

**THE FM EYE OPENER**



**WHAT THE  
CONSUMER  
THINKS OF  
FM**

A National Public Opin-  
ion Poll Conducted for  
the RADIO, TELEVISION  
and ELECTRONICS DE-  
PARTMENT, GENERAL  
ELECTRIC COMPANY

# What the Consumer Thinks of FM

● This, to the best of our knowledge, is the first comprehensive national survey ever conducted on the subject of what the public thinks of FM.

The General Electric Company asked a nationally known independent research organization to make personal calls at the homes of owners and non-owners of receivers equipped with FM. The persons called upon were invited to give their personal opinions and experiences with FM.

This survey of FM brings out facts of special interest to dealers, distributors

and broadcasters, in their thinking and planning for the future.

This information comes to you when FM has outgrown its technical novelty stage. If it were not for the sharp restrictions of the war, FM would not now be temporarily halted on the threshold of its nation-wide success.

Looking ahead to the future, when peace comes, and when the new FM is available to the public, we see FM as a tremendous business, replacing worn-out and obsolete receivers in millions of homes in America.



# Notes on Method of Survey



This study is based on 635 personal interviews, conducted during April 1942, by the staff of the Hooper-Holmes Bureau, under the direction of the G-E COMMERCIAL RESEARCH DIVISION.

Interviews were conducted in 14 cities, selected to give a cross section of consumer reactions to FM.

In order to secure an accurate measurement of opinion, the fact that the study was being made for a manufacturer of FM receivers was not mentioned during the interviews.



# Are You Satisfied with the Quality of Reception You Get on FM?

**YES**



**79%**

**NO**



**21%**

Almost everyone who owns an FM receiver is outspoken in his or her enthusiasm for FM.

# How Does the Quality of FM Compare with Regular Broadcast Reception?

Improvement  
over regular  
broadcasts



85%

No  
improvement



15%

Here is proof that the majority of the people can and do appreciate the high quality of FM reception.



# How Often Is Your Radio Played on FM?

REGULARLY



75%

SELDOM  
OR NEVER



25%

The majority of FM set owners are real FM fans.  
75 per cent listen at least several times a week.  
Over 50 per cent listen at least once a day.

# Would You Recommend a Set Equipped with FM to Your Friends?

**YES**



**91%**

**NO**

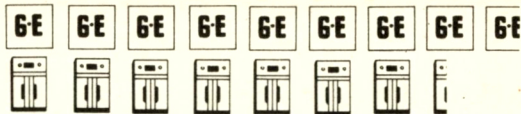


**9%**

The replies to this question is the finest kind of testimonial any product or service could receive. When people recommend anything to their friends they have some excellent reasons for doing so.

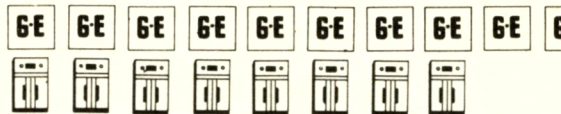
# A Comparison Between Owners of G-E FM Sets and Owners of Other Makes

Satisfied with  
the quality of  
FM reception



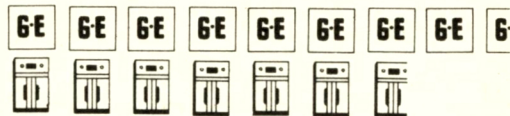
**87%** G-E Owners  
**73%** Other Makes

Consider FM an  
improvement  
over regular  
broadcasts



**93%** G-E Owners  
**80%** Other Makes

Regular  
Listeners to  
FM programs



**85%** G-E Owners  
**69%** Other Makes

These unbiased findings of an important, independent research agency show that the owners of General Electric FM receivers are

way out front in their praise of the performance and satisfaction they enjoy on their G-E FM receivers.



# **WHY DID THEY BUY FM ?**

**In addition to obtaining specific information as to the personal satisfaction of owners of FM receivers, this survey also secured information with reference to buying motives, consumer appeals, and the reactions of friends who listened to the owner's FM receivers.**

**You will find the questions and answers, shown on the following pages, interesting and helpful.**

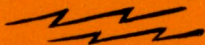
# In Your Opinion, What ONE Advantage of FM Reception Is Most Important to You?



Improved  
Tone  
Quality



45%



Freedom from  
Noise and Static



41%

All  
Other  
Advantages



14%

Better tone quality and freedom from noise and static are the big selling points that

dealers should use in closing sales on FM receivers.

# Do You Tune in FM Stations with the Tuning Knob or with Push Buttons?\*



PUSH BUTTONS



65%



TUNING KNOB



35%

History repeats itself. Owners of FM sets enjoy the convenience, simplicity and accuracy of push button tuning, the same as they do

when tuning in Standard Broadcast Stations. General Electric FM receivers are equipped with push button tuning.

\* This question was asked only of G-E FM radio owners, since many other FM Radio manufacturers do not provide push button tuning.



# Have Any of Your Friends Listened to FM on Your Radio?

**YES**



**79%**

**NO**



**21%**

This shows that owners of FM receivers are proud to demonstrate their sets to friends. By doing so,

they are educating the public on the superior advantages of FM reception.

# What Were Your Friends' Opinions of FM?

FAVORABLE



90%

UNFAVORABLE



10%

People like FM because FM reception is better than regular broadcast reception. Practically everyone

who listens to FM becomes an enthusiastic FM booster. They too will become FM receiver owners.

All the previous questions were asked owners of FM receivers. Here's a question that was asked of 250 people who lived in FM areas but did not own FM receivers.

## Have You Read or Heard About the FM System of Broadcasting?

**MEN  
FAMILIAR  
WITH FM**



**50%**

**WOMEN  
FAMILIAR  
WITH FM**



**25%**

The answers received to the above question show that the general public is rapidly becoming familiar with FM. Answers received in a

similar survey, conducted a year ago showed that only about 15 per cent of the people interviewed had any knowledge of FM.



**SOME  
GENERAL  
ELECTRIC  
FIRSTS  
IN  
FM**

General Electric built the **FIRST** group of FM receivers used by Major Armstrong in perfecting FM radio.

General Electric is the **ONLY** manufacturer who builds the complete FM system—transmitters and home receivers.

General Electric was one of the **FIRST** companies to go into FM broadcasting. General Electric's proving ground station, W85A, in Schenectady, N. Y., is at the service of the industry.

General Electric's present line of FM receivers is G.E.'s fourth line in as many years. It offers better performance for less money than ever before.

General Electric is keeping faith with FM. Even now, in the famous G-E laboratories, research applied to war radio and other electronic devices will enable General Electric to make many new contributions to even better FM reception when peace comes.

LISTEN TO THE  
**G-E RADIO  
NEWS PROGRAM**

FEATURING

*Frazier Hunt*

Author  
War Correspondent  
and  
World Traveller



**EVERY TUESDAY  
THURSDAY AND SATURDAY**

**OVER THESE FREQUENCY MODULATION  
STATIONS OF THE AMERICAN FM SYSTEM**

Alpine, N. J.	W2XMN	6:30—6:45 p.m.
Boston, Mass.	W43B	6:30—6:45 p.m.
Hartford, Conn.	W65H	6:30—6:45 p.m.
Mt. Washington, N. H.	W39B	6:30—6:45 p.m.
New York, N. Y.	W47NY	6:30—6:45 p.m.
Philadelphia, Pa.	W53PH	6:30—6:45 p.m.
Schenectady, N. Y.	W47A	6:30—6:55 p.m.
Schenectady, N. Y.	W85A	6:30—6:45 p.m.

**AND 51 STATIONS OF THE  
COLUMBIA BROADCASTING SYSTEM**

**See Your Local Newspaper  
FOR TIME AND STATION**

**Listen to Latest News on the War  
Listen to Electronic Development News**

**GENERAL  ELECTRIC**