20,000 - 29,999 [] -5
 30,000 or more [] -6

17a. In the past 12 months about how many times, if any, have you, yourself rented a car for personal or business use? _____ 33- ASK Q.17b
 NONE [] SKIP TO Q.18a

IF "1 OR MORE" IN Q.17a, ASK:

17b. What car rental companies have you used in the past 12 months? (DO NOT READ LIST).
 AVIS [] 34-1
 NATIONAL [] -2
 HERTZ [] -3
 OTHER (SPECIFY) []

18a. Do you plan on buying a car in the next 12 months? YES [] 35-1 ASK Q.18b
 NO [] -2 SKIP TO INSTRUCTION AT END OF NEXT PAGE

IF "YES" IN Q.18a, ASK:

18b. Do you intend to buy a new or used car? NEW [] 36-1
 USED [] -2
 NOT SURE [] -3

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.19a-19b
 IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, SKIP TO INSTRUCTION AT BOTTOM OF PAGE

19a. Which of the following snack foods have you eaten in the past month? (READ LIST)

| Q.19a | Q.19b -- NUMBER OF TIMES EATEN | | | | |
|-----------------------------|--------------------------------|----------|----------|------------|------------------|
| | NONE | <u>1</u> | <u>2</u> | <u>3-4</u> | <u>5 OR MORE</u> |
| Candy [] 37-1 | [] 38-1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Potato Chips [] -2 | [] 39-1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Cookies [] -3 | [] 40-1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Chewing Gum [] -4 | [] 41-1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Corn Snacks or Chips [] -5 | [] 42-1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Pretzels [] -6 | [] 43-1 | [] -2 | [] -3 | [] -4 | [] -5 |

FOR EACH FOOD NAMED IN Q.19a, ASK Q.19b AND RECORD ABOVE:

19b. About how many times in the past week have you eaten (NAME OF FOOD)?

END BY SAYING: Thank you very much. I will be calling you again on Saturday at (TIME MENTIONED IN DEMOGRAPHIC QUESTION M).

TO BE ASKED DURING SATURDAY ALERT - M INTERVIEW ONLY
NEWSPAPER/PRODUCT QUESTIONS

20a. Now thinking of Wednesday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 44-1 ASK Q.20b
NO [] -2 SKIP TO Q.21a

IF "YES," TO Q.20a, ASK:

20b. What newspaper(s) did you read or look into Wednesday?

45-

21a. Now thinking of Thursday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 46-1 ASK Q.21b
NO [] -2 SKIP TO Q.22a

IF "YES," TO Q.21a, ASK:

21b. What newspaper(s) did you read or look into Thursday?

47-

22a. Now thinking of Friday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 48-1 ASK Q.22b
NO [] -2 SKIP TO Q.23

IF "YES," TO Q.22a, ASK:

22b. What newspaper(s) did you read or look into Friday?

49-

23. In the past three months, how many times have you used a Fast Food drive-in restaurant? _____ 50-

IF 1 OR MORE TIMES IN Q.23, ASK:

24. What Fast Food drive-in restaurants have you used in the past 3 months? _____ 51-

_____ 52-

_____ 53-

25. In the past 3 months, how many times, if any, have you eaten dinner in a restaurant other than a Fast Food drive-in type restaurant? _____ 54-

26a. In the past 3 months, have you yourself shopped in a major department store? YES [] 55-1 ASK Q.26b & 26c
NO [] -2 SKIP TO Q.27

IF "YES" IN Q.26a, ASK:

26b. What stores have you shopped in? (RECORD NAMES BELOW)

| | (56-57) (Store #1) | (59-60) (Store #2) | (62-63) (Store #3) | (65-66) (Store #4) | (68-69) (Store #5) | (71-72) (Store #6) |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Under \$25.00 | [] 58-1 | [] 61-1 | [] 64-1 | [] 67-1 | [] 70-1 | [] 73-1 |
| \$25-49 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| \$50-99 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| \$100-249 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| \$250-499 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| \$500 Or More | [] -6 | [] -6 | [] -6 | [] -6 | [] -6 | [] -6 |

FOR EACH STORE NAMED IN Q.26b, ASK:

26c. Which of the following best describes how much you spent in (NAME STORE) in the past 3 months? (READ LIST AND RECORD ABOVE UNDER APPROPRIATE STORE.)

27. For each of the times I mention, please tell me about how much time you spend watching television on an average weekday Monday through Friday.

5-3
SKIP COLS. 6-7

| | Time Spent | | Usually Don't Watch |
|-------------------------------|------------|---------|------------------------|
| | Hours | Minutes | |
| Up to 9 A.M. in the Morning | 8- | (9-10) | [] |
| Between 9 A.M. and 4 P.M. | 11- | (12-13) | [] |
| Between 4 P.M. and 6:30 P.M. | 14- | (15-16) | [] |
| Between 6:30 P.M. and 10 P.M. | 17- | (18-19) | [] |
| Between 10 p.m. and Midnight | 20- | (21-22) | [] |
| After Midnight | 23- | (24-25) | [] |

IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.28a AND Q.28b.
IF RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.29a

SKIP COLS. 26-27

28a. Which of the following beverages did you drink in the past month? (READ LIST)

Q.28b -- Number Of Glasses (Cups)

| Q.28a | Number Of Glasses (Cups) | | | | | 14 Or More | |
|-----------------------|--------------------------|----------|--------|--------|--------|------------------|--------|
| | 0 | 1-2 | 3-4 | 5-7 | 8-13 | | |
| Regular soft drinks | [] 28-1 | [] 29-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Diet soft drinks | [] -2 | [] 30-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Fruit juice | [] -3 | [] 31-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Milk | [] -4 | [] 32-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Tea | [] -5 | [] 33-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Regular ground coffee | [] -6 | [] 34-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Decaffeinated coffee | [] -7 | [] 35-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Instant coffee | [] -8 | [] 36-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Beer/Ale | [] -9 | [] 37-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Wine | [] -0 | [] 38-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |

FOR EACH BEVERAGE NAMED IN Q.28a, ASK:

28b. In the past week, about how many glasses (cups) of (BEVERAGE) did you drink? (RECORD ABOVE)

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.29a AND Q.29b
 IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, SKIP TO Q.30a

29a. Which of the following beverages did you drink in the past month? (READ LIST)

| Q.29a | Q.29b -- Number Of Glasses (Cups) | | | | | | 14 Or More |
|-----------------------|-----------------------------------|--------|--------|--------|--------|--------|------------------|
| | 0 | 1-2 | 3-4 | 5-7 | 8-13 | | |
| Regular soft drinks | [] 140-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Diet soft drinks | [] 141-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Fruit juice | [] 142-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Milk | [] 143-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Tea | [] 144-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Regular ground coffee | [] 145-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Decaffeinated coffee | [] 146-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |
| Instant coffee | [] 147-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 | |

FOR EACH BEVERAGE NAMED IN Q.29a, ASK:

29b. In the past week, about how many glasses (cups) of (BEVERAGE) did you drink? (RECORD ABOVE)

30a. For each product I mention, please tell me if you have personally used that product in the past month? (READ LIST)

| | | Q.30b - Times Used | | | | | | 8 |
|-----------------------------------|----------|--------------------|--------|--------|--------|--------|------------|---|
| Q.30a | | None | 1 | 2-3 | 4-6 | 7 | Or More | |
| Shampoo | [] 48-1 | [] 49-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Hair Spray | [] -2 | [] 50-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Deodorant or Antiperspirant | [] -3 | [] 51-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Mouthwash | [] -4 | [] 52-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Medicated Skin Cream or Lotion | [] -5 | [] 53-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |

FOR EACH PRODUCT NAMED IN Q.30a, ASK:

30b. About how many times have you used (PRODUCT) in the past week?
(RECORD ABOVE)

ASK Q.31-32 OF ADULT WOMEN ONLY (18 YEARS OF AGE AND OLDER):

31. About how much money in total would you say you and all other members of your household spend in grocery stores and supermarkets each week?

| | |
|----------------|----------|
| \$20 or less | [] 54-1 |
| \$21-\$30 | [] -2 |
| \$31-\$40 | [] -3 |
| \$41-\$50 | [] -4 |
| \$51-\$60 | [] -5 |
| \$61-\$70 | [] -6 |
| \$71-\$80 | [] -7 |
| More than \$80 | [] -8 |

32. What supermarket or grocery stores have you shopped in during the past month?

| | |
|-------|-----------|
| _____ | _____ 55- |
| _____ | _____ 56- |
| _____ | _____ |

CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X.

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, New York 10016

PROJECT #4840
 SEPTEMBER 1977

A

ALERT QUESTIONNAIRE 1ST INTERVIEW WAS WEDNESDAY

RESPONDENT'S NAME _____ INTERVIEWER'S NAME _____

TELEPHONE # _____

CALL RECORD FOR 2ND AND 3RD INTERVIEWS

| INTERVIEW: | SATURDAY | | | TUESDAY | | |
|--------------------------|----------|----------|----------|----------|----------|----------|
| CALL: | 1 | 2 | 3 | 1 | 2 | 3 |
| <u>RESULT</u> | | | | | | |
| NO ANSWER/BUSY | [] 27-1 | [] 28-1 | [] 29-1 | [] 30-1 | [] 31-1 | [] 32-1 |
| RESPONDENT NOT AVAILABLE | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| RESPONDENT REFUSED | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| COMPLETED ON CORRECT DAY | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| COMPLETED ON NEXT DAY | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| <u>OTHER</u> | _____ | _____ | _____ | _____ | _____ | _____ |

STATION VERIFICATION

TIME WED. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (33-34) _____

TIME SAT. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (35-36) _____

TIME TUES. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (37-38) _____

ON THE SECOND AND THIRD INTERVIEWS, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you ABOUT YOUR RADIO LISTENING.

ASK Q.1-2r FOR EACH DAYPART OF EACH DAY SPECIFIED BELOW. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING ON TO THE NEXT DAYPART. ASK ALL QUESTIONS FOR ONE DAY BEFORE GOING ON TO THE NEXT DAY. THE DAYPARTS ARE:

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

FOR THE WEDNESDAY INTERVIEW, ASK ABOUT:

TUESDAY -- ALL DAYPARTS
WEDNESDAY -- UP TO TIME OF INTERVIEW

FOR THE SATURDAY INTERVIEW, ASK ABOUT:

WEDNESDAY -- REST OF WEDNESDAY
THURSDAY -- ALL DAYPARTS
FRIDAY -- ALL DAYPARTS
SATURDAY -- UP TO TIME OF INTERVIEW

FOR THE TUESDAY INTERVIEW, ASK ABOUT:

SATURDAY -- REST OF SATURDAY
SUNDAY -- ALL DAYPARTS
MONDAY -- ALL DAYPARTS

RECORD RESPONSES FOR EACH DAY ON A SEPARATE DAILY LISTENING SHEET. AT THE END OF THE THREE INTERVIEWS, YOU SHOULD HAVE COMPLETED 7 DAILY LISTENING SHEETS, ONE FOR EACH DAY OF THE WEEK.

FOR THE FIRST TIME PERIOD ON EACH DAY, SAY: I would like to ask you about your radio listening on (DAY), whether at home, in a car, or any other place. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

- 1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)
- IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

IF "NO" TO Q.1a, ASK:

- 1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)
- IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "YES" TO Q.1a OR 1b, ASK:

- 2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION 2b.)

NOTE: FOR EACH STATION LISTENED TO, ASK:

FOR EACH STATION LISTENED TO, ASK Q.2b-2r:

- 2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)
- 2c. While you were listening to (STATION) from (DAYPART) were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

- 2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)

- 2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2e, ASK:

- 2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)
- 2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)
- 2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)

- 2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)? YES - ASK Q.2k
NO - GO TO NEXT PLACE/
STATION/DAYPART

IF "YES" TO Q.2j, ASK:

2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)

2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)

2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)

2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

IF THIS IS LAST DAYPART FOR THIS DAY -- IF ALL FIVE DAYPARTS HAVE BEEN ASKED ABOUT FOR THIS DAY AND NO RADIO WAS HEARD OR LISTENED TO, ASK Q.3 ABOUT THIS DAY. OTHERWISE, SKIP TO INSTRUCTIONS AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK:

SKIP COLS 39-54

3. I want to know how sure you are about your radio listening on (DAY). Would you say you definitely did not hear or listen to a radio at any time on (DAY) or would you say you are not sure you heard or listened to a radio at some time on (DAY)? RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.

| DAY ASKED ABOUT: | Q.3 | | Q.1 | |
|------------------|---------------------------|----------|-------------|----------|
| | DEFINITELY DIDN'T HEAR | NOT SURE | WAS HOME | WAS NOT |
| Sunday | [] 55-1 | [] 56-1 | [] 57-1 | [] 58-1 |
| Monday | [] -2 | [] -2 | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 | [] -7 | [] -7 |

AT THE END OF THE RADIO LISTENING QUESTIONS FOR EACH DAY, ASK Q.I ABOUT THAT DAY AND RECORD ABOVE.

I. Were you home (DAY ASKED ABOUT) in the evening? NOTE: IF YOU ARE ASKING ABOUT A SATURDAY OR SUNDAY, ASK INSTEAD: Were you home (DAY ASKED ABOUT) in the afternoon or evening?

CONTINUE WITH NEXT DAY TO BE ASKED ABOUT. IF ALL DAYS HAVE BEEN ASKED ABOUT...

ON WEDNESDAY: ASK Q'S J-L

ON SATURDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.

ON TUESDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THEN CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X, WHICH FOLLOW.

ON WEDNESDAY ONLY, ASK Q'S J-L

J. Thank you very much for answering my questions. You've been a lot of help. In order to find out more about your radio listening, I would like to call you back a couple of times within the next week and talk to you about your radio listening between now and then. It would help a great deal. Would this be all right with you?

YES [] 59-1 SKIP TO Q.L

NO [] -2 ASK Q.K

IF "NO" IN Q.J, ASK:

K. I'm allowed to offer you a gift which would be valued at approximately \$5.00. Would you reconsider and participate if we sent you this gift?

YES [] 60-1 ASK Q.L

NO [] -2 SEE INSTRUCTION BELOW

SKIP COL 61

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP. IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE AGE/SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY. IF YOU CHANGE RESPONDENTS, YOU MUST FILL OUT ANOTHER SCREENER FOR THE SUBSTITUTE RESPONDENT.

IF RESPONDENT WILL BE PARTICIPANT, ASK Q.L:

L. What is the best time to call you on week nights?

TIME: _____

On the weekend?

TIME: _____

IF RESPONDENT WILL BE PARTICIPANT: THANK RESPONDENT AND END.

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | | |
|-----------------------------|-----|------|
| 8TH GRADE OR LESS | [] | 64-1 |
| 9TH-11TH GRADES | [] | -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] | -3 |
| 1-3 YEARS OF COLLEGE | [] | -4 |
| COLLEGE GRADUATE | [] | -5 |
| BEYOND COLLEGE | [] | -6 |
- P. Are you... (READ LIST)
- | | | |
|--------------------------|-----|------|
| Married | [] | 65-1 |
| Single and never married | [] | -2 |
| Widowed | [] | -3 |
| Separated/divorced | [] | -4 |
- Q. Are you presently employed, either part-time or full-time?
- | | | | |
|-----|-----|------|-------------|
| YES | [] | 66-1 | ASK Q.R-T |
| NO | [] | -2 | SKIP TO Q.U |
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time? By full-time, I mean 30 hours or more a week.
- | | | |
|-----------|-----|------|
| FULL-TIME | [] | 67-1 |
| PART-TIME | [] | -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | | |
|------------------------|-----|------|
| HOUSEWIFE | [] | 70-1 |
| STUDENT | [] | -2 |
| RETIRED | [] | -3 |
| TEMPORARILY UNEMPLOYED | [] | -4 |
| OTHER (SPECIFY) | [] | -5 |
- V. Do you or other members of your household own or rent your home?
- | | | |
|-----------------|-----|------|
| OWN | [] | 71-1 |
| RENT | [] | -2 |
| OTHER (SPECIFY) | [] | -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | | |
|------------|-----|------|
| YES | [] | 72-1 |
| NO | [] | -2 |
| DON'T KNOW | [] | -3 |
| REFUSED | [] | -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

- Under \$5,000 [] 73-1
- \$5,000 - \$9,999 [] -2
- \$10,000 - \$14,999 [] -3
- \$15,000 - \$19,999 [] -4
- \$20,000 - \$24,999 [] -5
- \$25,000 - \$29,999 [] -6
- \$30,000 - \$34,999 [] -7
- \$35,000 - \$49,999 [] -8
- \$50,000 + [] -9

Thank you very much for your cooperation.

| |
|----------------------------|
| <u>FOR OFFICE USE ONLY</u> |
| 74-2 |

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, New York 10016

PROJECT #4840
 SEPTEMBER 1977

B

ALERT QUESTIONNAIRE 1ST INTERVIEW WAS WEDNESDAY

RESPONDENT'S NAME _____

INTERVIEWER'S NAME _____

TELEPHONE # _____

CALL RECORD FOR 2ND AND 3RD INTERVIEWS

| INTERVIEW: | SATURDAY | | | TUESDAY | | |
|--------------------------|----------|----------|----------|----------|----------|----------|
| CALL: | 1 | 2 | 3 | 1 | 2 | 3 |
| <u>RESULT</u> | | | | | | |
| NO ANSWER/BUSY | [] 27-1 | [] 28-1 | [] 29-1 | [] 30-1 | [] 31-1 | [] 32-1 |
| RESPONDENT NOT AVAILABLE | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| RESPONDENT REFUSED | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| COMPLETED ON CORRECT DAY | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| COMPLETED ON NEXT DAY | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| <u>OTHER</u> | _____ | _____ | _____ | _____ | _____ | _____ |

STATION VERIFICATION

TIME WED. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (33-34) _____

TIME SAT. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (35-36) _____

TIME TUES. INTERVIEW BEGAN: _____ ENDED: _____ TOTAL MIN. _____ (37-38) _____

ON THE SECOND AND THIRD INTERVIEWS, SAY: Hello, I'm _____ of Audits & Surveys, Inc. May I speak with (RESPONDENT)? I have a few more questions to ask you ABOUT YOUR RADIO LISTENING.

ASK Q.1-2r FOR EACH DAYPART OF EACH DAY SPECIFIED BELOW. ASK ALL QUESTIONS FOR ONE DAYPART BEFORE GOING ON TO THE NEXT DAYPART. ASK ALL QUESTIONS FOR ONE DAY BEFORE GOING ON TO THE NEXT DAY. THE DAYPARTS ARE:

- MIDNIGHT UP TO 6:00 A.M.
- 6:00 A.M. UP TO 10:00 IN THE MORNING
- 10:00 A.M. UP TO 3:00 IN THE AFTERNOON
- 3:00 P.M. UP TO 6:00 IN THE EVENING
- 6:00 P.M. UP TO MIDNIGHT

FOR THE WEDNESDAY INTERVIEW, ASK ABOUT:

TUESDAY -- ALL DAYPARTS
WEDNESDAY -- UP TO TIME OF INTERVIEW

FOR THE SATURDAY INTERVIEW, ASK ABOUT:

WEDNESDAY -- REST OF WEDNESDAY
THURSDAY -- ALL DAYPARTS
FRIDAY -- ALL DAYPARTS
SATURDAY -- UP TO TIME OF INTERVIEW

FOR THE TUESDAY INTERVIEW, ASK ABOUT:

SATURDAY -- REST OF SATURDAY
SUNDAY -- ALL DAYPARTS
MONDAY -- ALL DAYPARTS

RECORD RESPONSES FOR EACH DAY ON A SEPARATE DAILY LISTENING SHEET. AT THE END OF THE THREE INTERVIEWS, YOU SHOULD HAVE COMPLETED 7 DAILY LISTENING SHEETS, ONE FOR EACH DAY OF THE WEEK.

FOR THE FIRST TIME PERIOD ON EACH DAY, SAY: I would like to ask you about your radio listening on (DAY), whether at home, in a car, or any other place. When I say radio listening, I mean the listening you do when you, yourself, turn on a radio at home, in a car, or some other place and the listening you do when you hear a radio playing when someone else has turned the radio on at home, in a car, or some other place.

- 1a. Think now about the time period from (DAYPART) ON (DAY). Did you hear or listen to a radio at all during this time period? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1a)
- IF YES - SKIP TO Q.2a
IF NO - ASK Q.1b

IF "NO" TO Q.1a, ASK:

- 1b. Did you hear or listen to the radio while working at home or away from home, just before or after a meal, or while just relaxing? (RECORD ON DAILY LISTENING SHEET NEXT TO Q.1b)
- IF YES - ASK Q.2a
IF NO - ASK Q.1a FOR THE NEXT DAYPART

IF "YES" TO Q.1a OR 1b, ASK:

- 2a. Now, for the time you were listening, what radio station or stations did you listen to? (RECORD STATION CALL LETTERS IN APPROPRIATE SPACE(S) ON DAILY LISTENING SHEET UNDER Q.2a. IF RESPONDENT CAN'T GIVE CALL LETTERS OF STATION, PROBE: Well, would you give me the number of that station on the dial? IF STILL NO RESPONSE, CONTINUE TO PROBE FOR ANY IDENTIFYING SLOGANS, TYPE OF RADIO PROGRAM ON STATION, ANY STATION PERSONALITIES RECALLED, ETC. IF RESPONDENT STILL CANNOT GIVE ANY STATION IDENTIFICATION, RECORD AS "DON'T KNOW" AND CONTINUE WITH QUESTION 2b.)

NOTE: FOR EACH STATION LISTENED TO, ASK:

FOR EACH STATION LISTENED TO, ASK Q.2b-2r:

- 2b. Is this an AM or FM station? (RECORD ON DAILY LISTENING SHEET)
- 2c. While you were listening to (STATION) from (DAYPART) were you at home, in a car, or some other place? (RECORD ON DAILY LISTENING SHEET)

FOR EACH PLACE CHECKED IN Q.2c, ASK Q.2d-2r:

- 2d. What time did you first start to hear or listen to (STATION) while you were (PLACE) from (DAYPART)? (RECORD ON DAILY LISTENING SHEET)
- 2e. Did you begin exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?
- IF BEFORE/AFTER IN Q.2e, ASK:
- 2f. About how many minutes before/after (TIME MENTIONED) did you begin listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2d)
- 2g. And what time did you first stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)
- 2h. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2h, ASK:

- 2i. About how many minutes before/after (TIME MENTIONED) did you stop listening? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2g)
- 2j. Did you listen to (STATION) while you were (PLACE) at any other time from (DAYPART)? YES - ASK Q.2k
NO - GO TO NEXT PLACE/
STATION/DAYPART

IF "YES" TO Q.2j, ASK:

- 2k. When did you start listening again? (RECORD ON DAILY LISTENING SHEET)
- 2m. Did you start exactly at (TIME MENTIONED) or did you begin a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2m, ASK:

- 2n. About how many minutes before/after (TIME MENTIONED) did you start listening again? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2k.)
- 2p. And what time did you stop listening to (STATION) while you were (PLACE)? (RECORD ON DAILY LISTENING SHEET)
- 2q. Did you stop exactly at (TIME MENTIONED) or did you stop a few minutes before or after that time?

IF BEFORE/AFTER IN Q.2q, ASK:

- 2r. About how many minutes before/after (TIME MENTIONED) did you stop? (RECORD ON DAILY LISTENING SHEET BELOW TIME MENTIONED IN Q.2p.)

ASK Q.2k-2r UNTIL ALL LISTENING TIME HAS BEEN REPORTED FOR THE TIME PERIOD FOR THIS STATION IN THIS PLACE.

REPEAT Q.2d-2r UNTIL ALL PLACES FOR A STATION HAVE BEEN REPORTED.

REPEAT Q.2b-2r UNTIL ALL STATIONS FOR THIS DAYPART HAVE BEEN REPORTED.

REPEAT Q.1-2r FOR EACH REMAINING DAYPART.

IF THIS IS LAST DAYPART FOR THIS DAY -- IF ALL FIVE DAYPARTS HAVE BEEN ASKED ABOUT FOR THIS DAY AND NO RADIO WAS HEARD OR LISTENED TO, ASK Q.3 ABOUT THIS DAY. OTHERWISE, SKIP TO INSTRUCTIONS AFTER Q.3.

IF NO RADIO LISTENED TO FOR THE ENTIRE DAY, ASK:

SKIP COLS 39-54

3. I want to know how sure you are about your radio listening on (DAY). Would you say you definitely did not hear or listen to a radio at any time on (DAY) or would you say you are not sure you heard or listened to a radio at some time on (DAY)? RECORD BELOW OPPOSITE APPROPRIATE LISTENING DAY.

| DAY ASKED ABOUT: | Q.3 | | Q.I | |
|------------------|---------------------------|----------|-------------|----------|
| | DEFINITELY DIDN'T HEAR | NOT SURE | WAS HOME | WAS NOT |
| Sunday | [] 55-1 | [] 56-1 | [] 57-1 | [] 58-1 |
| Monday | [] -2 | [] -2 | [] -2 | [] -2 |
| Tuesday | [] -3 | [] -3 | [] -3 | [] -3 |
| Wednesday | [] -4 | [] -4 | [] -4 | [] -4 |
| Thursday | [] -5 | [] -5 | [] -5 | [] -5 |
| Friday | [] -6 | [] -6 | [] -6 | [] -6 |
| Saturday | [] -7 | [] -7 | [] -7 | [] -7 |

AT THE END OF THE RADIO LISTENING QUESTIONS FOR EACH DAY, ASK Q.I ABOUT THAT DAY AND RECORD ABOVE.

I. Were you home (DAY ASKED ABOUT) in the evening? _____ NOTE: IF YOU ARE ASKING ABOUT A SATURDAY OR SUNDAY, ASK INSTEAD: Were you home (DAY ASKED ABOUT) in the afternoon or evening?

CONTINUE WITH NEXT DAY TO BE ASKED ABOUT. IF ALL DAYS HAVE BEEN ASKED ABOUT...

ON WEDNESDAY: ASK Q'S J-L
ON SATURDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THANK RESPONDENT AND END.
ON TUESDAY: ASK NEWSPAPER/PRODUCT QUESTIONS (IF APPLICABLE), THEN CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X, WHICH FOLLOW.

ON WEDNESDAY ONLY, ASK Q'S J-L

J. Thank you very much for answering my questions. You've been a lot of help. In order to find out more about your radio listening, I would like to call you back a couple of times within the next week and talk to you about your radio listening between now and then. It would help a great deal. Would this be all right with you?

YES [] 59-1 SKIP TO Q.L
NO [] -2 ASK Q.K

IF "NO" IN Q.J, ASK:

K. I'm allowed to offer you a gift which would be valued at approximately \$5.00. Would you reconsider and participate if we sent you this gift?

YES [] 60-1 ASK Q.L
NO [] -2 SEE INSTRUCTION BELOW

SKIP COL 61

IT IS VERY IMPORTANT TO GAIN THE COOPERATION OF THIS RESPONDENT. IF THE RESPONDENT, HOWEVER, REFUSES, ASK TO SPEAK TO SOMEONE ELSE OF THE DESIGNATED AGE/SEX GROUP. IF NO OTHER FAMILY MEMBER IS OF THE APPROPRIATE AGE/SEX, OR IF THAT MEMBER REFUSES, ASK TO SPEAK TO A PERSON IN THE NEXT AGE/SEX CATEGORY. IF YOU CHANGE RESPONDENTS, YOU MUST FILL OUT ANOTHER SCREENER FOR THE SUBSTITUTE RESPONDENT.

IF RESPONDENT WILL BE PARTICIPANT, ASK Q.L:

L. What is the best time to call you on week nights? TIME: _____
On the weekend? TIME: _____

IF RESPONDENT WILL BE PARTICIPANT: THANK RESPONDENT AND END.

ON THE FINAL DAY OF INTERVIEWING ASK THE FOLLOWING DEMOGRAPHIC QUESTIONS AFTER FIRST ASKING ANY NEWSPAPER OR PRODUCT QUESTIONS THAT MIGHT APPLY (IF ANY):

- N. What was the name of the last school you attended? _____ (62-63)
- O. What was the last grade you completed then?
- | | |
|-----------------------------|----------|
| 8TH GRADE OR LESS | [] 64-1 |
| 9TH-11TH GRADES | [] -2 |
| 12TH (HIGH SCHOOL GRADUATE) | [] -3 |
| 1-3 YEARS OF COLLEGE | [] -4 |
| COLLEGE GRADUATE | [] -5 |
| BEYOND COLLEGE | [] -6 |
- P. Are you... (READ LIST)
- | | |
|--------------------------|----------|
| Married | [] 65-1 |
| Single and never married | [] -2 |
| Widowed | [] -3 |
| Separated/divorced | [] -4 |
- Q. Are you presently employed, either part-time or full-time?
- YES [] 66-1 ASK Q.R-T
NO [] -2 SKIP TO Q.U
- IF "YES" IN Q.Q, ASK Q.R-T:
- R. Is that part-time or full-time? By full-time, I mean 30 hours or more a week.
- | | |
|-----------|----------|
| FULL-TIME | [] 67-1 |
| PART-TIME | [] -2 |
- S. What kind of work do you do? _____ (68)
- T. What kind of company do you work for? _____ (69)
- IF "NO" IN Q.Q, ASK Q.U:
- U. Are you a housewife, student, retired, or temporarily unemployed?
- | | |
|------------------------|----------|
| HOUSEWIFE | [] 70-1 |
| STUDENT | [] -2 |
| RETIRED | [] -3 |
| TEMPORARILY UNEMPLOYED | [] -4 |
| OTHER (SPECIFY) | [] -5 |
- V. Do you or other members of your household own or rent your home?
- | | |
|-----------------|----------|
| OWN | [] 71-1 |
| RENT | [] -2 |
| OTHER (SPECIFY) | [] -3 |
- W. We picked your telephone number by dialing it at random. That is, like picking numbers out of a hat. Would you please tell me if this telephone number can be found in the current telephone book, that is, the one you have in your home?
- | | |
|------------|----------|
| YES | [] 72-1 |
| NO | [] -2 |
| DON'T KNOW | [] -3 |
| REFUSED | [] -4 |

X. Would you tell me which of the following categories best describes your total family income for the past year, before taxes... (READ LIST)

- Under \$5,000 [] 73-1
- \$5,000 - \$9,999 [] -2
- \$10,000 - \$14,999 [] -3
- \$15,000 - \$19,999 [] -4
- \$20,000 - \$24,999 [] -5
- \$25,000 - \$29,999 [] -6
- \$30,000 - \$34,999 [] -7
- \$35,000 - \$49,999 [] -8
- \$50,000 + [] -9

Thank you very much for your cooperation.

FOR OFFICE USE ONLY

74-2

TO BE ASKED DURING SATURDAY - ALERT - W INTERVIEW ONLY
NEWSPAPER/PRODUCT QUESTIONS

4a. Now thinking of Wednesday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 144-1 ASK Q.4b
NO [] -2 SKIP TO Q.5a

IF "YES," TO Q.4a, ASK:

4b. What newspaper(s) did you read or look into Wednesday?

45-

5a. Now thinking of Thursday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 146-1 ASK Q.5b
NO [] -2 SKIP TO Q.6a

IF "YES," TO Q.5a, ASK:

5b. What newspaper(s) did you read or look into Thursday?

47-

6a. Now thinking of Friday -- from the time you woke up until the time you went to bed, did you read or look into at anytime a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 148-1 ASK Q.6b
NO [] -2 SKIP TO Q.7

IF "YES," TO Q.6a, ASK:

6b. What newspaper(s) did you read or look into Friday?

49-

7. In the past three months, how many times have you used a Fast Food drive-in restaurant? _____ 50-

IF 1 OR MORE TIMES IN Q.7, ASK:

8. What Fast Food drive-in restaurants have you used in the past 3 months? _____ 51-

_____ 52-

_____ 53-

9. In the past 3 months, how many times, if any, have you eaten dinner in a restaurant other than a Fast Food drive-in type restaurant? _____ 54-

10a. In the past 3 months, have you yourself shopped in a major department store? YES [] 55-1 ASK Q.10b & 10c
NO [] -2 SKIP TO Q.11

IF "YES" IN Q.10a, ASK:

10b. What stores have you shopped in? (RECORD NAMES BELOW)

| | (56-57) (Store #1) | (59-60) (Store #2) | (62-63) (Store #3) | (65-66) (Store #4) | (68-69) (Store #5) | (71-72) (Store #6) |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Under \$25.00 | [] 58-1 | [] 61-1 | [] 64-1 | [] 67-1 | [] 70-1 | [] 73-1 |
| \$25-49 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 | [] -2 |
| \$50-99 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 | [] -3 |
| \$100-249 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 | [] -4 |
| \$250-499 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 | [] -5 |
| \$500 Or More | [] -6 | [] -6 | [] -6 | [] -6 | [] -6 | [] -6 |

FOR EACH STORE NAMED IN Q.10b, ASK:

10c. Which of the following best describes how much you spent in (NAME STORE) in the past 3 months? (READ LIST AND RECORD ABOVE UNDER APPROPRIATE STORE.)

11. For each of the times I mention, please tell me about how much time you spend watching television on an average weekday Monday through Friday.

5-3
SKIP COLS. 6-7

| | Time Spent | | Usually Don't Watch |
|-------------------------------|------------|---------|---------------------|
| | Hours | Minutes | |
| Up to 9 A.M. in the Morning | 8- | (9-10) | [] |
| Between 9 A.M. and 4 P.M. | 11- | (12-13) | [] |
| Between 4 P.M. and 6:30 P.M. | 14- | (15-16) | [] |
| Between 6:30 P.M. and 10 P.M. | 17- | (18-19) | [] |
| Between 10 p.m. and Midnight | 20- | (21-22) | [] |
| After Midnight | 23- | (24-25) | [] |

IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.12a AND Q.12b.
IF RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.13a

SKIP COLS. 26-27

12a. Which of the following beverages did you drink in the past month? (READ LIST)

Q.12b -- Number Of Glasses (Cups)

| Q.12a | Number Of Glasses (Cups) | | | | | | 14 Or More |
|-----------------------|--------------------------|----------|--------|--------|--------|--------|------------|
| | 0 | 1-2 | 3-4 | 5-7 | 8-13 | | |
| Regular soft drinks | [] 28-1 | [] 29-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Diet soft drinks | [] -2 | [] 30-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Fruit juice | [] -3 | [] 31-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Milk | [] -4 | [] 32-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Tea | [] -5 | [] 33-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Regular ground coffee | [] -6 | [] 34-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Decaffeinated coffee | [] -7 | [] 35-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Instant coffee | [] -8 | [] 36-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Beer/Ale | [] -9 | [] 37-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |
| Wine | [] -0 | [] 38-0 | [] -1 | [] -2 | [] -3 | [] -4 | [] -5 |

FOR EACH BEVERAGE NAMED IN Q.12a, ASK:

12b. In the past week, about how many glasses (cups) of (BEVERAGE) did you drink? (RECORD ABOVE)

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.13a AND Q.13b
 IF RESPONDENT IS 18 YEARS OR OLDER, SKIP TO Q.14a

13a. Which of the following beverages did you drink in the past month? (READ LIST)

| Q.13a | Q.13b -- Number Of Glasses (Cups) | | | | | | | 14 Or More |
|-----------------------|-----------------------------------|---------|---------|---------|---------|---------|---------|------------------|
| | 0 | 1-2 | 3-4 | 5-7 | 8-13 | | | |
| Regular soft drinks | [] 140-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Diet soft drinks | [] 141-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Fruit juice | [] 142-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Milk | [] 143-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Tea | [] 144-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Regular ground coffee | [] 145-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Decaffeinated coffee | [] 146-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |
| Instant coffee | [] 147-0 | [] 1-1 | [] 2-2 | [] 3-3 | [] 4-4 | [] 5-5 | [] 6-6 | |

FOR EACH BEVERAGE NAMED IN Q.13a, ASK:

13b. In the past week, about how many glasses (cups) of (BEVERAGE) did you drink? (RECORD ABOVE)

14a. For each product I mention, please tell me if you have personally used that product in the past month? (READ LIST)

| | | Q.14b - Times Used | | | | | | |
|-----------------------------------|----------|--------------------|--------|--------|--------|--------|-----------------|--|
| Q.14a | | None | 1 | 2-3 | 4-6 | 7 | 8 Or More | |
| Shampoo | [] 48-1 | [] 49-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Hair Spray | [] -2 | [] 50-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Deodorant or Antiperspirant | [] -3 | [] 51-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Mouthwash | [] -4 | [] 52-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |
| Medicated Skin Cream or Lotion | [] -5 | [] 53-1 | [] -2 | [] -3 | [] -4 | [] -5 | [] -6 | |

FOR EACH PRODUCT NAMED IN Q.14a, ASK:

14b. About how many times have you used (PRODUCT) in the past week?
(RECORD ABOVE)

ASK Q.15-16 OF ADULT WOMEN ONLY (18 YEARS OF AGE AND OLDER):

15. About how much money in total would you say you and all other members of your household spend in grocery stores and supermarkets each week?
- | | |
|----------------|----------|
| \$20 or less | [] 54-1 |
| \$21-30 | [] -2 |
| \$31-\$40 | [] -3 |
| \$41-\$50 | [] -4 |
| \$51-\$60 | [] -5 |
| \$61-\$70 | [] -6 |
| \$71-\$80 | [] -7 |
| More than \$80 | [] -8 |
16. What supermarket or grocery stores have you shopped in during the past month?
- _____ 55-
- _____ 56-
- _____

END BY SAYING: Thank you very much. I will be calling you again next Tuesday at (TIME MENTIONED IN DEMOGRAPHIC QUESTION L)

TO BE ASKED DURING TUESDAY ALERT - W INTERVIEWS ONLY
NEWSPAPER/PRODUCT QUESTIONS

17a. What Sunday papers or weekend editions have you read or looked into within the past four weeks? I mean any part of the paper -- any news section, magazine section, comics, or whatever. (RECORD BELOW).

FOR EACH PAPER NAMED IN Q.17a, ASK:

17b. When was the last time you read or looked into the Sunday or weekend edition of (NAME PAPER)? (RECORD BELOW).

| NEWSPAPERS | LAST SATURDAY OR SINCE | BEFORE LAST SATURDAY |
|------------|---------------------------|-------------------------|
| _____ 6- | [] 7-1 | [] -2 |
| _____ 8- | [] 9-1 | [] -2 |
| _____ 10- | [] 11-1 | [] -2 |
| NONE [] | | |

18a. Aside from Sunday papers, some newspapers in this area are published only once a week, instead of every day. Have you, yourself, read or looked into any weekly newspapers in the past week?
YES [] 12-1 ASK Q.18b
NO [] -2 SKIP TO Q.19a

IF "YES" TO Q.18a, ASK:

18b. What weekly newspapers have you read or looked into in the past week? Any others?

_____ 13-

SKIP COLS 14-15

19a. Now, thinking of Monday -- from the time you woke up until the time you went to bed, did you read or look into, at any time, a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.
YES [] 16-1 ASK Q.19b
NO [] -2 SKIP TO Q.20a

IF "YES" IN Q.19a, ASK:

19b. What newspaper(s) did you read or look into Monday?

_____ 17-

20a. Now, thinking of Tuesday -- from the time you woke up until the time you went to bed, did you read or look into, at any time, a weekday newspaper? It could have been at home or any weekday paper you might have looked at somewhere away from home.

YES [] 18-1 ASK Q.20b
NO [] -2 SKIP TO Q.21a

IF "YES" IN Q.20a, ASK:

20b. What newspaper(s) did you read or look into Tuesday?

_____ 19-

21a. Have you gone to the movies in the past 3 months?

YES [] 20-1 ASK Q.21b
NO [] -2 SKIP TO INSTRUCTION PRECEDING Q.22a

IF "YES" TO Q.21a, ASK:

21b. How many times have you gone to the movies within the past month?

NONE [] 21-0
1 TIME [] -1
2 TIMES [] -2
3 TIMES [] -3
4 TIMES [] -4
5 TIMES OR MORE [] -5

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.22a-25
IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.26

22a. Have you personally taken any airplane trips, for any purpose in the past year?

YES [] 22-1 ASK Q.22b
NO [] -2 SKIP TO Q.23

IF "YES" TO Q.22a, ASK:

22b. Counting going and coming as one trip, how many airplane trips have you taken in the past year?

1 [] 23-1
2 [] -2
3 [] -3
4 [] -4
5 OR MORE [] -5

23. Which of the following general purpose credit cards do you, yourself, have? (READ LIST).

- American Express [] 24-1
- BankAmericard/Visa [] -2
- Carte Blanche [] -3
- Diners Club [] -4
- Master Charge [] -5

24. What other general purpose credit cards do you own, if any?

- _____ 25-
- _____
- _____
- NONE [] -X

25. Which of the following banking services are currently being used by you or other members of your household? (READ LIST).

- Checking account [] 26-1
- Savings account [] -2
- Personal loan [] -3

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.26
IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, SKIP TO Q.27

26. Which of the following items have you purchased within the past three months?

- Phonograph records [] 27-1
- Tapes [] -2
- Cartridges [] -3
- Cassettes [] -4
- Tape player [] -5
- Bicycle [] -6
- A CB [] -7
- A radio [] -8

(DO NOT READ) NONE OF THE ABOVE []

IF THE RESPONDENT IS 18 YEARS OF AGE OR OLDER, ASK Q.27-31b
 IF THE RESPONDENT IS 12-17 YEARS OF AGE, SKIP TO Q.32a

27. Do you have a driver's license? YES [] 30-1 ASK Q.28
 NO [] -2 SKIP TO Q.31a

IF "YES" IN Q.27, ASK:

28. Are you responsible for the care and maintenance of any car in your household? YES [] 31-1
 NO [] -2

29. About how many miles have you personally driven cars in the past 12 months? (READ LIST).
 Less than 5,000 [] 32-1
 5,000 - 9,999 [] -2
 10,000 - 14,999 [] -3
 15,000 - 19,999 [] -4
 20,000 - 29,999 [] -5
 30,000 or more [] -6

30a. In the past 12 months about how many times, if any, have you, yourself rented a car for personal or business use? _____ 33- ASK Q.30b
 NONE [] SKIP TO Q.31a

IF "1 OR MORE" IN Q.30a, ASK:

30b. What car rental companies have you used in the past 12 months? (DO NOT READ LIST).
 AVIS [] 34-1
 NATIONAL [] -2
 HERTZ [] -3
 OTHER (SPECIFY) []

31a. Do you plan on buying a car in the next 12 months? YES [] 35-1 ASK Q.31b
 NO [] -2 SKIP TO INSTRUCTION AT END OF NEXT PAGE

IF "YES" IN Q.31a, ASK:

31b. Do you intend to buy a new or used car? NEW [] 36-1
 USED [] -2
 NOT SURE [] -3

IF RESPONDENT IS 12-17 YEARS OF AGE, ASK Q.32a-32b
 IF RESPONDENT IS 18 YEARS OF AGE OR OLDER, SKIP TO INSTRUCTION AT BOTTOM OF PAGE

32a. Which of the following snack foods have you eaten in the past month? (READ LIST)

| | | Q.32b -- NUMBER OF TIMES EATEN | | | | |
|----------------------|----------|--------------------------------|----------|----------|------------|-----------|
| Q.32a | | NONE | <u>1</u> | <u>2</u> | <u>3-4</u> | 5 OR MORE |
| Candy | [] 37-1 | [] 38-1 | []-2 | []-3 | []-4 | []-5 |
| Potato Chips | [] -2 | [] 39-1 | []-2 | []-3 | []-4 | []-5 |
| Cookies | [] -3 | [] 40-1 | []-2 | []-3 | []-4 | []-5 |
| Chewing Gum | [] -4 | [] 41-1 | []-2 | []-3 | []-4 | []-5 |
| Corn Snacks or Chips | [] -5 | [] 42-1 | []-2 | []-3 | []-4 | []-5 |
| Pretzels | [] -6 | [] 43-1 | []-2 | []-3 | []-4 | []-5 |

FOR EACH FOOD NAMED IN Q.32a, ASK Q.32b AND RECORD ABOVE:

32b. About how many times in the past week have you eaten (NAME OF FOOD)?

CONTINUE WITH DEMOGRAPHIC QUESTIONS N-X AT THE END OF ALERT QUESTIONNAIRE.

AUDITS & SURVEYS, INC.
One Park Avenue
New York, N.Y. 10016

PROJECT #4840
August/September, 1977

5 - 4

DAILY LISTENING SHEET

RESPONDENT'S NAME _____

RESPONDENT'S TELEPHONE NUMBER _____

INTERVIEWER'S NAME _____

FOR LISTENING DAY: CHECK ONE

Monday [] 6-1
Tuesday [] -2
Wednesday [] -3
Thursday [] -4
Friday [] -5
Saturday [] -6
Sunday [] -7

FOR OFFICE USE ONLY

_____ 7-

_____ 8-

MIDNIGHT UP TO 6:00 A.M.

Q.1a Listened [] 9-1
Did Not Listen []

Q.1b Listened [] 9-6
Did Not Listen []

| Q.2a & 2b STATION (10-13) | HOME [] 115-1 | | Q.2c: WHERE CAR [] 115-2 | | OTHER [] 115-3 | |
|----------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| IDENTIFYING INFORMATION: | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

| Q.2a & 2b STATION (10-13) | HOME [] 115-1 | | Q.2c: WHERE CAR [] 115-2 | | OTHER [] 115-3 | |
|----------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| IDENTIFYING INFORMATION: | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

| Q.2a & 2b STATION (10-13) | HOME [] 115-1 | | Q.2c: WHERE CAR [] 115-2 | | OTHER [] 115-3 | |
|----------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| IDENTIFYING INFORMATION: | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

Q.1a Listened [] 19-2
Did Not Listen []

Q.1b Listened [] 19-7
Did Not Listen []

| Q.2a & 2b STATION (10-13) | HOME [] 15-1 | | Q.2c: WHERE CAR [] 15-2 | | OTHER [] 15-3 | |
|-------------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| IDENTIFYING INFORMATION: | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

| Q.2a & 2b STATION (10-13) | HOME [] 15-1 | | Q.2c: WHERE CAR [] 15-2 | | OTHER [] 15-3 | |
|-------------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| IDENTIFYING INFORMATION: | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

| Q.2a & 2b STATION (10-13) | HOME [] 15-1 | | Q.2c: WHERE CAR [] 15-2 | | OTHER [] 15-3 | |
|-------------------------------------|--|------------------------|--|------------------------|--|------------------------|
| | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED | Q.2d, 2k TIME BEGAN | Q.2g, 2p TIME ENDED |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (16-19) | (20-23) | (16-19) | (20-23) | (16-19) | (20-23) |
| AM [] 14-1 FM [] -2 | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | | MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (28-31) | (32-35) | (28-31) | (32-35) | (28-31) | (32-35) |
| IDENTIFYING INFORMATION: | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | | MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | (40-43) | (44-47) | (40-43) | (44-47) | (40-43) | (44-47) |
| | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | | MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | |

| | | | |
|---|--|--|---|
| Q.1a Listened [] 9-4 Did Not Listen [] | Q.1b Listened [] 9-9 Did Not Listen [] | | |
| Q.2a & 2b <u>STATION</u> _____ (10-13) | HOME [] 15-1 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | Q.2c: WHERE CAR [] 15-2 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | OTHER [] 15-3 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- |
| AM [] 14-1 FM [] -2 | | | |
| IDENTIFYING INFORMATION: _____ _____ | | | |
| Q.2a & 2b <u>STATION</u> _____ (10-13) | HOME [] 15-1 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | Q.2c: WHERE CAR [] 15-2 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | OTHER [] 15-3 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- |
| AM [] 14-1 FM [] -2 | | | |
| IDENTIFYING INFORMATION: _____ _____ | | | |
| Q.2a & 2b <u>STATION</u> _____ (10-13) | HOME [] 15-1 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | Q.2c: WHERE CAR [] 15-2 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- | OTHER [] 15-3 Q.2d, 2k Q.2g, 2p <u>TIME BEGAN</u> <u>TIME ENDED</u> [][][][] [][][][] (16-19) (20-23) MINUTES BEFORE _____ 24- _____ 26- AFTER _____ 25- _____ 27- [][][][] [][][][] (28-31) (32-35) MINUTES BEFORE _____ 36- _____ 38- AFTER _____ 37- _____ 39- [][][][] [][][][] (40-43) (44-47) MINUTES BEFORE _____ 48- _____ 50- AFTER _____ 49- _____ 51- |
| AM [] 14-1 FM [] -2 | | | |
| IDENTIFYING INFORMATION: _____ _____ | | | |

AUDITS & SURVEYS, INC.
 One Park Avenue
 New York, N.Y. 10016

CALL RECORD SHEET

5 - 1

PROJECT #4840

Sheet #

1- 2- 3- 4-

TELEPHONE DIRECTORY

AREA CODE

| TELEPHONE NUMBER | Results 1st Call | | | | | Results 2nd Call | | | | | Results 3rd Call | | | | | Results 4th Call | | | | | Results 5th Call | | | | |
|------------------|------------------|------------|------------|---------|----------------------------------|------------------|------------|------------|---------|----------------------------------|------------------|------------|------------|---------|----------------------------------|------------------|------------|------------|---------|----------------------------------|------------------|------------|------------|---------|----------------------------------|
| | Busy No Answer | Resp. Ref. | Not Avail. | HH Ref. | No Resp. Disc. Fem. Agreed Other | Busy No Answer | Resp. Ref. | Not Avail. | HH Ref. | No Resp. Disc. Fem. Agreed Other | Busy No Answer | Resp. Ref. | Not Avail. | HH Ref. | No Resp. Disc. Fem. Agreed Other | Busy No Answer | Resp. Ref. | Not Avail. | HH Ref. | No Resp. Disc. Fem. Agreed Other | Busy No Answer | Resp. Ref. | Not Avail. | HH Ref. | No Resp. Disc. Fem. Agreed Other |
| | (1-6-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-7-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-8-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-9-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-10-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-11-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-12-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-13-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-14-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-15-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-16-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-17-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-18-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-19-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-20-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-21-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-22-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-23-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-24-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-25-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-26-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-27-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-28-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-29-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-30-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-31-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-32-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-33-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-34-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-35-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-36-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-37-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-38-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-39-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-40-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-41-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-42-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-43-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-44-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-45-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-46-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-47-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-48-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-49-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-50-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-51-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-52-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-53-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-54-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-55-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-56-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-57-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-58-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-59-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-60-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-61-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-62-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-63-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-64-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-65-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-66-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-67-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-68-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-69-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-70-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-71-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-72-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-73-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-74-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-75-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |
| | (1-76-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-77-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-78-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-79-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 | (1-80-1 | (1-2 | (1-3 | (1-4 | (1-5 (1-6 (1-7 |