

**AN ANALYSIS OF THE CHARACTERISTICS
OF THE WOMEN'S AUDIENCE
FOR EDUCATIONAL BROADCASTING IN OREGON
AS A GUIDE TO PROGRAMMING**

THESIS FOR THE DEGREE OF M. A.

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ABSTRACT

AN ANALYSIS OF THE CHARACTERISTICS OF THE WOMEN'S AUDIENCE FOR EDUCATIONAL BROADCASTING IN OREGON AS A GUIDE TO PROGRAMMING

by Shirley Jean Howard

More specific data seemed needed relative to the audience of Oregon's Educational Broadcasting stations -- specifically those who would listen to or view programs during the daytime hours and those programs in the area of family living broadcast at any time of day.

The information which appeared to be needed was demographic and the likes and dislikes regarding time, length and content of both radio and television programs.

Using the ongoing program schedule as a basis a questionnaire was developed and sent to individuals and to women's organizations asking that upon completion they be returned. Of the nearly 9,000 sent out approximately 1,800 were returned.

These data were punched into IBM cards and processed through a computer to obtain frequencies which in turn were converted to percentages, analyzed and interpreted in three parts -- demographic, radio and television.

Shirley Jean Howard

The "typical" woman listener-viewer is affiliated with many organizations and is highly educated. The family income is \$5,500 to \$8,000. She is forty to forty-nine years old and has children six to twelve years. Her home is well equipped with labor saving appliances.

The radio listener appears to enjoy a forty-five minute morning program with fifteen minute discussion periods and a variety of music. The content areas should include medical discussions, foreign student interviews, gardening and homemaking information.

An afternoon program of thirty minutes is also recommended. Subject matter areas would include aging, gardening, current affairs, books, child guidance and development and life in other countries.

The typical television viewer prefers programs in the evening, thirty minutes in length and two or three per week. Topics indicated as most enjoyed are books, art, music, foreign guests, gardening, hobbies and homemaking skills.

This information seems to corroborate other studies and appears to be valid. Therefore, it is offered as a guide to programming for women by Oregon Educational Broadcasting.

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By

Shirley Jean Howard

A THESIS

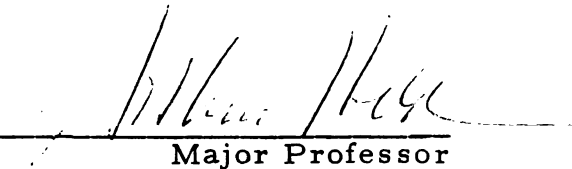
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CHAPTER I

INTRODUCTION

History

The history of educational broadcasting in Oregon now covers a full forty years and the development of four stations --AM and FM radio and two VHF television channels --under the State System of Higher Education.

KOAC-AM radio began as an experiment in the Physics Department at the Oregon Agricultural College in Corvallis and became licensed for operation on December 7, 1922. Early in the development of broadcasting programs of special interest to the women's audience were included. The form and subject matter have varied through the years. This variation has come about for three reasons. First, the personality and experience of the person filling the position of Director of Women's Programs; second, the economic and social conditions not only in Oregon but also nationally; and third, the philosophy of the administration and management.

The development of KOAC-TV (channel 7) in Corvallis in October of 1957 added not only a new medium but also more opportunity to provide an educational service of interest and value to

Oregon women and their families.

In February 1961, KOAP-TV (channel 10) in Portland became a reality and joined channel 7 through a two-way microwave link to make up the Oregon Educational Television Network. This network increased the geographic area reached by educational television and at the same time made it possible to reach a larger percentage of the population of Oregon.

Educational radio enjoyed similar growth when the FM station in Portland owned by Westinghouse was given to the Oregon State System of Higher Education in the spring of 1962 and became KOAP-FM. Through a two-way off-the-air radio link the Oregon Educational Radio Network could also be integrated with the television network.

The increase of not only communication channels but also the number of listeners and viewers that could be reached magnified the challenge of the production staff, a challenge felt keenly by the present Director of Women's Programs--the position to which I was appointed in 1959.

"Especially for Women" was the program title given the programs designed for women by the first director--Zelta Rodenwald--and has been carried on by her successors. In 1959 when these programs came under my jurisdiction the radio programs included two broadcasts daily--10:15 to 11:00 in the morning and 2:00 to 2:30

in the afternoon. As nearly as possible this time and the format have been continued until a study such as the one to be discussed later in this paper would show that it should be changed or continued.

The morning program consists of a number of subjects varying with the day of the week. Each day some regular feature is included--such as discussions of health and medicine by members of the local medical society, interviews of students from foreign countries, consumer food marketing data and information for parents about requirements, philosophies and other data regarding education of today's youth in colleges and universities in the Oregon State System of Higher Education. In addition during each school term a representative of the extension service or resident staff member in home economics discusses current developments in her field. This is arranged to include a specific area on a regular schedule during the week. These discussions, talks or interviews as the case may be are interspersed with music--usually instrumental--to provide not only a psychological break for the listener but also to simplify station production problems. The remainder of the program includes information in still a different area of family living provided either by the program hostess or interview of a visiting home economist or educational director for a food processor, textile manufacturer, et cetera.

The afternoon programs have a different format in that each

is devoted to one specific topic and with a few exceptions women's organizations or state-wide associations provide the authority, content material and personnel. Included have been the League of Women Voters, American Association of University Women, Business and Professional Women, Oregon State Federation of Garden Clubs, Oregon Federation of Women's Clubs, and such state-wide organizations as the State Council on Aging and the Mental Health Association of Oregon.

In television it is a different matter. For the first three years of educational television in Oregon the School of Home Economics participated directly. Then in 1960 programs in this area became the responsibility of KOAC-TV. In October of that year "Family Castle" began as a thirty minute program in the evening directed to families and their mutual interests. In January 1962, the program was moved to three o'clock in the afternoon. This was five months prior to the survey which is the basis for the analysis discussed in this thesis.

The format has varied somewhat in that sometimes it has been devoted to one featured personality and topic and at times as many as three in the same program.

Just before the questionnaire discussed further in this thesis was sent out the Extension Service of Oregon State University arranged a program series entitled "Today's Home" directed to

the young homemaker with young children. Each of the home economics specialists contributed one or more programs in her specific area to make up this composite. It too was broadcast at three o'clock in the afternoon.

In actuality there were seven hours and fifteen minutes of programming on Oregon's educational broadcasting stations each week designed for the women in the audience at the time this survey was taken. These programs included two daily radio programs titled "Especially for Women." One forty-five minute broadcast each morning with a variety of subject matter included in the area of family living and a daily thirty minute radio program in the afternoon utilizing the information and talents of women's organizations and state associations. The television series "Family Castle" might be called a magazine format with each program featuring a different guest or subject matter and, therefore, a different set. The continuing thread is the opening and the hostess. The series "Today's Home" was presented by the specialists in the Extension Service of Oregon State University for the young mothers of young children with specific programs on child training, nutrition, clothing and recreation.

Purpose

To provide a program for a specific audience, information about that audience is required. Letters can, and do, provide a profile, but it is superficial at best. More specific data were needed relative to the audience of Oregon's educational broadcasting stations--specifically those who would listen to or view programs during the daytime hours and those programs in the area of family living broadcast at any time of the day.

Data now available regarding the audience of Oregon's educational broadcasting networks are in five areas:

1. Engineering data on the listening area served.¹
2. Age, education, occupation and interests and hobbies of 3,000 of the KOAC audience as a guide to educational television programming in Oregon.²
3. Schools and grade levels which use the Oregon School of the Air programs.³

¹Grant S. Feikert, Director of Engineering, KOAC-KOAP. Grade A and Grade B contours for application for construction permit for channel 7 at Corvallis; Grade A and Grade B contours for application for construction permit for channel 10 at Portland.

²James Madison Morris, "Guides to Educational Television Programming and their Application to the State of Oregon" (unpublished Ed. D. dissertation, School of Education, Oregon State College, June 1956).

³Unpublished reports of annual surveys by Elizabeth D. Patapoff, Director, Oregon School of the Air, Oregon Educational Broadcasting Networks.

4. Two recent studies of students enrolled in college tele-courses.⁴

5. Broadcast Measurement Bureau statistical analysis in 1946 and 1949.⁵

None of these, however, is or can be applied directly to the women's program area. To date no other surveys of women's programs either in Oregon or on a national level have been located which can serve a major role in developing a program schedule.

The information which appeared to be needed was an analysis of who the listener-viewer is--that is, where does she live, how much education has she been fortunate enough to obtain, to what area is this education directed, how much is the family income, how old is this listener-viewer, how many children does she have at home and what are the age groupings of these children, also what kind of equipment does she have available to assist her.

⁴Alfred R. Kelman, Television Junior College in Oregon 1959-1962. Department of Educational Media, General Extension Division, Oregon State System of Higher Education, (Corvallis, 1962).

Mrs. Arthur Stump, Television Junior College in Oregon 1959-1962, Its Potential as an Accelerated Program for the High School Gifted Student, Department of Educational Media, General Extension Division, Oregon State System of Higher Education, (Corvallis, May 1963).

⁵Broadcast Measurement Bureau. BMB Station Audience Report, Study No. 2. A report prepared by the Broadcast Measurement Bureau Corvallis: Spring, 1949.

This demographic information would give the program producer specific information necessary to do program planning designed to meet the needs of the majority as well as the minority groups in the listening audience.

In addition it also seems important to know if the present broadcast schedule actually presents the programs at a time when the potential listener-viewer may in reality listen or view. If not, when is a better time?

Length of broadcast time is another concern. If the present program is too long, or conversely too short, then what is a better length?

Still another concern is the subject matter itself. Does it hold any real interest for the audience?

These questions needed to be applied to both radio and to television.

CHAPTER II

PROCEDURE

Source of Data

To be of value in providing data of use in programming to the listeners and viewers--and to those who are not now but might be if the program format, content or time were changed--answers to questions such as those posed in the preceding chapter needed to be obtained from both listeners and viewers and non-listeners and non-viewers. Therefore, a questionnaire was developed setting forth specific questions in the three major areas, the first asking for the demographic information, the second requesting radio habits and desires and the last pertaining to television.

The questions on page one of the questionnaire (see appendix) were designed to establish the socio-economic level of the listener-viewers, the type of community activities in which they participate and the direction of the educational interest of the subjects studied.

The second portion of the questionnaire was intended to identify the KOAC-AM radio listener, give an indication of the potential KOAP-FM listeners (at the time the questionnaire was

sent out the station was not yet on the air), determine if the present broadcast times and lengths are convenient, and to determine music preferences and program presentations.

In addition the program topics included in the broadcast schedule were listed and the subject asked to indicate whether or not she listens and if so does she want more, less or about the same amount of material on each topic. Because this information presents a whole study in itself, this latter portion will not be considered in this analysis. This is also true for the same question asked about program content for television, program preferences for both radio and television and the city in or near where those asked to respond to the questionnaire live. Organizations which contributed to the afternoon program schedule were listed to determine to some degree an indication of the listening audience.

The third section asked specific questions of the educational television viewers and non-viewers. The questions centered in four areas:

1. Could the subject receive one of the two channels?
2. Did the subject listen to the two regular program series designed for the women's audience?
3. When, how long and how often would she like programs of this type?
4. Which program or topic area or areas does she view?

Copies of the questionnaire and letters of introduction are included in the appendix.

Because obtaining and tabulating information from all of the women in Oregon would seem to be an impossible and possibly fruitless task, a sample of subjects was selected. The subjects were selected with the hope that the sample would reflect thoughtful and conscientious women who would study the questions and weigh the replies.

To achieve a selection of listener-viewers a mailing list was derived from four main sources:

1. The KOAC bulletin mailing list. This list is made up of those people who have requested that they be included because of various interests--classical music, special music, school, women's, farm and general interest areas.

2. A selection of local chapters of women's clubs which during at least the past four years have contributed to KOAC radio programming.

3. Home economics extension unit members through the County Agents in Home Economics.

4. Home economics graduates of Oregon State University.

The first and fourth groups received individual questionnaires with postage free return envelopes. Questionnaires were sent to the second group in packets of twenty-five to the mass-media

chairman (or her counterpart with a different title) or to the president of the organization requesting that the questionnaires be distributed at a meeting, completed and returned by the chairman in the stamped, addressed envelope provided. With the third group the questionnaires were also in packets of twenty-five but this time were given to the County Extension Agents in Home Economics who would and could distribute them and when completed return them in the stamped, addressed envelope provided.

A total of nine thousand questionnaires were sent out and 1,787 have been returned and tabulated for this analysis.

Techniques Employed

The data from the returned questionnaires were key punched into IBM cards wherever this was possible--in those questions requiring only check marks for answers. Where open end questions did not lend themselves to this technique the material was tabulated by hand.

Once the data were organized in this manner the cards could be sorted to secure data from the total number who answered the questionnaire; from those who do and do not receive KOAC-AM radio; and from those who do and do not receive KOAC-TV and KOAP-TV.

For the purpose of this thesis these five groups were observed to determine the differences and similarities in demographic information according to whether they indicated they are urban, suburban or rural residents or did not answer this question.

Another analysis was made of those who do and who do not receive KOAC-AM radio to determine their listening habits and desires.

Similar analyses were made of those who indicated they receive either or both KOAC-TV and KOAP-TV or do not receive either.

CHAPTER III

ANALYSIS OF DATA

Analysis of Demographic Information

The data collected from the survey discussed in Chapter II was organized into tables showing the response to each question concerned with demographic information about the person returning the questionnaire. Each question has been examined in three different ways.

First the data gathered from the total number of respondents was analyzed according to whether they indicated their living area to be urban, suburban, rural or gave no answer. Another analysis using the same categories was made of those who indicated that they receive or do not receive KOAC-AM. For the purposes of identification these tables are labeled as "Radio Listeners and Non-listeners." A third analysis using the same living area categories was applied to those who indicated that they could or could not receive KOAC-TV (channel 7) and KOAP-TV (channel 10). For ease of identification these tables are titled as "Television Viewers and Non-viewers." In these tables channel 7 is listed first and channel 10 second.

The interpretation of the analysis of these data will be found in Chapter IV.

TABLE 1

MEMBERSHIP IN ORGANIZATIONS INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 518	rural 435	no answer 51
Church	37	34	37	18
Professional	15	14	11	2
Fraternal	12	10	12	8
Education	19	34	41	22
Political	4	3	2	2
Childrens	21	32	27	16
Farm	1	2	14	2
Hobbies	19	20	19	14
Service	7	9	6	10
Clubs	44	41	26	22
No answer	16	13	13	39

In Table 1 we see the compilation of the answers to the open ended question, "To what clubs and organizations do you belong?" The answers ran the gamut of none to a long listing and have been tallied according to arbitrary categories. In addition these data have been divided into the answers given by respondents who have indicated the areas in which they live--urban, suburban, rural and no answer.

In the urban and suburban areas--as well as those who chose not to answer this question--we note that the highest percentages--forty-four, forty-one and twenty-two respectively--are in the category of women's organizations designed for education as well as the social aspect (clubs). In the rural area they rank fourth with twenty-six percent.

The church ranks second in both urban and suburban areas as well as rural--thirty-seven, thirty-four and thirty-seven percent respectively--and third among those not indicating their living area (eight percent).

In the suburban area the church ties percentage-wise with the groups whose primary purpose is education. Whereas, in the urban area it is fourth and tied with hobby groups (nineteen percent) but is first in the rural area--forty-one percent--and tied with women's clubs for first place among those not indicating their living area.

Those who work with children and the organizations to which they belong rank third in the urban, suburban and rural areas--twenty-one, thirty-two and twenty-seven percent and fourth (sixteen percent) among those who didn't indicate their living area.

As indicated those who enjoy hobby groups number nineteen percent in the urban area, tying with education. In the suburban area this category again ranks fourth with twenty percent. A similar percentage puts it in fifth place in the rural area as well as among those who did not choose to answer. Here, however, the percentage is fourteen.

Those who belong to professional groups make up fifteen and fourteen percent in the urban and suburban areas--fifth place in both instances. In the rural and unknown living area the percentage is the same (eleven) ranking eighth and seventh respectively.

Those who enjoy fraternal affiliation rank sixth in the urban, suburban and unknown living areas--twelve, ten and twelve percent respectively--and seventh in the rural area again with twelve percent.

The service organizations rank seventh in the urban and suburban areas with seven and nine percent respectively, ninth in the rural area (six percent) and eighth--again six percent--among those who chose not to indicate their living area.

Those interested in political organizations rank eighth in

urban and suburban areas with four and three percent respectively and last in the rural and unknown living areas with two percent each.

The two percent figure also represents those belonging to farm organizations in the suburban and unknown area and drops to one percent and sixth place in the urban area. As might be expected it rises to fourteen percent and sixth place in the rural area.

Those who chose not to answer this question were sixteen, thirteen, thirteen and thirty-nine percent respectively for urban, suburban, rural and the no answer groups.

TABLE 2

MEMBERSHIP IN ORGANIZATIONS INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 612	no 121	yes 398	no 93	yes 320	no 101	yes 33	no 10
Church	38	36	35	37	50	31	21	10
Professional	17	12	13	18	11	10	3	0
Fraternal	12	8	9	16	11	16	3	20
Education	16	36	21	13	32	69	15	40
Political	4	2	3	3	3	2	3	0
Childrens	21	23	31	37	23	36	12	30
Farm	1	2	2	2	15	14	0	10
Hobbies	17	23	19	23	20	14	18	10
Service	8	2	9	9	8	4	6	20
Clubs	45	36	41	39	27	23	15	40
No answer	15	17	14	9	15	8	42	20

Table 2 shows that we can note among radio listeners some definite similarities and differences in the pattern of organizational affiliation in the living areas as compared with the total number of respondents. Among the non-listeners we note more differences.

In the urban area the first three categories of radio listeners are clubs, church and those working with childrens organizations ranking in similar order to the total group but with different percentages--forty-eight, thirty-eight and twenty-one respectively.

A slightly different grouping takes place among the next three as the professional and hobby groups tie percentage-wise at seventeen percent and education follows closely with sixteen percent.

A similarity again occurs with the fraternal, service, political and farm groups which rank in the same order and with the exception of service have the same percentages--twelve, eight, four and one.

In the suburban area we see even more of a similarity in that the difference in order is that educational groups do not tie percentage-wise with church groups and drop to fourth place. Therefore, the order is clubs, church, childrens, educational, hobby, professional, fraternal, service, political and farm. Some differences are noted in percentages which are forty-one, thirty-five, thirty-one, twenty-one, nineteen, thirteen, nine,

nine, three and three respectively.

Again in the rural areas the differences are not marked. Church and education groups exchange place at the top of the list to put the church first. Childrens organizations and clubs follow the reversal for third and fourth places respectively. Otherwise the listing of hobby, farm, professional, fraternal, service and political rank in this same order. Percentage-wise the differences are not marked--fifty, thirty-two, twenty-seven, twenty-three, twenty, fifteen, eleven, eleven, eight and three respectively.

The differences really stand out among those not choosing to indicate their living area. The ranking order changes but the percentages are similar except for a drop in both professional and fraternal groups. Although the percentage drops, clubs and educational groups are still tied. The order is now--church, hobby, education, clubs, childrens, service, professional, fraternal, political and farm with percentages--twenty-one, eighteen, fifteen, fifteen, twelve, six, three, three, three and zero respectively.

For those who chose not to answer the percentages of fifteen, fourteen, and fifteen represent the urban, suburban and rural areas but raises to forty-two percent for those who did not choose to answer either question.

Among the non-listeners the church, club and educational

groups rank at the top in the urban area tied with thirty-six percent. Another tie at twenty-three percent includes childrens and hobby groups. Professional (twelve percent) and fraternal (eight percent) follow with service, political and farm groups again showing a tie (two percent).

In the suburban area clubs rank first (thirty-nine percent) and church and childrens groups are tied at thirty-seven percent for second place. Hobby (twenty-three percent), professional (eighteen percent), fraternal (sixteen percent), education (thirteen percent), service (nine percent) and political and farm--two percent--complete the listing.

Education ranks first in the rural area with sixty-nine percent. This is followed by childrens (thirty-six percent), church (thirty-one percent), clubs (twenty-three percent), fraternal (sixteen percent), a tie of hobby and farm (fourteen percent), professional (ten percent), service (four percent) and political (two percent).

Among those not indicating their living area there are many ties. Again education is first tied with clubs--forty percent, childrens groups (thirty percent) are followed by service and fraternal (twenty percent each) and church, hobby and farm (ten percent). The number in professional groups is negligible.

Those choosing not to answer also vary from the listening group--urban (seventeen percent), suburban (nine percent), rural (eight percent) and no answer (twenty percent).

TABLE 3

**MEMBERSHIP IN ORGANIZATIONS INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)**

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Church	38	37	33	35	43	34	19	10
	33	40	34	33	37	39	19	14
Professional	16	15	15	13	14	9	0	0
	17	14	14	17	14	11	5	0
Fraternal	15	8	12	10	16	11	0	30
	12	11	8	16	9	17	5	14
Educational	15	24	20	25	33	52	0	60
	19	22	23	23	35	46	14	29
Political	4	3	2	4	1	3	0	0
	5	2	4	2	3	3	5	0
Childrens	21	24	30	30	21	34	0	30
	24	20	33	32	24	31	10	14
Farm	1	1	4	2	17	14	0	10
	1	1	2	4	14	17	0	0
Hobbies	19	17	23	20	25	11	6	10
	16	17	17	19	19	17	10	14
Service	8	6	13	7	6	8	6	20
	10	8	9	12	8	6	5	29
Clubs	45	43	47	37	24	28	13	40
	44	42	40	44	32	22	38	29
No answer	15	16	12	15	11	11	50	30
	16	15	12	12	12	10	19	43

Table 3 shows the response regarding organization affiliation for channel 7 and channel 10 viewers and non-viewers.

Among the viewers we note that for both channels in the urban and suburban areas we have the same group in the same order. In the suburban area we note other similarities but many differences in the urban area.

Clubs, church and childrens groups rank in this order in the urban area with forty-five, thirty-eight and twenty-one percent in the channel 7 area and forty-four, thirty-three and twenty-four percent in the channel 10 area. At this point hobby (nineteen percent), professional (sixteen percent), fraternal and educational (fifteen percent each) make up the list for channel 7 while education (nineteen percent), professional (seventeen percent), hobby (sixteen percent) and fraternal (twelve percent) are the corresponding list for channel 10.

The remaining groups -- service, political and farm -- rank in the same order for both channels but with different percentages -- eight, four and one for channel 7 and ten, five and one for channel 10.

In the suburban area the first three groups are again clubs, church and childrens with forty-seven, thirty-three and thirty percent and forty, thirty-four and thirty-two percent respectively for channels 7 and 10.

Hobby and education groups reverse positions for the next two places on the list. At channel 7 hobby and education (twenty-three percent), at channel 10 education and hobby (seventeen percent).

The next three groups rank in the same order but with different percentages. Professional, service and fraternal show fifteen, thirteen, and twelve percent at channel 7 and fourteen, nine and eight percent at channel 10.

For the last two categories another reversal takes place. This time farm shows four percent at channel 7 but two percent at channel 10 and political groups two percent at channel 7 and four percent at channel 10.

In the rural area the most obvious similarity is that church ranks first with both channels--forty-three and thirty-seven percent for channels 7 and 10 respectively--and education second--thirty-three and thirty-five percent for channel 7 and 10 respectively. From then on some of the percentages are similar but the order differs with the channels except for the last two. At channel 7 the order is hobby (twenty-five percent), clubs (twenty-four percent), childrens (twenty-one percent), farm (seventeen percent), fraternal (sixteen percent), professional (fourteen percent), service (six percent) and political (one percent).

The channel 10 list ranks this way--clubs (thirty-two per-

cent), childrens (twenty-four percent), hobby (nineteen percent), farm and professional (fourteen percent each), fraternal (nine percent), service (eight percent) and political (three percent).

Among those who chose not to indicate their living area church and clubs again ranked high but here the similarity ends. The channel 7 list is church (nineteen percent), clubs (thirteen percent), hobby and service (six percent each) and the remainder such a negligible number that it will be discounted. However, with channel 10 clubs rank first (thirty-eight percent) and church second (nineteen percent) followed by education (fourteen percent), hobby and childrens (ten percent each), service, professional, fraternal and political (five percent each) and farm a negligible number.

Again several chose not to answer. The number decreases from urban to suburban and rural--fifteen, twelve and eleven percent and sixteen, twelve and twelve for channels 7 and 10 respectively--but increases for those who did not choose to answer either--channel 7 fifty percent and channel 10 nineteen percent.

Among those who do not view channel 7 or channel 10 we see some similarity in order with those who do view.

In the urban area the highest ranking are clubs and church--forty-three and thirty-seven percent respectively for channel 7 and forty-two and forty percent for channel 10--are similar to the

viewers. This is true also for the lowest ranking on the list-- service, political and farm (six, three and one percent for channel 7 and eight, two and one percent for channel 10). In between the order is similar but the percentages differ. The channel 7 order is childrens and education (twenty-four percent each), hobby (seventeen percent), professional (fifteen percent) and fraternal (eight percent). While at channel 10 education is twenty-two percent, childrens (twenty percent), hobby (seventeen percent), professional (fourteen percent) and fraternal (eleven percent).

In the suburban area the same can be said. That is, for channel 7 we note the order--clubs (thirty-seven percent), church (thirty-five percent), education (twenty-five percent), childrens (twenty-one percent), hobby (twenty percent), professional (thirteen percent), fraternal (ten percent), service (seven percent), political (four percent) and farm (two percent). The channel 10 listing is clubs (forty percent), church (thirty-three percent), childrens (twenty-four percent), education (twenty-three percent), hobby (nineteen percent), fraternal (sixteen percent), service (twelve percent), farm (four percent) and political (two percent).

The rural area shows even more diversity among the non-viewers of channel 7 and channel 10. The listing shows channel 7 to rank education high (fifty-two percent) with church and

childrens tied (thirty-four percent), clubs (twenty-eight percent), farm (fourteen percent), hobby and fraternal (eleven percent each), professional (nine percent), service (eight percent) and political (three percent). The channel 10 list starts similarly with education (forty-six percent), church (thirty-nine percent), childrens (thirty-one percent) but clubs (twenty-two percent) then hobby, farm and fraternal tied (seventeen percent) and professional, service and political with eleven, six and three percent respectively.

Among those not indicating their living area there is no similarity at all to any previous pattern or between the two channels. Channel 7 shows fraternal (sixty percent), clubs (forty percent), fraternal and childrens (thirty percent), service (twenty percent), church hobby and farm (ten percent each) and professional a negligible number. With channel 10 the highest groups--twenty-nine percent--are clubs, service and education. The next grouping (fourteen percent) is church, hobby, fraternal and childrens and a negligible number in professional, political and farm groups.

Again several chose not to answer. Among the urban, suburban and rural groups the percentages are similar to the viewers--sixteen, fifteen and eleven and fifteen, twelve and ten percent respectively for channels 7 and 10. However, among those who

chose not to answer either question the percentages are lower and reversed from the viewer group--nineteen and forty-three percent respectively.

TABLE 4

EDUCATION LEVEL INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Grade School	4	4	8	25
High School	22	27	40	23
Special Training	22	20	22	16
College Degree	51	48	30	11
No answer	1	1	0	25
Total	100	100	100	100

We see in Table 4 that of the total number of respondents from the urban and suburban areas the percentages at the different levels of education were relatively the same. Four percent of the group studied have grade school educations. Twenty-two percent and twenty-seven percent respectively have high school educations in the urban and suburban areas. The percentage remains at twenty-two in the urban area but goes down to twenty percent in the suburban area for those having special training then increases to fifty-one and forty-eight percent respectively for those attaining at least one college degree in the urban and suburban areas.

In the rural area the number having grade school educations doubles (eight percent) from that in the urban and suburban area. The number again nearly doubles (forty percent) for those with high school educations. However, in the area of special training the number remains about the same (twenty-two percent) as in the other areas. The number with college degrees drops to thirty percent.

Of those who did not respond to the question of living area the percentages decreased as the level of education increased with the exception of those who did not choose to answer either question. The percentages are twenty-five, twenty-three, sixteen and eleven respectively.

Very few if any of those indicating their living area failed to answer this question. However, twenty-five percent did not choose to answer either question.

TABLE 5

EDUCATION LEVEL INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 608	no 121	yes 394	no 93	yes 319	no 102	yes 36	no 11
Grade School	3	8	4	3	6	10	28	36
High School	21	29	27	26	37	49	25	9
Special Training	23	19	19	24	24	19	17	9
College Degree	53	44	49	47	33	23	19	9
No answer	0	0	1	0	0	0	11	36
Total	100	100	100	100	100	101	100	99

In Table 5 we note approximately the same percentage of radio listeners in the various levels of education as for the total number of respondents.

The percentages are three and four who have a grade school education in the urban and suburban areas. Twenty-one and twenty-seven percent respectively have high school educations in these areas. Among those with special training the percentage increases slightly in the urban area (twenty-three percent) and decreases slightly in the suburban area (nineteen percent). The percentage of those with college degrees increases somewhat in both the urban and suburban areas--fifty-three and forty-nine percent of those responding.

In the rural area those who say they receive KOAC radio show a small decrease at both the grade school and high school levels from the total number who responded to the questionnaire but the proportions remain approximately the same (six and thirty-seven percent). Special training and college degree recipients increase slightly among the radio listeners when compared to the total but again the proportion remains about the same--twenty-four and thirty-three percent respectively.

Among those who did not choose to indicate their living area the percentage of radio listeners increased only slightly over the total number who responded to the questionnaire at the grade

school level to twenty-eight percent, at the high school level to twenty-five percent and at the special training level to seventeen percent. At the college degree level the number nearly doubles from eleven percent to nineteen percent.

Very few, if any, in the urban, suburban and rural areas failed to answer the questions regarding their educational level. Eleven percent of those who listen to radio did not indicate either their living area or their educational level.

Those who do not listen to KOAC radio responded in a somewhat similar manner to those who do listen and to the total number of respondents. However, there were a few points of increase and decrease.

Among the urban residents we see an increase to eight percent at the grade school level and twenty-nine percent at the high school level while the suburban respondents remained the same--three and twenty-six percent respectively.

The number of urban residents with special training decreased to nineteen percent while the suburbanites increased to twenty-four percent.

The figures for those with college degrees in the urban areas decreased to forty-four percent while in the suburban areas the number is forty-seven percent.

Among those responding from the rural areas we see an increase

to ten percent at the grade school level, to forty-nine percent at the high school level but a decrease to nineteen percent for those with special training and to twenty-three percent for those with college degrees.

Those who did not indicate the location of their living area showed an increase to thirty-six percent for those having completed grade school and a decrease to nine percent for those with high school, special training or college degree.

The numbers who did not answer regarding their education level were negligible in the urban, suburban and rural areas but thirty-six percent did not choose to reply to the question at all.

TABLE 6

EDUCATION LEVEL INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Grade School	3	4	2	3	5	11	31	15
	3	4	3	6	6	7	32	33
High School	23	21	27	26	36	46	25	23
	22	25	27	26	36	43	9	22
Special Training	23	21	20	20	26	17	13	23
	25	18	22	15	25	19	27	0
College Degree	51	54	50	49	34	26	25	23
	50	53	47	52	32	31	23	33
No answer	0	0	1	1	0	0	6	15
	1	0	1	1	0	0	9	11
Total	100	100	100	99	101	100	100	99
	101	100	100	100	99	100	100	99

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When comparing the data in Table 6 the education levels of the respondents who indicate they are television viewers is somewhat similar to radio listeners as well as the total number of respondents yet we note some distinct differences.

Those who indicate that they live in either an urban or a suburban area and have completed a grade school education in the channel 7 viewing area are about the same number as radio listeners--three and two percent respectively. However, in the channel 10 area this number decreases to three percent.

The high school graduates are similar to radio--twenty-three percent for channel 7 and twenty-seven percent for channel 10.

Among those who have had special training we find a similar percentage as in radio--twenty-three percent and twenty percent in the channel 7 area and twenty-five and twenty-two percent in the channel 10 area.

For recipients of college degrees we note that in both urban and suburban areas the percentages are similar to the total number of respondents and to the radio listeners--fifty-one and fifty percent in the channel 7 area and fifty and forty-seven percent in the channel 10 area.

Among those who did not indicate a living area quite different figures occur from the radio listeners or total respond-

ents. At the grade school level both channels show an increase--thirty-one and thirty-two percent. At the high school level channel 7 shows twenty-five percent and channel 10 nine percent. Those with special training make up thirteen percent of the viewers of channel 7 and twenty-seven percent for channel 10. Twenty-five and twenty-three percent respectively for channels 7 and 10 indicate having a college degree.

Those who did not answer the question from the urban, suburban or rural areas were negligible. However, those who did not choose to answer either question decreased among the television viewers over the radio audience or total respondents to six percent for channel 7 and nine percent for channel 10.

Among those who indicate they do not view either channel we can note that in the urban area the number with grade school level of achievement is about half that of the non-listener to radio. For both channels it is four percent. At the high school level it is lower than the non-radio listeners--twenty-one percent for channel 7 and twenty-five percent for channel 10. Those who have special training are about the same percentage. For channel 7 twenty-one percent and for channel 10 eighteen percent. Those with college degrees are slightly fewer than for radio. It is fifty-four and fifty-three percent respectively for channels 7 and 10.

The suburbanites with grade school education in the channel

7 area are approximately the same percentage as for radio--three percent, but in the channel 10 area this doubles to six percent. Both channels have about the same percentage of non-viewers as radio had non-listeners with high school education. This is twenty-six percent. Those with special training are fewer among the non-television audience than non-radio audience. Channel 7 has twenty percent and channel 10 fifteen percent. The reverse is true for those with college degrees. Channel 7 has forty-nine percent while channel 10 has fifty-two percent.

From the rural area the response of the non-viewer is at the grade school level similar in the channel 7 area to radio e. g. eleven percent but lowers to seven percent in the channel 10 area. Both stations are lower than radio at the high school level with channel 7 having forty-six percent and channel 10 forty-three percent. A similarity with radio again shows up in the special training area. Here channel 7 is seventeen percent and channel 10 nineteen percent. Those with college degrees are more frequent for television than radio. Channel 7 shows twenty-six percent and channel 10 thirty-one percent.

Among those who did not indicate the area in which they live we see a lower frequency than among the non-listeners. At channel 7 this is fifteen percent and at channel 10 thirty-three

percent. The comparison reverses and the television channels show twenty-three and twenty-two percent at the high school level. For those with special training the comparison with radio varies both ways. At channel 7 it is twenty-three percent while at channel 10 a negligible number. At the college degree level television non-viewers run higher than radio non-listeners again with channel 7 having twenty-three percent and channel 10 thirty-three percent.

As in the other tables those in the urban, suburban and rural areas who did not choose to answer this question were too few to count. However among those who did not choose to answer at all the frequency was less than in radio--for channel 7 fifteen percent and for channel 10 eleven percent.

TABLE 7

EDUCATIONAL INTERESTS INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 518	rural 435	no answer 51
Education	19	22	19	8
Arts and Letters	15	13	12	4
Fine Arts	12	10	9	6
Business	10	10	8	6
Home Economics	9	9	11	4
Mathematics and Science	7	10	7	0
Psychology, Sociology and Philosophy	6	5	1	0
Social Science	7	8	5	4
Nursing and Medicine	5	5	5	6
Journalism and Creative Writing	2	7	2	0
Languages	4	5	3	0
Speech, Drama and Radio	2	3	1	0
Religion	1	1	1	0
Political Science and Economics	3	2	1	0
Physical Education	0	1	1	0
Technical Training and Farming	0	0	0	0
No answer	18	18	31	69

Table 7 gives an indication of the educational interests of the total number of those women responding to the questionnaire. Whenever more than one area of interest was indicated it was noted.

Among those indicating their living area to be urban or suburban we see many similarities. The top two interest groups are education (nineteen and twenty-two percent respectively) and arts and letters (fifteen and thirteen percent respectively). In the suburban area fine arts, business and mathematics and science tied percentage-wise at ten percent while among the urban residents we note fine arts to interest twelve percent and business again ten percent. In both areas home economics is nine percent. Mathematics and science ties with social science at seven percent in the urban area but in the suburban area social science interests eight percent.

Psychology, sociology and philosophy; nursing and medicine; and languages tie at five percent in the suburban area while in the urban area they rank six, five and four percent respectively.

Where journalism and creative writing tied percentage-wise with speech, drama and radio (two percent) in the urban area we see journalism and creative writing interesting seven percent in the suburban area and speech, drama and radio

three percent.

Political science and economics are also similar in the two living areas--three percent in the urban area and two percent in the suburban area. Religion also tied percentage-wise (one percent) in both areas and we find a similar interest in physical education in the suburban area but a negligible interest in the urban area. Interest in technical training and farming was also negligible in both living areas.

Those who chose not to answer made up eighteen percent of both groups.

In the rural area those who chose not to answer made up nearly one-third of the respondents--thirty-one percent. Of the remainder we see some similarities but not as marked as in the urban and suburban areas. Education ranked highest with nineteen percent again followed by arts and letters (twelve percent). The third choice was home economics (eleven percent) then fine arts (nine percent), business (eight percent) and mathematics and science (seven percent). In this area social science and nursing and medicine tied at five percent. Language drops somewhat percentage-wise (three percent) and journalism and creative writing (two percent) are the same as in the urban area.

Psychology, sociology and philosophy; speech, drama and radio; and political science and economics drop percentage-wise

and tie with religion and physical education (one percent).

Again the technical training and farming interest is negligible.

Among those who did not indicate their living area those who chose not to answer made up over two-thirds of the group (sixty-nine percent). Among the remainder education again ranked highest (eight percent). Fine arts, business and nursing and medicine tied next at six percent followed by arts and letters, home economics and social science at four percent. The areas--mathematics and science; psychology, sociology and philosophy; speech, drama and radio; religion; political science and economics; physical education and technical training and farming--have a negligible number indicating interest.

TABLE 8

EDUCATIONAL INTERESTS INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	612	121	398	93	320	101	33	10
Education	20	32	27	27	20	15	12	0
Arts and Letters	28	7	18	15	13	9	6	0
Fine Arts	23	8	10	9	10	7	9	0
Business	20	12	9	10	6	14	6	0
Home Economics	10	6	9	10	9	17	6	0
Mathematics and Science	7	6	11	5	8	4	0	0
Psychology, Sociology and Philosophy	6	6	5	5	1	1	0	0
Social Science	18	7	9	8	6	2	6	0
Nursing and Medicine	5	6	5	4	4	7	6	0
Journalism and Creative Writing	2	2	2	1	2	1	0	0
Languages	15	1	6	4	3	2	0	0
Speech, Drama and Radio	2	2	4	4	1	1	0	0
Religion	1	0	1	0	2	0	0	0
Political Science	2	2	2	3	1	0	0	0
Physical Education	0	0	2	0	1	1	0	0
Technical Training and Farming	0	0	0	0	1	0	0	0
No answer	25	39	22	24	30	31	58	100

Table 8 shows the ranking of the educational interests of those who do and do not receive radio. The percentages among the higher ranking are generally somewhat higher than for the total and the order also differs.

In the urban area the radio listeners indicate twenty-eight percent are interested in arts and letters, twenty-three percent in fine arts, twenty percent in education and business, eighteen percent in social science, fifteen percent in languages, ten percent in home economics, seven percent in mathematics and science, six percent in nursing and medicine, a tie at two percent in journalism and creative writing; speech, drama and radio; and political science and economics, one percent in religion and a negligible number in physical education, technical training and farming. Twenty-five percent chose not to answer.

Suburban residents who listen to radio indicate education as the highest percentage (twenty-seven) with arts and letters second (eighteen percent). After this reversal from the urban group mathematics and science rank third (eleven percent) then fine arts (ten percent). Business, home economic and social science tied percentage-wise at nine. Language is six percent while psychology, sociology and philosophy and nursing and medicine tied at five percent and speech, drama and radio is four percent. Journalism and creative writing; political science and economics and physical education all tied at two percent. Religion shows one percent are

interested but technical training and farming again had a negligible number responding. Twenty-two percent chose not to answer this question.

The rural residents who responded indicate that twenty percent are interested in education. Arts and letters rank second (thirteen percent) with fine arts next (ten percent) then home economics (nine percent), mathematics and science (eight percent), business and social science tied (six percent), nursing and medicine (four percent), languages (three percent), another tie between journalism and creative writing and religion (two percent) and still another among psychology, sociology and philosophy; speech, drama and radio; political science and economics; physical education; technical training and farming (one percent).

Those who did not choose to answer made up thirty percent of this group.

Among those who did not indicate their living area we note that education again ranks high (twelve percent). Fine arts ranks second (nine percent) and arts and letters, business, home economics, social science, nursing and medicine all tied for third high (six percent) while mathematics and science; psychology, sociology and philosophy; journalism and creative writing; languages; speech, drama and radio; religion; political science and economics; physical education and technical training and farming all had a negligible number of replies. However fifty-eight percent chose not to indicate

any educational interest.

The ones who do not listen to radio and who chose not to indicate their living area also chose not to express their educational interest (one hundred percent).

This is untrue of the other areas. Among urban residents education again runs high (thirty-two percent) with business several percentage points lower (twelve percent), then fine arts (eight percent) and a tie between arts and letters and social science (seven percent), another tie among home economics; mathematics and science; psychology, sociology and philosophy and nursing and medicine (six percent). Journalism and creative writing; speech, drama and radio and political science and economics also tied (two percent). Languages hold an interest for only one percent of this group while for religion, physical education, technical training and farming the interest was negligible. Those who did not choose to answer made up thirty-two percent.

In the suburban area education still ranks high (twenty-seven percent) with arts and letters second (fifteen percent). Business and home economics (ten percent), fine arts (nine percent) and social science (eight percent) follow closely. Mathematics and science and psychology, sociology and philosophy tied with five percent and nursing and medicine; languages; speech, drama and radio also tied (four percent). Political science and economics followed closely (three percent) then the percentage drops to one for journal-

ism and creative writing. Religion, physical education, technical training and farming had a negligible number of responses. Twenty-four percent chose not to answer.

Among rural residents who responded home economics ranked high (seventeen percent), with education second (fifteen percent) closely followed by business (fourteen percent). The percentage drops to nine for arts and letters and on down to seven for fine arts and nursing and medicine. A further drop to four percent indicates the interest in mathematics and science and two percent that in social science and languages. Psychology, sociology and philosophy; journalism and creative writing; speech, drama and radio and physical education interest one percent of the group. Religion, political science and economics, technical training and farming had a negligible number of responses. Those choosing not to indicate an interest were the largest number--thirty-one percent.

TABLE 9

EDUCATIONAL INTERESTS INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Education	21	24	22	23	25	12	6	10
	18	21	24	17	37	13	14	14
Arts and Letters	17	22	11	14	11	9	6	0
	17	17	15	11	15	11	10	0
Fine Arts	12	19	12	8	11	9	0	20
	11	13	10	9	12	8	5	14
Business	9	16	7	10	8	11	0	0
	14	10	10	7	6	11	5	0
Home Economics	12	6	11	8	10	15	6	0
	10	10	5	14	6	18	5	0
Mathematics and Science	8	10	12	10	7	8	0	0
	8	7	10	12	6	15	0	0
Psychology, Sociology and Philosophy	6	6	4	6	4	3	0	0
	7	7	5	3	4	4	0	0
Social Science	8	10	4	12	6	4	13	0
	11	7	9	9	5	5	0	14
Nursing and Medicine	3	7	5	4	5	5	6	20
	5	3	5	3	4	5	14	0
Journalism and Creative Writing	2	1	2	2	1	1	0	0
	1	2	2	2	1	1	0	0
Languages	4	4	7	4	3	3	0	0
	3	6	5	3	2	2	0	0
Speech, Drama and Radio	2	2	5	3	1	1	0	0
	2	2	4	5	2	0	0	0

TABLE 9 CONTINUED

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Religion	1	1	1	1	1	1	0	0
	0	2	1	1	2	0	0	0
Political Science	2	3	1	3	2	0	0	0
and Economics	2	1	2	1	2	0	0	0
Physical Education	0	0	2	1	2	1	0	0
	0	0	0	1	1	2	0	0
Technical Training	1	0	1	0	1	1	0	0
and Farming	0	0	0	0	1	1	0	0
No answer	17	15	20	16	26	31	63	60
	16	15	15	27	25	28	57	71

Table 9 shows us the educational interest for the viewers and non-viewers of channels 7 and 10. There is no real correlation between the channels either viewers or non-viewers or in rank or percentages when they are divided into living areas.

That is, in the urban area education does rank first but with twenty-one percent at channel 7 and eighteen percent at channel 10.

Arts and letters rank second--both channels having seventeen percent. Here the similarity ends. Fine arts and home economics tie at twelve percent at channel 7 and fine arts ties with social science at eleven percent at channel 10. Home economics at channel 10 is ten percent and at channel 7 social science and mathematics and science tie at eight percent. This same rank and percentage is true for channel 10. Business, however, is nine and fourteen percent respectively at channels 7 and 10. Psychology, sociology and philosophy are six and seven percent respectively in eighth place.

Whereas languages (four and three percent) and nursing and medicine (three and five percent) reverse places, speech, drama and radio and political science and economics are tied with the same percentage (two) at both channels. Journalism and creative writing are also two percent at channel 7 but one percent at channel 10. Religion, technical training and farming are one percent at channel 7 but receive a negligible number of responses at channel 10. Physical education also received a negligible number of responses at both channels. Those choosing not to respond made up seventeen percent

at channel 7 and sixteen at channel 10.

In the suburban area education again ranks high (twenty-two and twenty-four percent respectively). Here again the similarity ends. At channel 7 fine arts and mathematics and science tie with a percentage of twelve. These two categories at channel 10 are also tied with business and the percentage is ten. Arts and letters and home economics are the third category at channel 7 (eleven percent) while arts and letters is second at channel 10 (fifteen percent). Business at channel 7 is tied with language for the fourth ranking percentage (seven), while language, home economics, nursing and medicine and psychology, sociology and philosophy are all tied (five percent) at channel 10.

Nursing and medicine and speech, drama and radio are again tied at channel 7 (five percent) but at channel 10 this latter category is four percent (the same percentage as psychology, sociology and philosophy and social science at channel 7). However, social science ranks fourth at channel 10 (nine percent).

Journalism and creative writing is one area of similarity (two percent at both channels) while religion is one percent at both. However physical education is two percent and a negligible number at the respective channels; political science is one and two percent. Technical training and farming at channel 7 show a percentage of one but a negligible number of channel 10 respondents.

Those who chose not to answer made up twenty percent of those

responding from channel 7 area and fifteen percent of those from the channel 10 area.

In the rural area education again runs high--twenty-five percent at channel 7 and thirty-seven percent at channel 10. Arts and letters are in second and third places. At channel 7 they tie at eleven percent but at channel 10 are fifteen and twelve percent respectively. Although home economics, business and mathematics and science follow in that order at both channels at channel 7 the percentages are ten, eight and seven while at channel 10 it is six percent for all three. Social science is six and five percent at channels 7 and 10 respectively.

Nursing and medicine are five and four percent respectively for channels 7 and 10 and psychology, sociology and philosophy are four percent for both channels. Language is three and two percent respectively, political science and economics is two percent for both channels.

Physical education is two percent at channel 7 and one percent at channel 10. These percentages reverse for speech, drama and radio and for religion. Journalism and creative writing and technical training and farming are one percent for both channels. Those who declined to express their educational interest number twenty-six percent in the channel 7 area and twenty-five percent in the channel 10 area.

Among those who chose not to indicate their living area there is a great discrepancy between the two channels. At channel 7 social

science is high (thirteen percent) followed by a tie among education, arts and letters, home economics and nursing and medicine (six percent). The remainder of the categories--fine arts; business; mathematics and science; psychology, sociology and philosophy; journalism and creative writing; languages; speech, drama and radio; religion; political science and economics; physical education and technical training and farming--had a negligible number of responses. However, sixty-three percent of those responding chose not to indicate any educational interest.

At channel 10 education and nursing and medicine are the highest ranking interests (fourteen percent) followed by arts and letters (ten percent). Fine arts, business and home economics tied at five percent. The remaining categories again had a negligible number of responses--mathematics and science; psychology, sociology and philosophy; social science; journalism and creative writing; language; speech, drama and radio; religion; political science and economics; physical education and technical training and farming. Those who chose not to respond made up fifty-seven percent of this group.

Among those who do not view we also see wide dissimilarities. In the urban area education and arts and letters head the list (twenty-four and twenty-one percent and twenty-two and seventeen percent respectively for channels 7 and 10), followed by fine arts (nineteen and thirteen percent respectively).

Here, however, the similarity ends. In the channel 7 area

business follows (sixteen percent) but at channel 10 it is tied with home economics (ten percent). Home economics at channel 7 is tied with psychology, sociology and philosophy (six percent) and superseded by a tie between mathematics and science and social science (ten percent). We find mathematics and science, social science and psychology, sociology and philosophy tied at seven percent at channel 10. Also nursing and medicine are seven and three percent at channels 7 and 10 respectively while language is four and six percent. Political science and economics is three and one percent; speech, drama and radio are two percent at both channels and journalism and creative writing one and two percent respectively. Physical education and technical training and farming have a negligible number at both channels and those choosing not to answer were the same for both channels--fifteen percent.

In the suburban area an even wider divergence of interests occur although education is still high--twenty-three and seventeen percent respectively for channels 7 and 10. At channel 7 arts and letters rank second (fourteen percent) but fourth at channel 10 (eleven percent). Social science ranks third at channel 7 (twelve percent) but is tied with fine arts (nine percent) at channel 10. Home economics is second at channel 10 (fourteen percent) but tied with fine arts (eight percent) at channel 7. The third place at channel 10--mathematics and science (twelve percent)--compares to a tie for fourth place at channel 7 with business (ten percent). Business at channel

10 is seven percent.

At channel 7 psychology, sociology and philosophy (six percent) are next in order followed by nursing and medicine and languages (four percent) then speech, drama and radio and political science and economics (three percent).

At channel 10 the order is speech, drama and radio (five percent), psychology, sociology and philosophy; nursing and medicine and languages (three percent). Journalism and creative writing is the same (two percent) at both channels.

Religion and physical education at channel 7 and religion, physical education and political science and economics at channel 10 all show an interest by one percent. At both channels technical training and farming had a negligible number of responses while those who chose not to reply made up sixteen and twenty-seven percent respectively for channels 7 and 10.

Home economics ranked high among the rural residents (fifteen and eighteen percent) but here again the similarity ends. Education is second at channel 7 (twelve percent) and third at channel 10 (thirteen percent). Mathematics and science which is second at channel 10 (fifteen percent) is eight percent at channel 7. Business at channels 7 and 10 is the same percentage-wise (eleven) but three and four respectively in rank. The same could be said for fine arts (nine and eight percent and four and five in rank respectively). Arts and letters, however, differ percentage-wise (nine and eleven) but

both rank fourth. Nursing and medicine have similar rank and percent of interest (five).

Social science varies only slightly (four and five percent respectively). This is also true of psychology, sociology and philosophy (three and four percent), language (three and two percent), physical education (one and two percent). Journalism and creative writing and technical training and farming have one percent of the respondents interests at both channels. While speech, drama and radio and religion have a similar percentage (one) at channel 7 there is only a negligible number at channel 10. Political science and economics interests only a negligible number at both channels. Those who chose not to answer were thirty-one and twenty-eight percent respectively for channels 7 and 10.

Among those who chose not to respond to the location of their living area the major portion preferred not to indicate their educational interests--sixty and seventy-one percent respectively for channels 7 and 10.

At channel 7 fine arts and nursing and medicine tied for first place with twenty percent. This is followed by education (ten percent) and the remainder of categories had only a negligible number indicating an interest--arts and letters; business; home economics; mathematics and science; psychology, sociology and philosophy; social science; journalism and creative writing; languages; speech, drama and radio; religion; political science and economics; physical edu-

cation and technical training and farming.

At channel 10 it is education that ranks high but is tied with fine arts and social science (fourteen percent). The remainder of the categories again have only a negligible number indicating an interest.

TABLE 10

OCCUPATIONS INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 518	rural 435	no answer 51
Homemaker	58	69	75	61
Semi-skilled	1	1	2	0
Skilled	1	1	1	0
Sales	1	1	1	0
Purchasing	0	1	0	0
Clerk	1	2	2	2
Services	4	4	3	6
Stenographer - bookkeeper	7	6	3	0
Farmer	0	0	2	2
Supervisor	1	1	0	0
Owner	1	0	0	0
Writer	1	1	1	0
Educator	18	14	12	6
College faculty	2	1	0	0
Student	3	2	0	2
Professional	1	0	1	2
Retired	7	3	4	4
No answer	3	3	2	20

In Table 10 the occupations of the total group of respondents have been categorized and wherever the respondent indicated more than one occupation--e.g. homemaking and teaching--both have been noted.

The respondents have also been divided into the areas in which they indicate they live. In this breakdown we see some very definite similarities and also some differences.

Among the similarities is that homemaking ranks high in all areas. This is followed by teaching at the primary or secondary level. We also note some occupations in which women are employed but according to these respondents in much fewer numbers.

In the urban area the homemaker makes up fifty-eight percent of the respondents and those in education eighteen percent. The stenographer-bookkeeper category ties percentage-wise (seven) with those who have retired. Those engaged in positions which can be classified as service make up four percent. Students rank next (three percent) and two percent are engaged in teaching at the college or university level. Several classifications of employment account for one percent of this group of respondents--semi-skilled, skilled, clerk, supervisor, owner, writer and professional. Purchasing and farming account for a negligible number. Those who chose not to answer made up three percent of the entire group.

In the suburban area the top three classifications are the same but the percentages differ--homemaker (sixty-nine percent), educator

(fourteen percent) and stenographer-bookkeeper (six percent). Those engaged in services are the same as in the urban area (four percent).

Those who have retired account for three percent and clerks and students two percent. Semi-skilled, skilled, sales, supervisory and writer again account for one percent. To this group is added purchasing and college faculty. In this area those in farming, owner and professional categories are negligible in number. Those who did not reply again made up three percent.

In the rural area homemaker and educator again rank high--seventy-five and twelve percent respectively. Retirement accounts for four percent and those in services and the stenographer-bookkeeper make up three percent each.

The semi-skilled, clerks and farmers number two percent each while those who are skilled, in sales, writers and in the professions number one percent each. A negligible number are employed in teaching or are students. In this group two percent chose not to answer.

Among those who chose not to indicate their living area we note some similarities to the other groups. Again homemaking ranks high (sixty-one percent) with education and service tied for second place (six percent). Those who have retired account for four percent. Two percent are clerks, farmers, students or engaged in the professions, while a negligible number are semi-skilled, skilled, sales persons, purchasers, stenographer-bookkeepers, supervisors, owners,

writers and college faculty. In this group, however, twenty percent chose not to indicate their occupation.

TABLE 11

OCCUPATIONS INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 612	no 121	yes 398	no 93	yes 320	no 101	yes 33	no 10
Homemaker	56	67	69	65	73	80	67	50
Semi-skilled	1	0	1	1	1	5	0	0
Skilled	1	0	1	0	1	0	0	0
Sales	1	2	1	1	1	0	0	0
Purchasing	0	0	1	0	0	0	0	0
Clerk	1	2	2	1	3	0	0	0
Services	5	3	4	5	3	1	3	10
Stenographer - bookkeeper	7	5	6	6	3	3	3	0
Farmer	0	0	0	0	3	1	3	0
Supervisor	1	0	1	1	0	0	0	0
Owner	1	0	0	0	0	0	0	0
Writer	1	0	1	0	2	0	0	0
Educator	18	17	13	20	12	13	9	0
College faculty	2	0	1	2	0	0	0	0
Student	3	2	2	1	0	1	3	0
Professional	1	0	0	1	2	1	3	0
Retired	7	6	4	3	4	2	6	0
No answer	2	2	4	0	2	0	12	40

Table 11 shows the occupations of radio listeners and non-listeners. Many similarities to the total number of respondents occur in both these groups.

For example, in the urban area homemaker and educator are high (fifty-six and eighteen percent) with stenographer-bookkeeper and retired tied at seven percent followed by service (five percent). Again students make up three percent and college teaching two percent. The same classifications in the total group account for one percent each--semi-skilled, skilled, sales, clerk, supervisor, owner, writer and professions--and the negligible number--purchasing and farming. Here two percent chose not to answer.

In the suburban area the order of occupations is the same as for the total group with a slight variation in percentages--homemaker (sixty-nine percent), educator (thirteen percent), stenographer-bookkeeper (six percent), service and retired (four percent each), clerk and student (two percent), semi-skilled, skilled, sales, purchasing, supervisory, writer and college faculty (one percent) and farmer, owner and professional a negligible number. Four percent chose not to answer.

There is a change in the rural area. Here again homemaker and educator rank high (seventy-three and twelve percent respectively). Those who are retired (four percent) rank next followed by a group including clerks, service, stenographer-bookkeeper and farmer (three percent each). Writers and professionals make up

two percent each; the semi-skilled, skilled and sales people one percent; and purchasing, supervisory, owner, college faculty and students a negligible number. Two percent chose not to answer.

Among those not indicating their living area the pattern again changes somewhat, however, homemaker, educator and retired again rank in that order (sixty-seven, nine and six percent respectively). The percentage then drops to three for those in services, stenographer-bookkeeper, farmers, students and the professions. A negligible number are employed as semi-skilled, skilled, sales, purchasing, clerk, supervisor, owner, writer and college faculty. In this group twelve percent chose not to indicate their occupations.

The pattern for the non-listener is similar to that of the listener. In the urban area homemaker, educator, retired, stenographer-bookkeeper and service rank in that order with sixty-seven, seventeen, six, five and three percent respectively. Two percent are engaged in sales, clerk and student and a negligible number make up the remainder of the categories--semi-skilled, skilled, purchasing, farmer, supervisor, owner, writer, college faculty and professional. Here again two percent chose not to answer.

The same classifications rank high in the suburban area but in a slightly different order and percentages--homemaker (sixty-five percent), educator (twenty percent), stenographer-bookkeeper (six percent), service (five percent) and retired (three percent). Two percent are college faculty while one percent are engaged in semi-

skilled, sales, clerk, supervisory or professional occupations or as students. A negligible number are in skilled, purchasing, farming, owner or writer positions or chose not to answer.

In the rural area we find that the semi-skilled category has taken third place in the list (five percent) along with homemaker (eighty percent), educator (thirteen percent), stenographer-bookkeeper (three percent) and retired (two percent). Service, farmer, student and professional are the categories in which one percent of this group are employed while a negligible number are occupied by the remainder--skilled, sales, purchasing, clerk, supervisor, owner, writer and college faculty--and those who chose not to answer.

Among those who did not indicate their living area homemaker and service were the only two classifications to which there was more than a negligible response-- fifty and ten percent respectively. An additional forty percent chose not to answer this question. Those categories which had the very few responses are: semi-skilled, skilled, sales, purchasing, clerk, stenographer-bookkeeper, farmer, supervisor, owner, writer, educator, college faculty, student, professional and retired.

TABLE 12

OCCUPATIONS INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Homemaker	58	60	71	68	68	79	63	50
	54	62	70	74	67	76	57	57
Semi-skilled	1	1	0	1	2	3	0	0
	0	1	1	0	1	3	0	0
Skilled	1	0	1	0	1	0	0	0
	1	0	0	1	1	0	0	0
Sales	1	2	1	1	0	1	0	0
	2	0	1	1	2	0	0	0
Purchasing	1	0	2	0	0	0	0	0
	0	0	1	0	0	0	0	0
Clerk	2	1	2	1	4	1	0	0
	2	0	1	2	3	2	0	0
Services	3	4	4	4	3	3	0	3
	4	5	5	2	4	2	0	0
Stenographer - bookkeeper	6	6	7	5	3	3	0	0
	9	5	5	8	3	3	0	0
Farmer	0	0	0	0	2	2	0	0
	0	0	0	0	2	2	5	0
Supervisor	0	1	1	1	1	0	0	0
	1	0	1	0	1	0	0	0
Owner	1	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
Writer	1	0	1	0	1	0	0	0
	1	0	1	0	1	1	5	0

TABLE 12 CONTINUED

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Educator	19	18	13	19	17	8	0	10
	19	19	17	8	15	11	10	0
College faculty	2	2	4	0	0	0	0	0
	2	2	1	4	0	0	0	0
Student	2	3	2	2	1	1	6	0
	3	3	2	3	1	1	0	0
Professional	1	0	0	0	1	2	6	0
	1	0	1	0	11	2	0	14
Retired	6	6	2	3	5	2	6	10
	4	8	2	3	5	3	10	0
No answer	2	2	2	1	2	0	13	20
	2	1	2	0	2	1	5	29

Table 12 shows the occupations of those who view and do not view channels 7 and 10. Here again we note many similarities to the total group and to the radio listeners and non-listeners. However, the two channels do not have parallel groupings. Homemaker and educator as a general rule rank highest in all the living areas.

In the urban area we note among viewers that homemaking ranks highest at both channels 7 and 10 (fifty-eight and fifty-four percent) and educators (nineteen percent each) are second.

At channel 7 the stenographer-bookkeeper and those who are retired rank third with a tie at six percent followed by services (three percent). Whereas at channel 10 the stenographer-bookkeeper is third (nine percent) with services and retired following tied at four percent.

The direct similarity between the two channels ends here. At channel 7 two percent are engaged as clerks, college faculty and students or chose not to answer. An additional one percent each indicate they are semi-skilled, skilled, in purchasing, owners, writers or professionals and a negligible number are farmers and supervisors. At channel 10 three percent are students and two percent indicate sales, clerk and college teaching as their occupations. This same percentage again chose not to answer. In this area one percent each are skilled, supervisors, writers or professionals and a negligible number are engaged in semi-skilled, purchasing, farming or as owners.

The suburban area again has homemaker ranking high--seventy-one and seventy percent for channel 7 and 10 respectively. Educators again rank second (thirteen and seventeen percent respectively). At channel 7 the stenographer-bookkeeper makes up seven percent, services and college faculty four percent, two percent are in purchasing, clerk, student and retired categories or chose not to answer. One percent indicate skilled, sales, supervisor and writer and a negligible number are semi-skilled, farmers, owners and professionals.

At channel 10 the third ranking group (five percent) is service and stenographer-bookkeeper followed by student, retired and those who chose not to answer (two percent each). In this area one percent each indicate semi-skilled, sales, purchasing, clerk, supervisor, writer, college faculty and professional with a negligible number as skilled, farmer and owner.

The rural viewer shows a definite change in pattern after the first two which are again homemaker (sixty-eight and sixty-seven percent) and educator (seventeen and fifteen percent). Then at channel 7 those who are retired make up five percent, clerks four percent, service and stenographer-bookkeeper tie at three percent. The semi-skilled, farmers and those who chose not to answer make up two percent each. An additional one percent each are skilled, supervisors, writers, students and professionals and a negligible number are in sales, purchasing, owners and college faculty.

At channel 10 professional (eleven percent) is the third category followed by retired which at five percent is the same as at channel 7. Services (four percent), clerk and stenographer-bookkeeper (three percent each) and sales, farmer and those who chose not to answer (two percent each) are next in order. Those categories which have a representation of one percent each are semi-skilled, skilled, supervisor, writer and student while purchasing, owner and college faculty have a negligible number.

Among those who chose not to indicate their living area the pattern changes. Homemaking ranks first at both channels (sixty-three and fifty-seven percent) but at channel 7 student, professional and retired account for six percent each and thirteen percent chose not to answer. The remainder have a negligible number--semi-skilled, skilled, sales, purchasing, clerk, service, stenographer-bookkeeper, farmer, supervisor, owner, writer, educator and college faculty.

At channel 10 educator and retired make up ten percent each and farmer and those who chose not to answer account for five percent each. The remainder of the categories have a negligible number responding--semi-skilled, skilled, sales, purchasing, clerk, service, stenographer-bookkeeper, supervisor, owner, writer, college faculty, student, professional.

Among the non-viewers in the urban area the previous pattern again repeats itself with homemaker sixty and sixty-two percent

respectively for channels 7 and 10 followed by educator (eighteen and nineteen percent). At channel 7 the pattern repeats for the viewer in the stenographer-bookkeeper and retired tied at six percent. Services follow but the percentage changes to four. At channel 10 the retired group numbers eight percent followed by services and stenographer-bookkeeper tied at five percent. Students make up three percent at both stations. College teaching is two percent at both channels but at channel 7 is tied by sales and those who chose not to answer. This group who preferred not to answer make up one percent at channel 10 as does the semi-skilled. Another comparison with channel 7 shows the one percent group to include the semi-skilled, clerk and supervisor. A negligible number of responses at channel 7 were tallied for those skilled, purchasing, farming, owners, writers and professionals. At channel 10 this group included the skilled, sales, purchasing, clerk, farmer, supervisor, owner, writer, and professional.

The suburban residents again have homemaker, educator and stenographer-bookkeeper in the top three categories. At channel 7 the percentages are sixty-eight, nineteen and five while at channel 10 the homemaker makes up seventy-four percent and the stenographer-bookkeeper and educator tie at eight percent. Four percent of the respondents at channel 7 are engaged in services while at channel 10 they are college faculty. Those who are retired make up three percent at both channels. This same percentage applies to students but

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at channel 7 the number is two percent. Clerk and services classifications are two percent of the channel 10 non-viewers. Those in the one percent group at channel 7 are the semi-skilled, sales, clerk, supervisor and those who elected not to answer. At channel 10 the group includes sales, clerk and student. The remainder of the categories at channel 7--skilled, purchasing, farmer, owner, writer, college faculty and professional--and channel 10--semi-skilled, purchasing, farmer, supervisor, owner, writer, professional and those who chose not to respond--had a negligible number of responses.

In the rural area the homemaker (seventy-nine and seventy-six percent) and educator (eight and eleven percent) again rank high at both channels. The next grouping is three percent. At channel 7 we note this includes the semi-skilled, service and stenographer-bookkeeper and at channel 10 the semi-skilled, stenographer-bookkeeper and those who have retired. Among the group who make up two percent of the respondents we note farmer and professional categories appear in the lists for both channels. Retired is added at channel 7 and clerk and service at channel 10. Student is a common category for both channels among the group who make up one percent of the respondents. However, at channel 7 sales and clerk are included and at channel 10 writer and those who elected not to answer. A negligible number at channel 7 responded in the categories of skilled, purchasing, supervisor, owner, writer, college faculty and those who did not choose to answer. At channel 10 this grouping includes

skilled, sales, purchasing, supervisor, owner and college faculty.

Among those not indicating their living area the pattern definitely changes. Although homemaker ranks high at both channels (fifty and fifty-seven percent respectively) those who chose not to answer were the second highest group (twenty and twenty-nine percent respectively). At channel 7 the next group (ten percent) includes educators and those who have retired and in fourth place service (three percent). The remainder of the categories--semi-skilled, skilled, sales, purchasing, clerk, stenographer-bookkeeper, farmer, supervisor, owner, writer, college faculty, student and professional--had a negligible number of responses. At channel 10, however, the professional category showed a response of fourteen percent and the remainder--semi-skilled, skilled, sales, purchasing, clerk, services, stenographer-bookkeeper, farmer, supervisor, owner, writer, educator, college faculty, student and retired--had so few responses as to be considered negligible.

TABLE 13

OCCUPATIONS OF HUSBANDS INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 518	rural 435	no answer 51
Semi-skilled	7	14	21	24
Skilled	7	9	8	6
Sales	4	4	2	6
Purchasing	1	0	1	0
Clerk	1	2	1	2
Services	2	3	1	4
Manager	3	4	2	0
Farmer	1	2	31	2
Supervisor	3	4	1	2
Educator	7	8	3	2
College faculty	5	3	2	4
Student	2	1	0	2
Writer	0	1	0	0
Military or Government	3	2	1	0
Owner	5	6	5	2
Professional	18	18	7	2
Single	5	4	0	4
Divorced	1	0	0	2
Deceased	17	3	6	6

TABLE 13 CONTINUED

	urban 781	suburban 518	rural 435	no answer 51
Retired	16	7	10	8
No answer	19	8	5	24

Table 13 shows the occupations of the husbands of the total group of respondents. These occupations have been classified and then divided into the living areas indicated by the respondents.

In the urban area the highest percentage (nineteen) is in the group who chose not to answer this question. However, close behind (eighteen percent) is the group identified as professional. This in turn is closely followed by the categories deceased (seventeen percent) and retired (sixteen percent). The percentages then drop (seven percent) to a group including semi-skilled, skilled and educators. Then on down (five percent) to college faculty, owner, and a group identified as single. Those engaged in selling make up four percent of the total. Three percent are managers, supervisors and military or government employees. Students and service account for two percent each. Purchasers, clerks, farmers, and a group identified as divorced make up an additional one percent each. Writers are negligible in number.

In the suburban area the picture changes entirely. Professionals again make up eighteen percent but semi-skilled (fourteen percent) ranks second and skilled (nine percent) third. Educators and those who did not indicate any occupation account for an additional eight percent each with the retired following close behind (seven percent) and owners next (six percent). A group including sales, managers, supervisors and single account for four percent each. While three percent each are engaged in services and college faculty

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or are deceased, one percent are students or writers and a negligible number are in purchasing or are divorced.

Again the pattern changes in the rural area. Farmers make up the largest percentage (thirty-one) with semi-skilled (twenty-one percent), retired (ten percent), skilled (eight percent), professional (seven percent) and deceased (six percent) following in that order. Owners and those who chose not to answer account for five percent each and educators three percent. Two percent each are engaged in sales, as managers or college faculty and one percent each are purchasers, clerks, service, supervisors or in military or government employ. A negligible number are students, writers, divorced or single.

Another different pattern emerges among those who chose not to identify their living area. The semi-skilled and those who chose not to indicate an occupation tied for top (twenty-four percent). The percentage drops to eight for the retired and then to six each for the skilled, sales and deceased. Services, college faculty and single account for four percent each while two percent each are clerks, farmers, supervisors, educators, students, owners, professionals and divorced. A negligible number are employed in purchasing, managing, writing or by the military or government.

TABLE 14

OCCUPATIONS OF HUSBANDS INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	612	121	398	93	320	101	33	10
Semi-skilled	6	13	14	16	17	32	24	30
Skilled	20	12	8	10	8	8	6	0
Sales	5	4	5	2	2	0	3	10
Purchasing	0	2	1	0	1	1	0	0
Clerk	1	3	2	2	1	1	3	0
Services	2	2	2	4	1	0	6	0
Manager	3	4	5	1	2	2	0	0
Farmer	1	0	2	1	30	35	3	0
Supervisor	2	4	4	2	1	2	3	0
Educator	7	10	6	14	3	3	3	0
College faculty	6	0	3	3	3	0	6	0
Student	14	2	1	1	1	0	3	0
Writer	0	0	1	1	0	0	0	0
Military or Government	15	2	2	4	1	0	0	0
Owner	4	8	6	5	5	6	0	10
Professional	12	7	19	16	7	7	3	0
Single	6	2	4	3	0	1	6	0
Divorced	1	0	0	0	1	0	3	0

TABLE 14 CONTINUED

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	612	121	398	93	320	101	33	10
Deceased	11	7	4	2	7	3	6	0
Retired	9	7	6	8	12	5	12	0
No answer	11	10	9	5	6	3	12	50

In Table 14 we see the responses of the radio listeners and non-listeners. In some living areas we see a parallel in the total group and in others a complete divergence.

The urban area radio listeners are one of these contrasts. In this group skilled (twenty percent) rank high with military or government employees (fifteen percent), students (fourteen percent), professionals (twelve percent) and deceased and those who preferred not to respond (eleven percent each) following. Nine percent indicate retirement and seven percent are educators. A combination of semi-skilled, college faculty and single account for six percent each while sales (five percent), owner (four percent) and manager (two percent) follow closely. Services and supervisor account for two percent each. One percent are employed as clerks, farmers or are divorced but writing and purchasing are jobs of a negligible number.

A close parallel to the total group appears in the suburban area. Professional again ranks high (nineteen percent) with semi-skilled even the same fourteen percent. Those who chose not to reply (nine percent), skilled (eight percent), educators, owners and the retired (six percent each) have only a slight variation in order and percent. Sales, manager (five percent each), supervisor and single (four percent each) again follow in the same order. Here, however, the deceased category (four percent) moves up to the next rank. College faculty (three percent), service, clerk, farmer and military or government employment again follow in the same order with a slight

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change in percentage (two percent each). Purchasing, student and writing account for one percent with only a slight percentage change in the first category. Again divorce accounts for only a negligible number.

In the rural area we note even a more nearly parallel pattern with some changes in percentages. Again the farmer ranks high (thirty percent) with semi-skilled (seventeen percent), retired (twelve percent), skilled, professional (the same eight and seven percent respectively), deceased (seven percent) owner and educator (the same five and three percent respectively), college faculty (three percent) but sales and manager still two percent. To purchasing, clerk, services, supervisor, and military and government personnel (one percent) we see an addition of student and the divorced leaving writers and the single categories with only a negligible number. Six percent chose not to reply to this question.

Among those who did not indicate their living area there is again some similarity but not as marked. Semi-skilled ranks high (again at twenty-four percent) but the retired, and those who chose not to indicate the occupation account for twelve percent. Skilled, service, college faculty, single and deceased all tied at six percent. Another tie (three percent) includes sales, clerks, farmers, supervisors, educators, students, professionals and the divorced. This leaves purchasing, managers, writers, military and government employees and owners with a negligible number.

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The non-radio listener in the urban area has still a different pattern from the total or radio listener. Here semi-skilled is the highest percentage (thirteen) with skilled following closely (twelve percent), then educator and those who chose not to respond tie at ten percent and owners account for eight percent. The professionals, deceased and retired follow closely (seven percent). Another tie at four percent includes sales, manager and supervisor before clerk (three percent). Although two percent each are engaged in purchasing, services, military or government, or are single or student only a negligible number are farmers, college faculty, writers or are divorced.

In the suburban area the top seven are again in similar order but with different percentages. The professional and semi-skilled tied at the top (sixteen percent) with educators (fourteen percent) second, skilled (ten percent), retired (eight percent) and owner tied with those who chose not to answer (five percent). From here the categories change order to services and military and government employment (four percent); college faculty and single (three percent); sales, student and writer (one percent) and purchasing and divorced a negligible number.

A similarity to the preceding rural groups exists with the non-listener but it is not as marked. In this group the farmer again ranks high (thirty-five percent) with semi-skilled (thirty-two percent) then skilled (eight percent), professional (seven percent), owner (six per-

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cent), retired (five percent) followed by educator, deceased and those who elected not to reply (three percent). Managers and supervisors tied at two percent, purchasing, clerks and single categories also tied (one percent) as did sales, service, college faculty, students, writers, military and government personnel and the divorced (a negligible number).

Those who did not indicate their living area set their own pattern. Those who did not reply about the husband's occupation make up fifty percent. The semi-skilled number thirty percent and sales and owners ten percent each. The remainder--skilled, purchasing, clerk, service, manager, farmer, supervisor, educator, college faculty, student, writer, military or government employees, professional, single, divorced, deceased and retired--tallied so few responses as to be negligible.

TABLE 15

OCCUPATIONS OF HUSBANDS INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Semi-skilled	8	13	16	14	15	29	19	30
	7	8	12	7	15	27	29	29
Skilled	10	17	10	8	8	11	6	10
	11	9	9	4	10	8	5	14
Sales	4	12	3	5	2	2	13	0
	5	3	5	4	3	1	15	0
Purchasing	1	8	1	0	2	1	0	0
	0	2	0	1	1	2	0	0
Clerk	1	10	2	2	1	0	6	0
	1	2	1	5	1	0	0	0
Services	1	10	0	5	1	0	0	0
	3	1	4	0	1	1	5	0
Manager	2	12	5	5	3	1	0	0
	4	2	5	5	2	3	0	0
Farmer	0	8	2	2	37	25	0	0
	0	0	2	2	29	29	0	0
Supervisor	1	12	4	4	3	1	6	0
	3	3	4	2	3	0	5	0
Educator	8	15	8	8	1	5	0	0
	6	9	8	9	3	4	5	0
College faculty	7	12	5	1	2	3	6	0
	2	9	2	5	0	6	0	14
Student	1	13	1	0	1	0	6	0
	1	2	1	2	0	1	0	0

TABLE 15 CONTINUED

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	344	269	168	227	155	160	16	10
Channel 10	410	212	333	95	175	131	21	7
Writer	0	0	0	1	0	0	0	0
	0	0	1	0	0	0	0	0
Military or Government	3	11	2	1	1	1	0	0
	4	2	2	0	1	2	0	0
Owner	6	13	8	4	3	6	0	10
	6	4	5	5	6	4	0	14
Professional	10	19	18	9	6	6	0	0
	12	12	20	19	10	5	0	0
Single	5	13	3	4	0	1	6	0
	7	4	3	3	0	1	5	0
Divorced	1	9	0	0	1	0	0	10
	1	1	0	0	1	0	5	0
Deceased	15	16	2	5	4	6	6	0
	7	10	4	3	5	5	10	0
Retired	15	13	7	6	13	6	6	10
	10	6	6	6	9	9	5	0
No answer	15	18	6	7	5	4	19	30
	11	8	6	6	6	4	14	29

In Table 15 the husband's occupations are noted for the television viewer and non-viewer. In the urban area as in the total group and radio listeners and non-listeners there is no correlation between the occupations of channel 7 viewers and those at channel 10. At channel 7 the top percentage (fifteen) is shared by the categories of respondents whose husband is deceased or retired and those who preferred not to answer. Skilled and professional groups follow (ten percent) then semi-skilled and educator (eight percent), college faculty (seven percent), owner (six percent), single (five percent), sales (four percent), military or government employee (three percent), manager (two percent), purchasing, clerk, service, supervisor, student and divorced (one percent) and farmer and writer a negligible number. Among the respondents from channel 10 those in professions rank high (twelve percent) closely followed by the skilled and those who chose not to reply to this question (eleven percent), retired (ten percent) then by the semi-skilled, single and deceased groups (seven percent each), educator and owner (six percent), sales (five percent), manager and military or government personnel (four percent), services and supervisor (three percent), college faculty (two percent), clerk, students and deceased (one percent) and purchasing, farmer and writer (a negligible number).

Among the suburban viewers there is some similarity between the television channels and with the other two tables--total and radio.

At both channels the professional category ranks highest (eighteen and twenty percent respectively) followed by semi-skilled (sixteen and twelve percent), skilled (ten and nine percent), education at both channels and owner at channel 7 (eight percent), retired (seven and six percent), manager (five percent) joined at channel 7 by college faculty and at channel 10 by sales and owner. Supervisor (four percent at both channels) is tied percentage-wise at channel 10 by service, supervisor and deceased. Those who are single make up three percent at both channels as do sales at channel 7. Farmers and military and government employees make up two percent at both channels as do clerk and deceased at channel 7 and college faculty at channel 10. Students account for one percent at both channels as do purchasing at channel 7 and clerks and writers at channel 10. A negligible number are recorded for service, writer and divorced at channel 7 and purchasing and divorced at channel 10. Those who chose not to reply make up six percent.

The rural residents, as in the other tables, show more correlation. Farmer is the largest grouping (thirty-seven and twenty-nine percent respectively) with semi-skilled second (fifteen percent at both channels). Retired, skilled and professionals follow (thirteen, eight and six percent respectively at channel 7 and nine, ten and ten percent at channel 10). Those who chose not to reply account for five and six percent respectively and deceased four and five percent. The remainder at channel 7 include manager, supervisor and owner (three

percent), sales, purchasing and college faculty (two percent), clerk, services, educator, student, military or government employee and divorced (one percent) and a negligible number as college faculty, students, writers and those who are single.

Among those who did not indicate their living area the top classifications at channel 7 are semi-skilled and those who chose not to reply (nineteen percent) and sales (thirteen percent). At channel 10 those classifications are twenty-nine, fourteen and fifteen percent respectively. The remainder at channel 7 are in two groups--six percent each are skilled, clerks, supervisors, college faculty, students, single, deceased and retired while a negligible number are in purchasing, service, manager, farmer, educator, writer, military or government personnel, owner, professional and divorced. The deceased account for ten percent at channel 10 while five percent each are skilled, service, supervisor, educator, single, divorced and retired and a negligible number are in purchasing, clerks, managers, farming, college faculty, students, writer, military and government employees, owner and professional.

Among the non-viewers in the urban area we note the contrast in the two channels. Although professional ranks high in both (nineteen and twelve percent) the other categories differ in order and percentage. At channel 7 those who did not choose to answer were the next largest group (eighteen percent) followed by skilled (seventeen percent), deceased (sixteen percent), educator (fifteen percent),

semi-skilled, student, owner, single and retired (thirteen percent), sales, manager, supervisor and college faculty (twelve percent), military (eleven percent), clerk and service (ten percent), divorced (nine percent), purchasing and farmer (eight percent) and writer a negligible number. In contrast at channel 10 deceased ranks second (ten percent) with skilled, educator and college faculty next (nine percent), semi-skilled and no reply (eight percent), retired (six percent), owner and single (four percent), sales and supervisor (three percent), purchasing, clerk, manager, student, military and government personnel (two percent), service and divorced (one percent) and farmer and writer as negligible.

The suburban residents again show a little more correlation.

At channel 7 the order is semi-skilled (fourteen percent), professional (nine percent), skilled and educator (eight percent), no reply (seven percent), retired (six percent), sales, service, manager and deceased (five percent), supervisor, owner and single (four percent), clerk and farmer (two percent), college faculty, writer, and military and government employees (one percent) while purchasing, students and divorced categories show a negligible number of responses. At channel 10 professional (nineteen percent), educator (nine percent), semi-skilled (seven percent), retired and no reply (six percent), clerk, manager, college faculty and owner (five percent), skilled and sales (four percent), single and deceased (three percent), farmer, supervisor and student (two percent), purchasing (one per-

cent) and a negligible number of responses to service, writer, military and government personnel and divorced.

Among this group the rural residents do not show the correlation that characterized the preceding tables. In this instance we note that the top two categories have reversed--semi-skilled (twenty-nine and twenty-seven percent respectively at channels 7 and 10) and farmer (twenty-five and twenty-nine percent respectively). These are followed at channel 7 by skilled (eleven percent), owner, professional, deceased and retired (six percent), educator (five percent), no reply (four percent), college faculty (three percent), sales (two percent), purchasing, manager, supervisor, military and government employees and single (one percent), and clerk, service, student, writer and divorced a negligible number of responses. While at channel 10 by retired (nine percent), skilled (eight percent), college faculty (six percent), professional and deceased (five percent), educator, owner, and no reply (four percent), manager (three percent), purchasing and military and government personnel (two percent), sales, service, student and single (one percent) and clerk, supervisor, writer and divorced (a negligible number).

Those whose living area was not identified show similarity between channels. The top two categories--semi-skilled and no reply--are thirty and twenty-nine percent respectively for channel 7 and 10. Skilled and owner account for ten and fourteen percent respectively at the two channels. In addition divorced and retired

make up ten percent at channel 7 and college faculty fourteen percent at channel 10. The remainder represent only a negligible number of responses. At channel 7 they are sales, purchasing, clerk, services, manager, farmer, supervisor, educator, student, writer, military and government personnel, professional, single, divorced, deceased and retired make up the list.

TABLE 16

INCOME LEVEL INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Under \$3,000	10	6	13	14
\$3,000 to \$5,500	20	15	30	21
\$5,500 to \$8,000	30	31	26	9
\$8,000 to \$12,000	19	26	14	5
Over \$12,000	11	11	6	7
No answer	11	10	11	43
Total	101	99	100	99

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In Table 16 we note that the income for the total number of respondents in the urban and suburban areas are somewhat similar. In both areas the peak is \$5,500 to \$8,000. This includes thirty and thirty-one percent respectively for the two areas.

The next high point is at the \$3,000 to \$5,500 level. In the urban area this is twenty percent of those responding, in the suburban area it drops to fifteen percent.

Where those in the \$8,000 to \$12,000 income bracket in the urban area make up approximately the same percentage (nineteen) as those in the \$3,000 to \$5,500 bracket, this is the second highest group in the suburban area (twenty-six percent).

In both areas those earning over \$12,000 were nearly the same--eleven and ten percent respectively.

Those with an income of under \$3,000 varied from ten percent in the urban area to six percent in the suburban area.

In both cases eleven percent declined to give this information.

In the rural area and among those who chose not to designate their living area we also see some similarities and again some differences. The peak income in both cases was in the \$3,000 to \$5,500 category with thirty and twenty-one percent respectively.

The next highest percentage in the rural area was \$5,500 to \$8,000 with twenty-six percent.

Although the percentages are similar the income levels vary widely. In the rural area thirteen percent have an income under

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\$3,000 and fourteen percent over \$12,000. While among those who chose not to indicate their living area fourteen percent have an income under \$3,000.

Again the next percentage level has similarities but shows the variation in income. In the rural area six percent have an income over \$12,000 and eleven percent chose not to answer.

In the case of those whose living area is unknown nine percent have an income of \$5,500 to \$8,000, seven percent \$8,000 to \$12,000 and five percent over \$12,000. Here forty-three percent chose not to answer at all.

TABLE 17

INCOME LEVEL INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	608	121	394	93	319	102	36	11
Under \$3, 000	10	12	7	4	14	9	11	27
\$3, 000 to \$5, 500	21	17	14	22	29	34	22	27
\$5, 500 to \$8, 000	29	37	32	30	26	26	11	0
\$8, 000 to \$12, 000	20	16	27	24	14	15	6	0
Over \$12, 000	11	11	11	10	6	5	6	18
No answer	10	7	9	11	11	11	44	27
Total	101	100	100	101	100	100	100	99

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Table 17 indicates the income level of radio listeners and non-listeners. The pattern appears to be in both cases very similar to that of the total respondents.

In the urban and suburban areas the peak of income for listeners is at \$5,500 to \$8,000 with twenty-nine and thirty-two percent respectively. This compares to thirty percent for the total group.

The secondary peak in the urban area is at the \$3,000 to \$5,500 level. The twenty-one percent in this group compares to the twenty percent for total urban respondents. However, this becomes the third group for suburban listeners (fourteen percent) and (fifteen percent) for those in the total suburban group.

The \$8,000 to \$12,000 group take second place among the suburban listeners (twenty-seven percent) and the total (twenty-six percent) but ranks third in the urban area (twenty percent) for both listeners and the total number responding.

In the over \$12,000 bracket the percentages for listeners in the urban and suburban areas are the same (eleven percent) and nearly the same for the total number of respondents (eleven and ten percent respectively).

In the under \$3,000 category the urban listeners number ten percent as do the total respondents. In the suburban area the percentages are seven for listeners and six for the total group.

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Those who preferred not to answer this question made up ten percent of the urban residents and nine percent of the suburban residents. This could be compared to the eleven percent for both groups in the total responding.

Non-listeners to radio responded in very much the same manner as did the listeners and the total group.

In the urban and suburban areas the peak was at \$5,500 to \$8,000. In this case the percentages were thirty-seven and thirty respectively. It also makes up twenty-six percent of those in the rural area--the secondary peak--and a negligible number who did not identify their living area.

The secondary peak at the urban level was again \$3,000 to \$5,500 with seventeen percent among this group as compared to twenty-two percent in the suburban area. This was the peak for the rural residents (thirty-four percent) and for those not wishing to indicate their living area (twenty-seven percent).

The secondary peak in the suburban area was \$8,000 to \$12,000 with twenty-four percent in this group and sixteen percent in the urban area. In the rural area it was the third level with fifteen percent while twelve percent did not indicate their living area.

From this point the similarity to radio listeners deviates a little. In the over \$12,000 income bracket the urban non-listener group numbers eleven percent, the suburban group ten percent, the

rural area five percent and among those not choosing to indicate their living area twelve percent.

The under \$3,000 group made up twelve percent in the urban area whereas in the suburban area this group numbers four percent, the rural area nine percent and a negligible number among those not choosing to identify their living area.

Those who did not choose to answer made up seven percent in the urban area, eleven percent in the suburban and rural areas, and twenty-seven percent who chose not to answer either question.

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TABLE 18

INCOME LEVEL INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Under \$3,000	9	10	6	5	8	11	19	23
	8	9	5	5	12	8	18	11
\$3,000 to \$5,500	19	21	15	17	25	32	25	23
	21	18	14	16	25	32	23	33
\$5,500 to \$8,000	27	35	30	32	27	29	13	15
	30	35	34	32	31	28	14	0
\$8,000 to \$12,000	23	16	27	25	18	14	6	8
	19	20	25	25	16	18	9	0
Over \$12,000	11	11	13	12	8	5	13	0
	13	10	12	11	8	5	5	22
No answer	9	7	10	9	14	9	25	31
	10	7	10	10	9	8	32	33
Total	98	100	101	100	100	100	101	100
	101	99	100	99	101	99	101	99

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Table 18 shows the income level of the viewers and non-viewers according to their living area--urban, suburban, rural and those who chose not to indicate this information.

Among the viewers we note several similarities to the radio listeners and to the total number of respondents. In the urban, suburban areas the peak is at the \$5,500 to \$8,000 level. In this case it is also true of the rural area. The percentages are--urban twenty-seven and thirty for channels 7 and 10 respectively, suburban thirty and thirty-four and in the rural area twenty-seven and thirty-one. Among those who did not choose to indicate their living area the number drops to thirteen and fourteen percent.

The secondary peak in the urban and suburban area is again similar to the radio listeners and total number. This is the \$8,000 to \$12,000 bracket with twenty-three and nineteen percents for channels 7 and 10 respectively in the urban area and twenty-seven and twenty-five percents in the suburban area. In the rural area the number drops to eighteen and sixteen percents and declines to six and nine percents for those not indicating their living area.

The secondary peak for the rural area is also the peak for those not indicating their living area. This income bracket is \$3,000 to \$5,500. In the urban areas the channel 7 and 10 percentages are nineteen and twenty-one, In the suburban area fifteen and fourteen percent, in the rural area twenty-five percent for both channels and among those not identifying their living area twenty-five and twenty-

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The income bracket of over \$12,000 has similar percentages to the radio listeners and total group in the urban area. It makes up eleven and thirteen percent, in the suburban area thirteen and twelve percent but drops to eight percent for both channels in the rural area and then is thirteen and five percent for those not answering about their living area.

In the income bracket of under \$3,000 the percentage is slightly smaller than the radio listeners and total number responding except for those who did not indicate their living area. For the urban viewer the percentages for channels 7 and 10 respectively are nine and eight, in the suburban area six and five percent, in the rural area eight and twelve percent and increase to nineteen and eighteen percent for those not indicating their living area.

Those who did not choose to give this information numbered nine and ten percent respectively for channels 7 and 10 in the urban area, ten for both channels in the suburban area, fourteen and nine for the rural area and increases to twenty-five and thirty-two percent for those who did not choose to answer either question.

For those who indicate that they are not viewers of educational television in Oregon we note similarities in the data gathered for viewers.

The peak level of income for urban and suburban non-viewers is \$5,500 to \$8,000. For both channels 7 and 10 the percentage is

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thirty-five in the urban area and thirty-two percent for the suburban areas. This income level is the secondary peak in the rural area with twenty-nine and twenty-eight percent respectively for channels 7 and 10. However, among those not indicating their living area the percentage drops to fifteen percent for channel 7 and is negligible for channel 10.

An income level of \$3,000 to \$5,500 becomes the secondary peak in the urban area with twenty-one and eighteen percents for channels 7 and 10 respectively. This income level is the peak for the rural area as well as for those not indicating their living area. In the rural area it is thirty-two percent for both channels and among the non-indicators twenty-three and thirty-three percent for channels 7 and 10 respectively. In the suburban area the percentages are seventeen and sixteen respectively.

The \$8,000 to \$12,000 income bracket ranks as the secondary peak in the suburban area with twenty-five percent for both channels. It ranks in third place among the urban and rural non-viewers with sixteen and twenty percent respectively for channels 7 and 10 in the former and fourteen and eighteen percent for the latter but drops to eight percent for channel 7 and a negligible number for channel 10 among those who chose not to indicate their living area.

The number of those with incomes over \$12,000 is highest among the urban (eleven and ten percents respectively) and suburban (twelve and eleven percents respectively) areas but drops to five per-

cent for both channels in the rural area. A real differential shows in those not indicating their living area where there are a negligible number in the channel 7 area but twenty-two percent in the channel 10 area.

Those with an income of less than \$3,000 show some similarity to the other extreme in income bracket among urban, suburban and rural respondents with ten and nine percent respectively in the urban area, five percent for both channels in the suburban area and eleven and eight percent respectively in the rural area.

Among those who chose not to answer either question there was an increase from urban to rural residents--seven percent for both channels in the urban area, nine and ten percent respectively for channels 7 and 10 in the suburban area and nine and eight percent in the rural area. The largest number is among those who declined to answer either question--thirty-one and thirty-three percent respectively.

TABLE 19

AGE LEVEL INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Under 20	1	0	0	0
20 to 29	9	9	6	2
30 to 39	18	29	19	11
40 to 49	20	27	26	23
50 to 59	21	16	22	13
60 to 69	15	10	19	14
Over 70	9	4	5	13
No answer	7	6	3	25
Total	100	101	100	101

In Table 19 we note the age level of respondents has the highest percentages grouped in the 30-39, 40-49 and 50-59 age brackets. However, the peak varies according to whether she is an urban, suburban or rural resident.

In the urban area the peak is in the 50-59 age group (twenty-one percent). The 40-49 age group follows closely with twenty percent and the 30-39 age group with eighteen percent. In the 60-69 age group the percentage drops slightly to fifteen percent.

In the suburban area the peak is in the 30-39 age group (twenty-nine percent). The secondary peak is again in the 40-49 age group this time again with a higher percentage--twenty-seven. The 50-59 age group drops to sixteen percent and the 60-69 age group to ten percent.

Rural residents indicate that twenty-six percent are in the 40-49 age group with the 50-59 age group making up twenty-two percent. The 30-39 and 60-69 age group both make up nineteen percent of the respondents.

Among those who did not indicate their living area the highest percentage group indicating their age is the 40-49 age bracket. Fourteen percent are in the 60-69 age group and thirteen percent make up the 50-59 and over 70 age group.

The percentages in the urban area drop to nine for those 20-29 years and over 70 and to only one percent for those under 20.

We note a similar pattern with different percentages in the sub-

urban area with nine percent in the 20-29 year age group, four percent over 70 and a negligible number under 20 years.

The pattern repeats itself again in the rural area with six percent in the 20-29 year age group, five percent over 70 and again a negligible number under 20 years.

Among those who did not indicate their living area the pattern differs slightly with eleven percent in the 30-39 age group but two percent in the 20-29 age group and a negligible number under that age.

Some preferred not to answer this question. In the urban area the number was seven percent, in the suburban area six percent and in the rural area three percent. Twenty-five percent chose not to answer either question.

TABLE 20

AGE LEVEL INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 608	no 121	yes 394	no 93	yes 319	no 102	yes 36	no 11
Under 20	1	1	0	0	0	1	0	0
20 to 29	9	11	8	13	6	8	3	0
30 to 39	18	18	30	28	18	23	11	9
40 to 49	19	21	27	27	22	38	25	27
50 to 59	21	22	15	17	23	20	8	18
60 to 69	15	11	11	4	22	8	22	0
Over 70	10	7	4	4	6	2	11	27
No answer	6	10	5	6	3	1	19	18
Total	99	101	100	99	100	101	99	99

In Table 20 we see the distribution of age groups for those who indicate they are listeners and non-listeners to KOAC radio. There are some very definite similarities to the total number of respondents among both the listeners and non-listeners.

Among the listeners the peak in the urban area is again in the 50-59 year age bracket with twenty-one percent. The secondary peak is again among those 40-49 years--nineteen percent. This is closely followed by the 30-39 year age group with again eighteen percent and the drop to fifteen percent for those 60-69 years.

The suburban listeners show the highest percentages (thirty) at again the 30-39 year age group with secondary peak at 40-49 years and twenty-seven percent. The drop to fifteen percent for those 50-59 years is similar to the total group as is eleven percent for those in the 60-69 age group.

In the rural area the peak shifts to the 50-59 year age group (twenty-three percent) and the secondary peak is tied at twenty-two percent between those in the 40-49 year bracket and those 60-69. Those 30-39 years make up eighteen percent of the respondents of this area again similar to the total.

Among those not choosing to indicate their living area the span from 30 to over 70 years still makes up the greatest number but the percentage distribution is different. The peak is among those 40-49 years (twenty-five percent). The secondary peak (twenty-two percent) is among those 60-69 years. Those in the 30-39 age group tied

with those over 70 years with a percentage representation of eleven.

Again in the urban area the percentage drops to ten for those over 70 years of age, to nine percent for those 20-29 years and to only one percent for those under 20.

In the suburban area the distribution is again similar to the whole group--eight percent are in the 20-29 year age bracket, four percent for those over 70 years and a negligible number under 20 years.

In the rural area we again see a similarity with a one percent increase in the over 70 year age bracket so that this group and the 20-29 year age group both make up six percent of those responding and we note a negligible number under 20 years.

Among those not indicating their living area we note a change in pattern. This time the 50-59 year age bracket makes up eight percent of the listeners. Here the difference ends because those 20-29 indicate three percent of the audience and those under 20 years a negligible number.

Those who preferred not to answer this question again were somewhat similar to the total--six percent in the urban area, five percent in the suburban area, three percent in the rural area but dropped to nineteen percent for those who chose not to answer either question.

Among the non-listeners we note similarities to the listeners and to the group as a whole.

In the urban area the peak was at the 50-59 year age level with twenty-two percent in this group. The secondary peak was again at 40-49 years with twenty-one percent and then to the 30-39 year group with again eighteen percent. The fourth place was again the 60-69 year group but this tied percentage-wise (eleven) with the 20-29 year age bracket.

The suburban area shows the same pattern among the top three age groups and in relatively the same percentages. Those 30-39 make up twenty-eight percent, 40-49 twenty-seven percent and those 50-59 seventeen percent. The fourth place changes to those 20-29 years--thirteen percent.

In the rural area we see little change. Those 40-49 make up thirty-eight percent of the respondents with twenty-three percent 30-39 and twenty percent 50-59. The fourth place is here tied percentage-wise at eight between those 20-29 and those 60-69.

Another change appears in those choosing not to indicate their living area. The age brackets of 40-49 and over 70 tied percentage-wise (twenty-seven) for the peak. The secondary percentage peak was again a tie (eighteen) for those 50-59 and those choosing not to answer.

In the urban area the smaller groups among the non-listeners are those over 70 (seven percent) and those under 20 years (one percent).

In the suburban area those in the age brackets of 60-69 and over

70 both made up four percent of the group responding while those under 20 years were negligible.

Rural respondents who do not listen are fewest percentage-wise among those over 70 (two percent) and under 20 years (one percent).

Those not indicating their living area showed that nine percent of the non-listening group are in the 30-39 year age bracket and that those 60-69, 20-29 and under 20 years are a negligible number.

Although the percentage changed the relationships to those who chose not to answer are somewhat similar--ten percent in the urban area, six percent in the suburban, one percent in the rural and as mentioned before eighteen percent preferred not to answer either question.

TABLE 21

AGE LEVEL INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Under 20	2	1	0	0	0	1	0	0
	2	0	0	0	1	0	0	0
20 to 29	9	12	8	9	4	9	6	0
	10	10	11	7	6	7	5	0
30 to 39	18	21	27	33	16	24	6	31
	18	20	29	31	20	26	5	22
40 to 49	19	21	27	26	22	34	31	15
	19	23	26	32	26	28	32	22
50 to 59	21	19	16	16	29	15	6	15
	22	22	15	9	20	24	5	22
60 to 69	17	11	13	7	21	12	13	15
	17	10	10	11	21	11	23	11
Over 70	8	10	3	4	5	2	13	0
	6	10	3	3	5	2	14	0
No answer	7	5	6	4	2	2	25	23
	6	4	5	5	2	2	18	22
Total	101	100	100	99	99	99	100	99
	100	99	99	98	100	100	102	99

In Table 21 we note that the age pattern for viewers and non-viewers of educational television in Oregon are somewhat similar to those of the total group of respondents and to the listeners and non-listeners of KOAC radio.

In the urban area the viewers of both channels 7 and 10 peak at the 50-59 age group with twenty-one and twenty-two percent respectively. The secondary peak is at 40-49 years with nineteen percent for both channels. A small drop--to eighteen percent for both channels--occurs for those 30-39 years and again to seventeen percent for those 60-69 years.

In the suburban area the pattern is not quite as clear. The peak for channel 7 is tied at twenty-seven percent for those 30-39 and 40-49, while in the channel 10 area those 30-39 make up twenty-nine percent of the audience and those 40-49 twenty-six percent. The third place percentage-wise is in the 50-59 year age bracket with sixteen and fifteen percent respectively for channels 7 and 10. In the channel 7 area those 60-69 make up thirteen percent of the audience but in the channel 10 area it is ten percent. Instead the next high percentage for channel 10 (eleven percent) is for those in the 20-29 year bracket. Channel 7 has eight percent in this category.

In the rural area the pattern is similar but the percentages for the two channels differ somewhat. At channel 7 the peak age group is 50-59 years (twenty-nine percent) with those in the 40-49 age group second (twenty-two percent) and the percentage (twenty-one) dropping

slightly for those 60-69. This same percentage holds true for this same group at channel 10. However, this is the secondary peak. The highest percentage there is in the 40-49 year age bracket--twenty-six percent--and those 30-39 and 50-59 are tied at twenty percent.

Among those who chose not to indicate their living area both channels peaked at the 40-49 year age group--thirty-one and thirty-two percent respectively for channels 7 and 10. The secondary peak here was at the 60-69 age level with thirteen and twenty-three percent respectively. Among those over 70 a similarity occurs in thirteen and fourteen percent for channels 7 and 10. Similar percentages appear in three other age groupings--20-29, 30-39 and 50-59--six percent for channel 7 and five percent for channel 10. A negligible number in both cases are under 20 years.

In the urban area viewers in the 20-29 age bracket account for nine and ten percent of the audience for channels 7 and 10 respectively and in those over 70 years eight and six percent. Those under 20 years make up two percent for both channels.

In the suburban area three percent of the audience is over 70 years for both channels and there is a negligible number under 20 years.

In the rural area those over 70 years account for five percent of the audience for both channels. Those 20-29 make up four and six percent respectively for channels 7 and 10 while those under 20

years are negligible for channel 7 and nearly so (one percent) for channel 10.

Those choosing not to answer the question for channels 7 and 10 respectively were in the urban area seven and six percent, in the suburban area six and five percent, and in the rural area two percent. Twenty-five and eighteen percent chose not to answer either question.

A close look at the non-viewer indicates some similarities in the higher percentages.

In the urban area channel 7 has two groups--30-39 and 40-49--tied at twenty-one percent and a third group--50-59 years--at nineteen percent. While channel 10 peaks with the 40-49 year age group at twenty-three percent, the percentage drops to twenty-two for those 50-59 and declines to twenty percent for those 30-39 years. For those 20-29 and over 70 years the percentage is ten for both channels. At the 60-69 year age level the percentages are eleven and ten respectively and for those under 20 one percent for channel 7 and negligible for channel 10.

In the suburban area there is little parallel between the two channels. The channel 7 peak is at the 30-39 age group with thirty-three percent. This compares to thirty-one percent for channel 10 which peaks at the 40-49 age group. Here the percentages are twenty-six and thirty-two respectively. The next group at channel 7 is the 50-59. The percentages are sixteen and nine respectively. For the 60-69 age group seven and eleven percent and for those over 70 four

and three percent. Among the 20-29 group the percentage is nine and seven respectively, but for both channels the number is negligible for those under 20 years.

More similarities are evident in the rural area. The peak for both the channels is among those 40-49 years--thirty-four and twenty-eight percent. The secondary peak for both is among the 30-39 age group with twenty-four and twenty-six percent. Those 50-59 years make up fifteen and twenty-four percent of the audience for channels 7 and 10 respectively. Another similarity is among those 20-29 years with nine and seven percent respectively. For those over 70 both channels have two percent and for those under 20 the channel 7 number is small (one percent) and the channel 10 negligible.

Those not indicating their living area have also set up a similar pattern for both channel 7 and 10. The largest group--thirty-one and twenty-two percent--are 30-39 years. Those 40-49 and 50-59 tied with fifteen and twenty-two percent respectively. Fifteen and eleven percent respectively represent the group in the 60-69 age bracket. In the over 70, 20-29 and under 20 year groups the numbers are negligible.

Of those who chose not to answer we find five and four percent respectively in the urban area, four and five percent in the suburban area and two percent for both channels in the rural area. Twenty-three and twenty-two percent chose not to answer either question.

TABLE 22

AGES OF CHILDREN INDICATED BY
THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Under 6 years	19	26	17	7
Under 12 years	22	29	25	20
Under 18 years	20	27	26	20

In Table 22 we note an analysis of the age groups of the children of the total number of respondents again divided into living areas.

In this particular table we note that in both the urban and suburban areas the greatest number of children are in the group of under 12 years (twenty-two and twenty-nine percent respectively). In both cases the percentages drop slightly for those under 6 years (nineteen and twenty-six percent respectively) and for those under 18 years (twenty-six and twenty-seven percent respectively).

Those in the rural area responded in much the same manner except that the percentages for those under 12 and under 18 are closer and the latter has the higher percentage (twenty-five and twenty-six percent) with a drop (seventeen percent) for those under 6 years.

Among those who chose not to indicate their living area a similar pattern emerges except that here the two older groups have the same number (twenty percent) and a much smaller group (seven percent) in the under 6 year category.

TABLE 23

AGES OF CHILDREN INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 608	no 121	yes 394	no 93	yes 319	no 102	yes 36	no 11
Under 6 years	17	25	27	25	16	21	11	0
Under 12 years	22	24	30	29	21	35	17	27
Under 18 years	20	24	26	32	26	28	19	27

Table 23 indicates the ages of the children for the radio listeners and non-listeners.

Here among the listeners in the urban and suburban areas we see the same pattern as for the same areas for the total number of respondents. The under 12 year age group ranks high (twenty-two and thirty percent respectively) with a drop for those under 18 in the urban area to twenty percent and to seventeen percent for those under 6. In the suburban area the second largest group is those under 6 (twenty-seven percent) and nearly the same number (twenty-six percent) for those under 18.

The rural area respondents and those who chose not to indicate their living area increase percentage-wise from those under 6 (sixteen and eleven percent respectively) to under 12 (twenty-one and seventeen percent) and then to under 18 (twenty-six and nineteen percent).

The patterns change entirely for the non-listeners. In the urban area the under 6 year category is the largest (twenty-five percent) with a small decrease (twenty-four percent each for the under 12 and under 18 year groups).

The under 18 year group in the suburban area is the largest (thirty-two percent) with a decrease (twenty-nine percent) for those under 12 and then another (twenty-five percent) for those under 6 years.

Rural residents indicate the largest number of children in the under 12 year group (thirty-five percent) with the next largest category (twenty-eight percent) under 18 years and the smallest (twenty-one percent) under 6 years.

Among those who did not indicate their living area the under 12 and under 18 year groups tied percentage-wise (twenty-seven percent each) while the under 6 year category shows only a negligible number.

TABLE 24

AGES OF CHILDREN INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Under 6 years	18	21	25	28	14	24	13	23
	17	23	27	31	19	21	5	11
Under 12 years	23	24	28	30	18	34	25	31
	19	27	29	35	27	31	18	33
Under 18 years	20	20	25	27	26	28	31	8
	21	20	29	21	27	29	32	11

Table 24 shows the numbers of children among viewers and non-viewers of channels 7 and 10 again divided into living areas.

Again we note among the urban and suburban viewers of channel 7 that the largest percentage (twenty-three and twenty-eight percent respectively) is in the under 12 year category. In the urban area the percentage declines (twenty percent) for those under 18 years and still lower (eighteen percent) for those under 6 years. In the suburban area the two groups--under 6 and 18-- both decline to the same percentage (twenty-five). At channel 10 the pattern differs. In the urban area the largest percentage (twenty-one) is in the under 18 category then drops (nineteen percent) to those under 12 and declines still further (seventeen percent) for those under 6 years. In the suburban area the same percentage (twenty-nine) for both the under 18 and under 12 year groups with a slight decline (twenty-seven percent) for those under 6 years.

This is the same trend noted in the rural area as well as for those who did not indicate their living area. At channel 7 the largest group is under 18 (twenty-six and thirty-one percent respectively) with the next category the under 12 years (eighteen and twenty-five percent respectively) and then the under 6 (fourteen and thirteen percent respectively). At channel 10 we find a tie in the rural area between those under 18 and under 12 years (twenty-seven percent) and then a drop to those under 6 (nineteen percent). However,

among those not indicating their living area the largest percentage (thirty-two) is among those under 18 years, then a drop (eighteen percent) to those under 12 years and then declines still further (five percent) to those under 6 years.

The non-viewing group at both channels 7 and 10 set a new pattern in the urban and suburban groups. The largest percentages (twenty-four and twenty-seven percent and thirty and thirty-five percent respectively) are in the under 12 year age groups but the second largest groups (twenty-one and twenty-three percent and twenty-eight and thirty-one percent respectively) the under 6 year and then the smallest (twenty and twenty percent and twenty-seven and twenty-one percent respectively) the under 18 year age group.

In the rural area the under 12 year age group is again the largest at both channels (thirty-four and thirty-one percent respectively). This table, however, shows the second largest group to be the under 18 years (twenty-eight and twenty-nine percent respectively) and the smallest (twenty-four and twenty-one percent respectively) the under 6 years.

Among those who did not indicate their living area we again see the largest group is those under 12. At channel 7 this is thirty-one percent with the under 6 year olds next (twenty-three percent) and then those under 18 (eight percent). At channel 10 those under 12 make up thirty-three percent of the total with the under 6 and under 18 age groups tied at eleven percent.

TABLE 25

METHODS OF HEATING
INDICATED BY THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Gas	14	13	2	12
Electric	20	25	20	32
Wood	3	2	23	4
Oil	47	45	31	27
Sawdust	3	2	2	0
Combination	10	11	18	13
No answer	2	2	4	12
Total	99	100	100	100

Table 25 shows the methods of heating indicated by the total number of respondents again divided into urban, suburban and rural areas as well as those who chose not to give this information. In these responses we note much similarity especially in the urban and suburban areas.

In these two living areas the order of types of heat are the same but the percentages differ. Oil ranks first (forty-seven and forty-five percent respectively) with electricity second (twenty and twenty-five percent) and gas third (fourteen and thirteen percent). A combination of at least two types of heating methods is fourth (ten and eleven percent) followed in the urban area by wood and sawdust (three percent each). Two percent elected not to reply to this question. In the suburban area wood and sawdust are used by two percent each for heating their homes. Again a similar percentage chose not to reply.

In the rural area oil again ranked high (thirty-one percent) but with wood second (twenty-three percent) followed by electricity (twenty percent). Again a combination of methods ranked fourth (eighteen percent) with two percent each indicating the use of gas and sawdust. Here four percent elected not to respond.

Among those not indicating their living area electricity has the highest percentage of use (thirty-two) with oil second (twenty-seven percent) and a combination third (thirteen percent). Gas follows closely (twelve percent) and then there is a major drop to wood (four

percent) and sawdust (a negligible number). In this group twelve percent chose not to indicate their heating method.

TABLE 26

METHODS OF HEATING INDICATED BY
THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 608	no 121	yes 394	no 93	yes 319	no 102	yes 36	no 11
Gas	15	14	15	8	2	2	11	18
Electric	21	19	25	27	18	26	36	27
Wood	3	5	3	2	24	22	3	9
Oil	46	50	44	47	29	34	36	9
Sawdust	3	2	3	0	3	0	0	0
Combination	10	10	9	13	21	15	8	18
No answer	2	1	2	3	4	1	6	18
Total	100	101	101	100	101	100	100	100

Table 26 indicates the methods of heating used by radio listeners and non-listeners. Here again those responding are divided into living areas. Especially among the listeners we note a great similarity in response to the total group.

Again in the urban and suburban areas oil is the method used by the largest number (forty-six and forty-four percent respectively) with electricity second (twenty-one and twenty-five percent) and gas third (fifteen percent each). A combination of at least two methods is next (ten and nine percent) followed by wood and sawdust (three percent each in both living areas). Another two percent each did not respond to this question.

Oil again ranks high in the rural area (twenty-nine percent) and wood is second (twenty-four percent). The difference we note from the total group in an exchange in positions for a combination of heating methods (twenty-one percent) and electricity (eighteen percent). These are followed by sawdust (three percent) and gas (two percent). Again four percent chose not to reply.

Electricity and oil tie (thirty-six percent) for the largest number of users among those who did not indicate their living area. Gas (eleven percent) and a combination of methods (eight percent) are another reversal from the total group but again wood follows (three percent) and then sawdust (a negligible number). In this instance six percent elected not to reply.

The non-listener in the urban area indicates a pattern similar to that of the listeners and the total group. Oil again ranks first (fifty percent) with electricity second (nineteen percent), gas third (fourteen percent) and combination (ten percent) next. These are followed by wood (five percent) and sawdust (two percent). One percent chose not to respond.

In the suburban area oil and electricity again rank in that order (forty-seven and twenty-seven percent respectively) but gas and a combination of methods reverse (eight and thirteen percent). However, wood then follows (two percent) and then sawdust (a negligible number). In this instance three percent did not reply.

The rural residents show a change in pattern by following oil (thirty-four percent) with electricity (twenty-six percent) then wood (twenty-two percent), a combination of methods (fifteen percent), gas (two percent) and sawdust (a negligible number). Here one percent did not choose to respond.

The group who chose not to indicate their living area again rank electricity high (twenty-seven percent) followed by in this case both gas and a combination of methods (eighteen percent each) and then by wood and oil (nine percent each). Sawdust had a negligible number of responses while eighteen percent chose not to reply.

TABLE 27

METHODS OF HEATING INDICATED BY
THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Gas	15	11	12	15	4	1	13	8
	15	14	15	11	2	2	14	11
Electric	24	18	25	25	18	23	38	54
	17	25	24	25	23	19	23	44
Wood	2	2	1	2	23	22	0	0
	2	3	2	2	15	21	0	11
Oil	43	52	44	45	30	31	25	15
	52	40	47	41	39	31	50	0
Sawdust	5	1	5	1	5	1	0	0
	3	5	1	4	1	5	0	0
Combination	10	13	12	10	17	20	19	15
	10	13	9	15	16	21	9	22
No answer	2	2	1	2	5	3	6	8
	2	1	2	2	3	2	5	11
Total	101	99	100	100	102	101	101	100
	101	101	100	100	99	101	101	99

Similarities in heating methods again show up in Table 27 which indicates the responses of the television viewer and non-viewer. Again the responses are classified by living area.

In the urban and suburban areas the order for both channel 7 and channel 10 viewers (with one exception) is the same as that for the radio listeners and the total group. Oil again ranks high (forty-three and fifty-two percent for channel 7 and 10 in the urban area and forty-four and forty-seven percent in the suburban area). Electricity is second (twenty-four and seventeen percent and twenty-five and twenty-four percent) with gas third (fifteen and fifteen percent and twelve and fifteen percent). A combination of methods is next (ten and ten percent and twelve and nine percent). Sawdust in the urban area is next (five and three percent) but in the suburban area is next at channel 7 (five percent) but drops at channel 10 (one percent). Wood follows except at channel 10 in the suburban area (two and two percent and one and two percent). Those who preferred not to respond made up two percent each at both channels in the urban area and in the suburban area one percent at channel 7 and two percent at channel 10.

In the rural area the two channels have different responses. At channel 7 the order is oil (thirty percent), wood (twenty-three percent), electricity (eighteen percent), combination (seventeen percent), sawdust (five percent) and gas (four percent) with another five

percent choosing not to respond. At channel 10 the order is oil (thirty-nine percent), electricity (twenty-three percent), combination (sixteen percent), wood (fifteen percent), gas (two percent) and sawdust (one percent) with three percent choosing not to respond.

Among those electing not to indicate their living area we again see a dissimilarity in the two channels. At channel 7 the order is electricity (thirty-eight percent), oil (twenty-five percent), combination (nineteen percent), gas (thirteen percent) and wood and sawdust a negligible number. In addition six percent elected not to reply. At channel 10, however, the order begins with oil (fifty percent), then electricity (twenty-three percent), gas (fourteen percent), combination (nine percent) and again wood and sawdust a negligible number. In this case five percent chose not to respond.

The non-viewers in the urban and suburban areas at both channels follow the pattern of the viewers with the exception of one or two exchanges in rank. That is in the urban area oil is again high at both channels (fifty-two and forty percent respectively) followed by electricity (eighteen and twenty-five percent). The third and fourth places are at channel 7 combination and gas (thirteen and eleven percent) while at channel 10 gas and combination (fourteen and thirteen percent). Another reversal is indicated with wood and sawdust. At channel 7 the percentages are two and one respectively while at channel 10 three and five. Those who did not choose to respond make

up an additional two and one percent respectively.

A similar situation exists in the suburban area. Oil is first at both channels (forty-five and forty-one percent respectively) followed by electricity (twenty-five percent each). Gas and a combination of methods at channel 7 are fifteen and ten percent respectively and eleven and fifteen percent at channel 10. Wood and sawdust at channel 7 make up two and one percent respectively but at channel 10 two and four percent. In both cases two percent did not reply.

In the rural area we see as much difference among the non-viewers as viewers in comparing the two channels. In neither is there any similarity to the viewer at each channel. Channel 7 again has oil at the top of the list (thirty-one percent) but this time it is followed by electricity (twenty-three percent), wood (twenty-two percent), combination (twenty percent) and gas and sawdust (one percent each). An additional three percent chose not to reply. Oil at the same thirty-one percent tops the list at channel 10 but wood and a combination of methods tie percentage-wise for second place (twenty-one percent) followed by electricity (ten percent), sawdust (five percent) and gas (two percent). Another two percent chose not to respond to this question.

Non-viewers in the group who did not indicate their living area listed electricity first for both channels (fifty-four and forty-four percent respectively). Here again the similarity ends. At channel 7 the

order then is oil and combination of methods (fifteen percent each), gas (eight percent) and wood and sawdust a negligible number. At channel 10 combination is second (twenty-two percent) followed by gas and wood (eleven percent each) and a negligible number using oil and sawdust. Those who chose not to respond add eight percent at channel 7 and eleven percent at channel 10.

TABLE 28

TYPES OF RANGE
USED BY THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Gas	7	5	3	7
Electric	88	89	84	70
Wood	1	0	2	0
Electronic	1	0	0	0
Combination	1	2	9	2
No answer	2	3	1	21
Total	100	99	99	100

Table 28 indicates the type of range used in cooking in the urban, suburban and rural areas by the total number responding to the questionnaire.

In all areas electric ranks by far the highest; however, the order of other methods varies with the living area. In the urban area after electric (eighty-eight percent) the order is gas (seven percent) and wood, electronic and a combination of methods tying percentage-wise (one percent each). Two percent chose not to respond.

Those in the suburban areas and those who did not indicate their living area are somewhat similar in their response. Electric (eighty-nine and seventy percent respectively) is followed by gas (five and seven percent), combination (two percent each) and wood and electronic a negligible number in both cases. However, in the suburban area three percent chose not to respond and in the other group it was twenty-one percent.

Rural area respondents also ranked electric first (eighty-four percent) and then listed combination (nine percent), gas (three percent), wood (two percent) and electronic a negligible number. One percent chose not to respond.

TABLE 29

TYPES OF RANGE
USED BY THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes 608	no 121	yes 394	no 93	yes 319	no 102	yes 36	no 11
Gas	7	9	6	4	3	5	8	9
Electric	90	85	89	90	82	88	75	64
Wood	0	0	0	0	3	2	0	0
Electronic	0	2	0	1	0	0	0	0
Combination	1	2	2	2	11	4	0	9
No answer	1	2	3	2	1	1	17	18
Total	99	100	100	99	100	100	100	100

The types of ranges used by radio listeners and non-listeners are shown in Table 29. We see many similarities among the listeners and the total group.

In the urban and suburban areas the order is the same as for the total suburban group. That is, electric (ninety and eighty-nine percent respectively), gas (seven and six percent), combination (one and two percent) and wood and electronic a negligible number in each case. Those who chose not to respond made up one percent in the urban area and three percent in the suburban area.

Again in the rural area the pattern follows that for the total group--electric (eighty-two percent), combination (eleven percent), gas and wood (three percent each) and electronic a negligible number. Again one percent chose not to respond.

Those who did not indicate their living area show their cooking facilities to be similar to the urban area of the total group. That is electric is again high (seventy-five percent) followed by gas (eight percent) and a negligible number of wood, electronic and combination. However, seventeen percent chose not to answer this question.

The non-viewer again indicates that the electric range is the most prevalent. In the urban area eighty-five percent indicate this. An additional nine percent use gas and two percent each electronic and a combination of methods while a negligible number use wood. Another two percent did not reply.

In the suburban area the order is electric (ninety percent), gas

(four percent), combination (two percent), electronic (one percent) and a negligible use of wood. Here again two percent did not respond.

A similarity among rural residents and those not indicating their living area is indicated by this order--electric (eighty-eight and sixty-four percent respectively), gas (five and nine percent), combination (four and nine percent), wood (two percent and a negligible number) and electronic negligible in both cases. Those who chose not to answer, however, were one percent and eighteen percent respectively.

TABLE 30

TYPES OF RANGE
USED BY THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Gas	5	7	8	4	3	3	0	15
	7	6	5	3	3	3	0	22
Electric	91	90	84	91	84	86	81	77
	89	89	90	93	84	88	86	67
Wood	0	0	0	0	1	2	0	0
	0	0	0	0	2	1	0	0
Electronic	0	1	1	0	0	0	0	0
	1	1	1	0	0	0	0	0
Combination	1	2	3	1	10	8	0	0
	1	2	2	1	9	8	0	0
No answer	3	0	4	3	1	1	19	8
	2	1	2	3	1	0	14	11
Total	100	100	100	99	99	100	100	100
	100	99	100	100	99	100	100	100

Table 30 which indicates the method of cooking used by television viewers and non-viewers at both channels has very definite patterns that parallel those of the radio listener and non-listener and the total group. The urban and suburban group and those who chose not to reply show one pattern and the rural residents another. The difference is in the percentages.

In the urban area we note at channels 7 and 10 that electric is ninety-one and eighty-nine percent respectively followed by gas (five and seven percent), combination (one percent each), electronic (negligible and one percent) and wood a negligible number in both cases. Those who declined to respond were three and two percent respectively.

The same order exists in the suburban area but the percentages are--electric (eighty-four and ninety), gas (eight and five), combination (three and two), electronic (one each) and wood a negligible number. The no answer groups were four and two percent respectively.

Among those not indicating their living area the percentages differed again--electric (eighty-one and eighty-six), gas, combination, electronic and wood a negligible number at both channels. Those who did not respond made up nineteen and fourteen percent respectively.

Rural respondents changed the pattern to list electric first (eighty-four percent for both channels) but to follow with a combination of methods (ten and nine percent respectively), gas (three percent

each), wood (one and two percent) and electronic a negligible number. Those not responding were one percent at each channel.

Among the non-viewers these same patterns apply. The rural resident again ranks electric first (eighty-six and eighty-eight percent) then a combination (eight percent each), gas (three percent each), wood (two and one percent) and electronic a negligible number. Those who chose not to reply were one percent at channel 7 and a negligible number at channel 10.

The urban, suburban and those who did not make this distinction again follow a similar pattern. Percentages in the urban area are--electric (ninety and eighty-nine percent), gas (seven and six percent), combination (two percent each), electronic (one percent each) and wood a negligible number. Those who did not answer accounted for a negligible number at channel 7 and one percent at channel 10.

In the suburban area the percentages are again the main distinction. Ninety-one and ninety-three percent respectively use electricity, four and three percent gas, one percent each use a combination of methods and a negligible number have electronic or wood. In both cases (channel 7 and 10) three percent did not respond.

Those who did not indicate their living area again listed electric first (seventy-seven and sixty-seven percent respectively) with gas (fifteen and eight percent) second. Wood, electronic and a combination of methods all had a negligible number of responses but those who did not respond were eight and eleven percent respectively.

TABLE 31

TYPES OF LAUNDRY EQUIPMENT
USED BY THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Washer				
Automatic	74	85	68	57
Conventional	14	8	27	25
Both	1	2	2	0
No answer	11	5	4	18
Total	100	100	101	100
Dryer				
Gas	1	2	0	4
Electric	52	70	60	38
No answer	46	28	40	59
Total	99	100	100	101

Table 31 indicates the laundry equipment possessed by the total number of respondents. The pattern for the types of equipment remains constant in all living areas. The variable is among those who did not answer. This could mean that they did not have this equipment or that they elected not to answer.

The automatic washer ranks high with seventy-four percent in the urban area, eighty-five percent in the suburban, sixty-eight percent in the rural and fifty-seven percent among those not making this distinction. These same groups indicate possession of conventional washers--fourteen, eight, twenty-seven and twenty-five percent respectively. A few--one, two, two and zero percent respectively--indicated they had both an automatic and a conventional washer.

The type of dryer indicated was by far an electric--fifty-two, seventy, sixty and twenty-eight percent--with gas accounting for only one, two, zero and four percent. Those who did not reply made up a significant number--forty-six, twenty-eight, forty and fifty-nine percent respectively.

TABLE 32

TYPES OF LAUNDRY EQUIPMENT
USED BY THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	608	121	394	93	319	102	36	11
Washer								
Automatic	74	75	85	86	66	73	64	45
Conventional	14	15	9	5	28	25	22	36
Both	1	2	1	1	2	2	0	0
No answer	11	8	5	8	5	1	14	18
Total	100	100	100	100	101	101	100	99
Dryer								
Gas	1	2	2	1	0	0	6	0
Electric	52	54	68	78	59	63	39	36
No answer	47	45	30	21	41	37	56	64
Total	100	101	100	100	100	100	101	100

In Table 32 we see the same pattern of ownership of laundry equipment among radio listeners and non-listeners as the total group.

Again the automatic washer ranked high--seventy-four, eighty-five, sixty-six and sixty-four percent respectively in the urban, suburban, rural areas and among those who did not indicate this information. The owners of conventional washers accounted for fourteen, nine, twenty-eight and twenty-two percent while those who own both are one, one, two and zero percent. Those who did not reply make up eleven, five, five and fourteen percent.

In this same group electric dryers again ran high--fifty-two, sixty-eight, fifty-nine and thirty-nine percent--with gas one, two, zero and six percent. It is the group who did not answer that makes up the other large group--forty-seven, thirty, forty-one and thirty-nine percent.

The radio non-listener is very similar to the listener in the response to this question. The percentage of ownership of automatic washers is seventy-five, eighty-six, seventy-three and forty-five while conventional models is fifteen, five, twenty-five and thirty-six percent. Some again indicate ownership of both models--two, one, two and zero percent. Those who did not reply numbered eight, eight, one and eighteen percent.

The pattern for dryers also repeats with electric the high group--fifty-four, seventy-eight, sixty-three and thirty-six percent and gas two, one, zero and zero percent. Of course, those who did

not reply numbered forty-five, twenty-one, thirty-seven and sixty-four percent.

TABLE 33

TYPES OF LAUNDRY EQUIPMENT
USED BY THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Washer								
Automatic	78	74	85	87	72	73	56	77
	77	72	87	90	73	74	68	67
Conventional	13	15	11	7	21	23	25	15
	13	15	8	5	24	21	23	22
Both	0	1	0	2	3	1	0	0
	2	0	1	1	2	1	0	0
No answer	9	10	4	4	4	3	19	8
	9	12	4	4	2	5	9	11
Total	100	100	100	100	100	100	100	100
	101	99	100	100	101	101	100	100
Dryer								
Gas	1	1	2	2	0	1	6	0
	1	1	2	0	0	0	5	0
Electric	59	50	74	71	64	61	44	54
	51	60	70	81	67	63	36	56
No answer	41	49	24	27	36	38	50	46
	47	39	28	19	33	37	59	44
Total	101	100	100	100	100	100	100	100
	99	100	100	100	100	100	100	100

Table 33 which shows the laundry equipment ownership for the television viewer and non-viewer is a near duplication of Table 31 and 32.

Again the automatic washer ranks high in the urban, suburban and rural areas as well as among those who did not indicate their living area. This is true at both channel 7 and 10. The percentages of the viewers run seventy-eight, eighty-five, seventy-two and fifty-six at channel 7 and seventy-seven, eighty-seven, seventy-three and sixty-eight at channel 10. For conventional washers the percentages are thirteen, eleven, twenty-one and twenty-five at channel 7 and thirteen, eight, twenty-four and twenty-three at channel 10. Again a small percentage own both models--zero, zero, three and zero and two, one, two and zero respectively. Those who did not reply account for nine, four, four and nineteen percent and nine, four, two and nine percent respectively.

Those owning electric dryers number fifty-nine, seventy-four, sixty-four, and forty-four percent at channel 7 and fifty-one, seventy, sixty-seven and thirty-six percent at channel 10 while gas is one, two, zero and six percent and one, two, zero and five percent. Those who did not reply are a fairly large proportion--forty-one, twenty-four, thirty-six and fifty percent and forty-seven, twenty-eight, thirty-three and fifty-nine percent.

The non-viewing group has an equally large number of automatic washers--seventy-four, eighty-seven, seventy-three and

seventy-seven percent at channel 7 and seventy-two, ninety, seventy-four and sixty-seven percent at channel 10. The number of conventional models is again proportionately similar--fifteen, seven, twenty-three and fifteen percent and fifteen, five, twenty-one and twenty-two percent. Again the group who own both is small--one, two, one and zero percent and zero, one, one and zero percent. Those who did not answer made up ten, four, three and eight percent and twelve, four, five and eleven percent.

Among dryer owners the percentages are again similar--electric fifty, seventy-one, sixty-one and fifty-four percent and sixty, eighty, sixty-three and fifty-six percent. Gas is one, two, one and zero percent and one, zero, zero and zero percent. Those who did not reply again make up an appreciable group--forty-nine, twenty-seven, thirty-eight and forty-six percent and thirty-nine, nineteen, thirty-seven and forty-four percent.

TABLE 34

TYPES OF REFRIGERATION EQUIPMENT
USED BY THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Refrigerator				
Gas	1	1	0	0
Electric	97	97	98	80
No answer	2	2	1	20
Total	100	100	99	100
Freezer				
Upright	21	30	28	29
Chest	18	23	36	18
Both	1	1	2	0
No answer	61	45	34	54
Total	101	99	100	101

Refrigeration equipment owned by the total number of respondents is noted in Table 34. This information is again divided into living areas.

We see that electric refrigerators are the most abundant with very few not answering (either because they did not own that appliance or because they did not choose to respond). However, the tabulations for the question regarding freezers shows this group which did not respond to be the largest except in the rural area.

In the urban, suburban and rural areas electric refrigerators are owned by ninety-seven, ninety-seven and ninety-eight percent respectively with gas refrigerators numbering only one, one and zero percent in the same categories. Those who did not reply made up two, two and one percent. In the group who did not indicate their living area, however, the number of electric refrigerators dropped to eighty percent and twenty percent chose not to answer. Only a negligible number of gas refrigerators were indicated.

The pattern for freezers is similar in the urban and suburban areas and among those who did not make this distinction. The number of those who did not reply is the largest--sixty-one, forty-five and fifty-four percent respectively. However, among those with freezers ownership of the upright style--twenty-one, thirty and twenty-nine percent--is larger than that of the chest style--eighteen, twenty-three and eighteen percent. A few--one, one and zero percent--indicated ownership of both styles.

In the rural area, however, the chest type freezer is the greater (thirty-six percent) and the upright style next (twenty-eight percent). Two percent own both but thirty-four percent did not reply.

TABLE 35

TYPES OF REFRIGERATION EQUIPMENT
USED BY RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	608	121	394	93	319	102	36	11
Refrigerator								
Gas	1	2	2	0	0	1	0	0
Electric	98	97	96	99	98	98	86	73
No answer	2	1	2	1	2	1	14	27
Total	101	100	100	100	100	101	100	100
Freezer								
Upright	20	24	30	34	28	30	36	18
Chest	17	21	23	23	34	39	14	27
Both	0	1	1	3	2	3	0	0
No answer	62	55	47	40	36	28	50	55
Total	99	101	101	100	100	100	100	100

Table 35 gives information about refrigerators and freezers owned by the radio listener and non-listener.

The pattern for refrigerators of listeners is the same as for the total group. In the urban, suburban and rural areas ninety-eight, ninety-six and ninety-eight percent own electric refrigerators. The number drops to eighty-six percent among those who did not indicate their living area. Gas refrigerators are not prevalent among any group--one, two, zero and zero percent respectively. A similar number chose not to reply--two, two and two percent in the urban, suburban and rural areas but the number increases to fourteen percent among those not indicating their living area.

Similar percentages are noted for the non-listener. Ninety-seven, ninety-nine, ninety-eight and seventy-three percent own electric refrigerators with two, zero, one and twenty-seven percent respectively the figures for gas refrigerators. Again the percentage of those not responding repeats the pattern--one, one, one and twenty-seven.

Freezer ownership in the urban and suburban areas and among those not indicating their living area is similar for the radio listeners and the total number. We note the percentages for those who did not answer to be sixty-two, forty-seven and fifty. Those who own upright models are twenty, thirty and thirty-six percent while the chest type is seventeen, twenty-three and fourteen percent. A few--zero, one, and zero percent--own both.

In the rural area the group who did not answer is slightly larger (thirty-six percent) than those owning chest freezers (thirty-four percent). These percentages and that of the upright model (twenty-eight) and the ownership of both (two) parallel the total group.

The radio non-listener shows a similar pattern to the listener and the total group. In the rural area the pattern varies a bit from the total group. Also the percentages differ--chest type (thirty-nine), upright model (thirty), no answer (twenty-eight) and both (three). In the urban and suburban areas the pattern is parallel--no answer (fifty-five and forty percent respectively), upright (twenty-four and thirty-four percent), chest (twenty-one and twenty-three percent) and both (one and three percent). Among those not indicating their living area the chest type (twenty-seven percent) and upright model (eighteen percent) reverse from the pattern but the no answer (fifty-five percent) and both (zero percent) not only are the extremes but also are similar to the other groups.

TABLE 36

TYPES OF REFRIGERATION EQUIPMENT
USED BY THE TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Refrigerator								
Gas	1	1	1	1	0	1	0	0
	1	1	1	1	0	0	0	0
Electric	97	99	97	97	99	99	88	85
	98	98	97	98	98	100	86	89
No answer	2	0	1	1	1	1	13	15
	2	1	2	1	2	0	14	11
Total	100	100	99	99	100	101	101	100
	101	100	100	100	100	100	100	100
Freezer								
Upright	23	23	32	28	29	27	44	31
	22	23	29	38	29	30	41	44
Chest	16	19	22	26	42	35	6	31
	18	15	23	26	32	40	18	22
Both	0	0	1	1	3	1	0	0
	1	1	1	1	3	2	0	0
No answer	61	58	46	45	26	38	50	38
	60	60	46	35	36	29	41	33
Total	100	100	101	100	100	101	100	100
	101	99	99	100	100	101	100	99

Ownership of types of refrigerators and freezers by television viewers and non-viewers are shown in Table 36. At both channels the pattern for these groups parallels that of the radio listeners and non-listeners and the total group.

Among viewers at both channels 7 and 10 the electric refrigerator ranks high in the urban area (ninety-seven and ninety-eight percent), suburban (ninety-seven percent each) and rural (ninety-nine and ninety-eight percent). Although it drops some among those not indicating their living area, the percentage is still high (eighty-eight and eighty-six). Those who chose not to respond make up the next largest category--two, one, one and thirteen percent at channel 7 and two, two, two and fourteen percent at channel 10. A similarly small percentage--one, one, zero and zero at channel 7 and one, one, zero and zero at channel 10--are owners of gas refrigerators.

This pattern repeats itself among the non-viewers--electric refrigerators are owned by ninety-nine, ninety-seven, ninety-nine and eighty-five percent and ninety-eight, ninety-eight, one hundred and eighty-nine percent at the respective channels. Responses regarding gas refrigerators are zero, one, one and zero percent and one, one, zero and zero percent. Those who chose not to respond make up one, one, one and fifteen percent and one, one, zero and eleven percent respectively.

The ownership of freezers again follows a similar pattern for both channels and with Tables 34 and 35. Those who chose not to

reply in general make up the largest group among the viewers in the urban and suburban areas and those who did not indicate their living area. The percentages are sixty-one, forty-six and fifty at channel 7 and sixty, forty-six and forty-one at channel 10. The upright freezer ranks next--twenty-three, thirty-two and forty-four percent and twenty-two, twenty-nine and forty-one percent--followed by the chest type--sixteen, twenty-two and six percent and eighteen, twenty-three and eighteen percent. In a few cases both types are owned--zero, one and zero percent and one, one and zero percent.

In the rural area the pattern differs but is again similar to that of the radio listener and non-listener and the total group. At channel 7 the chest type is first (forty-two percent) followed by the upright (twenty-nine percent), then those who did not reply (twenty-six percent) and shows that three percent have both types of freezers. At channel 10 the order is no response (thirty-six percent), chest type (thirty-two percent), upright (twenty-nine percent) and both (three percent).

The non-viewers repeat a parallel pattern but show some variation in percentage. In all but the rural area at channel 7 we see that those who did not reply have the highest percentage--fifty-eight, forty-five and thirty-eight. At channel 10 this group is high in the urban area (sixty percent) but second in the other two living areas--thirty-five and thirty-three percent. The upright freezer ranks second except where it replaces the no answer group in first place--

twenty-three, twenty-eight and thirty-one percent and twenty-three, thirty-eight and forty-four percent. The chest type ranks next in all categories--nineteen, twenty-six and thirty-one percent and fifteen, twenty-six and twenty-two percent. Again a few indicate the ownership of both types of freezers--zero, one and zero percent and one, one and zero percent.

The rural area again follows somewhat its own pattern. At channel 7 the responses are no answer (thirty-eight percent), chest type (thirty-five percent), upright model (twenty-seven percent) and one percent owning both. At channel 10 the order changes to chest type (forty percent), upright model (thirty percent), no answer (twenty-nine percent) and two percent owning both models.

TABLE 37

OTHER APPLIANCES
USED BY THE TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Dishwasher	29	40	26	18
Toaster	95	96	95	84
Deep fryer	33	37	37	27
Waffle baker and grill	78	81	82	68
Electric skillet	69	71	70	52
Coffee maker	69	72	67	63
Mixer	87	92	91	75
Blender	23	30	22	25
Rotisserie	18	21	15	11

In Table 37 we note the incidence of some other home appliances possessed by the total number responding to the questionnaire. In this table the information has been broken down to the living areas--urban, suburban, rural and those who did not make this indication. With only three exchanges in place we note the same order in all areas. The variation is in the percentages.

Specifically the percentages of the appliances listed in their sequence as well as according to living area are these--toaster (ninety-five, ninety-six, ninety-five and eighty-four percent), mixer (eighty-seven, ninety-two, ninety-one and seventy-five percent), waffle baker and grill (seventy-eight, eighty-one, eighty-two and sixty-eight percent), coffee maker (sixty-nine, seventy-two, sixty-seven and sixty-three percent), electric skillet (sixty-nine, seventy-one, seventy and fifty-two percent), deep fryer (thirty-three, thirty-seven, thirty-seven and twenty-seven percent), dishwasher (twenty-nine, forty, twenty-six and eighteen percent), blender (twenty-three, thirty, twenty-two and twenty-five percent) and rotisserie (eighteen, twenty-one, fifteen and eleven percent).

The three exchanges in rank mentioned are the dishwasher and deep fryer in the suburban area, electric skillet and coffee maker in the rural area and the dishwasher and blender in the list of those not indicating their living area.

TABLE 38

OTHER APPLIANCES
USED BY THE RADIO LISTENERS AND NON-LISTENERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
	608	121	394	93	319	102	36	11
Dishwasher	31	21	40	40	26	26	17	18
Toaster	96	93	95	95	94	95	89	82
Deep fryer	32	40	34	47	34	47	31	18
Waffle baker and grill	79	76	79	85	82	83	72	55
Electric skillet	69	67	71	74	67	78	58	27
Coffee maker	69	67	70	82	64	74	64	55
Mixer	86	91	92	91	99	93	77	73
Blender	24	17	30	30	23	18	25	27
Rotisserie	19	12	20	26	15	13	14	9

Table 38 shows the percentage of appliances owned by radio listeners and non-listeners. Again the responses are divided into living areas.

The order of the responses of the radio listeners with two exceptions are the same as for the total group. These exceptions are the electric skillet and coffee maker in the suburban area and mixer and toaster in the rural area.

The variable is the percentages which are--toaster (ninety-six, ninety-five, ninety-four and eighty-nine percent), mixer (eighty-six, ninety-two, ninety-nine and seventy-seven percent), waffle baker and grill (seventy-nine, seventy-nine, eighty-two and seventy-two percent), coffee maker (sixty-nine, seventy, sixty-four and sixty-four percent), electric skillet (sixty-nine, seventy-one, sixty-seven and fifty-eight percent), deep fryer (thirty-two, thirty-four, thirty-four and thirty-one percent), dishwasher (thirty-one, forty, twenty-six and seventeen percent), blender (twenty-four, thirty, twenty-three and twenty-five percent) and rotisserie (nineteen, twenty, fifteen and fourteen percent).

Among the non-listeners we note again a duplication in the order of the appliances owned. The percentages vary in this manner--toaster (ninety-three, ninety-five, ninety-five and eighty-two percent), mixer (ninety-one, ninety-one, ninety-three and seventy-three percent), waffle baker and grill (seventy-six, eighty-five, eighty-three and fifty-five percent), coffee maker (sixty-seven,

eighty-two, seventy-four and fifty-five percent), electric skillet (sixty-seven, seventy-four, seventy-eight and twenty-seven percent), deep fryer (forty, forty-seven, forty-seven and eighteen percent), dishwasher (twenty-one, forty, twenty-six and eighteen percent), blender (seventeen, thirty, eighteen and twenty-seven percent) and rotisserie (twelve, twenty-six, three and nine percent).

TABLE 39

OTHER APPLIANCES
USED BY TELEVISION VIEWERS AND NON-VIEWERS
(IN PERCENTAGES)

	urban		suburban		rural		no answer	
	yes	no	yes	no	yes	no	yes	no
Channel 7	314	272	158	227	154	168	16	13
Channel 10	398	213	325	96	173	131	22	9
Dishwasher	31	29	41	43	32	24	31	23
	29	32	42	40	29	27	18	44
Toaster	95	97	98	95	97	95	94	92
	96	95	96	98	98	97	91	89
Deep fryer	35	32	34	38	36	39	31	38
	34	33	38	39	34	43	32	33
Waffle baker	82	76	80	83	84	79	75	46
and grill	80	82	83	82	82	85	82	67
Electric skillet	72	69	70	76	72	67	69	62
	72	69	76	66	75	68	59	67
Coffee maker	74	63	70	76	70	68	69	92
	70	70	75	70	69	67	73	78
Mixer	90	86	94	91	95	91	81	77
	88	90	93	94	94	96	82	78
Blender	26	21	34	30	25	20	31	23
	25	20	32	29	27	21	32	11
Rotisserie	20	20	20	21	18	15	6	31
	23	14	22	21	22	9	14	22

Table 39 which shows the possession of some appliances by television viewers and non-viewers in the living areas they indicate on the questionnaire. At both channels the order, with a few exceptions, is the same as that in Tables 37 and 38. Here again the variable is in the percentages.

Among the viewers at channels 7 and 10 respectively we note these percentages--toaster (ninety-five, ninety-eight, ninety-seven and ninety-four percent and ninety-six, ninety-six, ninety-eight and ninety-one percent), mixer (ninety, ninety-four, ninety-five and eighty-one percent and eighty-eight, ninety-three, ninety-four and eighty-two percent), waffle baker and grill (eighty-two, eighty, eighty-four and seventy-five percent and eighty, eighty-three, eighty-two and eighty-two percent), coffee maker (seventy-four, seventy, seventy and sixty-nine percent and seventy, seventy-five, sixty-nine and seventy-three percent), electric skillet (seventy-two, seventy, seventy-two and sixty-nine percent and seventy, seventy-six, seventy-five and fifty-nine percent), deep fryer (thirty-five, thirty-four, thirty-six and thirty-one percent and thirty-four, thirty-eight, thirty-four and thirty-two percent), dishwasher (thirty-one, forty-one, thirty-two and thirty-one percent and twenty-nine, forty-two, twenty-nine and eighteen percent), blender (twenty-six, thirty-four, twenty-five and thirty-one percent and twenty-five, thirty-two, twenty-seven and thirty-two percent) and rotisserie (twenty, twenty, eighteen and six percent and twenty-three, twenty-two and fourteen percent).

The exception from the previous tables are the order of electric skillet and coffee maker at channel 10 in the urban and suburban areas.

Among the non-viewers we find the following order at the two channels--toaster (ninety-seven, ninety-five, ninety-five and ninety-two percent and ninety-five, ninety-eight, ninety-seven and eighty-nine percent), mixer (eighty-six, ninety-one, ninety-one and seventy-seven percent and ninety, ninety-four, ninety-six and seventy-eight percent), waffle baker and grill (seventy-six, eighty-three, seventy-nine and forty-six percent and eighty-two, eighty-two, eighty-five and sixty-seven percent), coffee maker (sixty-three, seventy-six, sixty-eight and ninety-two percent and seventy, seventy, sixty-seven and seventy-eight percent), electric skillet (sixty-nine, seventy-six, sixty-seven and sixty-two percent and sixty-nine, sixty-six, sixty-seven and sixty-seven percent), deep fryer (thirty-two, thirty-eight, thirty-nine and thirty-eight percent and thirty-three, thirty-nine, forty-three and thirty-three percent), dishwasher (twenty-nine, forty-three, twenty-four and twenty-three percent and thirty-two, forty, twenty-seven and forty-four percent), blender (twenty-one, thirty, twenty and twenty-three percent and twenty, twenty-nine, twenty-one and eleven percent) and rotisserie (twenty, twenty-one, fifteen and thirty-one percent and fourteen, twenty-one, nine and twenty-two percent).

The exceptions in this listing from the other two tables are the electric skillet and coffee maker in the urban area at channel 7 and

no answer living areas of both channels 7 and 10 and the positions of the blender and waffle baker and grill in the group at channel 10 who did not indicate their living area.

Analysis of Radio Information

The data collected from the survey discussed in Chapter II also concerned the interests and desires of the respondents in regard to radio programming.

Tables showing the response to the questionnaire were prepared and examined, the first two giving information about who receives the station and how much they listen. This information has been classified according to living area. The remainder of the tables are based on the response of those who do receive KOAC and are categorized according to whether the respondent listens regularly, sometimes or never. The frequency on which these latter percentages have been based are regularly 279, sometimes 894, never 151 and no answer 33.

The interpretation of the analysis of these data will be found in Chapter IV.

TABLE 40

RECEIVE KOAC
TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Yes	78	77	73	64
No	15	18	23	20
No answer	7	5	3	16
Total	100	100	99	100

Table 40 indicates the answers of the total number of respondents to the question, "Do you receive KOAC radio?" Here the answers have been noted by living area.

Those indicating yes were seventy-eight percent in the urban area, seventy-seven percent in the suburban area, seventy-three percent in the rural area and sixty-four percent of those not making this distinction.

A negative response came from fifteen percent in the urban area, eighteen percent in the suburban, twenty-three percent in the rural area and twenty percent from those who did not reply as to their living area.

No answer to this question in the respective living areas came from seven, five, three and sixteen percent.

TABLE 41

LISTEN TO KOAC
TOTAL NUMBER OF RESPONDENTS
(IN PERCENTAGES)

	urban 781	suburban 515	rural 435	no answer 56
Regularly	17	14	19	11
Sometimes	55	51	49	55
Never	13	18	13	5
No answer	15	16	19	29
Total	100	99	100	100

Table 41 shows the response of the total group returning the questionnaire who answered affirmatively that they receive KOAC radio as to whether their listening habits can be categorized as regular, sometimes or never. Here again the answers are classified by living area.

Among the regular listeners we note the urban area has seventeen percent, suburban fourteen percent, rural nineteen percent and those not indicating this information, eleven percent.

The "sometimes" responses are larger. In the urban area it is fifty-five percent, suburban fifty-one percent, rural forty-nine percent and no answer fifty-five percent.

A negative answer was indicated in the urban area by thirteen percent, suburban eighteen percent, rural thirteen percent and no answer five percent.

No answer at all made up the remaining fifteen percent in the urban area, sixteen percent in the suburban, nineteen percent in the rural and twenty-nine percent elected not to answer either question.

TABLE 42

NUMBERS WHO LISTEN TO "ESPECIALLY FOR WOMEN"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	30	1	0	6
Sometimes	49	48	2	24
Never	14	40	83	33
No answer	6	11	15	36
Total	99	100	100	99

Responses to the question, "Do you listen to 'Especially for Women'?" based on those who do listen to the station are noted in Table 42.

Of those who listen regularly to KOAC thirty percent listen to "Especially for Women" regularly and forty-nine percent listen sometimes. An additional fourteen percent never listen and six percent chose not to answer.

Among those who listen to KOAC on a more irregular basis one percent listen to "Especially for Women" regularly and forty-eight percent sometimes. The group who never listen rises to forty percent and those who did not answer make up another eleven percent.

The group who indicate they do not listen to the station respond to the question of regularity by indicating a negligible number regularly, two percent sometimes, eighty-three percent never and fifteen percent chose not to respond.

Some of those who did not indicate whether or not they were station listeners did respond affirmatively to listening regularly to "Especially for Women" (six percent) and sometimes (twenty-four percent). A remaining thirty-three percent said they do not listen and an additional thirty-six percent did not respond to this question either.

TABLE 43

REACTION TO THE CONVENIENCE OF THE 10:15-11:00 A. M.
BROADCAST OF "ESPECIALLY FOR WOMEN"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	62	32	7	18
No	14	22	23	12
No answer	24	46	71	70
Total	100	100	101	100

Response to the question of whether the morning broadcast of "Especially for Women" (10:15 to 11:00) is convenient for the KOAC audience is shown in Table 43.

An affirmative answer was received from sixty-two percent who listen regularly, thirty-two percent of the group who listen less frequently and eighteen percent of those who did not indicate the regularity of their listening. An additional seven percent answered even though they previously had indicated they did not listen to the station.

Of those who indicated that the timing was not convenient fourteen percent said they listen regularly and twenty-two percent sometimes. From those who had previously said they did not listen and those who did not indicate any listening habits we also note negative responses--twenty-three and twelve percent respectively.

Here again a number chose not to respond. This made up twenty-four percent of the regular listeners, forty-six percent of those who listen sometimes, seventy-one percent of those who said never and seventy percent of the group who had not previously made a commitment.

TABLE 44

REACTION TO THE CONVENIENCE OF THE 2:00-2:30 P. M.
BROADCAST OF "ESPECIALLY FOR WOMEN"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	37	21	9	18
No	17	20	17	6
No answer	46	58	74	76
Total	100	99	100	100

Response to the question of the convenience of the listening time of the afternoon (2:00 to 2:30) broadcast of "Especially for Women" for the KOAC audience is indicated in Table 44.

Those who indicate that this is a convenient time make up thirty-seven percent of the regular listeners to the station, twenty-one percent of the more inconsistent listeners, nine percent of those who do not listen and eighteen percent of those who did not indicate their listening habits.

The negative responses from these same listener categories were seventeen, twenty, seventeen and six percent respectively.

An additional forty-six percent of the regular listeners; fifty-eight percent of those who listen sometimes; seventy-four percent of the non-listeners; and seventy-six percent of those who did not give this information did not choose to answer this question.

TABLE 45

REACTION TO THE LENGTH OF THE 10:15-11:00 A. M.
BROADCAST OF "ESPECIALLY FOR WOMEN"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Too long	4	2	2	0
Too short	4	1	0	0
About right	54	31	2	18
No answer	38	66	96	82
Total	100	100	100	100

Table 45 indicates the feelings of the KOAC audience regarding the length of the morning broadcast (10:15 to 11:00) of "Especially for Women. "

Too long was the expression of four percent who listen to the station regularly, two percent each of the sometimes group, and those who do not listen and a negligible number of those whose listening habits were not identified.

An additional four percent of the regular listeners said it is too short as did one percent of those who listen sometimes. A negligible number each responded this way among the non-listeners and those whose listening habits were not indicated.

About right was the response of fifty-four percent of the regular listeners and thirty-one percent of those who listen sometimes. Again two percent of the non-listeners responded and eighteen percent of those who did not indicate how often they listen.

No answer at all came from thirty-eight percent of the regular listeners, sixty-six percent of the sometimes group, ninety-six percent who say they never listen and eighty-two percent who chose not to make a declaration.

TABLE 46

REACTION TO THE LENGTH OF THE 2:00-2:30 P. M.
BROADCAST OF "ESPECIALLY FOR WOMEN"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Too long	2	1	2	0
Too short	4	1	0	0
About right	43	26	3	9
No answer	51	72	95	91
Total	100	100	100	100

In Table 46 we see the reaction of the KOAC audience to the length of the afternoon broadcast (2:00 to 2:30) of "Especially for Women. "

Those who feel this is too long a program make up two percent of the regular listeners of the station, one percent of those who listen sometimes, two percent of those who do not listen and a negligible number of those who did not identify their listening habits.

Too short was the response of four percent of the regular listeners, one percent of the sometimes group in the audience and a negligible number of the non-listeners and those whose listening habits are not known.

In contrast "about right" was indicated by forty-three percent of the regular listeners and twenty-six percent of the sometimes audience. Another three percent gave this response from the non-listeners and nine percent from those who did not respond to this previous question.

The largest number--fifty-one, seventy-two, ninety-five and ninety-one percent respectively in the regular, sometimes, never and no answer categories--gave no response to the question.

TABLE 47

PREFERENCE FOR LENGTH OF DISCUSSION PERIODS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
5 minute	1	2	3	0
10 minute	5	7	2	6
15 minute	13	12	3	9
30 minute	17	7	8	6
No answer	64	72	85	79
Total	100	100	101	100

In Table 47 we see the responses of the KOAC audience to a variety of lengths of discussion periods.

The regular listeners showed their reactions to be in consecutive order--five, ten, fifteen and thirty minutes--with one, five, thirteen and seventeen percent respectively in the categories and an additional sixty-four percent who did not respond.

The segment of the audience of the station who listen sometimes rank their preferences with five minutes low (two percent), ten and thirty minutes tie (seven percent) and fifteen minutes is high (twelve percent). Here again a large group did not respond (seventy-two percent).

Among those who do listen to KOAC the preferences differ. Ten minutes is the low (two percent) closely followed by a tie between five and fifteen minutes (three percent) and then a slight increase for thirty minutes (eight percent). A still larger number did not answer this question (eighty-five percent).

Some of the group who did not indicate their habits of listening did show their reaction to this question. This response was similar to the group who listen sometimes. A negligible number like five minute discussion periods while six percent each prefer ten and thirty minutes and nine percent fifteen minutes. Here seventy-nine percent chose not to answer.

TABLE 48

TYPES OF MUSIC PREFERRED
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Classical	27	14	7	12
Semi-classical	19	25	23	21
Popular	2	5	10	3
Jazz	0	0	2	0
Combination	43	44	32	33
No answer	9	13	26	30
Total	100	101	100	99

Table 48 indicates the types of music preferred by the KOAC audience. This data has been categorized as to whether the respondent listens regularly, sometimes, never or did not give an indication of listening habits.

In this table we note a similarity in the preference pattern of the respondents who listen sometimes, never and those who did not answer the question about their listening habits. The differences lie in the percentages which also show similarity in some instances.

For these three categories the pattern is first a combination of types (forty-four, thirty-two and thirty-three percent respectively), then semi-classical (twenty-five, twenty-three and twenty-one percent), classical (fourteen, seven and twelve percent), popular (five, ten and three percent) and last jazz (zero, two and zero percent).

Among the regular listeners, however, the classical and semi-classical categories exchange places so that the order is a combination (forty-three percent), classical (twenty-seven percent), semi-classical (nineteen percent), popular (two percent) and jazz a negligible number.

Of those responding to the questionnaire some chose not to answer this question--nine percent who listen regularly, thirteen percent sometimes, twenty-six percent of those who never listen and thirty percent chose not to respond to either question.

TABLE 49

INDICATION OF INTEREST IN MEDICAL DISCUSSIONS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	75	41	6	30
No	8	16	42	6
No answer	17	44	52	64
Total	100	101	100	100

We note in Table 49 the response to the question, "Do you listen to medical discussions?"

Among the regular listeners an affirmative answer was given by seventy-five percent and forty-one percent of those who listen sometimes. Six percent of those who never listen to KOAC indicate that they do listen to medical discussions as do thirty-six percent who did not indicate their listening habits.

A negative response came from eight percent of the regular listeners and sixteen percent of those who listen sometimes. An additional forty-two percent of those who never listen said no as did six percent of those whose listening habits are not known.

Those who chose not to answer made up seventeen percent of the regular listeners, forty-four percent of the sometimes and fifty-two percent of those who do not listen. Not to answer either question was elected by sixty-four percent.

TABLE 50

INDICATION OF INTEREST
IN FOREIGN STUDENT INTERVIEWS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	70	35	4	24
No	10	16	40	6
No answer	20	49	56	70
Total	100	100	100	100

Table 50 indicates the response of the KOAC listening audience to the question, "Do you listen to interviews of foreign students?"

Affirmative responses came from seventy percent of the regular listeners, thirty-five percent of those who listen sometimes, four percent of those who say they never listen to KOAC and from twenty-four percent of those who did not indicate their listening habits.

A negative response was indicated by ten percent of the regular listeners, sixteen percent of those who listen sometimes, forty percent of those who say they are not among the KOAC audience and six percent of those whose listening habits were not indicated.

No answer at all was given by twenty percent of the regular listeners, forty-nine percent of those who listen sometimes, fifty-six percent of those who indicate they do not listen to KOAC and seventy percent of those who did not choose to answer either question.

TABLE 51
INDICATION OF INTEREST
IN NUTRITIONAL INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	59	30	5	15
No	13	16	40	9
No answer	29	54	55	76
Total	101	100	100	100

"Do you listen to nutritional information?" is the question asked in Table 51 of the KOAC listening audience.

An affirmative response was given by fifty-nine per cent of the regular listeners, thirty per cent of those who listen sometimes and five per cent of those who do not listen. Of those who did not indicate their listening habits fifteen percent said yes to this question.

No was the answer given by thirteen percent of the regular audience, sixteen percent of those who listen sometimes and forty per cent of those who say they never listen. An additional nine percent of those who did not indicate their listening habits also said no.

Among those who did not reply twenty-nine, fifty-four, fifty-five and seventy-six percent respectively were the responses for those who listen regularly, sometimes, never and who did not answer regarding their listening habits.

TABLE 52

INDICATION OF INTEREST
IN RECIPES AND COOKING TIPS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	53	34	5	15
No	14	16	40	12
No answer	33	51	56	73
Total	100	101	101	100

Table 52 shows the responses to the question of whether or not the KOAC audience listens to recipes and cooking tips.

We not an affirmative response among fifty-three percent of the regular listeners, thirty-four percent of those who listen sometimes five percent of those who do not listen and fifteen percent of those whose listening habits are not known.

Those who said no made up fourteen percent of the regular listeners, sixteen percent of those who listen less regularly, forty percent who say they do not listen and twelve percent of those who did not indicate their listening habits.

No answer at all was given by thirty-three percent of the regular listeners, fifty-one percent of those who listen sometimes, fifty-six percent who say they never listen and seventy-three percent who did not answer regarding their listening habits.

TABLE 53

INDICATION OF INTEREST IN FASHION NEWS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	44	24	3	15
No	14	18	40	9
No answer	42	58	57	76
Total	100	100	100	100

Table 53 shows the yes and no responses to whether the KOAC audience listens to fashion news.

Yes was indicated by forty-four percent of the regular audience, twenty-four percent of those who listen sometimes, three percent of those who say they never listen and fifteen percent of those whose listening habits were not indicated.

A negative response was given by fourteen percent of the regular listeners, eighteen percent of the sometimes audience, forty percent of those who do not listen and nine percent of those who did not indicate their listening habits.

No response at all came from forty-two percent of the regular listeners, fifty-eight percent of those who listen less regularly, fifty-seven percent of those who do not listen and seventy-six percent of those whose listening habits are not known.

TABLE 54

INDICATION OF INTEREST
IN CLOTHING CONSTRUCTION TIPS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	45	23	3	18
No	16	17	40	12
No answer	39	60	58	70
Total	100	100	101	100

In Table 54 we see the responses of the KOAC audience to the question, "Do you listen to clothing construction tips?"

Responses in the affirmative came from forty-five percent of the regular listeners, twenty-three percent of those who listen sometimes and three percent of those who do not listen. An additional eighteen percent said yes among those whose listening habits are not known.

A negative response was indicated by sixteen percent of the regular listeners, seventeen percent of those who listen sometimes and forty percent of those who never listen. Again another twelve percent of those whose listening habits are unknown gave a similar response.

No answer was given by thirty-nine percent of the regular listeners, sixty percent of those who listen sometimes, forty percent who never listen and twelve percent who did not indicate into which listener category they would be placed.

TABLE 55

INDICATION OF INTEREST
IN HOME FURNISHINGS INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	46	27	4	15
No	13	17	40	6
No answer	41	57	56	79
Total	100	101	100	100

In Table 55 we note the answers of the KOAC audience to the question, "Do you listen to home furnishings information?"

Affirmative responses came from forty-six percent of the regular listeners, twenty-seven percent of those who listen sometimes and four percent of those who do not listen. Among those whose listening habits are not known we find fifteen percent who answer yes.

Thirteen percent of the regular listeners give a negative answer. An additional seventeen percent of those who listen sometimes and forty percent who say they do not listen give the same response. This is true also for six percent of those not indicating their listening habits.

No answer was given by forty-one percent who listen regularly, fifty-seven percent who listen sometimes, fifty-six percent who do not listen and seventy-nine percent whose listening habits we do not know.

TABLE 56

INDICATION OF INTEREST IN CHILD DEVELOPMENT
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	46	22	4	12
No	12	16	40	12
No answer	42	61	56	76
Total	100	99	100	100

Responses to the question, "Do you listen to information about child development?" by the KOAC audience are given in Table 56.

We see that forty-six percent of the regular listeners said yes. This same response was given by twenty-two percent who listen sometimes, four percent who never listen and twelve percent who do not indicate what their listening habits are.

A negative response is indicated by twelve percent of the regular listeners, sixteen percent of those who listen sometimes, forty percent who say they do not listen and twelve percent whose listening habits were not given.

No response was given by forty-two percent of the regular listeners, sixty-one percent who listen sometimes and fifty-six percent who do not listen. Seventy-six percent did not choose to respond either to their listening habits or to this question.

TABLE 57

INDICATION OF INTEREST IN INFORMATION
ABOUT INDOOR RECREATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	33	18	5	3
No	15	16	38	12
No answer	51	66	58	85
Total	99	100	101	100

Indication of listener interest in indoor recreation among the KOAC audience is shown in Table 57.

Among the regular listeners thirty-three percent showed an interest as did eighteen percent of those who listen sometimes, five percent of those who do not listen and three percent whose listening habits were not indicated.

Those saying they are not interested make up fifteen percent of the regular audience, sixteen percent of those who listen sometimes, thirty-eight percent of those who do not listen and twelve percent of those who gave no indication of their listening habits.

No response came from fifty-one percent of the regular listeners, sixty-six percent of those who listen less frequently, fifty-eight percent of those who do not listen and eighty-five percent who chose not to indicate what their listening habits might be.

TABLE 58

INDICATION OF INTEREST IN INFORMATION
ABOUT OUTDOOR RECREATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	32	18	4	6
No	17	18	40	12
No answer	51	65	56	82
Total	100	101	100	100

The response to the question regarding the listener interest in subjects related to outdoor recreation is noted in Table 58.

Here an affirmative response was shown by thirty-two percent of the regular audience, eighteen percent of those who listen sometimes, four percent of those who do not listen and six percent of those who did not indicate their listening habits.

Among the regular listeners seventeen percent indicated no interest. This same response came from eighteen percent of those who listen sometimes, forty percent of those who do not listen and twelve percent of those who did not respond to the question regarding their listening habits.

No answer at all was given by fifty-one percent of those who say they listen regularly, sixty-five percent of those who listen sometimes, fifty-six percent of those who do not listen and eighty-two percent of those who preferred not to indicate their listening habits.

TABLE 59

INDICATION OF INTEREST
IN MONEY MANAGEMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	42	18	3	15
No	13	18	40	6
No answer	45	64	57	79
Total	100	100	100	100

We note in Table 59 the interest of the KOAC audience in money management information.

Those who answered affirmatively make up forty-two percent of the regular listeners and eighteen percent of those who listen sometimes. Three percent of those who do not listen and fifteen percent of those who chose not to indicate their listening habits also answered affirmatively.

Among those who do not have an interest are thirteen percent of the regular listeners, eighteen percent of those who listen sometimes, forty percent of those who do not listen and six percent of those who preferred not to identify their listening habits.

No response came from forty-five percent of the regular listeners, sixty-four percent of the less frequent listeners, fifty-seven percent of those who say they do not listen and seventy-nine percent who did not respond to either this question or to their listening habits.

TABLE 60

INDICATION OF INTEREST IN PURCHASING TIPS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	54	27	5	9
No	8	14	32	6
No answer	38	59	63	85
Total	100	100	100	100

Table 60 shows the response to the question, "Do you listen to purchasing tips?" by the KOAC audience.

Those who answered affirmatively make up fifty-four percent of the regular listeners, twenty-seven percent of those who listen sometimes, five percent who say never and nine percent who chose not to indicate their listening habits.

A negative response came from eight percent of the regular listeners, fourteen percent who listen sometimes, thirty-two percent who do not listen and six percent who did not indicate what their listening habits might be.

No response was given by thirty-eight percent of the regular listeners, fourteen percent who listen less frequently and thirty-two percent who say never. Eighty-five percent did not answer this or the question regarding their listening habits.

TABLE 61

INDICATION OF INTEREST IN INFORMATION
ABOUT USE AND CARE OF EQUIPMENT
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	44	20	2	6
No	10	15	32	6
No answer	46	65	66	88
Total	100	100	100	100

In Table 61 we note the response of the KOAC audience to their interest in the use and care of equipment.

An affirmative response is indicated by forty-four percent of the regular listeners and twenty percent of those who listen sometimes. Two percent of those who say they do not listen and six percent of those whose listening habits are not known are also affirmative.

Responses from ten percent of the regular listeners is negative. This same response is indicated by fifteen percent of the less frequent listeners, thirty-two percent of the non-listeners and six percent of those whose listening habits are not known.

From forty-six percent of the regular listeners there was no response. An additional sixty-five percent of the sometimes listeners, sixty-six percent of the non-listeners and eighty-eight percent who preferred not to give information about their listening habits also did not answer this question.

TABLE 62

INDICATION OF INTEREST IN INFORMATION
ABOUT MANAGEMENT IN THE HOME
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	36	18	3	9
No	12	15	32	6
No answer	52	67	64	85
Total	100	100	99	100

Interest in information about management in the home by the KOAC audience is indicated in Table 62.

Response in the affirmative is indicated by thirty-six percent of the regular listeners, eighteen percent of those who say sometimes, three percent who say never and nine percent who did not indicate what their listening habits might be.

We also note a negative response by twelve percent of the regular listeners, fifteen percent of the less frequent listeners, thirty-two percent of those who do not listen and six percent of those about whose listening habits there is no information.

No response came from fifty-two percent of the regular listeners, sixty-seven percent of those who listen sometimes, sixty-four percent of those who say never and eighty-five percent of the group who did not answer regarding their listening habits.

TABLE 63

INDICATION OF INTEREST IN GARDEN TALKS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	60	35	5	6
No	11	13	32	15
No answer	29	52	63	79
Total	100	100	100	100

In Table 63 we note the interest indicated by the KOAC audience in garden talks.

We see in this table that sixty percent of the regular listeners indicated an interest as did thirty-five percent of those who listen sometimes, five percent who say they do not listen and six percent of the group who preferred not to answer the question about their listening habits.

We find that eleven percent of the regular listeners responded negatively. The group who listen sometimes also gave this response in thirteen percent of the cases. Among those who do not listen this response accounts for thirty-two percent and in the group whose listening habits were not indicated fifteen percent responded in the same manner.

No response at all came from twenty-nine, fifty-two and sixty-three percent respectively among those who listen regularly, sometimes and never. An additional seventy-nine percent did not answer either this question or the one about their listening habits.

TABLE 64

INDICATION OF INTEREST IN INFORMATION
ABOUT NEW PRODUCTS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	54	30	3	18
No	9	13	33	9
No answer	37	57	64	73
Total	100	100	100	100

Table 64 shows the response of the KOAC audience to the question, "Do you listen to information about new products?"

Yes was the answer given by fifty-four percent of the regular listeners, thirty percent of those who listen sometimes, three percent who say they do not listen and eighteen percent who did not identify their listening habits.

Among those who do not indicate an interest we find nine percent of the regular listeners, thirteen percent who listen less frequently, thirty-three percent of the group who do not listen and nine percent of those who chose not to give any information about their listening habits.

No answer at all was given by thirty-seven percent of the regular listeners, fifty-seven percent of the group who listen sometimes, sixty-four percent of those who do not listen and seventy-three percent of those who did not indicate how much they might listen.

TABLE 65

INDICATION OF INTEREST IN INFORMATION
ABOUT PROBLEMS OF AGING
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	52	22	2	9
No	12	18	32	6
No answer	36	60	66	85
Total	100	100	100	100

In Table 65 we note the responses of the KOAC audience to information about problems of aging.

Among those answering affirmatively are fifty-two percent of those who listen regularly, twenty-two percent of those who listen sometimes, two percent of those who do not listen and nine percent of those who did not choose to indicate their listening habits.

We also note that those who do not indicate an interest make up twelve percent of the regular listeners, eighteen percent of those who listen sometimes, thirty-two percent of those who do not listen and six percent of those whose listening habits are not known.

No answer was given by thirty-six percent of the regular listeners, sixty percent of those who listen less frequently and sixty-six percent of those who say they never listen. Among those whose preference in listening habits was not indicated eighty-five percent chose not to answer this question either.

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TABLE 66

INDICATION OF INTEREST IN INFORMATION
ABOUT MENTAL HEALTH
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	55	29	4	12
No	11	14	32	9
No answer	34	57	64	79
Total	100	100	100	100

Answers by the KOAC audience to the question, "Do you listen to information about mental health?" are given in Table 66.

Affirmative answers were given by fifty-five percent of those who listen regularly, twenty-nine percent of those who listen sometimes, four percent of those who do not listen and twelve percent of those who elected not to indicate their listening habits.

Among those who said no are eleven percent of those who listen regularly, fourteen percent who listen sometimes and thirty-two percent of those who say they do not listen. Nine percent of those whose listening habits were not indicated also said they were not interested.

No response was the answer given by thirty-four percent of the regular listeners, fourteen percent of those who listen sometimes and thirty-two percent of those who say they do not listen. Those who chose not to answer this as well as the question regarding their listening habits make up an additional seventy-nine percent.

TABLE 67

INDICATION OF INTEREST IN INFORMATION
ABOUT FAMILY LIFE
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	46	24	5	6
No	10	14	32	6
No answer	43	62	63	88
Total	99	100	100	100

In Table 67 we note the response of the KOAC audience to their interest in family life information.

Responses in the affirmative were given by forty-six percent of those who listen regularly, twenty-four percent of those who listen sometimes and five percent of those who do not listen. Another six percent indicated an interest among those who chose not to identify their listening habits.

Among those whose answer is negative ten percent are regular listeners, fourteen percent listen sometimes, thirty-two percent indicate they do not listen and six percent did not indicate what their listening habits might be.

No answer to this question was given by forty-three percent of the regular listeners, sixty-three percent of those who say they do not listen and eighty-eight percent of those whose listening habits are unknown.

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TABLE 68

INDICATION OF INTEREST IN DISCUSSIONS
PRESENTED BY HOME ECONOMICS FACULTY
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	46	19	2	9
No	11	15	32	6
No answer	43	66	66	85
Total	100	100	100	100

Table 68 shows the interest of the KOAC audience in discussions presented by home economics faculty.

Among regular listeners an affirmative response was given by forty-six percent and nineteen percent of those who listen sometimes, Two percent of those who indicate they never listen to KOAC and nine percent of those who did not indicate their listening habits also gave an affirmative answer.

A negative response came from eleven percent of the regular listeners and fifteen percent of those who listen sometimes. An additional thirty-two percent of those who say they never listen said no as did six percent of those whose listening habits are not known.

Those who chose not to answer made up forty-three percent of the regular listeners, sixty-six percent each of the sometimes group and those who do not listen. Not to answer either question was elected by eighty-five percent.

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TABLE 69

INDICATIONS OF INTEREST IN DISCUSSIONS
PRESENTED BY HOME ECONOMICS STUDENTS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Yes	32	12	1	6
No	16	18	33	6
No answer	51	70	66	88
Total	99	100	100	100

Table 69 indicates the response of the KOAC listening audience to the question, "Do you listen to discussions by home economics students?"

Affirmative responses came from thirty-two percent of the regular listeners, twelve percent of those who listen sometimes, one percent of those who say they never listen to KOAC and from six percent of those who did not indicate their listening habits.

A negative response was indicated by sixteen percent of the regular listeners, eighteen percent of those who listen sometimes, thirty-three percent of those who say they are not among the KOAC audience and six percent of those whose listening habits are not known.

No answer at all was given by fifty-one percent of the regular listeners, seventy percent of those who listen sometimes, sixty-six percent of those who indicate they do not listen to KOAC and eighty-eight percent of those who chose not to answer either question.

TABLE 70

INDICATION OF INTEREST IN THE PROGRAMS
PRESENTED BY THE STATE COUNCIL ON AGING
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	13	2	0	0
Sometimes	41	22	1	12
Never	15	23	42	18
No answer	31	53	56	70
Total	100	100	99	100

In Table 70 we note the interest shown by the KOAC audience to the programs presented by the State Council on Aging as indicated by whether they listen regularly, sometimes or never.

Of the regular listeners to the station thirteen percent listen regularly to these programs while forty-one percent listen sometimes and fifteen percent do not listen. An additional thirty-one percent did not reply.

Among those who listen to the station sometimes we see that two percent listen regularly to these programs and twenty-two percent sometimes while twenty-three percent say they never listen and fifty-three percent chose not to reply.

The group who indicate they do not listen to the station also indicate that a negligible number listen regularly to these programs and one percent listen sometimes. However, forty-two percent say they do not listen and fifty-six percent elected not to answer.

Those who did not indicate their listening habits in regard to the station indicate that a negligible number listen regularly to these programs and that twelve percent listen sometimes. A negative response was given by eighteen percent and seventy percent chose not to reply to either question.

TABLE 71

INDICATION OF INTEREST IN THE PROGRAM
"GARDEN CLUB OF THE AIR"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	12	2	0	3
Sometimes	42	25	1	15
Never	15	20	39	18
No answer	31	53	60	64
Total	100	100	100	100

In Table 71 we find the response of the KOAC audience regarding the regularity of their listening to the program "Garden Club of the Air" presented weekly by the Oregon State Federation of Garden Clubs.

The regular KOAC listeners indicate that twelve percent listen to these programs regularly and forty-two percent sometimes. Fifteen percent do not listen and thirty-one percent elected not to reply.

Of those who say they listen to the station sometimes two percent listen to these programs regularly and twenty-five percent sometimes. Another twenty percent never listen and fifty-three percent chose not to answer.

The group who say they do not listen to the station indicate that a negligible number listen to these programs regularly and one percent sometimes. Here thirty-nine percent do not listen and sixty percent did not reply.

Those who did not indicate their listening habits to the station show a three percent response to listening to these programs regularly and fifteen percent sometimes. Those who never listen account for eighteen percent and those who did not answer either question sixty-four percent.

TABLE 72

INDICATION OF INTEREST IN PROGRAMS
PRESENTED BY THE
AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	13	2	0	0
Sometimes	33	23	1	15
Never	16	20	40	15
No answer	38	55	60	70
Total	100	100	101	100

The regularity of the KOAC listener interest in programs presented by the American Association of University Women is reflected in Table 72.

Of the group who indicate that they listen to the station regularly thirteen percent are regular listeners to these programs and thirty-three percent sometimes. Sixteen percent say they never listen and thirty-eight percent chose not to answer.

Those who say they listen to KOAC sometimes indicate that two percent listen to these programs regularly and twenty-three percent sometimes. Of this group twenty percent do not listen and fifty-five percent elected not to reply.

Among those who indicated they never listen to KOAC a negligible number say they listen to these programs regularly and one percent sometimes. Forty percent say they never listen and sixty percent gave no answer.

The group who do not indicate their listening habits to the station show a negligible number who listen to these programs regularly and fifteen percent sometimes. An additional fifteen percent never listen and seventy percent did not give any response.

TABLE 73

INDICATION OF INTEREST IN PROGRAMS
PRESENTED BY THE
BUSINESS AND PROFESSIONAL WOMEN'S CLUBS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	8	1	0	3
Sometimes	28	14	0	3
Never	21	24	40	15
No answer	43	61	60	79
Total	100	100	100	100

In Table 73 are noted the responses of the KOAC audience to the regularity with which they listen to programs presented by the Business and Professional Women's Clubs.

Those who listen to the station regularly show that eight percent also listen regularly to these programs and twenty-eight percent sometimes. Those who say they never listen make up twenty-one percent and those who did not respond forty-three percent.

The group who say they listen to KOAC sometimes indicate that one percent listen to these programs regularly and fourteen percent sometimes.

Among those who say they never listen to the station we note a negligible number who indicate they listen to these particular programs either regularly or sometimes, forty and sixty percent respectively respond that they never listen or did not answer the question.

The response from those who did not indicate their listening habits to the station show three percent each listening regularly and sometimes to these programs, fifteen percent who never listen and the remaining seventy-nine percent did not choose to answer this question either.

TABLE 74

INDICATION OF INTEREST IN PROGRAMS
PRESENTED BY THE
DAUGHTERS OF THE AMERICAN REVOLUTION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	4	1	0	0
Sometimes	19	10	1	6
Never	33	28	39	15
No answer	44	61	60	79
Total	100	100	100	100

The regularity with which the KOAC audience listens to programs presented by the Daughters of the American Revolution is indicated in Table 74.

Those who are among the regular KOAC audience indicate that four percent listen regularly to these programs, nineteen percent sometimes and thirty-three percent never. Another forty-four percent chose not to answer.

The audience who indicate they listen to the station sometimes also indicate that one percent listen to these programs regularly, ten percent sometimes and twenty-eight percent never. Of this group sixty-one percent did not answer.

Among those who say they never listen to KOAC a negligible number indicate listening to these programs regularly and one percent sometimes. Here thirty-nine percent said they never listen and the remaining sixty percent just did not reply.

Those who did not indicate their listening habits in reference to the station show that here again a negligible number listen to these programs regularly but six percent listen sometimes, fifteen percent say they never listen and the remaining seventy-nine percent did not choose to respond.

TABLE 75

INDICATION OF INTEREST IN THE PROGRAMS
PRESENTED BY THE LEAGUE OF WOMEN VOTERS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	17	4	0	6
Sometimes	39	27	3	18
Never	14	16	40	12
No answer	30	52	58	64
Total	100	99	101	100

Response from the KOAC audience which indicates the regularity with which they listen to programs presented by the League of Women Voters is noted in Table 75.

The portion of the station audience which indicates regular listening habits also indicate that seventeen percent are regular listeners to these programs and that thirty-nine percent listen sometimes. In this group fourteen percent indicate they never listen and thirty percent chose not to answer.

Another group who indicate they listen to the station less regularly also indicate that four percent listen regularly to these programs. Here, however, sixteen percent do not listen and fifty-two percent chose not to reply.

Of those who say they never listen to the station a negligible number indicate they listen to these programs regularly and three percent listen sometimes. Forty percent respond negatively here too and fifty-eight percent did not answer at all.

Responses from those who did not indicate their listening habits station-wise shows that six percent listen to these programs regularly, eighteen percent sometimes and twelve percent never. In this instance sixty-four percent chose not to answer either question.

TABLE 76

INDICATION OF INTEREST IN THE PROGRAMS
TITLED "PROBLEMS OF GROWING UP"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	19	2	0	6
Sometimes	29	20	3	9
Never	13	19	40	9
No answer	39	59	58	76
Total	100	100	101	100

In Table 76 we note the interest of the KOAC audience and the regularity with which they listen to a series of programs entitled "Problems of Growing Up." This weekly series approached in several different ways the problems parents and children encounter when the children are growing up.

Among the regular listeners to the station nineteen percent indicate they listen to these programs regularly and twenty-nine percent sometimes, thirteen percent say never and thirty-nine percent did not reply.

Of those who listen to the station sometimes two percent indicate they listen to these programs regularly, twenty percent sometimes and nineteen percent never. Fifty-nine percent did not answer the question.

The segment of the respondents who say they never listen to KOAC indicate that a negligible number listen to these programs regularly and three percent sometimes. Forty percent, however, give a negative response and fifty-eight percent chose not to answer.

Those who did not indicate the regularity of their listening to KOAC do indicate that six percent listen to these programs on a regular basis, nine percent sometimes and an equal number never listen. Seventy-six percent did not answer this question either.

TABLE 77

INDICATION OF INTEREST IN PROGRAMS
PRESENTED BY THE
MARION COUNTY HISTORICAL SOCIETY
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	10	1	0	12
Sometimes	28	14	1	6
Never	20	23	39	15
No answer	42	61	60	67
Total	100	99	100	100

Table 77 shows the regularity with which the KOAC audience listens to the programs presented by the Marion County Historical Society.

In the group of regular listeners to the station ten percent indicate they listen to these programs regularly, twenty-eight percent sometimes. A negative response was given by twenty percent and the remaining forty-two percent did not reply.

Of those who listen to the station sometimes one percent listen to these programs regularly and fourteen percent sometimes. Twenty-three percent indicate they never listen and sixty-one percent did not elect to respond.

Again among those who say they do not listen to KOAC we find a negligible number who say they listen regularly to these programs and three percent who listen sometimes. Of the remainder thirty-nine percent indicate they never listen and sixty percent did not answer.

Twelve percent of those whose listening habits to the station are not known indicate that they listen regularly to these programs. Another six percent listen sometimes. Never is indicated by fifteen percent and sixty-seven percent did not give a response.

TABLE 78

INDICATION OF INTEREST IN PROGRAMS
PRESENTED BY THE
OREGON FEDERATION OF WOMEN'S CLUBS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
R e g u l a r l y	7	1	0	3
S o m e t i m e s	23	12	0	9
N e v e r	24	26	40	12
N o a n s w e r	46	61	60	76
T o t a l	100	100	100	100

Response to the regularity with which the KOAC audience listens to the programs presented by the Oregon Federation of Women's Clubs is shown in Table 78.

Among the stations regular listeners we note seven percent are regular listeners to these programs and twenty-three percent listen sometimes. Never is indicated by twenty-four percent while forty-six percent chose not to reply.

Those who listen to KOAC sometimes also listen to these programs regularly in one percent of the responses and sometimes in twelve percent. Twenty-six percent say they never listen and sixty-one percent did not answer.

The respondents who say they never listen to KOAC indicate a negligible number of both regular and sometimes listeners to these programs but forty percent who say never and sixty percent who did not respond.

Within the group whose listening habits for the station were not indicated we note three percent to be regular listeners to these programs and nine percent sometimes. Of this group twelve percent said never and seventy-six percent did not chose to answer this question either.

TABLE 79

INDICATION OF INTEREST IN THE PROGRAMS
PRESENTED BY THE LADIES OF THE G. A. R.
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
R egularly	3	0	0	0
S ometimes	13	4	1	0
N ever	34	29	40	18
N o answer	50	67	60	82
T otal	100	100	101	100

In Table 79 we note the response to the regularity with which the KOAC audience listens to the programs presented by the Ladies of the Grand Army of the Republic.

Among the stations regular listeners three percent listen to the programs regularly, thirteen percent sometimes and thirty-four percent never. Fifty percent chose not to respond.

Those who listen to KOAC sometimes indicate that a negligible number of respondents listen to these programs regularly and that four percent listen sometimes. An additional twenty-nine percent never listen and sixty-seven percent gave no answer.

Of the group who do not listen to KOAC we again note a negligible number who listen to these programs regularly and one percent sometimes. Forty percent replied negatively and sixty percent elected not to reply.

In the group who chose not to indicate their listening habits for KOAC a negligible number each indicate they listen to these programs regularly and sometimes. However, eighteen percent said never and eighty-two percent did not answer this question.

TABLE 80

INDICATION OF THE INTEREST IN PROGRAMS
PRESENTED BY THE WOMEN'S RELIEF CORPS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
R egularly	4	0	0	0
S ometimes	13	4	1	0
N ever	33	29	40	18
N o answer	51	67	60	82
Total	101	100	101	100

Response of the KOAC audience to the regularity of listening to programs presented by the Women's Relief Corps is indicated in Table 80.

The regular listeners to the station indicate that four percent **a**re regular listeners to these programs and thirteen percent listen **s**ometimes. Thirty-three percent do not listen and fifty-one percent **d**id not respond.

Those who listen to KOAC sometimes respond that a negligible **n**umber listen to these programs regularly, four percent sometimes **a**nd twenty-nine percent do not listen. The remaining sixty-seven **p**ercent did not answer.

From those who indicate they are not listeners of KOAC a negligible number again indicate listening regularly to these programs **a**nd one percent sometimes. However, forty percent say they never **l**isten and sixty percent did not reply.

Among those who chose not to indicate their KOAC listening **h**abits a negligible number responded to listening to these programs **r**egularly and sometimes with eighteen percent saying never and **e**ighty-two percent not responding.

TABLE 81

INDICATION OF INTEREST IN THE PROGRAM
TITLED "BOOK MARK"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	18	3	0	6
Sometimes	33	21	2	6
Never	12	17	39	15
No answer	37	59	59	73
Total	100	100	100	100

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In Table 81 we find the response of the KOAC audience to their listening habits for the program "Book Mark." This program presented on alternate weeks featured members of the KOAC staff reading from essays and books of their own choosing.

From among the regular KOAC audience we find eighteen percent responding to listening regularly to these programs and thirty-three percent sometimes. Twelve percent indicate they do not listen and thirty-seven percent chose not to answer.

Of those who listen to the station sometimes three percent listen to these programs regularly and twenty-one percent sometimes. Seventeen percent indicated a negative response and fifty-nine percent did not reply.

The respondents who claim never to listen to KOAC indicate that a negligible number listen to these programs regularly and two percent sometimes. In this instance thirty-nine percent said they never listen and another fifty-nine percent did not respond.

The group of respondents who gave no clue to their KOAC listening habits answered that six percent each listen regularly and sometimes to these programs but that fifteen percent never do. Seventy-three percent elected not to answer either question.

TABLE 82

INDICATION OF INTEREST IN THE PROGRAM
 "SWEDISH WOMAN"
 (IN PERCENTAGES)

	regularly	sometimes	never	no answer
Regularly	17	1	0	0
Sometimes	26	9	0	3
Never	15	24	39	15
No answer	42	67	61	82
Total	100	101	100	100

In Table 82 we find the reponse of the KOAC audience to the regularity with which they listen to "Swedish Woman." This fifteen minute weekly program featured aspects of the life of women in Sweden.

The regular listeners to KOAC indicate seventeen percent are regular listeners to these programs and twenty-six percent listen sometimes. Never is the response of fifteen percent but forty-two percent did not reply.

Of those who listen to the station sometimes one percent listen to these programs regularly and nine percent sometimes. Twenty-four percent do not listen and sixty-seven percent did not respond.

Those who indicate they are not listeners still have a negligible number of responses for both regular and sometimes listening to these programs but thirty-nine percent say never. An additional sixty-one percent chose not to answer.

The group of respondents who chose not to indicate their listening habits indicate that a negligible number listen to the programs regularly and three percent sometimes. Of this group fifteen percent said they never listen. Eighty-two percent chose not to answer either question.

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Analysis of Television Information

Data collected from respondents to the survey discussed in Chapter II also inquired into the habits and interests regarding television programming.

Following are tables which show the response of those returning the questionnaire. Each will be examined to identify the response of the viewers of both channels 7 and 10.

As with the radio information analysis the first two tables give information about who receives the channels and how much they view again classified by living area. The remaining tables are based on the response of those who receive either channel 7 or 10 and the answers are classified about viewing habits--regularly, sometimes or never.

The frequency on which the percentages in this last group of tables have been based are different for each channel. Channel 7 is regularly 121, sometimes 488, never 105 and no answer 489. Channel 10 is regularly 215, sometimes 621, never 96 and no answer 272.

The interpretation of the analysis of these data is to be found in Chapter IV.

TABLE 83

RECEIVE KOAC-TV (7) AND KOAP-TV (10)
 TOTAL NUMBER OF RESPONDENTS
 (IN PERCENTAGES)

	urban	suburban	rural	no answer
Channel 7 ¹				
Channel 10				
Yes	40	31	35	29
	51	63	40	39
No	35	44	39	18
	27	19	30	16
On cable	4	3	0	5
	2	1	0	4
No answer	21	22	26	48
	20	17	30	41
Total	100	100	100	100
	100	100	100	100

¹In this and the following tables, upper figure is Channel 7,
 lower figure Channel 10.

Table 83 indicates the answers of the total number of respondents to the questions, "Do you receive KOAC-TV?" "Do you receive KOAP-TV?" Here the answers have been noted by living area.

Those saying yes at channel 7 (KOAC-TV) are forty percent in the urban area, thirty-one percent in the suburban, thirty-five percent in the rural and twenty-nine percent of those not making this distinction in their living area. For channel 10 (KOAP-TV) the corresponding percentages are fifty-one, sixty-three, forty and thirty-nine.

A negative response for channel 7 came from thirty-five percent in the urban area, forty-four percent in the suburban, thirty-nine percent in the rural and eighteen percent who did not reply as to their living area.

Those who indicate they receive channel 7 on cable are four percent in the urban area, three percent suburban, a negligible number in the rural and five percent of those who did not respond. Corresponding percentages for channel 10 are two, one, negligible and four percent.

No answer to this question in the respective living areas for channel 7 came from twenty-one, twenty-two, twenty-six and forty-eight percent and for channel 10 twenty, seventeen, thirty and forty-one percent.

TABLE 84

WATCH KOAC-TV (7) AND KOAP-TV (10)
 TOTAL NUMBER OF RESPONDENTS
 (IN PERCENTAGES)

	urban	suburban	rural	no answer
Channel 7				
Channel 10				
Regularly	9	7	5	9
	13	15	8	5
Sometimes	34	26	29	23
	37	45	26	34
Never	10	11	12	4
	9	10	12	0
No answer	47	56	53	64
	41	30	54	61
Total	100	100	100	100
	100	100	100	100

In Table 84 we note the response of the total group returning the questionnaire who answered affirmatively that they receive KOAC-TV and KOAP-TV indicating whether viewing habits are regular, sometimes or never. Here again the answers are classified by living area.

Among the regular viewers of channel 7 we see the urban area has nine percent, suburban seven percent, rural five percent and those not giving this information nine percent. For channel 10 the corresponding percentages are thirteen, fifteen, eight and five.

The sometimes response is larger. For channel 7 in the urban area it is thirty-four percent, suburban twenty-six percent, rural twenty-nine percent and no answer twenty-three percent. For channel 10 these percentages are thirty-seven, forty-five, twenty-six and thirty-four.

A negative answer was indicated at channel 7 in the urban area by ten percent, suburban eleven percent, rural twelve percent and no answer four percent. For channel 10 these same areas have a response of nine, ten, twelve percent and a negligible number.

No answer at all for channel 7 made up the remaining forty-seven percent in the urban area, fifty-six percent in the suburban, fifty-three percent in the rural and sixty-four percent elected not to answer either question. For channel 10 these percentages are forty-one, thirty, fifty-four and sixty-one.

TABLE 85

NUMBER WHO VIEW "FAMILY CASTLE"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Regularly	7	1	0	3
	9	1	0	1
Sometimes	42	19	12	19
	32	17	17	23
Never	31	48	65	45
	39	51	55	38
No answer	20	32	23	33
	20	31	28	37
Total	100	100	100	100
	100	100	100	99

Response to the question "Do you view 'Family Castle'?" based on those who do view channels 7 and 10 is noted in Table 85.

Of those who view regularly at channel 7 seven percent view "Family Castle" regularly, forty-two percent sometimes, thirty-one percent never and twenty percent chose not to answer. At channel 10 the percentages run nine, thirty-two, thirty-nine and twenty.

Among those who view channel 7 on a more irregular basis one percent view "Family Castle" regularly, nineteen percent sometimes, forty-eight percent never and thirty two percent are the group who did not answer. For channel 10 these percentages are one, seventeen, fifty-one and thirty-one.

The group who indicate that they do not view channel 7 respond to the question of regularity by indicating a negligible number regularly, twelve percent sometimes, sixty-five percent never and twenty-three percent chose not to respond. Corresponding percentages at channel 10 are negligible, seventeen, fifty-five and twenty-eight.

Some of those who did not indicate whether or not they were viewers did respond affirmatively to "Family Castle"--regularly (at channel 7 three percent and channel 10 one percent) and sometimes (nineteen and twenty-three percent). A remaining forty-five and thirty-eight percent respectively said they do not view and an additional thirty-three and thirty-seven percent respectively did not respond to either question.

TABLE 86

REACTION TO TIME PREFERENCE
FOR VIEWING "FAMILY CASTLE"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Morning	8	5	3	6
	4	7	4	5
Afternoon	13	8	2	6
	12	6	7	7
Evening	21	14	17	15
	25	15	9	11
No answer	58	73	78	73
	59	73	79	76
Total	100	100	100	100
	100	101	99	99

In Table 86 we find the response of both channel 7 and channel 10 viewers to the time of day they prefer to view "Family Castle."

Those who view regularly at channel 7 indicate eight percent prefer morning, thirteen percent afternoon, twenty-one percent evening and fifty-eight percent did not answer. Corresponding responses at channel 10 are four, twelve, twenty-five and fifty-nine percent.

Among those who view less regularly at channel 7 five percent indicate a preference for morning, eight percent for afternoon, fourteen percent evening and seventy-three percent did not answer. Response from channel 10 viewers was seven, six, fifteen and seventy-three percent.

From those who say they never view channel 7 three percent indicate they prefer morning, two percent afternoon, seventeen percent evening and seventy-eight percent did not reply. At channel 10 the percentages are four, seven, nine and seventy-nine.

Those who chose not to indicate the regularity of their viewing habits indicate at channel 7 that six percent each prefer morning and afternoon, fifteen percent evening and no response from seven-three percent. Corresponding percentages for channel 10 are five, seven, eleven and seventy-six.

TABLE 87

NUMBER WHO VIEW "TODAY'S HOME"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Regularly	4	0	1	1
	4	1	0	0
Sometimes	17	16	7	12
	14	14	16	11
Never	48	50	67	53
	55	53	57	49
No answer	31	34	26	34
	27	33	27	40
Total	100	100	101	100
	100	101	100	100

Response to the question, "Do you view 'Today's Home'?" based on those who do view channel 7 and 10 is noted in Table 87.

Of those who view regularly at channel 7 four percent indicate they view "Today's Home" regularly, seventeen percent sometimes, forty-eight percent never and thirty-one percent did not answer. Response from channel 10 viewers is four, fourteen, fifty-five and twenty-seven percent.

Among the less frequent viewers of channel 7 a negligible number indicate they view "Today's Home" regularly, sixteen percent sometimes, fifty percent never and thirty-four percent chose not to answer. Channel 10 viewers indicate one, fourteen, fifty-three and thirty-three percent respectively.

That group who say they never view channel 7 indicate that one percent view "Today's Home" regularly, seven percent sometimes, sixty-seven percent never and twenty-six percent gave no reply. Corresponding percentages for channel 10 are a negligible number, sixteen, fifty-seven, and twenty-seven.

Of those who do not indicate any regularity in their viewing habits from channel 7 comes the response--one percent regularly, twelve percent sometimes, fifty-three percent never and thirty-four percent chose not to answer at all. Channel 10 viewers responded with a negligible number, eleven percent, forty-nine percent and forty percent respectively.

TABLE 88

REACTION TO TIME PREFERENCE
FOR VIEWING "TODAY'S HOME"
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Morning	7	8	6	6
	6	8	7	7
Afternoon	7	8	4	7
	8	7	8	6
Evening	14	9	10	8
	12	10	8	6
No answer	72	75	80	78
	74	75	76	82
Total	100	100	100	99
	100	100	99	101

We find in Table 88 the response of channel 7 and 10 viewers to the time of day they prefer to view "Today's Home."

Those who view channel 7 regularly indicate seven percent each prefer morning and afternoon, fourteen percent evening and seventy-two percent did not reply. Among channel 10 viewers the response was six, eight, twelve and seventy-four percent respectively.

The sometimes viewers of channel 7 indicate that eight percent each prefer morning and afternoon, nine percent evening and the remaining seventy-five percent did not choose to answer. Channel 10 viewers responded with eight, seven, ten and seventy-five percent respectively.

The group who say they never view channel 7 indicate that six percent prefer morning, four percent afternoon, ten percent evening and eighty percent did not reply. Respective responses from the group at channel 10 are seven, eight, eight and seventy-six percent.

Among those who did not indicate any regularity in viewing channel 7 responded that six percent prefer morning, seven percent afternoon, eight percent evening and seventy-eight percent did not reply. Corresponding figures from the channel 10 viewers are seven, six, six and eighty-two percent.

TABLE 89

PREFERRED LENGTH OF PROGRAMS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
15 minutes	13	11	10	6
	6	11	10	8
30 minutes	48	45	50	44
	44	50	46	38
45 minutes	4	2	2	3
	6	2	1	2
60 minutes	2	2	2	4
	5	2	3	3
No answer	32	39	36	43
	39	35	40	50
Total	99	99	100	100
	100	100	100	101

In Table 89 we see the preference of the channel 7 and 10 viewers for the length of programs like "Family Castle" and "Today's Home."

Of those who tune regularly to channel 7 we find that thirteen percent express an interest in fifteen minute, forty-eight percent in thirty minute, four percent in forty-five minute and two percent in sixty minute programs and that thirty-two percent did not answer. From the channel 10 viewers the response is six, forty-four, six, five and thirty-nine percent respectively.

Among those who view occasionally the channel 7 response is fifteen minutes eleven percent, thirty minutes forty-five percent, forty-five minutes two percent, sixty minutes two percent and no answer thirty-nine percent. Corresponding responses from channel 10 are eleven, fifty, two, two and thirty-five percent.

The group who say they never view channel 7 indicate that ten percent prefer fifteen minute programs, fifty percent thirty minute, two percent forty-five minute, two percent sixty minute and thirty-six percent did not answer. Similar responses from the channel 10 viewer show ten, forty-six, one, three and forty percent.

Those who did not indicate the regularity with which they view the stations responded from channel 7 area that six percent prefer fifteen minutes, forty-four percent thirty minutes, three percent forty-five minutes, four percent sixty minutes. Corresponding responses from channel 10 are eight, thirty-eight, two, three and forty-five percent.

TABLE 90

PREFERENCE FOR NUMBER OF PROGRAMS PER WEEK
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
One	8 11	11 13	20 10	10 8
Two	21 16	16 18	17 16	17 15
Three	12 8	14 11	9 18	8 8
Four	1 1	1 0	1 0	0 1
Five	12 13	10 9	6 11	10 2
No answer	45 50	49 48	48 45	55 65
Total	99 99	101 99	101 100	100 99

How often the television viewer prefers programs like "Family Castle" and "Today's Home" is explored in Table 90.

The group who view the channels regularly respond in the channel 7 area that eight percent prefer one, twenty-one percent two, twelve percent three, one percent four, twelve percent five and forty-five percent did not answer. Percentages for these same questions from channel 10 viewers are eleven, sixteen, eight, one, thirteen and fifty percent.

Among the group who view less regularly the preference at channel 7 is eleven percent for one, sixteen percent two, fourteen percent three, one percent four, ten percent five and forty-nine percent chose not to reply. Response from channel 10 is thirteen, eighteen, eleven, zero, nine and forty-eight percent.

The response of those who say they never view channel 7 is twenty percent one, seventeen percent two, nine percent three, one percent four, six percent five and forty-eight percent who did not answer. The channel 10 correlation is ten, sixteen, eighteen, zero, eleven and forty-five percent.

Those who did not indicate the regularity of their viewing respond (channel 7) that ten percent prefer one, seventeen percent two, eight percent three, zero percent four, ten percent five and fifty-five percent didn't answer either question. The corresponding response (channel 10) is eight, fifteen, eight, one, two and sixty-five percent.

TABLE 91

INDICATION OF INTEREST IN HOBBIES
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	38	27	18	23
	34	24	27	22
No	13	14	30	17
	19	17	21	12
No answer	49	59	52	60
	47	59	52	66
Total	100	100	100	100
	100	100	100	100

In Table 91 we see the response of the channel 7 and channel 10 viewers to their reaction to having hobbies the subject of television programs.

Yes was the answer expressed by thirty-eight percent of the regular viewers of channel 7, twenty-seven percent of the sometimes, eighteen percent of those who do not view and twenty-three percent did not indicate their viewing habits. The channel 10 response was thirty-four, twenty-four, twenty-seven and twenty-two percent respectively.

A negative response was given by thirteen percent of the regular channel 7 viewers, fourteen percent sometimes, thirty percent never and seventeen percent whose viewing habits were not identified. In the channel 10 audience the response was nineteen, seventeen, twenty-one and twelve percent.

Those who chose not to answer in the regular viewing audience of channel 7 was forty-nine percent, sometimes fifty-nine percent, never fifty-two percent and those who did not answer either question sixty percent. Similar responses came from the channel 10 audience--forty-seven, fifty-nine, fifty-two and sixty-six percent.

TABLE 92

INDICATION OF INTEREST IN COOKING INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	31	25	13	21
	20	26	20	19
No	16	15	29	19
	22	17	28	13
No answer	53	60	58	60
	57	57	52	68
Total	100	100	100	100
	99	100	100	100

An indication of the interest in cooking by channel 7 and 10 viewers is given in Table 92.

Those who answered affirmatively and who are regular viewers of channel 7 are thirty-one percent, the sometimes viewer twenty-five percent, never thirteen percent and those who did not indicate their viewing habits twenty-one percent. The channel 10 audience responded with twenty, twenty-six, twenty and nineteen percent.

No was the response of sixteen percent of the channel 7 regular viewers, fifteen percent of the sometimes, twenty-nine percent never and nineteen percent whose viewing habits are not known. Comparable responses of the channel 10 audience are twenty-two, seventeen, twenty-eight and thirteen percent.

Those who chose not to reply make up fifty-three percent of the regular viewers of channel 7, sixty percent of the sometimes and fifty-eight percent of the never group. An additional sixty percent did not answer either question. Among the channel 10 viewers we find these corresponding percentages -- fifty-seven, fifty-seven, fifty-two and sixty-eight.

TABLE 93

INDICATION OF INTEREST IN SEWING INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	31	23	15	16
	20	20	22	19
No	14	14	30	20
	23	18	22	13
No answer	55	63	55	64
	57	62	56	67
Total	100	100	100	100
	100	100	100	99

Sewing as a topic of television programs is responded to by both channel 7 and 10 viewers in Table 93.

The regular viewers of channel 7 responded affirmatively in thirty-one percent of the cases, the sometimes viewers twenty-three percent and never fifteen percent. The group who did not indicate their viewing habits add an additional sixteen percent. The channel 10 viewers responded in a somewhat different manner--twenty, twenty, twenty-two and nineteen percent.

A negative response came from fourteen percent each of the regular and sometimes viewers of channel 7 with thirty percent from the non-viewer and twenty percent from those whose viewing habits are not known. At channel 10, however, the percentages are twenty-three, eighteen, twenty-two and thirteen.

No response was indicated by the channel 7 regular viewers in fifty-five percent of the cases, sometimes sixty-three percent, never fifty-five percent and sixty-four percent did not answer either question. Similar responses were given by channel 10 viewers--fifty-seven, sixty-two, fifty-six and sixty-seven percent.

TABLE 94

INDICATION OF INTEREST
IN TIME MANAGEMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	26	14	17	11
	20	12	18	12
No	12	16	27	19
	20	18	24	14
No answer	63	70	56	70
	60	70	58	74
Total	101	100	100	100
	100	100	100	100

Response to an interest in time management information as a television program topic by channel 7 and 10 viewers is shown in Table 94.

Affirmative responses are indicated by twenty-six percent of the regular viewers of channel 7, fourteen percent sometimes, seventeen percent never and eleven percent who did not indicate their viewing habits. The percentages which correspond at channel 10 are twenty, twelve, eighteen and twelve.

Those who indicated no interest are twelve percent of the regular channel 7 viewers, sixteen percent sometimes, twenty-seven percent never and nineteen percent who did not indicate what their viewing habits might be. The channel 10 viewers indicated these responses--twenty, eighteen, twenty-four and fourteen percent.

The group who elected not to answer is sixty-three percent of the channel 7 regular viewers, seventy percent of the sometimes, fifty-six percent of the non-viewers and seventy percent of those who did not choose to reply to either question. Among the channel 10 viewers the percentages are sixty, seventy, fifty-eight and seventy-four.

TABLE 95

INDICATION OF INTEREST
IN ENERGY MANAGEMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	26	11	11	10
	20	10	17	10
No	11	15	26	16
	18	16	24	12
No answer	64	74	63	74
	62	74	59	79
Total	101	100	100	100
	100	100	100	101

Table 95 shows the response of the channel 7 and 10 viewers to their interest in programs on energy management.

Response in the affirmative is given by twenty-six percent of the regular viewers of channel 7, eleven percent each of the sometimes and never and ten percent of those who chose not to indicate their viewing habits. The channel 10 viewers indicate a slightly different response--twenty, ten, seventeen and ten percent.

No interest is shown by eleven percent of the regular viewers of channel 7, fifteen percent sometimes, twenty-six percent never and sixteen percent who elected not to answer regarding their viewing habits.

No answer was given by channel 7 regular viewers in sixty-four percent of the cases, seventy-four percent of the sometimes, sixty-three percent of the non-viewers and seventy-four percent who elected not to reply. Channel 10 responses were sixty-two, seventy-four, fifty-nine and seventy-nine percent.

TABLE 96

INDICATION OF INTEREST
IN MONEY MANAGEMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	27	14	11	11
	20	13	16	11
No	12	14	28	16
	20	15	25	12
No answer	61	72	61	72
	61	72	60	78
Total	100	100	100	99
	101	100	101	101

Money management information in a television program is responded to by channel 7 and 10 viewers in Table 96.

The responses of the channel 7 regular viewers are affirmative twenty-seven percent of the time, sometimes fourteen percent, never eleven percent and among those who did not indicate their viewing habits eleven percent. Channel 10 viewers responded--twenty, thirteen, sixteen and eleven percent.

Lack of interest is shown by the responses of the channel 7 regular viewers (twelve percent), sometimes (fourteen percent), never (twenty-eight percent) and the ones who did not divulge their viewing habits (sixteen percent). To this same question channel 10 viewers replied twenty, fifteen, twenty-five and twelve percent.

Those who did not reply make up sixty-one percent of the channel 7 regular viewers, seventy-two percent of the sometimes, sixty-one percent never and seventy-two percent of those who did not reply to either question. Among channel 10 viewers the responses were sixty one, seventy-two, sixty and seventy-eight percent.

TABLE 97

INDICATION OF INTEREST
IN SPACE MANAGEMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	23	9	14	9
	20	9	15	8
No	12	16	25	16
	18	16	24	11
No answer	65	75	61	76
	62	76	61	81
Total	100	100	100	101
	100	101	100	100

Table 97 indicates the response of viewers of channel 7 and 10 to the topic space management as a television program.

Those who indicate an interest make up twenty-three percent of the regular viewers of channel 7, nine percent of the sometimes, fourteen percent of the non-viewers and nine percent of those who did not indicate their listening habits. A similar response was made by channel 10 viewers in these percentages--twenty, nine, fifteen and eight.

An indication of lack of interest is shown by the response of twelve percent of the regular channel 7 viewers, sixteen percent of the sometimes and twenty-five percent of the non-viewers as well as sixteen percent of those whose viewing habits are not known. The groups who hold similar feelings at channel 10 are eighteen, sixteen, twenty-four and eleven percent.

No answer at all was given by sixty-five percent of the channel 7 regular viewers, seventy-five percent of those who view sometimes, sixty-one percent of those who do not and seventy-six percent of those who chose not to answer either question. Of the channel 10 respondents the answers were sixty-two, seventy-six, sixty-one and eighty-one percent.

TABLE 98

INDICATION OF INTEREST IN GARDENING INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	45	30	17	29
	39	30	22	26
No.	12	14	30	16
	18	15	23	13
No answer	42	56	53	55
	43	54	55	61
Total	99	100	100	100
	100	99	100	100

Gardening as a topic for a television program is responded to by Channel 7 and 10 viewers in Table 98.

Yes was indicated by regular viewers of channel 7 in forty-five percent of the responses, thirty percent of the sometimes, seventeen percent of the never and twenty-nine percent of those who did not indicate their viewing habits. Response in these categories by channel 10 viewers is thirty-nine, thirty, twenty-two and twenty-six percent.

A negative reply was given by channel 7 regular viewers in twelve percent of their responses, fourteen percent of the sometimes, thirty percent of the never and sixteen percent of those whose viewing habits are not known. The channel 10 audience response was eighteen, fifteen, twenty-three and thirteen percent.

No answer to the question came from forty-two percent of the regular viewers of channel 7, fifty-six percent of the sometimes fifty-three percent never and fifty-five percent who did not elect to answer either question. Channel 10 viewers responses were forty-three, fifty-four, fifty five and sixty-one percent.

TABLE 99

INDICATION OF INTEREST IN BOOKS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	66	30	23	38
	63	32	22	31
No	4	10	23	9
	7	12	18	8
No answer	30	59	54	52
	30	57	60	61
Total	100	99	100	99
	100	101	100	100

In Table 99 we note the reaction of the channel 7 and 10 viewers to books as a topic of a television program.

In this case from the regular viewers of channel 7 sixty-six percent were affirmative, thirty-three percent of the sometimes, twenty-three percent of the non-viewers and thirty-eight percent of those who did not wish to indicate their viewing habits. The channel 10 responses were sixty-three, thirty-two, twenty-two and thirty-one percent.

The negative reaction of the channel 7 regular viewer was four percent, sometimes ten percent, non-viewer twenty-three percent and nine percent of those who chose not to answer. Channel 10 reaction was seven, twelve, eighteen and eight percent.

No answer at all was given by thirty percent of the channel 7 regular viewers, fifty-nine percent of the sometimes, fifty-four percent of the non-viewers and fifty-two percent who chose not to answer either question. The response of the channel 10 viewers is thirty, fifty-seven, sixty, and sixty-one percent.

TABLE 100

INDICATION OF INTEREST IN ART
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	60	32	24	39
	66	31	23	32
No	7	10	23	10
	7	13	17	7
No answer	33	58	53	51
	27	56	60	61
Total	100	100	100	100
	100	100	100	100

Interest in art as a topic for television programming is indicated by the channel 7 and 10 viewers in Table 100.

Affirmative answers from the channel 7 regular viewers number sixty percent, thirty-two percent of the sometimes viewers, twenty-four percent of the non-viewers and thirty-nine percent of those who did not elect to reply regarding their viewing habits. Answers from the channel 10 audience are sixty-six, thirty-one, twenty-three and thirty-two percent.

Lack of interest is shown by seven percent of the channel 7 regular viewers, ten percent of the sometimes, twenty-three percent of the non-viewers and ten percent of the group who did not answer the question about viewing habits. Response from channel 10 viewers is seven, thirteen, seventeen and seven percent.

No response was given by thirty-three percent of the channel 7 regular viewers, fifty-eight percent of the sometimes, fifty-three percent never and fifty-one percent who did not answer either question. At channel 10 the response is twenty-seven, fifty-six, sixty and sixty-one percent.

TABLE 101

INDICATION OF INTEREST IN MUSIC
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	67	41	30	48
	71	39	31	44
No	5	8	19	8
	5	10	15	5
No answer	28	51	50	44
	24	50	54	50
Total	100	100	99	100
	100	99	100	99

Response to music as a topic for television programming by the channel 7 and 10 viewers is indicated in Table 101.

A yes response was indicated by sixty-seven percent of the regular viewers of channel 7, by forty-one percent of those who view sometimes, thirty-percent who never view and forty-eight percent who did not indicate their viewing habits. Among channel 10 viewers corresponding percentages are seventy-one, thirty-nine, thirty-one and forty-four.

A negative reaction was offered by regular viewers of channel 7 in five percent of the responses, eight percent sometimes, nineteen percent never and eight percent of those who chose not to indicate their habits of viewing. For channel 10 viewers these percentages are five, ten, fifteen and five.

No response to the question came from twenty-eight percent of the regular viewers of channel 7, fifty-one percent of the sometimes, fifty percent of the non-viewers and forty-four percent of those who elected not to answer either question. The viewers of channel 10 indicated corresponding percentages as follows: twenty-four, fifty, fifty-four and fifty.

TABLE 102

INDICATION OF INTEREST IN NUTRITION INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	31	17	16	13
	24	15	13	16
No	14	14	28	17
	18	17	24	12
No answer	55	69	56	70
	58	68	64	72
Total	100	100	100	100
	100	100	101	100

In Table 102 we find the response of channel 7 and 10 viewers to nutrition information in television programs.

The affirmative response from regular viewers of channel 7 is thirty-one percent, sometimes seventeen percent, never sixteen percent and those who chose not to indicate their viewing habits thirteen percent. Corresponding percentages for channel 10 viewers are twenty-four, fifteen, thirteen and sixteen.

Those who indicate no interest in this subject among regular viewers of channel 7 is fourteen percent, sometimes fourteen percent, never twenty-eight percent and seventeen percent of those who prefer not to indicate what their viewing habits might be.

No answer was given by fifty-five percent of the regular viewers of channel 7, sixty-nine percent who view sometimes, fifty-six percent of those who never view and seventy percent who chose not to answer either question. The corresponding response from channel 10 was fifty-eight, sixty-eight, sixty-four and seventy-two percent.

TABLE 103

INDICATION OF INTEREST IN FOREIGN GUESTS
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	63	32	25	39
	64	34	19	32
No	5	12	23	10
	8	13	19	9
No answer	32	56	52	50
	28	54	63	60
Total	100	100	100	99
	100	101	101	101

Response from those who view channels 7 and 10 to their interest in foreign guests on television programs is shown in Table 103.

An affirmative reaction is noted in sixty-three percent of the regular viewers of channel 7, thirty-two percent of those who view less frequently, twenty-five percent who indicate never and thirty-nine percent who elected not to give any indication of what their viewing habits might be. Corresponding responses from channel 10 viewers are sixty-four, thirty-four, nineteen and thirty-two percent.

A reply in the negative was noted in the regular viewers of channel 7 in five percent of the responses, twelve percent of the sometimes viewers, twenty-three percent of the non-viewers and ten percent who did not give this information regarding viewing habits. At channel 10 the audience response was eight, thirteen, nineteen and nine percent.

No reply was given by thirty-two percent of the regular viewers of channel 7, fifty-six percent of the sometimes, fifty-two percent of the never and fifty percent of those who elected not to give any reply to either question. The percentage response at channel 10 was twenty-eight, fifty-four, sixty-three and sixty percent.

TABLE 104

INDICATION OF INTEREST
IN CHILD DEVELOPMENT INFORMATION
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	31	18	18	18
	30	17	15	18
No	8	14	27	15
	15	16	22	10
No answer	61	68	55	67
	55	67	64	73
Total	100	100	100	100
	100	100	101	101

Response of channel 7 and 10 viewers to child development information as a topic for television programming is indicated in Table 104.

Those who indicated an interest among the regular viewers of channel 7 are thirty-one percent, eighteen percent each for the sometimes and never viewers and those who preferred not to indicate their viewing habits. Response from channel 10 viewers in these same categories is thirty, seventeen, fifteen and eighteen percent.

A negative reply came from eight percent of the regular viewers of channel 7, fourteen percent of the sometimes, and twenty-seven percent of the non-viewers. Of those who do not wish to divulge their viewing habits an additional fifteen percent replied. Among channel 10 viewers the response was fifteen, sixteen, twenty-two and ten percent.

No response was indicated by sixty-one percent of the channel 7 regular viewers, sixty-eight percent sometimes, fifty-five percent never and sixty-seven percent of those who did not answer either question. Channel 10 responses were as follows: fifty-five, sixty-seven, sixty-four and seventy-three percent.

TABLE 105

INDICATION OF INTEREST IN SPORTS
(IN PERCENTAGES)

	regulrally	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	23	14	9	11
	13	13	13	14
No	15	14	30	15
	22	15	22	11
No answer	62	72	62	73
	65	72	66	75
Total	100	100	101	99
	100	100	101	100

Sports as a topic of programming for women was responded to by viewers of channels 7 and 10. This response is noted in Table 105.

Affirmative reaction among channel 7 viewers came from twenty-three percent who are regular, fourteen percent sometimes, nine percent never and eleven percent whose viewing habits are not known. At channel 10 corresponding percentages are thirteen, thirteen, thirteen and fourteen.

Lack of interest was shown among the channel 7 viewers by fifteen percent of those who are regular, fourteen percent sometimes, thirty percent never and fifteen percent who elected not to indicate their viewing habits. At channel 10 the response was twenty-two, fifteen, twenty-two and eleven percent.

No answers were given by sixty-two percent who view channel 7 regularly, seventy-two percent sometimes, sixty-two percent never and seventy-three percent who did not choose to reply to either question. Channel 10 respondents indicate sixty-five, seventy-two, sixty-six and seventy-five percent in these categories.

TABLE 106

INDICATION OF INTEREST
IN PROGRAMS FOR CHILDREN
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	26	17	19	20
	30	17	15	18
No	13	14	25	13
	15	16	22	10
No answer	61	69	56	66
	55	67	64	73
Total	100	100	100	99
	100	100	101	101

The question of presenting programs for children on television was reacted to by channel 7 and 10 viewers. The response is noted in Table 106.

Among channel 7 viewers an affirmative response was given by twenty-six percent of the regular viewers, seventeen percent sometimes, nineteen percent never and twenty percent who did not give information about their viewing habits. Corresponding responses at channel 10 were thirty, seventeen, fifteen and eighteen percent.

Response in the negative among channel 7 viewers was indicated by thirteen percent of the regular viewers, fourteen percent sometimes, twenty-five percent never and thirteen percent who did not indicate their viewing habits. At channel 10 the response was fifteen, sixteen, twenty-two and ten percent.

No response to this question was indicated by channel 7 viewers--sixty-one percent regularly, sixty-nine percent sometimes, fifty-six percent never and sixty-six percent who did not answer either question. At channel 10 this response was fifty-five, sixty-seven, sixty-four and seventy-three percent.

TABLE 107

INDICATION OF INTEREST IN PROGRAMS
FOR THE MOTHER AND PRE-SCHOOLER
(IN PERCENTAGES)

	regularly	sometimes	never	no answer
Channel 7				
Channel 10				
Yes	11	8	13	10
	15	8	9	9
No	19	17	26	15
	17	18	26	12
No answer	70	75	61	75
	68	74	65	79
Total	100	100	100	100
	100	100	100	100

The indication of interest in programs on television designed for the mother and her pre-school child by the channel 7 and 10 audience is indicated in Table 107.

Those who showed interest among the channel 7 viewers are eleven percent of the regular, eight percent sometimes, thirteen percent never and ten percent who did not indicate viewing habits. At channel 10 corresponding responses are fifteen, eight, nine and nine percent.

Lack of interest was shown in the channel 7 area by nineteen percent who view regularly, seventeen percent sometimes, twenty-six percent never and seventy-five percent whose viewing habits were not indicated. Response at channel 10 was seventeen, eighteen, twenty-six and twelve percent respectively.

No answer was given to this question by seventy percent of the channel 7 regular viewers, seventy-five percent sometimes, sixty-one percent never and seventy-five percent who did not respond to either question. Among channel 10 viewers the corresponding responses were sixty-eight, seventy-four, sixty-five and seventy-nine percent.

CHAPTER IV

INTERPRETATION OF DATA

Interpretation of Demographic Information

The preceding data and its analysis give many clues and act as guide lines to determine the specific characteristics of the woman for whom educational broadcasting has a meaning in Oregon. Because there is no "average" individual to whom programs can be aimed we can refer to Chapter III to identify the full scope of the woman for whom specific programs can and should be planned. There we see not only the reactions of those who have had little in education and opportunity but also all other points along the scale to the opposite extreme. This chapter, therefore, will be devoted to sketching a picture of the Oregon women interested in educational broadcasting while keeping in mind the significant differences created by and/or intrinsic in her living area as well as the other variables noted.

The woman whom we see in this analysis belongs to many organizations and has a wide variety of interests. As we can see in Figure 1 if she is an urban or suburban resident she is active in such organizations as the American Association of University

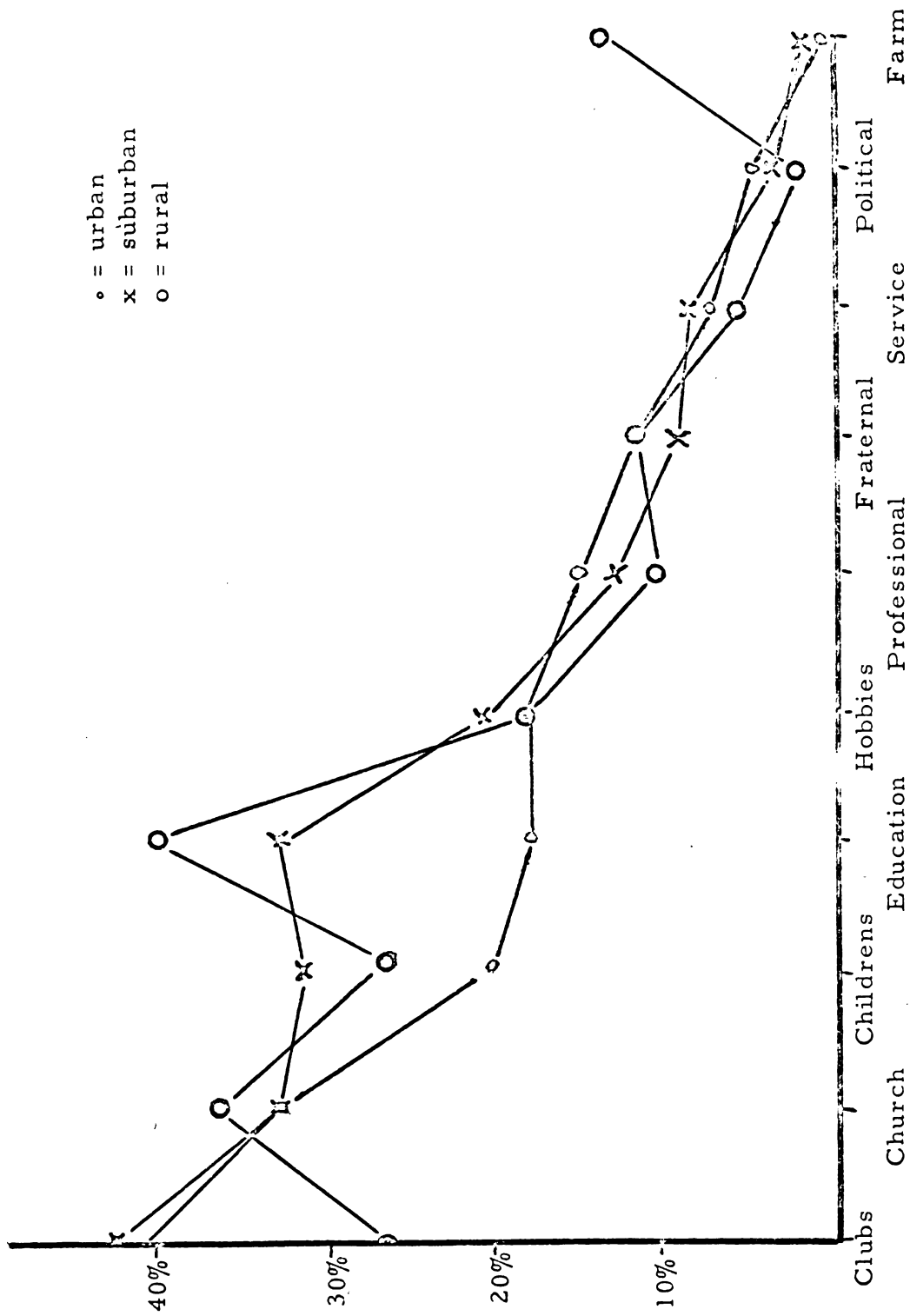


Fig. 1.--Organization of Respondents

Women, League of Women Voters, sorority and local women's clubs. She also is interested in her church and its activities, the organizations to which her children belong, educational and hobby groups for herself and her family. Affiliation with her professional organizations keeps her abreast of trends in her career field whether she is currently employed or not. Fraternal organizations also play a role in her life. She may also belong to a service organization and be active in her political party.

It may be noted that, although this woman being described will have similar interests and activities in both the urban and suburban area, if she is a suburbanite she very likely belongs to fewer so called women's clubs and plays a more active role in educational organizations and in those groups to which her children belong.

This is especially true if she is a rural resident as far as educational organizations are concerned. Also, as might be expected, the rural person will be much more active in farm oriented groups.

Educationally this Oregon woman we are getting to know very likely has at least one college degree. This is especially true if she is an urban or suburban resident. If she is a rural resident she will probably have a high school diploma. As can also be seen in Figure 2, the possibility of her having some training--business, music, art, beauty or a year or more of college--beyond high

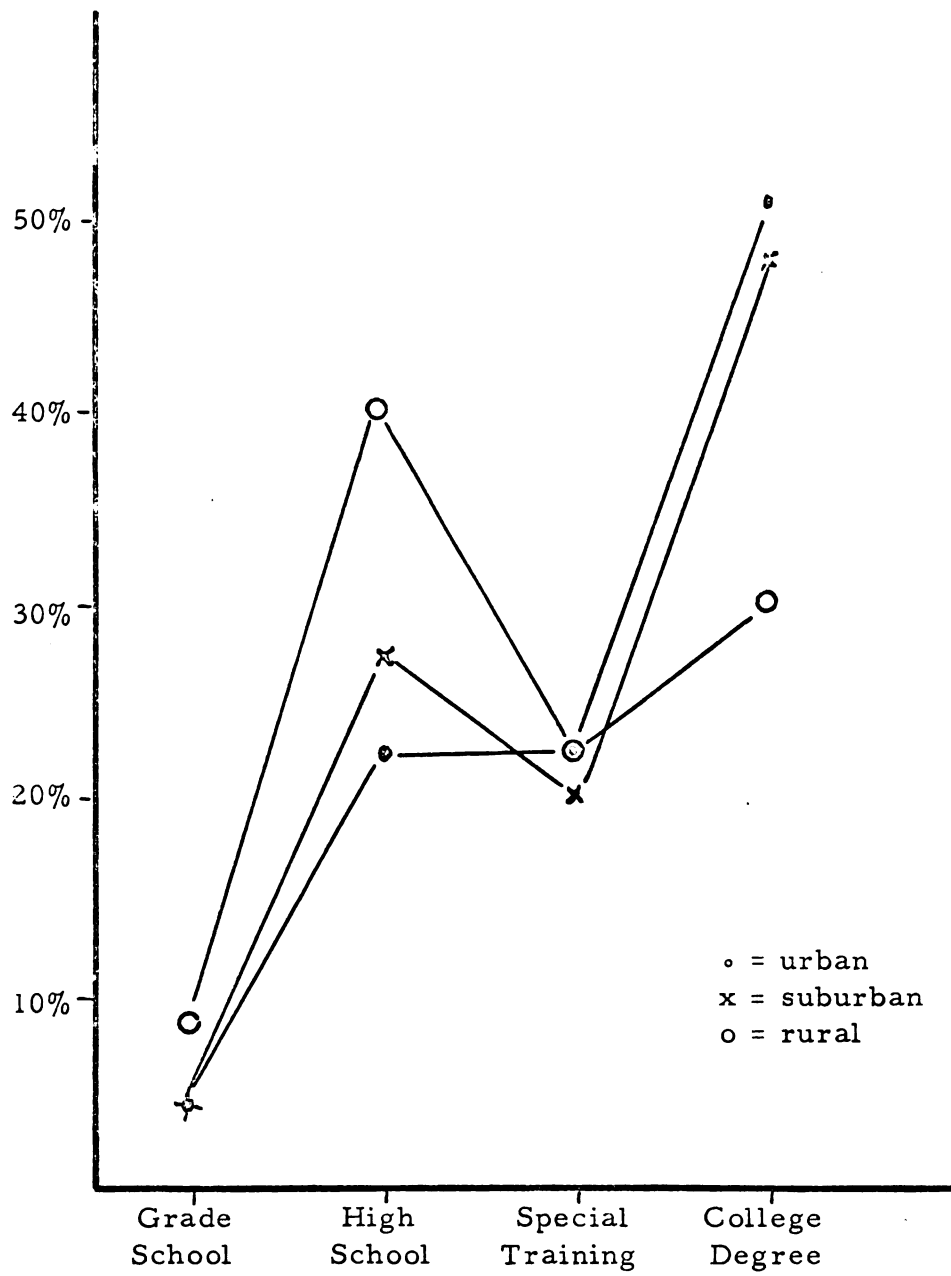


Fig. 2. -- Education of Respondents

school is not unlikely.

Since the woman being described is interested in education as we note in her academic achievement as well as her interest in organizations and study groups which are so oriented, then we ask what are the directions this interest takes. In Figure 3 we note that education ranks high and that although the urban resident seems to set the norm the living area and availability to certain types of educational activities will affect the response. This appears to be true for arts and letters and fine arts in both the suburban and rural areas, especially true for business, social science, psychology, sociology and philosophy and language in the rural areas and also for home economics when viewed from the standpoint of more need for this type of training and less ready access to convenience and ready-to-use items. We might also postulate here that it is the suburban resident who has more opportunity because of proximity to urban conveniences but not necessarily the cultural programs to read, study and write on her own; hence the interest in mathematics and science, social science, language and journalism. She may even be actively engaged as publicity chairman for her community or more than one of its organizations.

As we continue to sketch this woman for whom we are planning and presenting programs we need to take note of her occupations. Figure 4 graphically illustrates that by far homemaking is the most prevalent of the occupations regardless of

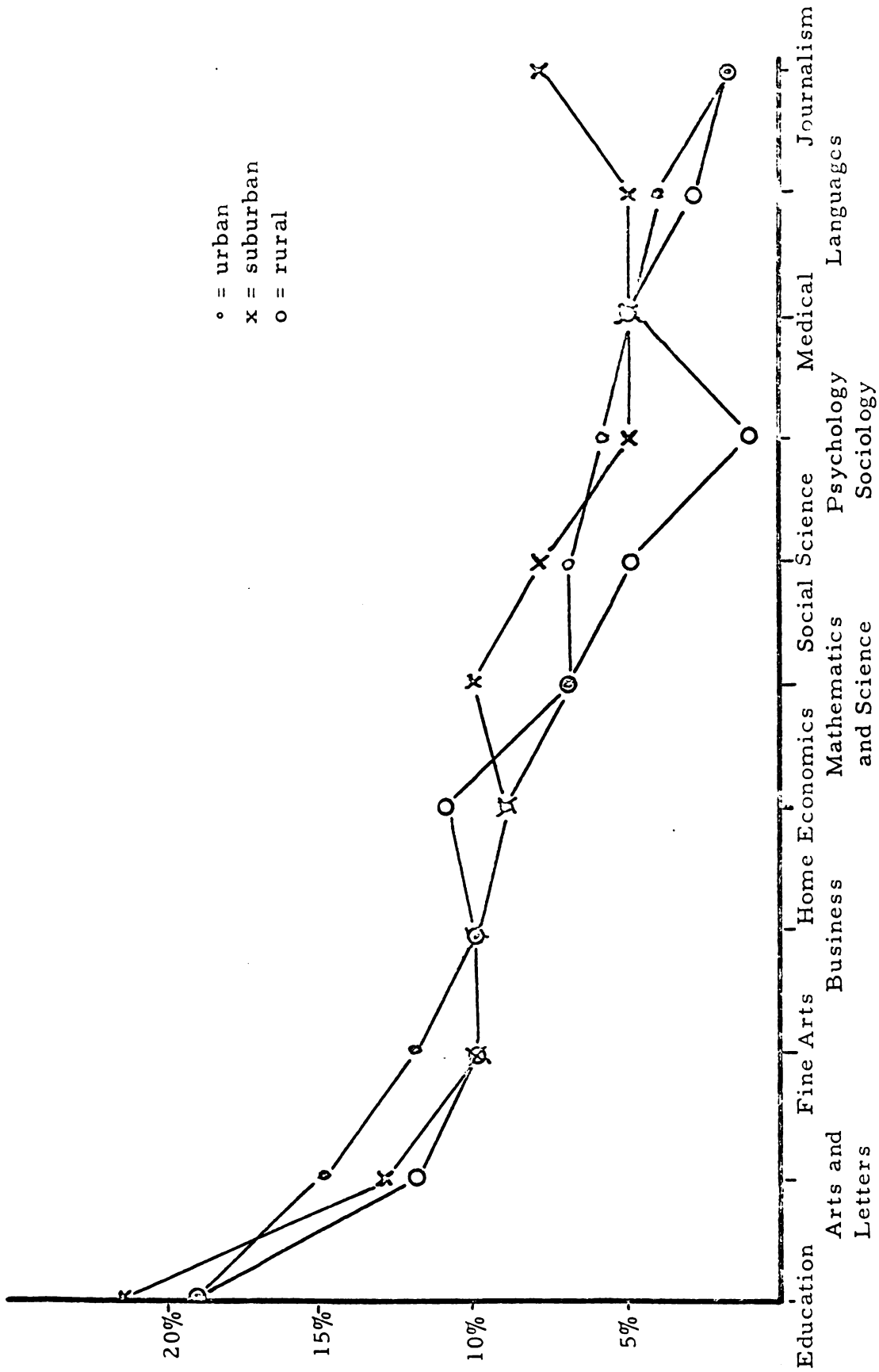


Fig. 3. --Educational Interests of Respondents

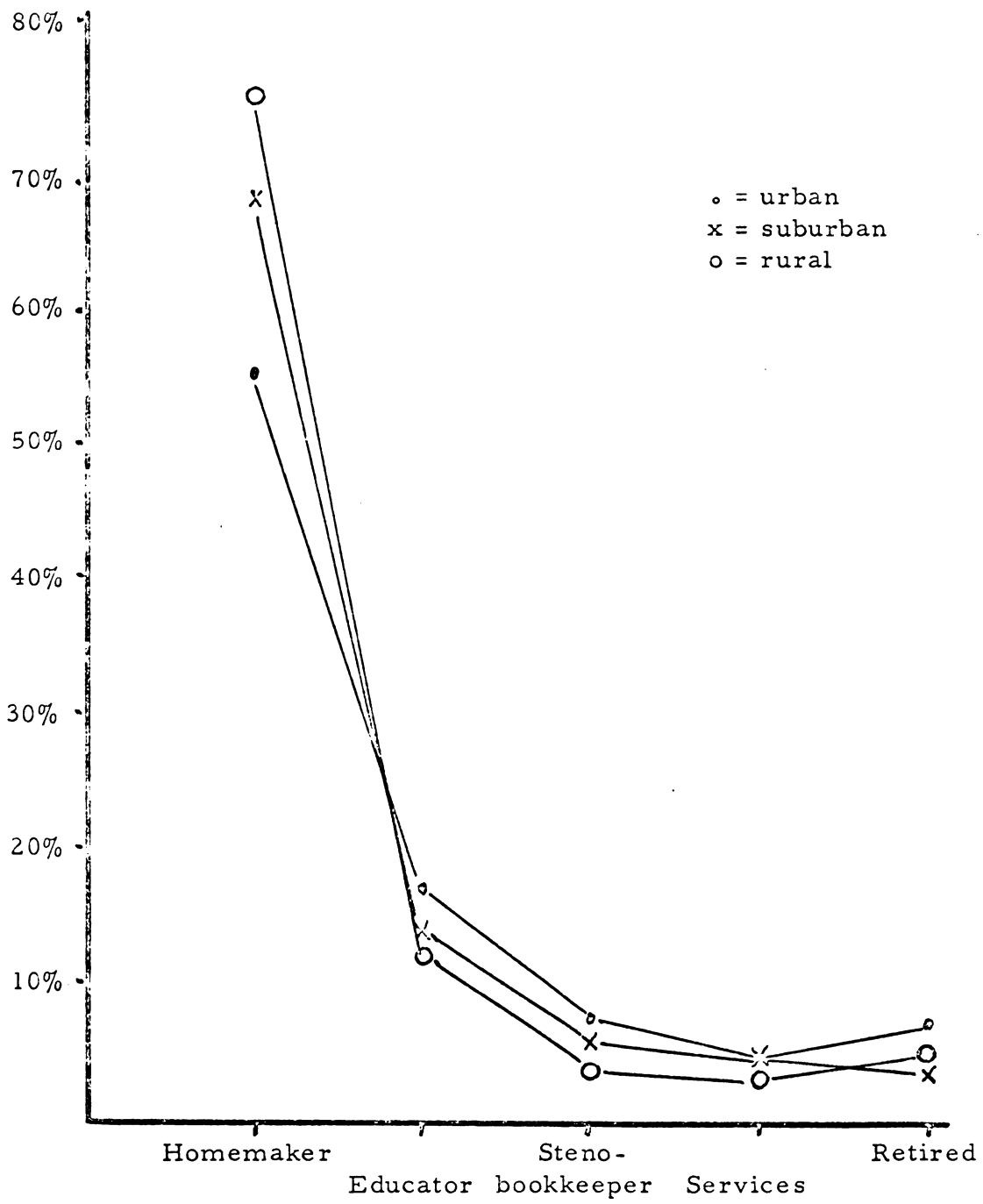


Fig. 4. --Occupations of Respondents

living area. However, if we think in terms of employment outside the home then teaching on an elementary or secondary level becomes the predominant occupation. However, she also very likely might be employed in the role of a stenographer-bookkeeper or related position or in some of the service fields--beauty operator, nursing, et cetera. Interestingly she is almost as likely to have retired from these or other fields of employment.

This sketch of the woman who is the listener-viewer of educational broadcasting would not be complete without a look at the occupations in which her husband might be employed. A look at Figure 5 indicates that this will likely depend upon the area in which they live. However, this might also be stated conversely--the area in which they live is determined by the occupation of the husband.

Regardless of this previous statement there are several occupations which head the list. The family of a professional man probably lives in the urban or suburban area but as expected is less likely to be a rural resident and the reverse can be said of the farmer, his family is most likely to live in the rural area. If her husband is retired or deceased, then again our woman is likely to be an urban dweller although if in retirement the farm may be their home. Here again we might postulate that the area for retirement or where the widow lives may depend upon the type of occupation her husband had and their previous mode of living. In general we might also say that the semi-skilled live in all areas but tend to gravitate to the

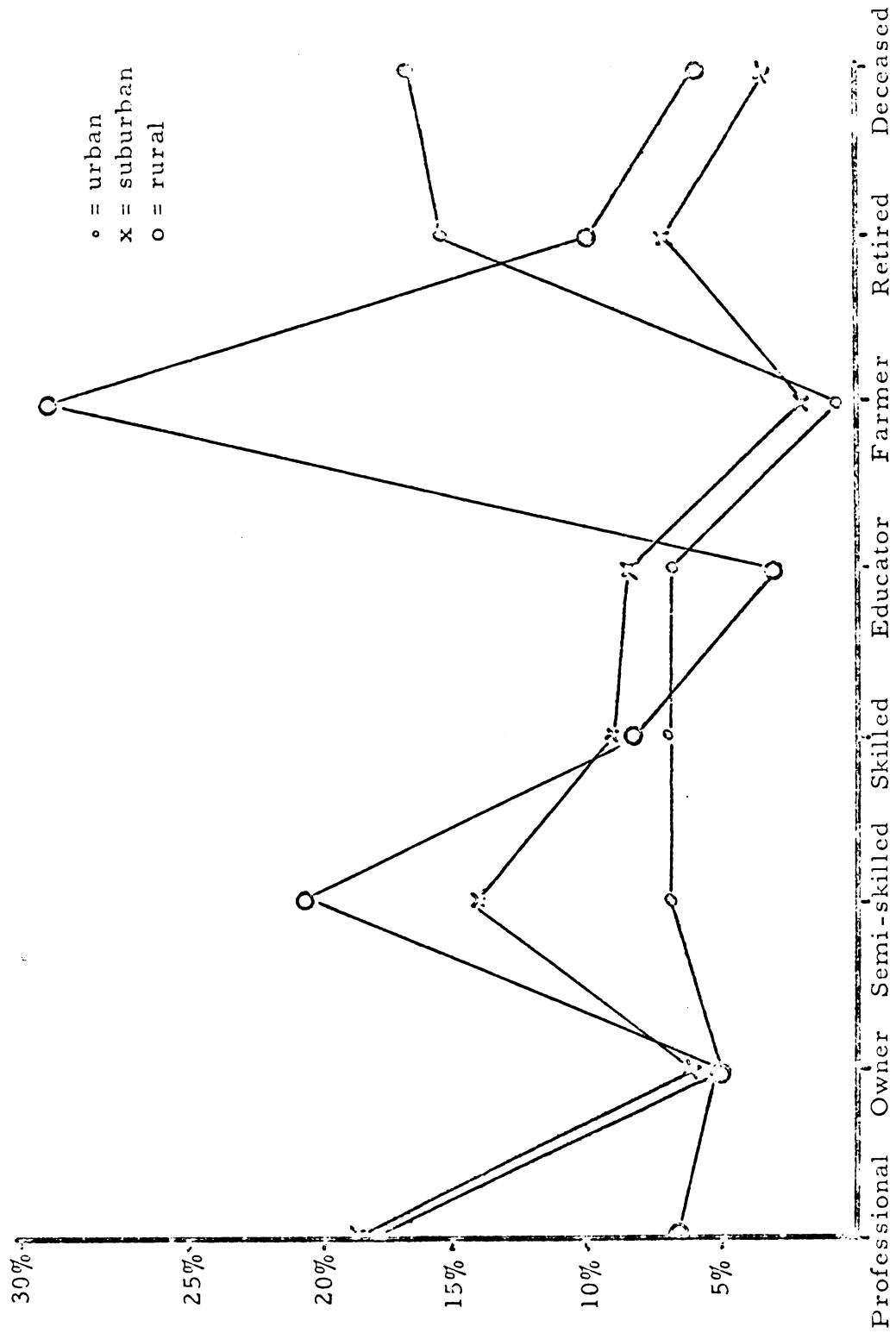


Fig. 5. -- Occupations of the Husband's of Respondents

more rural communities. Also that the skilled worker, the teacher and the owner may live in all areas depending upon the location of the husband's business or job.

Closely related in our sketch of our typical woman is the evaluation of her husband's or the family income (if she too is employed). Very likely, as noted in Figure 6 the income is in the bracket of \$5,500 to \$8,000. However, if this is a rural family it could be \$3,000 to \$5,500. This figure and that of \$5,500 to \$8,000 are also very likely possibilities for our typical woman and her family depending upon the type of employment of the husband and also whether this is the wages of the husband or if the wife works or the family is fortunate enough to have additional income. Of course, the extremes of income under \$3,000 and over \$12,000 cannot be overlooked but they do not seem to apply to our typical woman.

Age is another variable for which we are looking as we sketch our woman listener-viewer. - The data plotted in Figure 7 indicate that she could be anywhere from thirty to sixty and still be typical depending upon her living area. The trend is for the younger women to live in suburbia, with the next age bracket most prevalent in the rural area and the older age group to be urban dwellers.

This would seem to have some relationship to the previous comments regarding husband's occupations and the family income. The urban dweller is primarily in the 50 to 59 age group or the 40 to 49 with an income of \$5,500 to \$8,000 or less and her husband is

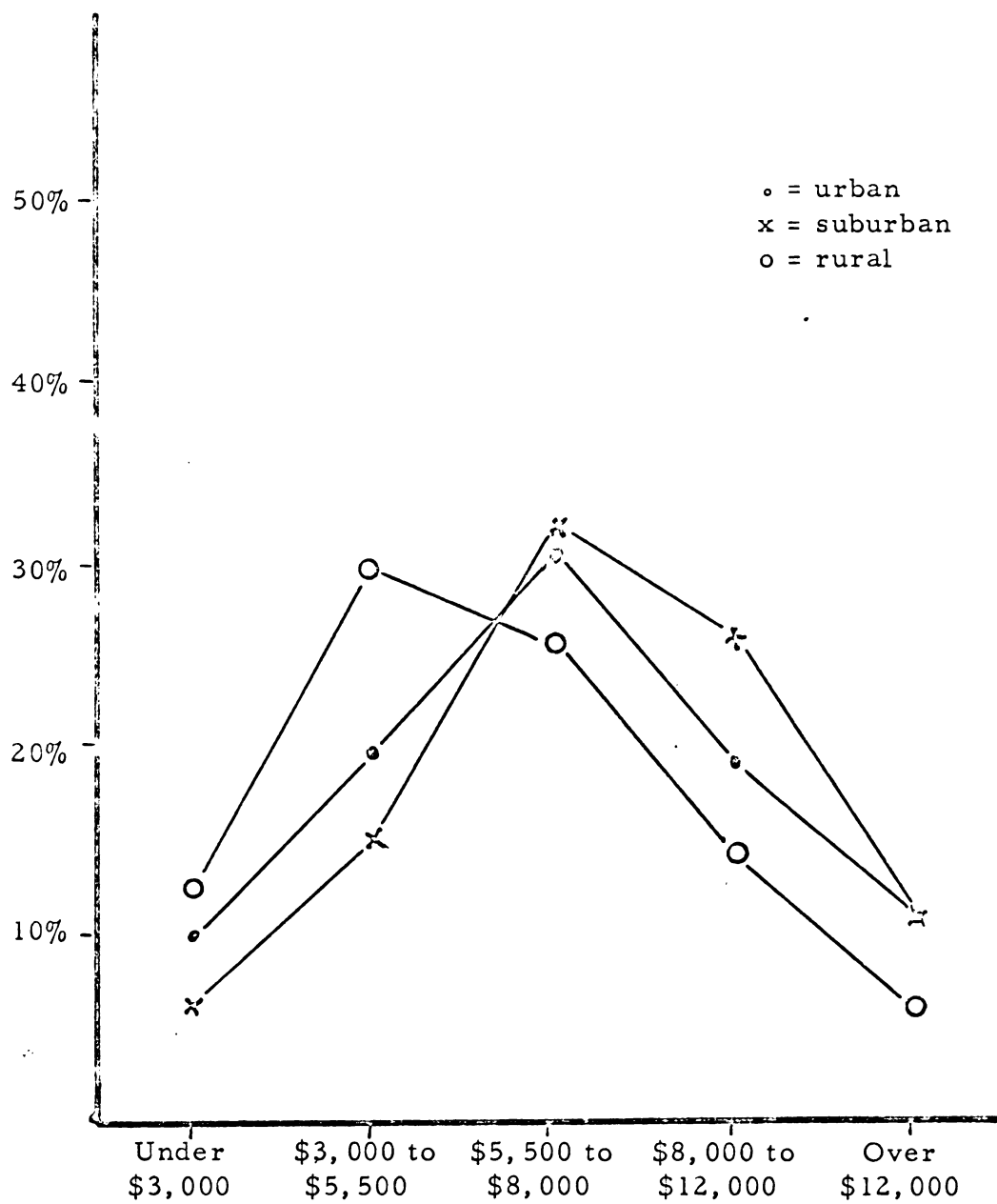


Fig. 6. --Income of Respondents

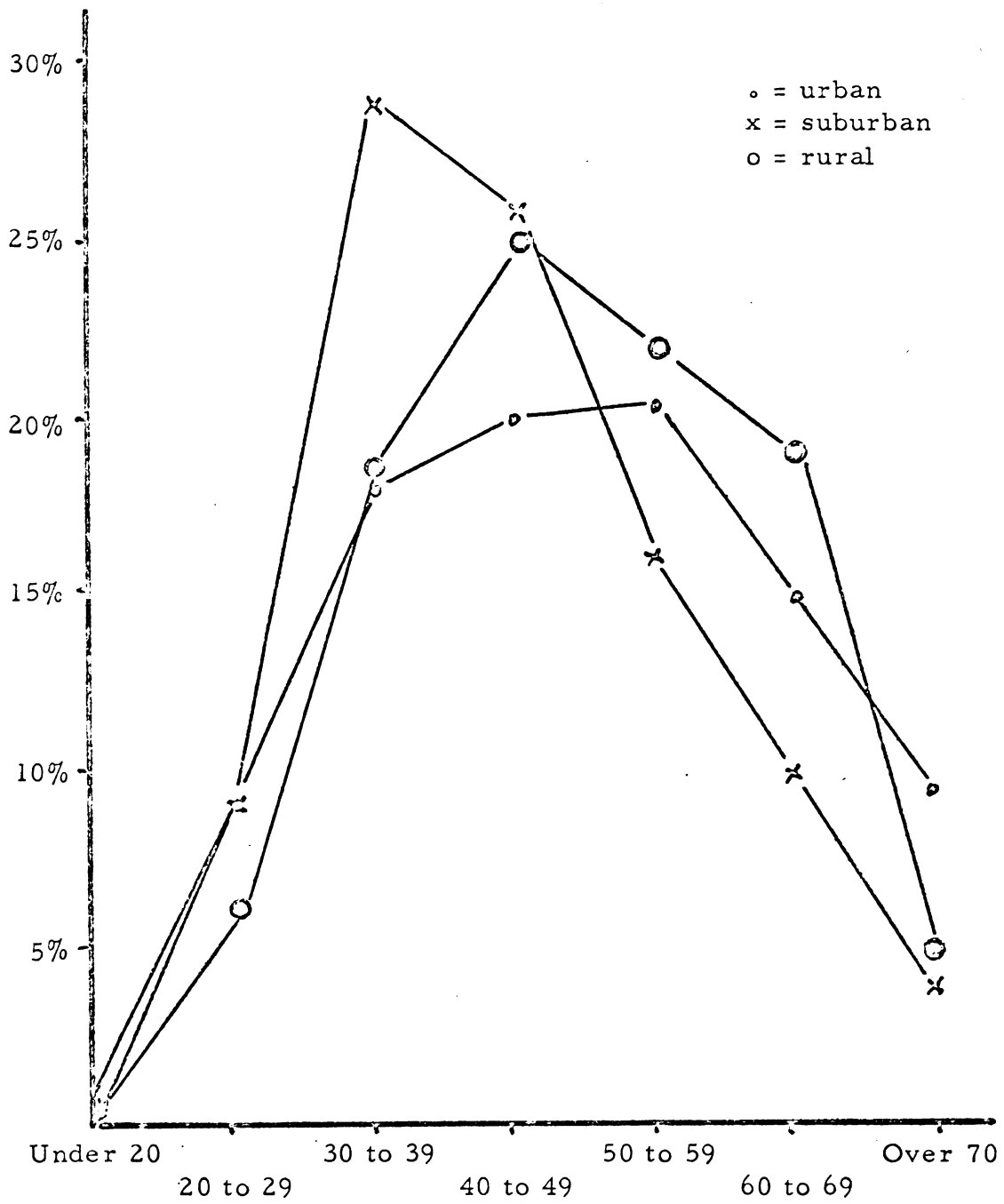


Fig. 7. --Age of Respondents

either engaged in a profession, is **retired or has passed away**. She might also be employed. If she lives in suburbia she is 30 to 39 or possibly 40 to 49 with again the likelihood of an income of \$5,500 to \$8,000 or in this case perhaps more. Her husband may be a professional or semi-skilled. There is some likelihood she too would be employed. The rural resident is in between in age -- probably 40 to 49 or 50 to 59. Her family income is \$3,000 to \$5,500 or possibly more coming primarily from her husband's occupation as a farmer or semi-skilled employee and there is less likelihood of her working outside the home.

All of this is tied closely to the number and ages of children whom our typical woman is rearing. Figure 8 illustrates that although most of the children are in the 6 to 12 year age group more of all ages live in the suburban area. Also that although more older children live in the suburban, rural and urban areas in this order that the order changes for those under 6 years. We might speculate here that our typical woman compares to the average woman described by the Women's Bureau, U. S. Department of Labor. That description is that she marries at age twenty, has her last child by age twenty-six, he is in school when she is thirty-two and out by the time she is forty-four. Her husband dies when she is sixty-one but she lives to seventy-six years.

By looking again at the age groups of our women respondents (Figure 7) as compared to the ages of the children (Figure 8) and at

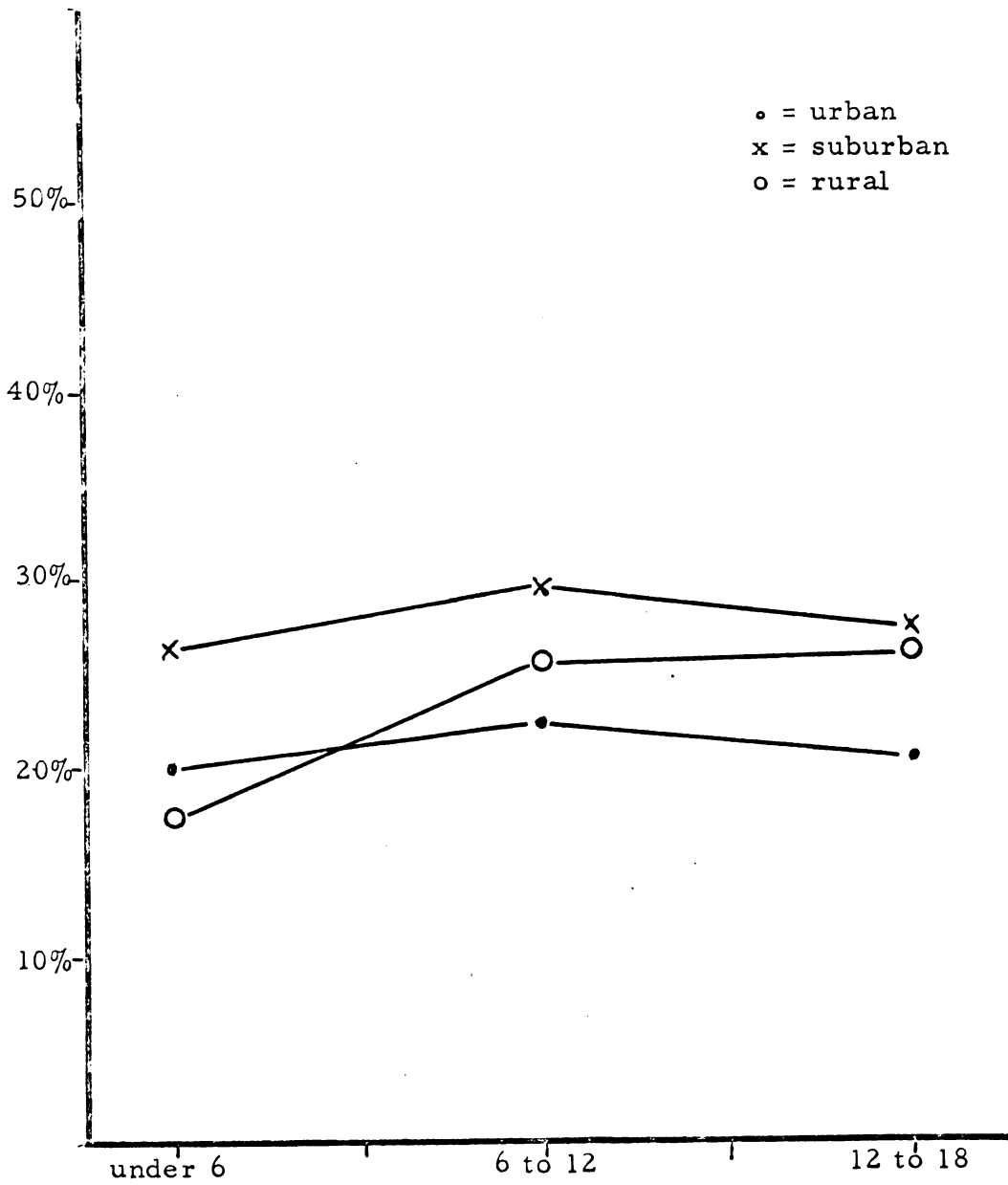


Fig. 8. --Age of Children of Respondents

the same time take into consideration the amount of education (Figure 3) and the possibility of employment which might postpone marriage and children until a bit later in life than the average described by the Women's Bureau, we can reconcile the account in some measure for the distribution curves for children in relation to the ages of their mothers in the respective living areas.

At this point we might also consider the age of our typical woman listener-viewer (Figure 7) and the husband's occupation (Figure 5) in light of the statistics quoted from the Women's Bureau. In the figures of this study we can detect a thread of correlation again between the percentage of women 50 to 59 and over and the percentage of husband's who have retired or are deceased.

With this background on the vital statistics of our typical woman listener-viewer it seems appropriate to delve into another aspect of her life--what she has to work with in her home.

The manner in which this home is heated varies little from the urban to suburban areas (Figure 9) but as might be expected there is a marked difference in the rural area where some fuels are more or less plentiful. It appears very likely, however, that our typical woman has either oil or electric heat in her home.

A look at the appliances she has at her disposal (Figure 10) indicates that our typical woman regardless of her living area has a refrigerator, range, washer, toaster and mixer. She also very

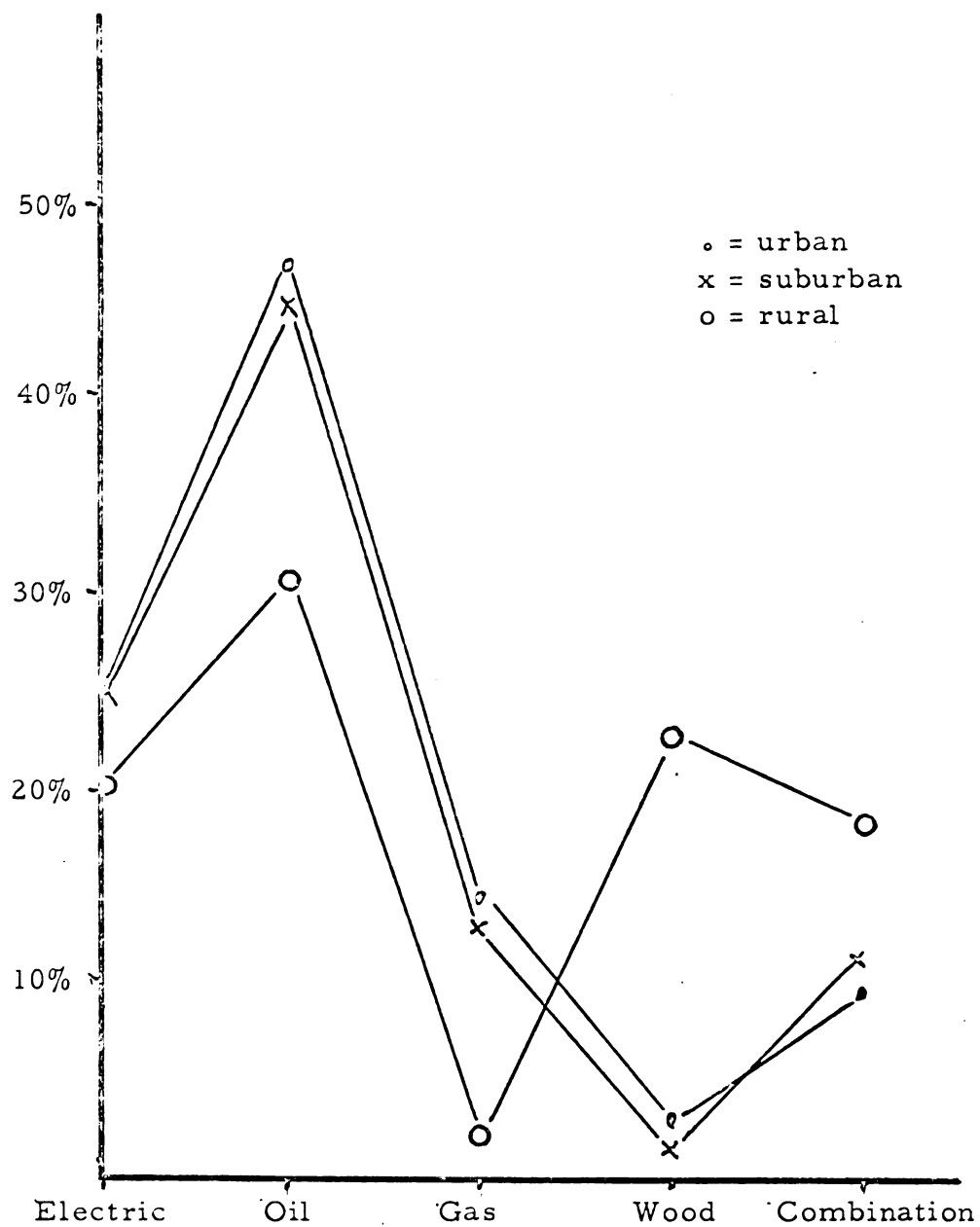


Fig. 9. --Methods of Heating Respondents' Homes

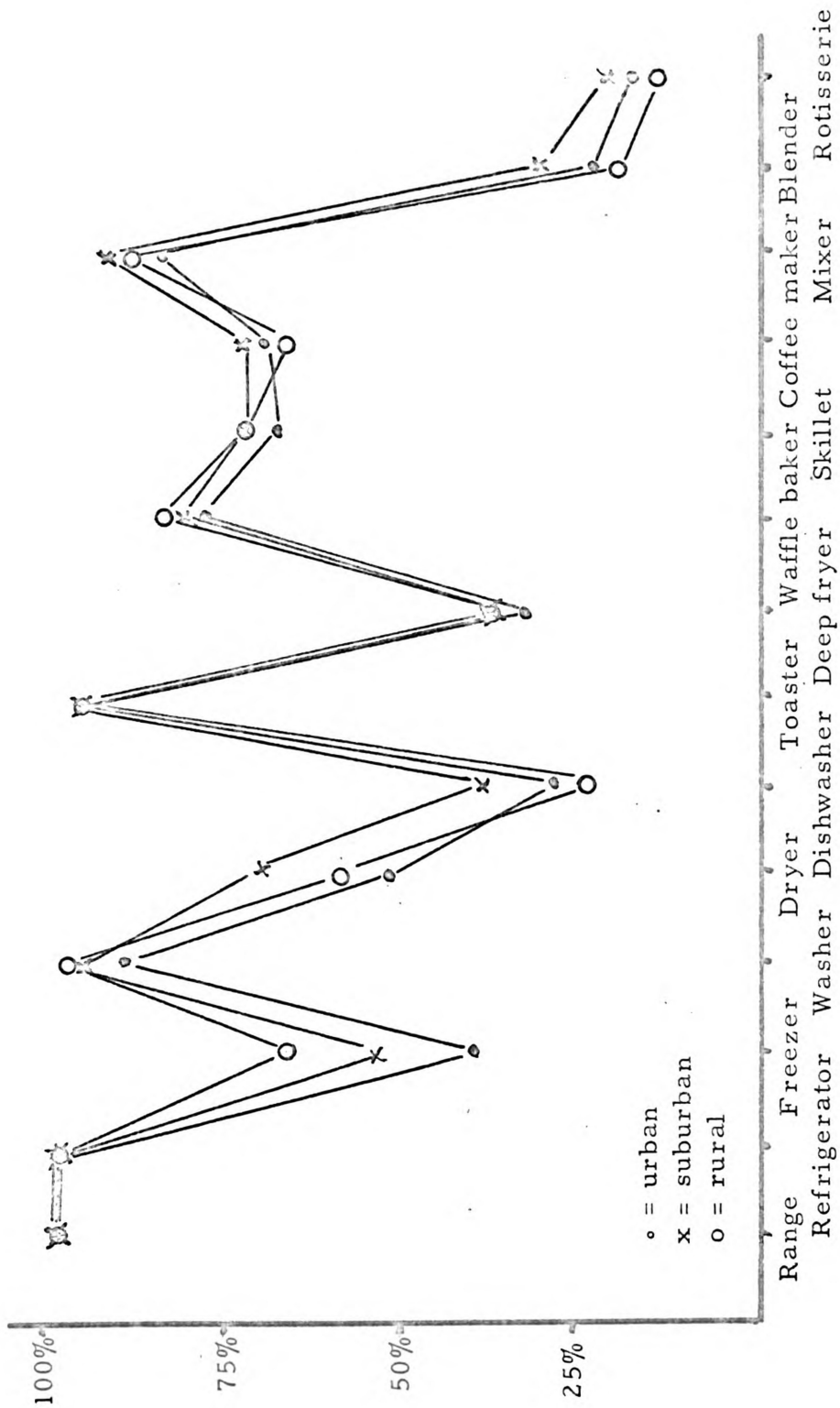


Fig. 10. --Appliances of Respondents

likely has a waffle baker and/or grill and perhaps an electric skillet and coffee maker. If she is a suburban resident she might also have a dryer and if a rural resident a freezer. In the light of what we today deem necessities this listing does not surprise the author. The number of freezers in the rural area for the preservation of home produced food in contrast to fewer in the urban area where the super market is the chief source of supply was anticipated. Perhaps the larger income in the suburban area plus the likelihood of fewer women employed outside the home hence time to use these appliances gives a clue to the larger number of dryers, dishwashers, blenders and rotisseries.

In summary then we can say that the typical woman listener-viewer of educational broadcasting in Oregon is affiliated with many groups including women's clubs, church, children's groups, educational, hobby, professional, fraternal and if a rural resident, farm organizations. She also very likely has a college degree and is interested educationally in education, liberal arts, mathematics and science, business and home economics. If employed outside her home she is most likely a teacher, works in a business office or performs a service. Her husband may be a professional, teacher, farmer, skilled or semi-skilled or retired or perhaps deceased. The family income will probably average \$5,500 to \$8,000. She will very likely be 40 to 49 years old with children 6 to 12 years old and

with a home equipped with oil heat, refrigerator, range, washer, toaster and mixer. Perhaps she will have some other appliances as well but these will vary.

The Oregon Bureau of Labor has furnished information from the 1962 Handbook of the Women's Bureau of the U. S. Department of Labor to the effect that of the women in Oregon thirty-two percent are high school graduates, six percent have college degrees and ten percent have less than eight years of education. The "typical" listener-viewer of educational broadcasting in Oregon shows a very different pattern for her education--twenty-eight percent are high school graduates but forty-four percent have college degrees and five percent have a grade school education. We also learn from the Bureau of Labor that women make up thirty-two percent of the work force in Oregon and that this is similar to the national average. It is most interesting to note that the data from this survey indicates that thirty-two percent of the respondents are employed outside their home. It may also be seen that the median age for employed women in Oregon has risen from 1950 to 1960--thirty-nine to forty-two years--and that the "typical" listener-viewer sketched in this thesis is 40 to 49 years.

In this resume' of the "typical" woman we must also be aware that this is the median of the data gathered. Our audience will also include women at both ends of the continuum of which we have described the average.

Interpretation of Radio Information

From the data gathered and analyzed in Chapter III we can see that of the total number who responded to the questionnaire about seventy-five percent can receive KOAC and are nearly equally distributed percentage-wise in the urban, suburban and rural areas with rural the lowest number (Table 40).

Of those who do receive the station the regular listeners are again fairly evenly distributed percentage-wise (Table 41) but this time the highest is in the rural area with urban and suburban next. Those who indicate they listen sometimes are a much larger group, again with a relatively small variation, but here the percentage diminishes from urban to suburban to rural.

Of this group who listen to KOAC regularly and sometimes data were gathered about those who listen to the programs "Especially for Women." We note that of those who listen to the station regularly--the typical woman previously discussed--thirty percent listen to these programs regularly and forty-nine percent sometimes. Among those who listen less frequently to the station one percent indicate they listen regularly to "Especially for Women" and forty-eight percent sometimes.

The reaction of the audience to the convenience of the broadcast hours are illustrated in Figure 11. As might be expected approximately twice as many "regular" listeners as "sometimes" indicate the morning broadcast is at a convenient time. The negative response

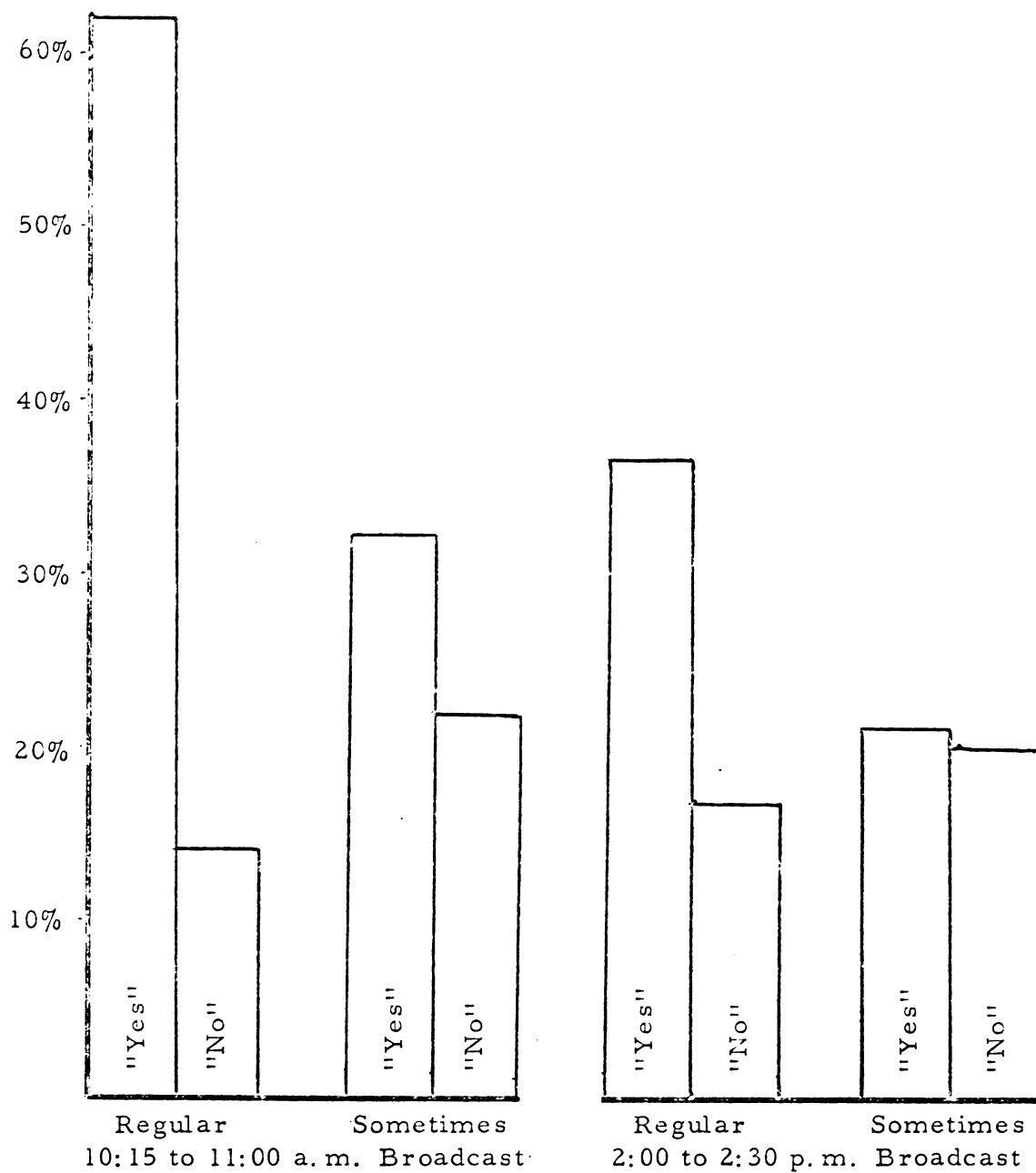


Fig. 11. --Reaction to the Convenience of Broadcast Times

among regular listeners was two-thirds that of the sometimes.

The afternoon broadcast hours are not as convenient as the morning for either the "regular" or "sometimes" listener. Although the "regular" listener finds it more convenient than the "sometimes" listener the difference between the two is less than for the morning broadcast. We also note an even smaller difference between the "no" responses of the regular and sometimes listeners.

Reaction to the length of the broadcast time for both morning and afternoon broadcasts is illustrated in Figure 12. In both instances the proportion of those feeling it is "about right" among regular and sometimes listeners is about the same. However, the percentages who responded to the question about the afternoon program are smaller than for the morning broadcast, as might be expected from the response to the question about convenience of time. In no case is the indication of "too long" or "too short" a large enough percentage to be significant.

In reviewing the reaction to preference of length of discussion we can readily see in Figure 13 that the "regular" and "sometimes" listener seems to have similar taste for five, ten and fifteen minute discussions and that both increase in that order but that here the similarity ends. The sometimes listener interest decreases as much as the regular listener interest increases at thirty minutes. However, comparing those who never listen, we note their interest is greatest for thirty minute discussions and that the only two points at which it

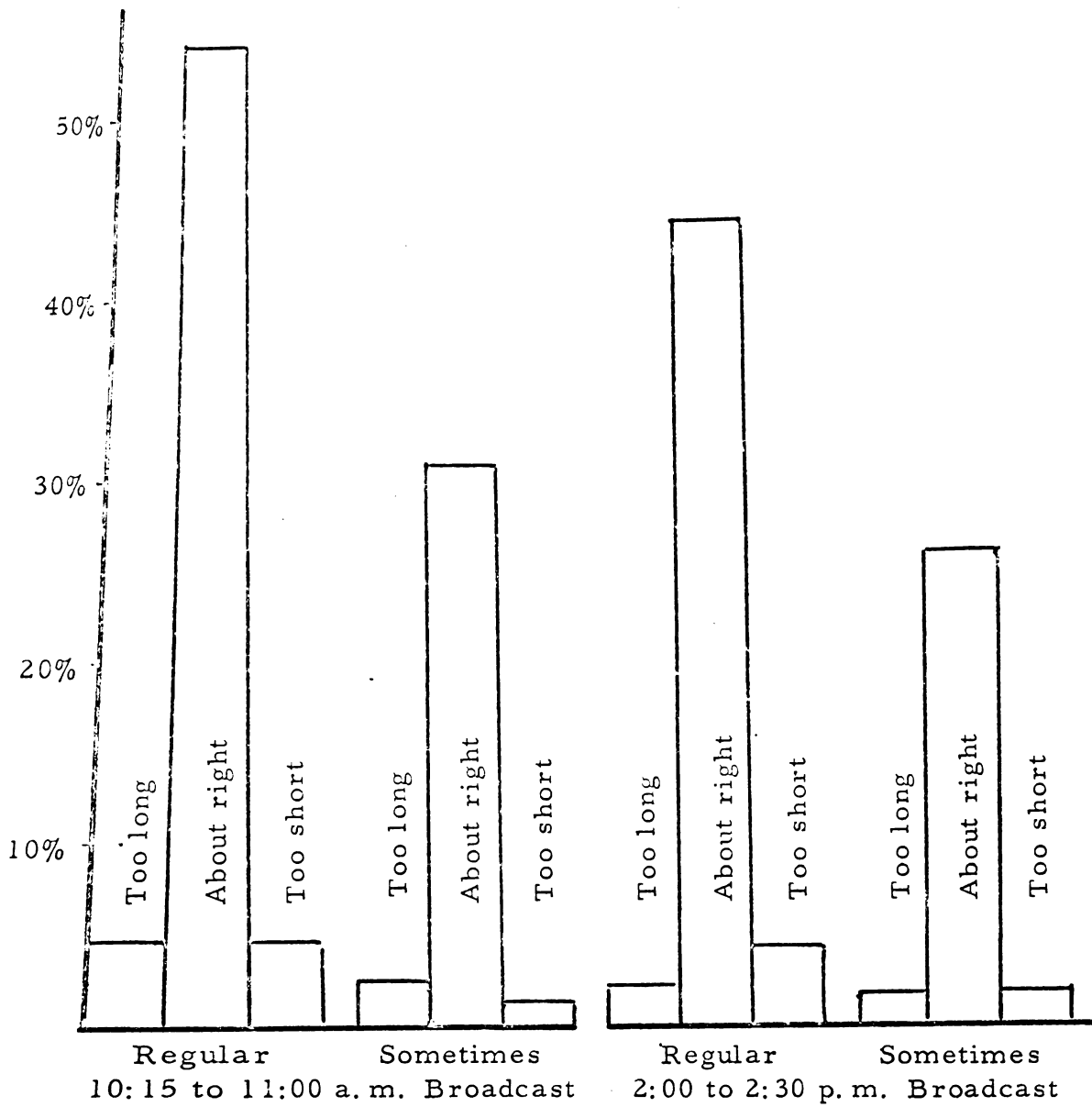


Fig. 12. --Reaction to the Length of Broadcast Times

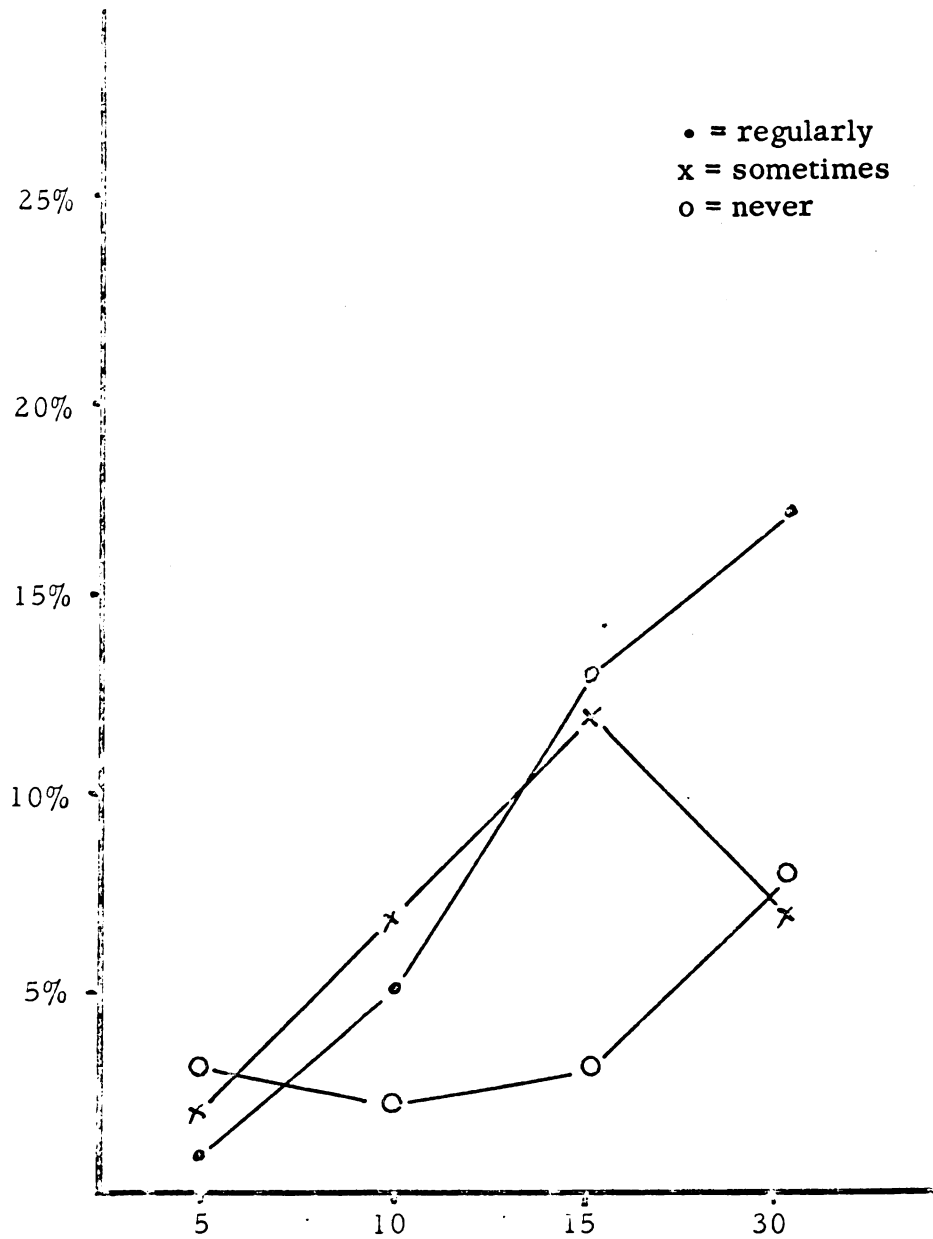


Fig. 13. --Reaction to Length of Discussion Periods

measures up to or exceeds the listeners is at five and thirty minutes.

In Figure 14 we see illustrated the data from Chapter III (Table 48) indicating the type of music preferred. The regular listener prefers classical music with a declining interest through semi-classical, popular to jazz. Those who listen sometimes and never have less interest in classical music but greater interest in semi-classical and popular. Here again jazz seems to have little or no appeal. However, in all three cases the combination of music was by far the favorite.

Response to whether the "regular" and "sometimes" listeners have enough interest to listen to specific topics often included in the morning broadcast is illustrated in Figure 15. Medical discussions, foreign student interviews, nutrition and gardening are the high points for the "regular" listeners and recreation, both indoor and outdoor, and home management the low points. Similar responses are noted for the "sometimes" listener with the exception that recipes and cooking tips exchange places with nutrition in the higher percentages and money management is added in the lower percentages.

The indicated interest in the home economics authority presenting the material shows, as might be expected, that the audience prefers the faculty to students as presenters. This preference is in larger proportion among the "regular" than the less frequent listeners.

Of the programs presented in the afternoon by women's

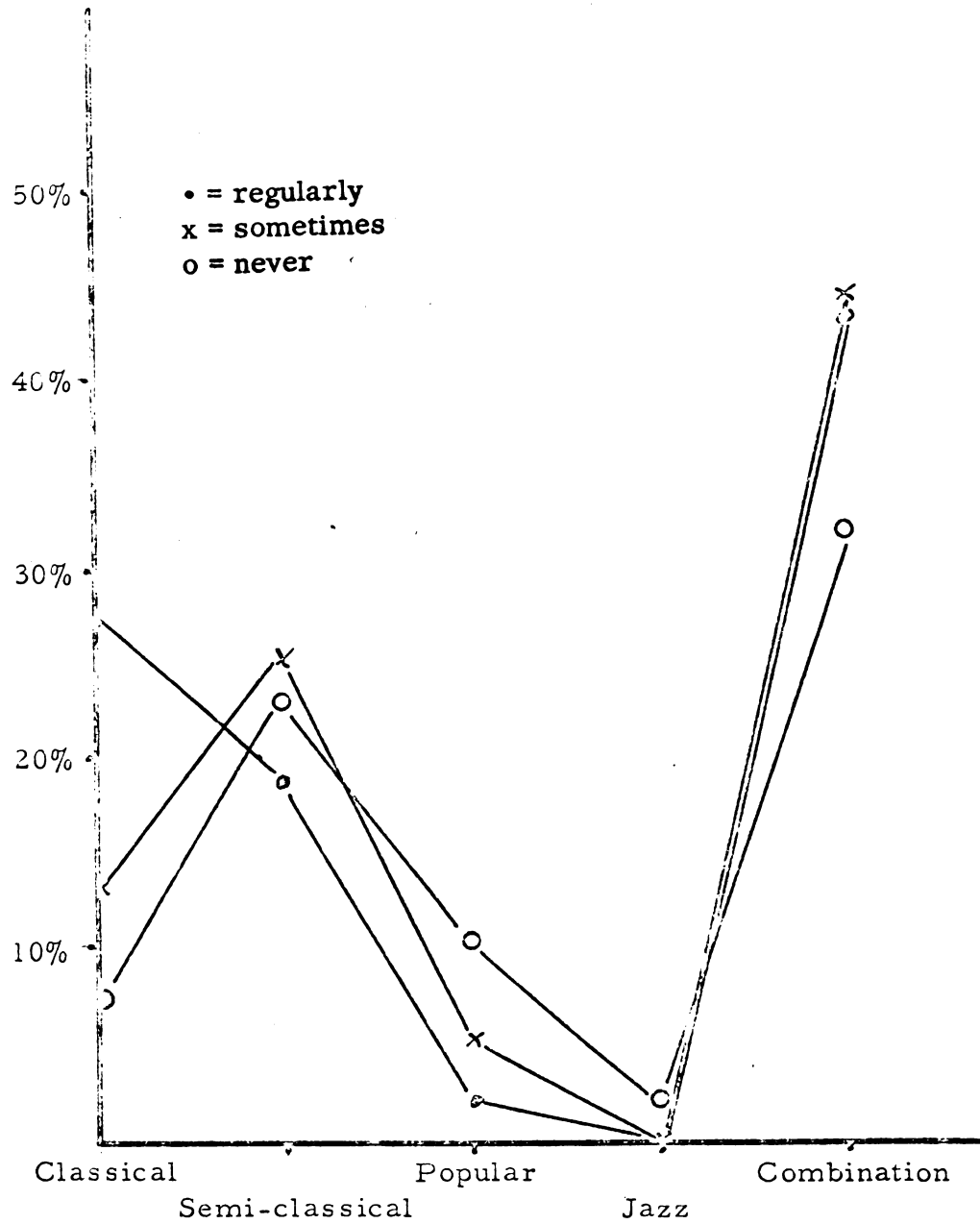


Fig. 14. --Types of Music Preferred

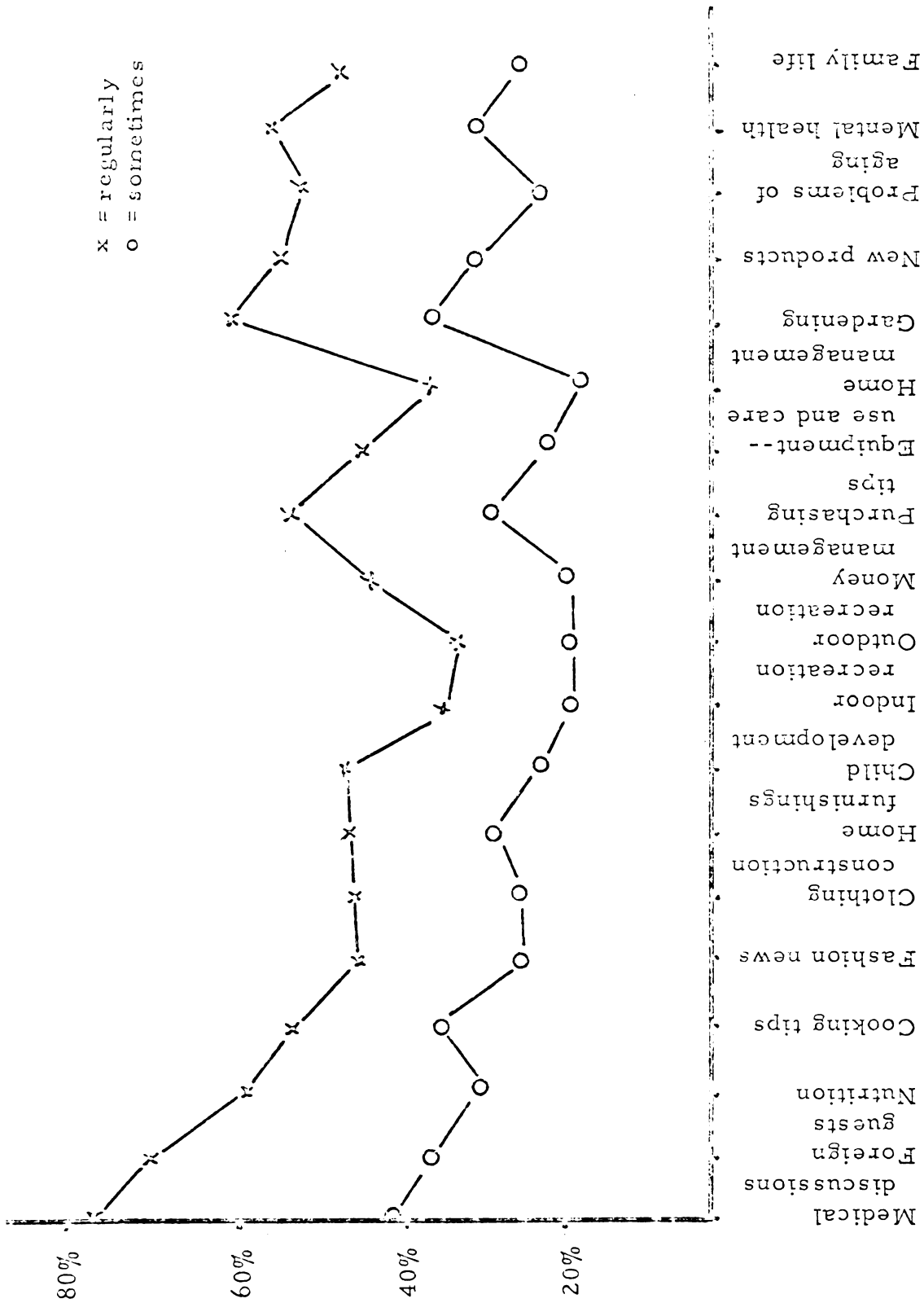


Fig. 15. --Interest in Topics --Morning Broadcast

organizations, state agencies and the KOAC staff, we note (Figure 16) that the "regular" listener to KOAC who listens regularly to "Especially for Women" shows a preference for subjects related to aging, gardening and current affairs and that of this same group those who listen to "Especially for Women" broadcasts less frequently prefer current affairs, information on child guidance and development, books and life in other countries. If the indicated preferences for both are combined the preferences then are for information on aging, gardening, current affairs and books.

Observation of preferences expressed by the "sometimes" listener to KOAC who listens to "Especially for Women" (Figure 17) regularly indicates information on aging, gardening, current affairs, child guidance and development and books to be high. We also note that this same audience of KOAC but who listen only sometimes to "Especially for Women" have current affairs and books as their major interests. When the interests of the two segments of this group are combined the preference follows closely that of those who listen regularly--information on aging, gardening, current affairs, child guidance and development and books.

In summary we can note that about three-quarters of those who responded receive KOAC. Of those who responded the total of the "regular" and "sometimes" listeners in the urban area is again about three-quarters, in the suburban area approximately two-thirds and in the rural area over one-half.

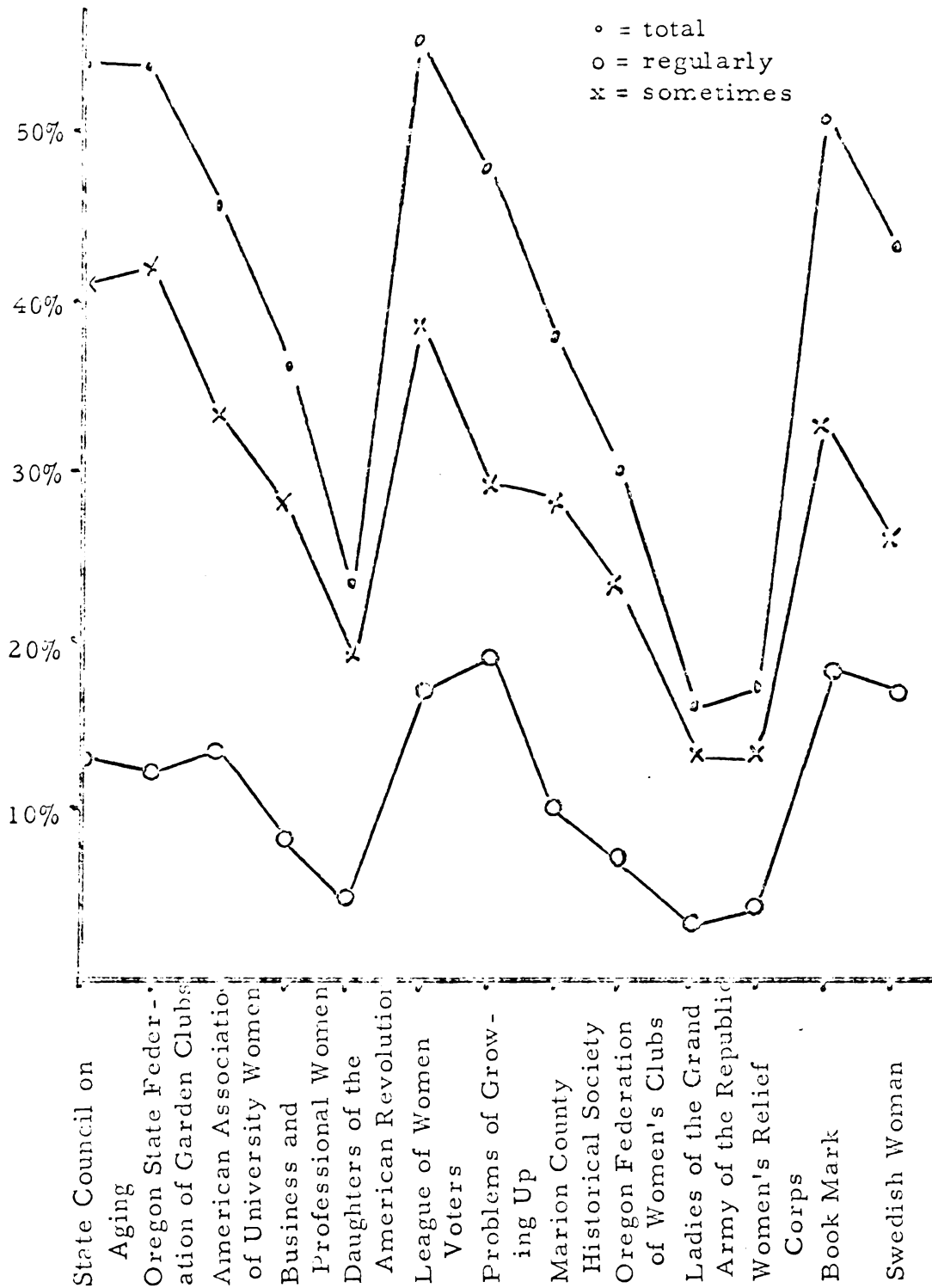


Fig. 16. --Interest of "Regular" Listeners
in Programs--Afternoon Broadcast

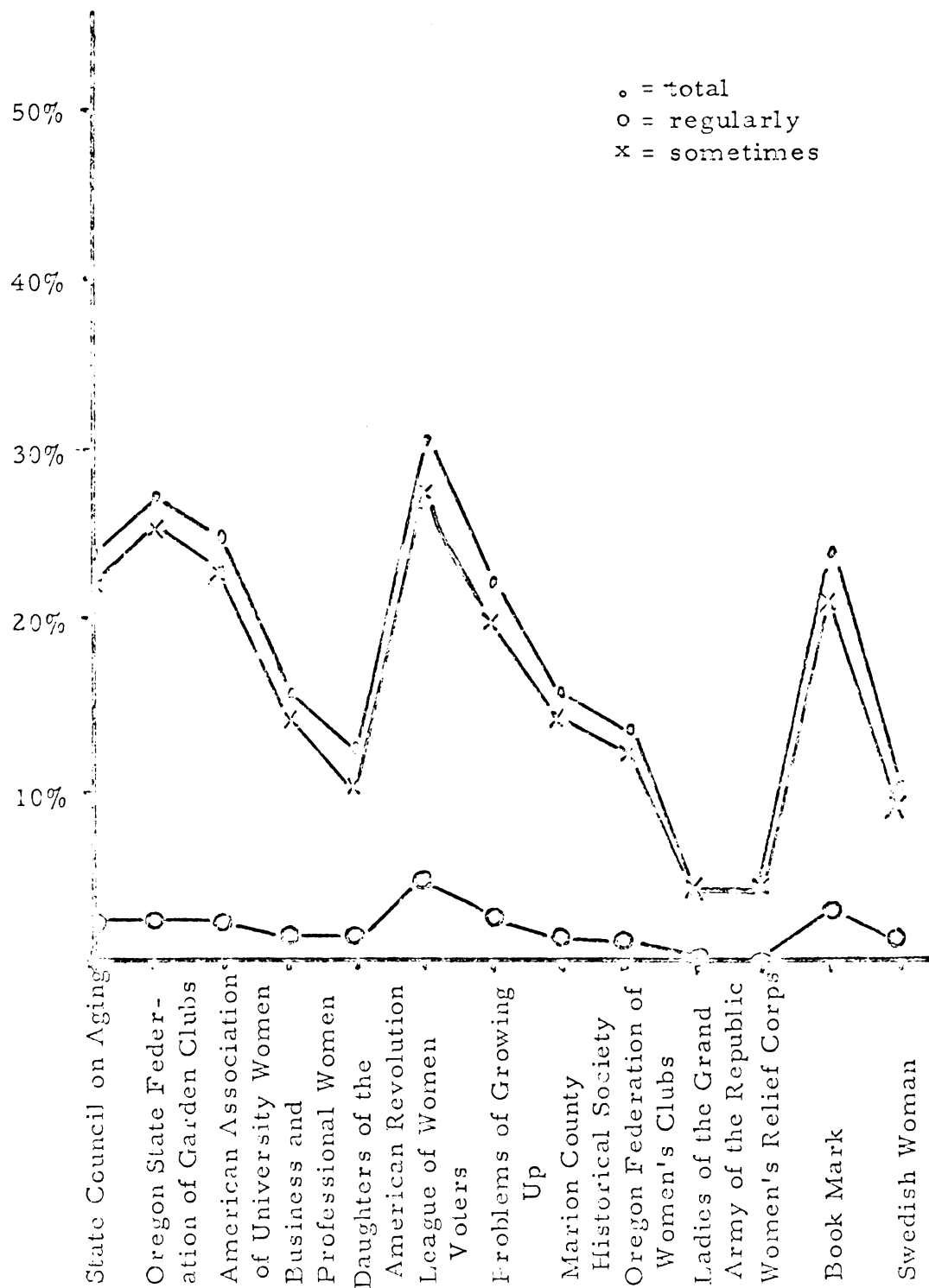


Fig. 17. --Interest of "Sometimes" Listeners in Programs --Afternoon Broadcast

Regular listeners to KOAC indicate that they listen to "Especially for Women" either regularly or sometimes seventy-nine percent of the time. Those who listen sometimes indicate forty-nine percent listen to "Especially for Women."

The morning broadcast time is more convenient for the listener as might be expected from noting her activities in organizations in Figure 1.

The length of the broadcast time during both morning and afternoon seem to be about right but as might be expected from data regarding convenience of the afternoon program there was less response.

Length of discussion periods preferred seems to be fifteen minutes with thirty and ten minutes also acceptable listening periods.

Specific music preference seems to vary but the combination of classical, semi-classical, popular and jazz is the way in which the respondents indicate they wish to have it programmed on broadcasts such as "Especially for Women."

The response to topics commonly discussed during the morning broadcast would indicate that those topics with a currently high proportion of listeners should be retained. Those topics with a low proportion of interest need investigation. Because of the current apparent upward trend in recreation, the lack of interest indicated in this survey for both indoor and outdoor recreation might be due to methods of production or subject matter selected. The topics which

fall into the intermediary area of interest should also be investigated regarding its content and presentation.

Indication of interest in afternoon programs would indicate that those previously mentioned as high in preference--aging, gardening, current affairs, child guidance and development, books and other countries--should remain an integral part of the program schedule. That perhaps the remainder should also be looked into carefully to determine if methods of production or specific areas of subject matter could be revised to gain greater acceptance.

Interpretation of Television Information

Analysis of the data in Chapter III regarding the audience of KOAC-TV and KOAP-TV and their viewing habits shows that there are some similarities and some differences in the response from the two channel areas.

The percentages of those who receive channels 7 and 10 (Table 83 and Figure 18) vary somewhat. In all three living areas (urban, suburban and rural) channel 10 has the larger percentage of potential viewers with the greatest divergence from channel 7 in the suburban area. The greater number of potential viewers of channel 10 in the urban and suburban areas might be anticipated because of its location in a metropolitan area.

When those who not only receive these television channels but also view them either regularly or sometimes are categorized by living area (Table 84 and Figure 19) we note that the channel 10 audience has the larger percentage of "regular" viewers in all living area. (These percentages are in similar proportion to those who receive the channel.) However, with the "sometimes" viewer we see a change in the pattern except in the suburban area. In the urban area the difference in percentages is smaller. This is also true of the rural area but here for the only time channel 10 has the smaller percentage. (Again this might be attributed to channel 10 being located in a metropolitan area.)

Of this audience we note that of those who view the channels

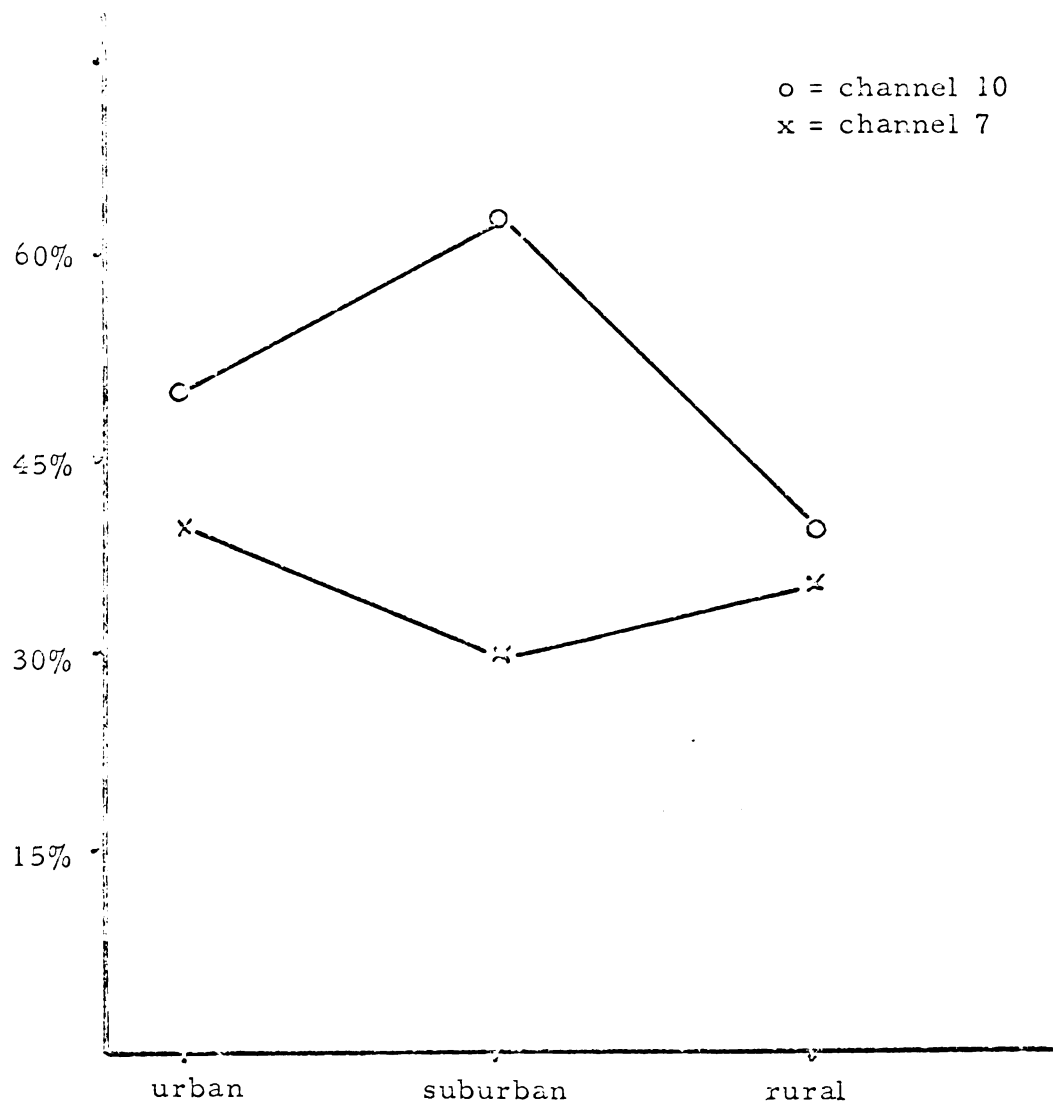


Fig. 18. --Receive KOAC-TV (7) and KOAP-TV (10)

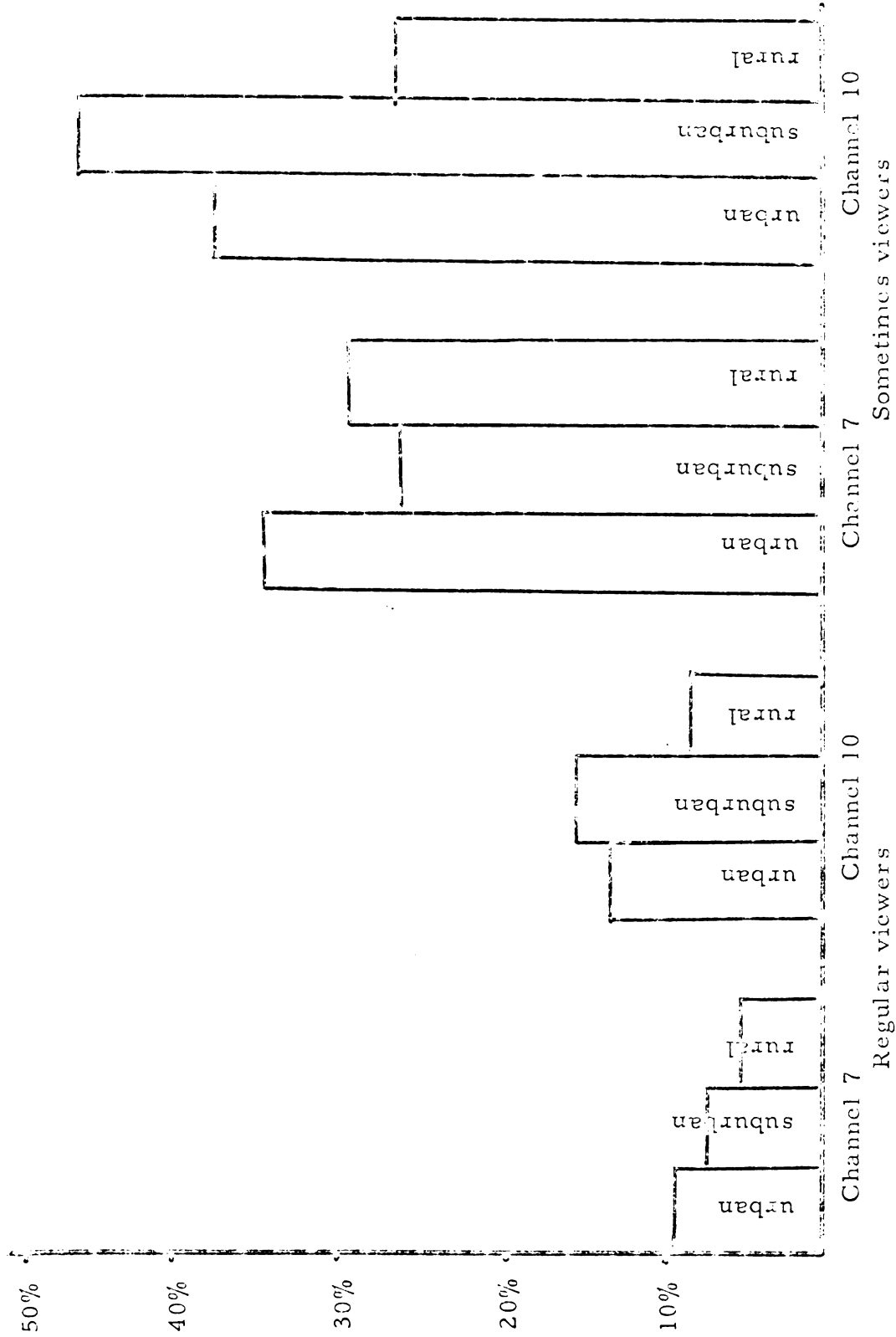


Fig. 19. --Viewers of KOAC-TV (7) and KOAP-TV (10)

either regularly or sometimes many more view "Family Castle" on a "sometimes" basis (Table 85 and Figure 20). We also note that among the regular viewers more view this program "regularly" on channel 10 but the greater "sometimes" audience is at channel 7. Among the sometimes audience of the channels the percentages of "regular" and "sometimes" viewers are smaller but the proportion is similar.

The data (Table 87 and Figure 21) also point out this same information regarding the viewers of "Today's Home."

Preference for viewing time for programs such as "Family Castle" and "Today's Home" (Tables 86 and 88 and Figures 22 and 23) is in every case in the evening.

Among the "regular" viewers of "Family Castle" there is a larger percentage who prefer morning and afternoon at channel 7 than at channel 10. However in the evening this is reversed. This is not true for the "sometimes" viewer except in the afternoon. Preference for both the morning and evening time periods at channel 10 exceed those of channel 7.

The same preference pattern does not hold true for "Today's Home." The percentages are smaller. Channel 7 "regular" and "sometimes" viewers both have an equal preference for morning and afternoon broadcasts. Among the "regular" viewers of channel 7 evening preference exceeds percentage-wise that of channel 10.

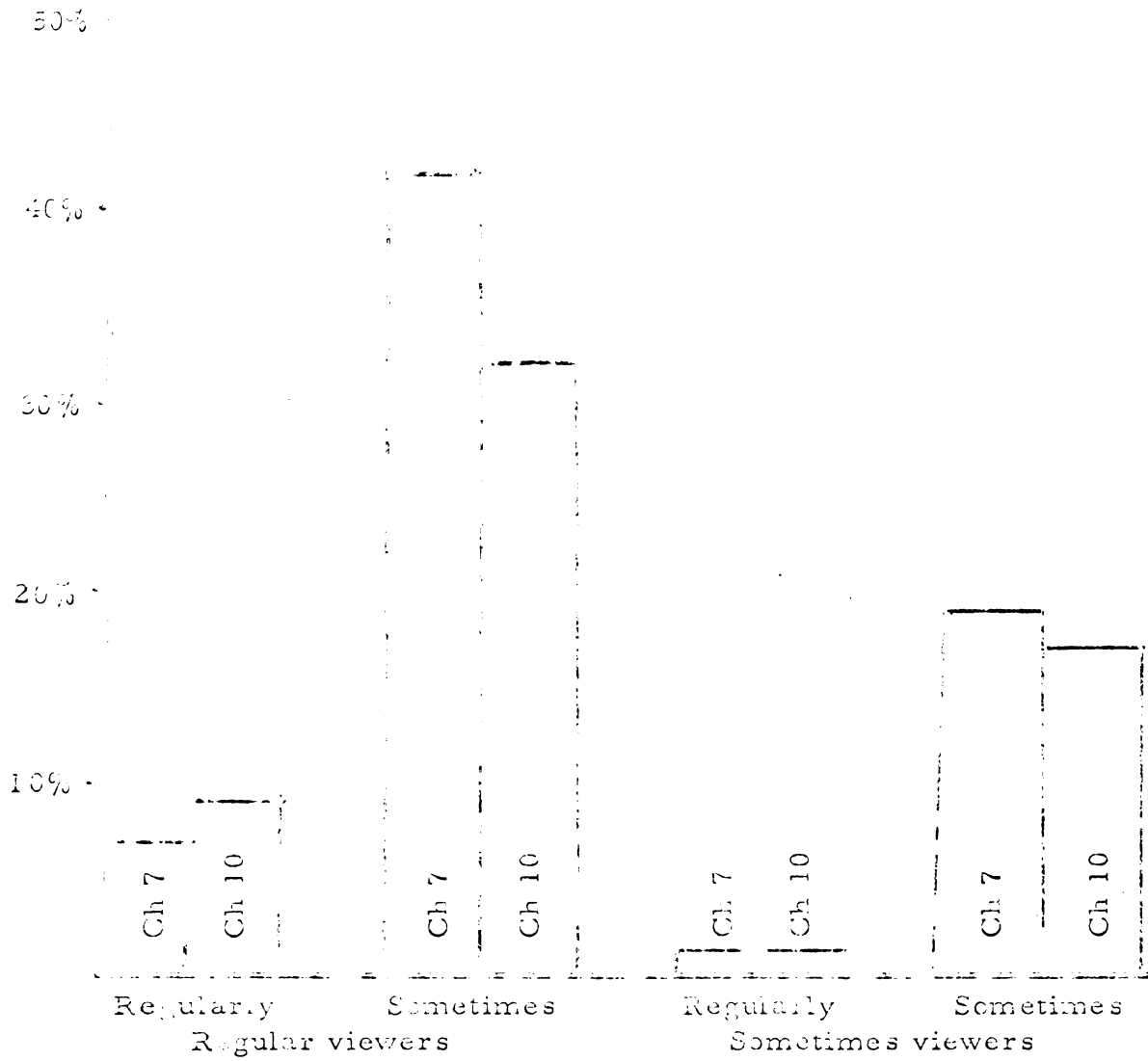


Fig. 20. --Viewers of "Family Castle"

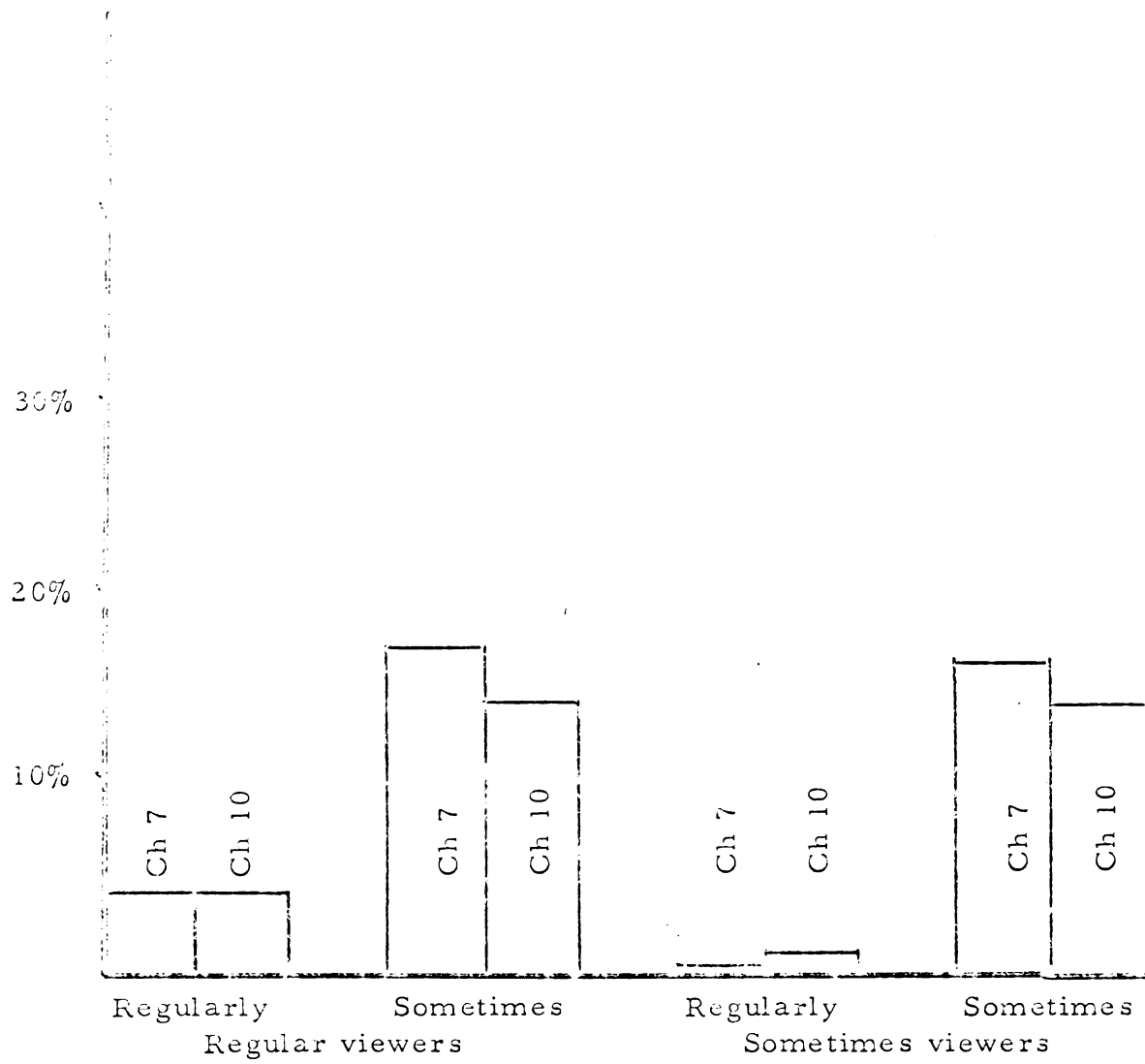


Fig. 21. --Viewers of "Today's Home"

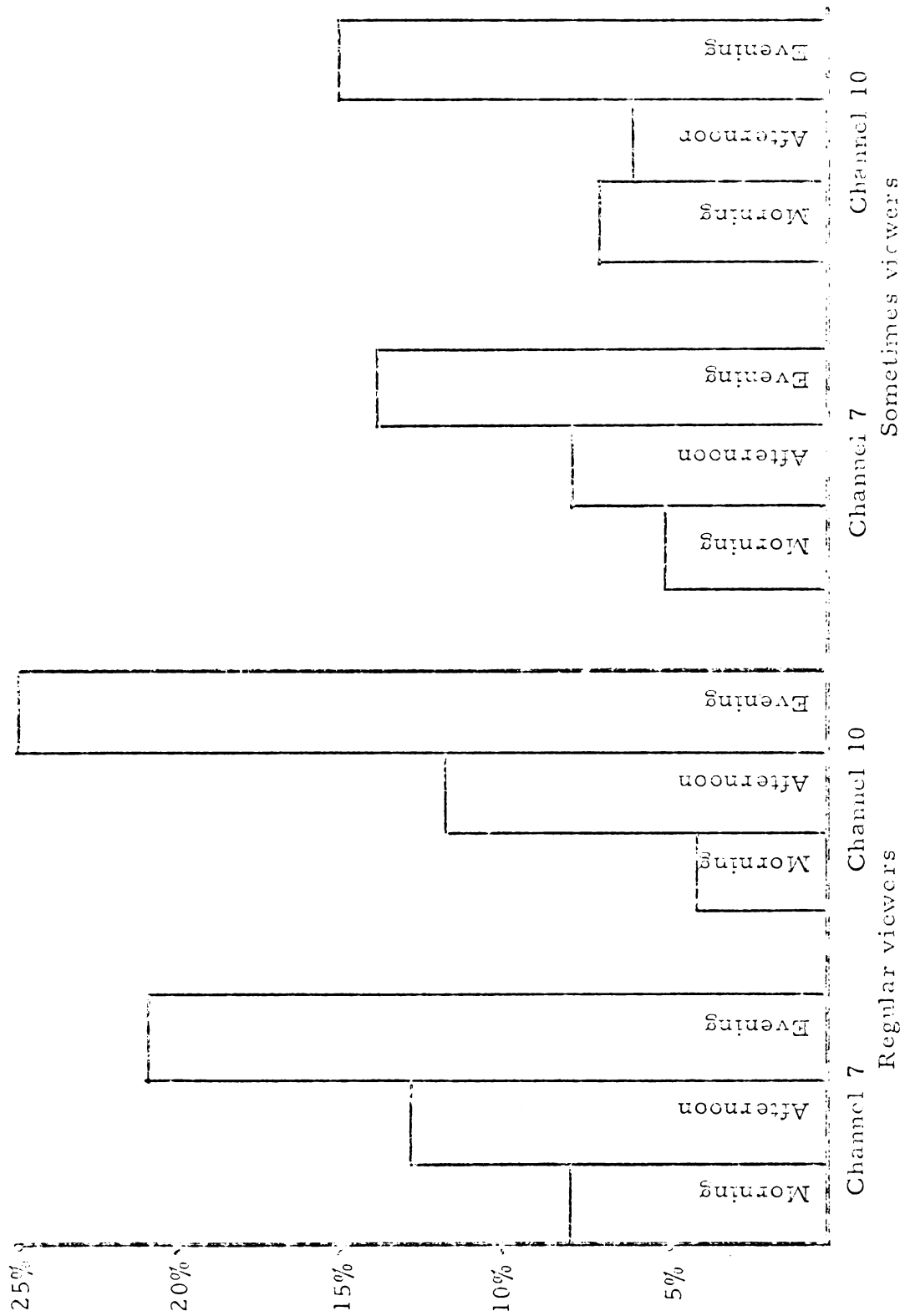


Fig. 22. --Time Preference for "Family Castle"

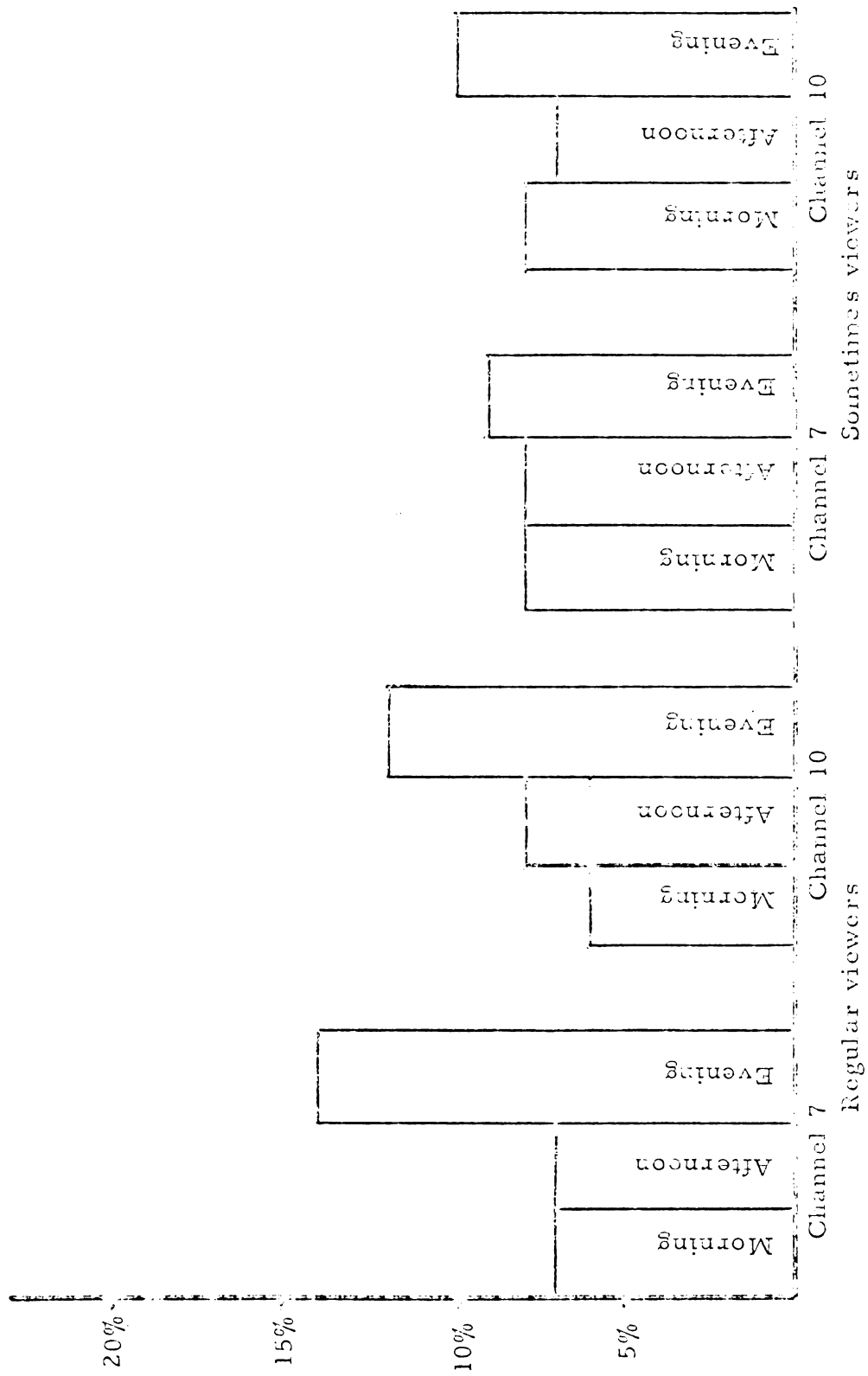


Fig. 23. --Time Preference for "Today's Home"

There is, however, a similarity to "Family Castle" in the general pattern among the channel 10 "regular" and "sometimes" viewers.

Thirty minutes is by far the preference for length of programs by both the "regular" and "sometimes" viewers of both channels 7 and 10 (Table 89 and Figure 24). Although fifteen minutes is the second choice, it is only one-fourth as desirable at best.

Preference for frequency of programs for the women's audience (Table 90 and Figure 25) is two per week. The second choice seems to vary with the channel and viewing habits of the respondents. Among the "regular" viewers at channel 7 three and five would be next while at channel 10 five. The "sometimes" viewers indicate three at both channels 7 and 10.

Topics preferred by both the "regular" and "sometimes" viewers of both channels indicate the same highs--gardening, books, art, music and foreign guests--and lows of interest--management of money, time, space and energy, sports and programs for the mother and her pre-school child. The intermediary group include the homemaking skills. Among channel 7 "regular" viewers (Figure 26) this is cooking, sewing, nutrition and child development. The "sometimes" viewer is also interested in programs for children. The channel 10 "regular" viewer (Figure 27) excludes cooking and adds hobbies and the programs for children. We note too that the "sometimes" viewer shows an interest in this list and also an interest in cooking.

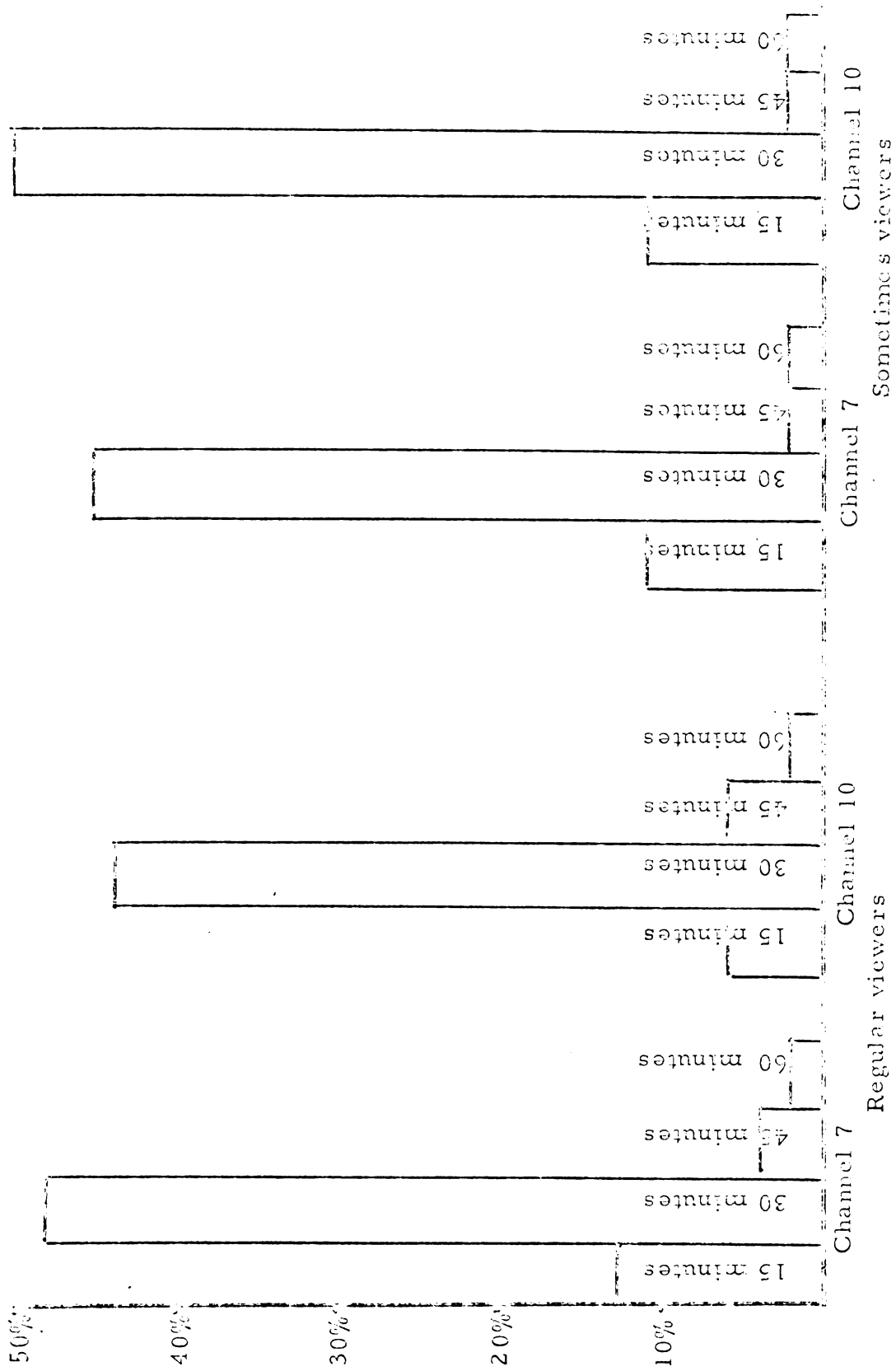


Fig. 24. - Preference for Program Length

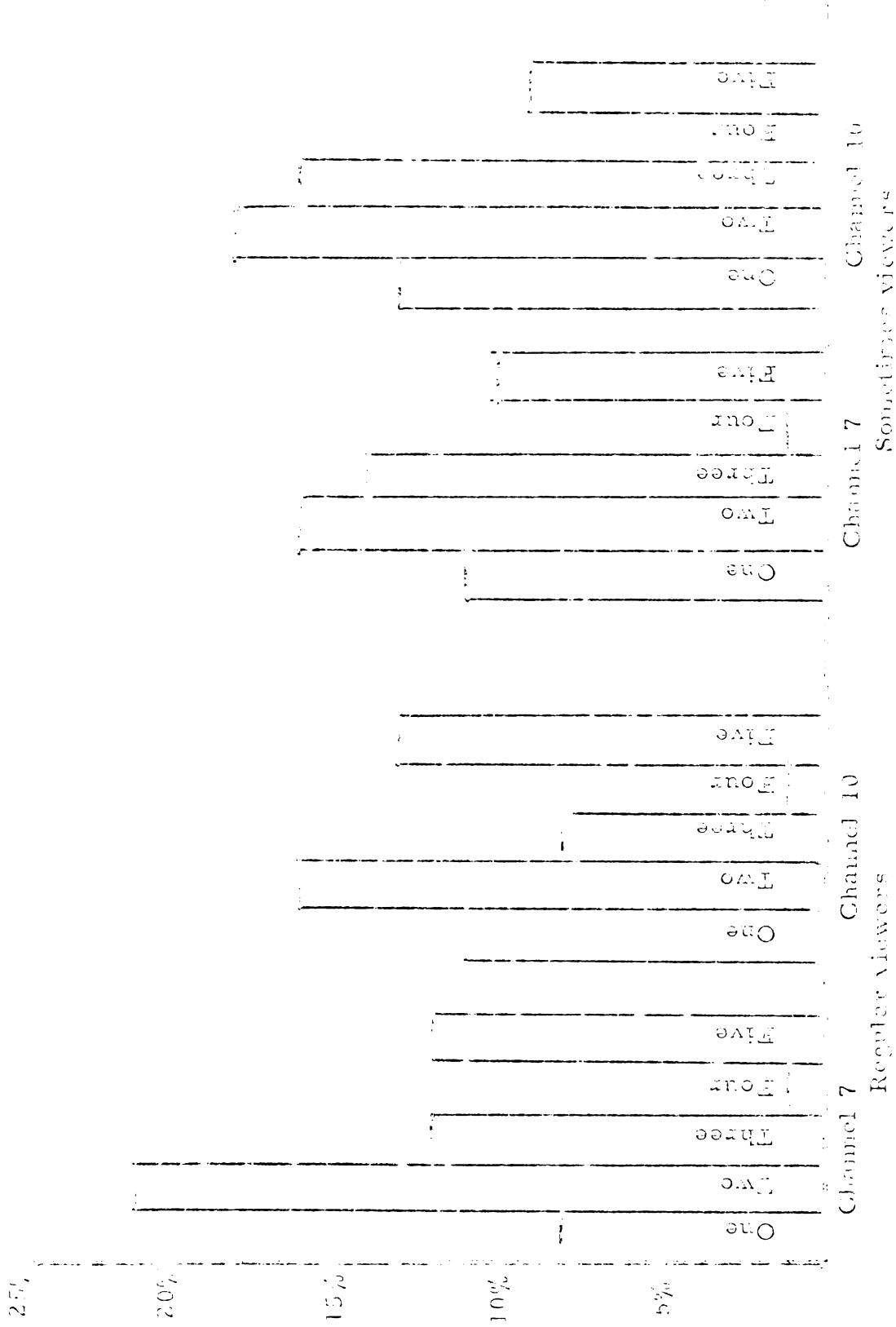


Fig. 25. --Preference for Program Frequency

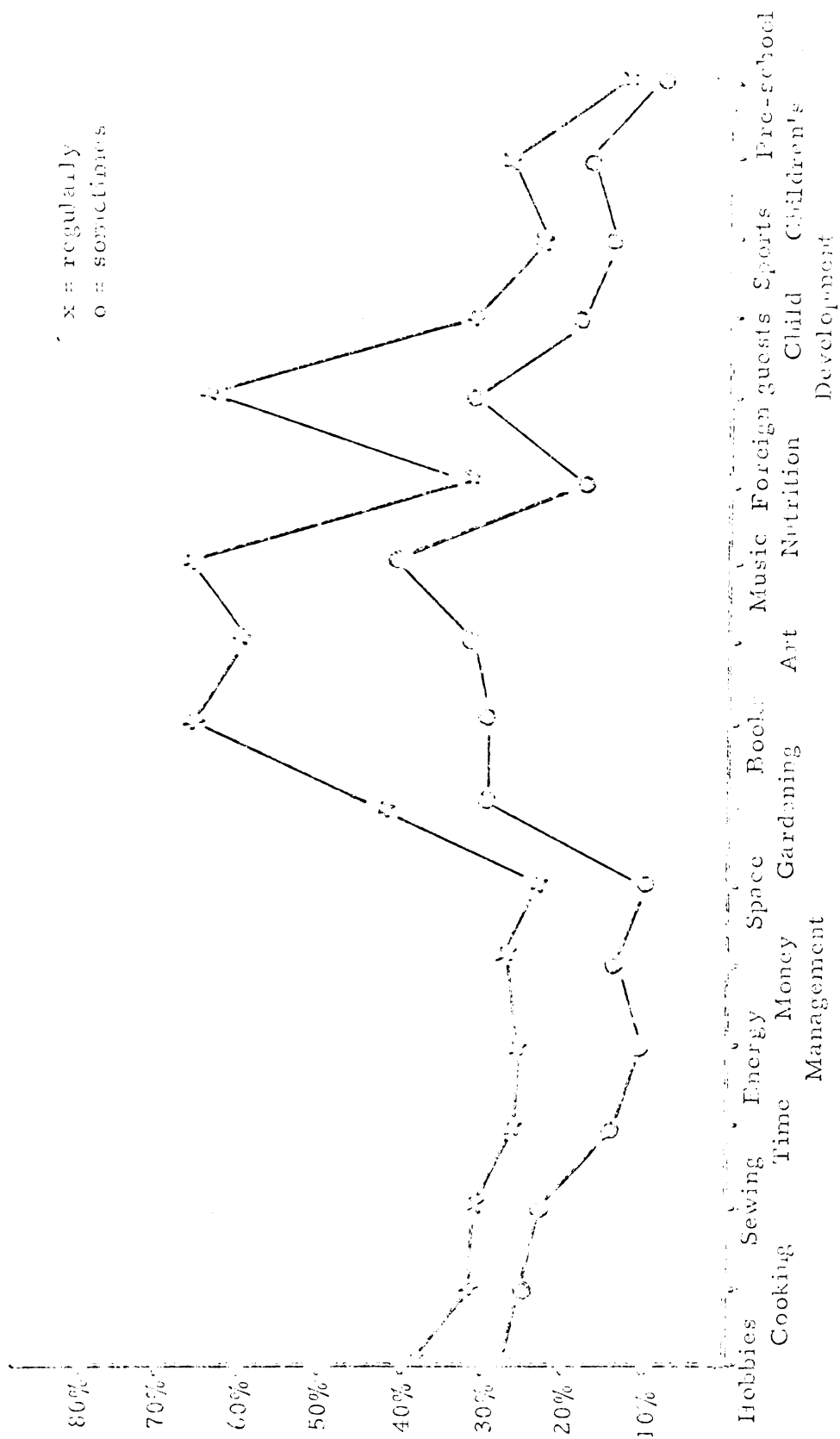


Fig. 26. --Interest in Topics--KOAC-TV (Channel 7) Viewers

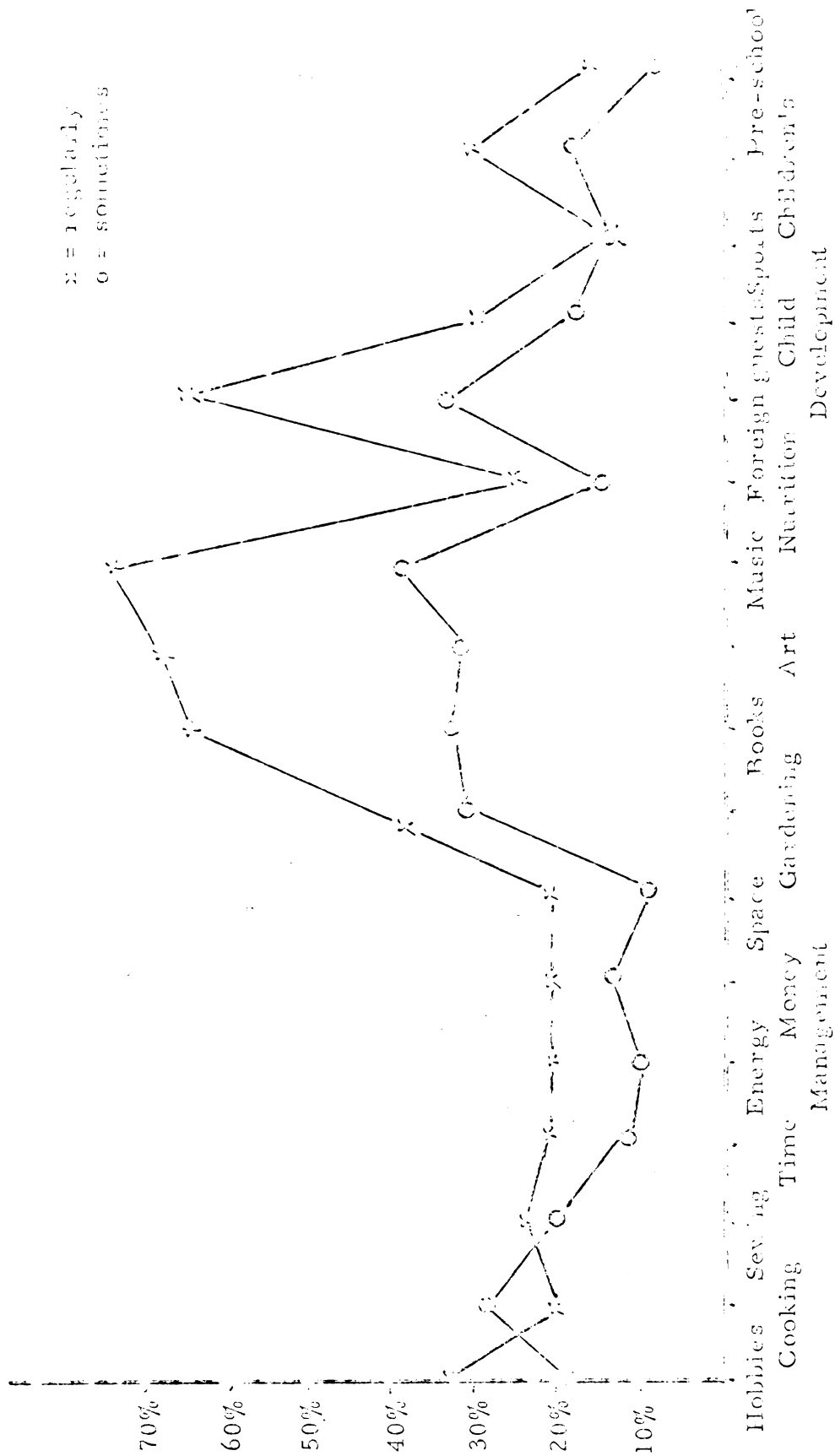


Fig. 27. --Interest in Topics -- KOAP-TV (Channel 10) Viewers

In summary then we can say that the largest audience for channel 7 is urban and for channel 10 suburban. That for programs such as "Family Castle" and "Today's Home" the larger audience is on channel 7. Time preference for such programs is in the evening and for thirty minutes. The greatest interest is in two programs per week.

Topics preferred on both channels by all viewers are gardening, books, art, music and foreign guests. The secondary choice is in the subject matter area of homemaking skills.

A comparison of the radio listener to the television viewer indicates a wide divergence in the time of day they prefer broadcasts designed for them--radio prefers morning and secondly afternoon while the television viewer shows a marked preference for evening programs. The length of the program seems to depend upon the time of day. The radio listener responds that forty-five minutes in the morning is "about right" but that even though the afternoon is less convenient for listening a thirty minute program is preferred. Television viewers not only showed a marked preference for evening programs but an even more intense interest in thirty minute programs over the other possible choices of length--fifteen, forty-five and sixty minutes. In subject matter areas we note some similarities. The respondents for both radio and television indicated a major interest in foreign guests and information about their countries, books,

cooking tips and gardening. In addition we see interest in other areas of liberal arts, current affairs, problems of aging and homemaking skills in both mediums but this interest varies in degree not only from radio to television but also between the channels.

CHAPTER V

RECOMMENDATIONS

In this survey many questions have been explored, studied and analyzed. The information as interpreted by the author seems to corroborate other studies of women, their preferences and desires in this ever changing world and, therefore, appears to be valid.

Application of the analysis and interpretation of the demographic information can be made to the programming of Oregon Educational Broadcasting.

In developing programs for women's audiences for radio and television we can look into their preferences for the time of day, length of program, frequency of broadcast and content and examine the demographic information for those guide lines which will determine the specifics of programming as they apply to topics to be broadcast, production techniques to be used and details of program scheduling. Here are concrete facts about the women's audience in Oregon and its preferences on which programming people can depend for guides to educational radio and television scheduling.

This analysis of the survey undertaken has not as explained in Chapter II attempted to include all of the data gathered by the survey.

There are, therefore, many as yet unexplored avenues which at a future date might be pursued. There are, as the author realizes, many other approaches to the data presented here. Further study might also be suggested in this area.

From the analysis and interpretation of the data about radio it can be observed that the morning broadcast of forty-five minutes is "about right" and apparently convenient for the majority of listeners. It may also be observed that the afternoon program of thirty minutes has listeners but it is not as convenient as the morning broadcast.

Program segments of fifteen to thirty minutes combined with a variety of types of music and centered around the topics indicated will seemingly attract the "typical" listener.

However, since there is no "typical" listener and because there are many other variables which affect the programming of any station these data presented in this thesis are offered as one guide to developing the programs intended for the women in the audience.

As pointed out in the interpretation of the data and its analysis regarding television, we can note that the respondents to the survey studied prefer television programs for the women and the family in the evening for thirty minutes.

We note also that the preference is for two or perhaps three programs per week on topics in the areas of liberal arts, hobbies and homemaking skills.

Here again this basic information considered in the light of the remainder of the data, the continuum which describes the typical viewer, and the other variables included in the climate of the times can be offered as a guide for programming for the women's audience via television.

In summary, on the basis of the information in this study it would appear to be implied that programming should continue to allocate forty-five minutes in the mid-morning hours for a varied radio program covering such areas as medical discussions, interviews of foreign students, gardening and homemaking information and perhaps an afternoon program of thirty minutes devoted to such topics as problems of aging, child guidance and development, gardening and current affairs. Television programming should consider the expressed interest of Oregon women for two thirty minute programs per week in the evening hours covering liberal arts, foreign guests and countries, hobbies and homemaking skills.

In as much as there has not been sufficient time as yet to study all the implications of the data it is recommended that further study be given to the information contained in the responses of Oregon women to this questionnaire.

APPENDIX I

LETTER OF TRANSMITTAL TO INDIVIDUALS

OREGON STATE SYSTEM OF HIGHER EDUCATION
GENERAL EXTENSION DIVISION

DEPARTMENT OF EDUCATIONAL MEDIA
OFFICE OF KOAC-AM-TV
COLLEGE CAMPUS
CORVALLIS, OREGON

Your assistance as a listener-viewer of Oregon's educational broadcasting facilities--KOAC-AM-TV and KOAP-FM-TV--is being sought so that we can provide you with programs which will meet your needs and interests. The enclosed questionnaire has been designed to gain information which will assist in the preparation of programs for the women's audience of both educational radio and television.

At first glance it may look extensive but in reality the checking technique which has been employed wherever possible will not take as much time as it might appear.

Although some of the questions relate to your home and family and, therefore, may seem personal, this is not the intent. We want to become acquainted with you as a listener and viewer. Your answers are needed and important for the development of any program or series of programs.

Your prompt completion and return of the questionnaire in the enclosed stamped, addressed envelope will be very much appreciated.

Thank you very much for your assistance with this project.

Sincerely,



Shirley J. Howard
Director of Women's Programs



APPENDIX II

LETTER OF TRANSMITTAL TO GROUPS

OREGON STATE SYSTEM OF HIGHER EDUCATION
GENERAL EXTENSION DIVISION

DEPARTMENT OF EDUCATIONAL MEDIA
OFFICE OF KOAC-AM-TV
COLLEGE CAMPUS
CORVALLIS, OREGON

Your assistance and that of your organization as listener-viewers of Oregon's educational broadcasting facilities--KOAC-AM-TV and KOAP-FM-TV--is being sought so that we can provide you with programs which will meet your needs and interests. The enclosed questionnaire has been designed to gain information which will assist in the preparation of programs for the women's audience of both educational radio and television.

At first glance it may look extensive but in reality the checking technique which has been employed wherever possible will not take as much time as it might appear.

Although some of the questions relate to the home and family and, therefore, may seem personal, this is not the intent. We want to become acquainted with you and your fellow members as listeners and viewers. The answers are needed and are important for the development of any program or series of programs.

Would you please distribute the enclosed questionnaires at your next meeting. At the close of the meeting would you return them in the enclosed stamped, addressed envelope.

Thank you so much for your assistance with this project.

Sincerely,



Shirley J. Howard
Director of Women's Programs



APPENDIX III
SURVEY QUESTIONNAIRE

EDUCATIONAL BROADCASTING SURVEY

By Shirley Howard, Women's Program Director

This anonymous questionnaire has been prepared to enlist your aid in providing women's programs of interest and value for listeners and viewers of Oregon's educational broadcasting facilities--KOAC-AM-TV and KOAP-FM-TV. It has been designed to give us some basic information about your family and to allow you to vote for your choices in programming. Any comments you also have to offer will be greatly appreciated. They may be added to this sheet or sent direct to KOAC, Corvallis, Oregon. If you have already completed another of these questionnaires, please pass this along to a friend.

In or near what city do you live? _____

In what area is your home located? urban _____ suburban _____ rural _____

To what clubs or organizations do you belong? _____

How much formal education have you completed?

grade school _____ high school _____ special training _____ college degree _____

What was your major educational interest? _____

What is your occupation? _____

What is your husband's occupation? _____

What is the approximate income of your family?

under \$3,000 _____ \$3,000 - \$5,500 _____ \$5,500 - \$8,000 _____ \$8,000 - \$12,000 _____ over \$12,000 _____

What is your age? under 20 _____ 20-29 _____ 30-39 _____ 40-49 _____ 50-59 _____ 60-69 _____ over 70 _____

Do you have any children less than 6 years? _____ 12 years _____ 18 years _____

Please check the appliances which you now have in your home.

heat: gas _____ electric _____ wood _____ oil _____ sawdust _____

range: gas _____ electric _____ wood _____ electronic _____

washer: automatic _____ conventional(wringer) _____ dryer: gas _____ electric _____

refrigerator: gas _____ electric _____ freezer: upright _____ chest _____

_____ dishwasher _____ waffle baker and grill _____ mixer

_____ toaster _____ electric skillet _____ blender

_____ deep fryer _____ coffee maker _____ rotisserie

Can you receive KOAC radio? yes _____ no _____

Do you listen regularly? _____ sometimes? _____ never? _____

What programs do you prefer? _____

Do you have an FM receiver? yes _____ no _____

Do you listen to "Especially for Women"? regularly _____ sometimes _____ never _____

Is the broadcast time of "Especially for Women" convenient?

10:15 to 11:00 a.m. yes _____ no _____ 2:00 to 2:30 p.m. yes _____ no _____

Is the morning program too long? _____ too short? _____ about right? _____

Is the afternoon program too long? _____ too short? _____ about right? _____

What other time would you prefer? _____

What length would you prefer? _____

Do you have a preference as to the length of discussion periods? yes _____ no _____

If so, do you prefer 5 minutes? _____ 10 minutes? _____ 15 minutes? _____ 30 minutes? _____

Do you enjoy a variety of music on a woman's program? yes _____ no _____

What type of music do you prefer? classical _____ semi-classical _____ popular _____ jazz _____

Do you listen to these KOAC radio topics?

yes	no		Do you want more?	less?	same?
_____	_____	medical discussions	_____	_____	_____
_____	_____	interviews of foreign students	_____	_____	_____
_____	_____	nutrition information	_____	_____	_____
_____	_____	recipes and cooking tips	_____	_____	_____
_____	_____	fashion news	_____	_____	_____
_____	_____	clothing construction tips	_____	_____	_____
_____	_____	home furnishings information	_____	_____	_____
_____	_____	child development	_____	_____	_____
_____	_____	recreation -- indoors	_____	_____	_____
_____	_____	-- outdoors	_____	_____	_____
_____	_____	money management	_____	_____	_____

yes	no		more?	less?	same?
_____	_____	purchasing tips	_____	_____	_____
_____	_____	equipment use and care	_____	_____	_____
_____	_____	management in the home	_____	_____	_____
_____	_____	gardening talks	_____	_____	_____
_____	_____	news of new products	_____	_____	_____
_____	_____	problems of aging	_____	_____	_____
_____	_____	mental health	_____	_____	_____
_____	_____	family life	_____	_____	_____
_____	_____	discussions by home economics faculty	_____	_____	_____
_____	_____	discussions by home economics students	_____	_____	_____

Do you listen to these programs?

regularly? sometimes? never?

State Council on Aging

Oregon State Federation of Garden Clubs

American Association of University Women

Business and Professional Women

Daughters of the American Revolution

League of Women Voters of Oregon

Problems of Growing Up

Marion County Historical Society

Oregon Federation of Women's Clubs

Ladies of the Grand Army of the Republic

Women's Relief Corps

Book Mark

Swedish Woman

In programs like those which have been named in the previous two questions you may remember that:

sometimes an authority is interviewed,

sometimes two or more authorities discuss their field, and

sometimes one authority makes a talk

Which do you generally prefer?

interview _____

discussion _____

talk _____

Can you receive KOAC-TV (Channel 7)? yes _____ no _____ on cable _____

Do you listen regularly? _____ sometimes? _____ never? _____

Can you receive KOAP-TV (Channel 10)? yes _____ no _____ on cable _____

Do you listen regularly? _____ sometimes? _____ never? _____

What programs do you prefer? _____

Do you view "Family Castle"? regularly _____ sometimes _____ never _____

When do you prefer a program of this type? morning _____ afternoon _____ evening _____

Have you seen "Today's Home"? regularly _____ sometimes _____ never _____

When do you prefer a program of this type? morning _____ afternoon _____ evening _____

What length television program designed for women's interests do you prefer?

15 minutes _____ 30 minutes _____ 45 minutes _____ 60 minutes _____

How often per week would you like to have a woman's program presented?

one _____ two _____ three _____ four _____ five _____

On KOAC and KOAP television do you watch programs on these topics?

yes	no		Would you like more?	less?	same?
_____	_____	hobbies	_____	_____	_____
_____	_____	cooking	_____	_____	_____
_____	_____	sewing	_____	_____	_____
_____	_____	management--time	_____	_____	_____
_____	_____	--energy	_____	_____	_____
_____	_____	--money	_____	_____	_____
_____	_____	--space	_____	_____	_____
_____	_____	gardening	_____	_____	_____
_____	_____	books	_____	_____	_____
_____	_____	art	_____	_____	_____
_____	_____	music	_____	_____	_____
_____	_____	nutrition	_____	_____	_____
_____	_____	guests from foreign countries	_____	_____	_____
_____	_____	child development	_____	_____	_____
_____	_____	sports	_____	_____	_____
_____	_____	programs for children	_____	_____	_____
_____	_____	programs for mother and the pre-school child	_____	_____	_____

Thank you for your efforts in completing this questionnaire.

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