CONSUMER USE OF MASS MEDIA FOR FOOD INFORMATION

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by

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Raymond Eugene Borton Abstract

Consumer Use of Mass Media For Food Information

The purpose of this thesis was to evaluate one portion of the Marketing Information for Consumers (MIC) program of the Michigan Cooperative Extension Service. Successful achievement of the program's objectives depends upon reaching large numbers of food buyers with the messages developed by the program; therefore, an important part of the program evaluation is to determine the extent of media audiences. Studying the consumer use of the mass media for food information may contribute suggestions to be used for improving the effectiveness of the program.

Empirical data for the thesis was obtained from two surveys: a personal interview survey of 311 homemakers in Muskegon and a telephone survey of more than 12,000 homemakers in twelve Michigan cities where the MIC program is in operation. The surveys were designed to determine the potential and actual size of the MIC program audience and to indicate something of the nature, preferences and sources of food information.

The literature relating to the thesis topic was a third source of information and was used extensively. This included observations by economists and other writers related to the economic aspects of the MIC program, two surveys of consumer use of mass media for food information made in other areas, and radio and television listening and viewing patterns from commercial sources which form a basis for comparison with the original survey data and provide a further aid to program planning.

Audiences of the three media surveyed by telephone - radio, television and newspaper - varied greatly between the twelve Michigan cities. Generally, the telephone survey showed between one-half and two-thirds of the consumers in each area had been reached by the MIC program at some time. Somewhat less than one-third had been reached during the week of the telephone survey. (Late April and early May)

Newspapers were outstanding in reaching consumers with food information. More than one-half of the consumers in eight of the eleven newspaper surveys had read the agents' articles at some time. During the survey week, program information reached twice as large a proportion of the consumers through the newspapers as by either radio or television.

One-fifth to two-thirds of the homemakers reported having seen the MIC agent on television at some time. Radio contacts ranged from one to eighteen percent on a weekly basis. In one city seventy-five percent of the homemakers had heard the agent on the radio at some time.

The personal interview surveys showed homemakers prefer the printed media - magazines and newspapers - to radio and television as a source of food information. Homemakers with the most education and those in the average income bracket looked to magazines more than those in lower education and other income brackets.

Telephone survey methods were reviewed and tested in this study. It was found that the recall telephone survey yielded essentially the same results as the coincidental survey and is well adapted for use in evaluating individual programs because of its economy and ease of administration. The telephone surveys were completed at a cost of about eight cents per schedule.

Approved by James D. Shaffer

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The author assumes full responsibility for errors.

TABLE OF CONTENTS

Chapter Page

Chapter Page

LIST OF TABLES

Table Page

CHAPTER I

INTRODUCTION

Objectives -- What We Need To Know

Everybody eats! To eat, one must have food, and to have food most Americans must use their income to buy it.

Those who buy food (consumers) make purchases from the vast array of possibilities which they meet in every kind of food market. Where do they get the information on which they base the food buying decision? This is the question which prompts this study.

Promoting the general welfare of society by providing information on which consumer food buying decisions can be made is the aim of tax supported consumer marketing information programs. These can be successful only when they reach the consumer audience for which they are intended and when the information provided is of more value and less cost to the consumer than if he had procured the information himself or gone without it.

For the benefit and guidance of consumer food marketing information programs, we need to know something about the audience the program has and how it is reached. Hence, to both evaluate and benefit consumer food marketing information programs, we need to know: Through what media do consumers get their food information? How do the different media compare in reaching the consumer audience with food information?

To get the answers to these questions, we must investigate:

1. The size of the audience — how many people are being reached and how many people there are available to reach.

2. The nature of the audience -- who is the food consumer that uses the food marketing information in food buying decisions. If it is the homemaker in each household, is there a difference in sources of food information between different age, education and income groups?

3. The preferences of the audience -- through which media do different consumers prefer to get their food marketing information. If all the sources are available to them, which one do they turn to first for their food marketing information?

4. The sources available to the audience -- what means are now being used to get food marketing information to the consumer. What is the potential of these means in reaching consumers?

Mass Media as a Source of Food Information

Reaching masses of consumers is made possible by the mass media -- the radio, the television and the newspaper. These media provide coverage which no other means can provide. Because these mass media are the most important and far reaching means of contacting the consumer audience with food information, they have been selected for investigation in this study.

Hence, the title: "Consumer Use of Mass Media for Food Information."

Relationship to Michigan Marketing Information for Consumers Program and Evaluation Study — Why We Need to Know

This study is part of an evaluation of the Michigan Marketing Information for Consumers (MIC) program. Some background of this program will be reviewed and the relationship of this study to the program presented.

The Michigan Marketing Information for Consumers Program

State funds were made available to the MSU Extension Service in July 1954 to expand the extension marketing program including the consumer information portion which began on a small scale in 1948. This made possible the employment of supervisory personnel in the state office, Consumer Information Agents in eight cities, an agricultural economist for Detroit and one in the state office. A state committee representing agriculture and home economics (resident and extension) worked together in setting up a program plan.[1]

Since 1954 the program has expanded from the original eight cities to ten and includes Pontiac and Muskegon, as well as Detroit, Flint, Grand Rapids, Kalamazoo, Lansing, Marquette, Traverse City and Saginaw.

Working with consumers, retailers, wholesalers and producers using television, radio, newspapers, newsletters, store sheets and group meetings, these agents are continually gathering and presenting food market information. The information is designed to make better buyers

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[1]Annual Report, APA Project-Michigan 96-1, Marketing Information for Consumers, (Cooperative Extension Service, Michigan State University, East Lansing, Michigan, 1955), p. 13.

of our food consumers, provided they want to use the information which is made available by this program.

The objectives of the program are national and state oriented. On the national level the listed objectives are:

1. To aid in the orderly marketing of agricultural commodities by:
   a. Helping to move normal and abnormal supplies.
   b. Encouraging the acceptance of new and improved marketing practices.
   c. Reporting consumer wants and needs to producers and handlers.

2. To assist in the more effective use of agricultural products by:
   a. Encouraging consumption of foods in season and in abundant supply.
   b. Informing consumers of availability, relative cost, selection, care, value, and use of agricultural products.
   c. Informing consumers about new products.

3. To help consumers get maximum satisfaction from their purchases of agricultural products by providing them with timely marketing information and economic principles as a basis for decision making in selections, purchase, care, and use of agricultural products with regard to consumer needs and resources.

4. To help consumers develop a better understanding of the marketing system, functions, and problems by providing them with information on such subjects as the production situation, economic trends, marketing services, marketing margins, and changes in the marketing system.

5. To motivate people to adopt improved buying practices.[2]

The Michigan law which appropriated the funds for the expanded Marketing Information for Consumers (MIC) program as well as producer and retailer marketing program lists the following objectives which

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[2]Annual Report of AMA Project - Michigan 4525-6, Marketing Information for Consumers, (East Lansing, Michigan: Cooperative Extension Service, Michigan State University, 1956), p. 5.

pertain to the MIC program:

> Sec. 2. It is the intention of the legislature that the appropriations under the provision of this act shall be used to achieve the following purposes:
>
> To win a larger share of Michigan's vast food market for Michigan's farm products;
>
> To increase consumption of Michigan's farm products in the national market;
>
> To provide information which will enable the more than 1,500,000 Michigan homemakers to develop more nutritious diets at lower costs...[3]

The administrators of the MIC program have developed an expanded interpretation of the original purposes as stated above. They are as follows:

1. To develop consumer understanding of food marketing problems and processing as agents.
   a. Learn, interpret, and tell consumers the story of production, what is involved, how products get to market.
   b. Make use of every source of information in local areas; develop understanding and cooperation of producers, food handlers at wholesale and retail levels.
   c. Take advantage of every opportunity to use products and food handlers in telling the story to consumers.
   d. Develop consumers' understanding and interpret their needs to producers and handlers.
   e. Provide opportunity for exchange of information and understanding of problems between producers, handlers, consumers.

2. To make use of every outlet for information with emphasis on mass media as an effective way of reaching large numbers of consumers.

3. To provide information for professional people to use with groups.

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[3]Senate Bill No. 1285, Michigan 67th Legislature, Regular Session of 1954.

4. To develop statewide understanding of the program and to establish the service as a recognized source of regular, reliable information.

5. To evaluate accomplishments, remembering that patterns of work are not set, that the most good can be accomplished when the program is adapted to fit changing needs.[4]

That the consumer marketing agents are using the mass media is evidenced by the weekly communications schedule included in the 1956 annual report.

The total schedule for the 10 city projects is:

Television: 109 minutes of air time per week
on 7 television stations
in 7 city projects

Radio: 326 minutes of air time per week
on 17 radio stations
in 9 city projects

Newspaper: 18 daily papers
in 10 city projects
55 weekly newspapers
in 5 city projects
1 monthly newspaper
in 1 city project

Radio and TV Commodity Sheets and Store Sheets:
21,650 per week
in 228 stores
in 6 city projects

Consumer Letters: 3,050 per week
in 7 city projects

Foodscoop (Market Information) for Institutions:
4,050 per month
in 5 city projects

In addition to the objectives and the scope of the program presented above, a comment on the economic basis of the consumer information

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[4]Annual Report - 1956, op. cit., p. 5.

[5]Annual Report - 1956, op. cit., p. 13.

program is included here. The question of whether or not the program is justified in an economic sense will be explored later with help from economic writers.

Part of the basis for the program is in its ability to increase the demand for agricultural products and hence utilize more of our agricultural resources. This increase in the use of land and labor would benefit the farmers, some of whom are in need of some sort of aid to bring them out of the low income brackets. This increase in use of agricultural resources is a national objective and also a state objective. At the state level it is limited to the state's resources.

That the consumer needs more market information is established by his susceptability to food fads, advertising campaigns, and by the less than adequate nutritional level of a quarter of our population.

If marketing information for consumers can be provided so that many people can benefit from its availability and at a cost to the public that is substantially less than each person would have to pay himself, it may increase the general welfare of our citizens.

This study is designed to evaluate a part of the marketing information for consumers program and to suggest ways of improving the efficiency of the program as it operates today.

The MIC Evaluation Project

The questions and problems under consideration in this thesis are part of a larger program of evaluation for the MIC program.

The objectives of this overall evaluation of the MIC program are:

1. To obtain information about consumers which will contribute to the development of a more effective extension program in this area.

2. To obtain some measure of the effectiveness of particular parts of the consumer information program.

3. To obtain information which will contribute to our basic understanding of the processes involved in consumer buying decisions.

4. To develop and/or test evaluation techniques which can be used by individual consumer information agents.

More specific objectives — to determine:

1. The current level of knowledge of consumers as related to food buying and use.

2. Current sources of consumer information.

3. The extent to which the program is now reaching the people in the area.

4. The interests and needs of consumers in respect to consumer food buying.

5. How information is used in making food buying decisions.

6. The basic motives of consumers in food buying.

7. Changes resulting from the consumer information program.
   a. Changes in level of knowledge
   b. Changes in information collecting patterns
   c. Changes in interests or attitudes toward food marketing information
   d. Changes in consumer behavior

8. If particular types of survey techniques can be adapted for use in evaluating particular aspects of a consumer information program.

9. The characteristics and needs of the part of the population most likely to be contacted by the program.[6]

Parts 2, 3 and 8 of the above objectives, the current sources of consumer food marketing information, the extent to which the program is

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[6]James D. Shaffer, "Consumer Information Evaluation Project," unpublished paper. pp. 1-2.

now reaching the people in the areas and evaluation techniques are the sections relating to the questions to be studied in this thesis. Other parts of these objectives are being studied by other graduate students also working under the direction of Dr. J. D. Shaffer and financed by a special grant from the Federal Extension Service.

Possible Use of Findings

Findings on the consumer use of mass media for food information will be good guides for future MIC program development. Differences in media use may indicate that more emphasis should be placed on certain methods of getting the message through. By subtracting some effort from one aspect of the program and concentrating more effort in another area, perhaps more efficient use of time, talent and the money used to get this time and talent will result. The program is limited by a budget. How to get the most results from the use of these limited resources is the question. It is a question of efficiency in the use of appropriations that prompts this study.

In economic terms, if the marginal cost of attaining our objective of reaching consumers with food marketing information is greater on one part of agents' work than in another, or in one aspect of the program than in another, perhaps we could increase efficiency by putting more of our resources into the low marginal cost area and less into the high marginal cost area. The first step is to determine the effectiveness of different parts of the agents' work and different aspects of the program. Each agent can then use these findings as a guide for comparing effectiveness with time and effort spent in producing each part. When applied, the findings should help increase the efficiency of the program.

Extension evaluation in consumer information programs is a relatively new area of research. In our efforts to investigate the mass media audience for food information, we will gain some experience in developing questionnaires and conducting surveys. Our experience may be of use to others as they continue this kind of inquiry into the effectiveness of the MIC program and other related programs. For this reason, our methods will be presented, along with the costs involved. No evaluation of the cost versus results will be attempted. Anyone interested in using these techniques will need to evaluate the costs and results in the light of his own problem, perhaps using our experience as a guide.

CHAPTER II

ECONOMICS OF A PUBLICLY SUPPORTED CONSUMER INFORMATION PROGRAM

Basic Questions and Viewpoints

Before studying the audience of a consumer information program — its size, nature, preferences and sources — a review of some questions basic to the existance of the MIC program and similar programs is in order.

Perhaps we should first ask: Why do we have a marketing information for consumers program at all? Can sufficient support be found to justify its being? What good is it doing and for whom?

To aid in answering these questions, the following section of views from economic writings is presented. Six general questions provide the framework for the material, which is at times contradictory. The collection is not exhaustive of this kind of literature. It is designed to provide a background for analysis and evaluation of the MIC program — the ultimate objective of this thesis, and the project of which it is a part.

The questions which will be investigated in terms of the literature are:

1. Can we increase demand for agricultural products?
2. Is the income spent for food constant or expandable?
3. What can advertising do for the agricultural products?

4. Is consumer education ethical?

5. What need is there for consumer education?

6. What economic basis does consumer education have?

The material presented is not designed to be conclusive. It is to be illustrative of the kind of thinking that has been done on these questions.

Can We Increase Demand For Agricultural Products?

One of the purposes of the Research and Marketing Act of 1946 is the increase of demand for agricultural products through consumer education programs. Section 203f allows for the appropriation of funds in cooperation with the states to engage in consumer education. This section reads as follows:

> To conduct and cooperate in consumer education for the more effective utilization and greater consumption of agricultural products. That no money appropriated under the authority of this act shall be used to pay for periodical advertising space or radio time in carrying the purposes of this section.[7]

The Marketing Act funds are provided for both the benefit of "agriculture"[8] in particular and the welfare of society in general. Consumer education is intended to be a means to both ends: a benefit to agriculture through increased demand for its resources and to society through the economy and other benefits resulting from more intelligent buying decisions.

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[7]Marjorie Boyts, "Demand Shifts Via Public Institutions," (unpublished report, Michigan State University, 1957).

[8]"Agriculture" includes farm product production and marketing facilities and services as well as the farmers of the country. Aid to "agriculture" is often intended primarily to help the lower income farmers. Help for the lower income farmer will result from an increase in the use of land and labor, "agricultures" raw resources.

Can a consumer information program aid in bringing "greater consumption of agricultural products" as the Marketing Act asks it to do? This necessitates an increase in the demand for food. Is this possible? Kramer says probably not:

> One difficulty in expanding the consumer demand for food is the inexpansibility of the human stomach. There are few people in the United States who eat less food than they desire. An increased consumption of one food must represent, in most cases, a substitution of that food for some other food.[9]

This point is brought out in a discussion by DeGraff also:

> ...compared with other potentials, the food market is considered to be much more limited in size -- to what can be accomodated in the collective stomach of the nation. Thus the marginal utility of successive increments of food drops abruptly.
>
> One point seems certain. We cannot expect to sell more total pounds of food per capita however aggressively we try. For nearly half a century the per capita disappearance of all foods in our market has varied only in a narrow range from an annual figure of approximately 1,550 pounds.[10]

DeGraff goes on to show how markets can be expanded through the development of new products and the promotion of higher agricultural resource consuming products. He points particularly to an expansion in the consumption of meat products as an outlet for surplus grain, and hence an increase in consumption of land and labor.

Thomsen lists the limits to expansion of demand as:

1. Physical, the human stomach.

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[9]Robert C. Kramer, "The Place of Consumer Education in Increasing the Demand for Food," Journal of Farm Economics, XXXVII (December, 1955), 1370.

[10]Herrell DeGraff, "Economic Aspects of Food Advertising and Promotion," Journal of Farm Economics, XXXVII (December, 1955), 1468-1469.

2. Income, the constant percent of income spent for food.[11]

Economists have shown their concern for the matter of the stomach limiting demand for food, but at the same time, others (including economists) have shown their disdain for this limiting factor. In discussing stimulation of demand for food, Walter B. Garver of the Chamber of Commerce of the United States says:

> In turning to the demand for food, I have been amazed... to see repeated, time after time, by one economist to another, the old gag about the capacity of the human stomach being limited. I know of no serious student of our demand problems to whom the point is important.[12]

Whether its importance is built up or belittled, the point in question still remains: Can we increase demand for agricultural products? One hope for increasing demand for agricultural products may be in getting people to spend more of their ever-increasing income for food. This leads to the next question.

Is the Income Spent for Food Constant or Expandable?

Accompanying the argument of limits to food capacity is the limit of income as listed by Thomsen above. The theory that a decreasing percentage of income is spent for food as incomes increase seems to be under fire. From the pages of Fortune magazine come optimistic words and figures:

> Ever since World War II, in fact, Americans have been disproving the old dictum known as Engel's Law which has it that nations and individuals spend a diminishing percentage of their incomes on food as their income increases. Having

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[11]Frederick L. Thomsen, Agricultural Marketing (New York: McGraw Hill Book Company, Inc., 1951), pp. 324-325.

[12]Walter B. Garver, "Discussion: "What Is The Food Industry Doing To Stimulate The Demand For Food?" Journal of Farm Economics, XXXVII (December, 1955), 1487.

> spent some 24 percent of their cash income on food for years before World War II, Americans in 1953 spent 27 percent of their cash income for food.[13]

However, a look into the make-up of these statistics explains some of the increase. Burck and Parker go on to say:

> ...Americans are consuming considerably more and better food than they did in 1953.[14]

And in this comment of "better food" is to be found a reason for Americans spending a larger proportion of their income on food. Meat consumption increased 6% and Americans ate 9% more chicken, 15% more turkey, 7% more cheese, 8% more butter and 3% more ice cream. Some of the rest of the increase is accounted for in rising purchases of more expensive "convenience" food. Frozen foods are a prime example. Between 1953 and 1956 there was an overall 23% increase in the consumption of frozen foods.[15]

As for Engel's Law, Shepherd points out that it was stated for one point in time only and does not apply over a period of time.[16] Thus at any given time, the higher income family will spend a smaller percentage of its income for food than a lower income family but that comparisons of changes over several years are not explained. Hence he says:

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[13]Gilbert Burck and Sanford Parker, "What A Country," Fortune, LIV (October, 1956), 272

[14]Ibid., p. 273

[15]Ibid., p. 274

[16]Geoffrey S. Shepherd, Marketing Farm Products, (Ames, Iowa: Iowa State College Press, 1955), pp. 49-59.

> Engel's Law was not repealed, any more than the law of gravity is repealed when an airplane rises into the sky; it was merely more than offset by other forces.
>
> Along with the change toward the more expensive foods went a rapid expansion in the use of more highly processed and, therefore, more expensive foods -- soluble coffee, canned and frozen poultry, prepared cake mixes, frozen fruits and vegetables and juices, complete frozen dinners, etc...
>
> Part of the additional cost of prepared foods goes to cover wages for labor in prepared food factories.[17]

The fact remains that consumers are willing to pay more of their income for the combination of food and food marketing services. Whether this will result in an increased use of agricultural resources depends upon the product produced. The new combination may substitute for some existing product and reduce the demand for the latter while expanding it for the former.

Thus in any discussion of demand expansion it must be kept in mind that we are dealing with different categories of demand shifts; total demand, demand for certain groups of products such as poultry and poultry products and for individual items such as eggs or broilers. When the total demand is dealt with, there is always the possibility that shifts within it among the groups and individual items will be present also. The total demand may remain constant while shifts occur between groups of products. The effect consumer education may have on such different kinds of shifts is stated by Shaffer.

> It is quite likely that increased demand for any one product stimulated by consumer education will result in a reduction

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[17]Geoffrey S. Shepherd, Marketing Farm Products, (Ames, Iowa: Iowa State College Press, 1955), p. 53

in the demand for some other agricultural product and thereby worsen the position of its producer.[18]

What a consumer information program might do in shifting demands and income expenditures might be likened to what an advertising campaign might do. Therefore, our next question is:

What Can Advertising Do For Agricultural Products?

Individual groups have met with varying degrees of success in building demand for their farm product. Kohls cites several examples illustrating both success and failure in increasing demand.

The sugar industry promoted a relatively undifferentiated product. Advertising expenditures ranged from $200,000 to over one million dollars annually. But the conclusion reached was that advertising did not have an appreciable effect on the expansion of sugar consumption. Even different brands of sugar are not differentiated enough to benefit from advertising by individual processors.

The orange industry headed by the California Fruit Growers Exchange expended large sums for promotion only to conclude that an increasing volume of oranges was not moved without price cuts. On the other hand, however, they admitted that the large crops probably could not have been moved with the price concessions made had not the consumer's desire for oranges been increased over the period.

The lettuce industry was studied over the same period as the oranges as an example of no promotion. Like the oranges, it had a

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[18]James D. Shaffer, "Some Observations Concerning The Relationship of Consumer Research to Consumer Education," Journal of Farm Economics, XXXIV (1952), 554.

remarkable expansion of demand but without the promotion.[19]

In a discussion of the article by Kohls, Robert M. Walch points out some more recent statistics.

He points out that frozen concentrated orange juice has increased the total demand for oranges quite substantially. Sales of the new product have doubled in the first five years of this decade and now represent more than half of all orange sales. During the same period, sales of fresh oranges declined only slightly and canned juice declined only 25%.

Another example pointed out by Walch is the promotion of lamb and mutton in Salt Lake City. A definite increase in sales was reported and some extra benefits besides. The cheaper cuts were selling at a higher price and the more expensive cuts were selling at a somewhat reduced price with the total effect being increased returns on lamb and mutton to both the retailer and the producer.

Walch points to increases in butter sales, the creation of demand for wine and the success of the June Dairy Month promotions as additional examples of increased demands being created for particular products of agriculture.[20]

Most of these examples are taken from differentiated products such as the oranges. Even though the demand for one product may increase, the total demand for agricultural resources may not be increased. The only result may be a shift of returns from one producer to another.

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[19]R. L. Kohls, "The Place of Merchandising and Promotion in Expanding the Demand for Food," Journal of Farm Economics, XXXVII, (1955), 1383-1386.

[20]Robert M. Walch, "Discussion: The Place of Merchandising and Promotion in Expanding the Demand for Food," Journal of Farm Economics, XXXVII (1955), 1396.

The questions of whether demand for food can be created and whether the amount of income that is spent for food can be expanded remain. Conclusive answers are yet to be found. Advertisers are certain in their own mind that demand for a highly differentiated product can be created or expanded through aggressive promotion. Today's tremendous advertising expenditures are the answer to what business thinks advertising can do for them.

In order for consumers to change their buying habits and cause a change in demand, they must be exposed to a means of motivation to change. Consumer marketing information programs such as MIC are designed to develop a useful message, which must be communicated to the audience in order to have an effect. This study in the consumer uses of mass media for food information may contribute to one part of the complex structure of actions and reactions which produce changes in consumption. These in turn guide production through the interaction of supply and demand.

These observations only point out some of the things involved in justifying one of the purposes of a consumer education program. Let us now go on to more questions about the existance of the consumer education program.

Is Consumer Education Ethical?

Should the producers or the government be molding consumer actions to their own profit? Kyrk compares consumer information programs to political campaigns and their effect on voters. She says that in a democratic organization the ultimate power is vested in the voters just as the power of demand is held by consumers. An informed and intelligent electorate will use his voting power to approve good measures and put

the best men into office. An informed and intelligent consumer will use his buying power to demand and get the most and best for his money.

But who has the real power? In the political as well as the economic realm, there is evidence to indicate that the individual voter or buyer has little power or control. An individual voter cannot alter an election nor determine a public policy. Neither can an individual purchaser change the existing scale of prices or alter the course of industry. Is the real power held by the political bosses and the larger scale producers?[21]

Kyrk concludes that: "It is extremely difficult to draw the line, and to say where the one activity, the purely productive, ends, and where the other, the creation of demand, begins."[22]

Are we forcing consumers to buy against their will or without their knowing it? Where does education leave off and the manipulation of demand for profit begin? Considerations must be given to these objections, remembering that criticism can be a constructive element.

In discussing welfare and marketing research, L. W. Witt proposes consumer education as one suggestion for an ethical framework for marketing research and extension.

> To provide information that will enable consumers to distribute their expenditures among food items, and ultimately between food and other expenditure items on the basis of facts, to the extent that consumers desire to balance costs and utilities ... Thus society says it is desirable to provide information that can help consumers to reach equilibrium positions more quickly with changes in income, in family size and

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[21]Hazel Kyrk, A Theory of Consumption, (Cambridge, Mass.: The Riverside Press, 1923), pp. 98-99.

[22]Ibid., p. 99

> composition, in variations in seasonal prices, or in changes in social position, and so on. To go beyond this raises serious and tricky ethical questions. Society supports certain organizations and directs them to influence peoples' value systems in a broadly defined manner. It is the poor teacher and poor extension worker who fails to do likewise. But to urge society to adopt new programs to change value patterns in order to benefit one sector of the economy is more questionable than urging a new program because the new values are desirable in themselves. Distinguishing both of these positions from a practice of carrying on existing societal mandates to influence values, involves blurred rather than clear cut distinctions.

In a footnote to this passage, Witt states:

> As economists we presumably are charged by society with advocating means of economizing, of showing how to provide the goods and services desired by society with less resources and effort. But this is still a difference in kind from trying to influence society's desire for a particular set of goods and services to benefit one economic group.[23]

In his paper, Witt has raised the points for discussion as to whether we are justified in maintaining a program designed to influence one part of our economy -- the consumer — for the benefit of one sector of production -- agriculture. In considering this question certain other functions of the consumer information program must be considered. First, the information presented to consumers is designed to be helpful to them. The better informed buyer will be able to use his resources to consume more and better goods. Secondly, the information is presented on a take it or leave it basis, leaving the decision as to whether he uses it or not entirely to the consumer. These considerations do not eliminate the influence element being questioned by Witt but may help to counteract the criticism. The help that a consumer information program

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[23]Lawrence Witt, "Welfare Implications of Efficiency and Technological Improvements in Marketing Research and Extension," Journal of Farm Economics, XXXVII, (1955), 922.

can give to the consumer must be geared to his need. So, our next question is:

What Need Is There For Consumer Education?

What good will it do the consumer? Why does he need it, if he does? These are questions basic to the MIC program. Morgan ties these questions into our previous ones of ethics by saying that:

> ...the democratic freedom of consumer choice must still involve the freedom to choose unwisely.[24]

The improvement of "buymanship" and the encouragement of more nutritious diets are some of the stated objectives of the consumer education program.[25]

Will consumer education help the consumer to choose more wisely? Improve his "buymanship?" Better his diet? The assumed affirmative answers to these questions form a large part of the justification for the MIC program.

A number of writers have commented on the need for information by the consumer:

> To search out all the goods that are available, to higgle, to get the best buy, to equate marginal utilities is all a long energy consuming, painful process which will be avoided by the consumer unless there are strong inducements to the contrary.[26]

> The consumer never revises his estimates of goods or his knowledge of sources of supply systematically and simultaneously. All consumption changes are successive: and the toil and trouble of careful decision are such that changes in the basic

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[24]James N. Morgan, Consumer Economics, (New York: Prentice Hall, Inc., 1955), p. 311.

[25]Shaffer, op, cit., pp. 551-552.

[26]Ruby Turner Norris, The Theory of Consumer's Demand, (New Haven, Conn.: Yale University Press, 1941), p. 68.

pattern are relatively rare.[27]

At any rate, it can be concluded that useful information is difficult to find, transitory in its relevance, tricky to use and harder still to remember unless you are really interested.[28]

Improvement in consumer's buyer's competence will come from better acquaintance with products and the market.[29]

To be satisfactory the market should make services available to those who want and use them, without forcing other customers to pay for them.[30]

Little is known about the dynamics of expenditures on food and clothing, but there is no doubt that in many cases they follow habitual patterns. ...the smaller the single expenditure, the more probable is habitual behavior. Whether or not such expenditures are formalized in the family budget is not very important. They go on habitually until something disturbs the flow of behavior and leads us to make a new decision.[31]

Reid states a good case for consumer education in the following:

Much of the interest in this (consumer) education arises from the belief that consumers might be trained to get more for their money. Again and again studies have been quoted revealing choices and practices which are the direct outcome of ignorance. Small scale unspecialized buying will always interfere with achieving a high level of competence. Nevertheless, a well planned and executed educational program should achieve much. Systematic attention to market selection has certainly been a neglected field. In many cases consumers need to be aware of their shortcomings; they need to be shaken out of a rut, to have their eyes opened to possible benefits from increased knowledge as well as different methods of selling.[32]

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[27]Ruby Turner Morris, The Theory of Consumer's Demand (New Haven, Conn.: Yale University Press, 1941), p. 74.

[28]Morgan, op, cit., p. 126.

[29]Margaret G. Reid, Consumers and the Market, (New York: F. S. Crofts & Co., 1942), p. 109.

[30]Ibid, p. 114.

[31]George Katona, Phychological Analysis of Economic Behavior, (New York: McGraw Hill Book Co., Inc., 1951) p. 68.

[32]Reid, op, cit., pp. 99-100.

Reid goes on to say that "The major defect in the information concerning goods is its incompleteness" and that:

> Since buying is an ever present problem and practical questions arise from day to day, considerable attention in consumer education needs to be given to sources of information. To be satisfactory they must be readily accessible, easily understood and reliable as a guide.[33]

In speaking of food buying in particular, Reid refers to the sources of information used by the consumer before going to buy as one of the "blind spots" of the picture that we have of consumer purchasing practices. What use is made of what information is available is practically unknown, she says, nor even who may be using it.[34]

That the consumer is in need of more information on which to base his buying decisions is one point of considerable agreement. Buymanship can be improved through the use of more complete information.

Having determined that there is a need for consumer education, let us now go on to our last question:

What Economic Basis Does Consumer Education Have?

When viewed in the framework of the 19th Century classical economic theory, a program of the consumer information nature can be called a step toward the perfectly informed market place of the classical concept of perfect competition, where every buyer has perfect knowledge of every market. The classical economists' view is mentioned by Waite and Cassady:

> If the consumer'-research type of activity were carried out to its ultimate conclusion, it would result in a more

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[33] Reid, op, cit., p. 100

[34] Margaret G. Reid, Food For People (New York: John Wiley & Sons, Inc., 1943), p. 352.

> perfect market, since the improvement would come in the ordinarily inadequately informed buying side of the market.[35]

However, the 20th Century economist adapts the classical perfect competition model to our own time. Our present economy abounds in imperfect competition, and its complexity eliminates the possibility of every buyer having perfect knowledge and foresight. The modern adaptation of the old idea says: an informed and intelligent consumption force can be the determining factor in directing our production economy toward less waste and more welfare. Intelligent consumption guides intelligent production.

Through the costs structure is one way to look at the economic basis of a consumer education program. Waite and Cassady say:

> There are also some possibilities of controlling costs through consumer education.... Consumer ignorance and thoughtlessness very probably lead to considerable marketing waste.[36]

Such a cutting in marketing costs would benefit the producer, says Kramer:

> Increases in marketing efficiency that reduce marketing costs and consumer prices may call forth increased supplies. Producers may gain in this case.[37]

Bringing the justification down to the marketing information for consumers program itself, Shaffer lists the following as aids the program may give to buying decisions:

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[35]Warren C. Waite and Ralph J. Cassady, The Consumer and the Economic Order (New York: McGraw Hill Book Co., Inc., 1949), p. 360.

[36]Ibid., p. 271

[37]Kramer, op, cit., p. 1375

1. Reduce the cost of obtaining and interpreting observations of value in making improved buying decisions.
2. Contribute to the consumers ability to "collect" pertinent information.
3. Contribute to the consumers ability to interpret data for decision making.
4. Reduce the risk and uncertainty involved in individual purchases, and
5. Reduce the number of forced actions resulting from a lack of learning time.[38]

The consumer information programs can provide information necessary for improved buying decisions at a cost that is less to the individual than he would have to pay for it if he procured it individually. However, it can only carry out this function if it reaches the consumer. The program is designed for the welfare of all consumers and is paid for by the taxes of all tax paying citizens. Only if the information is getting through to the audience can it be a benefit to anyone. This study is an investigation of the "getting through to the consumer" aspect of the program. If it is getting through to enough people, the cost is less per individual reached. The mass media are the means of cutting this cost by getting the message to more people.

Opinions will vary with politics on how much the government should provide for its citizens. However, education and efficiency are two quite well accepted goals which the government may aid without criticism. Consumer information can be an instrument in the education of the public, and it can be an aid to the efficiency of our economy. Hoyt comments on the educational aspect:

The most obvious opportunity for the government to help [illegible]

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[38]James D. Shaffer, "Economic Considerations of a Consumer Information Program" (unpublished paper, Michigan State University, 1956.)

us toward a balanced standard of living is through education.[39]

Shaffer comments on efficiency:

> Efficiency in production is meaningless if based upon uninformed and unwise consumer buying.[40]

Relation of Questions to Evaluation of MIC Programs

An evaluation begins by asking why. We have begun this study by asking questions on why the MIC program exists at all. Searching the literature pertaining to consumption economics and consumer education, we have found some things to consider when trying in our own mind to answer the questions of:

Can we increase demand for agricultural products?--If increased utilization of agricultural resources is the goal of a marketing program, then some increase in demand is necessary. People can eat only so much food so the opportunity exists for increasing demand only between different agricultural products. If the demand for high resource using products can be increased, agriculture as a whole will benefit. If the demand is only shifted between products of equal resource use, some producers will benefit and others will forfeit.

Is the income spent for food constant?--Consumers are paying a larger percentage of their income for food and food services than ever before. How much of the increase goes to the services and how much to the food producers is a growing problem. Through the combination of higher resource using products and more services, the amount of the

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[39]Elizabeth Ellis Hoyt, Consumption in Our Society, (New York: McGraw Hill Book Co., Inc., 1938), p. 375.

[40]Shaffer, Economic Considerations, op, cit., p. 11

consumers' income which goes for food can be increased.

What can advertising do for agricultural products?--Advertising can increase the consumption of differentiated products, but there is doubt in the minds of many whether it can increase the consumption of the total agricultural product. Capitalizing on what it can do, we must advertise the products that require the greatest resource use thereby increasing the return to agricultural resources--land and labor.

Is consumer education ethical?--Is it right to influence consumers for the good of producers? Consumer information programs are criticized as being influence for profit. If the programs can show themselves to be a benefit to consumers and can be presented on a free choice basis, this criticism loses its sting.

What need is there for consumer education?--Consumer buying decisions are based on limited knowledge. Consumers do not have the time nor the interest to obtain the information they need for better buymanship. Effective consumer education may result in more nutritional diets and savings to consumers.

What economic basis does consumer education have?--An intelligent consumer will demand intelligent production. The result is reduction in waste of our total resources.

To have an effective consumer information program one that will help to use agriculture's resources, increase proportions of incomes spent for food, fill a consumer need and be justifiable in an economic sense, the program must reach as many people as possible with its information. Using the mass media is a way of reaching many consumers. The audience such as the MIC program can reach, its size, nature, preferences and sources is the subject of this thesis.

CHAPTER III

REVIEW OF RELATED CONSUMER INFORMATION PROGRAM STUDIES

Louisville, Kentucky, 1953

A marketing information for consumers program has been in operation in Louisville since April 1948. In 1953 a city wide personal interview survey of the program was conducted. Sources of information used by consumers were questioned extensively. The study was planned and conducted by the Division of Extension Research and Training and Agricultural Economics Programs of the Federal Extension Service in cooperation with the University of Kentucky and the University of Louisville. The survey results are reported in Federal Extension Service Circular 499, June 1955, entitled "How Consumers Got Information in Louisville."

Eight main objectives are listed for the study:

1. To find out who in the city of Louisville was being reached by the entire program.

2. To define the radio and television audience reached by these media.

3. To define the readership of the newspaper columns covered by the local daily and weekly papers.

4. To determine the extent to which radio listeners, television viewers, and newspaper readers were able to identify the program.

5. To determine the extent to which the program has influenced

the buying habits of the food shoppers in Louisville.

6. To compare the relative effectiveness of one media with the other for this type of program and this population.

7. To find out about the attitude of the people toward this kind of service.

8. To define the food-shopping problems of the Louisville families.

Using block sampling of the city and student interviewers from the Psychology Department of the University of Louisville, a total of 517 interviews were completed. Only the built-up area of the city was used in the sampling: suburbs and surrounding rural areas were not included. The sampled area contained 369,129 people in the 1950 census. There were 84.3 percent white and 15.7 percent non-white inhabitants.

The following findings show the way consumers in Louisville were reached with the food marketing information program. The media were studied in terms of whether the food information program was received and also in terms of whether there was a potential for each medium or not. Persons were asked if they had heard a particular radio or television program by the consumer agent and then asked if they ever listened to the radio or watched television during the hours that the agents' program was in progress.

1. Nearly two-thirds, 61 percent, of all the persons interviewed had at some time been reached by 1 or more of the 3 media included in this study.

2. There was relatively little duplication, in contacts, by the different media.

3. Newspaper columns were the sole means by which 30 percent of the persons interviewed were reached.

4. Radio broadcasts were the only means by which 3 percent of

the respondents were reached. Spot announcements carried on another noontime radio farm program were the only means of contact with another 5 percent.

About one-fourth of all the respondents who ever listened to the radio on Saturdays between 10 a.m. and noon had heard at least one of the broadcasts at some time in the past. This group consisted of about 10 percent of all the persons interviewed. In addition, the spot announcements carried on the commercial noontime farm program were heard at some time in the past by 5 percent of the respondents.

5. Telecasts were the only means that reached 7 percent of the respondents.

About one-third of the respondents with television sets or who had access to a set watched television during the noon hour. Three-fourths of these, or about 1 out of every 5 of all the respondents, had watched one or more (consumer information) telecasts at some time in the past.

6. The store leaflets were the means of reaching 1 percent of the households, although about 4 percent of the respondents had received one. About half of the shoppers had purchased food from stores that did not receive a supply of the leaflets. The coverage of the leaflets was further impaired by having an inadequate number of copies to distribute to all of the food stores. For that reason, no conclusions are inferred about the effectiveness of the leaflets.

7. Regular or frequent contacts were made through the use of three mass media with about 42 percent of all the respondents interviewed.

Newspaper columns each week were the means of frequent or regular contacts in 32 percent of the homes. The weekly radio programs were the means of regular or frequent contact, two or three times a month, with about 3 percent. Telecasts twice a week were the means of regular or frequent contact -- four or five times a month -- with at least one person in 7 percent of the households.

8. The clientele ever reached through the use of four media was limited to those who subscribed to the afternoon edition of the daily newspaper, those who listened to the radio on Saturday mornings and those who listened to the commercial noontime farm program, those who watched television during the noon hour on Wednesdays and Thursdays, and those who bought food at the stores where the leaflets were available.

Regular readers of the afternoon paper amounted to 92 percent of all the respondents. About half of the potential newspaper readership was contacted at least once through the columns. The potential radio listening audience consisted of 39 percent of the respondents who said they listened to the radio between 10 a.m. and noon on Saturdays. The potential coverage by the spot announcements of the commercial 4-contime farm program is not known. The potential coverage of the store leaflets was limited to the customers of the stores where they were available and by the number of copies that were duplicated.

9. In reply to questions about whether any information from the newspaper columns, the radio programs or the telecasts had been used, 37 percent of the respondents said they had done so.[41]

When the Louisville consumers who had seen consumer information programs on TV were asked which way they preferred to receive the kind of information given on the television show, they gave the responses shown in Table 1. The question was only asked of those who had seen

TABLE 1. Ways the people prefer to receive the kind of information given on the show.[42]

Item	Percent
Number answering the question.....	98
Preferred ways to receive the information:	
Television.....	80
Newspaper.....	30
Radio.....	3
Other (magazines and books).....	5
No opinion.....	7

the television show, so it is not a true representation of the general opinion but rather an indication of those who disliked the television

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[41] "How Consumers Got Information in Louisville," Federal Extension Service Circular 499 (U. S. Department of Agriculture, June 1955) p. iii-iv.

[42] Ibid., p. 23

show enough to say that they preferred to get their food information another way.

About 37 percent of those interviewed said that they had made use of some of the information appearing in the newspaper column, the radio program or the television program. They said they used the information on good food buys, suggestions on buying food, recipes, information on food prices, suggestions for selecting food, and information on nutritional values. Persons with less than eight years of schooling made less use of the information than those with eight years or more, and the information in the newspaper column tended to be used more as family income increased. There was a little more interest in this information by families with children. The television program appeared to have more interest to lower income families.

The people interviewed generally reported finding the information they received of value and also that they made use of it. Readers of the newspaper column said they found the information interesting and they liked especially information on good buys and suggestions on economy. Listeners to the radio program said they liked recipes, marketing hints, information on good buys, and information on good preparation. About seven in every ten who had seen the television show said that they got some or very much help from it. They liked the demonstrations, information on economy, buying hints, and information on good food buys.

The evaluators of the Louisville survey, while realizing that it was only one survey in one city, arrived at a number of conclusions. The following findings are pertinent to this thesis.

> Extension can reach a substantial part of the consumers in a city or other urban area with valuable food-marketing information. Mass media provide the means by which the limited

personnel and funds can be used to get a regular contact with many consumers in an area. More than one of the mass media outlets need to be used to reach large numbers of people. Wise use of the various media available is essential if the most value is to be obtained.[43]

The Louisville study tells the story of how consumers get their food information in one city in terms of the existing program. Minor flaws in the questioning may be found, but the study is without question the most complete one done in this area of consumer use of media for food information.

Southern California, 1956

A study of the way consumers in California get their food information was conducted in early 1956. Its purposes according to the author were:

1. To evaluate the effectiveness of mass media in disseminating food marketing information to large numbers of consumers.

2. To provide a tool which will serve as a guide in determining effective methods of reaching consumers.

3. To illustrate a method of obtaining specific information which will be helpful to Home Advisors and specialists in any area of program planning.[44]

Two hundred mail questionnaires were sent to each of ten counties in the southern part of California. Half of these went to homemakers selected at regular intervals from county extension lists. The other

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[43]U. S. Department of Agriculture, Better Informed Consumers, Extension Service Circular 502 (Washington: U. S. Government Printing Office, 1955), pp. 10-14.

[44]Constance Burgess, "Consumer Marketing Information Survey" (Berkeley, California: University of California Agricultural Extension Service, 1957), p. 2.

half went to homemakers selected at regular intervals from other lists such as the telephone book. Approximately 35 percent of the 2,000 questionnaires were returned, representing 43 percent of those sent to the Extension list and 26 percent of those sent to the non-extension lists. The questions were phrased in general terms and not geared to any particular extension program.

Of the 693 questionnaires returned, 66 percent reported that they depend upon radio, newspapers, television, etc. for regular food buying information. Another 8 percent reported that they sometimes get information from these sources. This gives a total of three out of every four people who get food buying information from newspapers, radio and/or television.

Specific questions about the source of information revealed that although newspapers are most commonly referred to for food buying helps, radio and TV programs also reach many people. The study showed that:

Three out of four people got some marketing information from newspapers.

One out of six people got some information from radio programs or commercials.

One out of seven people got some information from TV programs or commercials.

Within the three media concerned, further results were found; however, each of the findings must be viewed with the distribution of the returns in mind. Some areas responded much more heavily than others, and the extension orientated consumers responded more heavily than the non-extension orientated ones. The findings regarding each media are as follows:

Eight out of ten homemakers answered the questions regarding newspapers. Of this number, 63 percent depend upon daily papers only for food buying information, 16 percent depend upon weekly papers only, 20 percent depend on both, and 1 percent depends on semi-weekly papers.

Seventeen percent, or one out of six people returning the questionnaire indicated that they do get helpful food marketing and preparation information from the radio.

One out of seven respondents reported getting helpful food buying and preparation information from television. Many of the others offered reasons for not getting information from this source, including "don't own TV," "don't work or not in during daytime," "poor reception," and "no helpful programs."

Seven out of ten who responded to the questionnaire reported that they do make use of the food marketing information which they receive. One out of ten reported that they do not use it, and two of each ten failed to answer the question.

The conclusions reached in this California study regarding consumer use of mass media for food information are based on the finding that three out of four respondents do use the media for some kind of food marketing information. This indicates a ready-made audience for this kind of program, and the potential for more audience was pointed up by comments of those who did not use the media such as: "little or no helpful information available," "no local column," "time of radio or TV program not convenient," etc.

The findings of these two surveys, both on food marketing information audiences as reached through the mass media, will be compared to the findings of this thesis in a later chapter. The findings of the

surveys reported in this thesis will be of both the types represented by the Kentucky and California studies: part will be geared to food information in general from the mass media and part will be geared to the specific consumer marketing information program which is in operation in Michigan at the present time.

CHAPTER IV

CONSUMER USE OF MASS MEDIA FOR FOOD INFORMATION IN MUSKEGON, MICHIGAN, PERSONAL INTERVIEW SURVEY

How The Personal Interview Survey Was Made

During the first three weeks of September 1956, a personal interview survey with 311 Muskegon homemakers was completed. This survey was designed to do some exploratory question pretest work in surveying consumers which could be used in further studies. Four groups of questions were included in the survey to find out:

1. What is the current level of consumer knowledge?
2. What kind of information do consumers say they want?
3. Where do consumers look for food information?
4. What are some of the characteristics of consumer food-buying behavior?

Material and data from question area three will be used in this thesis. The other areas will be covered by other graduate students in their respective studies and theses.

The Muskegon situation provided an opportunity to survey a city where no MIC agent had been assigned. The agents in Grand Rapids and Kalamazoo reached the area through television and a few newspapers, but no agent had been active in the immediate area. A new agent was being assigned to the Muskegon area immediately following the period of the survey. In this situation there was a chance to gather local material for program planning by the new agent, an opportunity to establish a

kind of benchmark for consumers who had not had the chance to receive the local type of program material and an opportune place to test questions on an industrial urban population, quite typical of this part of the United States.

To use this situation, two different questionnaires were written and used alternately by the interviewers, 153 of one being completed and 158 of the other. Some questions were identical and others were alike in nature and area but with a different approach to finding the answer. Where identical questions made it possible, tabulations were made on the entire group of questionnaires. Other questions were grouped together if possible or results presented on only one set of questions that were nearly the same. See Appendix A for the portions of the questionnaires that were pertinent to this thesis.

The sample to be interviewed was selected in a random manner from the Muskegon City directory published by R. L. Polk and Company. A total of 311 homemakers were interviewed by Mary Strictland, Marjorie Boyts, and the author, graduate students in agricultural economics and Harriet Lundberg, newly assigned consumer information agent for the Muskegon area. The interviews were conducted with the homemaker or other persons who bought food regularly. In a few cases this was the husband or one of the children, and at times both the husband and the wife were interviewed together. One call back was made to the no answer households and efforts were made to call back when the occupant would be at home based on information gathered from near neighbors at the time of the first call. Some of the interviews were conducted in the evening in these cases, but most were conducted during the day, Monday through Friday, 9-12 a.m. and 1-5 p.m. The interviews varied in length from 15

minutes to an hour and a half depending on the respondent.

Muskegon is a city of 48,429 (1950 census) people located northwest of Grand Rapids on the shore of Lake Michigan. It is an industrial city, the principal industries being foundries, aircraft motors, machinery manufacture and shipping. There are no colleges or governmental agencies and offices of any appreciable size located there. The population includes several distinct racial and nationality groups. The non-white population is substantial, and distinct groups of Polish and Hungarian immigrants are present. The predominant religious group is Dutch Reformed, which reflects the Dutch ancestry of much of the Grand Rapids, Kalamazoo and Muskegon area of Michigan.

Tabulation of the schedules was completed by student employees of the Department of Agricultural Economics.

Costs of Surveying

For the information of people contemplating methods such as were used in this study, the costs incurred on the surveys reported in this thesis are listed here.

Muskegon Personal Interview Survey

Interviewers (cost computed at rate of $360 per month -- the rate being paid to interviewers by the Ag. Econ. Dept. at this time) About 500 hours at $250 x 4.....	$1,000.00
Expenses (mileage, meals, lodging) $125 x 4.....	500.00
Schedules (duplicating - estimated cost at about $2.60 per 1,000 pages.....	16.00
Total.....	$1,516.00
Cost per completed schedule (not including tabulation).....	$ 4.87

For the purposes of this thesis, not more than one-fourth of the information included on the schedules was used. Other portions of

the information will be used on further studies and other theses.

Results of Muskegon Survey

On the personal interview study we tried to find out what media the consumer says is her source of food information. Each homemaker interviewed was asked about each of four media: television, radio, newspapers and magazines. She was asked if she used each one as a source of food information and then asked to indicate which was her most important single source of food information. To find out if they used the sources indicated, homemakers were asked to give an example if information which they had used from one of the media.

This is what the homemakers in Muskegon said:

Television--Eighty-six percent of the homemakers interviewed said they had a television set. This is more than the national average of three out of five homes having television.[45] (See Table 2)

TABLE 2. TV set ownership in Muskegon

	Muskegon	National Average
TV households	86	75
Non-TV households	14	25

(N = 221)

When asked if they ever watched the homemaker television shows, 43 percent said yes. No particular time or show was specified in this

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[45] "Television Homes Reach 35 Million," Broadcasting and Telecasting, July 30, 1956, p. 36.

question. They were just asked if they ever watched television shows dealing with homemakers activities. (See Table 3)

TABLE 3. Homemaker show viewers in Muskegon

	Yes
Do you ever watch homemaker shows on TV	43%

(N = 221)

About one out of ten homemakers interviewed said they watched homemaker shows of some kind frequently and one-fourth reported that they watched them sometimes. (See Table 4) Almost two-thirds did not

TABLE 4. Frequency of homemaker show viewing in Muskegon

Frequently	11%
Sometimes	25%
Never or no answer	64%

(N = 221)

watch during the day or did not answer. (The no answers include all those who do not have TV sets.)

Radio—Of the group interviewed, 86 percent of the households reported having a radio. On a national scale the percentage is about the same — 87 percent.[46] Comments such as "we gave our radio away when

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[46]"87% of U. S. Homes Use Radio Weekly," Broadcasting Telecasting, July 23, 1956.

we got our television" might explain a few of the non-radio households. These figures do not count the people with radios in cars. (See Table 5)

TABLE 5. Radio ownership in Muskegon

Radio households	86%
Non-radio households	14%

(N = 221)

The homemakers were asked "Do you ever listen to particular radio programs about food?" Seven percent of the respondents said yes. (See Table 6)

TABLE 6. Radio homemaker show listeners in Muskegon

Do you ever listen to particular radio programs about food?	yes 7%

(N = 221)

Newspaper—The coverage of newspapers in the Muskegon area is about 93 percent according to our survey. On a national scale there are 55 million daily newspapers sold which is an average of slightly more than one per family.[47] (See Table 7)

TABLE 7. Newspaper coverage in Muskegon

Homes that receive newspaper	93%

(N = 221)

[47] "Circulation of U. S. Dailies Soars Above 55 Million," Editor and Publisher, February 5, 1955, p. 78.

When asked if they read the food page in the newspaper, 37 percent of the homemakers responded that they read them daily, another 44 percent read them sometimes and only 15 percent said they never read them. (See Table 8)

TABLE 8. Newspaper food page readership in Muskegon

Read Food Articles	Percent
Every day	37
Sometimes	44
Never	15
No answer	4

(N = 197)

Magazines—"Do you read magazines for food information?" brought a yes response from three-fifths of the interviewees. Thirty-five percent said no and 4 percent did not answer. (See Table 9)

TABLE 9. Readership of magazines for food information in Muskegon

Question	Yes	No	No Answer
Do you read magazines for food information?	61%	35%	4%

(N = 221)

Conclusions on Media Coverage and Response in Muskegon—Although Muskegon has no TV station of its own, the television coverage of the area is substantial due to the good reception that can be obtained from stations in Grand Rapids and Kalamazoo. Milwaukee and Chicago stations

can also be received at times when the weather is good across Lake Michigan. Through the television set the consumer agent has a gateway into 85 percent of Muskegon households. Thirteen percent of the homemakers reported having seen either the Grand Rapids or the Kalamazoo agents on television programs.

However, daytime TV viewing is limited. Up to two-thirds of the Muskegon respondents don't view daytime TV programs and only about one in ten is a frequent daytime viewer. This, of course, limits the potential audience for consumer food information via television.

The radios are available in Muskegon homes, but people just don't listen to them for food information. At the time of the survey, of course, there was little or no consumer market information available on the local radio stations. At one home, however, where an interview was being conducted, the writer heard the Lansing Consumer Marketing Information Agent presenting a program of market buying information on the radio during the interview and the respondent still said that she did not listen to the radio for food information. Having the radio on but not listening to it seems to be a general American habit. We use the radio as a sort of working companion but do not pay very close attention to what is being said. This indicates the potential for consumer information on the radio in Muskegon may be best exploited by spot announcements as well as or rather than regular programs.

Newspaper coverage in Muskegon is very good, and the readership of food articles is high too. Four-fifths of the homemakers had read food articles at one time and one-third were daily readers. This leads to the conclusion that the newspaper is the most certain way to reach large numbers of consumers in Muskegon.

Magazines have good coverage also with three-fifths of the respondents saying they read magazines for food information. The magazines mentioned were primarily the national circulation ones, Ladies Home Journal, Women's Home Companion, Better Homes and Gardens, Good Housekeeping, and McCall's were the most popular. National magazines do not provide an opportunity for the local agents to get marketing information to consumers, but the possibilities of using this kind of a medium for this kind of information could be considered. Monthly consumer letters which have been used in some cities could become a sort of marketing information magazine. Agents could use some of the ideas for presentation used in magazines and perhaps even tie some of their information in with national magazine features.

Correlation of Media Use With Other Factors -- Age, Education and Income

Television--(See Tables 10, 11, and 12) There is little significance to be found in a comparison of homemakers who watch some television food shows and their age, education and incomes according to our Muskegon survey. Of the total group who reported that they did watch television food shows at some time, one-third were less than 35, one-half were between 35 and 55 and one-fifth were over 55.

TABLE 10. Television food show viewers by age*

Age	% of Sample In This Group	% of Group Who Watch TV Food Shows	% of TV Food Show Viewers In Each Group
Less than 35	28	59	33
35 to 55	48	51	47
More than 55	24	43	20
	Average	51	

(N = 207) *Significant at .30-.20 Level

Education and television viewing for food information were not found to be significantly correlated in this survey. The largest group of those who watched television for food information had completed high school.

TABLE 11. Television food show viewers by education*

Education	% of Sample In This Group	% of Group Who Watch TV Food Shows	% of TV Food Show Viewers In Each Group
Grade school only	25	55	24
Some high school	17	50	15
Completed high school	41	56	41
Some college or more	17	69	20
		Average 57	

(N = 195) *Significant at .20-.10 level

TABLE 12. Television food show viewers by income*

Income	% of Sample In This Group	% of Group Who Watch TV Food Shows	% of TV Food Show Viewers In Each Group
Less than $3,500	23	44	19
$3,500 - $6,000	50	53	51
More than $6,000	27	57	30
		Average 52	

(N = 199) *Significant at .50-.30 level

Income level did not become a significant factor in television viewing for food information in the Muskegon sample of homemakers. About half of the homemakers of all income groups reported they had watched

television shows for food information. Of the total who watched television for food information, about half were in the middle income bracket, $3,500-$6,000, two-fifths in the lower than $3,500 group and three-fifths in the more than $6,000 group.

Newspaper--(See Tables 13, 14, 15, 16, 17 and 18) There was no correlation between age of homemaker and reading of the food page. In all of the age groups about one-fourth of the homemakers said they read the food articles daily, about one-half read them sometimes and the remaining never read the food pages. Of the daily readers of the food page, one-half were in the middle age group and one-fourth were younger or older.

TABLE 13. Newspaper food page readership by age*

Age	% of Total	% of Group Who Read Food Page		
		Daily	Sometimes	Never
Less than 35	28	24	52	24
35 - 55	48	28	44	29
More than 55	24	25	48	27
	Average	26	47	27

(N = 219) *Significant at .90-.95 level

There was some correlation between newspaper food page readership and education. As might be expected, the homemakers with the least education were less avid newspaper readers. The largest group of both daily and sometimes readers were in the completed high school education group.

There was a significant correlation between newspaper readership and income level. The middle income group ($3,500-$6,000) has less of

TABLE 14. Newspaper food page readership by education*

Education	% of Total	% of Group Who Read Food Page Daily	Sometimes	Never
Grade school only	23	15	51	34
Some high school	16	31	38	31
Completed high school	41	32	52	16
Some college or more	20	29	44	27
	Average	27	48	25

(N = 205) *Significant at .20-.10 level

TABLE 15. Newspaper food page readership by income*

Income Group	% of Total	% of Group Who Read Food Page Daily	Sometimes	Never
Less than $3,500	24	24	43	33
$3,500 - $6,000	47	13	64	24
More than $6,000	29	30	43	28
	Average	20	53	27

(N = 188) *Significant at .05-.02 level

the daily readers and more of the sometimes readers than the average. The higher income bracket has a high percentage of daily readers and the lowest income bracket has a high percentage of never readers. The largest group of daily food page readers was in the highest income bracket and the largest group of sometimes readers in the middle income group.

TABLE 16. Newspaper food page readership by age

Age	% of all Daily Readers in Each Age Group	% of Sometimes Readers in Each Age Group	% of all Never Readers in Age Group
Less than 35	26	31	25
35 - 55	51	45	50
More than 55	23	24	24

(N = 219)

TABLE 17. Newspaper food page readership by education

Education	% of all Daily Readers in Each Age Group	% of Sometimes Readers in Each Age Group	% of all Never Readers in Age Group
Grade school only	12	24	31
Some high school	18	12	20
Completed high school	48	45	27
Some college or more	21	18	22

(N = 205)

TABLE 18. Newspaper food page readership by income

Income	% of all Daily Readers in Each Age Group	% of Sometimes Readers in Each Age Group	% of all Never Readers in Age Group
Less than $3,500	29	20	29
$3,500-$6,000	29	57	41
More than $6,000	42	23	29

(N = 188)

Magazines--(See Tables 19, 20 and 21) Readership of magazines and age were not significantly correlated. In general two-thirds of the respondents read some magazines for food information. The distribution of the readers was on the same percentage as the distribution of age groups.

TABLE 19. Magazine food article readership by age*

Age	% of Total in This Group	% of Group Who Read Magazine Food Articles	% of all Magazine Food Article Readers
Less than 35	32	68	33
35 - 55	44	66	45
More than 55	24	60	22
		Average 65	

(N = 209) *Significant at .50-.70 level

Magazine readership and education were associated with a high level of significance. Magazine readership increases with education

TABLE 20. Magazine food article readership by education*

Education	% of Total in This Group	% of Group Who Read Magazine Food Articles	% of all Magazine Food Article Readers
Grade school only	23	39	13
Some high school	20	54	16
Finished high school	41	76	46
Some college or more	16	100	25
		Average 67	

(N = 200) *Significant at less than .01 level

from a low of 39 percent of the homemakers with only grade school education to a full 100 percent of those with at least some college. Three out of four of those who had graduated from high school read magazines for food information. Almost three-fourths of all the homemakers who read magazines for food information had completed high school (including those with some college).

Magazine readership for food information was related to income, with the middle income group ($3,500-$6,000) being the most avid readers.

TABLE 21. Magazine food article readership by income*

Income	% of Total in This Group	% of Group Who Read Magazine Food Articles	% of all Magazine Food Article Readers
Less than $3,500	22	39	16
$3,500 - $6,000	49	62	59
More than $6,000	29	44	25
		Average 52	

(N = 188) *Significant at less than .01 level

Sixty-two percent of this group reported that they read magazines for food information. Among the higher income families, readership was somewhat less (44%) and among the lower income families, it was substantially less (39%). About six out of ten of the homemakers who read magazines for food information were in the middle income group. One-fourth of all the magazine readers for food information were in the highest income group.

Media Most Helpful to Homemakers for Food Information

When the Muskegon homemakers were asked which media of the four

mentioned, television, radio, newspapers and magazines, was the most helpful to them as a source of food information, magazines were the most frequently mentioned. Forty-one percent said magazines were the media they thought most helpful for food information. Newspapers were next with 29 percent. Television was the choice of 18 percent and 2 percent listed radio as their most helpful media. A few homemakers mentioned more than one media, the most frequent combination being magazines and newspapers. (See Table 22)

TABLE 22. Media preference for food information

Most Helpful Media	Percent
Television	18
Radio	2
Newspaper	29
Magazines	41

From these findings it appears that seven out of ten homemakers in Muskegon find the printed media most helpful for food information. The conclusion indicated is that the best way to get food information to consumers is through the newspapers and magazines. Two out of ten find television most helpful, while radio falls at the far bottom of the list. It would appear that these media are far less acceptable than the printed media as a means of reaching the mass audience in Muskegon with food information.

CHAPTER V

CONSUMER USE OF MASS MEDIA FOR FOOD INFORMATION FROM MIC PROGRAM IN TWELVE CITIES, TELEPHONE SURVEY

How The Telephone Surveys Were Made

To assist in evaluating the MIC program throughout Michigan and to find out how the program is reaching consumers, a series of telephone surveys was executed in each of twelve cities where the program is in operation. In some cities all three media, the newspaper, the radio and television, are used, and a survey was conducted on each media separately with a question included on the other two media in operation so that the extent of double and triple exposure could be determined. In two cases adjoining cities were surveyed to see the effect of special programs which the agents were carrying on in addition to their own primary city. Surveys were completed in the following cities and media:

Detroit.....Newspaper and Radio

Grand Rapids.....Newspaper, Radio and Television

Bay City.....Television

Kalamazoo.....Newspaper, Radio and Television

Lansing.....Newspaper, Radio and Television

Muskegon.....Newspaper and Radio

Marquette.....Newspaper and Radio

Pontiac.....Newspaper

Royal Oak.....Newspaper

Saginaw.....Newspaper, Radio and Television

Flint.....Newspaper and Radio

Traverse City.....Newspaper, Radio and Television

The goal set was 300 calls in each individual survey; however, with varying percentages of no answers etc., it was not reached in some cases.

The questionnaries were designed in consultation with each agent to fit each individual program. The names of programs and news articles were used wherever possible to identify the article or program in question. In addition to asking whether the respondent either read the article, heard the radio broadcast or saw the television show, questions were included to find what part of the program was of particular interest to the respondent and if they could use the information given. These questions on interests and use were included to prompt comments and remarks which may be used for program planning.

Each survey was conducted during a period immediately after the release of the article in a daily newspaper or following a major radio broadcast or television show. For example, in Lansing the regular weekly news release appears in the Thursday afternoon paper. The survey was conducted on Friday, asking whether or not the respondent had read the article. In the case of television in Lansing, the agent appears as a regular guest on a Friday morning homemakers show at 11 a.m. The calling was begun at 11:30 immediately following the completion of the show and continued throughout the afternoon and evening. In the case of radio broadcasts, the survey was geared to a particular program where possible t to all radio work of the agent when spot announcements on more than e station were a major part of the radio work in that city.

Callers were hired by the agent in each city and were paid $1.25 per hour for their work. This method was generally satisfactory, but in some cases there was a wide variance in the speed of the completion of the calls. In pre-tests conducted in Lansing it was found that callers could make at least 15 and at times 20 more calls per hour. However, this rate did not hold for an average for all callers.

Calls were made during the day, 9 a.m. to 12 noon and in the afternoon 1 to 5 p.m. Evening calls were made during the period 7 to 8:30 p.m. Callers were instructed to make two call backs on those not reached the first time due to no answer, phone busy, etc. Call backs were to be made at least one hour later and during another period of the day where possible, for instance, afternoon call backs were to be made on morning no answers and evening ones on afternoon failures, etc. Some of the questionnaires as they were returned indicated that this was carried out well, while others gave no indication. No check could be made on this point. Questionnaires were accepted as filled out by callers.

The telephone numbers for the calls were selected at random from current telephone books of each city. Patterns for indicating every nth number were made and only the household addresses used. Numbers were taken from the telephone books by student employees at Michigan State in most cases.

The surveys were conducted during the first two weeks in May, 1957, in all cases except the Lansing television survey which continued over three weeks in late April and early May. Some agents reported that unusually good weather on the days of the surveys added to the rate of o answers which were obtained. During the entire two week period of e survey, the temperatures were above normal and fair weather prevailed.

The writer believes that if the survey had been conducted earlier in the year, the results may have been more favorable for the MIC program, and had it been conducted later in the year, especially the summer months, the results would have been less favorable so that the time was probably good for an average sort of view.

In addition to the recall survey outlined, a coincidental survey was conducted in Lansing on the consumer marketing agents portion of the television show. Calls were made during the 10-12 minutes that the agent was being televised. Recall surveys of the type used in other cities were done on the same program with the calls being made after the program was finished and continuing through the afternoon and evening. This combination of coincidental and recall surveys on the same television show was conducted first over a period of three weeks in late April and repeated on May 24.

Choice of Method

The telephone type of survey that was used has the advantage of being one of the most economical methods of surveying that is available. It also has some disadvantages in the sample that is obtained. A brief discussion of these advantages and disadvantages is warranted here.

Discussion from literature--The following merits of the telephone survey are paraphrased from Parten:

The telephone interview is the quickest of the survey techniques.

The refusal rate is usually low among people who are reached by phone.

The approach and questions are easy to standardize on each interview.

The cost per completed interview is low for the sample covered.

Interviews may be scattered throughout a wide area within a city without adding to the cost.

As compared with the mail questionnaire, the telephone survey provides more complete returns, and they can be more effectively controlled when desired.

The disadvantages of the telephone survey include:

Telephone subscribers may not be representative. In 1950 less than half of all homes in towns over 2,500 had telephones.

Detailed data can't be obtained this way. Questions must be short.

When observation of the situation is necessary, it is unusable.

Information about the respondent must be limited to one or two facts.

Items such as age, nationality, income, etc. are difficult to secure by telephone.

Attitudes and opinions are difficult to measure.

Limited to urban audiences.

The brevity of the introduction and the questions do not give the informant much time to orient himself to the subject matter of the survey.

Reactions requiring careful thought cannot be obtained by telephone.

The task of checking the no answers, wrong numbers, busy signals, etc. is time-consuming but must be done if the sample is to be representative of telephone subscribers.

If the telephone techniques have been used too frequently in an area, respondents develop an antagonism to all telephone inquiries.

Misinformation is hard to detect and check in short inquiries.[48]

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[48] Mildred Parten, Surveys, Polls and Samples: Practical Procedures, (New York: Harper & Bros., 1950), pp. 91-93.

The recall type of survey that was used has some disadvantages too. Calling in a period after the show or after the newspaper has been out for a day is reputedly not as accurate as calling coincidentally to the radio or television program or personal interviewing on readership, but it is much more economical.

Some of the disadvantages according to Chappell and Hooper are paraphrased below:

> Memory is the big thing in recall surveys. Do people remember correctly when asked about a certain program? Most of the recall surveys formerly used by radio rating services were the unaided recall type where no mention is made of the program by name. The respondent is just asked what radio programs he may have heard in the past few hours, usually a given period of perhaps two to four hours. Some factors that seem to affect memory show up when recall is compared to coincidental surveys.
>
> The age of the program has an effect. If it has been on the air a long time as a regular feature, people tend to remember it better. In the unaided recall surveys the older, more established programs rated higher on the recall than on coincidental, while the newer programs rated lower on the recall.
>
> Program length has an effect too. The longer the program, the higher above the coincidental rating will be the recall rating. An hour program rated at 134.2% of the coincidental, while 15 minute ones rated at only 88.1% of the coincidental survey.
>
> Popularity increases the ratings on recall as compared to coincidental too. The more popular shows get the best ratings. Also, the type of program affected the ratings. News broadcasts received much lower recall ratings in comparison with coincidental than did the variety shows, concert music, and drama programs.[49]

Another possible source of bias of the recall method that must be recognized is the shifting base of the at home people. Some who are at

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[49] Matthew N. Chappell and C. E. Hooper, Radio Audience Measurement, (New York: Stephen Daye, 1944), pp. 138-168.

home at the time of the call are not at home at the time of the program and vice versa. This can vary with the season and the locality. Under normal conditions there is no one at home in approximately fifty percent more homes in July and August than in January and February. Different parts of the country affect this percentage being at home too, but that does not concern us, as all the calls made were in Michigan.

On the basis of these disadvantages, the commercial radio ratings are mostly done on the coincidental basis at the present time, but the advantage of the ease of operation and low cost of the recall survey made it the best method to use in this study. The seasonality factor was not present, the surveys being done in May, and the locality factor was cancelled by all the calls being made in Michigan. The memory factor was partially compensated for by the aided recall, asking about a particular program by name. The influence of the length, popularity and type of program are not so great in the aided recall. However, the memory factor is still present and perhaps there are those who answered incorrectly due to lack of/or wrong recall.

Discussion From Experience--Because of the several disadvantages pointed out in the literature on radio surveys, some investigation of the effect of these bias factors on the surveys conducted in this study seemed necessary. Coincidental surveys on television shows in Lansing were made at the same time as the recall surveys. Also a spot check of the Lansing city directory was made to determine the percentage of homes with telephones.

Coincidental Survey Results--The two sets of recall and coincidental surveys conducted in Lansing on the same television show give us check on the accuracy of our recall method of surveying in other cities

as well as Lansing. In the four surveys conducted on two television programs, the following results were obtained: (See Table 22)

TABLE 22. Comparison of coincidental and recall survey results

Survey	Number of Completed Calls	% Seeing the TV Show
First Coincidental	156	13
First Recall	234	7
Second Coincidental	114	12
Second Recall	168	10

None of the percentages of total contacted seeing the television show are significantly different at the critical level. The low of 7 percent on the first recall was rather close to being critically different (within the 15 percent level) from the 13 percent obtained on the coincidental. The results of the pre-test of the recall survey were 10 and 11 percent, which might indicate that the 7 percent was unusually low. Differences in the day, the weather and the particular show might have caused some variance.

The results of this test of the method would tend to disprove the hypothesis that there is a great deal of difference between the coincidental and recall methods of telephone surveying. That there were no significant differences in the two Lansing coincidental and recall surveys lends credence to all of the surveys done in 11 other cities on the recall basis. All of the recall studies may be as accurate as a coincidental survey might have been.

The cost of the coincidental survey would have been prohibitive. If all of the radio and television surveys had been done on a coincidental

basis, it would have been necessary to have almost 500 callers. Using the recall method on all three media, including newspapers, it was necessary to hire and supervise only 69 callers. Using the recall method makes this kind of a survey possible for such a program as MIC.

The memory factor is still the biggest disadvantage of the recall method. The comparison of the Lansing coincidental and recall findings show a slight difference in favor of the coincidental survey, although it was not significantly different. The aided recall conducted immediately after the program corrects the memory bias to a large extent and on the basis of the findings presented here, the difference would not be significant.

A spot check of more than 1100 households listed in the 1954 Lansing city directory showed that 92 percent of the households had a telephone. No accurate figure was available for 1957, but it would be logical to say that the number of households with telephones would be higher now than in 1954. Lansing is quite representative of the cities surveyed. From these facts it can be concluded that the telephone survey, with numbers selected at random from telephone books, will reach a cross-section of the population of the cities surveyed.

Cost of Telephone Surveys:

Questionnaires (Duplicating-estimated cost $2.60 per 1,000 pages) @ 13,000		$ 33.80
Callers (hired by agents in each city for $1.25 per hour) 582 hours		727.50
Students (Taking phone numbers out of books) $1.25 per hour		31.25
	Total	$792.55
Cost per completed schedule (not including tabulation)		.07

Tabulation (One girl, two weeks at $1.30 per hour)	$104.00
Cost per completed schedule (Including tabulation)	.08

From comparisons of the costs, it can be seen that the telephone survey makes possible the kind of extensive coverage that the personal interview cost would prohibit. At the rate computed above, the cost of the 11,193 completed telephone surveys, if done on the personal interview basis, would have been $54,509.91.

All of the telephone surveys were completed on a minimum number basis. The standard errors of the percents that are shown in the following tables show the variance which is possible within the small sample with which we worked. The total audience percentage figures are listed with a plus or minus number in parenthesis. The chances are 95 to 100 that the results would be within the ranges of the plus or minus figure indicated if the survey were repeated.

According to Chappell and Hooper, the minimum number of calls for a radio rating is 300, the number we set as our goal. They chart the minimum variance with 300 calls to be plus or minus 5 percent when dealing with ratings of the size which we were finding. The findings of any sampling system were expected to be less than this 5 percent tolerance in 90 out of 100 cases in the computations of these commercial rating makers.[50]

General Survey Results

With each city setting up its own survey system, using different

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[50] Matthew N. Chappell and C. E. Hooper, Radio Audience Measurement, (New York: Stephan Daye, 1944), Chapter V and VI.

sets of callers, practically all of which were inexperienced, it is not surprising that there is a great deal of difference in the number of calls completed in each survey. Our goal of 300 completed calls on each survey was a good mark to shoot for but not always attained. Three-fourths of the surveys completed more than 250 calls.

Lack of experience on the part of the callers was probably the one factor that contributed the most to the small number of calls completed in some surveys. It takes some time to get the "hang of it" and probably some of the inexperienced women who were doing the calling were just getting proficient when the survey was completed. In the case of the girl in the Agricultural Economics Department at MSU who did most of the calling on the pre-tests and some on the regular survey too, it was observed that her speed increased with her experience. Between one pre-test and her final calling, there was an increase from 12 calls per hour to about 30 calls per hour. We expected the callers in each city to complete about 15 to 20 calls per hour, but this was higher than many achieved.

Table 23 shows the number of calls completed in each city on each medium survey. Traverse City encountered a change in telephone numbers problem. Many of the home numbers taken from the book were being changed or discontinued pending the completion of a dialing system. Detroit reported the inexperience of its callers as the largest single factor in not completing its calls. Most of the cities show a great deal of effort by the agent in completing the calls.

Table 24 presents some of the problems of telephone surveys: the no answers, the busy signals, the non-cooperators, the disconnected phones and other failures to reach the party designated. In our survey an added factor, whether the homemaker was at home or not, contributed to the incidence of non-completion of questionnaires.

TABLE 23. Number of telephone calls completed and attempted by city and media surveyed

City	Newspaper	Radio	Television	Total Completed	Total Attempts
Detroit	244	157		401	690
Flint	287	298		585	952
Grand Rapids	301	265	335	901	1,486
Kalamazoo	338	275	318	931	1,471
Lansing	151	207	234	592	1,264
Traverse City	206	224	224	654	1,153
Marquette	282	299		581	811
Muskegon	299	245		544	915
Pontiac	270			270	458
Saginaw	276	273	285	834	1,497
Bay City			254	254	478
Royal Oak	255			255	456
Total	2,909	2,243	1,650	6,802	11,631

"No answer" is the biggest cause of no contact. People who work are not at home during the day, and the housewife may be away from home. In a strictly radio audience measurement survey such as Hooper makes, the no answers are assumed to be either asleep or away from home and are subtracted from the total to get the "at home and awake" base figure.[51]

Callers were asked to make repeat calls when no one answered the

[51] Albert B. Blankenship, editor, How to Conduct Consumer and Opinion Research, (New York: Harper & Bros., 1946), p. 157.

TABLE 24. Percent of total attempted calls not completed and reasons by city and total

City	Percent					
	No Answer	Busy Signal	Homemaker Not at Home	No Cooperation	Disconnected	Other Failures
Detroit	16	3	10	7	3	3
Flint	10	4	9	8	3	4
Grand Rapids	11	5	10	11	1	1
Kalamazoo	14	3	5	7	2	1
Lansing	29	4	9	2	1	0
Traverse City	12	5	5	4	9	8
Marquette	12	4	5	2	2	3
Muskegon	16	8	10	4	1	2
Pontiac	12	6	13	4	5	1
Saginaw	14	6	5	13	3	5
Bay City	21	5	7	10	1	3
Royal Oak	16	4	8	3	2	7
Average	15	4	7	7	4	2

first call, but no check could be made on how well they carried out this nstruction. The number of no answers in Lansing seems particularly igh even though it is known that at least part of the callers in this stance completed their callbacks.

The busy signal response is quite constant throughout the 12 ies. Again its fluctuation can be partly attributed to failure to l back as directed.

The number of homemakers who were not at home is of course atly influenced by the day of the week and the weather. Throughout e first week in May when the surveys were made, there was better than erage weather. One agent (Muskegon) mentioned that this factor was fluencial in her surveys. The day the calls were made in Muskegon was air and warm, and extra heavy crowds of shoppers were seen downtown.

Non-cooperation varies considerably between cities. Two causes ight explain it. First, the callers' manners and attitudes can make a great deal of difference in the response. No check could be made on how much influence this may have had. Secondly, some cities have been used in telephone survey and selling campaigns more than others. If people have been called repeatedly, they are quick to refuse to answer. No check has been made to find out what influence this might have had on this survey.

Disconnected and other failures ran high in Traverse City because of a change in the numbering system which was in progress just as the survey was made. Many numbers had been changed to businesses which increased the failures to contact a homemaker considerably. Other failures include business phones - numbers which were taken from the book by mistake. The students taking the numbers from the telephone books were instructed not to take any business number but apparently failed to notice closely enough on some numbers. Also included in this group are households of single men who do not shop for food. A consumer survey indicated 3 percent of the households in Lansing are without an adult female member.[52]

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[52] J. D. Shaffer, "Profile of Lansing Consumers", "Quarterly Bulletin of Michigan Agricultural Experiment Station, (Michigan: Michigan State University, May, 1957), p. 581.

Disregarding this group will not be a significant factor in the results.

When all of the above factors are considered, the percentages of completed calls which are shown in Table 25 are perhaps in line with

TABLE 25. Percent of attempted calls which were completed and percent of available audience (disconnected phones and other number failures not counted) which were completed by city

City	% Completed Calls of Total Attempts	% Completed Calls of Those Mechanically Possible to Complete (disconnecteds and other failures not counted)
Detroit	58	61
Flint	62	66
Grand Rapids	61	62
Kalamazoo	66	68
Lansing	51	52
Traverse City	57	60
Marquette	72	76
Muskegon	59	60
Pontiac	59	63
Saginaw	56	59
Bay City	53	59
Royal Oak	59	64
	58	63

t is to be expected. Available "at home and awake" audience ratings n Hooper[53] range up to 70-85 percent, but considering the method, the

[53] Blankenship, op, cit., p. 158.

personnel used, the time of day, etc., the ratings we have obtained, ranging from 52 to 76 percent when calculated without the mechanical failures, are reasonable.

Results By City

Detroit

With a listed population of 1,849,568, Detroit is the fourth largest city in the U. S. It is the center of a group of cities which include a population of two to three times the listed figure. It is the auto center of the world. Detroit's MIC program is largely through the newspapers and the various newsletters, one regular radio program having been added recently (See Table 26). In late March 1957 a MIC automatic telephone service was installed. Consumers may now dial for recorded market information.

Newspaper--(See Table 27) Newspaper coverage by the consumer agent in the city of Detroit is shown on the survey to be extremely good -- little short of phenomenal. The three large daily newspapers in Detroit all carry an article by the consumer agent each week, and a total of 73 percent of the homemakers contacted reported having read the article the week of the survey. Four out of five homemakers had either read it this week or in a previous week. Half of these readers said they read the column every week. These results reflect the cooperation the agent receives from the Detroit newspapers in printing her material.

Radio--(See Table 28) Out of a small sampling (157 completed calls), 8 percent of the homemakers said they had heard the agent on her part of the Jack Harris Show that morning. In cross-checking the newspaper article readership on the radio survey, the coverage failed to

TABLE 26. Detroit MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Detroit News - Thursday*	453,579
Detroit Times - Thursday*	396,456
Detroit Free Press - Friday*	456,768
Newspapers: Weekly	
Associated Hungarian Weeklies	
Burroughs "B" Liner	
Dearborn Press	11,312
East Side Shopper	16,911
Grosse Pointe Press Review	5,135
Grand River Record	
Highland Parker	10,135
New Center News	5,800
Rouge News	
Wyandotte Tribute	11,587
Radio Fillers:	
WXYZ, WJBK, CKLW, WDTR, WJR, WWJ - 4 per week	
Radio: WJR* 9:30 - 9:45 every Thursday (Jack Harris Show 7-8 minutes)	
Store Sheets: 20 stores, 100 copies per store	2,000 weekly
Radio & TV Commodity Sheets	1,000 weekly
Foodscoop for Institutions	3,500 monthly
Consumer Letter	1,200 weekly

*Survey subject

TABLE 27. Results of newspaper survey in Detroit

Number of completed calls - 244

Total audience* 202 or 83 (±7) percent of completed calls

TABLE 27a. Size of consumer agent's newspaper audience

Question	Number Yes	% Completed Calls
Did you receive one of these papers?	230	94
Did you read food articles?	161	66
Did you read agent's article?	177	73
If not today—previously?	21	9
Can you use the information?	121	50

TABLE 27b. Regularity of consumer agent's newspaper audience

Frequency	Number	% Newspaper audience
Every week	73	55
Every 2-3 weeks	46	34
Almost never	15	11

TABLE 27c. Size of consumer agent's audience reached through each medium as reported on newspaper questionnaire

Medium	% Completed Calls
Newspaper	81
Telephone service	4
Radio	10

TABLE 27d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	98
Telephone service	5
Radio	12

*Total audience is composed of people reached by the Consumer Marketing Agent through one or more media.

TABLE 28. Results of radio survey in Detroit

Number of completed calls - 157

Total audience* 22 or 14 (±9) percent of completed calls

TABLE 28a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear agent on Jack Harris Show today?	13	8
Can you use this information?	7	4

TABLE 28b. Regularity of consumer agent's radio audience

Frequency	Number	% Radio Audience
Every week	2	29
Every 2 weeks	3	42
Almost never	2	29

TABLE 28c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	11
Radio	8

TABLE 28d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	69
Radio	57

*Total audience is composed of people reached by the Consumer Marketing Agent through one or more media.

in any way measure up to the newspaper survey. The Detroit agent attributes this to the fact that the callers were inexperienced on the radio survey, it being the first one completed, and also to the fact that the radio survey was completed on Wednesday, while the newspaper articles do not come out until Thursday and Friday. The radio survey question may have been worded in such a general sense that the respondents

did not remember the articles in the newspaper, while on the newspaper survey itself, they were asked about the article by name. Giving the name would aid in recall of the article.

A telephone marketing information service had been started in Detroit about three weeks before the survey, and a cross-check was included on it to see if people in a random sampling of this kind would have heard about it. No one on the radio survey reported using it, while 4 percent of the respondents to the newspaper survey had used it. The telephone service had not received much publicity, and the 4 percent is suprisingly large.

The coverage of the newspapers in Detroit overshadows the effect of each of the other means surveyed. On the newspaper survey 98 percent of the coverage was from newspapers alone. The overlapping of the media was heavily in favor of the newspaper. (See Appendix B, Table 3)

Flint

Flint, the third largest city in Michigan (163,143), is an almost entirely automotive industry city. Racial and national groups are prominent among the industrial working population, the negro group being the largest. Flint's MIC program includes newspapers, a daily radio program and various store sheets and consumer letters. (See Table 29)

Newspaper--(See Table 30) Fifteen percent of the homemakers in Flint had read the agent's newspaper column on the day before the survey and another 39 percent of the total completed calls (287) had been reached through the newspaper at some previous time. Forty-six percent of this newspaper audience said they read the column every week. The cross-check on radio showed 15 percent of the homemakers had heard the agent on the radio at some time.

TABLE 29. Flint MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Flint Journal - Wednesday*	92,706
Newspapers: Weekly	
Flint Weekly Review - Thursday	33,898
Liberty News Stand	
Grand Blanc Press	
Fenton Independent	
Linden Leader	
Lapeer County Press	
Clio Messenger	
Genesee County Herald	
Flushing Observer	
Davison Index	
Swartz Creek News	
Television: WNEM - Bay City - 4:30 p.m. (12-20 minutes) Every other Friday	
Radio: WFDF - Flint* - 9:55 a.m. ($3\frac{1}{2}$ - 5 minutes) Daily	
Radio Fillers:	
WBBC, WKMF, WAMM, WTAC - 6 per week	
Store Sheets: 55 stores, 50 - 500 per store	10,000 bi-monthly
Foodscoop for Institutions	200 monthly
Consumer Letter	800 monthly

*Survey subject

TABLE 30. Results of newspaper survey in Flint

Number of completed calls - 287

Total audience* 134 or 47 (±9) percent of completed calls

TABLE 30a. Size of consumer agent's newspaper audience

Question	Number Yes	% Completed Calls
Did you receive Flint Journal?	265	92
Did you read the food section?	146	51
Did you read food articles?	107	37
Did you read agent's column?	44	15
If not today-previously?	74	39
Can you use the information?	124	43

TABLE 30b. Regularity of consumer agent's newspaper audience

Frequency	Number	% Newspaper audience
Every week	60	46
Every 2-3 weeks	57	20
Almost never	14	5

TABLE 30c. Size of consumer agent's audience reached through each medium as reported on newspaper questionnaire

Medium	% Completed Calls
Newspaper	41
Radio	15

TABLE 30d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	87
Radio	32

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

Radio--(See Table 34) Five percent of the households contacted had heard the agent on the radio on the day of the survey and another

TABLE 34. Results of radio survey in Grand Rapids

Number of completed calls - 265

Total audience* 96 or 36 (±9) percent of completed calls

TABLE 34a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear agent on radio today?	13	5
If not today--previously?	33	12

TABLE 34b. Regularity of consumer agent's radio audience

Frequency	Number	% of Radio Audience
3 times every week or more	8	24
1 or more times every week	9	26
Every 2 weeks	12	35
Almost never	5	15

TABLE 34c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	12
Television	20
Radio	17

TABLE 34d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	33
Television	56
Radio	47

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

The excellent circulation of the Flint Journal in the Flint area is supported by the finding that 92 percent of the homes contacted received the paper. Half of those contacted read the food section. About three out of four of the food section readers read the food articles. We might assume that those who did not read the articles must have just looked at the pictures and advertisements.

Radio—(See Table 31) Only two homemakers of the 298 completed calls had heard the agent on her program that morning. However, another 39 said they had heard her at some previous time giving a total radio audience of 14 percent.

The cross-check on each survey of the other medium is especially good in Flint (see Table 30c and 31c).

Grand Rapids

Grand Rapids is second only to Detroit in size among Michigan cities. Known for furniture manufacture, it also produces many small appliances and goods. One-fourth of the 176,515 inhabitants are of Dutch ancestry and maintain several distinct Dutch communities within the city. The Grand Rapids agents' program schedule (see Table 32) includes radio, television and newspapers.

Newspapers—(See Table 33) Getting through to consumers by means of the newspaper in Grand Rapids is hampered by the fact that only 28 percent of all the respondents received the Grand Rapids Herald. It is a morning paper, and another paper which does not carry the agent's column gets the afternoon trade. Those who do get the Herald are faithful readers of the agent's column. Sixty-eight percent of the newspaper audience said they read it every week.

TABLE 31. Results of radio survey in Flint

Number of completed calls - 298

Total audience* 152 or 51 (±9) percent of completed calls

TABLE 31a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear the agent on radio today?	2	1
If not today--previously?	39	13
Can you use this information?	31	10

TABLE 31b. Regularity of consumer agent's radio audience

Frequency	Number	% Radio Audience
Every week	11	28
Every 2-3 weeks	15	39
Almost never	13	33

TABLE 31c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	46
Radio	14

TABLE 31d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	90
Radio	27

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

TABLE 43. Results of television survey in Lansing

Number of completed calls - 168

Total audience* 106 or 63 (±10) percent of completed calls

TABLE 43a. Size of consumer agent's television audience

Question	Number Yes	% Completed Calls
Did you see Cooper Kettle Show today?	16	10
Did you see agent?	15	9
If not today--previously?	60	36
Can you use this information?	62	37

TABLE 43b. Regularity of consumer agent's television audience

Frequency	Number	% Television Audience
Every week	19	25
Every 2 weeks	29	38
Almost never	28	37

TABLE 43c. Size of consumer agent's audience reached through each medium as reported on television questionnaire

Medium	% Completed Calls
Newspaper	27
Television	45
Radio	16

TABLE 43d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	43
Television	71
Radio	25

*Total audience is the percent of the people called who had been reached by the Consumer Marketing Agent through one or more media.

TABLE 44. Results of newspaper survey in Lansing

Number of completed calls - 151

Total audience* 90 or 80 (±12) percent of completed calls

TABLE 44a. Size of consumer agent's newspaper audience

Question	Number Yes	% Completed Calls
Did you receive the State Journal?	141	93
Did you read the food section?	86	57
Did you read articles in food section?	76	50
Did you read agent's column?	55	36
If not today-- previously?	30	20
Can you use this information?	56	37

TABLE 44b. Regularity of consumer agent's newspaper audience

Frequency	Number	% Newspaper Audience
Every week	52	62
Every 2-3 weeks	31	37
Almost never	1	1

TABLE 44c. Size of consumer agent's audience reached through each medium as reported on newspaper questionnaire

Medium	% Completed Calls
Newspaper	56
Television	4[illegible]
Radio	19

TABLE 44d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	93
Television	80
Radio	32

*Total audience is the percent of the people called who had been reached by the Consumer Marketing Agent through one or more media.

the heat of the southern cities. Several northern European groups are quite prominent, the Finnish being the most adherent to customs and language of the old country. Being a smaller city, it is not surprising to find the consumer agent has been successful in reaching a high percentage of the population through radio and newspapers (see Table 45).

TABLE 45. Marquette MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Mining Journal - Wednesday or Thursday*	14,965
Radio	
WDMJ - Marquette - 9:30-9:45 a.m.* Thursday (15 minutes)	
WJDD - Ishpeming - 11:00-11:15 a.m. Wednesday (15 minutes)	
Consumer Letter	500 weekly
Foodscoop for Institutions	90 monthly
Home Demonstration and Professional Agents Release	155 weekly

*Survey Subject

Newspaper--(See Table 46) Six of ten homemakers contacted had either read the agent's column on the day of the survey or at some time previously. The difference between the 18 percent who had read it that day and the 41 percent who had read it previously combined with the frequency figures which have a high incidence of regular readers would lead to the conclusion that quite a few had not had time to read the column yet that week and might later in the day.

Radio--(See Table 47) Not to be outdone, radio equaled the coverage of the newspaper. Sixty percent of the contacted homemakers said

TABLE 46. Results of newspaper survey in Marquette

Number of completed calls - 282

Total audience* 182 or 65 (±9) percent of completed calls

TABLE 46a. Size of consumer agent's newspaper audience

Question	Number Yes	% Completed Calls
Did you receive Mining Journal?	261	93
Did you read agent's column?	51	18
If not today-- previously?	115	41
Can you use this information?	119	42

TABLE 46b. Regularity of consumer agent's newspaper audience

Frequency	Number	% Newspaper Audience
Every week	73	47
Every 2-3 weeks	54	34
Almost never	30	19

TABLE 46c. Size of consumer agent's audience reached through each medium as reported on newspaper questionnaire

Medium	% Completed Calls
Newspaper	59
Radio	60

TABLE 46d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	91
Radio	92

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

readership of the agent's column make the newspaper the media through which 89 percent of the total audience is reached. On the newspaper survey, television maintained its position as the media through which one-third of the Kalamazoo consumers are reached by the agent.

Lansing

Lansing plus East Lansing includes 112,454 people. Automobile and automotive parts, state government and Michigan State University are the major sources of income to Lansing residents. The Lansing MIC program schedule (see Table 40) includes radio, television and newspaper.

TABLE 40. Lansing MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Lansing State Journal - Thursday*	64,055
Television	
WJIM-TV - Lansing - 10:30 a.m. Friday* (7-20 minutes) Copper Kettle Show	
WKAR-TV - East Lansing - 6:30 p.m. Wednesday (9 minutes)	
Radio	
WKAR - East Lansing - 4:15 p.m. Monday through Thursday (7 minutes)	
WKAR - East Lansing - 8:30 a.m. Thursday (7 minutes)	
WJIM - Lansing - 30 second spot announcements, two daily	
Foodscoop for Institutions	60 copies monthly
Store Sheets 65 stores, 10-300 copies per store	7,900 weekly

*Survey subject

The taped 30 second spot radio announcements are the newest addition to the Lansing MIC program schedule.

Radio--(See Table 41) When asked if they had heard the agent on the radio recently, 17 percent of Lansing homemakers said yes. A large proportion of this radio audience was on WJIM where the agent has 30 second spot announcements given during disk jockey programs.

Television--(See Tables 42 and 43) Two surveys were completed on television in Lansing in order to be comparable to the coincidental surveys completed on the same show. Both the results are reported here, and they are almost identical in many respects. Seven and 10 percent of the Lansing homemakers called said they had seen the television show in which the agent appears. The few that didn't see the agent on the show may have tuned in too late, as her part of the program is the first 7-15 minutes of the half-hour show.

Newspaper--(See Table 44) A little more than half of the homemakers in Lansing contacted on this survey had read the agent's food article in the newspaper either the day of the survey or previously. Almost as many had seen her on television. Regular readership is especially good in Lansing, with 52 out of the 55 who had read the column this week saying that they read it every week.

Marquette

Marquette is the only MIC program city located in the Upper Penninsula of Michigan. Smaller (17,202) than most of the MIC program cities in the Lower Penninsula, it has a tightly grouped society and is known for its local spirit. Formerly a mining and lumber town, it now manufactures mining equipment, produces chemically processed wood products and opens its gates to the annual summer flood of tourists escaping

TABLE 47. Results of radio survey in Marquette

Number of completed calls - 299

Total audience* 234 or 78 (±8) percent of completed calls

TABLE 47a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear agent today?	54	18
If not today—previously?	119	40
Can you use this information?	132	44

TABLE 47b. Regularity of consumer agent's radio audience

Frequency	Number	% of Radio Audience
Every week	97	60
Every 2 weeks	33	20
Almost never	33	20

TABLE 47c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	52
Radio	58

TABLE 47d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	66
Radio	74

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

they had heard the agent on the radio at one time or another. On the day of the calls, 18 percent had heard her. Of those who have heard her, six out of ten say they are regular every week listeners.

Muskegon

Muskegon and its companion city of Muskegon Heights total 67,257 inhabitants at the 1950 census. There are 99 factories in the area producing industrial parts, small machinery, aircraft motors and other small products. Foreign groups are prominent among the industrial workers and comprise at least one-third of the population. This city program (see Table 48) is the newest of the MIC programs and includes radio and newspapers. Television is available from neighboring cities only.

TABLE 48. Muskegon MIC program schedule - 1956

Communications Media	Circulation
Newspaper	
Muskegon Chronicle - Thursday*	44,902
Radio	
WKBZ - 11:00-11:15 a.m.* - Friday (15 minutes)	
WMUS - 2:00-2:15 p.m. - Thursday (15 minutes)	
WKNK - weekly information supplied to woman's editor	
WHGN - Grand Haven - weekly information supplied to woman's editor	
Consumer Letter	300 copies monthly

*Survey subject

Radio—(See Table 49) Of the homemakers contacted in Muskegon on this survey, 11 percent had heard the consumer agent on the radio the day of the survey and another 11 percent had heard her at another time. This is a substantial increase over the 7 percent who reported on the personal interview in the same city that they listened for food information

TABLE 49. Results of radio survey in Muskegon

Number of completed calls - 245

Total audience* 130 or 53 (±10) percent of completed calls

TABLE 49a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear agent today?	27	11
If not today—previously?	28	11
Can you use this information?	21	9

TABLE 49b. Regularity of consumer agent's radio audience

Frequency	Number	% of Radio Audience
Every week	20	45
Every 2 weeks	13	30
Almost never	11	25

TABLE 49c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	41
Television	14
Radio	22

TABLE 49d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	77
Television	26
Radio	41

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

programs on the radio. The difference may be in the sample, but it is more likely that the agent has been able to build up the radio listnership for food information with her programs. Almost half of those answering the regularity question said they listened every week.

TABLE 57. Results of television survey in Saginaw

Number of completed calls - 285

Total audience* 127 or 45 (±9) percent of completed calls

TABLE 57a. Size of consumer agent's television audience

Question	Number Yes	% Completed Calls
Did you see agent's show today?	11	4
If not today—previously?	64	22
Can you use this information?	29	10

TABLE 57b. Regularity of consumer agent's television audience

Frequency	Number	% Television Audience
Twice a week or more	12	17
Every week	35	49
Almost never	23	33

TABLE 57c. Size of consumer agent's audience reached through each medium as reported on television questionnaire

Medium	% Completed Calls
Newspaper	22
Television	26
Radio	17

TABLE 57d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	49
Television	58
Radio	38

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

regularity of viewing the agent on television said they saw her every week or oftener.

Cross-checking the media in Saginaw fails to show any one with a very great advantage over the other. Overlapping appears to be

occurring in all of the media but with no one medium being dominant.

Bay City

Bay City (52,523) is part of the "tri-city" area which includes Saginaw, Midland and Bay City. Formerly a lumber town, it now has some small industry in addition to beet sugar refining and ship building. The MIC program in Bay City is part of the work of the Saginaw agent.

Television—(See Table 58) The Bay City television survey was designed to see if the effort being put into the extra show in a town outside the Saginaw agent's immediate area was reaching people in a comparable way to the other efforts of the Saginaw agent. The results shown indicate that the Bay City television show is reaching a higher percentage of people than the television show in Saginaw.

About one-third of the homemakers in Bay City reported seeing the show at some time, and 7 percent had seen it on the day of the survey. That three-fifths of the homemakers who had seen the show said they could use the information is an indication of the effectiveness of the program.

Traverse City

Traverse City is the smallest of the MIC program cities with a listed population of 16,974. The population is swelled by the summer tourist trade because of its location in the Northern part of the Lower Penninsula along the shore of Lake Michigan and at the base of the Leelenau and Mission Penninsula areas. Many cherry orchards and other fruit are the agricultural resources of the area. The MIC program (see Table 59) covers all three media: newspapers, radio and television. The coverage of this smaller population area is the highest among the MIC cities.

TABLE 54. Saginaw MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Saginaw News - Thursday*	49,702
Midland Daily News - usually Saturday	10,343
Newspapers - Weekly	
Alma Record, Alma	5,524
Gratiot County Herald, Ithaca	5,381
Huron County Tribune, Bad Axe	3,173
Sebewaing Blade, Sebewaing	1,673
Chesaning Argus, Chesaning	2,345
Frankenmuth News, Frankenmuth	1,760
St. Charles Union, St. Charles	1,250
Merrill Monitor, Merrill	1,636
Reese Reporter, Reese	
Saginaw Press, Saginaw	784
Bay City Times, Bay City (listed as daily)	35,897
Television	
WKNX-TV - Saginaw - 3:00 p.m. (15 minutes*) Monday, Wednesday and every other Friday	
WNEM-TV - Bay City - 4:30 p.m. (15 minutes*) Every other Monday	
Radio	
WKNX - Saginaw - 12:45 p.m. (15 minutes*) Monday, Wednesday, Friday	
WSGW - Saginaw - 12:45 p.m. (15 minutes*) Tuesday, Thursday	
Radio Fillers: WKNX, WSAM, WSGW - 6 per week	
Store Sheets: 22 stores, 3-4 times a month, 5,000 copies	
Buy-Lines	80 copies weekly

*Survey subject

TABLE 55. Results of radio survey in Saginaw

Number of completed calls - 273

Total audience* 124 or 45 (±9) percent of completed calls

TABLE 55a. Size of consumer agent's radio audience

Question	Number Yes	% Completed Calls
Did you hear agent this morning?	8	3
If not today--- previously?	44	16
Can you use this information?	33	7

TABLE 55b. Regularity of consumer agent's radio audience

Frequency	Number	% of Radio Audience
Every week	18	38
Every 2 weeks	16	34
Almost never	13	28

TABLE 55c. Size of consumer agent's audience reached through each medium as reported on radio questionnaire

Medium	% Completed Calls
Newspaper	29
Television	21
Radio	19

TABLE 55d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	64
Television	47
Radio	42

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

TABLE 59. Traverse City MIC program schedule - 1956

Communications Media	Circulation
Newspapers: Daily	
Traverse City Record Eagle - Thursday*	12,760
Television	
WPBN-TV - 4:30 p.m. - Wednesday* (15 minutes)	
Radio	
WTCM - 9:30 a.m.* - Monday, Wednesday and Friday (15 minutes)	
Consumer Letter	450 copies twice monthly
Foodscoop for Institutions	200 monthly
Store Sheets 16 stores, 25-50 copies per store, 400-500 every two weeks	
Home Demonstration Agents Release	16 copies weekly
Food Notes	36 copies weekly

*Survey subject

Radio--(See Table 60) Sixteen percent of those contacted had heard the agent on the radio during the day of the survey and another 59 percent had heard her at some other time. This gives a total of 75 percent coverage on radio alone.

Television--(See Table 61) Ten percent of the homemakers called had seen the television show on which the agent appeared on the day of the survey. One-third of these did not remember seeing the agent on the show. Those who had seen her at some previous time totaled 43 percent and an additional 12 percent had seen her on the Cadillac television station.

Newspaper--(See Table 62) Traverse City proved to be the only

TABLE 62. Results of newspaper survey in Traverse City

Number of completed calls - 206

Total audience* 144 or 70 (±10) percent of completed calls

TABLE 62a. Size of consumer agent's newspaper audience

Question	Number Yes	% Completed Calls
Did you see the Eagle today?	170	86
Did you read agent's column?	68	33
If not today--previously?	48	23
Can you use this information?	112	54

TABLE 62b. Regularity of consumer agent's newspaper audience

Frequency	Number	% Newspaper Audience
Every week	68	33
Every 2 weeks	33	16
Almost never	15	7

TABLE 62c. Size of consumer agent's audience reached through each medium as reported on newspaper questionnaire

Medium	% Completed Calls
Newspaper	56
Television	49
Radio	56

TABLE 62d. Part of total audience* reached through each medium

Medium	% of Total Audience*
Newspaper	80
Television	70
Radio	80

*Total audience is composed of the people reached by the Consumer Marketing Agent through one or more media.

example of the newspaper being bested by radio and television. One-third of the homemakers called had read the column the week of the survey and an additional 23 percent had read it at another time for a total of 56 percent coverage for the newspapers in Traverse City.

Other Data

In Appendix B are listed tables showing the direct overlapping of one media on another as determined by each survey. In many cases the number of homemakers involved is so small that the findings are not significant. The findings are presented as an added indication of the duplication of the media in each city but fail to show definite tendencies.

In Appendix C are listed tables showing the results of each survey in each city so that the reader may compare the media ratings given on each survey for general consistency of the surveys in each city. In Detroit there was a very wide spread between the newspaper rating as determined by the newspaper survey and the newspaper rating as determined by the radio survey. Some discussion of this point has already been given. Other cities show much more uniformity of ratings between each media.

As might be expected from the make-up of the questionnaires, the media being asked about in detail generally gets its biggest rating from its own survey. However, it is not always the case. Uniformity was greatest in the smaller cities where a larger proportion of the population was sampled.

CHAPTER VI

MEDIA RATINGS FROM OTHER SOURCES

Available Ratings from Michigan Cities

In some cities the agents have been able to get estimates of ratings from the newspapers and radio and television stations to add to their annual reports. Three of these ratings are presented here. Some present a contrast and others reinforcement to our findings in the telephone surveys.

Detroit

In Detroit the newspapers estimated readership of the food sections at 30 percent of their total circulations. The circulations are as follows:

Detroit News	437,947 x 30 percent	131,384
Detroit Times	411,661 x 30 percent	123,498
Detroit Free Press	414,026 x 30 percent	124,208
	Total	379,090

In our survey we found the potential for the readership to be considerably above the 30 percent mark. Of course, this was limited to homemakers, and the survey asked about specific articles within the food section. If our potential is correct, the coverage would be much greater than estimated by the newspaper.

Detroit radio station WJR estimates its potential at 15 percent of the more than four million radio homes within the WJR range in both the United States and Canada. Our survey showed the radio potential to

be about half of this in regards to the one program in which we were interested.

Kalamazoo

The Kalamazoo newspaper estimates that it has readership of their food page of 75 percent of the women and 37 percent of the men. For a specific article on the food page, the figure is 52 percent of the women and 7 percent of the men. This corresponds to the findings of our survey.

The Kalamazoo radio station WKZO estimates (based on Pulse ratings) that they have 35 percent of the radio audience listening at the time of the agent's program and that the total audience is about 25 percent of the homes. The resulting 8.75 percent of the total homes is close to our findings — that 11 percent had heard the agent recently.

The Kalamazoo television station estimates (based on Videoindex ratings) that they have an audience of 12.6 percent of the homes at the time of the agent's program. This coincides almost exactly with our finding of 13 percent having seen the program on the day of the survey.

These Kalamazoo commercial ratings being very close to the findings of our survey may lend some credence to our method; by inference if not statistically.

Saginaw

Television viewing in the Saginaw area on WKNX-TV is estimated by the station agent in her annual report as 15 percent. Our results were only 4 percent watching on the day of the survey and 22 percent more who had seen it at another time.

In Bay City the television estimate by the agent in her annual report is 20 percent of the sets. As in Saginaw, our findings were

lower, with 7 percent saying they saw the show on the day of the survey and 26 percent more having seen it at some other time. Considered in the light of many variables, including time of year, that are present in the ratings and in our survey, perhaps these are not really so different.

The Saginaw agent estimated the newspaper coverage at less than the 51 percent which we found to be the total on our newspaper survey. However, the lower figures for the newspaper which were reported on the radio and television surveys would tend to substantiate her estimate.

These ratings are helpful to the agents in their evaluation of their programs and the degree of uniformity which we found may help them to depend either more or less upon the ratings they find available to them from stations and newspapers in the future.

National Media Survey Ratings

Some of the national ratings which apply to all television or radio households may be another source of comparison for our surveys. Following are some recent findings from Neilsen and other surveys.

The following findings show the amount of television viewing carried on in television homes throughout the day. Published in Editor and Publisher, these ratings are from Nielsen.[54]

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[54]"Nielsen Data Underscore Strength of Daytime TV", Editor and Publisher, November 10, 1956, p. 17.

TABLE 63. Television viewing during 3- and 6-hour time spans

Time Span	Percent of Television Homes	Average Time Per Home Reached - Hours: Minutes
Three hour span		
6 a.m. - 9 a.m.	20	:41
9 a.m. - 12 noon	36.8	1:13
12 noon - 3 p.m.	44.3	1:19
3 p.m. - 6 p.m.	59.2	1:21
6 p.m. - 9 p.m.	85.49	1:59
9 p.m. - 12 midnight	82.7	1:46
Six hour span		
6 a.m. - 12 noon	41.3	1:25
12 noon - 6 p.m.	66.7	2:04
6 p.m. - 12 midnight	90.2	3:30

When expressed in terms of sets in use, Broadcasting-Telecasting Yearbook for 1955-56 gives the following figures:[55]

TABLE 64. Share of television sets in use by time period

Time Period	Share of Sets in Use
7 a.m. - noon, Mon.-Fri.	13.5
noon - 3 p.m., Mon.-Fri.	15.6
3 p.m. - 5 p.m., Mon.-Fri.	17.6
5 p.m. - 7 p.m., Mon.-Fri.	35.3
7 p.m. - 10 p.m., Sun.-Sat.	67.4
10 p.m. - midnight, Sun.-Sat.	32.6
midnight - 2 a.m., Sun.-Sat.	3.7

For purposes of comparison to our surveys, it is most interesting to look at the breakdown of television viewing by men, women, and

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[55] James W. Seiler, "Novelty Factor in Viewing: It's Myth, Research Shows", (Broadcasting-Telecasting Yearbook-Marketbook, 1955-56), p. 16.

children.[56]

TABLE 65. Weekly television viewing hours for men, women and children (Source: American Research Bureau, 1955)

Time	Set Hours	Men Hours	Women Hours	Children Hours
7 a.m. - noon, Mon.-Fri.	3.38	.88	2.86	2.39
noon - 3 p.m., Mon.-Fri.	2.33	.61	2.31	1.39
3 p.m. - 5 p.m., Mon.-Fri.	1.76	.41	1.49	1.68
5 p.m. - 7 p.m., Mon.-Fri.	3.53	1.66	2.19	4.66
7 p.m. - 10 p.m., Sun.-Sat.	14.15	11.81	15.98	10.81
10 p.m. - midnight Sun.-Sat.	4.56	3.88	4.76	.80
Midnight - 2 a.m., Sun.-Sat.	.51	.37	.49	.06
Total	30.22	19.62	30.08	21.79

The morning and early afternoon television audience is primarily women plus pre-school children at home. The homemaker shows all appear in this period in order to attract the homemaker audience. However, the women's total viewing during this morning and early afternoon period is only about one-half hour per day. Hence, the competition for that one-half hour of the homemaker's time is high. The MIC agents must take this fact as a challenge to have a program good enough to get the available homemaker audience.

Another recent survey throws cold water on the magnitude of the female audience during the day. It says, in short, that the housewife may have the television on but she doesn't watch it, in fact most of the time she is in another room.[57]

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[56]Leo Bogart, The Age of Television, (New York: Frederick Unger Publishing Co., 1956) p. 68.

[57]"Study of Daytime TV Finds Few Gals Watch," Editor and Publisher, (November 10, 1956) p. 17.

New York was the lowest of several cities surveyed to find whether the homemaker is watching or not. Full attention was being given to the television set in 2.8 percent of the New York homes, although the set was turned on in 25 percent of the homes. This survey concluded that three out of four housewives in homes with television sets in use during daytime were not watching them. Other cities varied from 3.2 to 8.1 percent of the homes with housewives giving full attention to the television program.

These sort of surveys and the falling ratings of the homemaking shows have caused a decline in the number of homemaking shows available on television stations trhoughout the country. Sponsor magazine says 13 percent of the television stations have dropped kitchen shows from their schedules in the last two years.[58]

The percentage of stations with other women's shows has fallen too, as illustrated in the following chart from the above mentioned Sponsor magazine source.

TABLE 66. Percent of stations having women's shows

	In 1956	In 1957
Fashion shows	71	69
Kitchen show	87	77
Baby care shows	49	38

(Source: Buyers Guide Survey)

[58]"Can the TV Homemaker Shows Come Back Strong?", Sponsor, April 27, 1957, p. 38.

Sponsor says the causes of these slips in womens' shows popularity and programming can be corrected. They say the dependence on ratings is a poor judge of the womens' shows. The potential and actual customers that are contacted through the womens' shows are much greater than the ratings would indicate. The format can be improved by considerable pepping up in many cases. Fresh material, new faces and ideas are needed. And better client (sponsor) communication would help: that is, the sponsor should be told how specialized an audience these shows have and what a real reaction he can get to his product through them.[59]

Other factors which concern our interest in television for homemakers might be the number of children in the household and the time of year. Following are reports on these two factors showing their influence on television viewing. In 1954 the Telecasting Yearbook pointed out that children are a key to television viewing. (See Table 67).

TABLE 67. Television viewing by size of family and time of day[60]

	Average Viewing Hours Per Week		
	Morning	afternoon - 6 p.m.	6 p.m. on
Household of			
1 or 2 adults only	2.7	5.8	20.3
3 or more adults	2.9	7.1	23.1
Adults plus children 6 years and older	3.7	9.4	23.2
Adults plus children under 6 years old	5.7	12.1	24.2

Time of year also had an effect on the amount of television viewing that each family does. Neilsen shows daytime television viewing in

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[59] Ibid, p. 38-39

[60] James W. Seiler, "Children in the TV Home are Key to Total Viewing," (Broadcasting and Telecasting Yearbook, 1954) p. 17.

the summer to be 79 percent of the average for the year. Winter daytime viewing is 126 percent of the average and spring (the time of our survey) was 105 percent of the average.[61]

These findings of the national surveys may not apply directly to our survey because we did not always ask the same questions and did not have the same purpose, but they can certainly be used as guideposts for comparisons and tools in shaping the development of the program.

Radio survey findings may be used in our analysis in the same capacity as the above mentioned television studies. First to be mentioned would be the decline of radio use with the coming of television. According to Broadcasting Yearbook of 1954, there has been a decline of radio usage per day since 1948. (See Table 68).

TABLE 68. Radio usage per day, 1946 to 1953[62]

Year	Estimated Radio Homes (millions)	Hours of Radio Usage	Total Hours Per Day (millions)
1946	34.0	4:13	143.1
1947	35.9	4:33	163.3
1948	37.6	4:41	176.5
1949	39.3	4:32	178.3
1950	40.7	4:10	169.7
1951	41.9	3:39	152.1
1952	43.8	3:10	139.0
1953	44.8	2:53	129.5

This trend away from the radio to the television set is partly offset by the increase in morning hours radio listening which is the

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[61] A. C. Nielsen, "The Radio and Television Audience - 1956", p. 13.

[62] A. C. Neilsen, "Radio Usage in 1953", Broadcasting Yearbook for 1954, p. 17.

present trend. It is the morning hours that the MIC program is most concerned with, and there is evidence to say that morning listening is increasing. (See Table 69).

TABLE 69. U. S. houses using radio (in thousands)[63]

Time	1954	1955
6 a.m.	1542	1619
7 a.m.	4173	4624
8 a.m.	5806	6428
9 a.m.	6032	6520
10 a.m.	6758	6759
11 a.m.	6804	6474
noon	7620	6752
1 p.m.	7711	7399
2 p.m.	7016	6659
3 p.m.	7121	6150
4 p.m.	6713	6104
5 p.m.	6486	5734

Neilsen says that radio is still the medium that follows the population both by density and by geographic areas. He points out that television is still concentrated in the metropolitan areas and particularly the east coast. In 1955 there were 46.2 million homes with radios and 12 million (27 percent) did not have a television set.

What about the auto radio? Is it important to the MIC program? Neilsen surveys say that during the rush hours of 8-9 a.m. and 5-6 p.m. when car radios are being used the most, there are about 1.32 million car radios in use 8-9 a.m. as compared to 6 million home radios in use during the same period and from 5-6 p.m., there are 1.7 million car radios in use as compared to 5.68 million home radios. The car radio

[63] Ibid., p. 15

audience is about one-fourth female.

Like television, radio listening varies with the season of the year also. Expressed as a percentage of the average for the year, January-February daytime radio listening is 111 percent of the average, March-April is 108 and July-August is 87.[64] Hence, it appears that our May surveys were conducted at the average time for overall results.

All Media Evaluation Survey

"Pulse" has developed a new all media yardstick which will tell advertisers through which media they will get the best coverage in terms of remembrance of advertisements for the least money.[65] This is an improvement over any of the ratings which tell only if the people have been reached and give no mention of the way people remember what they see and hear. The remembrance aspect is the real effect of an advertisement, or if applied to the MIC program, the effect of a marketing information message.

Interviewers ask questions on all three media: radio, television and newspaper in all of the personal interviews on which this system is based. They ask people to look at a newspaper and tell the advertisements they remember having seen in yesterday's edition and they ask if they remember having heard or seen the various commercials that had been used on the local radio and television stations.

In Salt Lake City the results of this new remembrance scale gave a rating of 3.4 (reaching 3.4 percent of all homes in the metropolitan

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[64] A. C. Neilsen, "Radio and Television Audiences", op. cit., p. 13.

[65] "Found: A New All-Media Yardstick", Sponsor, (May 25, 1957), pp. 39-41.

area) to the average quarter-hour radio show on six different stations. For the newspaper it was a rating for the Salt Lake City Tribune of 3.4 and for the Desaret News a rating of 3.7.

Compared to the usual figures of circulations and coverage such as in Richmond, Virginia, where the newspaper gets to 95 percent of the homes and the radio to 48 percent and the television to 80 percent of the homes in the area, this new scale gives quite a different slant to some old ideas about which medium gets through to the people and is remembered.

In Baltimore the figures gathered on this new system were computed on the basis of cost to reach 1 percent of the population. Compare the results:

Baltimore Sun	$223 - $350	depending on size of advertisement
Baltimore News-Post	$267 - $610	depending on size of advertistment
Television station (20 second announcement)	$ 17 - $ 13	depending on time of day
Radio station (1 minute announcement)	$ 9 - $ 13	depending on time of day

It must be remembered that this survey was conducted on advertisements only.

These reports are an indication of the fallacy of some of our standards of measurement and perhaps a new type of media rating will develop. Perhaps we can use our experience in this survey and combine it with some of the new "remembrance" techniques for a more effective evaluation of MIC and similar programs.

CHAPTER VII

COMMENTS BY CONSUMERS

On each telephone questionnaire there was a question asking "what part of this information was of particular interest to you?" These were included to get the homemaker to comment on what things are uppermost in her mind. The results were to be used as a guide for the program in its future development. They are not all inclusive and represent the expressed feelings of only a few of the homemakers called.

On Television Survey

The general response of the "everything is of interest" type was often received and the "good marketing buys and tips" type was the most frequent comment made by the consumers. These types of responses indicate very little in terms of ideas for program planning but may be considered as indications that people do understand the work of the program in providing this marketing information to them.

When specific items are mentioned, it is most often meat. One-fourth of the people commenting in Lansing expressed a particular interest in meat information and the other cities all received meat comments in excess of 8 percent of the total questionnaires with comments.

All of the agents received a few comments favorable to them personally such as "watches specifically on Thursday for Maryann" and "Enjoys Maryann so much more than some who have been on" etc. The Kalamazoo, Traverse City and Saginaw agents each received three or four such comments.

There were some comments of a negative nature, too. Each city survey had a few who said the program held "nothing of interest" for them. Some people just plain don't pay attention to this kind of information and admitted it. In Traverse City two homemakers mentioned the program came at the wrong time for them, and this comment appeared on the pretest surveys in Lansing too. "Friday is cleaning day" they said, and "we don't have time to watch."

When asked if they could use the information given, a few homemakers in Lansing and Traverse City mentioned that it helped them either when they were shopping or when they were making out their shopping list.

On Radio Surveys

As in the television surveys, the most frequent comments were "everything" and "market buys and tips" when the homemakers were asked what information was of particular interest to them. Marquette radio questionnaires reported 115 comments of this general type.

New food ideas were of particular interest to seven Traverse City homemakers and to several in Kalamazoo, Lansing and Muskegon too.

Cooking, canning, freezing, packaging, and meal planning all were mentioned by two to seven consumers in different cities. Meat was again the number one specific food item mentioned and produce following not too far behind. Twenty-two people in Traverse City mentioned meat as the thing they were particularly interested in. Other items that brought comments include eggs, frozen foods, cottage cheese, holiday foods and coffee.

Recipes are the thing that twenty-five homemakers in Marquette are interested in knowing more about and Traverse City also had a high total of recipe comments.

In the personal comments from the radio surveys, Lansing led with six mentions of "I like her", "She's funny", "She's so friendly", "Always has clever things to say" and the like, undoubtedly inspired by the agent's spot announcements which are used on disc jockey programs.

In the negative comment category, there were again those who said that the information was of no interest to them, and those who have the radio on but just don't pay any attention to it.

On Newspaper Surveys

There was a tendency to find more comments on the newspaper survey questionnaires than on radio or television.

Again the "All or everything" comments along with "good marketing buys and tips" were the most frequent. Scattered comments appeared on "new food ideas", "cooking tips", "canning", "freezing" and "meal planning". Meats were again the leading food item with produce getting some comments in most cities too.

Recipes were the thing that thirty homemakers in Traverse City were interested in, and several mentioned it in Detroit, Kalamazoo, Marquette, Pontiac, Saginaw and Royal Oak.

Personal comments were made most freely in Traverse City where they said "articles intelligently written with housewives interest at heart", "good reading for the entire family", "a nice informative column" etc.

Comments indicating usefulness were given on most of the surveys but in small numbers. Royal Oak had the greatest response in this category with thirteen comments of the "helps to make out shopping list" type.

The comments indicate an interest in the program by consumers,

and the specific ones indicate some of the areas that the program can develop.

The items mentioned are the things that consumers are most interested in learning more about, and hence they will be receptive to this kind of information even if it may be sandwiched into other kinds of information.

"Market buys", "Tips" and current market information that can be put into this form are the sort of thing the consumer is most interested in, and meats are the first concern when it comes to specific foods. Recipes get lots of votes also. These are the things the homemakers said were of particular interest to them.

A complete report of all comments is being prepared for the use of each agent.

CHAPTER VIII

ANALYSIS AND COMPARISONS OF FINDINGS

Analysis and interpretation of the findings of the two types of surveys reported in previous chapters and the various measures that were reviewed is hardly possible in the very strict sense. To generalize on all the findings is to mislead many and to analyze each local bit of information is endless and of value only to the administrators and agents of the MIC program. Detailed findings will be available for use by the agents in evaluating their programs. It is hoped that the results of the surveys will be used to help the agents make better use of time and effort to get the food marketing information to the consumer.

The analysis of the findings which follows is not the only possible set of conclusions, and interested readers are invited to look at the findings and draw their own conclusions in the light of the work which they are doing.

Comparisons Between Cities

Between the cities there is a great deal of variation in results. Some area audiences of the MIC program include a high percentage of the homemakers living in the area and some other areas the program reaches only a small percentage. One medium may be much more effective than others in one city such as the newspapers in Detroit. In another city it may be another medium that leads, such as the radio in Traverse City. Each city must be considered in the light of the program that is in operation at the present time.

When looking at the two smaller cities, Traverse City and Marquette, it seems that the program is getting through to a larger percentage of homemakers in the area. However, the larger cities even though they have lower percentages may have an actual audience of several times the smaller cities because of their extensive potential audience as compared to the limited number of residents in the area of the smaller cities. Higher percentages of homemakers reached are not entirely limited to the smaller cities. Detroit newspaper readership and Kalamazoo overall coverage is also high. Comparison of total audiences (those reached through one or more media) as determined by each of the 26 media surveys is given in Table 70.

Two generalized statements can be made from the overall findings:

1. The MIC program is reaching a little more than half of the homemakers in the areas surveyed through a combination of all three media.

2. On a weekly basis, the MIC program is reaching somewhat less than one-third of the homemakers in the area through a combination of all three media.

Some cities have consistantly high total audiences on each of the three media surveys in that city. Others are consistantly low, such as Grand Rapids. Between the two media in Detroit, there is the greatest amount of inconsistancy of total audiences. Flint shows the most consistant pair of total audience figures with only 4 percent difference on the two surveys.

It is hoped that these surveys of each city will not be used to judge one agent in comparison with another. Viewed alone, these findings do not give a measure of the work of the agent in each area. Using the mass media to get food information to the consumers is only part of the

work of each city program. Each area is different, so the programs must be designed to fit each situation.

TABLE 70. Total MIC program audience by survey and city showing total percentage contacted by the MIC program through one or more media as reported on each media survey

	Total (non-duplicated) audience reported on:		
	Radio Survey	Television Survey	Newspaper Survey
Detroit	14	-	83
Flint	51	-	47
Grand Rapids	36	24	20
Kalamazoo	60	74	72
Lansing	54	63	60
Traverse City	90	89	70
Marquette	78	-	65
Muskegon	53	-	69
Pontiac	-	-	53
Saginaw	45	45	64
Bay City	-	42	-
Royal Oak	-	-	31
Average of Percentages	53	56	58

Comparisons Between Media

Table 71 compares the individual media ratings as established in the telephone surveys. Figures shown are the total contacted at some time by each medium.

The newspaper is the best medium for reaching consumers with food information according to the results of this study. However, even this

general statement must be considered with caution, for in two cities, Grand Rapids and Traverse City, the television and radio were equally

TABLE 71. Individual medium audience by city showing those reached by one medium at some time

	Total (non-duplicated) audience reported on:		
	Radio Survey	Television Survey	Newspaper Survey
Detroit	8	-	51
Flint	14	-	41
Grand Rapids	17	19	17
Kalamazoo	11	50	64
Lansing	17	39	56
Traverse City	75	66	56
Marquette	50	-	59
Muskegon	22	-	55
Pontiac	-	-	52
Saginaw	19	26	51
Bay City	-	34	-
Royal Oak	-	-	31
Average of Percentages	27	38	51

or more effective in reaching the consumers than the newspaper was. On the average figure, half of all the homemakers in each area are reached through newspaper.

Television is next after newspaper with 38 percent of the homemakers being contacted through this medium. In Grand Rapids this is the leading medium for reaching the consumer audience.

Radio is the least effective, and at the same time, reached an

average of 27 percent of the consumers. This average figure conceals the spread between cities on the radio surveys - from a low of 8 percent in Detroit to a high of 75 percent in Traverse City. With such a diversity between cities, it is again difficult to generalize on each media and each finding must be considered by the agents in each city as they pertain to their own situation.

The percentage of consumers reached through the three media during the week of the survey is shown in Table 72. Some differences from

TABLE 72. Individual medium audience by city showing those reached by one medium during the week of the survey

	Weekly audience (percent) reported on:		
	Radio Survey	Television Survey	Newspaper Survey
Detroit	8	-	73
Flint	1	-	15
Grand Rapids	5	7	11
Kalamazoo	11*	10	24
Lansing	17*	10	36
Traverse City	16	10	33
Marquette	18	-	18
Muskegon	11	-	11
Pontiac	-	-	17
Saginaw	3	4	21
Bay City	-	7	-
Royal Oak	-	-	16
Average	10	8	23.5

*Question did not refer to specific program but asked if homemaker had heard the agent on radio recently.

the total contacted are evident. The reduction from the total to the weekly basis is less for radio than for the other media and television loses more than the newspapers.

Except for Saginaw, the 7-10 percent television weekly audience is constant for each city. When viewed with the commercial ratings in mind, it would seem that perhaps the potential for morning television audiences is being exploited to its limits in these cities.

The weekly coverage by newspapers and radio leave considerable potential audience yet to be reached. Radio coverage may be easier to expand than television. Newspaper readership leaves much room for expansion.

The reduction in percentage reached through the newspaper on a weekly basis from the total reached at some time previously might have been less than indicated because of the time the calls were made. In most cases the calls were made starting at 9 a.m. on the morning after the agent's release came out in the afternoon paper. Some comments on the Lansing pretests indicated that a few homemakers had not had a chance to look for the article in the paper yet but would read it later in the day.

Overlap Between Media

In Appendix B are tables showing the overlap between media in each city. When the telephone survey asked about a particular television program, it concluded by asking if the respondent had also either heard the agent on the radio or read her newspaper articles. The tables mentioned above show the results of these questions.

In many cases the numbers concerned are too small to be an indication of any general trend of overlap. This is especially true on the

radio surveys where the immediate audience was small.

In Detroit the newspapers cover the audience, and there is very little indication that the radio program has much audience that isn't also covered by the newspaper.

In Grand Rapids the television audience stands very much alone. Neither the newspapers nor the radio reach the same people as the television show does according to the television survey. However, on the radio and newspaper surveys, some overlap was indicated.

Kalamazoo audiences each overlap the other to a considerable extent. Lansing television overlaps newspaper and radio audiences particularly. In Marquette and Traverse City, there is extensive overlap between all media.

Each city is different in this amount of overlap, and the figures presented are not conclusive enough to make generalizations.

Comparison of Survey Methods

The two methods of surveying used are comparable to a limited extent. Personal interviewing is necessary for getting details, opinions, reactions and other depth data. Telephone interviewing is adapted to the quick answer question about one definite subject, and little data about the characteristics of the respondent can be gathered this way.

For finding the size of the MIC program audience, the telephone survey is certainly the most economical to use, the cost being eight cents per completed schedule in the surveys reported herein.

When information on the nature and preferences of the audience is needed, the personal interview method must be used. The cost in the Muskegon personal interview survey was approximately five dollars per completed schedule. About one-fourth of the material on each schedule is included in this thesis.

Coincidental telephone surveys were made on a very limited scale in Lansing for comparison to the recall type used throughout the twelve cities. There were no significant differences in the results obtained by these different types of telephone surveys. The results obtained on the Kalamazoo recall survey were the same as the professional coincidental survey statistics. The difference in administration makes the recall survey possible for the MIC program. To complete coincidental surveys equalling the recall surveys done in the twelve cities would have required ten times as many callers, which would have been a financial and administrative impossibility.

Comparison of Muskegon Surveys - Personal and Telephone

Between the personal interviews made in Muskegon and the telephone surveys conducted in the same city, there are some comparisons which can be ventured.

When asked on the personal interview about their use of television as a source of food information, 43 percent of the Muskegon homemakers said they watched the homemaker shows sometimes. This included all the various shows available to them. About 13 percent of the total interviewed said they had seen the consumer marketing agent from either Grand Rapids or Kalamazoo on television. When asked this same question on the telephone surveys, 14 percent of those called on the radio survey said they had seen the agents on television and 29 percent of those called on the newspaper survey had seen them. Thus, the one telephone survey almost exactly duplicates the personal interview and the other more than doubles the number.

Only 7 percent of the homemakers interviewed on the personal interview survey said they used the radio as a source of food information.

When asked if they had heard the agent on the radio in the telephone survey, 11 percent said they had heard her on the day of the survey and another 11 percent said they had heard her another time. This is a considerable gain of listnership over that indicated by the personal interview survey. The fact that the agent has programs available to the consumers now may be the factor in increasing their use of the radio as a source of food information. There are many other factors too which might have influenced the results, not the least of which is the time of year each survey was conducted. The September personal interview survey came following a summer of less radio listening than the winter and early spring, following which the May telephone survey was made.

On the newspaper side of the surveys, the coverage was quite close; 93 percent of the households interviewed on the personal interview survey received a newspaper regularly, while 96 percent of those called on the telephone survey received the Muskegon Chronicle. This might be expected, as some of the homes reached through the personal interview survey did not have a telephone, and those without telephones are less likely to take the newspaper.

When asked on the personal interview survey how often they read the food page in the newspaper, 37 percent of the Muskegon homemakers said they read articles every day. When asked how often they read the agent's article on the telephone survey, 38 percent said every week, practically identical results if variation in the question is ignored. The rest of the regularity responses followed almost exactly the same on both surveys: in the personal interview survey, 44 percent said they read food articles sometimes and 15 percent said they never did. On the telephone survey 42 percent said about every two weeks and 20 percent said almost never.

Although the questions are a bit different and the frequencies are different in respect to the once a week release of the agent's article, this is evidence that the agent has readership equal to that of any or all other food articles that appeared before regular publication of her article in the newspaper began.

Comparisons With Other Survey Ratings

It has already been pointed out that the findings of our telephone survey in Kalamazoo are the same as the commercial ratings available from the Kalamazoo media. The Detroit and Saginaw ratings were not quoted as ratings from the independent commercial surveys such as Kalamazoo was able to obtain.

From the national ratings of television and radio such as the Neilsen reports, the MIC program can learn something of what an average audience is like and how it behaves and use it as a guide for planning the future developments in these media fields.

Comparisons to these national averages can be misleading unless interpreted in the light of the local situation. Perhaps a large metropolitan area such as Detroit will conform to such findings, but smaller cities, especially Traverse City and Marquette, must plan according to the available media and audience in their area.

The MIC program can learn from the advertisers of food products. The advertisers are vigilent in watching changes in attitudes, reactions to new approaches, etc. Most of the techniques they use are tested for effectiveness, and from these plus the other surveys, better ways and means of reaching consumers with food information can be developed.

Comparison to Other Studies

The findings of this survey and those of the two studies reviewed

in Chapter III are quite similar in many respects. Each will be compared separately.

Louisville, Kentucky, 1953 - In numbers of people reached through the mass media by the consumer food information program, some Michigan city programs exceed the Louisville survey results and others are somewhat less. The Michigan average is only very slightly less than Louisville (56 percent in Michigan, 61 percent in Louisville).

Newspapers reached the most people in both the Michigan and Kentucky studies. Television reached about one in ten consumers in both surveys, and radio was more successful in reaching Michigan consumers than Louisville households.

Many of the comments collected on the Michigan surveys indicated consumers' interests in food buying information to be about the same as in Louisville. Good buys and suggestions on economy are of interest to many consumers wherever they are.

The general conclusions of the Louisville study (see page 33), could be equally well drawn from the surveys reported in this thesis.

California, 1956 - The potential for consumer reception and use of food information indicated by the California study is substantiated by our Michigan survey results. The potential for each media shown in the California study has been exhausted in some Michigan cities.

Newspapers lead in reaching consumers with food information in California as well as Michigan. Radio was given the edge over television in California but dropped slightly behind its competitor in several Michigan cities.

Consumer interest in food information is established in all of the studies.

CHAPTER IX

SUMMARY AND CONCLUSIONS

The Marketing Information for Consumers (MIC) program must reach the consumer audience to be effective. Successful achievement of the program's objectives depend upon its ability to communicate its message to the food buyer. Reaching large numbers of consumers through use of the mass media is one way of reducing Mrs. Consumer's cost of learning to be a better buyer.

As part of an extension evaluation program, this study seeks to determine the size of the MIC program audience and how this audience uses the mass media for getting food marketing information.

The objectives and the purposes of the MIC program, which depend upon the consumer use of the mass media for food information, are discussed early in this thesis. The program is questioned from several points of view, and the different aims commented upon in a review of writings pertaining to programs of this nature.

This study uses two surveys to measure consumer use of mass media for food information: (1) telephone surveys to determine how many people are being reached by the MIC program through the mass media, (2) a personal interview survey to determine some characteristics of the potential food buying audience in respect to their use of mass media for food information.

The telephone surveys covered three media: radio, television

and newspapers. More than 12,000 calls were made to randomly selected households in twelve cities where the MIC program is operating. These telephone calls yielded measures of total audience size and media effectiveness.

It was found that between one-half and two-thirds of the people called had been contacted by the MIC program at some time. The total audience for all three mass media varied greatly between cities. On a weekly basis, somewhat less than a third of the consumers were reached through the three media surveyed.

Individual medium audience ratings also varied widely between cities. In eight of the eleven newspaper surveys, more than one-half of the consumers had read the agent's newspaper articles at some time.

Television surveys were conducted in the six cities which have regularly scheduled MIC programs. Total audience contacted at some time through this medium ranged from one-fifth to two-thirds of the consumers in the area surveyed. Television contacts during the week of the survey were 10 percent or less in each city.

The radio audience for MIC programs was surveyed in nine cities. Weekly audiences ranged from 1 percent to 18 percent, while the homemakers contacted at some time through the radio ranged up to 75 percent of those surveyed in each city. More contacts were made during the week of the survey by radio than television. However, the total number of homemakers reached at some time was more by television than by radio.

The telephone surveys were the recall type: the calls being made after a particular radio or television program was completed and on the day after the agent's newspaper release. It was found that the recall method yielded essentially the same results as the coincidental

method (calling during the program) which is used by many commercial rating organizations. Also, the results of the recall surveys corresponded with the commercial ratings of the same programs.

Because of their ease of administration and low cost, the recall survey method is recommended for the MIC agent's use in checking program effectiveness. The minimum number of calls (about 300) can be made for eight cents each - total of $24. Only about five personal interviews can be conducted for the same expenditure.

Available commercial survey data on radio and television use in the home was reviewed for comparison and program planning purposes. Summaries of comments made by homemakers to the telephone interviewers are also included as program suggestions.

The personal interview survey of 311 Muskegon homemakers was used to learn the nature and preferences of the consumer use of mass media for food information. Homemakers with higher education and in the middle income brackets looked to magazines as a source of food information more than the homemakers of lower education and other income groups.

When asked what media they preferred as a source of food information, the Muskegon homemakers favored the magazines. Both newspapers and magazines were preferred over radio and television.

It is interesting to note that the use of the radio as a source of food information by Muskegon homemakers increased between the time of the personal interview survey and the telephone interview survey seven months later. During this time the MIC program was launched in Muskegon and several radio programs initiated. This is an indication that homemakers will use the media on which the food information becomes available even though it may not be the preferred source.

The value of this entire study lies in its application to the MIC program. It is hoped the findings will be helpful in program development. Efforts to reach consumers through mass media can be concentrated on the media that are most successful in reaching the audience of food buyers. Economy and efficiency in use of time, money and talent may be the result of the use of these findings.

APPENDIX A

SAMPLES OF SURVEY SCHEDULES

MUSKEGON PERSONAL INTERVIEW SCHEDULE

Sample of Section Used

20. a. Do you have a TV set? Yes No

b. What channels or stations do you get? _____ _____

_____ _____

c. Do you ever watch homemaker shows or other shows dealing with food buying? Yes No

d. Which ones? (Are there any others?)_____

_____

e. How frequently do you watch them?_____

_____

f. Why do you like these shows? (If they watch them.)

_____

_____

g. Have you seen the consumer marketing agent from Michigan State on TV? Yes No

h. Have you ever seen (name) ? Yes No

21. a. Do you have a radio in working order? Yes No

b. Are there particular radio programs about food that you listen to? Yes No

c. Which ones?_____

_____

d. How frequently do you listen to them?_____

e. Have you heard the consumer food marketing agent from Michigan State on the radio? Yes No

f. When -- What time?_____

22. a. Do you get a newspaper? Yes No

b. Which one?_____

c. How often do you read the food page?_____

d. What do you look for?_____

e. Do you look for and read any particular food column? Yes No

f. Which one?_____

g. Could you give me an example of some items about food you read in the paper recently?_____

_____

h. How did you use this information?_____

_____

23. a. Do you read magazines for food information? Yes No

b. Which ones?_____

_____

c. What do you look for in them?_____

d. Could you give me an example of some food information which you found in a magazine recently?_____

_____

e. How did you use it?_____

24. Which of these sources of food information -- TV, radio, newspapers, magazines -- is the most helpful to you? (Circle one)

SAMPLES OF TELEPHONE INTERVIEW SCHEDULES

MSU Telephone Survey - TV

Phone_____. Date_____. Time_____. Time to call back_____.

No answer_____. Busy_____. Homemaker not at home_____. No cooperation_____.

Hello, we are conducting a survey for Michigan State University, and I'd like to ask the homemaker of your house a few short questions please...

	Yes	No
1. Did you see the WJIM-TV Copper Kettle food show this morning? (If no--skip to question 3)	___	___
2. Did you see Marie Ferree, the Lansing Consumer Marketing Agent who appeared on the Copper Kettle show this morning?	___	___
3. (If no to 1 or 2) Have you seen Marie Ferree, the Lansing Consumer Marketing Agent on previous Friday Copper Kettle shows? (If no--skip to question 7)	___	___

4. (If yes to 2 or 3) About how often do you see Miss Ferree on the Copper Kettle TV show?

Every week. . . . . _____

Every two weeks . . . . _____

Almost never. . . . . _____

5. (If yes to 2 or 3) Could you tell me what particular information that Miss Ferree gives is of interest to you?

_____

(In your opinion, did she see the show? Yes___ No___)

6. Can you use the kind of information Miss Ferree gives? Yes___ No___

7. Have you ever heard Marie Ferree, the Lansing Consumer Marketing Agent on the radio? Yes___ No___

Or read her newspaper articles? Yes___ No___

Thank you very much.

MSU TELEPHONE SURVEY - NEWSPAPER

Phone_____. Date_____. No answer_____. Busy_____.

No cooperation_____. Homemaker not at home_____. Time to call back_____.

Hello, we are conducting a survey for Michigan State University, and I'd like to ask the homemaker of your house a few short questions please....

	Yes	No
1. Did you receive the Thursday edition of the Pontiac Press?	___	___
2. Did you read the food section on the Thursday Press?	___	___
3. Did you read any of the food articles in the food section?	___	___
4. Did you read the food marketing column called (headline) by the Pontiac Consumer Marketing Agent?	___	___
5. (If no) Have you read Mrs. Josephine Lawyer's column in previous weeks' editions of the Press?	___	___

6. (If yes to 4 or 5) About how often do you read this column?

   Every week_____ Every 2-3 weeks_____ Almost never_____

7. Could you tell me what part of the column was of particular interest to you?_____

   _____

   (In your opinion did she actually read the column? Yes___ No___)

8. Can you use this information? Yes___ No___

9. Have you ever heard the Pontiac Consumer Marketing Agent on the radio? Yes___ No___

Thank you very much.

MSU TELEPHONE SURVEY - RADIO

Phone_____. Date_____. Time_____. Time to call back_____.

No answer_____. Busy_____. Homemaker not at home_____. No cooperation_____.

Hello, we are conducting a survey for Michigan State University, and I'd like to ask the homemaker of your house a few short questions please....

	Yes	No
1. Did you hear Ruth Hunsberger, the Traverse City Consumer Information Agent on the radio station WTCM this morning?	___	___
2. Have you heard Mrs. Hunsberger on the radio at another time? (If no, skip to 6)	___	___

3. (If yes to 1 or 2) About how often do you hear Mrs. Hunsberger on the radio?

3 times a week. . . . . _____
1 or 2 a week . . . . . _____
Every 2 weeks . . . . . _____
Almost never. . . . . _____

4. (If yes to 1 or 2) Could you tell me what particular information that Mrs. Hunsberger gives is of interest to you?_____

_____

(In your opinion did she actually hear Mrs. Hunsberger? Yes___ No___)

5. Can you use the kind of information Mrs. Hunsberger gives?

_____

6. Have you seen Mrs. Hunsberger, the Traverse City Consumer Information Agent, on television? Yes___ No___

Or read her newspaper articles? Yes___ No___

Thank you very much.

APPENDIX B

TABLES SHOWING OVERLAP OF MEDIA BY MEDIUM AND CITY

TABLE 1. Part of Bay City television audience also reached through other media

Those who saw agent on television today who also at some time have:	Number	Percent
...read her news articles	3	16
...heard her on radio	4	22

TABLE 2. Part of Detroit radio audience also reached through other media

Those who heard agent on radio today who also at some time have:	Number	Percent
...read her news articles	9	69

TABLE 3. Part of Detroit newspaper audience also reached through other media

Those who read agent's news article today who:	Number	Percent
...used telephone service	7	3
...heard her on radio	17	9

TABLE 4. Part of Grand Rapids radio audience also reached through other media

Those who heard agent on the radio today who also at some time have:	Number	Percent
...read her news articles	5	38
...saw her on television	5	38

TABLE 5. Part of Grand Rapids newspaper audience also reached through other media

Those who read agent's news article today who also at some time have:	Number	Percent
...saw her on television	14	41
...heard her on radio	13	38

TABLE 6. Part of Grand Rapids television audience also reached through other media

Those who saw agent on television today who have also at some time:	Number	Percent
...read her news articles	0	0
...heard her on radio	1	8

TABLE 7. Part of Flint newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...heard her on radio	1	25

TABLE 8. Part of Flint radio audience also reached through other media

Those who heard agent on radio today who also have at some time:	Number	Percent
...read her news articles	1	50

TABLE 9. Part of Kalamazoo newspaper audience also reached through other media.

Those who read agent's news article today who also have at some time:	Number	Percent
...seen her on television	41	50
...heard her on radio	20	24

TABLE 10. Part of Kalamazoo radio audience also reached through other media

Those who heard agent on radio today who also have at some time:	Number	Percent
...read her news articles	19	62
...seen her on television	20	65

TABLE 11. Part of Kalamazoo television audience also reached through other media

Those who saw agent on television today who also have at some time:	Number	Percent
...read her news articles	18	44
...heard her on radio	3	7

TABLE 12. Part of Lansing newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...seen her on television	41	75
...heard her on radio	16	29

TABLE 13. Part of Lansing television audience also reached through other media

Those who saw agent on television today who also have at some time:	Number	Percent
...read her news articles	3	19
...heard her on radio	2	13

TABLE 14. Part of Lansing radio audience also reached through other media

Those who heard agent on the radio today who also have at some time:	Number	Percent
...read her news articles	6	20
...seen her on television	20	59

TABLE 15. Part of Marquette newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...heard her on radio	38	74

TABLE 16. Part of Marquette radio audience also reached through other media

Those who heard agent on radio today who also have at some time:	Number	Percent
...read her news articles	31	57
...seen her on television	20	55

TABLE 17. Part of Muskegon newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...seen an agent on television	15	47
...heard her on radio	9	29

TABLE 18. Part of Muskegon radio audience also reached through other media

Those who heard agent on radio today who also have at some time:	Number	Percent
...read her news articles	16	59
...seen an agent on television	2	7

TABLE 19. Part of Pontiac newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...heard her on radio	5	11

TABLE 20. Part of Royal Oak newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...heard her on radio	5	12

TABLE 21. Part of Saginaw television audience also reached through other media

Those who saw agent on television today who also at some time have:	Number	Percent
...read her news articles	4	36
...heard her on radio	5	45

TABLE 22. Part of Saginaw newspaper audience also reached through other media

Those who read agent's newspaper article today who also at some time have:	Number	Percent
...seen her on television	29	49
...heard her on radio	29	49

TABLE 23. Part of Saginaw radio audience also reached through other media

Those who heard agent on radio today who also at some time have:	Number	Percent
...seen her on television	2	25
...read her news articles	2	25

TABLE 24. Part of Traverse City radio audience also reached through other media

Those who heard agent on radio today who also have at some time:	Number	Percent
...read her news articles	22	63
...seen her on television	19	54

TABLE 25. Part of Traverse City television audience also reached through other media

Those who saw agent on television today who also have at some time:	Number	Percent
...read her news articles	14	61
...heard her on radio	18	78

TABLE 26. Part of Traverse City newspaper audience also reached through other media

Those who read agent's news article today who also have at some time:	Number	Percent
...seen her on television	55	81
...heard her on radio	57	84

APPENDIX C

TABLES SHOWING MEDIUM AUDIENCE REPORTED ON EACH SURVEY -- BY CITY

TABLE 1. Audience reached through each medium as reported on each survey in Detroit

Survey	Newspaper Audience Percent	Radio Audience Percent
Newspaper	81	10
Radio	11	8

TABLE 2. Audience reached through each medium as reported on each survey in Flint

Survey	Newspaper Audience Percent	Radio Audience Percent
Newspaper	41	46
Radio	15	14

TABLE 3. Audience reached through each medium as reported on each survey in Grand Rapids

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	17	7	7
Television	13	19	11
Radio	12	20	17

TABLE 4. Audience reached through each medium as reported on each survey in Kalamazoo

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	64	36	20
Television	45	50	12
Radio	40	33	11

TABLE 5. Audience reached through each medium as reported on each survey in Lansing

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	56	48	19
Television	31	39	15
Radio	21	34	17

TABLE 6. Audience reached through each medium as reported on each survey in Marquette

Survey	Newspaper Audience Percent	Radio Audience Percent
Newspaper	59	60
Radio	52	58

TABLE 7. Audience reached through each medium as reported in each survey in Muskegon

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	55	29	31
Radio	41	14	22

TABLE 8. Audience reached through each medium as reported in each survey in Saginaw

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	51	31	28
Television	22	26	17
Radio	29	21	19

TABLE 9. Audience reached through each medium as reported in each survey in Traverse City

Survey	Newspaper Audience Percent	Television Audience Percent	Radio Audience Percent
Newspaper	56	49	56
Television	54	66	61
Radio	57	45	75

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