



A SURVEY OF THE RADIO LISTENING  
HABITS OF THREE HUNDRED TELEVISION  
FAMILIES IN THE CITIES OF LANSING  
AND EAST LANSING, MICHIGAN

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A SURVEY OF THE ADULT LISTENING HABITS  
OF THREE AMERICAN TELEVISION FAMILIES  
IN THE CITIES OF LANSING AND EAST LANSING, MICHIGAN

by  
Steven Donald Jetter

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# CHAPTER I

## THE PROBLEM AND DEFINITIONS OF TERMS USED

"The mass media are a characteristic of present day American life."<sup>1</sup> This statement was made by Lazarsfeld and Kendall in late 1947. Since that time, television has made its presence felt on the American scene. This new mass medium has developed rapidly in the past few years, and thus presents another mass medium to be considered by professional and amateur investigators as well as by laymen.

### I. THE PROBLEM

#### Statement of the problem, and importance of the study.

The purpose of this study is to show the radio listening habits of three hundred television families in the cities of Lansing and East Lansing, Michigan. Since both radio and television are mass media, it seems important that a comparison be drawn as to the relative listening and viewing habits of the individuals considered in the survey.

The reader should remember that the Lansing area is an atypical community, televisionwise. There is only one television station in the area. This station comes on the air at 4:00 P.M. and goes off the air at 5:00 P.M. It returns to the air at 6:00 P.M. and continues to operate

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<sup>1</sup>Paul F. Lazarsfeld, and Patricia Kendall, Radio Listening In America (New York: Prentice-Hall Inc., 1948), p. 1.

until 12:00 midnight. Therefore, the survey shows the radio listening habits of three hundred television families who could receive the local television station seven hours out of the twenty-four, and who could have access to only one station, unless the television set was equipped with an outside aerial.

The survey attempted to answer the following questions:

1. Do the 300 television families still listen to radio? If so, how much?
2. What are the favorite hours of radio and television listening of the 300 television families?
3. What are the radio and television habits of the children eighteen years of age and under in the 300 television families?
4. Do the 300 television families listen to radio after six P.M. Eastern Standard Time?
5. What are the favorite television and radio programs of the 300 television families?

The answers to these questions involved the analysis of the sample; i.e. 654 adults and 231 children, who composed the 300 television families. This required a frame of reference. For this purpose, the author chose to depend on the work of Paul Lazarsfeld and his associates, and the



National Opinion Research Bureau. Much of the technique used in evaluating the survey was borrowed from these sources.

Thus, the survey attempted to answer the question, "What are the radio listening habits of three hundred television families in the cities of Lansing and East Lansing, Michigan?"

## II. DEFINITION OF TERMS USED

Survey. Survey was interpreted as meaning a critical inspection to provide information, to be obtained by questionnaires and interviews with the subjects, and by the interpretation of these results in the light of previous studies.

Radio listening habits. For the purposes of this study, "radio listening" shall be taken to mean the amount of time spent and type of programs listened to by individuals. The word "habits" to mean the aptitude or inclination for radio listening acquired by repetition.

Television family. The term "television family" shall be interpreted as meaning a body of persons who live in one house, and who also have access to at least one television receiver.

Children. For the purposes of this study, the term "children" shall be interpreted as meaning those individuals eighteen years of age or younger.

Sample. The term "sample" shall be interpreted to mean the individuals included in the survey.

Adult. For purposes of this study, the term "adult" shall be taken to mean an individual nineteen years of age or older.

## CHAPTER II

### METHODS

Method of selecting the sample. According to the local television station, WJLM-TV, Lansing and East Lansing, Michigan had fifteen to twenty thousand television sets installed in the homes as of the month of February, 1951. A survey of three hundred television families in these two communities involved about two percent of the total television population.

Lazarsfeld and Kendall used a sample of 3,589 for a survey of radio listening habits in 1947. This sample was stratified, and Lazarsfeld claimed<sup>2</sup> that the answers given by the respondents were within two per cent of true opinion.

Neilsen used a system of mechanical recorders attached to radio receiving sets for the purpose of determining radio listening habits. These recorders were distributed according to a stratification based on the latest national census. These stratifications were very small, due to the small total sample, 800, which was considered to represent every major division of the population in the United States.

However, Chappell and Hooper criticized the Neilsen method of stratification of a sample.

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<sup>2</sup>Ibid, p. 128.



"In considering the degree of representativeness attained in a sample, the purposes for which the study is designed must be considered. One of the declared purposes of the Neilsen radio audience measurement service is to report findings on small segments of the total sample, such as the number of homes listening to each radio station...In sampling parlance a 'controlled' sample is usually interpreted to mean a 'stratified' sample. But, as has been pointed out by Samuel E. Gill, the Neilsen sample cannot be 'stratified' in eight dimensions because it is mathematically impossible to make so many stratifications with a sample of 800 homes."<sup>3</sup>

Roger B. Hamlin<sup>4</sup> used the following system of division. He divided the Lansing area into thirteen arbitrary zones, and then took two per cent of the population for a total sample of 500. Hamlin calls this a "stratified random sample". By Chappell's and Hooper's definition, this means

"One in which all members of a population have equal opportunity for being selected as members of the sample, selected in accordance with well known population characteristics and developed for internal consistency of all its parts."<sup>5</sup>

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<sup>3</sup>Matthew N. Chappell, and C.E. Hooper, Radio Audience Measurement (New York: Stephen Daye, 1944), p. 184-185.

<sup>4</sup>Roger B. Hamlin, "A Comparative Study of the Effects of Living Habits Upon Radio Listening Habits", (unpublished Master's thesis, Michigan State College, East Lansing, 1950), p. 7-8.

<sup>5</sup>Chappell and Hooper, op. cit., p. 234 and 238.

"The assumption underlying the stratification of a sample is that it will yield results which are slightly more reliable than would be the case with a pure random sample. Under the best of conditions, this assumption is warranted, but in many sampling operations attempts at stratification result in distortion of the results, sometimes to a serious degree. The two most important sources of error arising in stratified samples result from the following: (1) use of obsolete data on population characteristics; and (2) failure to apply randomizing in selecting the members of large subdivisions, such as the towns composing a given division of size of locality."<sup>6</sup>

It was apparent to the investigator that a pure stratified sample could not be used due to insufficient data as to the distribution of television sets among the different age, economic and educational levels. A survey of television families presented a peculiar problem. The distribution of television may not be as even as radio distribution, therefore, geographic stratification presented a difficult problem. A pure random sample was a physical impossibility, since each home in Lansing and East Lansing would have to be surveyed, and the investigator had neither time nor resources to carry on such an extensive project. The alternative was a stratified random sample, as described by Campbell and Hooper.

"...the sample may be 'stratified' for the geographic distribution of homes. That is to say, the number of homes to be selected in each geographic area would be decided beforehand and the random selection of homes might then be started

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<sup>6</sup> Ibid., p. 45.

with the geographic areas themselves. But this, too, is unnecessary, because analysis of the census figures also reveals the proportions of the population of each area which live in large cities, small cities, towns, villages and rural communities. Therefore, instead of starting to develop a random sample of a whole geographic area, each area might be 'stratified' for size of locality. From the census figures, it could be determined how many homes must be chosen in each of the sizes of locality in each of the geographic areas. Then the sample in each locality of each size could be selected at random."<sup>7</sup>

The city of Lansing has a population of 93,810 according to the 1960 Census.<sup>7</sup> This meant that the distribution of surveys would be 4.58 surveys in Lansing for each one in East Lansing, or a division of 216 surveys in Lansing and 54 surveys in East Lansing.

A true random sample involved selecting a sample in which all members of the population had equal opportunity for being selected as members of the sample. However, by definition of the title of the thesis, only those families in the Lansing area having television sets in their homes were eligible for inclusion in the sample.

It was decided that in order to get a random sample of the television families in the Lansing area, the investigator would have to cover the geographic area of Lansing and East Lansing, at the same time not weighting

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<sup>7</sup>Irish, p. 42.



any one section in each of the cities. Beginning on Lansing's northwest side, the investigator began on a corner, and interviewed the inhabitants of every house on an arbitrarily chosen block. This produced three answers to the questionnaire. By estimating the size of the Lansing area, and the number of samples to be obtained, it was decided that every tenth block would need to be surveyed. This was, in effect, a random sample, since the investigator had no way of knowing who lived on the selected block. This method also gave a geographic "spread" to the sample, and included most of the different sections of Lansing and East Lansing.

The total number samples taken by this method was 326, two hundred sixty-five from Lansing, sixty-one from East Lansing. In order to reduce the sample to 300 divided into the ratio of 245 for Lansing and fifty-four for East Lansing, each sample was thoroughly mixed, and nineteen were drawn at random from the Lansing sample, and seven were drawn from the East Lansing sample. These twenty-six withdrawn samples were not considered in the survey.

Method of securing information. Once the method of securing a sample was determined, the next problem was to devise a method for securing the information desired.

The recall method was felt to be adequate for the purpose of this survey, since one of the strong points of this method is its capacity to yield reliable information in relations between contrasting groups, and its usefulness in obtaining a large number of answers to various dissimilar questions.<sup>8</sup> A limiting factor in the recall method is its dependence upon memory, which does not yield accurate answers to detailed questions.

It was apparent that all the members of a family were not likely to be home at the same time. The investigator planned to interview personally as many respondents as possible, then leave questionnaires to be answered by the absent members. These answers would then be collected later.

To administer the questionnaire, it was felt that a personal interview would be used as far as was possible. The reasons for this decision were threefold:

1. To explain the purpose of the survey to the respondent.
2. To answer any questions the respondents may have had about interpreting the questions on the questionnaire.
3. To enable the "at home" member of the family to explain the questionnaire to the "not home" members.

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<sup>8</sup>Ibid., p. 163.

Another excellent reason for employing a personal interview was given by Hamlin:

"...the personal interview would offer a more accurate approach to the problem of securing personal opinions. Telephone calls are often hasty and impersonal, affording little time for recall or reflection. Questionnaires mailed to homes or individuals frequently fail to give accurate results, in that the matter of personal responsibility or interest is often lacking when one is not answerable to any one particular party, or concerned with the results, or compensated for the trouble of filling out the answers to the questions."<sup>9</sup>

Since it was physically impossible to interview even individual in the family, it was hoped that a thorough explanation of the questionnaire with the respondent who was at home would enable that respondent to explain the questionnaire to the absent mother.

The questionnaires which were left at the various homes were retrieved by the investigator or an associate the morning after the investigator had made his interview. The associate, Frederick F. Beal, was well versed in the survey procedure and could answer any questions the respondents had pertaining to the questionnaire.

The investigator realized that it would be physically impossible to interview all the respondents, therefore, in construction and formulation of the questionnaire, an

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<sup>9</sup>Hamlin, c. cit., p. 9.

attempt was made to limit the vocabulary and sentence structure to simple terms. After drawing up the first questionnaire, the investigator submitted it to a number of faculty members of Michigan State College<sup>10</sup> for comment. The questionnaire was then rewritten, and submitted to thirty television viewers living in the investigator's neighborhood. These individuals returned the questionnaire with comments as to its "understandability". The questionnaire was rewritten again, and was the one used in the survey.

Despite these precautions, the two questions pertaining to the frequency of radio and television listening, (questions eight and eleven) were abstruse. However, this difficulty did not present itself until after the survey was well under way, and therefore, could not be corrected, unless the survey was repeated.

The questions asked on the questionnaire were designed to secure information about the respondent: his sex, age, occupation and education. It was also the purpose of the questionnaire to determine radio and television ownership, the length of time each device had been owned, and the length of time, the hours, and the program preferences of the respondents. From this information

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<sup>10</sup>Wilson Paul, Joe A. Callaway, David Potter, James Tintera, Clair Tetteimer, and James Davis.

it was felt that the radio listening habits of three hundred television families in the cities of Lansing and East Lansing, Michigan could be determined.

Limitations of the results. The results of the survey may not indicate the trend of radio listening or television viewing of the entire television families in the Lansing area. The method of obtaining a sample is not valid for such a projection of the results, as there was no way of determining whether the respondents were typical, or the stratification accurate.

A true random sample of all the television families would be accurate, but no information is available as to where each of these families reside.

The most important consideration that deterred the projection of the sample, however, was the fact that no accurate information could be secured as to the number of television sets in the city of Lansing and East Lansing.<sup>11</sup>

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<sup>11</sup>There was a great deal of difference in the estimates of the number of television sets in the cities of Lansing and East Lansing. Mr. Underhill, director of operations at WJLM-TV estimated that there were between 15,000 and 20,000 sets in the cities of Lansing and East Lansing. The secretary of the Lansing Board of Power and Light estimated that there were 11,500 sets in the two cities, basing this figure upon the sales reports of thirty-eight Lansing and East Lansing television dealers for the period January 1, 1950 to December 31, 1950. The Board of Power and Light claimed that this estimate was within 1,500 sets more or less of the figure 11,500. The February 5, 1951 issue of Broadcasting Magazine credits the television market of WJLM-TV with 40,000 sets, but this figure includes the entire area serviced by the station.

Value of the study. The survey shows the radio and television listening habits of 300 television families from almost all the geographic sections of Lansing and East Lansing, Michigan, and it is hoped it is valuable for the comments and results obtained from this group. It provides a basis for other studies, as any piece of research should attempt to accomplish. It shows the difficulties encountered in obtaining information, and indicates what factors should be considered in a survey of this kind, and what factors should be avoided.

## CHAPTER III

### ANALYSIS OF THE SAMPLE

Date of survey. The survey was conducted between February 26th, 1951 and March 23rd, 1951.

Definition of subjects. The subjects were the inhabitants of three hundred homes in which a television set had been installed and was in working order. Webster defines the word family as "A body of persons who live in one house, and under one head", but for the purposes of this survey, the term family meant a body of persons who live in one house. The reason for the elimination of the qualification "under one head" was the fact that several groups interviewed were actually two families living in one house. For example, a son and daughter-in-law sometimes live with the father and mother. Another example, the father or mother who lives with the son or daughter. To avoid the confusion which would have existed from the listing of two or more families with access to only one television set, these atypical groups were classified as one family.

Presentation of sample. The study involved 654 adults and 291 children, selected at random from the cities of Lansing and East Lansing.



TABLE I  
THE ADULT SAMPLE

	Number	Percentage
Total Persons Surveyed	654	100
Sex		
Men	336	51
Women	318	49
Age		
19-20	6	1
20-29	117	18
30-39	177	27
40-49	153	24
50-59	165	25
60 or over	36	5
Educational level		
Advanced college degree	6	1
College Graduate	102	16
Some college	132	20
Completed High School	282	43
Some High School	84	13
Completed Eighth Grade	30	4
Less than Eighth Grade	<u>18</u>	<u>3</u>
Total	654	100

It was interesting to compare this sample with Lazarsfeld and Kendall's figures in "Radio Listening In America".<sup>12</sup>

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<sup>12</sup>Lazarsfeld and Kendall, op. cit., p. 129.

TABLE II  
LAZAROFELD AND KENDALL'S SAMPLE

	Number	Percentage
Total persons interviewed	3,225	100
Sex		
Male	1,568	49
Female	1,656	51
Not Ascertained	1	1
Age		
21-29	696	22
30-39	812	25
40-49	723	23
50-59	522	16
60 and over	465	14
Not ascertained	7	-
Educational Level		
Completed College	250	8
Some College	355	11
Completed High School	346	26
Some High School	690	22
Completed Grade School	587	18
Some Grade School	455	14
No Schooling	29	1
Not Ascertained	11	-

This study, made in 1947, was designed to show a cross section of the United States adult population in radio homes and was within about two per cent of true opinion.<sup>13</sup> Therefore, it appeared that the study, "A Survey of Radio Listening Habits of Three hundred Television Families in the Cities of Lansing and East Lansing, Michigan"

<sup>13</sup>Ibid., p. 128.

came close to the Lazarsfeld study in the division of male and female subjects, but varied to a significant degree in the rest of the characteristics. This may have been due to one of two reasons or a combination of these two reasons:

One - The sample chosen at random was an atypical sample.

Two - The Lansing area is an atypical area.

Since it was not the purpose of this survey to project the findings of the survey, but merely to report the radio listening habits of the three hundred television families, no effort was made to determine how typical the Lansing area sample was.

The occupations of the adult subjects. The occupations of the subjects were as follows:

TABLE III  
OCCUPATIONS OF THE ADULT SUBJECTS

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<b>MEN</b>			
1. Business	62	12. Personal Service	3
2. Buyer	1	13. Pharmacy	3
3. Chemist	1	14. Police	3
4. Clerk	21	15. Retailer	3
5. Contractor, Builder	3	16. Sales	72
6. Engineer	27	17. Semi-Skilled Labor	6
7. Executive	36	18. Skilled Labor	36
8. Foreman	27	19. Student	6
9. Forester	3	20. Teacher	6
10. Labor	66		
11. Maintenance	9	Total	336

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## WOMEN

1. Business	9	5. Sales	9
2. Clerical	6	6. Secretary	12
3. Factory worker	6	7. Student	3
4. Housewife	270	8. Teacher	<u>3</u>
		Total	318

The occupation distribution for men was fairly well scattered. The women's group was concentrated upon the housewife category. This may have been due to the fact that the random sample interview depended upon someone being at home, and generally speaking, the housewife was generally the individual who was home.

The next consideration made in determining the characteristics of the sample was to determine the length of time the families had had a television set in their homes.

Question one of the questionnaire asked, "How long have you owned a television set?" The answers were as follows:

TABLE IV  
LENGTH OF TELEVISION OWNERSHIP

	Number	Percentage
One month	6	2
Two months	21	7
Three months	21	7
Four months	39	13
Five months	77	19
Six months	27	9
Seven months	18	6
Eight months	24	8
Nine months	12	4
Ten months	3	1
Eleven months	18	6
Twelve months	15	5
Over twelve	<u>39</u>	<u>13</u>
Total	300	100

Since the purpose of the survey was to determine the radio listening habits of the three hundred television families, the question was asked, "How many radio sets do you have in working order in your home now?"

TABLE V  
NUMBER OF RADIO SETS IN WORKING ORDER IN THE HOMES

	Number	Percentage
No Radio	3	1
One Radio	57	19
Two Radios	111	37
Three Radios	51	17
Four Radios	42	16
Five Radios	15	5
Six Radios	6	2
Seven Radios	6	2
Eight or more	3	1

Thus, it was seen that seventy-three per cent, or nearly three-fourths of the respondents had one to three radios in working order in the home. One per cent had no radios.

It was found that eleven per cent of the respondents had a frequency modulation receiving set in working order in the home. The remaining eighty-eight per cent of the homes surveyed had access only to amplitude modulation receiving sets.

Fifty-two per cent of these families surveyed had a radio in at least one car. The average number of hours spent per week in listening to the car radio was approximately five and one-half hours. However, this average was lowered by the fact that slightly over nineteen per cent of the car radio owners claimed they did not listen to the car radio enough to be included as members who listened. Upon questioning, the respondents who did not listen to the car radio, generally gave one of two reasons for their answer:

One - Reception was too poor in the area where they were accustomed to driving.

Two - The radio was used only when the family took a trip, and this occasion had not arisen in the recent past.

In answer to the question pertaining to length of radio ownership, the respondents revealed that one per cent did not own a radio, nine per cent had owned radios more than five but less than ten years, and 90 per cent had owned radios more than ten years. What seemed to be a discrepancy in relation to the age of the respondents and the length of radio ownership was explained by the fact that the question was asked to the effect, "How long has there been a radio in your family?"

As for the children included in the sample, 291 were surveyed, the age groups of which broke down as follows:

TABLE VI  
AGE GROUPS OF CHILDREN OF THE SAMPLE

	Number	Percent
14-18 (High School)	54	18
6-14 (Grade School)	159	55
Under six	<u>78</u>	<u>27</u>
Total	291	100

Children under two and a half years of age were not able to answer questions as to their radio and television listening habits.

## SUMMARY

The sample was composed of 654 adults and 201 children.

Fifty-one per cent of the adults were men, forty-nine per cent women. Fifty-one per cent of the adults were between thirty and fifty years of age. Sixty-three per cent had had a high school education or some college. Occupations of the male portion of the sample were fairly well distributed, but slightly more than seventy-five per cent of the women listed their occupation as housewife.

Seventy-one per cent of the respondents had owned a television set between one and eight months, while ninety per cent had had a radio in the family for more than ten years. Seventy-three per cent of the respondents had one to three radios in their homes, while one per cent did not have a radio in their homes. Eleven per cent had frequency modulation receiving sets, while eighty-eight per cent had only amplitude modulation sets.

Fifty-two per cent of the respondents had a radio in at least one car, but nineteen per cent of these respondents maintained they did not listen to the car radio.



## CHAPTER IV

### OVERALL APPRAISAL OF SIX INSTITUTIONS

Purpose of overall appraisal. This portion of the thesis was an attempt to determine the adult sample's attitude toward schools, the newspaper, radio stations, local government, churches, and the television station in the Lansing area.

Statement of the question. "In every community, the schools, the newspapers, the local government, each has a different job to do. In the Lansing area, would you say the schools are doing an excellent, good, fair, or poor job? How about the newspapers? The radio stations? The local government? The churches? The television station?"

This question was borrowed from Lazarsfeld and Field's The People Look at Radio<sup>14</sup> and the question pertaining to television was inserted. In addition, the qualification of "in the Lansing area" was inserted. The purpose of the question was to get an overall appraisal of the general attitude toward radio and television as a whole. The objection may be raised that the terms excellent, good, fair, or poor were too general, but as Lazarsfeld and Field have pointed out, this was why the comparison of radio and television with the other four institutions was so important.

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<sup>14</sup>Paul F. Lazarsfeld, and Harry Field, The People Look at Radio (Chapel Hill, North Carolina: The University of North Carolina Press, 1946), p. 6.

TABLE VII  
OVERALL APPRAISAL OF THE SIX INSTITUTIONS

	Excellent	Good	Fair	Poor	No Opinion
Schools	7%	58%	30%	4%	11%
Newspaper	3%	27%	45%	22%	0
Radio	1%	53%	16%	3%	27%
Local Government	0	26%	56%	10%	8%
Churches	9%	72%	14%	1%	4%
Television	0	44%	45%	11%	0

Results obtained from the answer to the question.

From these figures it appeared that the following statements may be true:

The respondents were satisfied with their school system.

The response to the newspaper was luke warm. Many of the respondents ventured the opinion that the Lansing area needed another newspaper to provide competition for the one paper in the area, the State Journal. Some expressed the idea that news presentation and editorial comment was biased in favor of the upper economic level. The largest portion of unfavorable answers, thirty-one per cent, came from families whose heads worked at the Lansing factories as skilled, semi-skilled or unskilled labor.

Radio fared quite well in the survey, but a rather high proportion, twenty-seven per cent, of the respondents

could not or would not venture an answer to the question. The most frequent reason given for this condition was that the respondent no longer listened to the radio. This was especially true of men who worked during the day. At night, these men generally looked at television.

Local government received fifty-six per cent of the answers to the effect that it was "fair". There was little indication of extreme approval or disapproval.

The churches fared best of all in the survey question. Eighty per cent of the respondents maintained that the churches were doing an excellent or good job. This question was very difficult to evaluate, as the question arose: Did the respondents answer the question fairly, or did they feel an answer of "good" or "excellent" was the "right thing to do?" In other words, did the respondents feel that criticism of the church was irreverent or sacrilegious?

The television station may have been criticized on the basis of transmission difficulties. One week before, and during the time of the survey, the local station experienced a difficult period of transmission, due to atmospheric conditions and equipment failure. This may account for the lack of "excellents" and the high percentage of "fairs". This question was also hard to evaluate due to the atypical

situation that existed at the time of the survey. Another factor to be considered was the fact that the respondents objected to having only one newspaper in the community, and perhaps they wanted another television station in the Lansing area. Still another reason for the low percentage of "excellents" and the high percentage of "fairs" may be that the respondents wanted more local television shows and less network shows.

It was thought desirable to compare the percentages obtained by this survey with the percentages obtained by Lazarsfeld and Field in 1945,<sup>15</sup> and Lazarsfeld and Kendall in 1947.<sup>16</sup>

TABLE VIII  
COMPARISON OF THREE STUDIES IN OVERALL APPRAISAL

	Survey	Lazarsfeld and Field 1945	Lazarsfeld and Kendall 1947
<hr/>			
Schools			
Excellent	7	17	13
Good	58	45	46
Fair	20	18	21
Poor	4	5	4
Don't Know	<u>11</u>	<u>15</u>	<u>16</u>
Total	100	100	100

<sup>15</sup>Ibid, p. 6.

<sup>16</sup>Lazarsfeld and Kendall, op. cit., p. 46.

TABLE VIII (continued)  
COMPARISON OF THREE STUDIES IN OVERALL APPRAISAL

	Survey	Lazarsfeld and Field 1945	Lazarsfeld and Kendall 1947
<b>Newspapers</b>			
Excellent	3	12	9
Good	27	56	34
Fair	48	21	24
Poor	22	4	5
Don't know	0	7	8
Total	100	100	100
<b>Radio</b>			
Excellent	1	23	14
Good	53	54	56
Fair	16	10	18
Poor	3	1	4
Don't know	24	7	8
Total	100	100	100
<b>Local Government</b>			
Excellent	0	7	4
Good	26	33	38
Fair	56	29	31
Poor	10	9	11
Don't know	8	17	16
Total	100	100	100
<b>Churches</b>			
Excellent	9	25	22
Good	72	51	54
Fair	14	12	13
Poor	1	2	2
Don't know	4	10	9
Total	100	100	100

There were no questions about television on the two studies conducted by Lazarsfeld, Field, and Kendall.

The Lansing area listeners seemed to be more reserved in their answers of excellent to all the questions when compared to the other studies. However, if the "goods" and "excellents" were added together, to indicate a measure of favorable acceptance, the present survey compares closely to the other surveys in the questions pertaining to the schools and churches. The State Journal fell far behind in "goods" and "excellents" as compared to the national average found by Lazarsfeld, et al. Radiowise, the twenty-seven per cent "Don't know" figure of the present survey probably accounts for the variance with the other surveys. The "goods" for radio were approximately the same as in Lazarsfeld, et al. Local government was slightly behind the Lazarsfeld, et al studies in the present survey in the matter of "goods" and "excellents".

## CHAPTER V

### THE TELEVISION LISTENING HABITS OF THE ADULT SAMPLE

In order to determine the effect of television upon radio listening, the next factor that was considered was the television listening habits of the three hundred television families. The first section dealt with the adults of the sample.

Statement of intent. This portion of the survey attempted to answer the following questions:

1. how many stations could the respondents receive on their television sets?
2. How often did the respondents look at television in a seven day period?
3. How many hours a week did the respondents look at television?
4. Which hours did the respondents generally look at television?
5. What were the respondents favorite television programs?

#### Results obtained from the answers to question one.

It was found that slightly over seven out of ten families could receive the local television station only.

TABLE IX  
NUMBER OF STATIONS RECEIVED ON TELEVISION SET

---



---

One station	71%
Two stations	3%
Three stations	9%
Four stations	8%
Five stations	2%
Six or more	7%

---



---

Results obtained from the answer to question two.

The next question was concerned with the frequency of television viewing. This question was probably one of the poor ones that was used in the survey. The investigator was looking for the answer to the question: "how many evenings did you view television in the past seven days?" Because of the inaccurate phrasing of the question, which should have read, "how many evenings did you view television in the past seven days?", not "how often did you view television in the past seven days?", the question cannot be given too much weight.

TABLE X  
HOW MANY DAYS DID YOU VIEW TELEVISION IN THE PAST SEVEN DAYS?

---



---

	Number	Percent
Seven evenings	570	87
Six evenings	24	4
Five evenings	8	1
Four evenings	12	3
Three evenings	21	3
Two evenings	9	1
One or no evenings	<u>6</u>	<u>1</u>
Total	654	100

---



---



It appeared from these results that a large percentage of the respondents viewed television every evening, providing one is willing to overlook the weakness in the phrasing of the question.

Results obtained from the answer to question three.

The next question asked: "How many hours a week do you watch television?"

This question depended upon the recall ability of the respondents, and the probable inaccuracy of the replies meant that an overall impression was all that could be obtained from the answers.

TABLE XI

HOURS PER WEEK SPENT WATCHING TELEVISION

	Number	Percent
0-5 hours	24	4
6-10 hours	63	10
11-15 hours	27	4
16-20 hours	24	4
21-25 hours	66	10
26-30 hours	171	26
31-35 hours	174	26
36-40 hours	63	10
41 hours and over	<u>42</u>	<u>6</u>
Total	654	100

From this, it was apparent that fifty-two per cent, or a slight majority, claimed they watched television twenty-six to thirty-five hours per week. Seventy-two per cent fell between the twenty-one to forty hours of viewing per week bracket.

Results obtained from answers to question four.

The next factor considered was the answer to the question: "Which hours do the respondents usually look at television?"

The answers fell into this pattern:

TABLE XII

USUAL HOURS OF TELEVISION VIEWING

---

---

4:00	-----	60
4:30	-----	60
5:00	-----	60
5:30	-----	9
6:00	-----	213
6:30	-----	219
7:00	-----	251
7:30	-----	270
8:00	-----	282
8:30	-----	285
9:00	-----	285
9:30	-----	273
10:00	-----	267
10:30	-----	163
11:00	-----	150
11:30	-----	54
12:00	-----	51
12:30	-----	3

---

---

This showed that television viewing was fairly light from four to five in the afternoon, dropped almost to a negligible factor when the local television station went off the air, and then gained strong audience at six in the evening, at which time the local television station began its evening broadcasting. The listener curve went up gradually, achieving a peak at eight-thirty until sometime between nine and nine-thirty, then gradually subsided, with a definite downward drop after ten P.M. The curve dropped again at eleven-thirty, then practically disappeared after midnight, the time when the local television station left the air. As is the case with radio broadcasting, six P.M. to ten P.M. appears to be premium, or class A time, on television.

Too much stress should not be placed on this question, as the answers merely show a trend of usual viewing, usually meaning those times which are habitually spent in television viewing by the respondent. The fallacy of memory cannot be overemphasized.

Results obtained from the answer to question five.

The last question taken into consideration in this portion of the questionnaire was the respondent's favorite television programs. Not all the respondents had five favorite programs as was asked on the questionnaire, and some did not have any favorites.

TABLE XIII

## FAVORITE TELEVISION PROGRAMS

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---

No Favorites - - - - -	51
Boxing - - - - -	231
Pulitzer Prize Playhouse - - - -	195
Amateur hour (Ted Mack) - - - -	171
Milton Berle - - - - -	165
Firestone hour - - - - -	156
Arthur Godfrey Talent Scouts - -	144
Groucho Marx - - - - -	126
Douglas Edwards News - - - - -	123
Sid Caesar - - - - -	105
Comedy hour - - - - -	87
Stop The Music - - - - -	87
Wrestling - - - - -	75
Kukla, Fran and Ollie - - - - -	60
Perry Como - - - - -	48
Crusade in Europe - - - - -	45
Hockey - - - - -	42
Circle Theatre - - - - -	38
Hop Along Cassidy - - - - -	37
Lights Out - - - - -	37
Hit Parade - - - - -	37
Kate Smith - - - - -	36
Jerry Lester - - - - -	31
One Man's Family - - - - -	30
Who Said That? - - - - -	28
Allen Young Show - - - - -	27
Ed Sullivan Show - - - - -	19*
We, The People - - - - -	14
Dave Garroway - - - - -	13
Zoo Parade - - - - -	12
Snowtime, U.S.A. - - - - -	10
Martin Kane, Private Eye - - - -	9
What's My Name - - - - -	9
Cactus Jim - - - - -	9
Lone Ranger - - - - -	8
Meet The Press - - - - -	8
Armour Star Theatre - - - - -	7
Horace Heidt - - - - -	6
TV Playhouse - - - - -	5
Metropolitan Opera - - - - -	5
Philco Playhouse - - - - -	4*
Beulah Snow - - - - -	3
Fred Waring - - - - -	3
Robert G. Lewis - - - - -	2*
Gary Moore - - - - -	2
Pete Smith - - - - -	1*
Frank Sinatra - - - - -	1

---

At this point in the study, it was felt that an interpretation of these television favorites should be postponed until the presentation of the radio favorites had been made. The comparison of these favorites was made in a later part of the thesis, under the heading, "A Comparison of Radio and Television Favorites".

## SUMMARY

Seventy-one per cent of the respondents could receive only the local television station on their television set.

Eighty per cent of the respondents maintained they viewed television every evening.

Seventy-two per cent of the respondents viewed television between twenty-one and forty hours per week.

The most popular hours of television viewing was between six and ten in the evening, and the most popular single hour was from eight-thirty to nine-thirty in the evening.

Boxing was the favorite program listed by the respondents. This was followed by Pulitzer Prize Playhouse, Ted Mack's Amateur Hour, Milton Berl, Firestone Hour, Arthur Godfrey's Talent Scouts, Groucho Marx, Douglas Edwards News, Sid Caesar, Comedy hour and Stop The Music. Fourteen per cent of the respondents had no favorite television programs.

## CHAPTER VI

### THE RADIO LISTENING HABITS OF THE ADULT SAMPLE

Statement of intent. This portion of the questionnaire was devoted to an attempt to determine the radio listening habits of the adult respondents. This involved the answers to the following questions:

1. How often did the respondents listen to radio in a seven day period?
2. How many hours a week did the respondents listen to radio?
3. Which hours did the respondents generally listen to radio?
4. Did the respondents ever listen to radio after six P.M. EST?
5. Were there any times when both radio and television sets were in operation?  
If so, when were these times, and how often did it occur? What types of programs were listened to on the radio when the television set was in operation?
6. What were the respondents favorite radio programs?
7. Did the respondents like radio or television news programs best?
8. Did the respondents like radio or television dramatic programs best?

Results obtained from the answers to question one.

The question pertaining to the frequency of radio listening, like the similar question pertaining to television listening, was poorly phrased. The investigator wanted to know how many days or evenings the respondents listened to radio during a seven day period.

The question was: "How often did you listen to radio in the past seven days?" The answers were as follows:

TABLE XIV

HOW MANY DAYS DID YOU LISTEN TO RADIO IN THE PAST SEVEN DAYS?

	Percent
Seven days	44
Six days	1
Five days	4
Four days	5
Three days	3
Two days	5
One day	5
Zero days	<u>33</u>
Total	100

Results obtained from the answers to question two.

The next question asked: "How many hours per week did the respondents listen to radio?"



TABLE XV  
HOURS PER WEEK SPENT LISTENING TO RADIO

	Number	Percent
None	209	32
1-5 hours	137	21
6-10 hours	93	14
11-15 hours	46	7
16-20 hours	46	7
21-25 hours	26	4
26-30 hours	26	4
31-35 hours	12	2
36-40 hours	46	7
over 40 hours	<u>13</u>	<u>2</u>
Total	654	100

The relatively high percentage of those who had not listened to the radio in the seven day period partially explained the high percentage of "No opinion" in the overall appraisal question. This high percentage of no radio listening may be explained partially by the fact that a large number of the men included in the sample were at work during the day, when the local television station was not in operation, and when the men were home in the evening, they preferred to watch television. Women tended to listen to the radio more than men, because they were at home a larger portion of the time when compared to the men, and thus had greater access to radio. In addition, the fact

that housework could be done while listening to radio, while housework could not be done while watching television was given by twenty-one of the housewives as their reason for listening to radio during the day. Of course, the practical fact that seventy-one per cent of the homes could not watch television during the day because the local television station was not telecasting, and the television sets were not equipped with outside aerials to pick up other stations, is an important consideration.

Results obtained from the answers to question three.

The next question to be taken into consideration was:

"Which hours did the respondents usually listen to radio?"

TABLE XVI

USUAL HOURS OF RADIO LISTENING

---

---

0 (Never Listen) -----	51
AM	
6:00 -----	6
6:30 -----	15
7:00 -----	51
7:30 -----	54
8:00 -----	117
8:30 -----	114
9:00 -----	108
9:30 -----	102
10:00 -----	153
10:30 -----	126
11:00 -----	158
11:30 -----	129
12:00 -----	120
12:30 -----	99

TABLE XVI (Continued)  
USUAL HOURS OF RADIO LISTENING

---

---

1:00	-----	132
1:30	-----	114
2:00	-----	120
2:30	-----	102
3:00	-----	111
3:30	-----	84
4:00	-----	90
4:30	-----	48
5:00	-----	48
5:30	-----	39
6:00	-----	36
6:30	-----	18
7:00	-----	12
7:30	-----	9
8:00	-----	9
8:30	-----	6
9:00	-----	9
9:30	-----	9
10:00	-----	21
10:30	-----	15
11:00	-----	27
11:30	-----	21
12:00	-----	9
Sunday 9:00-9:15	-----	6
Sunday 8:00-10:00	-----	6

---

---

The curve of radio listening undulated quite a great deal. The curve was low at six in the morning, rose at seven, reached a peak at eight, when morning newscasts are usually broadcast by radio stations, subsided gradually until ten o'clock, when the curve rose again. This was found to be due to the popularity of Arthur Godfrey (CBS). The curve

remained fairly high until twelve-thirty P.M., at which time it dropped, then went up again at one o'clock in the afternoon. The curve then began a gradual fall, dropping very low in the hours between six-thirty to ten in the evening. At ten o'clock, the curve, although quite low when compared to morning listening, rose gradually, reaching a peak at eleven in the evening, another news period. The curve then fell off at twelve midnight. The twelve instances of radio listening on Sunday only, were found to be fans of Walter Winchell (ABC 9:00-9:15) or CBS Sunday programs.

Results obtained from the answers to question four. The next question attempted to discover if the respondents ever listened to the radio after six P.M. Eastern Standard Time, and if so, to what specific programs, if any. The question was designed to show the effect television had had upon evening radio listening.

TABLE XVII  
RADIO LISTENING AFTER SIX P.M.

	Number	Percent
Do listen to radio after 6:00 P.M. EST	168	26
Do not listen to radio after 6:00 P.M.	<u>486</u>	<u>74</u>
Total	654	100

The answer to the second portion of the question was as follows:

TABLE XVIII  
RADIO PROGRAMS LISTENED TO AFTER SIX P.M.

---

---

Non-specific -----	12
News -----	36
Bing Crosby -----	60
Record Shows (DJ) -----	24
Michigan State College Basketball -----	24
Walter Winchell -----	21
Lux Radio Theatre -----	18
Boxing -----	18
Bob Hope -----	18
Arthur Godfrey Talent Scouts -----	15
Fibber McGee and Molly -----	12
Firestone Hour -----	9
Telephone Hour -----	9

---

---

The results of this portion of the question showed that the Bing Crosby show was the favorite radio program listened to by the respondents after six in the evening. This dominance was by a rather wide margin over news, which was a type, not a specific program.

Results obtained from the answers to question five.

"Are there times when both radio and television are in operation?" The purpose of this question was to attempt to determine if, in a family situation, there was a member of the family who preferred to listen to radio rather than view certain television programs, or if some families preferred

certain radio programs to the television program presented at the same time, or if television and radio were sometimes used in conjunction with each other.

TABLE XIX

ARE THERE TIMES WHEN RADIO AND TELEVISION ARE BOTH IN OPERATION?

	Number of Homes	Percent
Yes	75	25
No	<u>225</u>	<u>75</u>
Total	300	100

Of the twenty-five per cent of the respondents who sometimes operated both radio and television sets at the same time, it was found that the times when this occurred were as follows:

TABLE XX

TIMES OF DUAL OPERATION

	Number	Percent
Non-specific times	12	16
10-11 PM Wed and Fri.	21	28
8-10 PM Odd Times	18	24
6-10 PM Nightly	6	8
6-6:30 PM Mon. and Fri.	3	4
8:30-9:00 Mon.	3	4
6-12 PM Sat. and Sun.	3	4
11-12:30 PM Tues, Thurs, Fri.	3	4
10-12 PM Mon. and Fri.	3	4
10-11 PM Sunday	<u>3</u>	<u>4</u>
Total	75	100

TABLE XXI

TYPES OF PROGRAMS LISTENED TO ON THE RADIO  
WHEN THE TELEVISION SET IS IN OPERATION

	Number	Percent
No Specific types	24	32
Sports	30	40
News	9	12
Music	6	8
Variety Programs	3	4
Drama	<u>3</u>	<u>4</u>
Total	75	100

The one unusual trend revealed in the answers to the foregoing questions was the fact that about eighteen per cent of the respondents listened to International Boxing Club matches each Wednesday and Friday on the radio, while viewing the fight on television. The reason for this behavior according to the respondents, was the fact that the radio announcer gave the radio audience a word description of much that was not obvious to the viewer, thereby giving the respondents a better overall view of how the fight was progressing.

All of the other instances of dual operation were due to the personal preference of some member or members of the family for a particular radio program, or was due to the dislike of some member or members of the family of some

television program. In the latter case, the dissatisfied member or members retired to another room and listened to the radio. This behavior was quite marked in large families.

Results obtained from the answers to question six.

The next question taken into consideration in this portion of the thesis was the respondent's favorite radio programs. Not all the respondents had five favorite radio programs as was asked on the questionnaire, and quite a few did not have any favorites.

TABLE XXII  
FAVORITE RADIO PROGRAMS

---

No favorites -----	345
News (No Special Reporter) -----	111
Arthur Godfrey -----	81
Bing Crosby -----	60
Breakfast Club -----	39
Daytime Serials -----	39
Record Music (DJ) -----	30
Walter Winchell -----	21
Basketball Games -----	18
Lux Radio Theatre -----	17
Firestone Hour -----	17
Amos and Andy -----	15
Music You want -----	15
Bob Hope -----	15
Fibber McGee and Molly -----	13
Boxing -----	12
Telephone Hour -----	12
House Party -----	11
Bergen and McCarthy -----	10
Metropolitan Opera -----	9
Curt Massey Time -----	8
Red Skelton -----	7
N.Y. Philharmonic -----	7



[illegible]

TABLE XXII (continued)  
FAVORITE RADIO PROGRAMS

---



---

Strike It Rich -----	6
Jonny Olson -----	5
Van Patrick Sports -----	4
Drew Pearson -----	3
Amateur Hour -----	3
Mystery Stories -----	2
Horace Heidt -----	2
W.K.A.R. Talk Programs -----	1
Church Music -----	1
Tom Moore -----	1
Jack Bailey -----	1

---

A high number of the respondents, 343, or about fifty-three per cent of the total sample, maintained they had no radio favorites.

In one sense, the leading program, news, was not a fair division, since news is a type of program. However, many of the respondents could not identify the newscasters they heard. Thus it was felt that a grouping of news programs delivered by staff announcers or little known newscasters would give a fair indication of news program popularity.

Arthur Godfrey ranked highest as a personality, followed by Bing Crosby. Crosby's showing was unexpected, because his program is heard Wednesday evenings, a time when radio listening is relatively low.



Daytime serials were also grouped together, because

"...differences in the audience composition of the individual serials exist, but they are not very marked if one measures the audience structure in terms of so-called primary characteristics of the listeners. One factor which mitigates striking variations along these lines is the 'several-in-a-row' broadcasting of serials. It can be shown that serials which come over the same station have a high overlapping audience."<sup>17</sup>

Breakfast Club rated in the first five, and was followed by Record Music of the Disk Jockey variety, (another group rating). Walter Winchell, another newscaster, rated next, and was followed by Michigan State College Basketball games, the Lux Radio Theatre, and the Firestone Hour, a favorite on both radio and television.

A comparison of radio and television favorites was made and appears in this thesis under the heading, "A Comparison of Radio and Television Favorites".

Results obtained from the answers to questions seven and eight. The next phase considered in the thesis were the answers to two questions.

1. All things considered, did the respondents  
like radio or television newscasts best?
2. All things considered, did the respondents  
like radio or television dramatic programs  
best?

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<sup>17</sup>Helen J. Kaufman, "The Appeal of Specific Daytime Serials", from Paul F. Lazarsfeld, and Frank Stanton, Radio Research, 1942-43, (New York: Duell, Sloan and Pearce, 1944), p. 108.

These questions served to give a rough idea of the favorite medium of the respondents.

TABLE XXIII  
DO YOU PREFER RADIO OR TELEVISION NEWS?

	Number	Percent
Radio	195	30
Television	426	65
Neither	<u>33</u>	<u>5</u>
Total	654	100

DO YOU PREFER RADIO OR TELEVISION DRAMA?

Radio	21	4
Television	624	95
Neither	<u>9</u>	<u>1</u>
Total	654	100

On the basis of these two questions, it may have appeared that the respondents preferred television over radio for both news and drama.

A word of caution on evaluating this statement: the question may have been weighted. Although an attempt was made to impress the respondents that a fair and impartial answer was desired, the fact that the survey concerned both radio and television may have induced the respondents to answer in favor of the newer medium, merely to demonstrate that they were "progressive".

Another factor that may have caused the respondents to answer in favor of television was the chance that television's novelty had not worn off.

While radio news was preferred over television news by thirty per cent of the respondents, radio dramatic programs were preferred over television dramatic programs by only four per cent of the respondents. This may have been due to the fact that "Listeners realized they were getting the news first by radio, and they were getting it condensed with a minimum of furbishes and foolishness".<sup>18</sup>

The popularity of television drama may be explained by the importance of stage business and action.

A study by Dusenbury and Knower on the symbolism of action and voice showed that:

1. Interpretation of the facial expression of emotional tendencies and attitudes may be made with a high degree of reliability.
2. There are significant individual and group differences in ability correctly to interpret facial expressions of the emotions.
3. Women are more accurate than men in the interpretation of facial expression of the emotions.

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<sup>18</sup>Paul White, News On The Air (New York: Harcourt, Brace and Company, 1947), p. 8.

4. Patterns of facial expression extended in time as on a short moving picture are judged more accurately than are still photographs of the same emotional tendencies.
5. Accuracy in the interpretation of facial expression of the emotions is influenced by the conditions under which such expressions are judged.<sup>19</sup>

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<sup>19</sup>Delwin Dusenbury, and Franklin Knower, "Experimental Studies of the Symbolism of Action and Voice", The Quarterly Journal of Speech, Vol. XXIV, Number 3, (October, 1938), p. 435.

## SUMMARY

Forty-four per cent of the respondents listened to the radio seven days out of the seven day period previous to the day of the survey, while thirty-three per cent of the respondents did not listen to the radio at all during the seven day period previous to the survey.

Sixty-seven per cent of the respondents listened to radio ten hours per week or less.

The most popular hours of radio listening were in the mornings from eight until twelve, and in the afternoon from one until three.

Seventy-four per cent of the respondents never listened to the radio after 6:00 P.M. EST. The other twenty-six per cent did listen to radio after 6:00 P.M. EST. The program named most frequently by the respondents as the specific program they heard after 6:00 P.M. EST on the radio was the Bing Crosby show.

Seventy-five per cent of the respondents did not operate both radio and television simultaneously, and twenty-five per cent did. Of the twenty-five per cent who did operate television and radio sets simultaneously, twenty-eight per cent watched the boxing matches on television while listening to the radio description on radio. Most of the other instances of dual operation were due to personal



preferences of some member or members of the family for a radio program or programs, or due to the dislike of some television program or programs by some member or members of the family.

Three hundred forty-five of the respondents claimed they had no favorite radio programs. News received 111 mentions, Arthur Godfrey eighty-one, and Bing Crosby sixty.

Thirty per cent of the respondents preferred radio news over television news, while four per cent of the respondents preferred radio dramatic productions over television dramatic productions. This difference in percentages may have been due to the differences in the two types of programs and the relative value of the auditory and optical stimulus. The respondents preferred both television news and drama over radio news and drama.

## CHAPTER VII

### A COMPARISON OF RADIO AND TELEVISION FAVORITES

The reason for making the comparison. An outstanding characteristic of the adult sample's response was the lack of favorite radio programs. This led the investigator to make a comparison of radio and television favorites, in an attempt to determine if a definite statement could be made as to the reason for this peculiar situation.

Results of the comparison. Subtracting the number of respondents who no longer listen to radio, fifty-one in number, from the number of respondents who had no favorite radio programs, 348, left 294 individuals who still listened to radio, but who had no favorite radio programs. This compares to the fifty-one individuals who had no television favorites. It would seem that television had made a greater impact than radio in the matter of definite favorite programs.

News was found to be the favorite type of radio program, but boxing, the favorite type of television program, drew more than twice (news-111, boxing-231) as many statements from the respondents to the effect that it was one of the five favorites asked for on the questionnaire.

It must be mentioned, however, that many of the respondents had less than five, but one or more favorites in each of the two mediums.

The radio programs tended to be daytime programs, with the notable exception of the Bing Crosby show. Television favorites were evening shows.

While definite data was not obtained from the survey, it seemed that the reason for television's strong showing of favorites, while radio did not have too many programs listed as favorites, was based on the comparative number of hours spent listening and viewing.

TABLE XXIV  
COMPARISON OF NUMBER OF HOURS SPENT LISTENING AND VIEWING

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Radio -- 10 hours or less	67%
Television -- 21-40 hours	70%

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The respondents simply were not exposed to as many radio programs as they were television programs, hence it was not likely they would have as many radio favorites as television favorites. In addition, the novelty of television may not have worn off, and thus more attention was paid to television programs by the respondents.

## CHAPTER VIII

### THE TELEVISION AND RADIO LISTENING HABITS OF CHILDREN

The composition of the sample. The sample was composed of 291 children divided into the following age groups:

TABLE XXV  
DIVISION OF CHILDREN

	Number	Percent
14-16 years of age (High School)	54	18
6-14 years of age (Grade School)	159	55
Under six years of age	<u>78</u>	<u>27</u>
Total	291	100

The number of hours spent in television viewing.  
The question was asked relative to the number of hours children viewed television in the seven day period prior to the survey.

TABLE XXVI

NUMBER OF HOURS SPENT BY CHILDREN IN TELEVISION VIEWING  
IN A SEVEN DAY PERIOD

	Number	Percent
High School		
Under ten hours	6	11
11-15 hours	12	22
16-20 hours	13	28
21-25 hours	9	17
26-30 hours	6	11
31 hours or over	<u>6</u>	<u>11</u>
Total	54	100
Grade School		
Under ten hours	12	8
11-15 hours	75	47
16-20 hours	30	19
21-25 hours	24	15
26-30 hours	9	5.5
31 hours over over	<u>9</u>	<u>5.5</u>
Total	159	100
Under six years of age		
Under ten hours	15	19
11-15 hours	42	54
16-20 hours	6	8
21-25 hours	6	8
26-30 hours	0	0
31 hours or over	<u>9</u>	<u>11</u>
Total	78	100

It must be remembered that the three samples could not be compared, since the size of each sample differed significantly with the size of the other two samples.

Considering each group separately, it was found that sixty-one per cent (61%) of the high school age (14-18 years) children watch television twenty hours a week or less. This rather low average may be explained by the fact that children in the high school age bracket have many outside interests, such as sports, school clubs, social groups, and like activity, and have little spare time. The respondents sometimes volunteered this answer in the survey, but not enough of them could explain their viewing habits to enable the investigator to make a positive statement on television viewing habits of high school age children.

Eighty-nine per cent (89%) of the grade school children (6-14 years) watch television twenty-five hours per week or less. The prime limiting factor in television viewing for this group was found to be the parents of the respondents, who set the hours of retirement to bed, and these hours were fairly early, ranging from seven P.M. to nine P.M. EST. It was found that this age group expressed the greatest enthusiasm for television.

Seventy-three per cent (73%) of the age group under six years of age watched television fifteen hours per week or less. This was found to be due to two factors: The

respondents early bedtime, and their inability to concentrate on the television programs for any length of time.

The favorite television programs of children.

Passing on to the favorite programs viewed by the respondents on television, it seemed appropos at this point to emphasize the fact that the answers were given by the respondents, not their parents. The reaction of the parents to their offspring's choice of television programs is noted at the end of this section.

TABLE XXVII

FAVORITE TELEVISION PROGRAMS OF CHILDREN

---

High School

Non-selective	2
Pulitzer Prize Playhouse	27
Groucho Marx	13
Milton Berle	12
Boxing	11
Firestone Hour	8
Doug Edwards News	7
Sid Caesar	6
Circle Theatre	6
Lights Out	4
Hop Along Cassidy	3
Cactus Jim	3
Kate Smith	3
Dave Garroway	3
Kukia, Fran and Ellie	2
Amateur Hour	2
Perry Como	2
Comedy Hour	1
Space Cadets	1*

\*Requires outside aerial to view

TABLE XXVII (continued)

## FAVORITE TELEVISION PROGRAMS OF CHILDREN

## Grade School

Non-selective	1
Hop Along Cassidy	141
Cactus Jim	133
Lone Ranger	133
Zoo Parade	111
Kukla, Fran and Ollie	66
Big Top	24
Milton Berl	15
Arthur Godfrey	12
Gabby Hayes	11
Boxing	11
Perry Como	10
Allen Young	9
Kate Smith	8
Pulitzer Prize Playhouse	7
Sid Caesar	6
Doug Edwards News	5
Space Cadets	3*
Roy Rogers	2*
Groucho Marx	1

## Under six years of age

Hop Along Cassidy	69
Zoo Parade	60
Cactus Jim	57
Big Top	48
Kukla, Fran and Ollie	42
Lone Ranger	33
Milton Berl	9
Sid Caesar	7
Lucky Pup	4*
Roy Rogers	3*
Perry Como	2

---

\*Requires outside aerial to view



The differences in favorite television programs was quite apparent as each group was taken into consideration. The high school age children preferred much the same type programs as the adults, while grade and under six year olds had patterns unlike the adult viewing habits.

The grade school age children preferred the western type programs; i.e., cowboy shows, and programs about animals, such as Zoo Parade and Big Top, a circus show, Kukla, Fran and Ollie, a puppet show, held third choice in type. The fourth favorite type was comedy and variety shows, followed by boxing. However, westerns and Zoo Parade held a wide margin in preference.

The same holds true for the under six bracket, although the under six group did not show such a strong trend for the Lone Ranger, and appeared to prefer Zoo Parade over Cactus Jim.

Parents' reaction to children's television programs.

The parents of the respondents volunteered the following opinion of children's television programs. Forty-one per cent of the 324 parents felt that too much emphasis was placed upon shooting, killing, fighting, gambling, and drinking. The strong showing of Zoo Parade, Big Top, and Kukla, Fran and Ollie, would seem to tend to disprove the contention that children will not watch a show that is

not violent. The parents maintained that control of the children's viewing habits was very difficult. If one restricted the child's viewing at home, he usually went to a neighbor's house to see the programs in which he was most interested. Some parents objected to modern dancing on television, on the ground that the actions were too suggestive of sex promiscuity. Twenty-eight per cent of the parents felt there should be a board of television censors to "clean up" many of the children's programs.

The radio listening habits of children. The radio listening habits of children in television families involved:

1. A listing of the number of hours each age group spent listening to radio during the seven day period previous to the survey.
2. A listing of radio favorites for each of the age groups.

TABLE XXVIII

NUMBER OF HOURS SPENT BY CHILDREN LISTENING  
TO RADIO IN A SEVEN DAY PERIOD

	Number	Percent
High School		
0 hours	24	44
1-5 hours	3	6
6-10 hours	6	11
11-15 hours	13	33
16-20 hours	<u>3</u>	<u>6</u>
Total	54	100
Grade School		
0 hours	60	38
1-5 hours	57	36
6-10 hours	27	17
11-15 hours	<u>15</u>	<u>9</u>
Total	159	100
Under six years		
0 hours	48	62
1-5 hours	12	15
6-10 hours	12	15
11-15 hours	3	4
16-20 hours	<u>3</u>	<u>4</u>
Total	78	100

It should be noticed that none of the respondents listened to radio more than twenty hours in a seven day period. None of the respondents in the grade school

group listened to radio more than fifteen hours. A large percentage of each group (High-44%, Grade-38%, Under Six-62%) did not listen to radio at all.

Favorite radio programs of children. Turning to the favorite radio programs of each group, it was found that the distribution was as follows:

TABLE XXIX  
FAVORITE RADIO PROGRAMS OF CHILDREN

	Number
High School	
Non-selective	6
Record Shows (DJ)	7
Basketball	4
Arthur Godfrey	3
Lux Radio Theatre	3
Straight Arrow	2
Mark Trail	2
Clyde Beatty	1
Grade School	
Non-Selective	6
Mark Trail	42
Straight Arrow	30
Clyde Beatty	27
Sky King	21
Challenge of the Yukon	21
B-Bar-B Ranch	14
Basketball	12
Lone Ranger	11
Gang Busters	9
Let's Pretend	6
Sparky	5
Bookmobile	1

TABLE XXIV (continued)  
FAVORITE RADIO PROGRAMS OF CHILDREN

---

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	Number
<hr/>	
Under six years of age	
Non-selective	3
Arthur Godfrey	9
Let's Pretend	7
Sparky	6
Mark Trail	3
Clyde Beatty	3
Challenge of the Yukon	3
Daytime Serials	1

---

---

Although the number of samples was too small to indicate a definite trend, it would seem that the high school age group preferred disk jockey record shows and basketball broadcasts, followed by Godfrey and the Lux Radio Theatre. The grade school group showed a definite preference for the late afternoon adventure programs. It was unexpected that Arthur Godfrey was the leading preference of the under-six-years of age group, but by combining "Let's Pretend" and "Sparky", two similar programs aimed at the younger audience, it may be concluded that this type program was the most popular in the under six age group.

Parents' reaction to children's radio programs.

It was noted that none of the parents expressed disapproval of children's radio programs, although radio programs listened to by children did not vary in type to a significant degree from the television habits of the children. Yet the parents protested against the television programs. This phenomenon requires more study, as a definite statement could not be made on the basis of this survey.

CONCLUSION

On the basis of this survey, it was concluded that children of all age groups preferred television over radio. They expressed more interest in the new medium than they did in the old. This conclusion was based on the fact that the children could name more favorite television programs than radio programs, and the fact that a large percentage (High-44%, Grade-38%, Under six-62%) did not listen to the radio at all, while all of the respondents in the age groups under six, 6-14 and 14-18 viewed television with some degree of regularity.

## CHAPTER XIV

### CONCLUSIONS

The average television family of the 300 included in the survey has had television in the home less than one year, but has had radio in the home more than ten years. None of the families had more than one television set in the home, but seventy-three per cent had one to three radios in their home. Only one per cent had no radios. Eighty-eight per cent of the respondents had access to amplitude modulation radios, while eleven per cent had access to frequency modulation radios as well as amplitude modulation.

Fifty-two per cent of the respondents had a radio in at least one car, and listened to it for an average of five and a half hours per week, but nineteen per cent maintained they did not listen to the car radio.

Seventy-one per cent of the respondents could receive only the local television station on their television set.

Forty-four per cent of the respondents listened to radio every day during the seven day period immediately preceding the survey, compared to seventy-one per cent of the respondents who stated they viewed television every day in the seven day period just prior to the survey.

Thirty-three per cent of the respondents did not listen to the radio at all during the seven day period prior to the survey, while only one per cent of the respondents did not view television during the seven day period prior to the survey. Sixty-seven per cent of the respondents listened to radio ten hours a week or less, while seventy-two per cent viewed television between twenty-one and forty hours per week. On the basis of these three comparisons, it may be concluded that the respondents watched television more frequently and for more total hours per week than they spent listening to the radio. Many more respondents did not listen to radio than those respondents who did not watch television.

The most popular hours of radio listening were in the morning, while the most popular hours of television viewing were in the evening. Since seventy-one per cent of the television families could receive only the local television station, and that station did not telecast during the day, it may be concluded that the respondents generally turned to radio listening when television viewing was not available.

About fifty-three per cent of the respondents had no favorite radio programs, compared to fifteen per cent of the respondents who had no favorite television programs.



It was concluded that this difference in percentages was due mainly to the fact that the average individual included in the survey was exposed to more television programs than radio programs.

News was the favorite radio program, while boxing was the favorite television program.

Seventy-five per cent of the respondents did not operate both television and radio simultaneously, but a quarter of the respondents did. Twenty-eight per cent of these respondents watched boxing on television, while listening to radio descriptions of the match. The other seventy-two per cent of the dual operators, those who had television and radio in operation at the same time, did so because of preference for a particular radio program, or dislike for a particular television program. From this it was concluded that if an individual had favorite radio programs or disliked certain television programs, he was likely to listen to radio while television was in operation. This tendency increased as the size of the family unit increased.

Sixty-four per cent of the respondents never listened to radio after six in the evening. The remaining twenty-six per cent did listen. The favorite program of the night-time listeners was Bing Crosby. From this it was concluded that

Bing Crosby was a powerful personality who retained his listening audience on radio, even though his program was broadcast at a time when the television listening was usually high.

Thirty per cent of the respondents preferred radio news to television news, while only four per cent of the respondents preferred radio dramatic programs over television dramatic programs. It was concluded that the difference of the percentage of preference was due to the nature of the respective programs, and their relative dependency upon the auditory and aural stimulus. However, the respondents preferred both television news and drama programs over radio news and drama programs.

None of the children surveyed listened to radio more than twenty hours in a seven day period. None of the grade school children (age group 6-14) listened to radio more than fifteen hours in a seven day period. A large percentage of each group (High School-44%, Grade School-36%, Under Six-62%) did not listen to the radio at all.

Sixty-one per cent of the high school age children (age group 14-18) watched television twenty hours a week or less. Eighty-nine per cent of the grade school children watched television twenty-five hours a week or less. Seventy-three per cent of the age group under six watched

television fifteen hours a week or less. All of the children surveyed watched television at least once in the seven day period prior to the survey.

Children of the high school age showed a preference for recorded music of the disk jockey variety when listening to radio. Grade school children preferred to listen to late afternoon adventure programs. Children under six years of age preferred Arthur Godfrey, but a combination of two similar type shows, "Sparky" and "Let's Pretend", showed that the under six age group preferred programs aimed at their age group.

Televisionwise, the high school age group's viewing habits were much the same as adults. The grade school children preferred westerns and animal shows. The children under six had viewing habits very similar to the grade school age children.

The fact that the children of all age groups could name more favorite television programs than radio programs, viewed television more regularly than they listened to radio, and expressed more interest in television brings one to the conclusion that children of all ages preferred television viewing over radio listening.

On the basis of answers volunteered by the parents, it was concluded that many parents do not approve of many children's television programs, on the grounds that they emphasize violence to too great a degree. The parents also stated that children's television habits were difficult to control.

As a general conclusion, the three hundred television families preferred television viewing over radio listening.

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## APPENDIX

This is a radio and television survey being conducted by Mr. S.D. Potter of Michigan State College, in collaboration with the Department of Radio, Speech and Dramatics of Michigan State College. Any information you give will enable us to make a complete and accurate study of this city. Do not feel obligated to sign your name or reveal your identity.

1. How many months have you owned a television set?
2. Have you owned a radio set more than five years and less than ten? More than ten years?
3. How many radio sets in working order do you have in your home now?
4. Do you own an FM (Frequency Modulation) set?
5. Do you have a radio in your car? How often do you listen to it, and how much in terms of hours per week?
6. How many television sets do you have in your home?
7. How many stations can you receive on your television set?
8. How often did you view television in the past seven days?
9. How many hours a week do you watch television?
10. Which hours do you usually watch television?
11. How often did you listen to radio in the past seven days?
12. How many hours a week do you listen to radio?
13. Which hours do you usually listen to radio?
14. Do you ever listen to radio after 6pm EST? If so, to a specific program or programs? Which one or ones?
15. Please list your five favorite television programs, if you have any.
16. Please list your five favorite radio programs, if you have any.
17. In every community, the schools, the newspapers, the local government, each has a different job to do. In the Lansing area, would you say the schools are doing an excellent, good, fair, or poor job? How about the newspapers? The radio stations? The local government? The churches? The television station?
18. All things considered, do you like radio newscasts or television newscasts best?
19. All things considered, would you rather watch a television drama, or listen to a radio drama?

20. Are there times in your household when both television and radio sets are in operation?

21. If your answer to question 20 was yes, when are these times and how often does this occur?

22. Usually, what types of programs are listened to on the radio when the television set is in operation?

23. What television programs do boys and girls in your household usually try to view?

High school age children usually view-----	age (14-18)
Grade school children usually view-----	age (6-14)
Children under 6 usually view-----	

24. How many hours did your children view television in the past seven days in your home?

Age 14-18	_____	hours
Age 6-14	_____	hours
Under 6	_____	hours

25. What radio programs do boys and girls in your household usually try to hear?

High school age children usually hear-----	age (14-18)
Grade school age children usually hear-----	age (6-14)
Children under six hear-----	

26. How many hours did children listen to radio in your home in the past seven days?

Age 14-18	_____	hours
Age 6-14	_____	hours
Age under 6	_____	hours

27. What kind of work does the man of the house do?

28. What kind of work does the woman of the house do?

29. \_\_\_\_\_ Number of adults in your household.  
\_\_\_\_\_ Number of children over 18 at home.  
\_\_\_\_\_ Number of children between 14-18 at home.  
\_\_\_\_\_ Number of children between 6-14 at home.  
\_\_\_\_\_ Number of children under six at home.

30. Your age group and age group of other adults in your household.

_____	Under 20 years
_____	20-29 years
_____	30-39 years
_____	40-49 years
_____	50-59 years
_____	60 years or over

31. How much schooling have you had? ✓

_____	Less than 8 years	_____	Completed 8th grade	_____	Some high school
_____	High school graduate	_____	Some college	_____	College graduate
_____	Advanced college degree				





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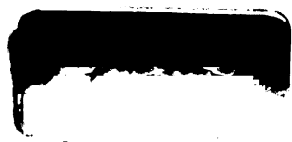
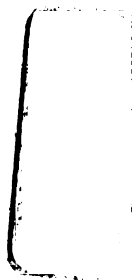
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