

LISTENING, RADIO

BUREAU OF ECONOMIC AND BUSINESS RESEARCH
BULLETIN SERIES NUMBER 68

NAB LIBRARY

QUALITATIVE ANALYSIS OF RADIO LISTENING In Two Central Illinois Counties

By CHARLES H. SANDAGE



UNIVERSITY OF ILLINOIS BULLETIN

Volume 46; Number 50; March, 1949. Published seven times each month by the University of Illinois. Entered as second-class matter December 11, 1912, at the post office at Urbana, Illinois, under the Act of August 24, 1912. Office of Publication, 358 Administration Building, Urbana, Illinois.

APR 23 1949

The Bureau of Economic and Business Research, established in 1921, is the research department of the College of Commerce and Business Administration. Economic and business information, including material on tested business practices, is compiled by the Bureau and made available to Illinois businessmen and others interested in business and related problems. Although the major part of its work deals especially with Illinois, the Bureau also engages in general economic research.

(19710
SURV. 5)

UNIVERSITY OF ILLINOIS
COLLEGE OF COMMERCE AND BUSINESS
ADMINISTRATION

HOWARD R. BOWEN, Ph.D., *Dean*

BUREAU OF ECONOMIC AND BUSINESS RESEARCH

V LEWIS BASSIE, Ph.B., *Director*

BULLETIN No. 68

QUALITATIVE ANALYSIS
OF RADIO LISTENING
In Two Central Illinois Counties

BY

CHARLES H. SANDAGE

Professor of Advertising, University of Illinois

NAB LIBRARY

PUBLISHED BY THE UNIVERSITY OF ILLINOIS, URBANA
1949

PZ

PREFACE

In the fall of 1946 some work was undertaken to analyze the extent and character of radio listening in Champaign County, Illinois. Various University of Illinois groups were interested in securing such information as an aid to their educational operations. Those groups included the School of Journalism, Radio Station W I L L , the Agricultural Extension Division, and the Bureau of Economic and Business Research. Each contributed assistance in the form of money or personnel toward making a detailed study of radio listening in Champaign County; in this analysis the listener-diary method was employed. Results were made available to all interested persons, but no detailed report was published.

Radio Station WJBC in Bloomington, Illinois, became interested in furthering the kind of research that had been done in Champaign County. A substantial sum of money was contributed by WJBC in the summer of 1947 to be used in expanding that research. The Bureau of Economic and Business Research and the School of Journalism continued their interest and support. The newly established Institute of Communications Research also provided substantial support in the form of personnel. A companion study to the one made in the fall of 1946 was therefore made in McLean County during the summer of 1947. In both studies emphasis was placed on measuring the quality as well as the quantity of radio listening.

The material presented in this bulletin summarizes some of the information resulting from the two studies mentioned. The bulletin consists of five chapters and an appendix. The introductory chapter deals with the purpose, scope, method, and size of sample used in the study. The second chapter presents the general pattern of listening by men and women for each county and by various areas of residence. It also indicates the share of the radio audience secured by each of seven radio stations which penetrate the area.

Chapter III deals with the extent and character of listening to specific radio programs. Detailed analysis is made of the possible influence on listening of such factors as education, area of residence, age, sex, and multiple-station coverage for individual programs. Chapter IV includes a brief summary of comments made by respondents in the McLean County study.

The fifth chapter briefly reviews the significance of the findings. The appendix contains a summary of the diary method of measuring radio listening, together with a reproduction of the diary form used in this study.

It is impossible to mention all who have helped in developing material presented here. The 1,318 adults who kept and returned diaries might well be mentioned by name; each cooperated in the study without financial reward of any kind. The help of that group is deeply appreciated. Thanks are also due to the many students in radio classes who helped recruit persons to keep diaries.

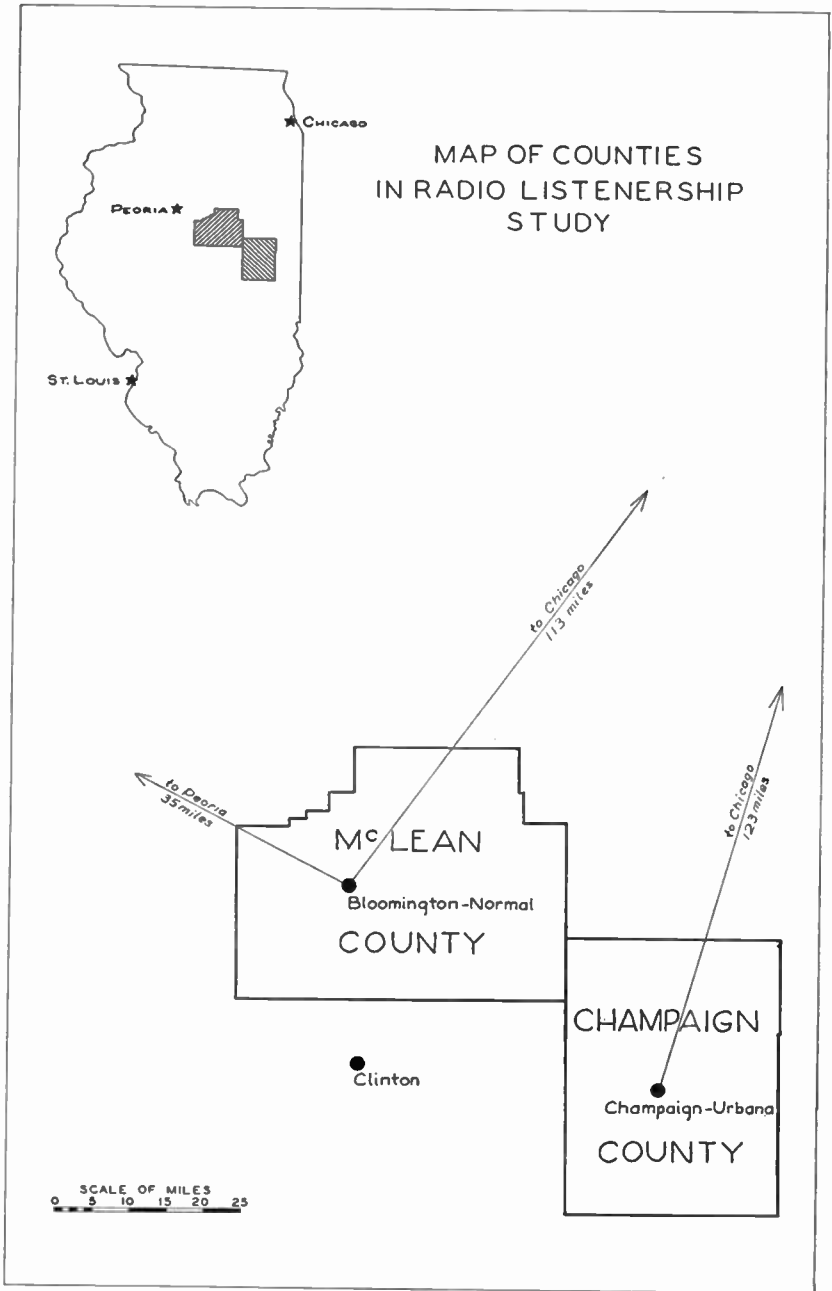
I wish to make specific mention of Mrs. Verna Lee Koenig and Mrs. Anne Noble Gher, both research assistants, whose excellent work in editing, classifying, tabulating, preparing tables, and checking results was an essential contribution to the completion of the project.

March, 1949

CHARLES H. SANDAGE

TABLE OF CONTENTS

	PAGE
I. INTRODUCTION	7
II. GENERAL PATTERN OF LISTENING	10
III. FACTORS INFLUENCING LISTENING TO SPECIFIC RADIO PROGRAMS	23
IV. COMMENTS BY LISTENERS	46
V. SIGNIFICANCE OF FINDINGS	48
APPENDIXES	50
A. The Diary Method	50
B. Pattern of Listening Data	54



I. INTRODUCTION

Much emphasis has been placed by the radio industry, as well as by commercial agencies serving that industry and advertisers, on the measurement of radio listening. Major attention has been given to measuring total listening. Radio has been viewed primarily as a mass medium; hence agencies engaged in checking listening have been content with merely counting numbers. Only minor attention has been given to classifying listeners by sex, age, or cultural groups.

There is need for a greater understanding of the kind of people who listen little or much and of those who listen to specific program types. The purpose of this study is to place greater emphasis on individual differences in listening than on the extent of listening.

Scope of Study

This study is distinctly local in scope. It covers two Central Illinois counties — Champaign and McLean.¹ Each county contains an urban center of about 40,000 permanent residents, several villages, and an extensive farm population. Each is the site of a state educational institution. Students enrolled at those institutions were excluded from the survey.

Individuals rather than families represent the base used for analysis of listening. This procedure permits a more detailed inspection of factors that might have a bearing on listening than would otherwise be possible. Listeners have been grouped according to sex, area of residence, age, and education. Group comparisons can thus be made for average hours of radio listening and types of programs selected.

Selection and Size of Sample

The diary method was used to check the extent and character of individual listening. A detailed analysis of this method, together with a sample of the diary form used, is given in Appendix A. Briefly, the method consists of providing each potential listener with a form on which to record the time of listening and the station tuned in.

In securing persons to cooperate in this study, personal interviewers were used to obtain a cross section of families in the two counties. These interviewers explained how diaries were to be kept and, after cooperation was promised, left a separate diary for each adult member of the family. A personal data sheet was filled out during the interview. On that sheet were listed data pertaining to sex, age, education, place of residence, and other pertinent information for each potential

¹One village (Clinton) and a few farms outside McLean County were included in the McLean sample.

keeper of a diary. These sheets were appropriately keyed with individual diaries so that proper classification could be made when the diaries were completed and returned.

Each diary had space for recording listening by 15-minute periods from 6:00 a.m. to midnight for seven consecutive days. Thus, each respondent represented 72 quarter-hour listener contacts a day, and 504 such contacts for the week. Diaries were mailed to the Radio Research Project at the end of the week during which a record was kept. The Champaign County study covered the week starting November 3, 1946; for McLean County the week beginning July 27, 1947, was used.

The sample consisted of 528 adults (18 years old or more) in Champaign County and 790 in McLean County. The distribution of the sample is shown in Table 1.

TABLE 1. DISTRIBUTION OF SAMPLE

Listener group	Number in sample	
	Champaign County	McLean County
Adult listeners.....	528	790
Area of Residence:		
Urban.....	262	299
Village.....	133	211
Farm.....	133	280
Age:		
18-24.....	72	114
25-39.....	187	244
40-59.....	183	288
60 or more.....	73	143
Education:		
Grade school.....	131	252
High school.....	224	391
College.....	141	147

The sample was not designed to be proportionately representative of urban, village, and farm residents. This fact is not injurious, however, since data are presented separately for those groups if residence seems to be a factor influencing listening. The sample for age and that for education do not always equal the total number of adult respondents, because interviewers did not secure age or education data in a few cases.

In terms of number the sample is more than adequate. The number of listener contacts in Champaign County amounted to 266,112. The comparable figure for McLean County was 398,160. Thus nearly 675,000 telephone calls would be required to secure comparable coverage.

Definition of Terms

1. "Potential listeners" as used in the bulletin represents the total number of persons in a given category or categories who lived in homes where there was a radio in working order. There were 174 adult females in the sample from Bloomington-Normal. These women provided a total of 87,696 fifteen-minute potential listening contacts from 6 a.m. to midnight for seven days. All families in the sample had workable radio sets. Thus, for adult females in Bloomington-Normal, the 174 persons in the sample were potential listeners. This figure has been used as the 100 per cent base in calculating the total listening audience for urban adult females in McLean County, as well as the rating for individual programs.

2. "Total listening audience" indicates the percentage of the total potential audience listening at any specified time. If 27 of the 174 females in Bloomington-Normal were listening to the radio at any given time, the "total listening audience" at that time would be 15.5 per cent. This is a more meaningful index than the common "sets in use" figure reported from other sources, but roughly comparable with that figure. The actual number of persons listening at any given time can be approximated by multiplying the total number of potential listeners in a specified area by the listening audience percentage.

3. "Program rating" was calculated by dividing the actual number who reported listening to the program during each 15-minute period by the total potential audience. A 15-minute program with a 2.4 rating among adult females in Bloomington-Normal means that 2.4 per cent of all adult females in Bloomington-Normal living in homes with workable radios were probably listening to that program. Ratings for programs running more than 15 minutes were obtained by averaging the ratings for each 15-minute interval.

4. "Education" of people reporting radio listening in this study was confined to formal education and grouped under three categories: grade school, high school, and college. Graduation was not a requirement for classification in a given category. Thus, "college" includes those persons who had had some college training, as well as those who had been graduated; "high school" refers to persons whose formal education had not extended beyond the twelfth grade; and "grade school" means those who had not attended high school.

5. "Area of residence" also includes three categories: urban, village, and farm. "Urban" includes only the two larger city areas in the two counties, namely: Champaign-Urbana, and Bloomington-Normal. "Village" includes all other towns in the counties. "Farm" includes only those who actually live on farms.

II. GENERAL PATTERN OF LISTENING

Amount of Listening

Much of the information previously available concerning the amount of time devoted to listening to the radio has related to the family rather than to individuals. In this study, on the contrary, emphasis was placed on listening by individuals. Comparisons can thus be made of listening by persons who differ in such respects as sex, place of residence, and education.

Women devoted much more time to radio listening than did men. The average listening by women, in both Champaign and McLean counties, was slightly more than three hours a day, whereas McLean County men and village men in Champaign County listened less than two hours a day. In addition to sex, extent of listening was influenced by such factors as day of week, area of residence, and season. The differences noted are shown in Table 2. In analyzing the data in the table, it is important to remember the time differences between the Champaign and McLean county surveys. The former was made in early November, 1946, and the McLean County study covered the last five days of July and August 1 and 2, 1947. Thus, one represents listening during the supposedly favorable fall period, and the other covers a summer week which has been considered by many as a relatively poor listening period.

It is not entirely accurate to assume that the differences in listening shown in the Champaign and McLean county studies were altogether due to seasonal factors. Other forces may have operated to influence total listening. But even if that is true, it seems significant that summer listening by McLean County women was only slightly lower than fall listening by Champaign County women. In the case of urban women² total hours of listening were identical for the two areas. For village and farm women, summer listening was lower.

A more detailed analysis of the data in Table 2 shows significant differences between Monday through Friday and week-end listening. In all cases Sunday and Saturday listening was distinctly lower in summer as compared with fall.

In comparisons of residence areas, farm women reported greater total listening than either urban or village women, and village women did the smallest amount of listening. Village listening was particularly low on Saturday in both fall and summer and also low on Sunday in the summer.

² The following were included as urban: Champaign-Urbana in Champaign County and Bloomington-Normal in McLean County.

TABLE 2. AVERAGE AMOUNT OF LISTENING FROM 6 A.M. TO MIDNIGHT

Listener group	Average hours per day			
	Women		Men	
	Champaign	McLean	Champaign	McLean
Area of Residence:				
Urban				
<i>Seven-day average</i>	3.1	3.1	2.1	1.6
Sunday	3.7	2.6	3.2	2.2
Monday-Friday	2.9	3.4	1.5	1.4
Saturday	3.1	2.2	2.7	1.7
Village				
<i>Seven-day average</i>	2.9	2.5	1.8	1.2
Sunday	2.9	2.2	2.2	1.8
Monday-Friday	3.0	2.8	1.6	1.1
Saturday	2.4	2.2	2.4	1.2
Farm				
<i>Seven-day average</i>	3.6	3.2	2.0	1.6
Sunday	2.7	2.2	2.1	1.9
Monday-Friday	3.8	3.6	1.9	1.6
Saturday	3.2	2.4	2.5	1.5
Education:				
Grade School				
<i>Seven-day average</i>	3.2	2.8	2.0	1.5
Sunday	3.0	2.0	2.4	1.7
Monday-Friday	3.3	3.2	1.9	1.4
Saturday	2.7	1.9	2.3	1.4
High School				
<i>Seven-day average</i>	3.3	3.3	1.8	1.6
Sunday	3.2	2.5	2.6	2.3
Monday-Friday	3.3	3.6	1.6	1.4
Saturday	3.0	2.5	2.3	1.6
College				
<i>Seven-day average</i>	2.7	2.8	1.8	1.5
Sunday	3.1	2.4	2.9	1.7
Monday-Friday	2.6	3.0	1.5	1.4
Saturday	3.0	2.3	3.2	1.4

Men listened much less than women from Monday through Friday, and also on Saturday and Sunday. It is natural to expect men to listen less than women during the week when men are at work, but not necessarily less on days when they are equally available for listening. Village men did less listening than either urban or farm men; but, unlike farm women, farm men listened less than urban men. The seasonal factor seemed to influence male listening somewhat more than female listening. In no case was summer listening less than 20 per cent below fall listening on the seven-day basis. The major differential was for Saturday.

Table 2 also shows the average amounts of listening by persons with different backgrounds of formal education. As has been explained, persons with any college training were included in "college." Likewise, those who had attended high school even though not graduates were listed under "high school."

The greatest amount of listening by women was in the high school group. College women in Champaign listened less during the week than at the week-end, but in the summer in McLean County the reverse was true. In general, education does not seem to be a significant factor in determining the total amount of listening to radio programs.

Pattern of Listening

Total hours of listening provide no insight into the times of day when listening occurs. The patterns of listening and differences among groups are shown in Charts 1, 2, 3, 4, 5, 6, and 7.

Each chart shows the percentage of potential listeners who were listening during each 15-minute period from six a.m. to midnight. To obtain the "percentage of listeners" figure, the number of persons who indicated listening during a given 15-minute period was divided by the total number in the sample.

Chart 1 refers to listening on Sunday by urban women and men in both counties. Since McLean County data were for a Sunday in summer and Champaign County figures for a fall Sunday, differences may be due to season, changes in programs, or communities. The patterns of listening by urban women in Champaign and McLean counties were similar during the morning and early afternoon, but listening by McLean women started to drop in early afternoon. For the evening hours from six to nine it amounted to only about half as much as that of Champaign women.

The pattern for men followed somewhat the same course as that for women, except that McLean men listened more than Champaign men on Sunday morning. In general, men listened less than women at all times except during a few evening periods.

Chart 2 graphically presents similar data for farm women and men instead of urban residents. Again McLean County listening in the evening was much lower than that of farm people in Champaign County. Afternoon baseball games pulled McLean male listening up during early afternoon hours.

Even more interesting material is presented in Charts 3 and 4. These show the pattern of listening for a weekday (Friday) for the two communities. The same groupings of women and men, urban and farm, are used as in Charts 1 and 2. Total listening by both urban and farm women was about the same in Champaign and McLean, but the patterns were different. Urban women in McLean County listened much more during the day and less during the evening than Champaign women did. Peak listening for farm women in McLean County came in the early afternoon, when "Queen for a Day" and "Bride and

Chart 1
 Pattern of Sunday Listening by Urban Women and Men

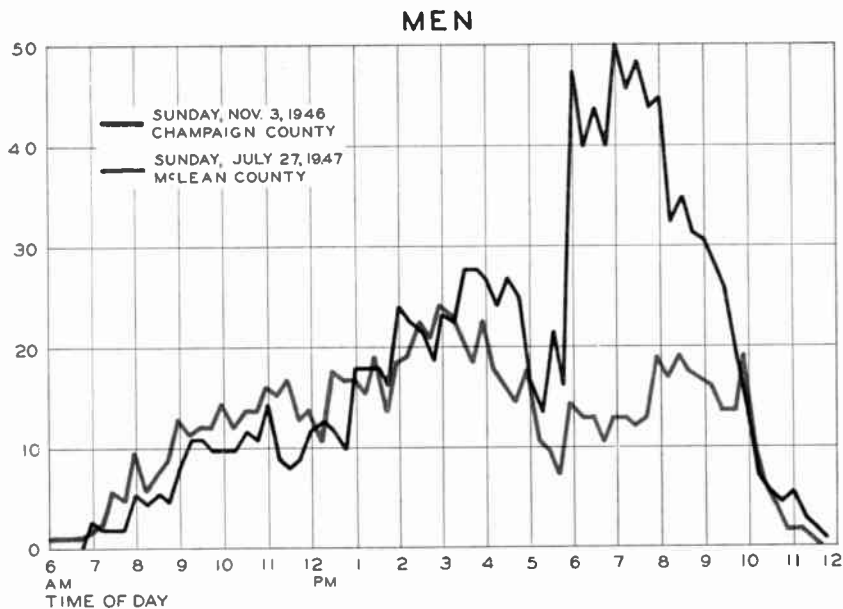
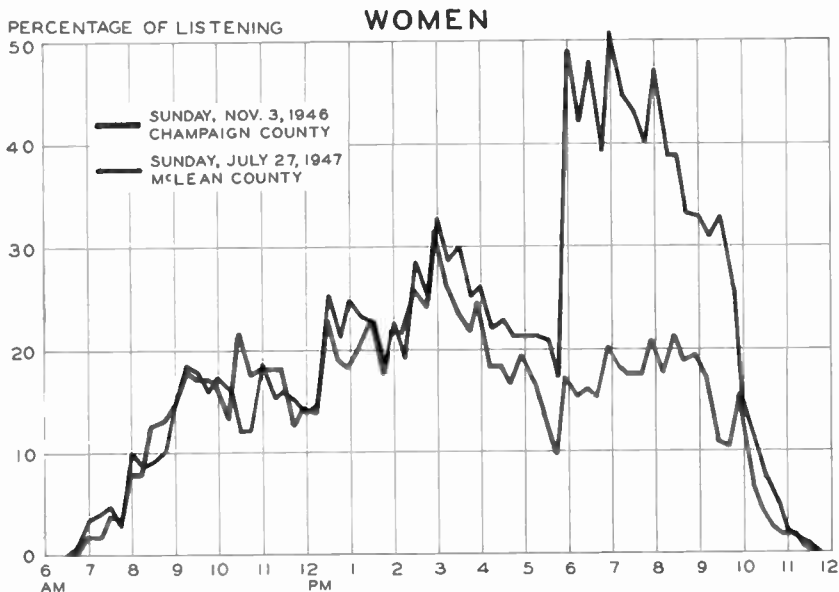


Chart 2
 Pattern of Sunday Listening by Farm Women and Men

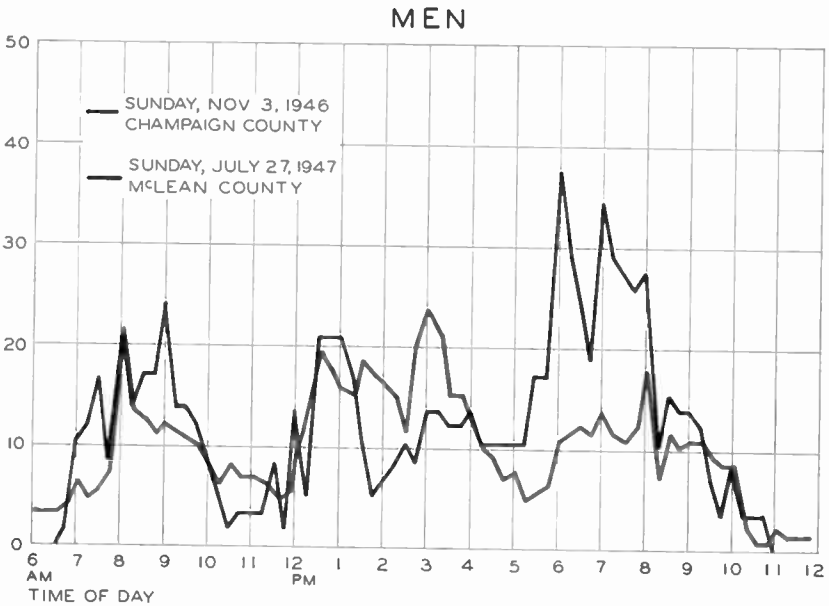
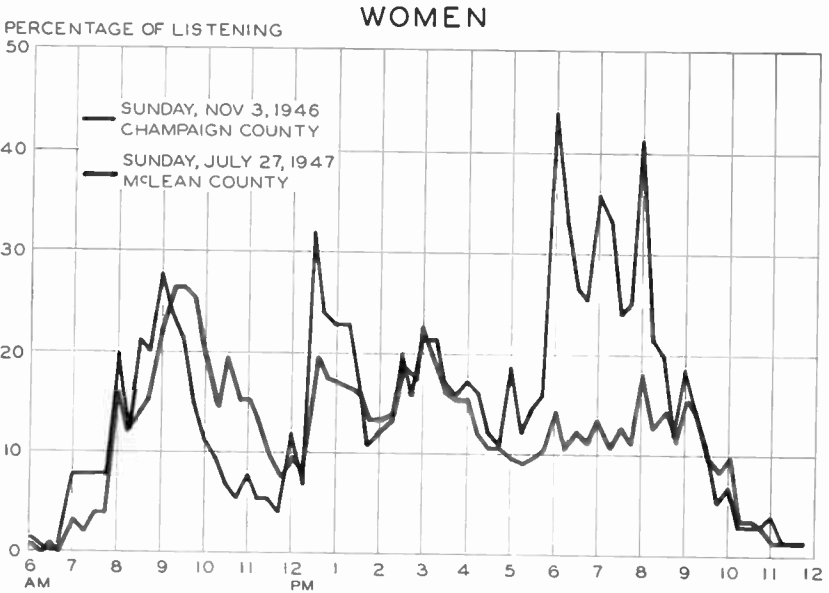
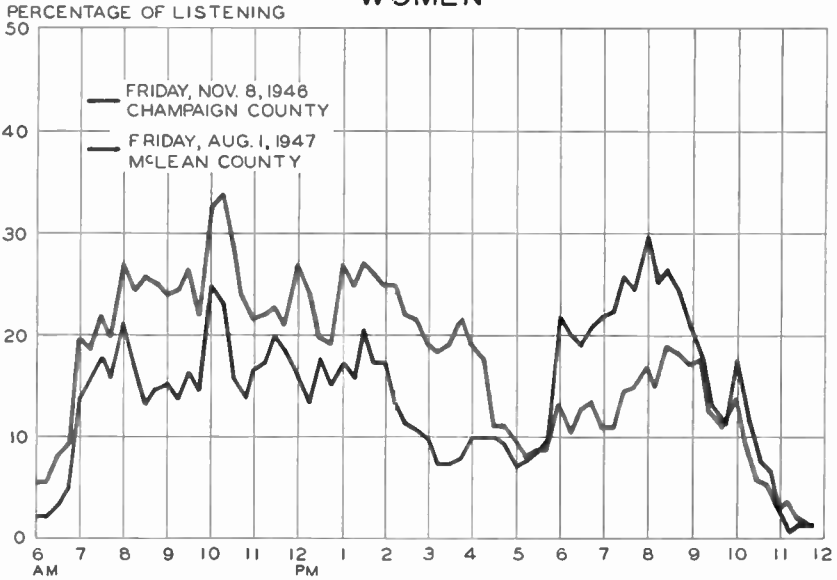


Chart 3
 Pattern of Listening for a Weekday by Urban Women and Men

WOMEN



MEN

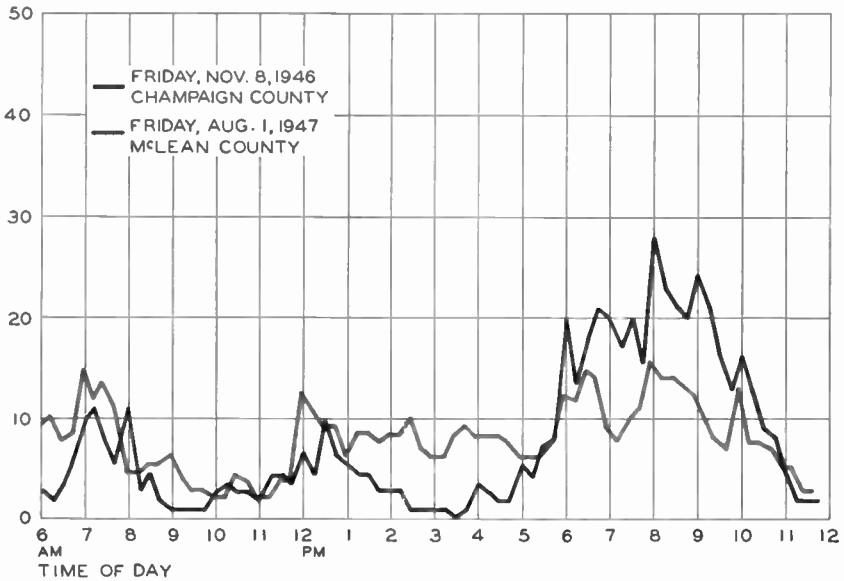


Chart 4
 Pattern of Listening for a Weekday by Farm Women and Men



Chart 5
 Pattern of Listening for a Weekday by McLean County Women and Men

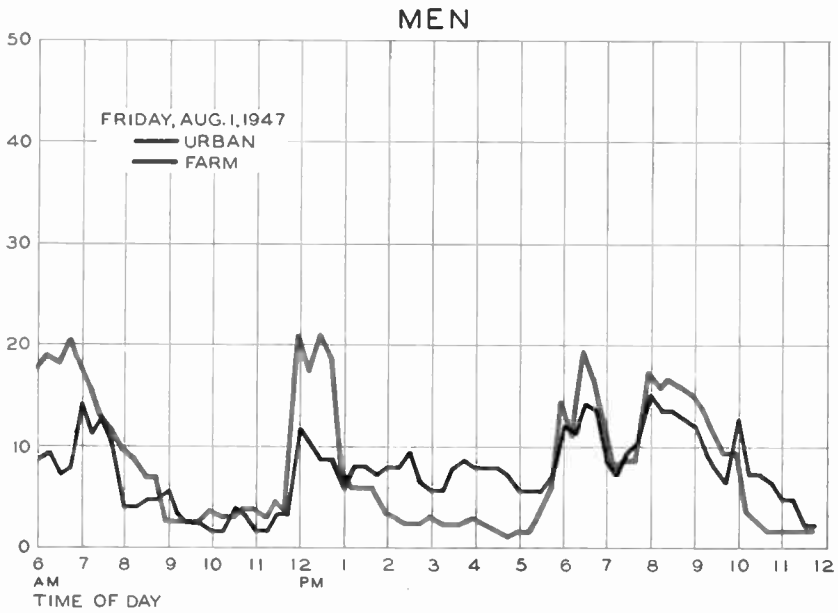
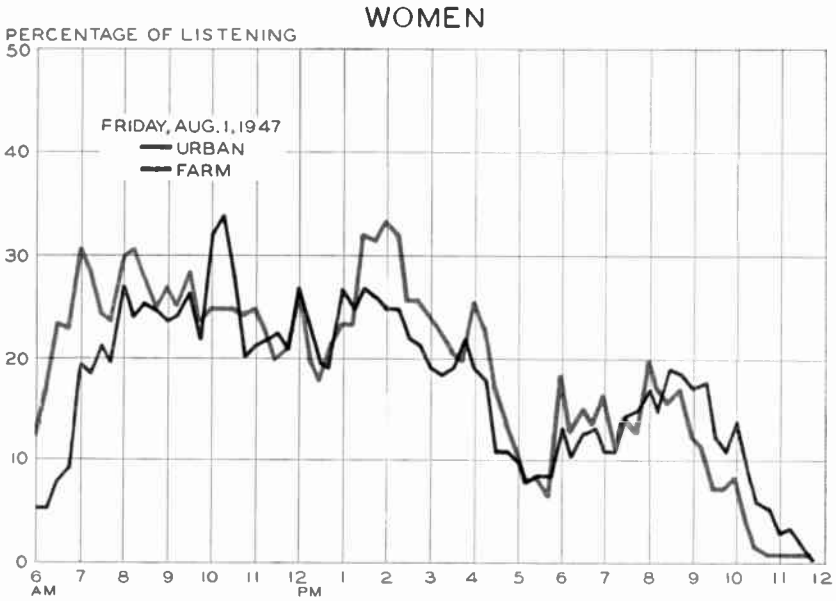


Chart 6
 Pattern of Listening for a Weekday by Champaign County Women and Men

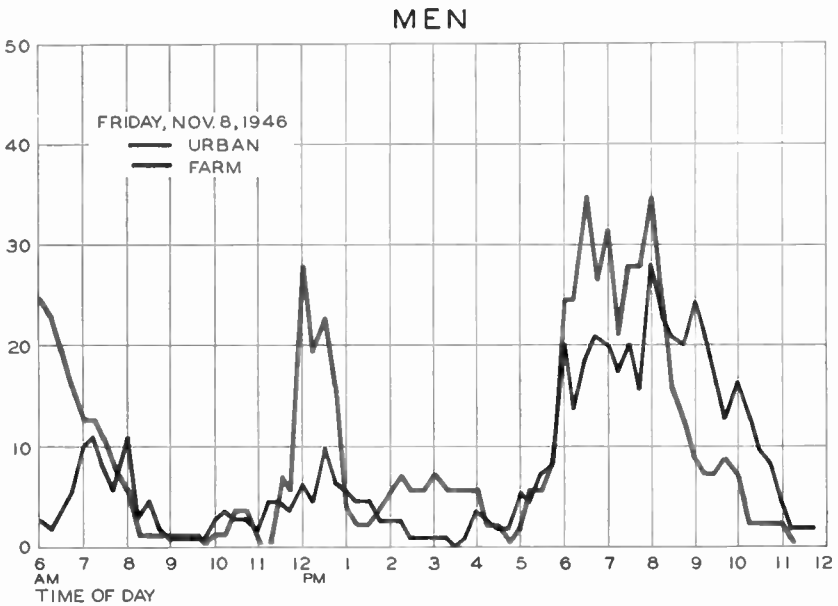
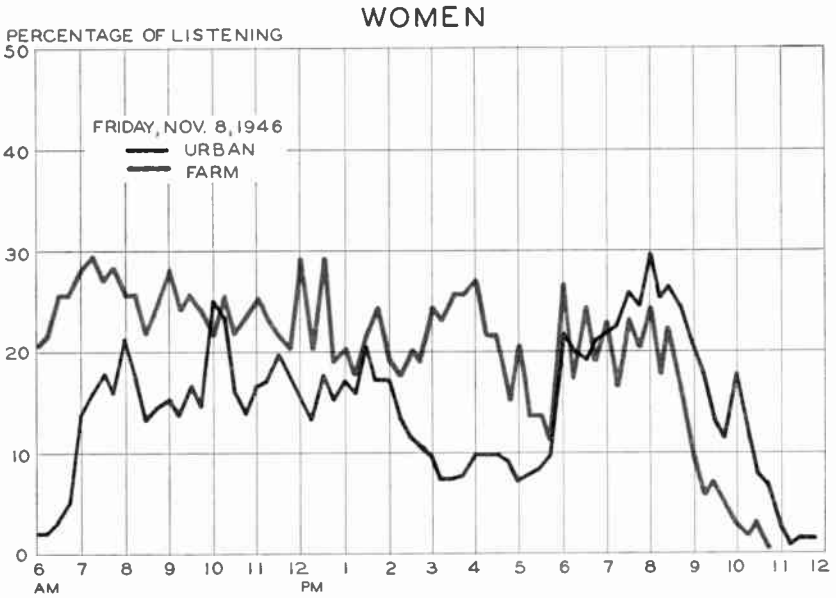
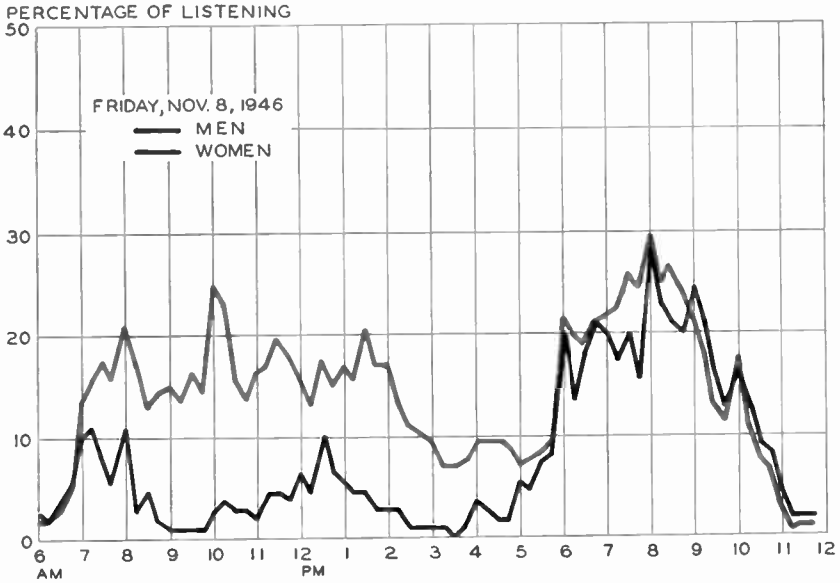


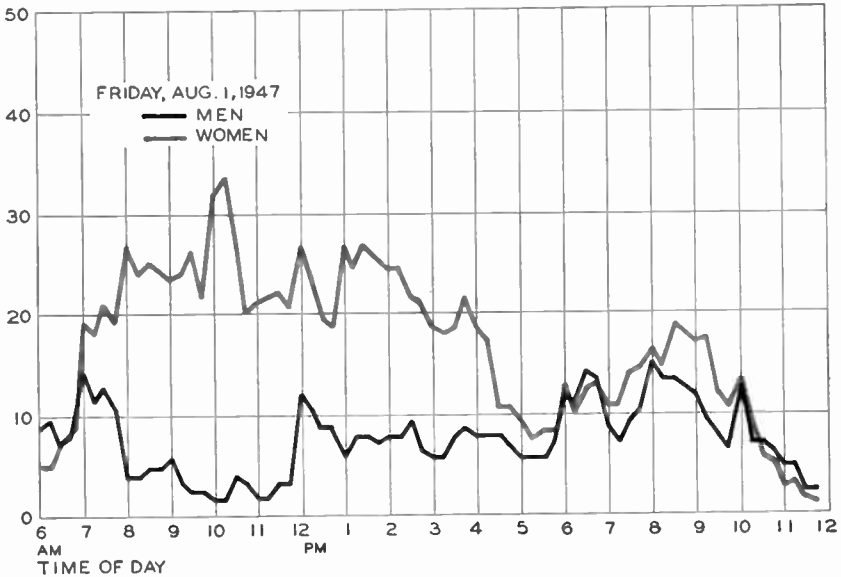
Chart 7

Pattern of Listening for a Weekday by Urban People in Both Counties

CHAMPAIGN COUNTY



MCLEAN COUNTY



Groom" programs were broadcast. Evening listening was down. Farm people naturally started listening much earlier in the morning than did urban residents. It would appear from Chart 4 that listening by farmers in McLean County started later in the morning than was true among Champaign County farmers. This apparent difference was due, at least in part, to daylight saving time, which was in effect during the summer. Many farmers operated on standard time and kept their listening diaries accordingly. However, all McLean County data presented here have been translated into daylight saving time. Thus the record of 6:00 a.m. listening in McLean County as recorded in Chart 4 was, for many farmers, 5:00 a.m. listening. This would indicate somewhat earlier listening in the summer than in the fall.

A more direct comparison of urban and farm listening is made in Chart 5. Data there refer to McLean County only. Farm listening by both men and women was considerably greater than urban listening during the early part of the day and tapered off more quickly in the evening. The high points of listening by farm men were between 6:00 and 7:00 a.m. and during the noon hour. Afternoon listening by urban men was influenced materially by baseball broadcasts.

Chart 6 applies to Champaign County and to a day in November instead of in August. Differences between urban and farm listening were most marked among women in Champaign County. Some of these were probably due to the seasonal factor, but it is quite possible that community differences also had an influence. The fact that children were at home rather than in school may have encouraged greater daytime listening by women in the summer than in the fall.

Chart 7 compares the listening of men and women. In the combined sample the Friday evening listening patterns of men and women were similar, with women listening slightly more than men during the early hours and men listening more than women in late evening. This chart shows clearly that both men and women listened more in the daytime in summer than in winter. Women's increased listening is especially pronounced.

Position of Radio Stations

Four clear channel stations in Chicago and the local community stations served as the source of most programs tuned in by Champaign and McLean county residents. The share of the audience secured by each of those stations is shown in Table 3.

The local community stations, WDWS (Champaign) and WJBC (Bloomington), secured about as great a share of the total radio audience in their urban communities as was reported for any other single

TABLE 3. STATION SHARE OF TOTAL RADIO AUDIENCE

A. Champaign County, Sunday, November 3 - Saturday, November 9, 1946

Station, Power, Days	Women			Men		
	Urban	Village	Farm	Urban	Village	Farm
WMAQ (Chicago) 50,000 watts						
Sunday	30.5%	25.9%	20.1%	28.8%	24.1%	15.3%
Monday-Friday	27.9	19.1	19.3	23.6	18.9	12.0
Saturday	21.2	24.3	9.0	20.8	31.2	14.9
WGN (Chicago) 50,000 watts						
Sunday	11.5	19.1	10.9	13.8	15.7	10.4
Monday-Friday	7.5	15.4	7.0	9.3	15.5	7.0
Saturday	10.0	10.9	4.1	8.2	9.6	8.8
WBBM (Chicago) 50,000 watts						
Sunday	6.8	11.9	7.4	5.4	14.0	6.0
Monday-Friday	8.8	12.5	7.1	5.8	15.7	4.0
Saturday	4.5	9.4	3.3	3.6	3.2	1.1
WLS-WENR (Chicago) 50,000 watts						
Sunday	21.8	22.4	38.3	18.4	20.4	39.8
Monday-Friday	25.3	36.6	49.9	19.9	35.8	57.6
Saturday	27.5	37.7	58.7	26.0	37.8	56.7
WDWS (Champaign) 250 watts						
Sunday	20.3	9.3	5.9	18.8	10.1	8.4
Monday-Friday	23.1	7.5	8.0	32.6	8.2	6.7
Saturday	29.5	9.9	7.2	32.5	9.4	8.4
Others						
Sunday	9.1	11.4	17.4	14.8	15.7	20.1
Monday-Friday	7.4	8.9	8.7	8.8	5.9	12.7
Saturday	7.3	7.8	17.7	8.9	8.8	10.1

B. McLean County, Sunday, July 27 - Saturday, August 2, 1947

Station, Power, Days	Women			Men		
	Urban	Village	Farm	Urban	Village	Farm
WMAQ (Chicago) 50,000 watts						
Sunday	21.5%	16.4%	11.0%	14.1%	8.1%	8.0%
Monday-Friday	22.4	20.5	15.5	15.7	11.5	8.0
Saturday	12.1	8.6	9.1	9.3	11.1	5.0
WGN (Chicago) 50,000 watts						
Sunday	15.4	19.2	12.7	12.2	12.6	12.9
Monday-Friday	12.1	17.5	11.2	14.8	19.4	11.9
Saturday	12.1	12.8	9.7	9.1	12.6	12.2
WBBM (Chicago) 50,000 watts						
Sunday	13.4	16.4	14.6	13.0	11.2	11.7
Monday-Friday	14.0	13.5	13.5	9.2	10.8	9.6
Saturday	17.9	14.0	11.1	5.4	8.4	4.0
WLS-WENR (Chicago) 50,000 watts						
Sunday	16.3	22.8	34.0	18.5	24.8	25.7
Monday-Friday	15.6	21.7	35.8	14.9	25.1	38.4
Saturday	17.7	15.9	44.6	26.3	27.2	54.4
WJBC (Bloomington) 250 watts						
Sunday	11.9	7.2	9.5	10.3	4.1	9.7
Monday-Friday	23.1	8.4	8.7	18.0	6.4	11.2
Saturday	19.2	6.4	7.4	14.4	4.2	6.3
WMMJ (Peoria) 1,000 watts						
Sunday	4.0	7.5	2.2	7.6	8.2	4.7
Monday-Friday	4.0	7.3	3.5	6.8	12.6	3.0
Saturday	9.1	7.5	3.0	14.6	10.4	3.6
Others						
Sunday	17.5	10.5	16.0	24.3	31.0	27.3
Monday-Friday	8.8	11.1	11.8	20.6	14.2	17.9
Saturday	11.9	34.8	15.1	20.9	26.1	14.5

station. Their percentage of the village and farm audience was materially less than their share of urban listening. The share of the village audience secured by WJBC was influenced adversely by the inclusion of the village of Clinton in the McLean County figures. This town is outside the county and 24 miles from Bloomington, but within the area that can be serviced by WJBC.

The patterns of listening to various Chicago stations proved very interesting. Radio Station WMAQ was most popular among urban dwellers. As might be expected, WLS-WENR had an overwhelming lead among farm people. WGN was relatively stronger among villagers than among either urban or farm residents. These patterns were similar in both counties.

The fact that "other" stations were tuned in more often on Sunday than on any other day was particularly true for men and for the McLean County area. This condition was influenced materially by the broadcast of baseball games over "other" stations. Listening to WMMJ (Peoria) was also influenced by its sports programs. Additional Peoria and Pekin stations also influenced selections by listeners in the McLean County area.

III. FACTORS INFLUENCING LISTENING TO SPECIFIC RADIO PROGRAMS

The heart of radio is the radio program. Some programs may appeal to people in general whereas others may attract special groups only. It is important to know the kind of people who listen to different program types and to specific programs. Only with such information can program directors know whether the interests of special groups are being met. Advertisers need such knowledge if they are to sponsor programs that attract potential customers rather than listeners only.

The shortcoming involved in merely counting the number of radio listeners to specific programs is becoming more apparent with the significant increase in number of radio stations. In view of this increase, stations must choose whether to compete for a share of a mass audience, or to develop programs which appeal to small groups with specialized interests. If a station is to know the extent to which a particular group of people is being reached by its broadcasts, a check of the type, as well as the number, of people listening must be made.

It is generally recognized now that some radio programs hold greater interest for college than for non-college people. It is also recognized that program interests are influenced by age, occupation, sex, and other factors. What is not known is the extent of such influence.

One of the primary purposes of this study is to examine, in considerable detail, some of the influences which education, area of residence, age, and sex seem to have on the selection of radio programs in the daily fare of listening. In furtherance of this purpose, a number of specific radio programs were selected and the percentages of listening by different consumer groups were calculated.

In all, 88 individual programs were selected for special analysis. These can be classified under six major program types: news, religion, music, drama, audience participation, and homemaking. Many of the programs were broadcast both in the fall of 1946 and in the summer of 1947. Some were cancelled for the summer and replacements were provided. In all cases, however, results have been shown separately for the two counties in Table 4.

Listeners to the 88 programs were classified by education, area of residence, age, and sex; the results are presented in the following pages. No coefficients of correlation were calculated, but the "percentage of listening" figures for different groups indicate the significance of a particular factor in influencing program selection. In analyzing these data it should be remembered that they apply only to Champaign and McLean counties. It should also be remembered that

TABLE 4. PERCENTAGES OF WOMEN LISTENING TO SELECTED PROGRAMS,
BY EDUCATION GROUPS

Program	Time	Champaign County (Nov. 3-9, 1946) Education			McLean County (July 27-Aug. 2, 1947) Education		
		Grade School	High School	Col- lege	Grade School	High School	Col- lege
Number in sample		66	138	76	129	221	88
News							
<i>Single Commentators</i>							
Drew Pearson	Sun. 5:00 p.m.	21.2%	12.9%	11.8%	6.2%	7.2%	7.9%
Paul Harvey	Sun. 10:00 p.m.	4.5	7.2	5.3	3.8	7.6	3.4
Gabriel Heatter	Sun. 9:00 p.m.	7.5	1.4	1.4	3.1	5.0	5.7
Gabriel Heatter	Wed. 8:00 p.m.	8.2	8.4	6.6	6.0	7.6	8.1
<i>Round Table Discussions</i>							
Northwestern Reviewing Stand	Sun. 10:30 a.m.	*	*	2.6	2.7	2.2	3.3
World Front	Sun. 11:00 a.m.	*	1.4	1.3	2.3	2.3	5.1
Town Meeting of the Air	Thurs. 7:30 p.m.	4.5	5.5	9.5	2.8	5.5	9.3
<i>Gossip Columnists</i>							
Louella Parsons	Sun. 8:15 p.m.	2.3	13.8	9.2	2.3	4.9	6.8
Jimmy Fidler	Sun. 8:30 p.m.	4.6	10.1	6.6	3.9	5.4	7.9
Walter Winchell	Sun. 8:00 p.m.	17.8	26.3	11.9
Religion							
Little Brown Church....	Sun. 9:15 a.m.	16.7	9.4	4.4	13.2	11.0	12.9
Local Church Service....	Sun. 11:00 a.m.	4.5	6.7	5.3	6.8	3.9	5.1
Hymns of All Churches....	M-F 9:30 a.m.	14.5	11.4	4.8	13.1	11.9	10.0
Salt Lake City Choir....	Sun. 8:15 a.m.	3.0	1.5	2.6	1.9	2.0	3.4
Music							
<i>Classical</i>							
New York Philharmonic	Sun. 2:00 p.m.	*	3.3	11.4
CBS Symphony	Sun. 2:00 p.m.	1.6	3.2
NBC Symphony	Sun. 4:00 p.m.	1.9	*	5.9	1.0	1.2	4.8
Chicago Theater of the Air	Sat. 9:00 p.m.	3.4	2.2	4.3	2.7	2.2	4.0
"400" Hour	M-Sat. 7:00 a.m.	*	1.3	4.3	*	2.3	4.2
First Piano Quartet	Mon. 9:30 p.m.	5.2	7.2	10.8
<i>Semi-Classical</i>							
RCA Victor Show	Sun. 1:00 p.m.	2.3	*	6.6	*	2.5	5.1
Harvest of Stars	Sun. 1:30 p.m.	1.5	1.4	7.9	*	3.6	5.1
Hour of Charm	Sun. 3:30 p.m.	*	6.2	17.1
Summer Electric Hour	Sun. 3:30 p.m.	3.4	8.5
Voice of Firestone	Mon. 7:30 p.m.	2.3	9.8	13.1	*	5.6	8.0
Telephone Hour	Mon. 8:00 p.m.	2.3	10.5	15.8	1.0	7.9	11.3
Contented Program	Mon. 9:00 p.m.	3.8	5.4	7.9	3.8	8.1	11.4
Popular							
Shaeffer Parade	Sun. 2:00 p.m.	5.3	1.8	8.5	*	4.7	5.1
Manhattan Merry-Go- Round	Sun. 8:00 p.m.	6.8	11.9	15.1	5.4	5.6	9.1
American Album of Familiar Music	Sun. 8:30 p.m.	1.5	12.0	15.8	5.4	7.5	10.2
Your Hit Parade	Sat. 8:00 p.m.	9.1	11.8	9.2	5.1	8.3	6.8
Fred Waring	M-F 10:00 a.m.	1.2	3.6	6.8	1.2	4.7	12.0
Folk Music							
Gene Autry	Sun. 6:00 p.m.	2.3	5.8	2.0	5.0	3.4	2.3
Prairie Ramblers; Sage Riders	M-F 7:00 a.m.	11.4	6.5	4.2	9.7	4.4	5.8
WLS Barn Dance	Sat. 7:30 p.m.	18.2	17.9	11.8	9.9	7.8	1.7
WLS National Barn Dance	Sat. 10:00 p.m.	12.1	8.7	4.3	6.9	5.5	2.8
WLS National Barn Dance, continued	Sat. 11:00 p.m.	9.5	5.1	1.3	3.7	2.9	1.1
Dinner Bell Time	M-F 12:30 p.m.	17.4	6.1	8.0	7.3	4.7	5.4

* Less than 1%.

TABLE 4 — CONTINUED

Program	Time	Champaign County (Nov. 3-9, 1946) Education			McLean County (July 27-Aug. 2, 1947) Education		
		Grade School	High School	Colle- ge	Grade School	High School	Colle- ge
Number in sample		66	138	76	129	221	88
Drama							
<i>Good Drama</i>							
Cavalcade of America	Mon. 7:00 p.m.	1.5	7.3	6.5
Plays by Ear	Mon. 7:00 p.m.	*	3.8	1.7
Lux Radio Theater	Mon. 8:00 p.m.	12.1	19.1	12.1
Theatre Guild on the Air	Sun. 9:00 p.m.	4.6	4.0	11.5
Summer Theater	Wed. 9:30 p.m.	1.6	2.9	7.9
Family Theater	Thurs. 9:00 p.m.	*	3.8	5.1
<i>Family Type Drama</i>							
Blondie	Sun. 6:30 p.m.	8.4	13.4	7.9	5.0	6.1	5.1
The Great Gildersleeve	Wed. 7:30 p.m.	7.6	14.5	9.2
Summerfield Bandstand	Wed. 7:30 p.m.	1.9	3.6	7.4
A Date With Judy	Tues. 7:30 p.m.	6.1	12.0	11.8	4.6	5.2	8.5
The Aldrich Family	Thurs. 7:00 p.m.	7.6	12.7	5.9
Col. Humphrey Fleck	Thurs. 7:00 p.m.	2.3	5.2	2.3
Baby Snooks	Fri. 7:00 p.m.	8.3	10.8	3.9	1.9	4.1	2.3
<i>Detective Shows</i>							
Counterspy	Sun. 4:30 p.m.	4.6	4.0	1.3	4.7	4.6	2.8
Crime Doctor	Sun. 7:30 p.m.	4.6	5.8	1.3	3.5	4.0	2.8
Inner Sanctum	Mon. 7:00 p.m.	6.8	7.6	2.6	5.8	4.3	1.7
Mr. District Attorney	Wed. 8:30 p.m.	7.6	1.5	6.6	3.5	4.7	9.1
This Is Your FBI	Fri. 7:30 p.m.	5.3	8.7	2.0	6.6	3.6	2.9
The Lone Ranger	MWF 6:30 p.m.	14.1	11.9	5.2	9.9	5.9	3.0
<i>Comedy and Variety</i>							
Jack Benny Show	Sun. 6:00 p.m.	10.6	25.7	21.1
Jack Parr	Sun. 6:00 p.m.	3.5	3.8	*
McCarthy and Bergen	Sun. 7:00 p.m.	13.6	26.5	39.5
Alec Templeton	Sun. 7:00 p.m.	2.7	3.4	6.3
Fred Allen	Sun. 7:30 p.m.	37.3	21.7	30.3
Victor Borge	Mon. 8:30 p.m.	3.0	9.1	13.8
My Friend Irma	Mon. 7:30 p.m.	2.3	3.2	5.1
Bing Crosby	Wed. 9:00 p.m.	12.9	13.7	11.8
<i>Housewife Variety</i>							
Breakfast Club	M-F 8:00 a.m.	14.7	16.6	6.4	19.2	14.9	10.6
Breakfast in Hollywood	M-F 10:00 a.m.	17.6	19.8	9.2	8.0	11.8	5.7
<i>Family Serial</i>							
One Man's Family	Sun. 2:30 p.m.	6.1	6.9	10.5	4.7	7.7	10.2
Lum and Abner	M-F 7:00 p.m.	19.6	13.8	7.4	7.6	4.0	4.0
<i>Soap Operas</i>							
Road of Life	M-F 9:30 a.m.	3.6	2.0	1.8	4.5	3.2	5.9
Our Gal Sunday	M-F 11:45 a.m.	4.9	3.9	1.5	9.4	5.3	2.7
Guiding Light	M-F 12:45 p.m.	6.7	5.5	3.4	6.6	5.2	4.7
Today's Children	M-F 1:00 p.m.	6.1	4.8	3.4	3.7	5.0	5.4
Life Can Be Beautiful	M-F 2:00 p.m.	4.3	8.0	3.9	7.0	4.4	4.0
Lorenzo Jones	M-F 3:30 p.m.	13.3	6.2	3.4	10.2	8.1	5.4
Portia Faces Life	M-F 4:15 p.m.	10.3	4.2	3.2	9.6	11.6	4.8

* Less than 1%.

the Champaign and McLean data represent listening at two different seasons. It is reasonable to assume that some differences in listening are due to season and others due to the size and character of the community. With these factors in mind, material presented in the tables that follow may properly be examined for evidence concerning the

TABLE 4—CONCLUDED

Program	Time	Champaign County (Nov. 3-9, 1946) Education			McLean County (July 27-Aug. 2, 1947) Education		
		Grade School	High School	Col- lege	Grade School	High School	Col- lege
Number in sample		66	138	76	129	221	88
Audience Participation							
<i>Quiz Shows</i>							
Quiz Kids	Sun. 3:00 p.m.	10.6	5.8	11.8	4.7	7.4	9.6
Take It or Leave It	Sun. 9:00 p.m.	7.6	11.2	7.9	3.2	9.5	14.2
Dr. I. Q.	Mon. 8:30 p.m.	6.8	8.7	3.9	2.3	10.0	8.0
Break the Bank	Fri. 8:00 p.m.	6.1	4.4	1.3	5.8	4.7	3.4
Twenty Questions	Sat. 7:00 p.m.	1.5	*	5.9	4.3	4.1	4.5
<i>Studio Interviews</i>							
Queen for a Day	M-F 1:00 p.m.	*	2.3	*	3.6	6.4	7.1
Bride and Groom	M-F 1:30 p.m.	12.8	7.9	4.0	17.8	17.2	12.3
Ladies Be Seated	M-F 2:00 p.m.	7.1	7.5	2.1	15.5	13.8	11.3
<i>Amateur Shows</i>							
Sachs' Amateur Hour	Sun. 12:30 p.m.	20.8	13.6	5.9	11.4	11.4	3.4
Homemaking							
June Baker	M-F 10:00 a.m.	*	*	1.2	1.4	1.3	2.0
Food Magician	M-F 11:00 a.m.	1.5	1.5	1.6	*	*	*
Betty Crocker	M-F 1:30 p.m.	9.6	5.5	3.4	3.4	4.5	4.8
Mary Lee Taylor	Sat. 9:30 a.m.	1.5	2.5	*	1.2	2.0	*

* Less than 1%.

tendency for education, age, sex, and area of residence to influence listening.

Influence of Education

Respondents were classified into three education groups: grade school, high school, and college. Since attendance rather than graduation was used as the basis for classifying people by education, a person who had attended college but had not been graduated was classified as a college person.

Only women have been included in comparing listening by education groups. This has been done in order that radio programs broadcast at a time when most men would not be available for listening could be included in the analysis.

Data showing the percentage of potential women listeners who listened to each of 88 programs are given in Table 4. The number of women included in the sample for each education group is also given. To illustrate the arrangement of data in this table, Column 1 shows that there were 66 grade school women in Champaign County who kept and returned radio listening diaries. Of that number, 21.2 per cent reported listening to Drew Pearson. Only 12.9 per cent of high school women and 11.8 per cent of college women in Champaign County listened to Drew Pearson.

These figures would seem to indicate that education influenced the amount of listening to Pearson. Such a conclusion cannot be firmly established in the light of results from McLean County. There, Pearson received a rating which differed only nominally among the three education groups, but was significantly lower than in Champaign. The season and time of broadcast may have had some influence. During the summer the program was broadcast at 5:00 p.m. whereas in the fall the time was 6:00 o'clock. Major significance, however, should be attached to the fact that on July 27, 1947, Drew Pearson was on vacation and his brother, Leon, substituted for him.

It seems quite clear that education did influence the amount of listening to round-table discussion programs such as "Town Meeting" and "World Front." There were relatively from two to three times as many college women as grade school women who listened to those programs. Listening by high school women ranged somewhere between those of the other two groups.

In the case of religious programs some differences occurred among the three groups, but the factors of area of residence and age also influenced such listening. That section of Table 4 should be compared with the same sections in Tables 5 and 6.

Musical Programs

Some very clear differentiations in the listening of the three education groups are evident from Table 4. Musical programs were divided into four classes: (1) classical, (2) semi-classical, (3) popular, and (4) folk music. The latter consisted largely of Western and hill-billy music.

From four to six programs representative of each type of music were selected for analysis. The average ratings of programs in each musical type are shown in Table 4A. A count of the number of

TABLE 4A. COMPARISON OF LISTENING TO FOUR TYPES OF MUSIC BY GRADE SCHOOL, HIGH SCHOOL, AND COLLEGE WOMEN

Listening Groups	Average Ratings of Selected Musical Program Types			
	Classical	Semi-Classical	Popular	Folk
<i>Champaign County</i>				
Grade school.....	1.5%	2.2%	4.8%	11.8%
High school.....	1.8	5.8	8.2	9.3
College.....	6.5	11.4	11.1	3.9
<i>McLean County</i>				
Grade school.....	1.7	1.1	3.5	7.1
High school.....	2.7	5.2	6.2	4.8
College.....	5.4	8.2	8.6	3.2

listeners would only establish the relative importance of each program type in attracting listeners; it would not show the high degree of selection of kind of audience. Education seems to be a vital factor in determining the type of music program tuned to.

Although the largest proportion of college women was attracted to semi-classical and popular music, the rating of classical music programs among college women was also very good in both counties. The first three types of musical programs apparently serve well to attract an audience of college women.

The selective force of folk music was the reverse of that shown for the other three types. The educational composition of the audience for folk music was almost an exact reversal of that for popular music. Grade school women provided the most important segment of the audience for folk music, with high school women a fairly close second. College women were included in the audience, but were not nearly so significant as either of the other two groups.

Total listening for all types of music was lower in McLean than in Champaign County. This may have resulted from the difference in season. However, it is significant that the educational patterns were almost identical in the two counties. This should lend weight to the conclusion that education is an important factor in determining the kind of musical program to which listening time will be devoted.

Drama

In analyzing dramatic programs and differences in listening by education groups, programs were classified under the following headings: (1) good drama, (2) family type, (3) detective, (4) comedy and variety, (5) housewife variety, (6) family serial, and (7) soap operas. From two to eight specific programs were included in each classification. Details are shown in Table 4.

There was some evidence that the greater the amount of formal education the greater the prospect of tuning to good drama. There were some exceptions to this in the case of individual programs. The "Lux Radio Theatre" program had as great a percentage of grade school as of college listeners. Its major appeal seemed to be to women with high school training. "Cavalcade of America" and "Plays by Ear" followed the same pattern. The other three programs listed under "Good Drama" were relatively much stronger among college than among either high school or grade school women.

Detective stories were selected by grade school women to a greater degree than by either high school or college women. This pattern was consistent in both Champaign and McLean counties.

Comedy and Variety

An analysis of comedy and variety shows disclosed very interesting information. The combined ratings of the five programs analyzed for Champaign County and the three for McLean County showed lowest listening among grade school people and highest for college people. Listening to the combined programs by college women was from 43 per cent to 50 per cent higher than listening by grade school women.

It is not safe, however, to make comparisons on the basis of listening to all comedy and variety programs, since individual programs varied materially in their attraction for specific education groups. Thus, in Champaign County greatest differences occurred in listening to McCarthy and Bergen and Victor Borge. Three or four times as large a proportion of college women as of grade school women reported listening to these programs. Fred Allen was more popular among grade school women. Bing Crosby had about the same rating among all education groups.

None of the standard comedy and variety programs was broadcast during the summer. Hence, comparisons of the two counties cannot be made on the basis of identical shows. The very low ratings of the three summer replacements analyzed for McLean County were perhaps the result of a combination of factors, including season, newness, and difference in character of programs.

Two variety shows designed specifically for women were analyzed. These were "Breakfast Club" and "Breakfast in Hollywood." College listening was relatively low for these programs. High ratings were secured among both high school and grade school women.

Family Serial and Soap Opera

Only two programs were included under family serials. These were distinctly different in both theme and appeal. "One Man's Family" had considerably greater listening among college women than among either of the other two groups. The reverse was true for "Lum and Abner."

Much has been written about soap operas and the kind of people who listen to them. In this study seven representative programs were analyzed. The average percentage ratings for the seven programs among Champaign County women were: grade school 7.0, high school 4.9, and college 2.9. Comparable percentages for McLean County were: grade school 7.3, high school 6.1, and college 4.7. Thus, in Champaign County, grade school listening to soap operas was 141 per cent greater

than college listening. In McLean County, 55 per cent more of the grade school than of the college women listened to these programs.

Total listening to soap operas was greater in McLean County in the summer than in Champaign County in the fall. This may have been due to community differences. However, it may be that the absence of some of the regular season drama programs during the summer months had directed additional listeners to the soap operas.

Other Programs

Listening to audience participation and homemaking programs seemed not to be influenced materially by education. The one definite exception was "Sachs' Amateur Hour." The appeal of that program was in inverse ratio to the amount of formal education. "Bride and Groom" had somewhat the same pattern but not so pronounced, particularly in McLean County during the summer. Again, this may have been used as a substitute for winter programs not broadcast during the summer.

Influence of Area of Residence

In analyzing the possible influence which the size and type of the community in which people live might have on listening, programs specifically designed for farmers were not included. Programs that were used were the same as those selected for studying the possible influence of education on listening. In Table 5 the rating of each of those programs is given for Champaign and McLean counties and for the three kinds of communities — urban, village, and farm.

A study of Table 5 will disclose some interesting differences and many similarities in listening patterns. For the types of programs analyzed it seems that area of residence is not so influential as education in determining size of audience. On the other hand, there is distinct evidence that area of residence is a significant factor in listening to some types of programs.

The "Town Meeting of the Air" program provides an interesting study. Farm and village people, both in Champaign and in McLean counties, were more interested in that program than were city dwellers. No particular pattern was evident for news commentators or gossip-type programs. In the case of religious programs there was a tendency for greater listening by farm women. That was particularly true of programs devoted to religious music.

Other musical programs presented a different picture. Only folk music received substantially greater listening among farm than among urban and village women. Listening to the "Harvest of Stars" pro-

TABLE 5. PERCENTAGES OF WOMEN LISTENING TO SELECTED PROGRAMS BY AREA OF RESIDENCE

Program	Time	Champaign County (Nov. 3-9, 1946)			McLean County (July 27-Aug. 2, 1947)		
		Area of Residence			Area of Residence		
		Urban	Village	Farm	Urban	Village	Farm
Number in sample		150	74	75	174	123	141
News							
<i>Single Commentators</i>							
Drew Pearson	Sun. 5:00 p.m.	12.0%	10.8%	20.0%	8.1%	9.7%	4.2%
Paul Harvey	Sun. 10:00 p.m.	5.3	6.8	5.3	5.7	8.1	2.8
Gabriel Heatter	Sun. 9:00 p.m.	2.0		4.0	3.7	6.5	2.5
Gabriel Heatter	Wed. 8:00 p.m.	7.3	12.0	10.7	4.6	10.6	5.8
<i>Round Table Discussions</i>							
Northwestern Reviewing							
Stand	Sun. 10:30 a.m.	1.3	*	1.3	2.3	4.5	1.4
World Front	Sun. 11:00 a.m.	*	1.3	1.3	3.7	2.9	2.1
Town Meeting of the Air	Thurs. 7:30 p.m.	5.3	10.6	10.3	4.2	8.1	5.4
<i>Gossip Columnists</i>							
Louella Parsons	Sun. 8:15 p.m.	16.7	4.0	9.3	4.0	4.9	4.9
Jimmy Fidler	Sun. 8:30 p.m.	12.0	4.0	5.3	6.3	4.9	4.2
Walter Winchell	Sun. 8:00 p.m.	27.3	21.6	28.0
Religion							
Little Brown Church	Sun. 9:15 a.m.	8.5	7.7	12.0	8.2	11.4	17.9
Local Church Service	Sun. 11:00 a.m.	9.3	5.4	*	5.5	3.1	6.2
Hymns of All Churches	M-F 9:30 a.m.	5.3	10.8	14.7	12.0	8.2	15.6
Salt Lake City Choir	Sun. 8:15 a.m.	4.0	3.3	*	1.4	1.2	3.9
Music							
<i>Classical</i>							
New York Philharmonic	Sun. 2:00 p.m.	7.1	6.9	*
CBS Symphony	Sun. 2:00 p.m.	2.9	1.2
NBC Symphony	Sun. 4:00 p.m.	3.4	*	2.0	2.2	2.4	*
Chicago Theater of the Air	Sat. 9:00 p.m.	4.1	3.7	*	3.0	2.9	1.8
"400" Hour	M-Sat. 7:00 a.m.	2.5	1.7	2.6	2.9	*	2.3
First Piano Quartet	Mon. 9:30 p.m.	10.4	7.3	3.2
<i>Semi-Classical</i>							
RCA Victor Show	Sun. 1:00 p.m.	4.7	*	*	3.7	2.4	*
Harvest of Stars	Sun. 1:30 p.m.	5.6	*	*	4.9	*	2.1
Hour of Charm	Sun. 3:30 p.m.	11.0	6.7	4.0
Summer Electric Hour	Sun. 3:30 p.m.	4.9	2.9	2.8
Voice of Firestone	Mon. 7:30 p.m.	10.0	5.4	10.7	7.5	8.6	2.8
Telephone Hour	Mon. 8:00 p.m.	11.9	5.4	9.3	10.9	3.3	4.7
Contented Program	Mon. 9:00 p.m.	8.9	6.1	...	11.8	6.1	3.5
<i>Popular</i>							
Shaeffer Parade	Sun. 2:00 p.m.	5.0	4.1	2.7	4.9	4.1	1.8
Manhattan Merry-Go-Round	Sun. 8:00 p.m.	11.0	15.6	7.4	8.9	6.5	2.5
American Album of Familiar Music	Sun. 8:30 p.m.	12.3	12.9	3.3	10.6	8.1	3.2
Your Hit Parade	Sat. 8:00 p.m.	14.6	6.2	5.3	7.5	8.5	5.4
Fred Waring	M-F 10:00 a.m.	5.3	2.7	*	5.7	4.9	1.4
<i>Folk Music</i>							
Gene Autry	Sun. 6:00 p.m.	4.7	2.7	4.0	4.6	1.2	4.7
Prairie Ramblers; Sage Riders	M-F 7:00 a.m.	3.4	5.3	15.3	3.7	2.0	13.1
WLS Barn Dance	Sat. 7:30 p.m.	13.6	15.3	25.0	6.0	3.5	11.9
WLS National Barn Dance	Sat. 10:00 p.m.	6.5	5.1	10.7	4.3	5.9	6.4
WLS National Barn Dance, continued	Sat. 11:00 p.m.	4.0	3.6	7.3	1.3	2.9	4.7
Dinner Bell Time	M-F 12:30 p.m.	5.7	6.1	15.4	2.0	2.7	7.1

* Less than 1%.

TABLE 5 — CONTINUED

Program	Time	Champaign County (Nov. 3-9, 1946)			McLean County (July 27-Aug. 2, 1947)		
		Area of Residence			Area of Residence		
		Urban	Village	Farm	Urban	Village	Farm
Number in sample		150	74	75	174	123	141
Drama							
<i>Good Drama</i>							
Cavalcade of America . . .	Mon. 7:00 p.m.	5.3	4.0	9.3	..	2.9	..
Plays by Ear	Mon. 7:00 p.m.	2.9	2.9	1.4
Lux Radio Theater	Mon. 8:00 p.m.	17.7	16.5	10.6
Theatre Guild on the Air	Sun. 9:00 p.m.	8.5	7.1	1.3
Summer Theater	Wed. 9:30 p.m.	2.6	4.9	1.4
Family Theater	Thurs. 9:00 p.m.	1.7	2.5	3.5
<i>Family Type Drama</i>							
Blondie	Sun. 6:30 p.m.	13.0	8.8	6.7	5.2	6.9	5.0
The Great Gildersleeve . .	Wed. 7:30 p.m.	12.9	8.0	12.0
Summerfield Bandstand . .	Wed. 7:30 p.m.	2.3	6.1	3.9
A Date With Judy	Thurs. 7:30 p.m.	11.3	10.9	10.0	4.3	7.3	5.4
The Aldrich Family	Thurs. 7:00 p.m.	14.4	16.4	10.7
Col. Humphrey Fleck	Thurs. 7:00 p.m.	5.5	2.4	2.8
Baby Snooks	Fri. 7:00 p.m.	10.1	8.9	4.7	2.3	5.3	2.8
<i>Detective Shows</i>							
Counterspy	Sun. 4:30 p.m.	4.7	4.1	2.0	7.1	2.0	4.7
Crime Doctor	Sun. 7:30 p.m.	3.3	6.7	4.0	5.2	3.7	1.8
Inner Sanctum	Mon. 7:00 p.m.	9.2	2.8	1.3	6.9	*	3.9
Mr. District Attorney	Wed. 8:30 p.m.	11.6	12.0	8.7	5.7	4.5	5.4
This Is Your FBI	Fri. 7:30 p.m.	6.3	*	11.4	4.0	4.1	8.2
The Lone Ranger	MWF 6:30 p.m.	8.3	6.8	15.3	4.9	2.5	8.9
<i>Comedy and Variety</i>							
Jack Benny Show	Sun. 6:00 p.m.	29.0	16.2	13.4
Jack Parr	Sun. 6:00 p.m.	5.5	1.6	1.4
McCarthy and Bergen	Sun. 7:00 p.m.	34.7	25.0	14.0
Alec Templeton	Sun. 7:00 p.m.	7.2	2.0	1.1
Fred Allen	Sun. 7:30 p.m.	34.7	19.0	8.0
Victor Borge	Mon. 8:30 p.m.	11.9	2.7	8.0
My Friend Irma	Mon. 7:30 p.m.	3.4	1.6	4.7
Bing Crosby	Wed. 9:00 p.m.	11.3	20.7	9.3
<i>Housewife Variety</i>							
Breakfast Club	M-F 8:00 a.m.	7.4	19.3	14.0	14.9	8.4	18.8
Breakfast in Hollywood . .	M-F 10:00 a.m.	10.6	23.0	19.4	18.7	15.9	15.9
<i>Family Serial</i>							
One Man's Family	Sun. 2:30 p.m.	9.7	3.4	10.0	10.4	4.5	5.7
Lum and Abner	M-F 7:00 p.m.	6.0	19.7	30.7	5.2	11.4	7.1
<i>Soap Operas</i>							
Road of Life	M-F 9:30 a.m.	3.3	4.1	2.7	5.7	2.4	4.2
Our Gal Sunday	M-F 11:45 a.m.	6.0	8.1	9.3	5.7	2.4	7.1
Guiding Light	M-F 12:45 p.m.	6.0	4.1	4.0	6.3	3.3	5.8
Today's Children	M-F 1:00 p.m.	6.0	4.1	2.7	6.8	5.7	2.1
Life Can Be Beautiful	M-F 2:00 p.m.	4.6	4.1	9.3	5.7	4.9	5.8
Lorenzo Jones	M-F 3:30 p.m.	2.6	6.8	13.3	8.6	4.9	9.2
Portia Faces Life	M-F 4:15 p.m.	3.3	4.1	12.0	8.6	5.7	12.1

* Less than 1%.

gram, which broadcasts semi-classical music, is particularly interesting in view of the type of sponsor. The International Harvester Company is concerned primarily with serving a farm market. If results from this two-county study are at all typical of the entire country, the sponsor of "Harvest of Stars" is failing to reach its logical product

TABLE 5 — CONCLUDED

Program	Time	Champaign County (Nov. 3-9, 1946)			McLean County (July 27-Aug. 2, 1947)		
		Area of Residence			Area of Residence		
		Urban	Village	Farm	Urban	Village	Farm
Number in sample.....		150	74	75	174	123	141
Audience Participation							
<i>Quiz Shows</i>							
Quiz Kids.....	Sun. 3:00 p.m.	11.4	5.4	8.0	9.2	6.9	4.7
Take It or Leave It.....	Sun. 9:00 p.m.	12.6	8.1	7.4	10.3	10.2	5.3
Dr. I. Q.....	Mon. 8:30 p.m.	8.0	7.5	5.3	9.5	5.3	6.4
Break the Bank.....	Fri. 8:00 p.m.	3.3	1.3	7.3	7.2	8.1	4.9
Twenty Questions.....	Sat. 7:00 p.m.	4.3	1.9	*	4.6	4.9	3.2
<i>Studio Interviews</i>							
Queen for a Day.....	M-F 1:00 p.m.	1.3	1.3	2.7	4.9	4.5	7.1
Bride and Groom.....	M-F 1:30 p.m.	4.0	6.8	13.3	13.8	9.8	21.7
Ladies Be Seated.....	M-F 2:00 p.m.	3.3	6.8	7.4	13.2	8.6	20.6
<i>Amateur Shows</i>							
Sachs' Amateur Hour....	Sun. 12:30 p.m.	11.7	5.6	23.0	10.4	6.3	11.7
Homemaking							
June Baker.....	M-F 10:00 a.m.	*	2.7	*	1.1	1.6	2.1
Food Magician.....	M-F 11:00 a.m.	1.3	2.7	2.7	1.1	1.6	*
Betty Crocker.....	M-F 1:30 p.m.	6.6	4.1	2.7	5.7	4.9	2.1
Mary Lee Taylor.....	Sat. 9:30 a.m.	*	1.9	*	2.3	1.2	*

* Less than 1%.

market. A mere count of the numbers without regard to type of listeners will not give a sponsor the kind of qualitative information that would be most helpful in evaluating policy. It may be that the International Harvester Company has planned its "Harvest of Stars" program to attract an urban audience for reasons of general public relations. But, in any event, it would be most helpful to know the quality as well as the quantity of the audience for that program.

Good drama, as presented by "Cavalcade of America," "Lux Radio Theatre," and "Family Theatre," had relatively good ratings among farm people. Some of the detective shows had relatively low farm listening, but "This Is Your FBI" and "The Lone Ranger" had much higher farm than urban ratings. Comedy and variety shows had relatively about one-half as much listening among farm as among urban people.

Soap operas have come in for much discussion by radio analysts, some of whom have inferred that farm women do more listening to such programs than do other people. There is some evidence in this study to support that inference, but it is not convincing. Some soap opera programs have considerably heavier listening among urban than farm women. For others, the reverse is true. Education seems to be

more important than area of residence in the selection of soap operas of the variety now aired. The serialized drama also appears satisfying to all groups, but program content seems more important than style of presentation in attracting listeners from a specific education, community, or age group.

Influence of Age

Ratings of the 88 programs analyzed in this study are given in Table 6 for women classified into four age groups. An inspection of the data in the table will show only a few instances in which listening correlates either directly or inversely with age. If there is such correlation it is most likely to be found in connection with individual programs rather than with program types.

There were three news programs — "Drew Pearson," "Walter Winchell," and "Town Meeting of the Air" — for which listening was significantly higher among older women than among younger people. Each of those programs is rather intimate in character and tends to give the listener a feeling either of participation or of getting some inside information. The same high correlation was evident for most quiz shows.

Younger women tended to listen to popular music more than did older women. This was particularly true of "Your Hit Parade" and "Manhattan Merry-Go-Round." There was slightly greater listening by older than by younger women to classical and semi-classical music, but such differences were not significant.

The two housewife variety shows — "Breakfast Club" and "Breakfast in Hollywood" — had greater listening among middle-aged than among other age groups. Interest in family-type drama and the three detective shows, "Mr. District Attorney," "This Is Your FBI," and "The Lone Ranger," was greatest among middle-aged women. This latter tendency was probably due to the presence of youngsters in the home rather than to the age of the mothers.

Influence of Sex

Some indication of respects in which listening to specific programs differs for women and men is disclosed in Table 7. For the most part Sunday programs were selected for comparison since men would not be at work on that day and, in general, would have the same opportunity as women to listen. Also, comparisons have been made only for urban women and men.

TABLE 6. PERCENTAGES OF WOMEN LISTENING TO SELECTED PROGRAMS, BY AGE GROUPS

Program	Time	Champaign County (Nov. 3-9, 1946)				McLean County (July 27-Aug. 2, 1947)			
		Age				Age			
		18-24 years	25-39 years	40-59 years	60 years and over	18-24 years	25-39 years	40-59 years	60 years and over
Number in sample.....		44	97	108	43	63	133	166	75
News									
<i>Single Commentator</i>									
Drew Pearson.....	Sun. 5:00 p.m.	2.3%	9.3%	19.5%	20.9%	1.6%	5.3%	8.4%	12.0%
Paul Harvey.....	Sun. 10:00 p.m.	4.5	5.2	8.3	2.3	1.6	3.8	7.9	5.3
Gabriel Heatter.....	Sun. 9:00 p.m.	*	2.1	2.8	7.0	*	3.0	5.4	9.3
Gabriel Heatter.....	Wed. 8:00 p.m.	*	0.3	11.1	4.7	3.2	*	5.4	4.0
<i>Round Table Discussions</i>									
Northwestern Reviewing Stand.....	Sun. 10:30 a.m.	*	2.1	*	*	3.2	1.6	1.2	7.3
World Front.....	Sun. 11:00 a.m.	*	3.1	*	*	*	2.3	1.5	9.3
Town Meeting of the Air.....	Thurs. 7:30 p.m.	1.7	5.7	7.0	11.6	1.6	2.7	4.8	20.0
<i>Gossip Columnists</i>									
Louella Parsons.....	Sun. 8:15 p.m.	6.8	7.2	16.7	16.3	1.6	2.3	5.4	9.3
Jimmy Fidler.....	Sun. 8:30 p.m.	2.3	7.2	11.1	9.3	3.2	4.5	6.6	6.6
Walter Winchell.....	Sun. 8:00 p.m.	11.4	17.5	35.2	34.9
Religion									
Little Brown Church.....	Sun. 9:15 a.m.	4.5	5.9	10.8	18.6	*	15.0	13.3	15.6
Local Church Service.....	Sun. 11:00 a.m.	2.3	3.1	8.3	12.2	4.0	7.8	3.5	4.7
Hymns of All Churches.....	M-F 9:30 a.m.	*	15.5	5.6	9.3	3.2	12.8	16.3	6.7
Salt Lake City Choir.....	Sun. 8:15 a.m.	*	2.1	2.8	5.8	*	2.3	2.7	2.7
Music									
<i>Classical</i>									
New York Philharmonic.....	Sun. 2:00 p.m.	5.3	5.1	12.5	5.8
CBS Symphony.....	Sun. 2:00 p.m.	2.4	1.3	1.8	1.1
NBC Symphony.....	Sun. 4:00 p.m.	4.5	1.0	2.1	4.1	*	1.0	1.0	4.7
Chicago Theater of the Air.....	Sat. 9:00 p.m.	2.3	3.4	3.9	1.7	1.6	1.2	*	4.0
"400" Hour.....	M-Sat. 7:00 a.m.	1.7	1.8	3.0	2.3	2.0	2.7	2.3	*
First Piano Quartet.....	Mon. 9:30 p.m.	*	6.0	6.9	14.0

* Less than 1%.

TABLE 6—CONTINUED

Program	Time	Champaign County (Nov. 3-9, 1946)				McLean County (July 27-Aug. 2, 1947)			
		Age				Age			
		18-24 years	25-39 years	40-59 years	60 years and over	18-24 years	25-39 years	40-59 years	60 years and over
Number in sample.....		44	97	108	43	63	133	166	75
Music—continued									
<i>Semi-Classical</i>									
RCA Victor Show.....	Sun. 1:00 p.m.	6.8	1.0	2.3	2.3	4.8	1.5	2.1	2.7
Harvest of Stars.....	Sun. 1:30 p.m.	6.8	1.0	3.9	2.3	3.2	3.1	2.7	1.3
Hour of Charm.....	Sun. 3:30 p.m.	20.5	5.2	7.4	3.5
Summer Electric Hour.....	Sun. 3:30 p.m.	6.3	4.9	3.0	2.0
Voice of Firestone.....	Mon. 7:30 p.m.	6.8	11.3	7.4	14.0	6.3	3.8	7.8	9.3
Telephone Hour.....	Mon. 8:00 p.m.	11.4	9.8	7.4	16.3	7.9	4.2	8.1	8.7
Contented Program.....	Mon. 9:00 p.m.	6.8	7.7	4.1	9.3	4.8	8.7	7.5	8.0
<i>Popular</i>									
Shaeffer Parade.....	Sun. 2:00 p.m.	4.5	3.1	5.6	5.8	4.8	5.7	2.4	1.3
Manhattan Merry-Go-Round.....	Sun. 8:00 p.m.	18.2	13.9	9.2	11.6	11.1	6.8	4.5	5.4
American Album of Familiar Music.....	Sun. 8:30 p.m.	12.5	11.9	9.7	10.5	12.7	4.9	6.6	10.0
Your Hit Parade.....	Sat. 8:00 p.m.	11.4	8.9	9.6	2.3	17.5	7.2	4.2	6.7
Fred Waring.....	M-F 10:00 a.m.	6.8	5.2	*	*	1.6	6.4	2.1	5.3
<i>Folk Music</i>									
Gene Autry.....	Sun. 6:00 p.m.	9.1	6.2	1.8	10.5	2.4	8.8	*	2.7
Prairie Ramblers; Sage Riders.....	M-F 7:00 a.m.	4.5	8.2	4.6	2.3	*	9.0	7.8	*
WLS Barn Dance.....	Sat. 7:30 p.m.	15.0	18.8	16.7	14.0	3.2	13.9	6.3	2.4
WLS National Barn Dance.....	Sat. 10:00 p.m.	9.1	8.5	8.1	2.3	2.4	9.8	5.1	1.7
WLS National Barn Dance, continued.....	Sat. 11:00 p.m.	3.4	5.4	4.9	2.3	*	8.1	1.5	*
Dinner Bell Time.....	M-F 12:30 p.m.	1.1	6.2	12.0	9.3	3.2	4.2	4.5	4.0
Drama									
<i>Good Drama</i>									
Cavalcade of America.....	Mon. 7:00 p.m.	4.5	10.3	4.6	7.0
Plays by Ear.....	Mon. 7:00 p.m.	4.8	*	2.7	4.0
Lux Radio Theater.....	Mon. 8:00 p.m.	14.8	14.7	16.2	4.7
Theatre Guild on the Air.....	Sun. 9:00 p.m.	8.5	6.2	5.8	4.7
Summer Theater.....	Wed. 9:30 p.m.	4.2	1.2	4.0
Family Theater.....	Thurs. 9:00 p.m.	1.6	1.5	3.3	4.0

* Less than 1%.

TABLE 6—CONTINUED

Program	Time	Champaign County (Nov. 3-9, 1946)				McLean County (July 27-Aug. 2, 1947)			
		Age				Age			
		18-24 years	25-39 years	40-59 years	60 years and over	18-24 years	25-39 years	40-59 years	60 years and over
Number in sample.....		44	97	108	43	63	133	166	75
Drama—continued									
<i>Family Type Drama</i>									
Blondie.....	Sun. 6:30 p.m.	15.9	13.9	7.8	8.1	4.0	10.2	3.3	4.0
The Great Gildersleeve.....	Wed. 7:30 p.m.	15.9	9.8	8.3	18.6
Summerfield Bandstand.....	Wed. 7:30 p.m.	1.6	5.7	1.5	8.0
A Date With Judy.....	Thurs. 7:30 p.m.	10.3	15.5	7.4	7.0	3.2	6.8	4.8	7.4
The Aldrich Family.....	Thurs. 7:00 p.m.	10.3	21.6	9.3	14.0
Col. Humphrey Fleck.....	Thurs. 7:00 p.m.	5.6	7.2	2.7
Baby Snooks.....	Fri. 7:00 p.m.	3.4	12.4	9.8	4.7	3.2	3.8	2.1	2.7
<i>Detective Shows</i>									
Counterspy.....	Sun. 4:30 p.m.	6.8	1.0	5.1	3.5	3.2	7.6	4.2	4.0
Crime Doctor.....	Sun. 7:30 p.m.	9.1	6.2	2.8	1.2	*	8.3	3.0	*
Inner Sanctum.....	Mon. 7:00 p.m.	6.8	5.2	5.5	2.3	3.2	3.0	1.2	*
Mr. District Attorney.....	Wed. 8:30 p.m.	6.8	21.1	6.5	2.3	1.6	9.8	3.9	3.4
This Is Your FBI.....	Fri. 7:30 p.m.	4.5	8.2	5.1	4.7	3.2	4.2	6.0	2.7
The Lone Ranger.....	MWF 6:30 p.m.	4.5	18.5	5.6	8.1	3.2	7.2	7.8	*
<i>Comedy and Variety</i>									
Jack Benny Show.....	Sun. 6:00 p.m.	15.9	24.7	15.3	33.7
Jack Parr.....	Sun. 6:00 p.m.	4.0	2.3	4.2	*
McCarthy and Bergen.....	Sun. 7:00 p.m.	22.7	28.3	27.3	27.9
Alec Templeton.....	Sun. 7:00 p.m.	6.3	2.6	4.5	2.7
Fred Allen.....	Sun. 7:30 p.m.	18.2	25.8	21.7	22.1
Victor Borge.....	Mon. 8:30 p.m.	4.5	10.3	6.5	16.3
My Friend Irma.....	Mon. 7:30 p.m.	6.3	1.5	*	*
Bing Crosby.....	Wed. 9:00 p.m.	13.6	17.0	11.5	5.9	*	2.3	*	*
<i>Housewife Variety</i>									
Breakfast Club.....	M-F 8:00 a.m.	1.2	22.4	10.4	4.7	4.8	20.7	15.0	7.7
Breakfast in Hollywood.....	M-F 10:00 a.m.	6.8	22.7	11.6	10.4	7.9	19.2	18.7	14.0
<i>Family Serial</i>									
One Man's Family.....	Sun. 2:30 p.m.	6.8	6.2	6.5	22.1	3.2	6.1	6.3	3.4
Lum and Abner.....	M-F 7:00 p.m.	6.8	14.4	13.9	16.3	*	9.0	7.2	10.7

* Less than 1%.

NAB LIBRARY

QUALITATIVE ANALYSIS OF RADIO LISTENING

TABLE 6—CONCLUDED

Program	Time	Champaign County (Nov. 3-9, 1946)				McLean County (July 27-Aug. 2, 1947)			
		Age				Age			
		18-24 years	25-39 years	40-59 years	60 years and over	18-24 years	25-39 years	40-59 years	60 years and over
Number in sample.....		44	97	108	43	63	133	166	75
Drama—continued									
<i>Soap Operas</i>									
Road of Life.....	M-F 9:30 a.m.	•	2.1	•	2.3	1.6	3.8	3.0	5.3
Our Gal Sunday.....	M-F 11:45 a.m.	4.5	3.1	2.8	2.3	9.5	9.8	1.8	1.3
Guiding Light.....	M-F 12:45 p.m.	2.3	2.1	•	2.3	6.3	6.8	2.4	1.3
Today's Children.....	M-F 1:00 p.m.	4.5	5.2	2.8	11.6	3.2	5.3	3.6	8.0
Life Can Be Beautiful.....	M-F 2:00 p.m.	6.8	6.2	1.9	11.6	3.2	8.3	4.2	4.0
Lorenzo Jones.....	M-F 3:30 p.m.	4.5	3.1	7.4	11.6	7.9	8.3	5.4	9.3
Portia Faces Life.....	M-F 4:15 p.m.	2.3	5.2	3.7	14.0	7.9	11.3	4.8	9.3
Audience Participation									
<i>Quiz Shows</i>									
Quiz Kids.....	Sun. 3:00 p.m.	4.6	2.6	11.1	22.1	3.2	3.8	6.6	17.3
Take It or Leave It.....	Sun. 9:00 p.m.	11.4	7.2	10.1	7.0	4.0	7.9	8.9	12.7
Dr. I. Q.....	Mon. 8:30 p.m.	4.5	8.8	7.4	16.3	9.5	6.0	7.2	10.0
Break the Bank.....	Fri. 8:00 p.m.	•	7.2	•	4.7	3.2	7.5	5.4	12.0
Twenty Questions.....	Sat. 7:00 p.m.	2.3	•	3.7	4.7	•	3.0	4.2	6.7
<i>Studio Interviews</i>									
Queen for a Day.....	M-F 1:00 p.m.	•	1.0	1.9	2.3	3.2	6.0	1.2	8.7
Bride and Groom.....	M-F 1:30 p.m.	•	9.3	8.3	2.3	16.7	23.0	13.6	8.7
Ladies Be Seated.....	M-F 2:00 p.m.	•	9.3	2.3	2.3	15.9	18.4	13.0	5.3
<i>Amateur Shows</i>									
Sachs' Amateur Hour.....	Sun. 12:30 p.m.	12.5	11.6	13.2	7.1	6.4	15.8	9.8	4.7
Homemaking									
June Baker.....	M-F 10:00 a.m.	2.3	1.0	•	•	1.6	•	•	5.3
Food Magician.....	M-F 11:00 a.m.	•	3.1	1.9	2.3	•	1.5	•	•
Betty Crocker.....	M-F 1:30 p.m.	6.8	4.1	2.8	14.0	6.3	5.3	3.0	5.3
Mary Lee Taylor.....	Sat. 9:30 a.m.	•	2.6	1.4	•	1.6	1.9	•	1.3

* Less than 1%.

In both Champaign and McLean counties, the total amount of listening by men was less than that by women. However, with few exceptions the patterns of listening were similar. All data from both counties were analyzed for men in the same detail as for women. Results showed that selection of specific programs was influenced by education, place of residence, and age in about the same manner for men as for women. It is therefore unnecessary to present male listening data for each of the factors used in analyzing female listening.

In terms of types of programs that seemed to have as great or greater appeal for men than for women, only two stood out. Those were single news commentators, e.g., "Paul Harvey," and sports programs, notably baseball and professional football. "Crime Doctor" had significantly greater listening among men than women in Champaign-Urbana. Details are shown in Table 7.

The percentage of men who listened to baseball was almost twice as great as that for women. In the case of professional football the ratio of men to women listening was 3.8 to 1. Broadcasts of college football games provided a different picture, with male listening only slightly greater than female listening. The total amount of listening to college football broadcasts was substantially greater for both men and women than that of listening to either professional football or baseball.

It is interesting to note that the proportion of grade school and high school men and women listening to college football broadcasts was about the same. However, college men showed a much greater interest in such broadcasts than did college women. Only in the case of college men did the type of sports program seem to make a significant difference in listening. The old college ties appeared to pull them to college football. Perhaps that factor also reduced the appeal of professional sports.

Greatest listening to baseball broadcasts was by high school people — both men and women. Though total listening to baseball was much higher among men than women, the amount of listening by women was substantial. Figures presented here are for a Sunday, a day when men and women had equal opportunity to listen. Broadcasts of daytime baseball games during the week showed about as many women as men listening, but the influencing factor there was largely time of broadcast rather than sex.

Although sex had a distinct influence in determining the amount of listening to different sports broadcasts, education was also a highly

TABLE 7. PERCENTAGES OF LISTENING BY WOMEN AND MEN TO SELECTED SUNDAY PROGRAMS

Program	Time	Urban Listeners			
		Champaign County (Nov. 3, 1946)		McLean County (July 27, 1947)	
		Women	Men	Women	Men
Number in sample.....		150	112	174	125
News					
<i>Single Commentators</i>					
Drew Pearson.....	5:00 p.m.	12.0%	10.7%	8.1%	10.4%
Paul Harvey.....	10:00 p.m.	5.3	7.1	5.7	8.0
Gabriel Heatter.....	9:00 p.m.	2.0	2.7	3.7	3.2
<i>Round Table Discussions</i>					
Northwestern Reviewing Stand	10:30 a.m.	1.3	*	2.3	1.6
World Front.....	11:00 a.m.	*	*	3.7	1.6
<i>Gossip Columnists</i>					
Louella Parsons.....	8:15 p.m.	16.7	14.3	4.0	3.2
Jimmy Fidler.....	8:30 p.m.	12.0	12.5	6.3	4.0
Walter Winchell.....	8:00 p.m.	27.3	22.3
Religion					
Little Brown Church.....	9:15 a.m.	8.5	3.9	8.2	5.1
Local Church Service.....	11:00 a.m.	9.3	5.8	5.5	5.2
Salt Lake City Choir.....	8:15 a.m.	4.0	1.4	1.4	1.6
Music					
<i>Classical</i>					
New York Philharmonic.....	2:00 p.m.	7.1	4.8
CBS Symphony.....	2:00 p.m.	*	*
NBC Symphony.....	4:00 p.m.	3.4	2.9	2.2	1.2
<i>Semi-Classical</i>					
RCA Victor Show.....	1:00 p.m.	4.7	3.6	3.7	*
Harvest of Stars.....	1:30 p.m.	5.6	1.8	4.9	1.2
Hour of Charm.....	3:30 p.m.	11.0	6.8
Summer Electric Hour.....	3:30 p.m.	4.9	1.6
<i>Popular</i>					
Shaeffer Parade.....	2:00 p.m.	5.0	3.2	4.9	1.6
Manhattan Merry-Go-Round.....	8:00 p.m.	11.0	8.5	8.9	6.8
American Album of Familiar Music.....	8:30 p.m.	12.3	9.8	10.6	9.2
<i>Folk Music</i>					
Gene Autry.....	6:00 p.m.	4.7	*	4.6	3.2
Drama					
<i>Good Drama</i>					
Theatre Guild on the Air.....	9:00 p.m.	8.5	6.0
<i>Family Type Drama</i>					
Blondie.....	6:30 p.m.	13.0	13.8	5.2	4.8
<i>Detective Shows</i>					
Counterspy.....	4:30 p.m.	4.7	4.5	7.1	6.0
Crime Doctor.....	7:30 p.m.	3.3	6.3	5.2	4.8
<i>Comedy and Variety</i>					
Jack Benny Show.....	6:00 p.m.	29.0	25.5
Jack Parr.....	6:00 p.m.	5.5	5.2
McCarthy and Bergen.....	7:00 p.m.	34.7	29.1
Alec Templeton.....	7:00 p.m.	7.2	2.8
Fred Allen.....	7:30 p.m.	34.7	30.8
<i>Family Serial</i>					
One Man's Family.....	2:30 p.m.	9.7	3.2	10.4	2.4

* Less than 1%.

TABLE 7 — CONCLUDED

Program	Time	Urban Listeners			
		Champaign County (Nov. 3, 1946)		McLean County (July 27, 1947)	
		Women	Men	Women	Men
Number in sample		150	112	174	125
Audience Participation					
<i>Quiz Shows</i>					
Quiz Kids	3:00 p.m.	11.4	3.6	9.2	2.0
Take It or Leave It	9:00 p.m.	12.6	10.3	10.3	9.2
<i>Amateur Shows</i>					
Sachs' Amateur Hour	12:30 p.m.	11.7	6.9	10.4	8.6
Sports					
College Football (Sat.) ^a	Sat. p.m.	15.8	18.3
Professional Football ^b	Sun. p.m.	1.7	6.4
Baseball ^c	Sun. p.m.	6.8	12.8

^a Broadcast on Saturday, Nov. 9. Games included were Army vs. Notre Dame and Indiana vs Northwestern.

^b Bears vs. Packers.

^c Included three games, Cubs, Cardinals, White Sox and opponents.

significant factor. A greater proportion of college people, both men and women, listened to college football than was true of either high school or grade school people. The reverse was true for professional football and baseball. Details showing differences in listening to sports programs by both sex and education groups are given in Table 7A.

TABLE 7A. PERCENTAGES OF LISTENING TO SELECTED SPORTS PROGRAMS BY SEX AND EDUCATION GROUPS

Sex and Education	Type of Sports Program		
	College football	Professional football	Baseball
<i>Women</i>			
Grade school	12.1%	4.0%	3.9%
High school	16.7	3.2	9.2
College	19.1	*	5.5
<i>Men</i>			
Grade school	12.7	10.5	11.0
High school	11.8	10.3	15.8
College	29.4	4.4	6.7

* Less than 1%.

Other Influences

There are, of course, a number of factors other than education, place of residence, age, and sex that influence the character of listen-

ing to radio programs. Some that might be mentioned as possible influencing factors are the number of available stations carrying a specific program, multiple set ownership, station prestige, family income, size of family, occupation, and time of broadcast. Detailed analysis of a number of those factors must wait for some future investigation. However, it has been possible to develop from this study some information concerning two of the factors mentioned.

Multiple Radio Set Ownership

A detailed analysis of urban listening data for both Champaign and McLean counties to determine the possible influence of multiple set ownership on the amount and character of listening was made recently by Mr. Frank Senger, a member of the advertising staff of the School of Journalism of the University of Illinois. The results of Mr. Senger's analysis appear in his master's thesis, which is on file in the Graduate College office.

His study indicates that total person-hours of listening are greater in multiple than in single radio homes. There were some variations from this pattern, but it seems safe to assume that in general the addition of a second or third radio set in the home would increase total listening for the family as a whole.

However, it is highly significant that increased listening seems to be confined to women and children. In fact, listening by men was appreciably lower in multiple than in single radio homes. Data in Table 8 present a comparison of listening by men, women, and children in single and multiple radio homes in Bloomington-Normal during the week of July 27-August 2, 1947.

One might speculate on reasons for the 18.0 per cent fewer hours of listening by men in multiple than in single radio homes during the

TABLE 8. AVERAGE QUARTER HOURS OF LISTENING IN MULTIPLE AND SINGLE RADIO HOMES, BLOOMINGTON-NORMAL, JULY 27-AUGUST 2, 1947

Day	Family		Men		Women		Children	
	Single Radio	Multiple Radio	Single Radio	Multiple Radio	Single Radio	Multiple Radio	Single Radio	Multiple Radio
Average for week.....	22.3	26.3	7.2	5.9	9.6	13.4	5.5	7.0
Sunday.....	29.4	24.7	11.7	7.9	9.7	10.7	8.0	6.1
Monday.....	27.1	32.7	6.5	6.9	11.5	16.5	9.1	9.3
Tuesday.....	21.1	28.2	6.1	4.8	10.2	15.8	4.8	7.6
Wednesday.....	19.7	27.1	5.5	4.8	9.3	14.2	4.9	8.1
Thursday.....	18.6	25.6	5.6	5.3	10.2	13.6	2.8	6.7
Friday.....	18.8	25.6	5.5	5.6	8.5	13.6	4.8	6.4
Saturday.....	21.6	20.1	9.6	6.0	7.6	9.3	4.4	4.8

week studied. It may be that with only one radio receiver in the home men are "forced" to listen to programs designed primarily for women or children, but with the addition of another set the more avid listeners can withdraw to another room and let the husband or father enjoy quiet.

Explanations are easier to find for the increase in listening by women and children with the addition of radio receivers in the home. Such additional sets permit listening in the kitchen, bedroom, youngster's room, or places other than the family living room.

Perhaps it is safe to emphasize that the presence of more than one radio set in the home might well be a handicap to advertisers and others who wish to reach a male audience unless programs with a distinctly masculine appeal are used. Certainly, any analysis of radio listening which confines itself to total family audience or to the total hours of set operation can be misleading. It cannot be inferred that any increase in family listening will have a proportional effect on all members of the family. In fact, such an increase may result in an actual decrease in the listening of one or more members of a family.

Multiple Station Coverage

The clear channel stations in Chicago have good reception in Champaign and McLean counties. One might assume, therefore, that if a local station carried the same programs broadcast by a Chicago clear channel the result would be a division of the audience between the clear channel and local stations. That assumption could be tested easily in this study. Percentages of listening to programs broadcast over WLS-WENR and WJBC could be compared for Bloomington-Normal and Champaign-Urbana. In the former cities listeners could tune to either station, whereas in the latter cities only WLS-WENR could be heard. A reverse comparison could be made for listening to WBBM and WDWS.

Details of such comparisons are given in Table 9. A representative sampling of programs which had multiple coverage in one or the other of the urban centers of Champaign and McLean counties is shown, together with the ratio of listening in multiple-coverage cities to listening in single-coverage cities. In Bloomington-Normal, where WJBC carried some of the same programs as were broadcast by WLS-WENR, total Bloomington listening to specific programs was almost universally greater than listening to the same programs in Champaign-Urbana, where only one of the stations could be heard. The multiple-to-single ratio for "Bride and Groom" was 3.45. Of the nine programs analyzed, only two had lower listening with multiple-station than with single-

TABLE 9. INFLUENCE OF MULTIPLE STATION COVERAGE ON RATINGS FOR INDIVIDUAL PROGRAMS

Stations and Programs	Time of Broadcast	Per Cent of Urban Women Listening		Ratio of Multiple to Single Station Coverage
		Champaign-Urbana	Bloomington-Normal	
Number in sample.....		150	175
Multiple Coverage				
WLS-WENR and WJBC				
Bride and Groom.....	M-F 1:30 p.m.	4.0%	13.8%	3.45
The Listening Post.....	Fri. 9:45 a.m.	4.6	10.9	2.37
Hymns of All Churches.....	Fri. 9:30 a.m.	5.3	12.0	2.26
Break the Bank.....	Fri. 8:00 p.m.	3.3	7.2	2.18
Breakfast Club.....	M-F 8:00 a.m.	7.4	14.9	2.01
Breakfast in Hollywood.....	M-F 10:00 a.m.	10.6	18.7	1.76
Counterspy.....	Sun. 4:30 p.m.	4.7	7.1	1.51
Town Meeting.....	Thurs. 7:30 p.m.	5.3	4.2	.79
This Is Your FBI.....	Fri. 7:30 p.m.	6.3	4.0	.63
WBBM and WDWS				
Baby Snooks.....	Fri. 7:00 p.m.	10.1	2.3	4.39
Salt Lake City Choir.....	Sun. 8:15 a.m.	1.6	1.4	1.14
Blondie.....	Sun. 6:30 p.m.	13.0	5.2	2.50
The Family Hour.....	Sun. 4:00 p.m.	8.7	4.0	2.17
Your Hit Parade.....	Sat. 8:00 p.m.	14.6	7.5	1.95
Inner Sanctum.....	Mon. 7:00 p.m.	9.2	6.9	1.33
Gene Autry.....	Sun. 6:00 p.m.	4.7	4.6	1.02
Crime Doctor.....	Sun. 7:30 p.m.	3.3	5.2	.63
Single Coverage				
WLS-WENR				
Paul Harvey.....	Sun. 10:00 p.m.	5.3	5.7
Little Brown Church.....	Sun. 9:15 a.m.	8.5	8.2
WLS Barn Dance.....	Sat. 7:30 p.m.	13.6	6.0
Lum and Abner.....	M-F 7:00 p.m.	6.0	5.2
Sachs' Amateur Hour.....	Sun. 12:30 p.m.	11.7	10.4
Doc Hopkins.....	Sat. 7:15 a.m.	2.6	2.3
Prairie Farmer.....	Sat. 6:45 p.m.	2.0	1.7
WBBM				
Our Gal Sunday.....	M-F 11:45 a.m.	6.0	5.7
Paul Gibson.....	M-F 4:00 p.m.	1.3	2.4
Big Sister.....	M-F 12:00 p.m.	3.3	6.5
Perry Mason.....	M-F 1:00 p.m.	2.0	2.3

station coverage. Those two were broadcast in the evening. It is probable that the seasonal factor was the major cause for the differences.

It should be remembered that listening data for Champaign County were for a week in the fall of the year whereas those for McLean County were for a summer week. Evening listening in the summer was distinctly lower than in the fall.

The same high ratio of multiple-to-single station broadcast of programs was evident in Champaign-Urbana, where WDWS carried some of the same programs broadcast by the WBBM clear channel station in Chicago. The two programs which did not show so well with multiple coverage had severe competition from other programs in the fall but not in the summer. "Gene Autry" was opposite "Jack Benny" and "Crime Doctor" was opposite "Fred Allen" in the fall.

Also included as a part of Table 9 is an analysis of selected programs broadcast over WLS-WENR or WBBM but not over the local stations of WJBC or WDWS. The ratings of those programs, despite the difference in season, were very similar in both cities. The significantly lower rating of the "WLS Barn Dance" program in Bloomington-Normal as compared with Champaign-Urbana was probably due to seasonal differences. The percentage of urban women listening to the radio, regardless of program, from 7:30 to 8:00 p.m. on a summer Saturday in Bloomington-Normal was less than one-half the total listening figure for a fall Saturday evening in Champaign-Urbana. Thus, the percentages of the total audience secured by "WLS Barn Dance" were almost identical for the two cities.

The analysis was confined to urban women, but the same general results also held for men. A similar analysis made of village and farm listeners produced inadequate results, because the local stations, WJBC and WDWS, were much less "available" to villages and farms than to urban people.

It seems safe to conclude that when two stations broadcast the same program, the program rating increases materially in areas where both stations are readily available to potential listeners.

IV. COMMENTS BY LISTENERS

The back page of the radio listening diary kept by persons who participated in the McLean County survey provided a place for comments by respondents. The statement "Your comments are encouraged" was carried in small print on the front page of the diary. No other reference to comments was made.

Interpretation of the word "comments" was left entirely to the respondent. Any comments were therefore freely given and their content was wholly unaffected by outside suggestion. Suggestions made under such circumstances are likely to relate to matters of real concern or of immediate interest to the respondent.

Comments were made by 43 per cent of those who returned diaries. A substantial number limited their comments to reasons for not listening very much during the summer, but 25 per cent made comments concerning programs and commercials.

The ratio of favorable to unfavorable comments by the 25 per cent who said something about programs and commercials was about 4 to 1. For the most part, favorable comments either praised programs then available or asked for more of a particular type. Table 10 gives an analysis of the types of programs mentioned favorably and the relative importance of each type in total favorable mentions.

The comments made by women showed some significant differences from those of men. Baseball broadcasts led the list of programs receiving unsolicited favorable comments by men but were seventh among women. Mystery and comedy shows were also popular among men and less favored among women. Semi-classical music was the only type of program that had a great deal more favorable support among women than among men.

TABLE 10. ANALYSIS OF FAVORABLE COMMENTS BY MCLEAN COUNTY LISTENERS

Program Types Mentioned	Percentage of Comments		
	Total	Women	Men
Percentage who commented	18.0%	21.9%	13.4%
<i>Program Types Favored</i>			
Popular music	20.3%	21.9%	17.0%
News commentators	16.1	15.6	17.0
Semi-classical music	10.5	13.6	4.3
Baseball	8.4	3.1	19.1
Comedy	7.7	5.2	12.8
Classical music	5.6	5.2	6.4
Good drama	4.2	4.2	4.2
Mystery shows	3.5	1.0	8.5
Miscellaneous	23.7	30.2	10.7

Programs which received specific favorable mention by relatively few people were classified under miscellaneous. This list was large and included soap operas and commercials, as well as almost every other type. One of the favorable comments concerning commercials indicated that they "keep listeners up to date on new products." Another semi-favorable comment referred to commercials as a "small price to pay for entertainment."

Twenty-seven per cent of those who made specific comments about programs or commercials commented unfavorably; the number represented 7.1 per cent of all who returned diaries. Only 3.1 per cent of the men and 10.3 per cent of all women respondents commented unfavorably about programs or commercials. One-half of the unfavorable comments related to mystery programs. The major objection seemed to be to mystery shows broadcast before the children's bedtime. Several made a plea to have such programs scheduled at late hours and to eliminate those written to attract youngsters.

Soap operas were criticized primarily by women, 26.7 per cent of all unfavorable comments being directed against that type of program. Criticism was primarily against subject matter and not format.

Although only 3.1 per cent of all men offered any criticisms, their unfavorable comments on commercials were second only to criticism of mystery shows directed to children. They disliked some singing commercials and those that interrupted certain types of programs. Adverse comments were also made about the excessive length of some commercials.

Fewer than half of those who participated in this study made either favorable or unfavorable comments about radio. However, it is probable that those who did so felt rather strongly about the aspects of radio to which they referred. More might be done by radio stations to encourage unbiased comments by listeners concerning the character of the radio fare offered.

V. SIGNIFICANCE OF FINDINGS

An analysis of the quality of radio listening seems to be necessary if station program directors or advertisers are to know the characteristics of their radio audience. Mere counting of numbers will not be enough.

In the two counties included in this study some classical and many semi-classical music programs, as well as good drama, had very high ratings among college women and men. The percentage of college people listening to a number of such programs was generally higher than the percentage of grade school people listening to programs like "McCarthy and Bergen," "Jack Benny," "The Great Gildersleeve," or "The Aldrich Family." The percentages of college women listening to the "New York Philharmonic," "NBC Symphony," "RCA Victor Show," "Harvest of Stars," "Telephone Hour," "Lux Radio Theatre," or "Theatre Guild" were higher than the rating of almost any soap opera among any group of women.

A knowledge of the type of people who listen to specific programs should be highly beneficial to radio station management in building a balanced program structure. Balance might be achieved by providing each social, economic, and cultural group with programs to its liking. The amount of each program type offered might be in proportion to the importance in the community of the group for whom the programs were developed.

Balance might also be achieved through dovetailing programs with those of competing stations. This would be feasible in larger communities, where many stations are available to listeners. But, even there, station management should know the quality as well as the numerical size of its audience.

Advertisers should insist that information be supplied concerning the quality of the audience developed by programs they sponsor. It is true that many radio advertisers have accepted a count of the number of listeners to their programs as a sufficient guide to program selection. Many such advertisers sell mass-consumption items and have assumed that any listener would be a prospective buyer. But even for mass-consumption products per capita purchases often vary materially among different economic or cultural groups. The value of an audience to an advertiser can be measured largely in terms of the number of prospective customers and their potential buying strength rather than in terms of the number of individuals or families.

Counting the number of urban and village listeners to a program is not enough. Villages of less than 2,500 people are defined as rural

by the United States Bureau of the Census, but should not be combined with farms when radio listening is measured. Farm listening is often very different from that of either village or urban residents. A program such as the "National Barn Dance" has a substantial number of urban and village listeners and the rating among the groups is about the same. On the other hand, the proportion of farm people (people actually residing on and operating farms) who listen to that program is about twice that of urban and village people. A combination of village and farm to secure a "rural" figure would tend to mislead those who wished to reach a real farm audience.

This study has been largely exploratory rather than conclusive in its analysis of radio audience quality. If it stimulates greater study of a qualitative character, improvement in radio audience research should result. It seems that if increased attention were given to an analysis of listening by individuals rather than listening by family groups all interested groups would benefit. When emphasis is placed on the individual rather than on the family or the receiving set, somewhat more detailed information concerning the influence of sex, education, and other individual human factors on listening can be secured. The amount of quantitative data on radio listening is great, especially in light of the relative youth of radio broadcasting. However, the time is now ripe for a transfer of emphasis from quantitative to qualitative analysis of listening.

A factor in radio broadcasting not touched in this study but which cannot be ignored in any thorough investigation of the quality of listening is the impact which specific programs and commercial messages have on listeners. Intensive study should now be in process to determine (1) the extent to which informational programs raise the level of listener understanding; (2) to what degree propaganda programs change ideologies; (3) whether political campaign programs influence voters and, if so, how much; and (4) the extent to which specific commercial messages move people to act favorably or unfavorably toward the item advertised. Effective techniques can be developed to reach all the goals mentioned. They will be achieved more rapidly if both moral and financial support are given by the radio industry, advertisers, and organized research centers.

APPENDIXES

A. The Diary Method

The diary method of measuring radio listening is not new, but its use has not been so extensive as that of other methods. With relatively few exceptions the use of the diary method has been confined to broad geographical areas rather than to local communities. The family rather than the individual has usually served as the unit of measurement even when the diary method has been employed.

For this study, each diary provided a record of listening by an individual rather than by a family. If there were five persons of listening age in a radio home, five diaries were used. Only on that basis could proper recognition be given to sex, age, education, and other human factors.

A copy of the diary used in the McLean County study is reproduced here. The simple instructions printed on the first page should be sufficient to guide the person keeping the diary, but some people will always fail to follow instructions. When that occurs obvious errors can be safely edited; if there seems to be no logical basis for editing, questionable diaries should be discarded.

In the study most diaries seemed to be kept remarkably well. From the character of entries and comments when unusual situations had occurred, the persons seemed to have been highly conscientious in keeping their diaries. There appeared to be no evidence that persons filled in station data from memory.

The merits of the diary method will not be discussed here in detail. However, some features of the method as demonstrated by the Illinois study justify mention. An outstanding feature is the opportunity provided to look into the home and note differences in listening by various members of the family. An example will illustrate this point.

Family A in Champaign County consisted of four persons. Henry, the husband, was 47 years old, had attended high school, lived in Urbana, and was employed by a local utility company at a salary of \$2,000. Mary, his wife, was 40 years old, and had a grade school education. There were two daughters living at home. Betty was 20 and attending college. Anne was 18 and in high school. There were two radios in the family.

During the week of November 3-9, the total number of quarter hours of radio listening by each member of the family was as follows: Henry 38, Mary 50, Betty 75, and Anne 43.

On Sunday, November 3, Henry and Betty listened to "Sachs'

Amateur Hour" from 12:30 to 1:30 p.m. There was no listening by Mary and Anne at that time. At 2:00 p.m. Henry tuned to a baseball game and stayed with it until 4:15. There was no listening during that time by other members of the family. The only other Sunday listening was by Betty, who had the local WDWS station tuned in from 6:30 to 7:00 and from 9:00 to 11:00 p.m.

Neither Henry nor Mary listened to any program on Monday, but Betty listened to WDWS from 8:00 to 11:00 p.m. and Anne listened to the same station from 7:30 to 11:15 p.m. On no day did Anne start listening before 7:15 p.m. Except for Sunday and Saturday Betty did no listening before 7:30 p.m. On three mornings in the week Mary listened to WLS-WENR. On Wednesday evening Mary listened to WLS-WENR and Betty to WMAQ and WDWS, but the other two members of the family did no listening. Mary and Anne listened to the same programs on Friday evening from 7:15 to 10:00 p.m. Henry did no listening and Betty listened only from 10:00 to 11:00 p.m. on that evening.

Henry and Betty listened to a football game Saturday afternoon. Saturday evening was a real family affair, with all four members of the family listening to WLS from 7:15 to 11:00 o'clock. That was the only period during the week when all persons in the family were listening to the radio and to the same program at the same time.

The family record thus described is not representative of types of programs selected by other families, but it does indicate that listening by members of a family is an individual matter. At only one time during the week would a survey based on the home or the radio sets owned have provided an accurate picture of listening. At all other times only a check of individuals would have provided accuracy of measurement.

Briefer mention will be made of other features of the diary method.

1. Listening during early morning and late evening hours can be measured without fear of disturbing those who are in bed.

2. Many people listen to the radio at places other than the home. The diary can be used to secure a record of listening to non-home radios, such as portables used on picnics, automobile sets, radios in barns and other outbuildings, and listening at friends' homes or in public places.

3. The influence of multiple radio sets in the home can be measured. In some areas ownership of more than one radio set may increase total family listening but not to the full extent of the increase in total

set-hours of operation. Man-hours, rather than set-hours, of listening constitute the important factor. Furthermore, the existence of an additional radio set in the home often alters program selection by individual members. The diary method permits a focus on the individual rather than on the radio set in evaluating differences in listening.

4. The pattern of individual rather than family listening or radio-set tuning can be traced throughout a day or a week. Individual switching from program to program can be noted. The unit of time used for measuring switching from one program to another or tuning the radio on or off will depend on the construction of the diary. In the Illinois study, 15-minute intervals were used. Another time unit could have been chosen.

5. Audience turnover for repeated broadcasts can be determined. One could determine from the diary not only the percentage of potential listeners tuned to a specific program, but also the number of both old and new listeners to additional broadcasts.

6. With minor exceptions any segment of the population can be reached by the diary method. This is important in the case of night workers, taxi drivers, people on vacation, hospital patients, and others who are not leading a normal family life.

7. The radio listening diary can serve as an important instrument in measuring the impact of radio on the attitudes and buying practices of people. This could be done by making repeated checks of the attitudes of diary keepers toward specific issues and correlating changes in attitudes or opinions with listeners and non-listeners to those radio programs which deal with the issues being studied.

The same procedure could be followed in measuring the impact of commercial messages on the people. The listener diary could be used in conjunction with a product-purchase diary or with periodic inventories of products in the homes of listener-diary keepers. Correlation of purchases of specific products with listening and non-listening to programs which carry commercials for such products would provide a reasonably accurate measure of commercial impact.

In measuring impact of ideas as well as of commercials, other variables must be considered, but this is not the place for a discussion of the details of such procedures. It is enough to emphasize that, with a sample that does not shift from period to period, much can be done to single out an individual variable, such as radio, and follow its influence on human action.

8. The radio listening diary has its shortcomings, of course. It is expensive. Tabulation of results is laborious and time-consuming.

Human error is always a factor to recognize, as is the case in any operation involving humans. Some of the theoretical weaknesses often imputed to the diary method have not yet been either substantiated or disproved. Additional research is needed before all the questions of either critics or proponents can be answered conclusively.

B. Percentages of Persons Listening to Radio by 15-minute Intervals

(Data from which Charts 1-7 were constructed)

1. Champaign County

Time of day	Women				Men			
	Urban		Farm		Urban		Farm	
	Sunday 11-3-46	Friday 11-8-46	Sunday 11-3-46	Friday 11-8-46	Sunday 11-3-46	Friday 11-8-46	Sunday 11-3-46	Friday 11-8-46
6:00 a.m.	2.0	1.3	20.0	2.7	24.1
6:15	2.0	21.3	1.8	22.4
6:30	3.3	25.3	3.6	19.0
6:45	0.7	5.3	25.0	5.5	1.7	15.5
7:00	3.3	13.9	8.0	28.0	2.7	10.0	10.3	12.1
7:15	4.0	15.9	8.0	29.3	1.8	11.0	12.1	12.1
7:30	4.7	17.9	8.0	26.7	1.8	8.3	6.9	10.3
7:45	2.7	15.9	8.0	28.0	1.8	5.5	8.6	6.9
8:00	10.0	21.2	20.0	25.3	5.4	11.0	20.7	5.2
8:15	8.7	17.2	12.0	25.3	4.5	2.7	13.8	1.7
8:30	9.3	13.2	21.3	21.3	5.4	4.5	17.2	1.7
8:45	10.0	14.6	20.0	24.0	4.5	1.8	17.2	1.7
9:00	14.7	15.2	28.0	28.0	8.0	0.9	24.1	1.7
9:15	18.7	13.9	24.0	24.0	10.7	0.9	13.8	1.7
9:30	18.0	16.6	21.3	25.3	10.7	0.9	13.8	1.7
9:45	16.0	14.6	14.7	24.0	9.8	0.9	12.1
10:00	17.3	25.2	10.7	21.3	9.8	2.7	8.6	1.7
10:15	16.0	23.2	9.3	25.3	9.8	3.6	5.2	1.7
10:30	12.0	15.9	6.7	21.3	11.6	2.7	1.7	3.4
10:45	12.0	13.9	5.3	22.7	10.7	2.7	3.4	3.4
11:00	18.7	16.6	8.0	25.3	14.3	1.8	3.4
11:15	15.3	17.2	5.3	22.7	8.9	4.5	3.4
11:30	16.0	19.9	5.3	21.3	8.0	4.5	8.6	6.9
11:45	15.3	18.5	4.0	20.0	8.9	3.6	1.7	5.2
12:00 noon	14.0	15.9	12.0	29.3	11.6	6.4	13.8	27.6
12:15	14.7	13.2	6.7	20.0	12.5	4.5	5.2	19.0
12:30	25.3	17.9	32.0	29.3	11.6	10.0	20.7	22.4
12:45	21.3	15.2	24.0	18.7	9.8	6.4	20.7	15.5
1:00	24.7	17.2	22.7	20.0	17.9	5.5	20.7	3.4
1:15	23.3	15.9	22.7	17.3	17.9	4.5	17.2	1.7
1:30	22.7	20.5	17.3	21.3	17.9	4.5	10.3	1.7
1:45	18.7	17.2	10.7	24.0	16.1	2.7	5.2	3.4
2:00	22.7	17.2	12.0	18.7	24.1	2.7	6.9	5.2
2:15	19.3	13.2	13.3	17.3	22.3	2.7	8.6	6.9
2:30	28.7	11.3	20.0	20.0	21.4	0.9	10.3	5.2
2:45	24.7	10.6	16.0	18.7	18.7	0.9	8.6	5.2
3:00	32.7	9.9	21.3	24.0	23.2	0.9	13.8	6.9
3:15	28.7	7.3	21.3	22.7	22.3	0.9	13.8	5.2
3:30	30.0	7.3	17.3	25.3	27.7	12.1	5.2
3:45	25.3	7.9	16.0	25.3	27.7	0.9	12.1	5.2
4:00	26.0	9.9	17.3	26.7	26.8	3.6	13.8	5.2
4:15	22.0	9.9	16.0	21.3	24.1	2.7	10.3	1.7
4:30	22.7	9.9	12.0	21.3	26.8	1.8	10.3	1.7
4:45	21.3	9.3	10.7	14.7	25.0	1.8	10.3
5:00	21.3	7.3	18.7	20.0	17.0	5.5	10.3	1.7
5:15	21.3	7.9	12.0	13.3	13.4	4.5	10.3	5.2
5:30	20.7	8.6	14.7	13.3	21.4	7.3	17.2	5.2
5:45	17.3	9.9	16.0	10.7	16.1	8.3	17.2	8.6
6:00	49.3	21.9	44.0	26.7	47.3	20.0	37.9	24.1
6:15	42.0	19.9	33.3	17.3	39.9	13.6	29.3	24.1
6:30	48.0	19.2	26.7	24.0	43.7	18.2	24.1	34.5
6:45	39.3	21.2	25.3	18.7	39.9	20.9	19.0	25.9
7:00	50.7	21.9	36.0	22.7	50.0	20.0	34.5	31.0
7:15	44.7	22.5	33.3	16.0	45.5	17.3	29.3	20.7
7:30	43.3	25.8	24.0	22.7	48.2	20.0	27.6	27.6
7:45	40.0	24.5	25.3	20.0	43.7	15.5	25.9	27.6
8:00	47.3	29.8	41.3	24.0	44.6	28.2	27.6	34.5
8:15	38.7	25.2	21.3	17.3	32.1	22.7	10.3	24.1
8:30	38.7	26.5	20.0	21.3	34.8	20.9	15.5	15.5
8:45	33.3	24.5	12.0	16.0	31.2	20.0	13.8	12.1
9:00	32.7	20.5	18.7	9.3	30.4	24.5	13.8	8.6
9:15	30.7	17.9	14.7	5.3	27.7	20.9	12.1	6.9
9:30	32.7	13.2	10.7	6.7	25.0	16.4	6.9	6.9
9:45	26.0	11.3	5.3	5.3	18.7	12.7	3.4	8.6
10:00	14.7	17.9	6.7	2.7	13.4	16.4	8.6	6.9
10:15	10.7	11.3	2.7	1.3	7.1	12.7	3.4	1.7
10:30	7.3	7.9	2.7	2.7	5.4	9.1	3.4	1.7
10:45	4.7	6.6	2.7	4.5	8.3	3.4	1.7
11:00	2.0	2.6	4.0	5.4	4.5	1.7
11:15	1.3	0.7	1.3	2.7	1.8
11:30	0.7	1.3	1.3	1.8	1.8
11:45	1.3	1.3	0.9	1.8

B. Percentages of Persons Listening to Radio by 15-minute Intervals (continued)

(Data from which Charts 1-7 were constructed)

2. McLean County

Time of day	Women				Men			
	Urban		Farm		Urban		Farm	
	Sunday 7-27-47	Friday 8-1-47	Sunday 7-27-47	Friday 8-1-47	Sunday 7-27-47	Friday 8-1-47	Sunday 7-27-47	Friday 8-1-47
6:00 a.m.....	5.2	0.7	12.1	0.8	8.8	3.6	17.3
6:15	5.2	16.3	0.8	9.6	3.6	18.7
6:30	8.0	0.7	23.4	0.8	7.2	3.6	18.0
6:45	9.2	22.7	0.8	8.0	4.3	20.1
7:00	1.7	19.5	3.5	30.5	1.6	14.4	6.5	18.0
7:15	1.7	18.4	2.1	28.4	2.4	11.2	5.0	15.1
7:30	4.0	21.3	4.3	24.1	5.6	12.8	5.7	12.9
7:45	3.4	19.5	4.3	23.4	4.8	10.4	7.9	11.5
8:00	8.0	27.0	16.3	29.8	9.6	4.0	21.6	9.4
8:15	8.0	24.1	12.1	30.5	5.6	4.0	13.7	8.6
8:30	12.6	25.3	14.2	27.7	7.2	4.8	12.9	6.5
8:45	13.2	24.7	15.6	24.8	8.8	4.8	11.5	6.5
9:00	14.9	23.6	22.7	26.9	12.8	5.6	12.2	2.1
9:15	18.4	24.1	27.0	24.8	11.2	3.2	11.5	2.1
9:30	17.2	26.4	27.0	28.4	12.0	2.4	10.8	2.1
9:45	17.2	21.8	25.5	23.4	12.0	2.4	10.1	2.1
10:00	16.7	32.2	19.9	24.8	14.4	1.6	8.6	3.5
10:15	13.2	33.9	14.9	24.8	12.0	1.6	6.5	2.8
10:30	21.8	28.2	19.9	24.8	13.6	4.0	8.6	2.8
10:45	17.8	20.1	15.6	24.1	13.6	3.2	7.1	3.5
11:00	18.4	21.3	15.6	24.8	16.0	1.6	7.1	3.5
11:15	18.4	21.8	13.5	22.7	15.2	1.6	6.5	2.8
11:30	18.4	22.4	9.9	19.9	16.8	3.2	5.0	4.3
11:45	12.6	20.7	7.8	20.6	12.8	3.2	5.7	3.5
12:00 noon.....	14.4	27.0	9.9	26.9	13.6	12.0	9.4	20.9
12:15	13.8	23.6	7.8	19.9	10.4	10.4	12.2	17.3
12:30	23.0	19.5	19.9	17.7	17.6	8.8	19.4	20.9
12:45	19.0	19.0	17.7	21.3	16.8	8.8	18.0	18.7
1:00	18.4	27.0	17.3	23.4	16.8	5.6	15.8	7.2
1:15	20.1	24.7	17.0	23.4	15.2	8.0	15.1	5.8
1:30	23.0	27.0	16.3	31.9	19.2	8.0	18.7	5.8
1:45	17.8	25.9	13.5	31.2	13.6	7.2	17.2	5.8
2:00	21.8	24.7	13.5	33.3	18.4	8.0	16.5	3.5
2:15	21.8	24.7	14.2	31.9	19.2	8.0	15.1	2.8
2:30	25.9	21.8	19.1	25.5	22.4	9.6	21.6	2.1
2:45	24.1	21.3	17.7	25.5	20.8	6.4	20.8	2.1
3:00	31.6	19.0	22.7	24.1	24.0	5.6	23.7	2.8
3:15	26.5	18.4	19.1	22.7	23.0	5.6	20.1	2.1
3:30	23.6	19.0	16.3	20.6	20.8	8.0	15.1	2.1
3:45	21.8	21.8	15.6	19.9	18.4	8.8	15.1	2.1
4:00	24.7	19.0	15.6	25.5	22.4	8.0	12.9	2.8
4:15	18.4	17.8	12.1	22.7	17.6	8.0	10.1	2.1
4:30	18.4	10.9	10.6	17.0	16.0	8.0	9.4	1.4
4:45	16.7	10.9	10.6	13.5	14.4	7.2	7.1	0.7
5:00	19.5	9.8	9.9	10.6	17.6	5.6	7.9	1.4
5:15	16.7	8.0	9.2	7.8	10.4	5.6	5.0	1.4
5:30	13.8	8.6	9.9	8.5	9.6	5.6	5.7	2.8
5:45	9.8	8.6	10.6	6.4	7.2	7.2	6.5	5.8
6:00	17.2	13.2	14.2	18.4	14.4	12.0	10.8	14.4
6:15	15.5	10.3	10.6	12.8	12.8	11.2	11.5	10.8
6:30	16.1	12.6	12.1	14.9	12.8	14.4	12.2	19.4
6:45	15.5	13.2	11.3	13.5	10.4	13.6	11.5	16.5
7:00	20.1	10.9	13.5	16.3	12.8	8.8	13.7	12.2
7:15	18.4	10.9	10.6	11.3	12.8	7.2	11.5	7.9
7:30	17.8	14.4	12.8	14.2	12.0	9.6	10.8	8.6
7:45	17.8	14.9	11.3	12.8	12.8	10.4	12.2	8.6
8:00	20.7	16.7	18.4	19.9	19.2	15.2	18.0	17.3
8:15	17.8	14.9	12.8	17.0	16.8	13.6	7.1	15.8
8:30	21.8	19.0	14.2	15.6	19.2	13.6	11.5	16.5
8:45	19.0	18.4	11.3	17.0	17.6	12.8	10.1	15.8
9:00	19.5	17.2	15.6	12.1	16.8	12.0	10.8	15.1
9:15	17.2	17.8	14.2	11.3	16.0	9.6	10.8	13.7
9:30	10.9	12.1	9.9	7.1	13.6	8.0	9.4	11.5
9:45	10.3	10.9	8.5	7.1	13.6	6.4	8.6	9.4
10:00	15.5	13.8	9.9	8.5	19.2	12.8	8.6	9.4
10:15	6.9	9.2	3.5	4.2	9.6	7.2	2.2	3.5
10:30	4.6	5.7	3.5	1.4	6.4	7.2	0.7	2.1
10:45	2.3	5.2	2.8	0.7	4.0	6.4	0.7	1.4
11:00	1.7	2.9	1.4	0.7	1.6	4.8	2.2	1.4
11:15	1.7	3.4	1.4	0.7	1.6	4.8	1.4	1.4
11:30	0.6	1.7	1.4	0.7	0.8	2.4	1.4	1.4
11:45	1.1	1.4	0.7	2.4	1.4	1.4

REPRODUCTION OF DIARY

CONFIDENTIAL

Diary of Radio Listening

Your daily listening to the radio is to be recorded on the inside of this folder. You will find the diary very easy to keep if you follow these simple instructions:

1. Always start diary on Sunday and continue through Saturday of the same week.
2. Write your name and address at top of next page.
3. Write in space provided on next page the date when diary was started.
4. Record only the times you listen. If you do not listen during some days or during the entire week that is O.K., but be sure to return your diary anyway. We seek only the facts and care not how little or how much you listen.
5. As you listen to a radio station, mark the call letters of that station in the proper "day" column and opposite the time period or periods you heard the program. A check mark is not sufficient — always write in station call letters for each 15-minute period during which any listening was done by you.

SAMPLE RECORD OF LISTENING

If on Sunday at 10:05 A.M. you start listening to WXYZ, you mark the letters "WXYZ" in the Sunday column opposite 10 A.M., like this:

		ALWAYS WRITE IN STATION NAME					
		SUN	MON	TUES	WED	THUR	FRI
9	9:00						
	9:15						
	9:30						
	9:45						
10	10:00	WXYZ					
	10:15						
	10:30						
	10:45						
11	11:00						
	11:15						
	11:30						

Then if you listened to that same station until 11 o'clock and changed to WABC, you mark your diary like this:

		ALWAYS WRITE IN STATION NAME					
		SUN	MON	TUES	WED	THUR	FRI
9	9:00						
	9:15						
	9:30						
	9:45						
10	10:00	WXYZ					
	10:15	WXYZ					
	10:30	WXYZ					
	10:45	WXYZ					
11	11:00	WABC					
	11:15						
	11:30						

6. Your comments are encouraged. See back page.
7. At the end of the week of listening, place all diaries from the family in the stamped, addressed envelope and drop in the mail box.

Radio Research Project
University of Illinois

NAME _____

ADDRESS _____

NUMBER

STREET

CITY

DATE DIARY STARTED _____

MONTH

DAY

YEAR

NUMBER OF RADIOS IN HOME _____

Always start DIARY on a Sunday

TIME OF DAY	WRITE IN STATION NAME WHEN LISTENING						
	SUN	MON	TUES	WED	THUR	FRI	SAT
a.m. 5:00							
5	5:15						
	5:30						
	5:45						
	6:00						
6	6:15						
	6:30						
	6:45						
	7:00						
7	7:15						
	7:30						
	7:45						
	8:00						
8	8:15						
	8:30						
	8:45						
	9:00						
9	9:15						
	9:30						
	9:45						
	10:00						
10	10:15						
	10:30						
	10:45						
	11:00						
11	11:15						
	11:30						
	11:45						
	12:00						
12	12:15						
	12:30						
	12:45						
	P.m. 1:00						
1	1:15						
	1:30						
	1:45						

NOTE! When you do not know the name of the station you are listening to, mark D.K.(Don't Know) instead of station name.

TIME OF DAY	WRITE IN STATION NAME WHEN LISTENING						
	SUN	MON	TUES	WED	THUR	FRI	SAT
2	2:00						
	2:15						
	2:30						
	2:45						
3	3:00						
	3:15						
	3:30						
4	3:45						
	4:00						
	4:15						
	4:30						
5	4:45						
	5:00						
	5:15						
	5:30						
6	5:45						
	6:00						
	6:15						
	6:30						
7	6:45						
	7:00						
	7:15						
	7:30						
8	7:45						
	8:00						
	8:15						
	8:30						
9	8:45						
	9:00						
	9:15						
	9:30						
10	9:45						
	10:00						
	10:15						
	10:30						
11	10:45						
	11:00						
	11:15						
	11:30						
	11:45						

COMMENTS