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THE NORTH TEXAS RADIO-TELEVISION AUDIENCE

1953

CONDUCTED BY DR. FOREST L. WHAN, KANSAS STATE COLLEGE

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**THE NORTH TEXAS
RADIO-TELEVISION AUDIENCE
OF 1953**

**A Study of Adult Radio-
Television Listening Habits
in the North Texas Area**

JANUARY, 1953

**PART 1
THE RADIO AUDIENCE**

Conducted by

**DR. FOREST L. WHAN
Committee on Radio-TV Policy
Kansas State College
Manhattan, Kansas**

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FOREWORD

This is a study of the radio-television listening habits and preferences of adult people, combined with diary-recorded listening of all persons above the age of four years, in the North Texas Area. The North Texas Area was arbitrarily defined for this study as embracing one hundred and eleven counties in Northeastern Texas, forming an area approximately 450 miles from east to west and 300 miles from north to south. The counties embraced are shown by the map on Page 4. The Bureau of Census reported 1,000,215 families living in the area at the time of the 1950 census.

The study is patterned after similar studies conducted over a sixteen-year period in Kansas, Iowa, other midwestern states and states in New England. The addition of the North Texas Area to those covered by these surveys not only uncovers basic information on Radio-Television habits and preferences of Texas people, but permits comparison of audiences in the Southwest with those of the Midwest and East.

Because methods used in the survey were identical with those long used in other states, a description of those methods, analysis of sample, reproduction of questionnaire and reproduction of diary-sheet have been placed in the Appendix to Part I of this report.

Briefly, the study consisted of two parts: (1) personal interviews held with adults in the homes of 9,167 randomly selected families in all parts of the area, and (2) diary reports of two days' listening to radio and viewing TV, from 725 randomly selected homes. In both portions of the study each county, city, village and farm area received its proportionate share of the sample, based on the federal census report for 1950. Stratification for selection of sample was made on a basis of geography, urbanization, economic standards within urban areas, and types of roads in farm areas.

The diary portion of the study differed in three basic respects from standard diary procedure: (1) each family was reached by a personal interviewer, who left diaries after explaining how they worked; (2) each family was asked to keep a diary record of listening or viewing (by quarter-hours) on EACH SET (separately) for the two days immediately following the interview; and (3) diary reports covered a two-day, rather than a seven-day, period. Validity of this type of diary procedure is explained in the Appendix to Part I.

Grateful acknowledgment is extended to Prof. John D. Ebbs of Texas A&M College, under whose personal supervision the interviewers were hired and worked, and to whom the diary records were returned.

Interviewing was done between Jan. 19 and 31, 1953, with the exception of less than 5 per cent of the total—interviewing done late because of conditions beyond the control of those in charge. In all, 5,418 of the families lived in "cities" of more than 2,500 population; 1,879 lived in village of less than 2,500 population; and 1,870 lived in farm homes. On a basis of the federal census report for 1950, the study reached better than one of each 110 homes in the area.

Because two media were examined by the study, the report is published in two parts; Part I on radio listening, and Part II on television viewing. Free distribution of the volumes, until supply is exhausted, is available to commercial organizations, governmental agencies, libraries and schools—one copy to an organization. Requests from commercial firms should be directed to the copyright owner; other requests should be directed to the author.

A random sample within stratified areas, which includes more than 9,100 cases, reaching one of every 110 homes in the area, and which represents the counties and types of residence in direct proportion to census-reported homes, must be regarded as statistically reliable. Reliability tests run on each question of the study bear out this conclusion. The figures found in the following pages can be regarded as representing the habits and preferences of the population of the area at the time of the study. Further, diary reports were received on listening to each radio and each television set, recorded coincidentally with listening by all members of the family over four years of age. Proof of the reliability of the diary sample will be found in the Appendix to Part I of this report.

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PART I THE RADIO AUDIENCE

LISTENER CLASSIFICATION USED IN THE REPORT

In all tables and charts which follow, columns headed "Total Area" or "Area" give figures for all families or all individuals interviewed, unless otherwise designated in the table. Whenever sex of respondent was found to affect replies to a question, "Area" figures were the results of weight- ing, giving each sex its correct value in the total.

Those columns headed "Urban" refer to individuals or families living in communities with more than 2,500 population; those headed "Village" refer to families or individuals in towns with less than 2,500 population; those headed "Farm" deal with replies from homes on farms, whose chief source of income was from farming. Columns headed "Rural" combine village and farm reports.

The term "Dallas-Fort Worth" refers to all interviewed or all diary reports received from families living within the boundaries of these two large cities. "Other urban" figures refer to information coming from all cities excepting Dallas and Fort Worth in the North Texas area.

In tables classing individuals according to sex, education, age or standard of living, the follow- ing definitions apply. "College" gives figures for individuals who have attended college, without regard to length of such attendance; those headed "High School" give similar figures for persons who have not attended college, but have had some high school training; those headed "Grade" refer to persons who have no formal education above the elementary grades. It should be noted that these educational definitions do not parallel those used by the Federal Bureau of Census. Age and sex classifications are self-explanatory, excepting that these were judged by the inter- viewer at time of interview, rather than coming from replies by respondents. Standard of Living was also judged by the interviewer at the time of interview, each family being judged either "High," "Medium," or "Low" on a basis of the home and its contents.

One final classification used is geographical in nature. Interviewing was assigned on a coun- ty-by-county basis, with correct proportions of total interviews and diaries going to each county, and within each county to each city, to village and to farm families. These county-by-county figures were used in locating ownership of television sets, automobiles and auto-radios. The North Texas Area counties differ greatly in both size and density of population. Proportionate distribu- tion of the 9,167 interviews, therefore, gave relatively small representation to some of the thinly populated counties, making figures in these counties subject to large sampling-error deviations. Maximum possible deviations for such counties are reported in the "Reliability Table" in the Appendix.

The map on Page 4 locates the boundaries of the North Texas Area, and the various coun- ties surveyed. It also locates towns and cities in which are located radio or television stations of the area. The table which follows the map lists all radio and all television stations located in the area at the time of the survey*, together with their power, frequency or channel, call letters, and date on which they began operation.

*Source: *Broadcasting Yearbook and Telecasting Yearbook, 1953, with data corrected to January 1, 1953.*

LOCATION AND POWER OF RADIO AND TELEVISION STATIONS

The following table lists all stations operating in the North Texas Area at the time of the 1953 audience survey, together with the location of transmitter, date first on the air, frequency and power. Location of the towns with radio or television stations is shown on the preceding map, Page 4. The source of information given in the following table was *Broadcasting Yearbook and Telecasting Yearbook, 1953, corrected to Jan. 1, 1953.*

TOWN	CALL LETTERS	FIRST ON AIR	FREQUENCY	POWER
RADIO STATIONS:				
Abilene	KRBC	1936	1470 kc	5,000 w day 1,000 w night
	KWKC	1948	1340 kc	250 w unlimited
Athens	KBUD	1948	1410 kc	250 w day
Atlanta	KALT	1950	900 kc	1,000 w day
Ballinger	KRUN	1947	1400 kc	250 w unlimited
Bonham	KFYN	1948	1420 kc	250 w day
Brady	KNEL	1935	1490 kc	250 w unlimited
Breckenridge	KSTB	1947	1430 kc	1,000 w day
Brownwood	KBWD	1941	1380 kc	1,000 w day

TOWN	CALL LETTERS	FIRST ON AIR	FREQUENCY	POWER
Center	KDET	1949	930 kc	1,000 w day
Childress	KCTX	1947	1510 kc	250 w day
Clarksville	KCAR	CP	1350 kc	500 w day
Cleburne	KCLE	1947	1120 kc	250 w day
	KCLE-FM	1949	94.3 mc	0.32 kw unlimited
Coleman	KSTA	1947	1000 kc	250 w day
Colorado City	KVMC	1950	1320 kc	500 w day
Corsicana	KAND	1937	1340 kc	250 w unlimited
Crockett	KIVY	1950	1570 kc	250 w day
Dallas	KGKO	1953	1480 kc	1,000 w day
	KIXL	1947	1040 kc	500 w night
	KIXL-FM	1947	104.5 mc	1,000 w day
	KLIF	1947	1190 kc	34 kw unlimited
				5,000 w day
				1,000 w night
	KRLD	1926	1080 kc	50,000 w unlimited
	KRLD-FM	1948	92.5 mc	40 kw unlimited
	KSKY	1941	660 kc	1,000 w day
	WFAA	1922	820 kc	50,000 w unlimited*
			570 kc	5,000 w unlimited*
	WRR	1920	1310 kc	5,000 w unlimited
	WRR-FM	1949	101.3 mc	68 kw unlimited
Denison	KDSX	1948	950 kc	500 w unlimited
Denton	KDNT	1938	1440 kc	1,000 w day
				500 w night
	KDNT-FM	1949	106.3 mc	0.76 kw unlimited
Fort Worth	KCNC	1947	870 kc	250 w day
	KCUL	1949	1540 kc	5,000 w day
				1,000 w night
	KFJZ	1936	1270 kc	5,000 w unlimited
	KWBC	1946	970 kc	1,000 w day
	KXOL	1947	1360 kc	1,000 w unlimited
	WBAP	1922	820 kc	50,000 w unlimited*
			570 kc	5,000 w unlimited*
	WBAP-FM	1949	100.5 mc	50 kw unlimited
Gainesville	KGAF	1947	1580 kc	250 w day
Gladewater	KSIJ	1949	1430 kc	1,000 w day
Graham	KSWA	1948	1330 kc	500 w day
Greenville	KGVL	1946	1400 kc	250 w unlimited
Hamilton	KCLW	1948	900 kc	250 w day
Henderson	KGRI	1947	1000 kc	250 w day
Hillsboro	KHBR	1948	1560 kc	250 w day
Jacksonville	KEBE	1947	1400 kc	250 w unlimited
Kilgore	KOCA	1936	1240 kc	250 w unlimited
Lampasas	KHIT	1948	1450 kc	250 w unlimited
Longview	KFRO	1934	1370 kc	1,000 w unlimited
	KLTI	1948	1280 kc	1,000 w day
	KLTI-FM	1948	105.9 mc	9.8 kw unlimited
Lufkin	KRBA	1938	1340 kc	250 w unlimited
	KRBA-FM	1948	95.5 mc	2.9 kw unlimited
Marlin	KTRE	1947	1420 kc	1,000 w unlimited
Marshall	KMLW	CP	1010 kc	250 w day
Mineral Wells	KMHT	1947	1450 kc	250 w unlimited
Mount Pleasant	KORC	1946	1140 kc	250 w day
	KIMP	1948	960 kc	1,000 w day

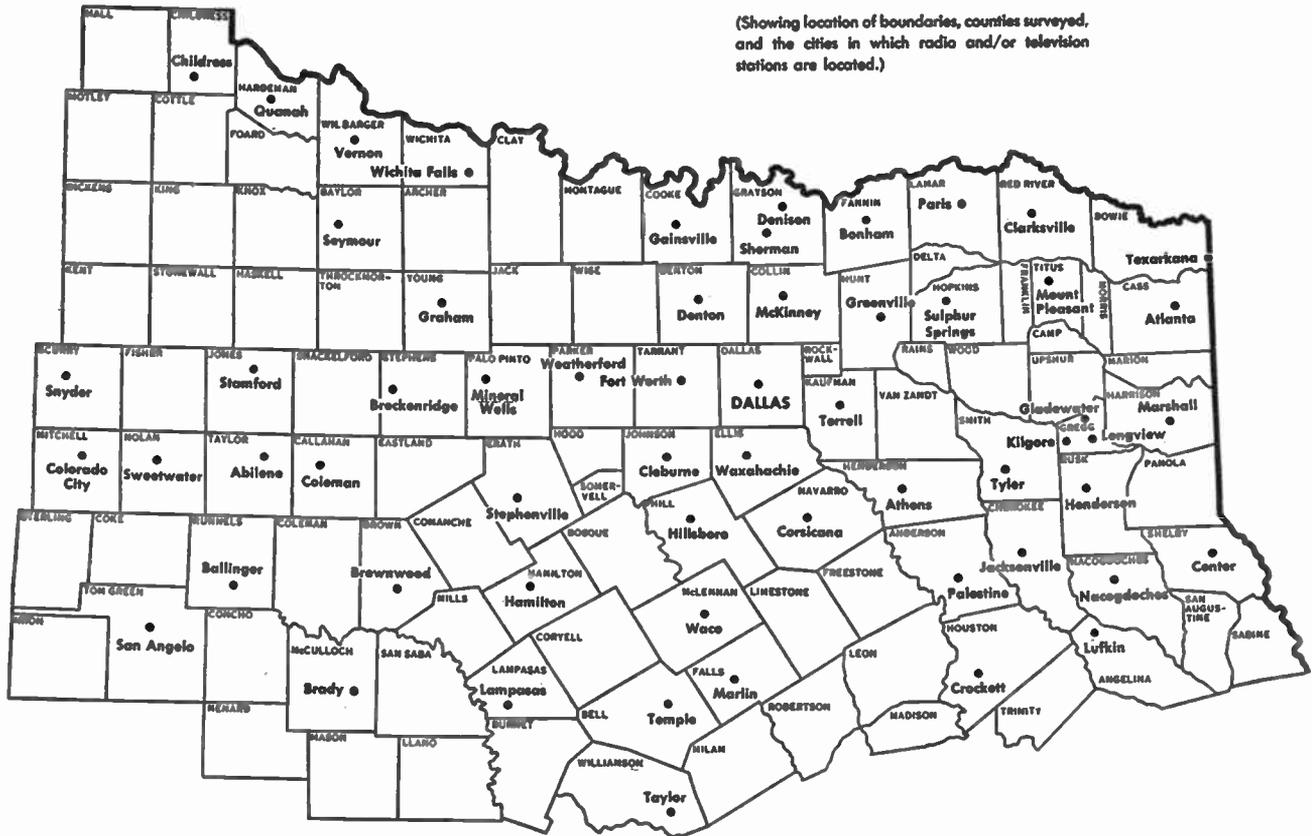
* WFAA shares time on both frequencies with WBAP of Fort Worth, each programming full day on one or other of the frequencies.

TOWN	CALL LETTERS	FIRST ON AIR	FREQUENCY	POWER	
Nacogdoches	KOSF	1947	1230 kc	250 w unlimited	
	KSFA	1947	860 kc	1,000 w day	
Palestine	KNET	1936	1450 kc	250 w unlimited	
	KFTV	1950	1250 kc	500 w day	
Paris	KPLT	1936	1490 kc	250 w unlimited	
Quanah	KOLJ	1951	1150 kc	500 w day	
	San Angelo	KGKL	1928	960 kc	5,000 w day 1,000 w night
Seymour	KTXL	1947	1340 kc	250 w unlimited	
	KSEY	1950	1230 kc	100 w unlimited	
Sherman	KRRV	1936	910 kc	1,000 w unlimited	
Snyder	KTAN	1947	1500 kc	250 w day	
	KSNY	1949	1280 kc	500 w day	
Stamford		CP	1450 kc	250 w unlimited	
	KDWT	1947	1400 kc	250 w unlimited	
Stephenville	KSTV	1947	1510 kc	250 w day	
	Sulphur Springs	KSST	1947	1230 kc	250 w unlimited
Sweetwater	KXOX	1939	1240 kc	250 w unlimited	
	Taylor	KTAE	1948	1260 kc	1,000 w day
Temple	KTEM	1936	1400 kc	250 w unlimited	
Terrell Texarkana	KTEM-FM	1948	107.5 mc	1.9 kw unlimited	
	KTER	1950	1570 kc	250 w day	
	KCMC	1932	1230 kc	250 w unlimited	
	KCMC-FM	1947	98.1 mc	40 kw unlimited	
	KTFS	1946	1400 kc	250 w unlimited	
Tyler	KGKB	1930	1490 kc	250 w unlimited	
	KTBB	1947	600 kc	500 w day 1,000 w night	
Vernon	KVWC	1939	1490 kc	250 w unlimited	
	Waco	KWTX	1946	1230 kc	250 w unlimited
Waxahachie	WACO	1922	1460 kc	1,000 w unlimited	
	Weatherford	KWHA	CP	1390 kc	500 w unlimited
		CP	1220 kc	250 w day
	Wichita Falls	KFDX	1947	990 kc	10,000 w day 1,000 w night
	KTRN	1949	1290 kc	5,000 w day 1,000 w night	
	KWFT	1939	620 kc	5,000 w unlimited	
	KWFT-FM	1948	99.9 mc	9.7 kw unlimited	
Television STATIONS:*			Channel		
Dallas	KRLD-TV	1949	4	27.3 kw visual 13.6 kw aural	
	WFAA-TV	1949	8	27.0 kw visual 13.5 kw aural	
Fort Worth	WBAP-TV	1949	5	17.6 kw visual 8.2 kw aural	
San Angelo	KGKL-TV	CP	3	6.4 kw visual 3.2 kw aural	
	KTXL-TV	CP	8	11.0 kw visual 5.5 kw aural	
Waco	KANG-TV	CP	34	5.0 kw visual 3.0 kw aural	
Wichita Falls	KFDX-TV	CP	3	60.0 kw visual 36.0 kw aural	
	KTVW-TV	CP	22	18.5 kw visual 9.3 kw aural	

* Other CPs have been granted since January 1, 1953, to TV applicants.

NORTH TEXAS AREA

(Showing location of boundaries, counties surveyed, and the cities in which radio and/or television stations are located.)



RADIO SET OWNERSHIP AND USE

Homes With Radios, Near Saturation Reached—Nearly every family in the North Texas Area has access to a radio set located within its own home. The following table reports the percentage of families reached by the interview portion of the survey with radio sets in the home. It shows that better than 97 per cent have radios, and that nearly all of the families have at least one set kept in working order. Figures do not include television sets, sets in automobiles or sets owned by the family, but located in barns or other places outside the home. Figures in the table are percentage of all families reached in each classification by the survey.

HOMES WITH RADIO RECEIVERS

(Percentages based on 9,167 homes reached by interview) *

Per cent of all homes with:	<i>Total Area</i>	<i>Dallas Ft. Worth</i>	<i>Other Urban</i>	<i>All Rural</i>
Radio set or sets which will work	97.6%	96.0%	98.4%	98.0%
Radio, but none in working order	0.1	0.2	0.1	0.1
No radio set in the home	2.3	3.8	1.5	1.9
	100.0	100.0	100.0	100.0

Not only do most North Texas Area homes have radio receivers, but approximately 43 per cent of them have two or more sets. The following table analyzes from the standpoint of NUMBER of radio sets in the home, comparing large urban, smaller urban and rural homes. Figures include both AM and FM receivers, but do not include television sets (reported later), automobile sets, or other sets owned outside the home. Percentages in the table are based on the total number of homes reached in each classification, including homes without radios in the percentage base.

OWNERSHIP OF MULTIPLE SETS IN THE HOME

(Percentages based on 9,167 homes reached by interview)*

Per cent of homes equipped with:	<i>Total Area</i>	<i>Dallas Ft. Worth</i>	<i>Other Urban</i>	<i>All Rural</i>
1 or more radio sets	97.7%	96.2%	98.5%	98.1%
2 or more radio sets	42.9	45.1	52.6	33.7
3 or more radio sets	13.2	14.4	18.6	8.1
4 or more radio sets	3.9	4.5	5.6	2.1

*Parallel figures for combined urban, for village and for farm homes may be found in the Appendix.

Listening Done by Rooms in the Home—The 692 "Diary Families" reported separately the listening done to each radio set owned. At the same time they reported on the room in which the radio set was located when used.

The following table analyzes these reports, showing two things: (1) the per cent of all reported radio sets located in the rooms named, and (2) the per cent of total reported radio listening taking place in these rooms. Percentages are based on the figures shown at the top of the columns. Proof of the reliability of the diary sample will be found in the Appendix.

LOCATION AND USE OF RADIO SETS IN THE HOME

(Percentages based on figures shown at top of columns. Figures from Diaries)

	<i>Per Cent of 1,561 Radio Sets, Located In:</i>	<i>Per Cent of 30,738 Quarter-hours Listening, Done In:</i>
Living rooms	42.7%	39.1%
Kitchens	15.7	16.5
Bedrooms	21.8	27.0
Dining rooms	3.3	2.9
Other rooms of home	3.0	4.3
Sets "moved about"	13.5	10.1
	100.0	100.0

USE OF AUTOMOBILE RADIOS

One type of "out-of-home" listening was investigated by the 1953 North Texas Area Survey. Each respondent for a family owning an automobile was asked the following series of questions:

"Does your family have a radio set in its automobile?"

"About how far would you say YOU, personally, rode in your car YESTERDAY?"

"By the way, did you use the radio while riding YESTERDAY?"

In order to discover something about the accuracy of recalled "yesterday's listening" and to reach additional men riders, each man "head of household" in the diary sample was asked to fill out similar questions at the end of EACH day the diary was kept, about listening done that day to radios in automobiles. In all, 9,018 women and men were questioned by interviewers, and 929 reports were received from men owners of radio-equipped cars in the diary sample.

The following four tables analyze: (1) percentages of homes reached by interview, owning a radio-equipped car; (2) percentage of radio-equipped car owners reached by interview and by diary, making USE of CARS on the day in question; (3) the percentage of riders in both samples, reporting the use of the car RADIO while riding; and (4) analysis of daily use of auto radios by distance traveled. In the last three of the four tables, comparative figures are offered on "recalled YESTERDAY'S" listening and on the diary record "TODAY'S" listening by men. The four tables show:

- (1) More than half of all families in the North Texas Area own radio-equipped automobiles; two thirds of the auto owners having cars with radios.
- (2) About two thirds of the women and better than three fourths of the men RIDE in those cars on an average day.
- (3) Better than half of all riders, regardless of sex, use the car RADIO on an average day.
- (4) One out of three of the riders makes use of the radio within the first five miles of riding.
- (5) Better than half of the riders use the radio within the first twenty-five miles of driving.
- (6) Approximately two thirds use the radio within the first 50 miles of driving.

(7) Three fourths of the women and 85 per cent of the men use the car radio if driving over 100 miles during the day.

(8) Recalled "yesterday's" riding was 7 per cent lower than recorded "today's riding"—however, recalled listening to the radio "yesterday" was slightly greater than that recorded "today," particularly in the case of urban men.

It should be noted that this survey dealt only with the validity of recalled yesterday's car radio USE, and offers no information on the validity of recalled stations heard or periods of the day at which listening was done.

With over half the families of the area owning radio-equipped automobiles this high daily use of the auto radio represents increased daily listening over and above that done in the home. It represents therefore, PLUS LISTENING over station ratings given elsewhere in this report—which are based on "in home" recorded diary listening or "in home" listening reported to the interviewer.

OWNERSHIP OF RADIO-EQUIPPED AUTOMOBILES

(Based on replies from 9,018 families interviewed in radio-equipped homes)*

Owning a Radio-Equipped Automobile:	All Families Questioned	Car-Owning Families
All families questioned	57.1%	67.8%
Dallas families	61.5	77.3
Fort Worth families	57.5	71.3
Other urban families	61.7	71.6
All rural families	51.3	60.1

USE OF AUTOMOBILES BY ADULTS

(Percentages based on replies of automobile owners)

Per Cent of Radio-Equipped Automobile Owners Riding:	"I Rode in Our Car Yesterday"		"I Rode Today"
	3,857 Women Car-Radio Owners Interviewed	1,226 Men Car-Radio Owners Interviewed	929 Men Car-Radio Owners Diary Reporting
All families questioned	65.3%	78.1%	84.0%
Dallas and Fort Worth families	58.2	77.4	86.0
Other urban families	70.4	80.2	85.1
Village families	67.0	80.9	81.4
Farm families	64.6	73.5	83.2

USE OF CAR RADIO BY THOSE RIDING IN RADIO-EQUIPPED CARS

(Percentages based on replies from riders in radio-equipped cars: 2,518 women and 879 men interviewed; 496 diary reporting men)

	"I Used the Car Radio Yesterday"		"I Used it Today"
	Women Interviewed	Men Interviewed	Men Diary Reporting
All reporting	52.6%	60.8%	59.7%
Dallas and Fort Worth	53.8	70.4	63.9
Other urban	54.6	61.5	57.6
Village	49.0	58.0	54.6
Farm	50.3	53.2	64.1

*For parallel figures on villages and farm families, see the Appendix

USE OF CAR RADIO—BY DISTANCE TRAVELED IN RADIO-EQUIPPED CARS

(Percentages based on replies from riders in radio-equipped cars: 2,518 women and 879 men interviewed; 496 diary reporting men)

While Riding:	"I Used the Car Radio Yesterday"		"I Used It Today"
	Women Interviewed	Men Interviewed	Men Diary Reporting
Up to 5 miles	32.6%	38.3%	34.6%
From 6 to 25 miles	59.5	58.5	58.8
From 26 to 50 miles	68.2	74.5	68.7
From 51 to 100 miles	63.9	63.8	82.0
More than 100 miles	77.9	84.7	85.2

Reports on listening to the car radio by persons interviewed offer an opportunity to compare the use of the car radio by days of the week. No significant differences were found in the use of the car radio on weekdays, Monday through Friday. However, Saturday and Sunday use of the car radio did differ significantly from use on weekdays, and is reported in the table below. Percentages in each column are based on the number of reports received for the days named, representing differences reported by women and men combined.

USE OF THE CAR-RADIO—DAYS OF THE WEEK COMPARED

(Percentages based on number of reports shown at top of each column)

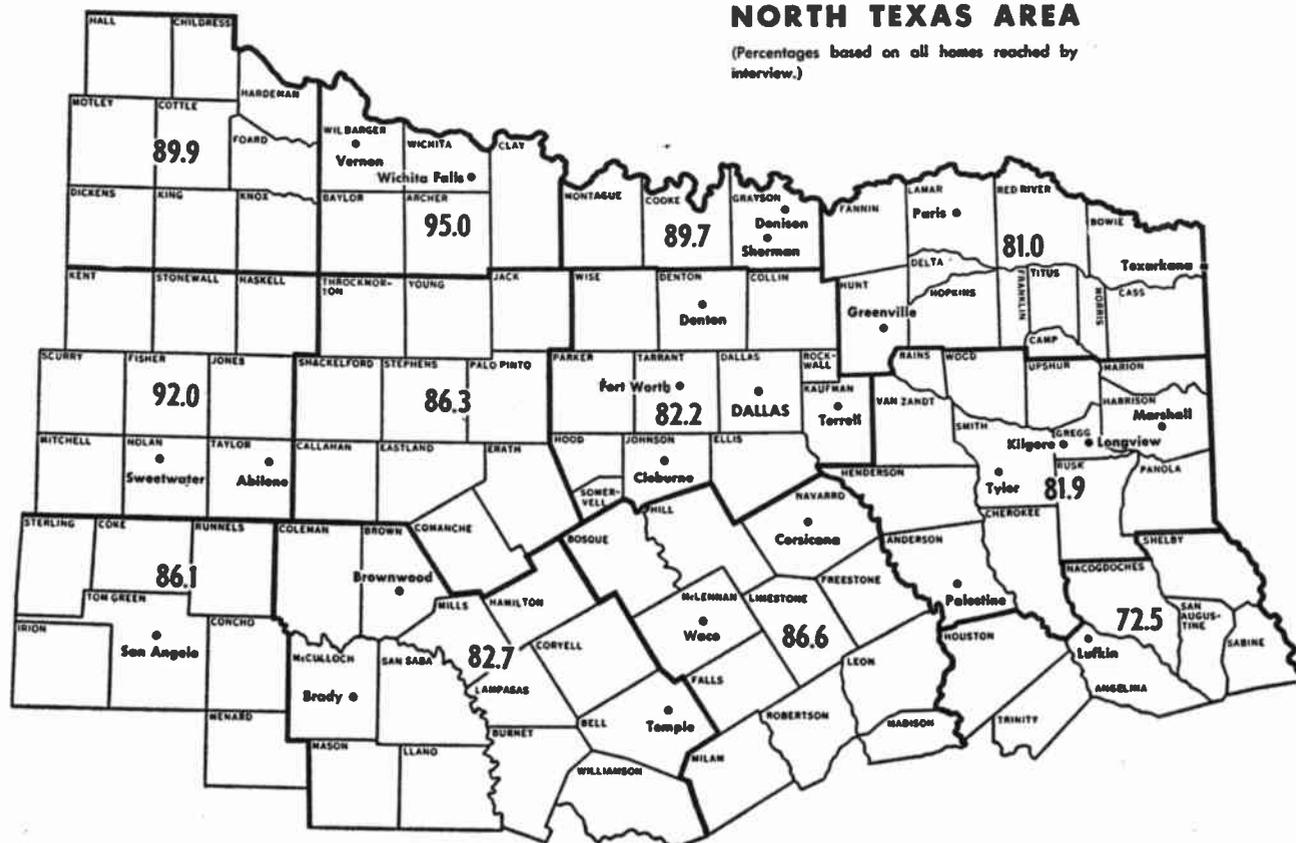
While Riding:	"Yes, I Listened to My Car Radio Yesterday"		
	3,050 Weekday Reports	70 Sunday Reports	277 Saturday Reports
Up to 5 miles	34.1%	27.3%	29.6%
From 6 to 25 miles	59.1	54.5	62.9
From 26 to 50 miles	71.1	50.0	64.1
From 51 to 100 miles	63.8	55.5	68.5
More than 100 miles	81.3	60.0	78.3

Location of Automobiles and Radio-Equipped Cars—With a great amount of radio listening occurring in automobiles making short trips each day, and with some stations covering only a portion of the North Texas area, location of automobiles equipped with radios becomes an important item. Because of small samples in thinly populated counties, county-by-county figures on automobile ownership or car radio ownership are subject to relatively large sampling-error deviations. By combining a number of counties into larger areas, more accurate figures are obtainable. The following two maps report such ownership for arbitrarily drawn areas.

The two maps show: (1) The percentage of homes reached by interview which reported automobile ownership; (2) the percentage of all homes reached which reported owning radio-equipped cars. Percentages in each map are based on all homes reached by interview, including nonradio homes in the percentage base.

OWNERSHIP OF AUTOMOBILES IN NORTH TEXAS AREA

(Percentages based on all homes reached by interview.)



Location of Noncar Sets Regularly Heard Outside the Home—With nearly one tenth of the families reporting that some members regularly hear radios (not in automobiles) outside the home, the question of location of these sets is of interest. Each person was asked, "Where do they hear these sets?"

The following table analyzes replies of the 704 families answering this question. Percentages in the table are based on this number, and not on the total number of families reached by interview. A figure of 13.0 per cent in the table is equal to approximately 1.0 per cent of all families interviewed. Columns total more than 100.0 per cent because of multiple replies.

The table shows that nearly half of this "out-of-home" (nonauto) radio listening takes place at the "place of work," with listening at neighbor's and relative's making up another one-quarter of the total.

THE PLACE OF NON-CAR OUT-OF-HOME LISTENING

(Percentages based on replies from 704 families naming places radio usually heard; 13.0 per cent in table equals 1.0% of all families)*

Place Radio Is Heard:	Total Area	Dallas Ft. Worth	Other Urban	Village	Farm
Place of work	46.1%	42.9%	51.7%	47.8%	38.4%
At neighbor's	22.3	38.7	12.1	19.0	19.6
At relative's	10.3	14.1	7.5	7.6	13.5
At school	12.3	3.7	15.4	8.3	21.1
On trips	8.1	3.1	10.0	9.1	9.8
At the club	0.6	0.6	0.8	0.8	..
Downtown	3.7	..	3.3	9.1	3.8
Farm buildings	0.6	0.8	2.3
All other places	0.7	..	0.8	1.5	..

*Columns total more than 100.0 per cent because of multiple replies.

IN-HOME LISTENING

Multiple-Set Use in the Home—Another type of listening (missed by much radio-television audience research) is extra listening within the home through simultaneous use of two or more sets tuned to different stations. The old idea of a "family set" is antiquated. Approximately 43 per cent of the families in the North Texas area have more than one radio set in the home. If these sets are used simultaneously at times, and are tuned to different stations, they may add significantly to the audience for individual programs.

In order to test the simultaneous use of radio sets in multiple-set homes, the Diary study placed a SEPARATE diary on EACH set found in diary homes—each radio set and each television set having its own separate report. Analysis of these reports permits examination of simultaneous use of radio sets in multiple-set homes, where the radios were tuned to different stations.

The following table reports the AMOUNT of simultaneous use of sets per day per family. Figures are in quarter-hours, being the total number of quarter-hours of multiple-set use (tuned to different stations) that was reported, divided by the total number of multiple-set homes (including those where no simultaneous use took place).

QUARTER-HOURS OF LISTENING BY AVERAGE FAMILY TO TWO OR MORE SETS

(Figures are in quarter-hours, being total number of quarter-hours when two or more sets in a home were tuned to different stations, divided by all multiple-set homes)

The Average Family Uses Two of Its Sets Simultaneously:

On an average weekday 2.26 quarter-hours

On an average Saturday or Sunday 2.41 quarter-hours

Simultaneous Use of Radio Sets by Quarter-Hours—The following table shows that sets are used simultaneously in some homes at every quarter-hour between 5:30 a.m. and midnight on weekdays, and from before 7:00 a.m. until 10:30 p.m. on Saturdays and Sundays. Percentages are based on total number multiple-set homes in the diary portion of the study, and represent the portion of these homes using two or more radio sets simultaneously, but tuned to different station.

FAMILIES USING TWO SETS SIMULTANEOUSLY BY QUARTER-HOURS

(Percentages are based on total number of multiple-set homes keeping the diaries)

<i>A.M.</i>	<i>Weekdays</i>	<i>Saturday and Sunday</i>	<i>P.M.</i>	<i>Weekdays</i>	<i>Saturday and Sunday</i>
5:00- 5:15	3:00- 3:15	2.3%	1.1%
5:15- 5:30	0.2%	..	3:15- 3:30	2.5	1.1
5:30- 5:45	0.5	..	3:30- 3:45	2.3	1.1
5:45- 6:00	0.7	..	3:45- 4:00	1.6	2.2
<hr/>					
6:00- 6:15	0.9	..	4:00- 4:15	1.4	2.2
6:15- 6:30	1.6	..	4:15- 4:30	1.4	2.2
6:30- 6:45	1.4	..	4:30- 4:45	1.4	2.2
6:45- 7:00	1.8	1.1%	4:45- 5:00	1.6	2.2
<hr/>					
7:00- 7:15	3.4	3.3	5:00- 5:15	3.9	3.3
7:15- 7:30	3.4	2.3	5:15- 5:30	3.9	3.3
7:30- 7:45	3.2	4.4	5:30- 5:45	4.1	5.5
7:45- 8:00	3.0	5.5	5:45- 6:00	3.6	2.2
<hr/>					
8:00- 8:15	4.3	6.6	6:00- 6:15	6.1	5.5
8:15- 8:30	2.3	3.3	6:15- 6:30	5.0	7.7
8:30- 8:45	2.0	3.3	6:30- 6:45	4.5	8.8
8:45- 9:00	3.0	3.3	6:45- 7:00	5.0	6.6
<hr/>					
9:00- 9:15	4.1	7.7	7:00- 7:15	5.2	4.4
9:15- 9:30	4.1	4.4	7:15- 7:30	6.4	3.3
9:30- 9:45	4.8	2.2	7:30- 7:45	5.5	2.2
9:45-10:00	3.9	2.2	7:45- 8:00	5.0	2.2
<hr/>					
10:00-10:15	4.8	1.1	8:00- 8:15	5.0	6.6
10:15-10:30	4.1	1.1	8:15- 8:30	4.5	4.4
10:30-10:45	5.0	4.4	8:30- 8:45	4.3	5.5
10:45-11:00	4.5	3.3	8:45- 9:00	4.5	3.3
<hr/>					
11:00-11:15	4.5	7.7	9:00- 9:15	3.2	3.3
11:15-11:30	5.2	5.5	9:15- 9:30	1.6	2.2
11:30-11:45	3.6	4.4	9:30- 9:45	1.1	3.3
11:45-12:00	4.8	4.4	9:45-10:00	1.8	3.3
<hr/>					
<i>P.M.</i>			10:00-10:15	1.8	5.5
12:00-12:15	5.9	6.6	10:15-10:30	0.9	4.4
12:15-12:30	5.2	4.4	10:30-10:45	0.7	..
13:30-12:45	4.1	8.8	10:45-11:00	0.9	..
12:45- 1:00	3.9	3.3	<hr/>		
<hr/>					
1:00- 1:15	3.0	3.3	11:00-11:15	0.5	..
1:15- 1:30	2.0	5.5	11:15-11:30	0.5	..
1:30- 1:45	1.8	4.4	11:30-11:45
1:45- 2:00	2.0	3.3	11:45-12:00	0.2	..
<hr/>					
2:00- 2:15	2.5	2.2	<i>A.M.</i>		
2:15- 2:30	2.3	4.4	12:00-12:15	0.2	..
2:30- 2:45	2.0	1.1	12:15-12:30
2:45- 3:00	1.6	1.1	12:30-12:45
			12:45- 1:00

Simultaneous Use of Radio and TV Sets in TV Homes—The foregoing tables report the simultaneous use of radio sets tuned to different stations, and suggest that questioning one person by phone or interview will not uncover all of the listening done in a home.

The following tables suggest that similar PLUS RADIO LISTENING takes place in television-equipped homes, at the time they are making use of their television sets.

Two types of information bearing on simultaneous use of radio and TV sets were obtained by the 1953 North Texas area survey. The first type of information came in response to a general question put by interviewers:

"SOMETIMES, when part of your family watches TV, are OTHER members of the FAMILY listening to radio in another part of your home?" (If yes) "About how often would you say this happens? Most times, quite often, half of the time, only now and then, or almost never?"

The second type of information bearing on simultaneous use of radio and TV sets came from the diary reports. Since separate diaries were kept on each radio and each television set, it was possible to determine the percentage of homes making simultaneous use on an average day, and the percentage of television homes making simultaneous use of radio and TV sets at each quarter-hour.

The following table compares the percentage of all families questioned by interview and the percentage of diary reporting families, making simultaneous use of radio and TV sets on an average day.

SIMULTANEOUS USE OF RADIO AND TV SETS IN TELEVISION HOMES

(Percentages based on numbers shown, comparing general response to interview question, restated above, with actual experience of families owning both radio and TV sets)

	Total Area	Dallas Ft. Worth	Other Urban	Village	Farm
Per Cent of 2,469 families questioned by interview, saying family uses radio and TV simultaneously, "sometimes"	32.5%	29.3%	40.9%	37.1%	27.5%
Per Cent of 233 radio-TV owning diary-families, recording simultaneous use of radio and TV sets on average day	35.7%	41.9%	30.5%	27.1%	41.4%

The following table analyzes replies to the second part of the question asked by interview (see top of page), showing how MUCH of the time TV sets are in use radio is also used by other members of the family. It should be remembered that the table represents the judgment of the person interviewed, and is not factual in nature. Factual information on this question as recorded in the diaries will be found on the pages following the next table. The left-hand column in the following table gives percentages based on all 2,469 TV families questioned; the right-hand column translates these figures into percentages of homes reporting simultaneous use. Similar figures for Dallas and Fort Worth, other urban, village and farm families will be found in the Appendix.

HOW OFTEN ARE RADIO AND TV SETS USED SIMULTANEOUSLY BY A FAMILY? BASED ON ESTIMATES OF PERSON INTERVIEWED

(Percentages based: Left-hand column on 2,469 families questioned; right-hand column on 801 families reporting simultaneous use)*

While TV Set is Used, Radio Is Also Used:	All TV-Homes	Homes Reporting Simultaneous Use
Most of the time	3.7%	10.3%
Quite often	5.5	15.6
Half of the time	4.7	13.2
Only now and then	17.1	47.9
Almost never	4.7	13.0
	<hr/> 35.7	<hr/> 100.0

* For parallel figures on urban, village and farm families, see the Appendix.

The foregoing table analyzes estimates of person interviewed on the amount of time radio and TV sets were used simultaneously by the family. The following table reports the percentage of diary recorded listening and viewing done simultaneously. The table shows the percentage of all the time television sets were used in diary homes that radio was ALSO in use in another part of the home.

SIMULTANEOUS USE OF RADIO AND TV SETS IN TELEVISION HOMES BASED ON ACTUAL LISTENING-VIEWING RECORDED IN DIARIES

(Percentages based on all reports from families keeping diaries on radio and TV sets)

Per cent of HOMES using both media on an average day	35.7%
Per cent of total DAYTIME television viewing, during which radio was also in use in another part of home	16.4
Per cent of total NIGHTTIME television viewing, during which radio was also in use in another part of home	6.4
Number of quarter-hours the average TV family used both radio and TV sets simultaneously on an average day	2.14 Q-hrs.

Analysis of the Diary reports also shows that some families make simultaneous use of radio and TV sets in the North Texas area at EVERY QUARTER-HOUR of the day between 7 a.m. and 10:30 p.m.

The following table compares for the periods from 7 a.m. to 11 p.m. (no TV station broadcasts in the North Texas area before 7 a.m.) the percentage of television homes making simultaneous use of television and radio sets. It should be noted that the figures do NOT represent the total percentage of television-equipped homes using radio at these quarter-hours—they merely report those using the radio AT THE SAME TIME that the television set is in use by other members of the family. Analysis is made in two ways: (1) the left-hand column reports on a basis of all TV-equipped homes keeping the diaries; (2) the right-hand column translates these figures into per cent of homes with television-in-use at the quarter-hour named.

SIMULTANEOUS USE OF RADIO AND TV SETS IN TELEVISION HOMES ON WEEKDAYS

(Percentages in left-hand column based on all TV homes; right-hand column translates these figures into per cent of homes with television sets-in-use)*

A.M.	All TV-Homes	Homes With TV Sets-In-Use	P.M.	All TV-Homes	Homes With TV Sets-In-Use
7:00- 7:15	1.3%	15.3%	3:00- 3:15	4.7%	14.5%
7:15- 7:30	0.9	11.3	3:15- 3:30	4.7	14.1
7:30- 7:45	1.7	17.2	3:30- 3:45	4.3	12.7
7:45- 8:00	2.1	18.6	3:45- 4:00	4.7	13.8
8:00- 8:15	2.1	17.8	4:00- 4:15	6.0	17.1
8:15- 8:30	3.4	28.1	4:15- 4:30	4.3	13.4
8:30- 8:45	2.6	17.8	4:30- 4:45	4.3	12.7
8:45- 9:00	2.6	17.2	4:45- 5:00	6.4	17.8
9:00- 9:15	3.9	16.1	5:00- 5:15	7.7	19.5
9:15- 9:30	3.0	12.6	5:15- 5:30	6.4	16.1
9:30- 9:45	2.1	9.9	5:30- 5:45	5.6	13.1
9:45-10:00	1.7	7.6	5:45- 6:00	6.4	15.3
10:00-10:15	1.7	7.5	6:00- 6:15	5.6	10.9
10:15-10:30	3.4	14.9	6:15- 6:30	4.7	8.7
10:30-10:45	4.3	16.0	6:30- 6:45	6.9	11.0
10:45-11:00	4.3	16.2	6:45- 7:00	6.9	10.7
11:00-11:15	2.6	10.1	7:00- 7:15	4.7	6.3
11:15-11:30	2.6	11.4	7:15- 7:30	3.9	5.2
11:30-11:45	1.7	7.6	7:30- 7:45	3.0	3.9
11:45-12:00	1.7	7.3	7:45- 8:00	3.4	4.4
P.M.			8:00- 8:15	2.6	3.2
12:00-12:15	2.6	14.1	8:15- 8:30	2.6	3.2
12:15-12:30	3.4	17.9	8:30- 8:45	3.4	4.4
12:30-12:45	4.3	19.8	8:45- 9:00	3.0	3.8
12:45- 1:00	4.3	19.3	9:00- 9:15	2.1	2.7
1:00- 1:15	3.4	13.1	9:15- 9:30	3.0	4.0
1:15- 1:30	2.6	10.3	9:30- 9:45	2.1	3.0
1:30- 1:45	2.6	10.0	9:45-10:00	3.0	4.5
1:45- 2:00	2.6	10.4	10:00-10:15	2.1	4.4
2:00- 2:15	1.7	6.6	10:15-10:30	1.3	3.6
2:15- 2:30	1.7	6.3	10:30-10:45
2:30- 2:45	1.3	4.9	10:45-11:00
2:45- 3:00	2.1	8.0			

* No TV broadcasts in area before 7:00 a.m. at time of survey. No simultaneous use of radio and television sets reported by diary after 10:30 p.m.

Radio vs. Television in North Texas Area—The use of separate diary reports on each radio and each television set also permits comparison of the time spent by families watching television with time spent listening to radio. The following two tables make this comparison. The first table compares the amount of total listening-viewing spent by diary families with radio and time spent with television. The second table reports similar figures for each quarter-hour from 6 a.m. until midnight. Figures in each case are percentages of all listening-viewing reported by the type of family named in the tables, including homes that did not have both radio and television sets.

SHARE OF TOTAL AUDIENCE—RADIO vs. TELEVISION

(Percentages based on total quarter-hours of listening-viewing reported by diary)*

WEEKDAYS:	Percentage of All Listening-Viewing, Given:			
	IN DAYTIME TO:		AT NIGHTTIME TO:	
	Radio	Television	Radio	Television
All Diary Families	84.3%	15.7%	64.2%	35.8%
Urban families	80.6	19.4	61.2	38.8
Village families	84.8	15.2	64.3	35.7
Farm families	92.6	7.4	74.9	25.1
SATURDAY AND SUNDAY:				
All Diary Families	80.0%	20.0%	51.0%	49.0%
Urban families	77.1	22.9	39.9	60.1
Village families	77.7	22.3	59.0	41.0
Farm families	92.0	8.0	78.5	21.5

* Figures based on following number of quarter-hours of listening or viewing: DAYTIME: weekdays, 20,923; Saturday-Sunday, 3,580; NIGHTTIME: weekdays, 10,320; Saturday-Sunday, 2,386 quarter-hours.

SHARE OF AUDIENCE BY QUARTER-HOURS—RADIO vs. TELEVISION

(Percentages based on all listening and viewing reported by diary for each Q-hr.)*

A.M.	Radio	Television	P.M.	Radio	Television
6:00- 6:15	100.0%	3:00- 3:15	79.1%	20.9%
6:15- 6:30	100.0	3:15- 3:30	78.3	21.7
6:30- 6:45	100.0	3:30- 3:45	76.9	23.1
6:45- 7:00	100.0	3:45- 4:00	76.7	23.3
7:00- 7:15	94.0	6.0%	4:00- 4:15	77.4	22.6
7:15- 7:30	93.8	6.2	4:15- 4:30	79.0	21.0
7:30- 7:45	92.6	7.4	4:30- 4:45	77.9	22.1
7:45- 8:00	91.7	8.3	4:45- 5:00	75.1	24.9
8:00- 8:15	92.3	7.7	5:00- 5:15	77.3	22.7
8:15- 8:30	90.8	9.2	5:15- 5:30	77.7	22.3
8:30- 8:45	88.4	11.6	5:30- 5:45	75.4	24.6
8:45- 9:00	88.7	11.3	5:45- 6:00	76.9	23.1
9:00- 9:15	85.3	14.7	6:00- 6:15	76.8	23.2
9:15- 9:30	84.7	15.3	6:15- 6:30	76.1	23.9
9:30- 9:45	86.2	13.8	6:30- 6:45	74.0	26.0
9:45-10:00	84.4	15.6	6:45- 7:00	72.5	27.5
10:00-10:15	85.1	14.9	7:00- 7:15	67.8	32.2
10:15-10:30	84.3	15.7	7:15- 7:30	67.4	32.6
10:30-10:45	81.0	19.0	7:30- 7:45	65.4	34.6
10:45-11:00	81.2	18.8	7:45- 8:00	64.6	35.4
11:00-11:15	82.9	17.1	8:00- 8:15	64.6	35.4
11:15-11:30	85.1	14.9	8:15- 8:30	64.4	35.6
11:30-11:45	86.0	14.0	8:30- 8:45	64.8	35.2
11:45-12:00	86.4	13.6	8:45- 9:00	63.9	36.1
P.M.			9:00- 9:15	59.3	40.7
12:00-12:15	91.7	8.3	9:15- 9:30	62.0	38.0
12:15-12:30	90.2	9.8	9:30- 9:45	58.0	42.0
12:30-12:45	86.3	13.7	9:45-10:00	57.5	42.5
12:45- 1:00	85.1	14.9	10:00-10:15	66.6	33.4
1:00- 1:15	82.0	18.0	10:15-10:30	62.7	37.3
1:15- 1:30	81.4	18.6	10:30-10:45	66.1	33.9
1:30- 1:45	80.0	20.0	10:45-11:00	66.7	33.3
1:45- 2:00	81.0	19.0	11:00-11:15	63.5	36.5
2:00- 2:15	81.4	18.6	11:15-11:30	65.5	34.5
2:15- 2:30	81.6	18.4	11:30-11:45	69.0	31.0
2:30- 2:45	82.3	17.7	11:45-12:00	77.8	22.2
2:45- 3:00	82.6	17.4			

*No television broadcasts were made in area at time of survey before 7:00 a.m. and after midnight.

LISTENING HABITS AND HOURS

Listening, Quarter-Hour by Quarter Hour—Listening recorded in the diaries supplies an index of the distribution of the audience among the radio stations for each quarter-hour of the radio day.

Three different types of information are available from the Diary by quarter-hour periods:

1. Percentage of HOMES tuned to each station.
2. Percentage of PEOPLE listening at each quarter-hour.
3. Amount of listening taking place in different ROOMS of the home.

HOMES Tuned to Leading Radio Stations—By use of a diary on each set in the home, the survey provides accurate information on percentage of homes tuned to radio stations at each quarter-hour. The following table analyzes weekday diary reports from the standpoint of the proportion of HOMES tuned to each of the ten leading daytime stations and the ten leading nighttime stations, quarter-hour by quarter-hour. Figures are for Monday through Friday. Only the leading ten daytime and the leading ten nighttime stations are analyzed separately in the table. However, none of the other 119 stations heard during daytime or 94 stations heard during the nighttime (as reported in the diaries) received as much as 1.6 per cent of the total reported listening.

Figures in the table are based on reports from 1,084 homes per quarter-hour. The table reports the following items: *

1. The column on the left (immediately following identification of quarter-hour) reports the per cent of the 1,084 homes having one or more radio sets in use during this quarter-hour.
2. The other columns (under station call-letters) list two different types of information for each station:
 - (a) The left-hand figure in each instance shows for that period the per cent of ALL RADIO HOMES with one or more sets tuned to that station.
 - (b) The right-hand figure in each instance translates the above information into per cent of HOMES TUNED IN—that is, this figure is the percentage of listening-homes, tuned to this station at this quarter-hour.

Similar information concerning viewing television may be found in Part II of this report.

**In arriving at figures in the table which follows, one type of "sets-in-use" was excluded. When sets were reported as "turned on, but no one listening," or "no one paying attention," the home was counted as a non-listening home. Further, multiple-set use (with sets tuned to different stations) makes right-hand figures under station call-letters add, horizontally, to more than 100 per cent at most quarter-hours.*

Radio Listening of INDIVIDUALS by Quarter Hours—The following tables analyze diary reports from the standpoint of HOMES found to be using radio sets. In those tables each household is equal to every other household, regardless of whether one person or ten persons were using sets at a specific period. The following table analyzes the diary reports to show the portion of ALL PERSONS LIVING IN THE HOMES (all persons over four years of age) who were found to be listening to radio at each quarter hour.

The table on Page 29 analyzes weekday diary reports from homes equipped with radio, showing the proportion of all persons over four years of age living in these homes who listened to the radio at each quarter hour. Figures in each column are based on the total number of such persons living in these radio homes, including those "away on trips," away at work or otherwise engaged—the total number is shown at the top of each column.

DAYTIME "SHARE OF AUDIENCE" OF LEADING RADIO STATIONS BY

1,084 Reports Per Quarter-Hour A.M.	Homes Tuned In	WFAA-WBAP 820		KRLD		WFAA-WBAP 570		KWKH		KWFT	
		Per Cent of: All Homes	Homes Tuned In								
5:30- 5:45	4.3	1.1%	29.8%	1.0%	27.0%	0.2%	5.4%	0.2%	5.4%	.*	.*
5:45- 6:00	5.4	1.9	38.8	0.7	14.3	0.4	8.2	0.2	4.1	.*	.*
6:00- 6:15	14.1	7.3	54.0	1.3	9.4	1.1	7.9	0.3	2.2	.*	.*
6:15- 6:30	16.3	9.5	60.3	0.9	5.6	1.2	7.5	0.4	2.5	0.1%	0.6%
6:30- 6:45	20.7	8.5	42.0	1.8	8.7	1.3	6.3	0.4	1.9	0.6	2.9
6:45- 7:00	26.1	10.8	42.1	1.8	6.8	1.4	5.3	0.7	2.7	1.0	3.8
7:00- 7:15	41.4	16.9	41.7	4.1	10.0	2.0	4.8	2.0	4.8	1.9	4.5
7:15- 7:30	40.0	15.6	39.5	3.8	9.6	1.8	4.5	2.0	5.2	1.9	4.7
7:30- 7:45	42.4	16.2	38.7	3.9	9.3	2.0	4.7	2.0	4.7	1.8	4.2
7:45- 8:00	41.8	16.8	40.7	3.3	8.0	2.1	5.2	1.9	4.5	1.5	3.6
8:00- 8:15	45.3	21.1	46.9	3.3	7.4	2.6	5.9	1.9	4.1	0.9	2.0
8:15- 8:30	38.3	13.9	36.8	2.4	6.4	3.9	10.3	2.0	5.2	0.8	2.1
8:30- 8:45	36.2	12.2	34.1	2.7	7.6	3.7	10.4	1.3	3.5	0.6	1.6
8:45- 9:00	38.5	11.6	30.5	3.8	10.0	4.3	11.3	1.5	3.8	0.6	1.5
9:00- 9:15	43.7	12.0	27.8	6.3	14.7	4.7	10.8	1.6	3.6	1.3	2.9
9:15- 9:30	41.0	11.3	28.0	6.0	14.7	4.9	12.1	1.6	3.9	1.4	3.4
9:30- 9:45	40.8	8.1	21.1	6.6	17.3	4.6	12.0	1.8	4.6	1.5	3.8
9:45-10:00	35.3	6.1	17.7	7.3	21.1	4.2	12.1	1.6	4.5	1.6	4.5
10:00-10:15	39.3	10.7	27.8	8.0	20.7	2.3	6.1	1.7	4.3	2.0	5.1
10:15-10:30	37.7	9.8	26.7	7.7	20.9	1.8	4.8	1.4	3.7	2.0	5.3
10:30-10:45	36.2	5.3	14.8	6.0	17.0	4.0	11.2	1.7	4.7	1.9	5.2
10:45-11:00	35.8	4.8	13.6	6.0	17.2	3.8	10.8	1.8	5.0	1.6	4.4
11:00-11:15	37.3	5.6	15.1	6.4	17.5	2.1	5.8	2.6	7.2	2.0	5.3
11:15-11:30	37.9	6.1	16.5	7.3	19.6	1.9	5.0	3.0	8.1	2.0	5.5
11:30-11:45	41.2	7.4	18.2	7.1	17.5	2.4	6.0	2.6	6.5	2.3	5.8
11:45-12:00	44.3	10.3	23.7	6.6	15.2	2.7	6.3	2.3	5.4	2.4	5.6
P.M.											
12:00-12:15	57.7	22.4	39.4	4.8	8.4	2.2	3.9	2.5	4.5	3.3	5.8
12:15-12:30	50.7	14.8	29.7	6.8	13.7	1.5	2.9	2.6	5.3	3.4	6.8
12:30-12:45	41.2	9.6	23.6	5.7	14.0	1.8	4.3	2.3	5.8	1.7	4.1
12:45- 1:00	37.9	10.2	27.4	5.0	13.3	1.7	4.4	2.0	5.2	1.1	2.9
1:00- 1:15	35.2	8.9	25.7	4.9	14.1	1.7	4.8	2.0	5.7	1.0	2.8
1:15- 1:30	32.4	8.0	25.7	4.4	13.8	1.7	5.2	1.9	5.8	1.2	3.7
1:30- 1:45	29.2	5.7	19.7	4.8	16.7	1.6	5.4	2.0	6.8	1.4	4.8
1:45- 2:00	30.2	6.2	21.0	5.6	18.7	1.5	4.9	2.0	6.6	1.2	3.9
2:00- 2:15	29.7	7.2	24.7	5.4	18.4	1.6	5.3	1.7	5.7	1.2	4.0
2:15- 2:30	30.1	9.4	31.5	4.9	16.4	1.0	3.3	1.3	4.3	1.1	3.6
2:30- 2:45	30.8	9.9	32.7	3.8	12.5	1.3	4.2	1.8	5.8	0.9	2.9
2:45- 3:00	30.3	10.8	36.2	1.9	6.2	1.1	3.6	1.8	5.9	0.5	1.6
3:00- 3:15	30.4	10.9	36.8	1.8	5.9	1.6	5.3	1.2	3.9	0.6	2.0
3:15- 3:30	29.6	10.5	36.5	2.2	7.8	1.6	5.4	1.2	4.1	0.6	2.0
3:30- 3:45	29.3	9.4	32.5	2.1	7.5	1.2	4.1	0.9	3.1	0.5	1.7
3:45- 4:00	29.3	8.8	30.5	1.7	5.8	1.2	4.1	1.0	3.4	0.6	2.0
4:00- 4:15	30.5	7.5	25.0	1.8	5.9	1.2	3.9	1.1	3.6	0.3	1.0
4:15- 4:30	30.7	8.1	16.8	1.7	5.5	1.3	4.2	1.0	3.2	0.2	0.6
4:30- 4:45	30.1	8.2	27.2	1.9	6.3	0.9	3.0	0.9	3.0	0.2	0.7
4:45- 5:00	29.2	8.1	28.2	2.1	7.5	1.0	3.4	0.5	1.7	0.3	1.0
5:00- 5:15	34.8	10.2	30.1	5.5	16.1	1.0	2.9	0.6	1.7	1.1	3.2
5:15- 5:30	38.5	12.2	34.2	5.3	14.8	0.9	2.5	0.5	1.4	1.6	4.4
5:30- 5:45	34.4	8.1	24.1	8.1	24.1	0.7	2.0	1.9	5.5	1.3	3.8
5:45- 6:00	37.2	9.1	25.2	8.2	22.8	0.7	1.9	2.0	5.7	1.4	3.8

*Not on air, or else named by less than one-twentieth of one per cent.

QUARTER-HOURS, MONDAY THROUGH FRIDAY

KXOL		KFJZ		KGKL		WOAI		WRR		119 Others	
Per Cent of: All Homes	Homes Tuned In										
0.1%	2.7%	0.1%	2.7%	.*	.*	.*	.*	0.1%	2.7%	1.1%	29.8%
0.1	2.0	0.2	4.1	.*	.*	0.1%	2.0%	0.1	2.0	1.5	30.6
0.2	1.4	0.5	3.6	.*	.*	0.3	2.2	0.4	2.9	2.6	19.4
0.2	1.2	0.6	3.7	.*	.*	0.2	1.2	0.5	3.1	2.9	18.6
0.3	1.5	1.2	5.8	0.3%	1.5%	0.2	1.0	0.7	3.4	5.7	28.0
0.3	1.1	1.7	6.4	0.7	2.7	0.6	2.3	0.6	2.3	7.1	27.7
0.3	0.7	1.4	3.3	0.8	1.9	1.1	2.6	0.7	1.7	11.6	28.3
0.4	1.0	1.3	3.2	0.9	2.2	1.0	2.5	0.8	2.0	11.6	29.4
0.2	0.5	1.7	4.0	0.9	2.1	0.8	1.9	0.7	1.6	13.3	31.7
0.7	1.7	1.3	3.1	0.9	2.1	1.0	2.4	0.9	2.1	12.4	30.1
0.7	1.5	0.7	1.5	1.2	2.6	1.4	3.0	1.0	2.2	12.2	27.1
0.7	1.8	0.3	0.8	1.3	3.3	0.6	1.5	0.6	1.5	12.5	32.9
0.6	1.6	0.2	0.5	1.3	3.5	0.5	1.4	0.5	1.4	13.2	36.8
0.5	1.3	0.3	0.8	1.3	3.3	0.3	0.8	0.6	1.5	14.6	38.5
0.7	1.6	0.2	0.5	1.5	3.4	0.4	0.9	0.1	0.2	16.3	37.7
0.6	1.4	0.3	0.7	1.5	3.6	0.4	1.0	.*	.*	14.4	35.7
0.5	1.3	0.2	0.5	1.5	3.8	0.4	1.0	.*	.*	15.3	40.0
0.6	1.7	0.2	0.6	1.2	3.4	0.3	0.8	.*	.*	13.0	37.4
0.8	2.0	0.4	1.0	0.7	1.8	0.4	1.0	0.1	0.3	13.7	35.4
0.9	2.4	0.5	1.3	0.7	1.8	0.4	1.1	0.3	0.8	13.3	35.9
0.7	1.9	0.4	1.1	0.9	2.5	0.4	1.1	0.6	1.6	16.0	45.0
0.7	1.9	0.6	1.7	0.9	2.5	0.4	1.1	0.3	0.8	16.4	46.6
0.9	2.4	0.2	0.5	0.7	1.9	0.5	1.3	0.2	0.5	17.5	47.5
1.1	2.9	0.2	0.5	0.8	2.1	0.4	1.0	0.2	0.5	16.6	44.4
0.9	2.2	.*	.*	1.0	2.4	0.3	0.7	0.3	0.7	17.8	43.9
0.8	1.8	0.1	0.2	1.0	2.2	0.5	1.1	0.2	0.4	18.7	42.9
0.4	0.7	1.2	2.1	1.2	2.1	1.9	3.3	0.5	0.9	19.2	33.7
0.4	0.8	1.1	2.2	0.6	1.2	1.7	3.3	0.4	0.8	18.9	37.9
0.5	1.2	0.8	1.9	0.4	1.0	0.5	1.2	0.1	0.2	19.0	47.0
0.5	1.3	0.5	1.3	0.3	0.8	0.5	1.3	.*	.*	17.7	47.5
0.6	1.7	0.2	0.6	0.4	1.1	0.4	1.1	.*	.*	15.8	45.8
0.7	2.1	0.3	0.9	0.5	1.5	0.4	1.2	.*	.*	13.7	43.3
0.9	3.1	0.5	1.7	0.4	1.4	0.5	1.7	.*	.*	11.9	41.5
1.1	3.6	0.5	1.6	0.4	1.3	0.7	2.3	.*	.*	11.6	39.0
1.1	3.7	0.4	1.3	0.2	0.7	0.4	1.3	0.1	0.3	11.2	38.4
1.1	3.6	0.5	1.6	0.2	0.7	0.6	2.0	0.2	0.7	10.6	35.8
1.0	3.2	0.5	1.6	0.2	0.6	0.6	1.9	0.3	1.0	11.1	36.6
0.9	2.9	0.5	1.6	0.3	1.0	0.5	1.6	0.5	1.6	12.0	40.1
1.2	3.9	0.2	0.7	0.5	1.6	0.6	2.0	0.5	1.6	11.8	39.7
1.1	3.7	0.3	1.0	0.4	1.4	0.7	2.4	0.6	2.0	10.8	37.5
1.1	3.7	0.3	1.0	0.4	1.4	0.6	2.0	1.0	3.4	12.4	43.1
1.4	4.8	0.3	1.0	0.2	0.7	0.8	2.7	1.1	3.7	12.6	43.7
1.4	4.6	0.4	1.3	0.3	1.0	0.4	1.3	1.2	3.9	14.8	49.1
1.4	4.5	0.6	1.9	0.3	1.0	0.4	1.3	1.2	3.9	14.8	4.91
1.3	4.3	0.8	2.7	0.3	1.0	0.4	1.3	0.9	3.0	14.4	49.0
1.3	4.4	0.8	2.7	0.4	1.4	0.4	1.4	1.3	4.4	13.3	46.3
1.0	2.9	0.3	0.9	0.6	1.7	0.2	0.6	1.7	4.9	13.7	39.3
0.9	2.5	0.3	0.8	0.6	1.6	0.2	0.5	1.5	4.1	13.6	38.0
0.8	2.4	0.4	1.2	0.4	1.2	0.4	1.2	1.8	5.2	11.7	34.8
0.8	2.2	0.6	1.6	0.5	1.4	1.1	3.0	1.7	4.6	11.2	31.2

One of the 119 others had as much as 1.6 per cent of the total daytime listening.

NIGHTTIME "SHARE OF AUDIENCE" OF LEADING RADIO STATIONS BY

1,084 Reports Per Quarter-Hour P.M.	Homes Tuned In	WFAA-WBAP 820		KRLD		KWKH		WFAA-WBAP 570		KWFT	
		Per Cent of: All Homes	Homes Tuned In								
6:00- 6:15	45.2	8.1%	18.7%	11.6%	28.5%	3.1%	7.1%	1.7%	3.8%	2.4%	5.6%
6:15- 6:30	42.9	9.6	23.2	9.1	22.0	2.5	6.2	2.2	5.4	2.0	4.7
6:30- 6:45	44.8	13.2	30.4	6.8	15.7	2.7	6.3	3.2	7.4	2.0	4.5
6:45- 7:00	42.9	13.5	32.5	7.2	17.6	3.1	7.6	3.3	8.1	1.7	4.0
7:00- 7:15	41.0	12.1	31.0	9.1	23.3	2.7	7.0	2.4	6.3	2.0	5.2
7:15- 7:30	39.4	11.5	30.8	9.4	25.0	2.4	6.5	2.2	6.0	2.0	5.2
7:30- 7:45	38.0	12.0	33.6	7.7	21.6	2.3	6.6	2.2	6.3	1.8	4.9
7:45- 8:00	36.9	12.1	35.2	7.8	22.7	2.6	7.7	2.1	6.2	1.9	5.4
8:00- 8:15	37.7	14.7	41.7	6.3	18.0	2.2	6.4	2.3	6.6	1.8	5.0
8:15- 8:30	37.2	14.4	41.7	6.4	18.6	2.1	6.2	2.2	6.5	1.6	4.5
8:30- 8:45	35.9	13.6	40.9	7.1	21.5	2.3	7.1	2.0	6.2	1.1	3.2
8:45- 9:00	34.6	12.1	38.0	6.8	21.4	2.4	7.7	1.9	5.8	1.1	3.4
9:00- 9:15	39.1	9.5	26.0	5.4	14.8	1.2	3.2	1.6	4.3	1.0	2.7
9:15- 9:30	28.0	8.6	34.3	4.9	19.5	1.2	4.7	1.8	7.0	0.9	3.5
9:30- 9:45	25.1	8.0	36.1	2.8	12.8	1.0	4.4	2.0	8.8	1.1	4.9
9:45-10:00	23.6	7.9	39.0	2.4	12.0	0.9	4.3	1.7	8.2	0.7	3.4
10:00-10:15	25.3	10.2	46.9	2.7	12.5	0.6	2.7	1.1	4.9	0.7	3.1
10:15-10:30	16.0	4.8	39.5	1.1	8.9	0.4	3.2	0.4	3.2	0.4	3.2
10:30-10:45	12.1	2.2	27.4	1.2	14.3	0.1	1.2	0.3	3.6	0.2	2.4
10:45-11:00	11.3	1.6	21.3	1.2	16.0	0.1	1.3	0.3	4.0	0.1	1.3
11:00-11:15	8.0	0.5	11.9	0.9	21.4	0.2	4.8	0.1	2.4	.*	.*
11:15-11:30	7.4	0.4	10.8	0.7	18.9	0.2	5.4	0.1	2.7	.*	.*
11:30-11:45	6.7	0.3	10.7	0.2	7.2	0.2	7.2	.*	.*	.*	.*
11:45-12:00	6.7	0.3	10.7	0.1	3.6	0.2	7.2	.*	.*	.*	.*

*Not on air, or else named by less than one-twentieth of one per cent.

QUARTER-HOURS, MONDAY THROUGH FRIDAY

WOAI		KVOO		WRR		WACO		WWL		94 Others	
Per Cent of: All Homes	Homes Tuned In										
1.4%	3.1%	0.2%	0.4%	2.4%	5.6%	0.7%	1.6%	0.2%	0.4%	14.7%	33.6%
1.3	3.1	0.5	1.2	2.2	5.4	0.8	1.9	0.1	0.2	13.2	31.9
1.4	3.2	0.4	0.9	1.8	4.1	1.6	3.6	0.1	0.2	12.3	28.3
1.5	3.4	0.4	0.9	0.9	2.1	1.5	3.6	0.2	0.5	10.2	24.9
1.1	2.8	0.5	1.3	0.4	1.0	0.4	1.0	0.3	0.8	10.0	26.0
1.0	2.6	0.6	1.6	0.2	0.5	0.3	0.8	0.3	0.8	10.2	27.6
1.2	3.3	0.8	2.2	0.2	0.5	0.3	0.8	0.7	1.9	8.9	24.9
1.1	3.1	0.8	2.3	0.2	0.6	0.3	0.9	0.8	2.3	6.9	20.1
1.4	3.9	1.1	3.0	0.5	1.4	0.4	1.1	0.8	2.2	6.0	16.9
1.8	5.1	1.3	3.7	0.4	1.1	0.4	1.1	0.8	2.3	5.2	14.9
1.7	5.0	1.1	3.2	0.3	0.9	0.2	0.6	0.7	2.1	4.9	14.7
1.6	4.9	1.1	3.4	0.4	1.2	0.1	0.3	0.7	2.1	4.8	15.0
1.5	4.0	0.8	2.1	0.4	1.1	0.3	0.8	0.5	1.3	6.0	16.6
1.5	5.8	0.6	2.3	0.4	1.6	0.2	0.8	0.4	1.6	5.5	21.8
1.1	4.9	0.3	1.3	0.4	1.8	0.4	1.8	0.3	1.3	5.4	24.2
0.8	3.8	0.3	1.4	0.4	1.9	0.4	1.9	0.4	1.9	5.3	26.0
1.3	5.8	0.4	1.8	0.4	1.8	0.5	2.2	0.2	0.9	5.1	23.2
0.3	2.4	0.4	3.2	0.4	3.2	0.2	1.6	0.1	0.8	4.1	33.9
0.2	2.4	0.3	3.6	0.2	2.4	0.1	1.2	0.1	1.2	3.6	44.1
0.3	4.0	0.3	4.0	0.3	4.0	0.1	1.3	0.1	1.3	3.4	46.7
0.2	4.8	0.2	4.8	0.1	2.4	0.2	4.8	.*	.*	2.0	47.6
0.1	2.7	0.2	5.4	0.1	2.7	0.2	5.4	.*	.*	1.7	46.0
0.1	3.6	0.3	10.7	.*	.*	0.1	7.2	.*	.*	1.5	53.6
0.1	3.6	0.3	10.7	.*	.*	0.2	7.2	.*	.*	1.7	60.7

None of the 94 others had as much as 1.3 per cent of the total nighttime listening.

**PERCENTAGES OF ALL PERSONS LIVING IN RADIO-EQUIPPED DIARY HOMES
WHO WERE LISTENING TO THE RADIO—WEEKDAYS**

(Percentages in each column based on total number of persons shown at top of column)*

A.M.	WOMEN Over 18 (1,195)	MEN Over 18 (1,049)	TEEN-AGERS 12-18 (350)	CHILDREN 4-11 (618)
5:00- 5:15	2.0%	1.6%	0.9%	0.2%
5:15- 5:30	2.1	2.2	0.9	0.2
5:30- 5:45	3.3	3.2	1.1	0.6
5:45- 6:00	4.2	4.5	1.7	0.6
6:00- 6:15	13.1	12.7	6.9	2.3
6:15- 6:30	15.4	13.8	8.0	4.9
6:30- 6:45	18.1	16.2	12.9	7.6
6:45- 7:00	22.8	18.2	16.9	12.5
7:00- 7:15	36.8	25.6	31.7	18.1
7:15- 7:30	36.1	22.8	33.7	18.8
7:30- 7:45	36.4	20.1	38.6	21.2
7:45- 8:00	36.4	15.6	36.0	20.4
8:00- 8:15	39.7	17.8	20.9	18.1
8:15- 8:30	33.5	8.9	15.4	15.7
8:30- 8:45	30.6	8.7	8.0	12.3
8:45- 9:00	34.1	8.9	8.0	13.1
9:00- 9:15	38.0	7.7	8.3	11.7
9:15- 9:30	36.7	6.6	8.9	9.4
9:30- 9:45	35.3	6.3	10.0	9.4
9:45-10:00	32.4	6.0	9.4	9.1
10:00-10:15	35.4	6.6	8.0	7.8
10:15-10:30	33.8	5.9	7.2	7.3
10:30-10:45	32.7	6.3	7.4	9.4
10:45-11:00	32.6	6.4	8.6	9.6
11:00-11:15	32.2	6.7	10.3	9.1
11:15-11:30	34.6	7.0	10.3	8.7
11:30-11:45	36.2	8.6	11.2	10.8
11:45-12:00	39.3	11.3	9.7	12.6
P.M.—				
12:00-12:15	52.2	27.9	17.4	14.1
12:15-12:30	45.4	22.9	15.2	10.5
12:30-12:45	37.3	16.3	10.0	7.6
12:45- 1:00	35.2	11.3	7.4	6.6
1:00- 1:15	31.2	7.9	6.0	6.3
1:15- 1:30	29.0	6.6	6.6	6.3
1:30- 1:45	25.7	5.0	6.3	6.2
1:45- 2:00	26.1	5.1	6.3	6.5
2:00- 2:15	26.0	4.4	7.2	7.6
2:15- 2:30	26.4	4.0	7.2	7.8
2:30- 2:45	25.1	4.7	9.4	8.4
2:45- 3:00	24.8	4.5	9.1	8.6
3:00- 3:15	25.3	6.0	11.2	10.2
3:15- 3:30	24.2	6.2	12.0	9.9
3:30- 3:45	24.7	5.6	14.6	8.3
3:45- 4:00	23.9	5.2	17.2	9.6
4:00- 4:15	23.5	5.9	22.3	10.2
4:15- 4:30	23.3	6.2	26.0	11.8
4:30- 4:45	22.7	6.5	27.1	13.1
4:45- 5:00	22.5	6.5	32.0	12.8

P.M.	WOMEN Over 18 (1,195)	MEN Over 18 (1,049)	TEEN-AGERS 12-18 (350)	CHILDREN 4-11 (6-18)
5:00- 5:15	28.6	12.5	30.9	15.7
5:15- 5:30	29.5	14.1	30.6	14.1
5:30- 5:45	28.6	15.5	33.2	15.9
5:45- 6:00	29.5	17.2	39.7	16.0
6:00- 6:15	38.5	29.9	38.0	19.4
6:15- 6:30	38.1	28.6	36.8	20.6
6:30- 6:45	38.2	30.2	36.0	19.8
6:45- 7:00	38.1	29.5	36.3	21.2
7:00- 7:15	37.3	27.2	31.2	22.3
7:15- 7:30	37.2	26.0	32.9	21.2
7:30- 7:45	34.3	24.4	32.0	18.5
7:45- 8:00	33.1	23.2	31.2	17.3
8:00- 8:15	33.0	23.5	27.7	15.1
8:15- 8:30	31.4	23.7	38.6	14.9
8:30- 8:45	30.0	23.0	23.1	14.3
8:45- 9:00	29.3	22.9	23.4	12.2
9:00- 9:15	24.3	19.0	19.7	8.3
9:15- 9:30	21.9	17.9	16.9	7.8
9:30- 9:45	17.8	15.9	14.9	6.0
9:45-10:00	16.9	14.4	15.4	4.2
10:00-10:15	17.8	16.4	9.7	3.1
10:15-10:30	9.1	8.5	6.9	1.1
10:30-10:45	6.3	6.4	4.6	1.1
10:45-11:00	5.0	5.3	4.0	1.0
11:00-11:15	3.7	3.2	2.6	0.6
11:15-11:30	3.2	2.8	2.3	0.6
11:30-11:45	2.3	1.5	1.4	0.8
11:45-12:00	2.7	2.2	1.4	0.8
A.M.—				
12:00-12:15	2.1	1.5	0.3	..
12:15-12:30	1.5	1.0	0.3	..
12:30-12:45	1.3	0.8	0.3	..
12:45- 1:00	1.2	0.7	0.3	..

*No diary records were kept of the 234 children under 4 years of age living in these homes.

Amount of Radio Listening Done Daily by Average Individual—One final type of information about listening of individuals within the home, deals with the total amount of radio listening done during an average day. The following table presents that information.

In arriving at the figures in the table, the total number of quarter hours of radio listening done by each group of listeners in diary homes was determined. These totals were then divided by the number of individuals in the group, to determine the "average" number of quarter hours each individual in the group spent listening to radio on the day shown. Quarter hours were then translated into HOURS for use in the table. The base used, then, included all persons over four years of age living in the diary homes, even though some did not listen or were away from home while the diary was kept.

The bottom figure in each column of the table shows the TOTAL number of hours of INDIVIDUAL LISTENING that the average home gave to radio each day. That is, the total number of hours of radio listening reported was divided by the number of homes keeping diaries. This "average home" listening figure counts EACH INDIVIDUAL separately; if two persons heard a single program on a single set, it counted as TWO quarter hours of listening in this "average home" figure. The bottom figure in each column, then, shows the total number of LISTENER-HOURS the average home reported by diary.

NUMBER OF HOURS AVERAGE PERSON SPENDS LISTENING TO THE RADIO—DAILY

(Figures are in hours, being total hours reported, divided by number living in diary homes—excluding those under four years of age)*

	WEEKDAYS	SATURDAY	SUNDAY
Average Woman, over 18	5.13 hours	4.09 hours	3.83 hours
Average Man, over 18	2.35 hours	2.81 hours	2.51 hours
Average Teen-Ager, 12-18	3.06 hours	4.39 hours	2.97 hours
Average child, 4-11	1.95 hours	1.85 hours	2.96 hours
TOTAL for Average home**	11.19 hours	11.02 hours	9.70 hours

* A total of 51,811 different "listener-quarter-hours" spent with radio are represented in the table.

** The "Average Home" figures count individuals separately, even though listening to a program on the same radio, or the same program on different radios simultaneously.

Use of Radio Sets Located in Different Rooms—Foregoing tables have analyzed diary reports from the standpoint of HOMES in which the radio was used, and from the standpoint of INDIVIDUAL LISTENERS hearing the radio. The following discussion analyzes the diary reports from the standpoint of WHERE in the home the set was used. Analysis is made from two standpoints:

1. The proportion of sets located in different rooms used at some time during the radio-day.
2. The proportion of total "set-use" occurring in different rooms of the home.

The table which follows reports the percentage of all sets located in each type of room, which were used at some time during the day named. Percentages in each case are based on the total number of sets located in that type of room as listed in the diary reports.

DAILY USE OF SETS LOCATED IN DIFFERENT ROOMS

(Percentages based on number of sets located in type of room named)

On Average Day, Percentage Of Sets Used, Located in:	WEEKDAYS	SATURDAY	SUNDAY
Living rooms	96.4%	80.4%	80.0%
Kitchens	98.1	100.0	100.0
Dining rooms	88.9	100.0	80.0
Bedrooms	88.6	87.5	75.0
Other rooms in home	87.3	75.0	66.7
"Radio is moved about"	96.9	93.7	90.0

The following table analyzes all set-use reported on the days shown by the place in the home where the set was used. Using all quarter hours of set-use reported as a base, the table shows the proportion taking place in the different rooms. It should be remembered that an equal number of sets are not located in the different rooms. In all, 42.7 per cent were located in the living room, 15.7 per cent in the kitchen, 3.3 per cent in dining rooms, 21.8 per cent in bedrooms, 3.0 per cent in "other" rooms, and 13.5 per cent of the sets were moved about.

SHARE OF TOTAL LISTENING DONE IN DIFFERENT ROOMS OF THE HOME

(Percentages based on total quarter hours of sets-in-use reported at top of column)

Of Total Quarter Hours Reported, Percentage Done With:	WEEKDAYS	SATURDAY	SUNDAY
Living-room sets	42.7%	38.3%	49.0%
Kitchen sets	16.1	12.4	14.8
Dining-room sets	3.3	2.8	2.3
Bedroom sets	21.3	26.2	24.2
Sets in other rooms	2.8	6.3	2.2
Sets "moved about"	13.8	14.0	7.5
	100.0	100.0	100.0

Comparison of Time Spent With Various Media—In order to get some information on the comparative time spent by adults with the various media on a typical January day, each respondent in a home equipped with radio or television was asked the following question:

"Now, let's think about **YESTERDAY**. About how much time did you spend **YESTERDAY** reading newspapers? Reading Magazines? Listening to the radio? Watching television?"

In asking each part of the question, interviewers were trained to minimize the prestige element inherent in such questions, by adding “. . . or didn't you get to read a magazine yesterday?” or “. . . didn't you have a chance to . . .,” etc. Replies to each portion of the question were entered in hours and minutes before interviewer asked about the next medium.

It was recognized that such a question is open to two criticisms: (1) that the element of “recall” MAY subject the reported figures to some element of guess on the part of the respondent: (2) that the element of prestige (in spite of the way the question was asked) may boost reported figures. However, it was believed that these two elements would NOT operate to the advantage of ONE MEDIUM OVER ANOTHER—that for the sake of COMPARISONS, the figures are valid.

The following table analyzes replies from women and men living in television and nontelevision-equipped homes, separately. It shows the NUMBER OF MINUTES spent by the AVERAGE adult interviewed—that is, the total number of reported minutes, divided by the total number of persons questioned, including those who had not made use of the media. Figures are in minutes, and represent the number of minutes spent by the average adult on an average January day. For parallel figures comparing use of media by adults living in urban, village and farm homes, see the Appendix.

AMOUNT OF USE OF FOUR MEDIA BY AVERAGE ADULT ON AVERAGE DAY

(Figures are in minutes, being total reported minutes, divided by all adults questioned)*

ALL HOMES REACHED

Minutes Spent by Average Adult:	WOMEN	MEN
Listening to the radio	178 minutes	130 minutes
Watching television	68 minutes	48 minutes
Reading newspaper	37 minutes	39 minutes
Reading magazines	27 minutes	19 minutes

IN TELEVISION-EQUIPPED HOMES:

Minutes Spent by Average Adult:		
Listening to the radio	85 minutes	66 minutes
Watching television	207 minutes	171 minutes
Reading newspapers	36 minutes	36 minutes
Reading magazines	20 minutes	14 minutes

IN NONTELEVISION HOMES:

Minutes Spent by Average Adult:		
Listening to the radio	218 minutes	151 minutes
Watching television	4 minutes	3 minutes
Reading newspapers	37 minutes	40 minutes
Reading magazines	31 minutes	25 minutes

*See the Appendix for parallel figures comparing use of media in urban, village and farm homes.

Size of Habitual Radio Audiences—This section is included for purposes of reference, and shows the percentages of all questioned who “usually” or “daily” spend time in the various ways named.

Size of Daily Radio Audiences—The following table reports percentage of all families interviewed in radio-equipped homes, who selected stations “heard regularly” or “listened to most.” The remainder of the families reported that none in the family listened to the home radio during the daytime or during the evening, as the case might be. Percentages in each case are based on all questioned in radio-equipped homes.

NUMBER WHO USUALLY LISTEN TO RADIO

(Percentages based on all questioned in radio-equipped homes about period of day)

	USUALLY HEARS RADIO	
	In Daytime	At Nighttime
All families questioned	94.8%	84.7%
Urban families	92.0	81.3
Village families	98.5	88.1
Farm Families	98.7	91.0

Size of Daily Audience for News and Farm Programs—The following table reports the percentage of all questioned in each classification in radio-equipped homes who “usually” listen to

radio news, farm news and to market reports. Figures represent the percentage of all questioned in radio-equipped homes who listen regularly enough to the program specified to name a specific station as "usually heard." The remainder of those interviewed said they, personally, did not "usually" listen to news at the period named, or did not usually listen to farm news or markets. Figures in all cases are percentages of all questioned in radio-equipped homes by the interview portion of the study.

NUMBER WHO "USUALLY LISTEN" TO RADIO NEWS, FARM NEWS, OR MARKET REPORTS

(Percentages based on all questioned in radio-equipped homes in each classification)

All Questioned by Interview:	AREA*	Urban	Village	Farm
Morning newscasts	68.0%	68.7%	75.2%	86.4%
Noontime newscasts	60.2	50.4	68.2	78.8
Suppertime newscasts	56.8	53.8	57.3	64.7
Farm news	36.2	23.2	44.5	65.2
Market reports	30.5	16.8	36.7	67.6
Women Questioned:				
Morning newscasts	74.6%	68.4%	79.2%	87.0%
Noontime newscasts	60.8	50.9	68.5	79.8
Suppertime newscasts	55.3	50.2	60.1	63.5
Farm news	31.2	20.3	39.4	55.7
Market reports	24.9	13.1	30.2	52.8
Men Questioned:				
Morning newscasts	61.4%	69.0%	71.2%	85.8%
Noontime newscasts	59.6	49.9	67.9	77.8
Suppertime newscasts	58.3	56.6	54.5	65.9
Farm news	41.2	26.1	49.6	74.7
Market reports	36.1	20.5	43.2	72.4

*Weighted for correct proportions of men and women living in each type of home.

Users of Four Media the Day Before Interview—The following table shows the percentages of all women and all men using each of the four media on the day before the interview. The table compares percentages in television-equipped homes with percentages in all homes (including television-equipped homes). A total of 6,949 women and 2,071 men were questioned.

NUMBER USING EACH OF THE FOUR MEDIA THE DAY BEFORE INTERVIEW

(Percentages based on all women and all men in each classification questioned by interview: 6,949 women in all, and 2,071 men.)

ALL HOMES REACHED BY INTERVIEW:

	"YESTERDAY I SPENT TIME"			
	Listening Radio	Watching Television	Reading Newspapers	Reading Magazines
Women Questioned:				
In urban homes	72.9%	36.1%	82.8%	37.8%
In village homes	85.0	24.1	73.1	37.8
In farm homes	82.7	14.4	65.8	36.8
Men Questioned:				
In urban homes	79.3%	32.6%	82.2%	32.0%
In village homes	86.8	16.1	73.6	33.0
In farm homes	87.3	15.4	66.6	27.6

ALL TELEVISION-EQUIPPED HOMES:

Women Questioned:				
In urban homes	55.5%	85.5%	83.4%	33.0%
In village homes	63.3	86.7	72.8	30.6
In farm homes	56.0	80.2	63.5	31.0
Men Questioned:				
In urban homes	62.2%	83.1%	83.4%	27.7%
In village homes	67.6	83.1	69.0	29.6
In farm homes	68.1	86.0	73.4	22.3

STATION'S SHARE-OF-AUDIENCE, STATION PREFERENCE, AND STATION COVERAGE

Studies of radio listening for many years have included various indexes of the popularity of the radio stations which serve a given area. Two of the most widely used and best known methods of providing such ratings have been to ask the listeners to:

- Name the single radio station to which the family "listens most,"
Name additional stations "heard regularly" by the family.

For twelve years studies parallel to this one in Kansas and in Iowa have tested and re-tested the two types of ratings, to determine what they mean and how they compare with proportion of total listening given to individual stations. The findings are detailed in the published volumes, some of which are still available from the author of this report. However, in general it has been learned that in the Midwest:

1. "Heard Regularly" ratings provide an excellent check on the area covered by a station's signal, but do not provide a reliable index to the amount of listening to the station within that area.
2. "Listened to Most" ratings, on the other hand, closely parallel the actual percentage of listener-time spent tuned to the various stations.

In 1952 the two types of ratings were again compared to actual listening reported in a seven-day diary in the *Boston Trade and Distribution Area Survey*. The above two general conclusions were found to apply to the New England area as well as to the Midwest.

The North Texas Area Survey of 1953 asked both of the above questions of each family interviewed, and followed with a two-day diary study in order to test the ratings against actual listening in North Texas. Description of methods used in Interview and Diary will be found in the Appendix. Likewise in the Appendix will be found a list of advantages discovered in combining the Diary with the Interview study, making the combined study more reliable than either would have been alone.

The table which follows compares for daytime and for nighttime, separately, the portion of total listening (reported by Diary) given to leading radio stations, and the "Listened to Most" and "Heard Regularly" ratings given those same stations by more than 9,100 families interviewed. The table includes every station receiving as much as one-half of one per cent of the total radio listening reported by diary homes.

In general, the table bears out the two basic conclusions reached in the Midwest and New England. These general conclusions apply to the ratings in North Texas:

1. "Heard Regularly" ratings do not provide a reliable index to the amount of listening to a station within the area—some stations had "Heard Regularly" ratings approximately the size of their percentage of total listening, while others had "Heard Regularly" ratings 12 times as great as their percentage of actual listening.
2. "Listened to Most" ratings closely parallel percentage of actual listening figures, both daytime and nighttime.

For convenience, these comparisons have been separated into daytime and nighttime tables. Figures in both tables from the Diary are percentages of all listening to radio, excluding television viewing from the percentage base. "Listened to Most" and "Heard Regularly" ratings are likewise based on comparisons of radio only, since ratings for radio and television stations were obtained separately by the interviewer. Reports on television station ratings will be found in Part II.

COMPARISON OF THE DIARY'S "SHARE OF AUDIENCE" WITH INTERVIEW "LISTENED TO MOST" AND "HEARD REGULARLY" RATINGS — DAYTIME

(Percentages based on figures shown at top of each of the columns)*

	Percentage of Diary Recorded Listening (21,148 Q-hrs.)	Ratings From Interview	
		"Listened to Most" (8,576 Families)	"Heard Regularly" (9,112 Families)
WFAA-WBAP 820	27.9%	26.6%	66.5%
KRLD	13.0	15.0	52.6
WFAA-WBAP 570	5.3	5.6	26.1
KWKH	4.5	3.8	10.0
KWFT	3.2	3.8	10.8
KXOL	2.0	1.2	4.2
KFJZ	1.8	1.7	7.0
KGKL	1.8	1.4	3.3
WOAI	1.6	1.6	6.5
WRR	1.6	1.3	13.5

	Percentage of Diary Recorded Listening (21,143 Q-hrs.)	Ratings From Interview	
		"Listened to Most" (8,576 Families)	"Heard Regularly" (9,118 Families)
KRBC	1.5	1.0	3.2
KLIF	1.4	2.0	10.7
WACO	1.4	2.4	5.5
KTBB	1.3	0.8	3.5
KSKY	1.2	0.9	6.5
KTBS	1.0	0.2	1.5
KCNC	0.9	0.3	2.3
KGRI	0.9	1.0	2.2
KRBA	0.9	0.2	1.1
KSTA	0.9	0.6	2.5
KTRN	0.9	0.4	3.6
KGKO	0.9	0.6	7.2
KCLW	0.8	0.2	1.7
KDXL	0.8	2.3	7.9
KSST	0.8	0.5	1.6
KTAE	0.8	0.8	2.4
KBWD	0.7	0.6	1.3
KOSF	0.7	0.3	1.2
KTEM	0.7	0.7	3.2
KTRE	0.7	0.7	1.2
KWTX	0.7	1.0	4.4
KCMC	0.6	0.5	2.1
KFTV	0.6	0.1	1.3
KIMP	0.6	0.6	2.4
KTXL	0.6	0.5	1.3
KCIZ	0.5	0.4	1.7

* Actual listening figures from the Diary include only quarter-hours spent listening to the radio, excluding television watching. The other two ratings likewise apply to radio, excluding television ratings since the ratings were obtained for the two media separately. The table includes all stations receiving as much as one-half of one per cent of total radio Diary listening.

COMPARISON OF THE DIARY'S "SHARE OF AUDIENCE" WITH INTERVIEW "LISTENED TO MOST" AND "HEARD REGULARLY" RATINGS — NIGHTTIME

(Percentages based on figures shown at top of each of the columns) *

	Percentage of Diary Recorded Listening (8,860 Q-hours)	Ratings From Interview	
		"Listened to Most" (8,381 Families)	"Heard Regularly" (8,935 Families)
WFAA-WBAP 820	30.8%	26.3%	56.0%
KRLD	18.8	16.7	46.6
KWKH	6.0	5.6	11.9
WFAA-WBAP 570	5.8	5.2	21.2
KWFT	3.5	3.7	9.2
WOAI	3.2	2.7	7.6
KVOO	2.0	0.9	4.1
WRR	1.9	1.1	12.1
WACO	1.3	2.5	5.2
WWL	1.3	0.4	1.9
KRBC	1.2	0.7	2.0
KFJZ	1.1	1.6	5.9
KGKL	1.0	0.8	2.0
KGKB	0.9	0.1	0.9
WSM	0.9	0.4	2.1
KTBB	0.8	0.4	2.4
KGKO	0.8	0.4	5.8
KBWD	0.7	0.4	0.7
KDSX	0.7	0.1	0.2
KTRN	0.7	0.3	3.4

	Percentage of Diary Recorded Listening (8,860 Q-hours)	Ratings From Interview	
		"Listened to Most" (8,321 Families)	"Heard Regularly" (8,935 Families)
KWKC	0.7	0.6	1.8
KWTX	0.7	1.1	4.4
KMAC	0.6	0.1	0.2
KSST	0.6	0.5	1.6
KTBS	0.6	0.2	1.4
KXOL	0.6	1.0	3.6
KIXL	0.5	0.6	4.7
KOSF	0.5	0.3	0.5
KPLT	0.5	0.2	2.1
KRBA	0.5	0.1	0.4
14 Mexican stations	1.7	1.0	2.5

*See footnote on preceding table.

Radio Station Coverage and Station Preference—Each family interviewed in a radio-equipped home was asked to name the five stations "heard regularly" by the family during the daytime and the five "heard regularly" at nighttime (after 6:00 p.m.). Then they were asked to select from these five the ONE station "Listened to Most" by the family.

Not all families questioned named five radio stations as "heard regularly." They averaged 3.57 radio stations as "heard regularly" in the daytime and 2.87 as "heard regularly" at night after 6:00 p.m. A total of 226 different radio stations were named as "heard regularly," with 144 of these being selected by some families as the single station "listened to most."

The following four tables and bar charts summarize the preferences reported for radio stations on both the "listened to most" and the "heard regularly" basis for daytime and nighttime, separately. All stations named as "heard regularly" by one and one-half per cent of the respondents, and all named as "listened to most" by one-half of one per cent, are included in the tables. Percentages are based on the total number of radio-equipped homes, which make up 97.7 per cent of all homes in the area.

RADIO STATIONS "HEARD REGULARLY"

(Percentages based on all families questioned in radio-equipped homes)*

DAYTIME		NIGHTTIME	
WFAA-WBAP 820	66.5%	WFAA-WBAP 820	56.0%
KRLD	52.6	KRLD	46.6
WFAA-WBAP 570	26.1	WFAA-WBAP 570	21.2
WRR	13.5	WRR	12.1
KWFT	10.8	KWKH	11.9
KLIF	10.7	KWFT	9.2
KWKH	10.0	KLIF	8.5
KIXL	7.9	WOAI	7.6
KGKO	7.2	KFJZ	5.9
KFJZ	7.0	KGKO	5.8
KSKY	6.5	WACO	5.2
WOAI	6.5	KFDX	4.8
WACO	5.5	KIXL	4.7
KWTX	4.4	KWTX	4.4
KFDX	4.3	KVOO	4.1
KXOL	4.2	KSKY	4.0
KTRN	3.6	KXOL	3.6
KTBB	3.5	KTRN	3.4
KGKL	3.3	KFRO	2.4
KRBC	3.2	KTBB	2.4
KTEM	3.2	KTEM	2.2
KWKC	2.8	KPLT	2.1
KFRO	2.6	WSM	2.1
KSTA	2.5	KGKL	2.0
KIMP	2.4	KRBC	2.0

DAYTIME		NIGHTTIME	
KTAE	2.4	KCNC	1.9
KCNC	2.3	WWL	1.9
KPLT	2.3	KCMC	1.8
KGRI	2.2	KIMP	1.8
KCMC	2.1	KWKC	1.8
KTBC	2.1	KCUL	1.7
KCUL	2.0	KGNC	1.7
KSFA	2.0	KAND	1.6
KRRV	1.9	KSST	1.6
KAND	1.8	KDWT	1.5
KDET	1.8	All 14 Mexican	2.5
KGVL	1.8	145 others	32.5
KCIJ	1.7		
KCLW	1.7		
KDWT	1.7		
KGNC	1.7		
KCLE	1.6		
KSST	1.6		
KXOX	1.6		
KTBS	1.5		
153 others	48.2		

**Nighttime defined as after 6:00 p.m. Table includes all stations named by as many as one and one-half per cent of all radio families questioned, including those never listening to radio during day or else evening.*

RADIO STATIONS "LISTENED TO MOST"

(Percentages based on all families questioned in radio-equipped homes)*

DAYTIME		NIGHTTIME	
WFAA-WBAP 820	26.6%	WFAA-WBAP 820	26.3%
KRLD	15.0	KRLD	16.7
WFAA-WBAP 570	5.6	KWKH	5.6
KWFT	3.8	WFAA-WBAP 570	5.2
KWKH	3.8	KWFT	3.7
WACO	2.4	WOAI	2.7
KIXL	2.3	WACO	2.5
KLIF	2.0	KFJZ	1.6
KFJZ	1.7	KLIF	1.3
WOAI	1.6	KWTX	1.1
KGKL	1.4	WRR	1.1
KWKC	1.3	KXOL	1.0
WRR	1.3	KVOO	0.9
KXOL	1.2	KGKL	0.8
KGRI	1.0	KRBC	0.7
KRBC	1.0	KGNC	0.6
KWTX	1.0	KIXL	0.6
KSKY	0.9	KWKC	0.6
KTAE	0.8	KSST	0.5
KTBB	0.8	All 14 Mexican	1.0
KTEM	0.7	88 others	12.1
KTRE	0.7		
KBWD	0.6		
KCLE	0.6		
KCUL	0.6		
KGKO	0.6		
KGNC	0.6		
KIMP	0.6		
KIVY	0.6		
KSIJ	0.6		
KSTA	0.6		
KCMC	0.5		
89 others	14.7		

**Nighttime was defined as "after 6:00 p.m." All stations included if named by as many as one-half of one per cent of total.*

Radio Station Coverage and Preference, Urban vs. Rural—The following series of four tables analyze reports from urban, village and farm families separately, showing the proportion of each type of family naming each of the 20 leading "heard regularly" and the 15 leading "listened to most" stations, daytime and nighttime, separately. Nighttime was defined as "after 6:00 p.m." and is not parallel with the FCC definition of "after sunset."

STATIONS "HEARD REGULARLY" — BY LISTENERS' PLACE OF RESIDENCE
(Percentages based on all questioned in each classification)

	DAYTIME			
	AREA	Urban	Village	Farm
WFAA-WBAP 820	66.5%	63.7%	69.6%	70.9%
KRLD	52.6	52.7	52.5	52.0
WFAA-WBAP 570	26.1	28.0	24.4	22.2
WRR	13.5	17.5	8.5	7.3
KWFT	10.8	9.6	13.1	12.0
KLIF	10.7	14.9	6.8	2.7
KWKH	10.0	6.4	14.8	15.4
KIXL	7.9	11.4	3.5	2.4
KGKO	7.2	9.9	3.8	2.9
KFJZ	7.0	8.5	5.7	4.0
KSKY	6.5	7.1	5.4	6.0
WOAI	6.5	4.7	8.7	9.2
WACO	5.5	5.6	5.5	5.3
KWTX	4.4	4.9	3.9	3.7
KFDX	4.3	4.5	4.3	3.6
KXOL	4.2	5.2	4.1	1.6
KTRN	3.6	4.3	2.9	2.3
KTBB	3.5	2.1	5.3	5.7
KGKL	3.3	3.4	3.4	3.1
KRBC	3.2	3.1	3.3	3.4

	NIGHTTIME			
	AREA	Urban	Village	Farm
WFAA-WBAP 820	56.0%	53.6%	59.4%	59.8%
KRLD	46.6	47.1	46.6	45.1
WFAA-WBAP 570	21.2	22.1	21.4	18.5
WRR	12.1	16.6	6.7	5.1
KWKH	11.9	8.7	16.1	16.5
KWFT	9.2	8.4	10.4	10.3
KLIF	8.5	12.6	4.1	1.4
WOAI	7.6	5.8	9.8	10.2
KFJZ	5.9	6.9	5.4	3.4
KGKO	5.8	7.9	3.2	2.4
WACO	5.2	5.5	4.9	4.6
KFDX	4.8	4.1	8.9	2.9
KIXL	4.7	6.7	1.8	1.7
KWTX	4.4	4.8	4.0	3.7
KVOO	4.1	3.4	5.3	4.7
KSKY	4.0	4.9	2.1	3.2
KXOL	3.6	4.5	3.6	1.2
KTRN	3.4	4.0	2.6	2.5
KFRO	2.4	2.1	2.6	3.1
KTBB	2.4	1.4	3.4	4.4

RADIO STATIONS "LISTENED TO MOST"—BY LISTENERS' PLACE OF RESIDENCE

(Percentages based on all questioned in each classification.)

	DAYTIME			
	<i>AREA</i>	<i>Urban</i>	<i>Village</i>	<i>Farm</i>
WFAA-WBAP 820	26.6%	21.4%	32.0%	35.3%
KRLD	15.0	16.9	14.0	11.1
WFAA-WBAP 570	5.6	5.3	5.9	5.9
KWFT	3.8	3.5	5.2	3.1
KWKH	3.8	2.4	5.6	6.0
WACO	2.4	2.8	2.0	1.6
KIXL	2.3	3.6	0.7	0.5
KLIF	2.0	3.2	0.7	0.3
KFJZ	1.7	2.5	1.0	0.4
WOAI	1.6	0.9	3.1	2.3
KGKL	1.4	1.7	1.2	1.0
KWKC	1.3	1.6	0.8	0.9
WRR	1.3	1.9	0.7	0.2
KXOL	1.2	1.4	1.2	0.7
KGRI	1.0	0.9	1.5	0.9
KRBC	1.0	0.9	1.5	0.9
	NIGHTTIME			
WFAA-WBAP 820	26.3%	20.9%	32.2%	35.1%
KRLD	16.7	19.6	13.5	11.8
KWKH	5.6	3.9	7.7	8.2
WFAA-WBAP 570	5.2	4.5	6.1	5.9
KWFT	3.7	3.4	4.3	4.0
WOAI	2.7	1.8	4.3	3.5
WACO	2.5	2.9	2.7	1.4
KFJZ	1.6	2.2	0.6	0.7
KLIF	1.3	1.9	0.4	0.2
KWTX	1.1	1.2	0.7	1.3
WRR	1.1	1.7	0.5	0.2
KXOL	1.0	1.3	0.6	0.5
KVOO	0.9	0.6	1.4	1.2
KGKL	0.8	0.7	0.8	1.1
KRBC	0.7	0.9	0.6	0.4

Most Popular Stations for Newscasts—Each person interviewed in a radio-equipped home was asked to name the station to which he, personally, "usually listened" for NEWS during the morning, the noon hour and the supper hour—separately. The question dealt with radio news, excluding television newscasts. Not all of those questioned listened to news from radio stations at each of the three times. Figures on the per cent of adults who DO LISTEN to radio news at these times will be found under the section on "Listening Habits" later in Part I of this report.

The following table compares leading radio stations preferred by those who "usually listen" to radio newscasts at the period shown. Figures in each case are unweighted percentages, based on the total number who named stations in reply to each question—each column totaling 100.0 per cent. All stations named by as many as one per cent of the listeners for any period are included in the table.

RADIO STATIONS PREFERRED FOR NEWSCASTS

(Percentages based on number who usually listen to radio news during the period named.)

Usually Hears:	<i>Morning News</i>	<i>Noon-Time News</i>	<i>Supper-Time News</i>
WFAA-WBAP 820	35.6%	33.4%	30.1%
KRLD	12.5	12.4	16.6
KWKH	4.5	4.2	5.9
KWFT	4.1	4.2	4.8
KFJZ	3.5	3.3	4.2

Usually Hears:	Morning News	Noon-Time News	Supper-Time News
WACO	2.7	3.3	3.7
WFAA-WBAP 570	2.7	2.0	1.6
WRR	2.0	0.9	2.7
WOAI	1.8	2.4	2.4
KGKL	1.6	1.9	1.3
KWKC	1.3	1.2	1.5
KWTX	1.3	1.1	1.4
KLIF	1.1	1.1	0.7
KRBC	1.1	1.8	0.8
KGNC	0.9	1.0	1.1
KGRI	0.8	1.3	0.1
KTAE	0.8	1.0	0.2
KDWT	0.4	0.5	1.4
108 others*	21.3	23.0	19.5
	100.0	100.0	100.0

*None of the 108 other stations was named by as many as one per cent of those naming stations at any of the three periods.

Favorite Station for Farm News and Market Reports—Each person interviewed in a radio-equipped home was asked to name the radio station having the “best FARM NEWS.” He was then asked to name the radio station he “usually heard” for MARKET REPORTS. Not all of those questioned listened to radio’s farm news and markets, 33.5 per cent naming a favorite station for farm news, and 27.4 per cent naming a station “usually heard” for market reports.

The following table compares percentages naming leading stations for these two types of programs. Figures in the table are unweighted percentages. The table analyzes replies in two ways: (1) the left-hand column gives percentages based on all questioned in radio-equipped homes, including those who never listen to these program types; (2) the right-hand column translates these figures into per cent of all naming a favorite station for that type of program. The table names all stations receiving mention by as many as one per cent of those naming a favorite station.

BEST LIKED STATION FOR FARM NEWS AND STATION USUALLY HEARD FOR MARKET REPORTS

(Left-hand column percentages based on all questioned; right-hand percentages on those naming a favorite station for the program type.)

	All Persons Questioned	Persons Naming A Favorite Station		All Persons Questioned	Persons Naming A Favorite Station
“Best FARM NEWS is on:”			KWFT	0.6	2.3
WFAA-WBAP 820	19.3%	57.8%	KGNC	0.5	1.9
KRLD	1.9	5.6	KWTX	0.4	1.6
KWKH	1.7	5.2	KGKL	0.3	1.0
WOAI	1.0	3.2	WACO	0.3	1.0
WFAA-WBAP 570	1.0	2.9	65 other stations*	4.8	17.9
				27.4	100.0
KWTX	0.8	2.5			
KWFT	0.7	2.1			
WACO	0.5	1.6			
KGNC	0.4	1.3			
81 other stations*	6.2	17.8			
	33.5	100.0			
“I usually hear MARKET REPORTS on:”					
WFAA-WBAP 820	14.5%	53.2%			
KRLD	1.9	6.2			
KWKH	1.5	5.6			
WOAI	1.3	4.7			
WFAA-WBAP 570	1.3	4.6			

*None of these other stations were mentioned by as many as one per cent of those naming a favorite station.

RADIO PROGRAM PREFERENCE

Best Liked Evening Radio Newscasters—Each person interviewed in a radio-equipped home was asked:

“Which RADIO NEWSCASTER is best in the EVENING?”

Respondents were not shown a list of newscasters, selection being made on a basis of unaided recall. Only 43.2 per cent of the men and 41.0 per cent of the women were willing to choose a favorite evening newscaster. The men named 88 and the women named 115 different newscasters, 163 different news personalities being named in all. But of the 163, only twenty-three were named by as many as one half of one per cent of either the men or the women who had favorites. The following table compares percentages of men and percentages of women naming each of the leading twenty-three. Percentages in each case are based on the unweighted total number of men or women who had a favorite evening newscaster. For parallel figures comparing favorites in Dallas-Fort Worth, other urban, and rural areas, see the Appendix to Part I.

BEST-LIKED EVENING NEWSCASTERS

(Unweighted percentages, based on replies from 860 men and 2,746 women with favorites.)*

	MEN	WOMEN
Edward R. Murrow, CBS	14.0%	15.0%
Gabriel Heatter, MBS	12.7	11.3
Morgan Beatty, NBC	11.6	6.7
Fulton Lewis Jr., MBS	10.7	9.8
Porter Randall, KFJZ	10.4	9.3
<hr/>		
Lowell Thomas, CBS	7.7	8.4
Paul Harvey, ABC	3.7	6.0
Walter Winchell, ABC	3.4	3.0
H. V. Kaltenborn, NBC	2.3	2.4
Elmer Davis, ABC	2.1	1.4
<hr/>		
Bob Tripp WFAA	1.6	1.4
Lillard Hill, WBAP	1.5	0.6
Cedric Foster, MBS	0.9	1.5
James Van Sickles, KWKH	0.9	0.3
Murray Cox, WFAA	0.8	0.5
<hr/>		
Henry Howell, WOAI	0.7	0.3
Drew Pearson, ABC	0.7	0.7
Lynn Bigler, WFAA	0.6	0.1
John Daly, ABC	0.6	0.4
Frank Edwards, MBS	0.6	0.1
<hr/>		
Bud Sherman, WBAP	0.6	0.2
John C. Swayze, NBC	0.6	0.7
Wes Izzard, KGNC	0.4	0.6
Total for 139 others**	11.3	19.3
	100.0	100.0

* For parallel figures on favorites of persons living in Dallas-Fort Worth, other urban, and rural homes, see the Appendix to Part I.

** None of these 139 was selected by as many as one half of one per cent of either the men or the women who named favorites.

Preferred Program Types—For the past sixteen years, surveys parallel to this one in the Midwest have asked listeners to select from a list of sixteen types of program materials, the FIVE types liked best. The question was used in identical form in the 1952 Boston Trade and Distribution Area Survey and in 1953 in the North Texas Area Survey in order to permit comparison of the likes of adults living in different parts of the country.

In asking the question, interviewers gave respondents a card on which was printed the sixteen types named in the table which follows, together with description and typical examples of programs falling into each type. The specific programs used as illustrations were programs having high national ratings within each type. A series of cards was used, with order of arrangement altered, so that the place held by a particular program on the card would not influence the rating it received.

After the respondent had selected the five types he or she liked BEST on radio, respondent was handed another card with an identical list of program types, but with examples of television programs given. The respondent was then asked to select the five best liked types on TV. Tables comparing the liking of the types on radio and on television will be found in Part II of this report.

The following table compares the replies received from women and from men in response to the five best liked types on RADIO. The table compares weighted percentages, giving correct values to replies from women and from men interviewed in different types of homes. Unweighted percentages, comparing replies from women and from men in television vs. non-TV homes; living in urban, village, and farm homes; persons falling within different age groups; and persons with different educational backgrounds—these comparisons will be found in the Appendix to Part I.

BEST-LIKED TYPES OF PROGRAM MATERIALS ON RADIO

(Percentages based on weighted reports from men and from women.)*

	WOMEN	MEN
News broadcasts	68.1%	80.3%
Audience participation	48.3	40.7
Comedians (featured)	47.4	51.8
Religious programs	45.6	36.5
Popular music	45.4	39.1
Complete drama	39.1	32.7
Variety programs	32.9	25.2
Serial drama	31.9	15.3
Oldtime music	28.8	33.5
Sports broadcasts	20.4	41.6
Classical music	14.6	10.7
Talks and comment	14.3	21.3
Homemaking programs	12.3	3.3
Brass bands	12.2	13.9
Talks on farming	7.9	15.9
Market reports	6.2	16.3

**Weighted to give correct value to replies from women and from men interviewed in urban, village and farm homes. For comparisons of women and men living in television vs. non-TV; in urban, village and farm homes; persons of different ages; and for persons with different educational backgrounds—see the Appendix to Part I.*

APPENDIX

THE INTERVIEW-DIARY TECHNIQUE

Advantages of This Method—The INTERVIEW METHOD of research lends itself well to random sample studies covering wide areas of territory. Its relative cheapness makes it possible to reach statistically reliable samples of families on small or large area basis. Further, the method adapts itself well to the stratified-random technique of selection of sample, guaranteeing proportionate replies from each unit within the area. It is an excellent method of qualitative radio-television audience research.

However, the interview method often has been charged with two serious drawbacks: (1) it must depend upon respondent's "recall" for tests of listening either by specific program times or by stations; (2) it can reach, validly, only one member of the family, and must assume that this member is typical of other members of like age and sex.

THE DIARY TECHNIQUE, on the other hand, is without these two drawbacks. The Diary is kept coincidentally with listening by whichever member of the family has charge of the dial. Likewise, the Diary makes it possible to examine listening by different members of the family separately; to examine listening on different sets within the home; to determine numbers listening within the home at specific periods; and to determine the amount of multiple-set use at each program time.

But the Diary, too, has certain disadvantages: (1) it is extremely costly per home; (2) it does not lend itself well to qualitative research; (3) used alone, it must depend on mail response for sample selection—thus combining the disadvantages of the quota method of sampling with the disadvantages of mail-return and diary.

However, a COMBINATION OF INTERVIEW AND DIARY wipes out the disadvantages of each method, and provides qualitative and quantitative research that is statistically reliable. On questions covering stations heard at specific periods, the coincidental nature of the Diary wipes out necessity for dependence on the interview "recall." By distributing the Diary through interview, an excellent random sample can be obtained with geographical accuracy guaranteed by stratification. In short, the combining of the two methods makes it possible to utilize the good points of each, and avoid the objections so often heard of either.

The 1953 North Texas Area Radio-Television Audience Survey used BOTH the interview and the Diary techniques. The interview portion of the study followed the well-known methods used by the author in Midwest States and New England. The Diary was combined by making two of each thirteen homes reached by random interview selection Diary homes. Description of techniques used in making each part of the study follows.

The Interview Study—The information in these pages coming from the interview portion of the study was secured from 9,167 adult men and women, representing that many different families. Interviews were taken between Jan. 19 and 31, 1953, with the exception of less than 5.0 per cent of the interviews which were obtained later. All information was gathered on a basis of personal interview IN THE HOME OF THE RESPONDENT, one interview to a home. Interviewing was supervised by Professor John Ebbs, Department of English, Texas A&M College, College Station, Texas.

In each instance the number of interviews assigned to the 111 counties of the area, and to each strata within the area, was determined on a basis of the 1950 Census Report on Housing. Every "city" of more than 2,500 population and each election ward in Dallas and Fort Worth, was considered a separate strata and received its proportionate share of interviews. Likewise, village and farm areas within each county were treated as separate strata and were visited in direct proportion to the housing figures. Standard techniques of random sampling within these strata were employed. Thus, the sample was not only spread over the entire area geographically in proportion to latest figures on number of families within each county, but was further stratified within counties for urban, village and farm homes. Only adults over 21 years of age were interviewed.

Interviewers were paid to study nineteen mimeographed pages of instructions, to practice interviewing upon friends, and to attend the clinic to which all were called before interviewing actually began.

The questionnaire used by the interviewer was not shown to the respondent; it is reproduced on a later page of this Appendix. In certain instances the wording on the questionnaire is not identical with that which interviewers were trained to use, because of the need to conserve space on the questionnaire. But the wording on the questionnaire is sufficiently close to that used by interviewers to permit examination by the student. When asking questions 13 and 14, interviewers handed respondents a card on which were listed (without the number) the sixteen program types shown on the questionnaire, together with typical examples of programs (radio programs for question 13 and television programs for question 14) of those types having high national ratings. A different card was used (of course) for each of the two questions, although the sixteen types were identical. Five different cards were used for each of the two questions by each interviewer, with order of listing changed to give each program type fair position on the card. Interviewers used each of the five cards for one fifth of the interviews.

Reliability tests run on each question indicate that sampling errors fall well within the two-standard-error curve for the sized sample used.

Since the interview portion of the study is based on replies from adults over twenty-one years of age, the information given (based on interview) represents the attitudes, beliefs, and preferences of adult radio-television listeners of the area at the time of the survey.

Further information about methods used may be obtained by directing inquiries to the author in care of "Committee on Radio and Television Policy," Kansas State College, Manhattan, Kan.

The Diary Study—Because of the high cost per family of the Diary, no attempt was made to get a sample large enough to provide county-by-county data. However, a sample was needed that was representative of the area geographically, with stratification for urbanization and economic levels. These elements were present in the random interview sample. Therefore, interviewers were instructed to make two of each thirteen homes DIARY HOMES. Thus, by combining the Diary with interview it was possible to get a sample large enough to provide reliability, and likewise supply a Diary sample with the same random selection features within stratified areas obtained by the interview sample.

In order to keep out error due to interviewers counting, the designation of Diary homes among interviewed homes was made mechanical. Each sixth or each seventh (in rotation) interview questionnaire in the padded questionnaires was printed on colored paper, and interviewers

were instructed to make homes interviewed with these questionnaires the Diary homes. After the regular interview was completed—then, the interviewer secured co-operation from the respondent in making this a Diary home.

Families were asked to keep a SEPARATE Diary on listening (or watching TV) to EACH radio or television set in the home for a two-day period. Listening done outside the home was not included in the Diary study. The number of Diaries left within the home, then, corresponded to the number of sets within the home—reported earlier by the respondent during the interview.

A pencil was left with each Diary on each set within the home, to make certain that materials were available at the time the set was used. Gifts were made to the family for co-operation in keeping the Diary—the gifts being presented by the interviewer at the time of the interview. Left with the Diary was a self-addressed and stamped envelope in which completed Diaries were to be returned to Professor John Ebbs of Texas A&M College. Names and addresses of Diary families had been previously entered on the questionnaire used in the interview, together with other information about the family. Interviewers wrote the “questionnaire number” on each Diary to make possible a matching of Diary with interview questionnaire. Likewise, interviewers copied names and addresses, type of residence, and number of sets, together with this serial number, and forwarded to Professor Ebbs within twenty-four hours of completion of interview—so that one follow-up letter could be mailed to delinquent families without delay.

Each Diary was to be kept for two days by the family—the two days immediately following the interview. Validity of the two-day Diary was established by a study done in January, 1949, by Dr. Barnes, Department of Journalism, State University of Iowa, Iowa City, Iowa. Dr. Barnes obtained a TEN-DAY DIARY RECORD from 368 families living in forty-one counties—3,680 days of Diary reports on listening in all. Each Diary began on Thursday and ran through Saturday of the following week. A comparison of the first three days of listening with each corresponding day of the following week (eighth, ninth and tenth days of the Diary record) showed no tendency on the part of the Diary families to “listen more” when the Diary was first started. The study showed that there was no tendency whatever to listen more on the first, second, or third day the Diary was kept than on the eighth, ninth or tenth day. The bug-a-boo of increased listening when the Diary first begins (because the Diary is kept) was not borne out by Dr. Barnes' study of 3,680 days of Diary listening.* So far as validity is concerned, a Diary kept for only two days is as accurate as one kept for seven or even ten days. In the 1953 North Texas Radio-Television Audience Survey the two-day Diary was used in order to secure greater co-operation from randomly selected families.

Interviewers were assigned enough work to keep them busy for an entire week, so that the two-day reports from all Diary families covered an entire week's listening.

Each interviewer was instructed to check “Diary taken” on his interview questionnaire if co-operation was obtained. If co-operation was refused, the interviewer was to check “Diary refused” on the questionnaire. In cases of refusal, the interviewer made the next home reached by random sampling the Diary home in place of the one refused. In all, only 13.3 per cent of the families refused co-operation—and in each case the Diary was left at the next home reached by random selection.

Further, of those left with homes promising co-operation, 46.8 per cent were not returned or were returned blank by March 15, the date on which tabulations began, even though one follow-up letter had been sent to delinquent families. Therefore, the information presented in preceding pages is based on 53.8 per cent of all Diaries left with families promising co-operation. A total of 692 families returned usable Diaries covering 1,384 days of listening on 987 different radio sets—giving a return of 1,974 “set-days” of reports on 4,849 different people over four years of age living in these homes.

* *Unpublished report of an educational study of methods completed in January, 1949, by Dr. Arthur Barnes, State University of Iowa, Iowa City, Iowa. Inquiry concerning the study should be addressed to its author, Department of Journalism.*

Diary records were kept of all individuals listening to each radio or television set by each quarter-hour between 5 a.m. and 1 a.m. the following day—for the two days following the interview. The members of the family were divided into four groups: women over 18, men over 18, teen-agers from 12 to 18, and children from 4 to 11 years of age. Children under 4 were excluded from the study for obvious reasons.

With 13.3 per cent of the families having refused the Diary and having been replaced by substitute families—and with 46.8 per cent of the Diary families failing to return usable reports—the question of validity of the sample arose. To determine validity, comparison of the usable-Diary-families was made against the entire interview sample of radio-equipped homes (9,167 families reached through random selection) for every question asked on the interview questionnaire. Literally thousands of comparisons were made without finding differences which were significant on a three-standard-error basis for the sized samples involved.

Space does not permit reproduction of all of these comparisons, but the following 115 comparisons on various questions or items about the family or its preferences, prove that the failure of some families to co-operate or return the diary did not skew the sample. The following series of tables, then, compare the 692 families returning usable Diaries with the 9,167 families reached by personal interview. A total of 115 different comparisons will be found in the tables. The tables demonstrate that the sample obtained in this Diary study is valid—that refusal to co-operate or failure to return usable diary reports did not significantly skew the sample. The tables show that the Diary sample is as valid as the 9,167 interview sample reached by random selection.

SERIES OF TABLES COMPARING THE DAIRY SAMPLE WITH THE INTERVIEW SAMPLE

(Figures are percentages of all reporting in each classification: 9,167 interview families and 692 Diary families. The tables demonstrate the validity of the Diary sample)

Miscellaneous Family Information:	<i>Interviewed Families</i>	<i>Diary Families</i>
Urban families	59.1%	54.4%
Village families	20.5	23.8
Farm families	20.4	21.8
Have an automobile	84.5	87.3
Have a car radio	57.1	59.1
Have TV set in home	28.5	29.2
Have a telephone	73.3	73.8
Take a newspaper	84.5	85.7
Electricity in home	99.2	99.7
Radio, but no TV	69.9	70.8
One radio in home only	54.8	56.2
Two radios in home	29.7	30.2
Three radios in home	9.3	9.4
Four or more radios	3.9	3.6

“Heard Regularly” Daytime:

	<i>Interviewed Families</i>	<i>Diary Families</i>
WFAA-WBAP 820	66.5%	68.2%
KRLD	52.6	55.4
WFAA-WBAP 570	26.1	25.7
WRR	13.5	13.8
KWFT	10.8	9.8
KLIF	10.7	10.7
KWKH	10.0	10.4
KIXL	7.9	8.7
KGKO	7.2	8.1
KFJZ	7.0	8.2
KSKY	6.5	8.7
WOAI	6.5	7.9
WACO	5.5	4.5
KWTX	4.4	3.2
KFDX	4.3	3.5
KXOL	4.2	5.1
KTRN	3.6	2.8
KTBB	3.5	4.7
KGKL	3.3	3.9
KRBC	3.2	3.5
KTEM	3.2	3.1
KWKC	2.8	2.2
KFRO	2.6	2.1
KSTA	2.5	3.3
KIMP	2.4	2.3
KTAE	2.4	2.8
KCNC	2.3	2.5
KPLT	2.3	2.8
KGRI	2.2	2.6
KCMC	2.1	1.9

“Heard Regularly” Nighttime:

	<i>Interviewed Families</i>	<i>Diary Families</i>
WFAA-WBAP 820	56.0%	56.9%
KRLD	46.6	46.6
WFAA-WBAP 570	21.2	19.8
WRR	12.1	12.2
KWKH	11.9	12.2
KWFT	9.2	8.0
KLIF	8.5	7.6
WOAI	7.6	9.9
KFJZ	5.9	5.5
KGKO	5.8	7.0
WACO	5.2	4.3
KFDX	4.8	2.8
KIXL	4.7	4.8
KWTX	4.4	3.2
KVOO	4.1	7.1
KSKY	4.0	5.0
KXOL	3.6	3.5
KTRN	3.4	2.6
KFRO	2.4	2.1
KTBB	2.4	2.2
KTEM	2.2	2.1
KPLT	2.1	2.6
WSM	2.1	3.2
KGKL	2.0	2.8
KRBC	2.0	2.0
“Listened to Most” Nighttime:		
WFAA-WBAP 820	26.3%	27.4%
KRLD	16.7	18.7
KWKH	5.6	6.0

	<i>Interviewed Families</i>	<i>Diary Families</i>		<i>Interviewed Families</i>	<i>Diary Families</i>
KTBC	2.1	1.9	WFAA-WBAP 570	5.2	3.9
KCUL	2.0	2.6	KWFT	3.7	3.4
KSFA	2.0	3.2	WOAI	2.7	2.2
"Listened to Most" Daytime:			WACO	2.5	1.4
WFAA-WBAP 820	26.6%	30.4%	KFJZ	1.6	0.9
KRLD	15.0	14.5	KLIF	1.3	0.9
WFAA-WBAP 570	5.6	5.8	KWTX	1.1	0.6
KWFT	3.8	3.2	WRR	1.1	0.9
KWKH	3.8	2.8	KXOL	1.0	0.3
WACO	2.4	1.5			
KIXL	2.3	2.3			
KLIF	2.0	2.3			
KFJZ	1.7	2.1			
WOAI	1.6	2.0			
KGKL	1.4	1.8			
KWKC	1.3	1.1			
WRR	1.3	1.7			
KXOL	1.2	1.2			
KGRI	1.0	1.5			
KRBC	1.0	1.4			
KWTX	1.0	0.5			
Other comparisons:					
Hears outside radio	8.1%	9.3%			
Hears outside TV	11.8	12.8			

A sample of the Diary, together with printed instructions on front and back cover, will be found on the following pages. Each interviewer made certain that the respondent understood the Diary before closing the interview. Respondents were instructed to have each member of the family old enough to write keep the Diary record when using any radio or television set in the home for the days concerned. The information at the top of the Diary sheet was filled in by the interviewer before he left the home. An examination of the sample Diary on the following pages will show that the Diary called for specific information at each quarter-hour from 5:00 a.m. to 1:00 a.m. For each period the family circled either "on" or "off." If the set was in use, the station or stations heard for as much as five minutes of a period were entered. The members of the family were grouped under four headings, excepting children under four years of age (who were excluded from the Diary report), and each group kept records of its own listening in separate columns.

Immediately following the sample Diary will be found a copy of the questionnaire used by interviewers. It should be remembered that this questionnaire was not shown to the respondent.

TEXAS EDUCATIONAL SURVEYS (1953)

Cit..... Vil..... Frm.....
Hi..... Me..... Lo.....
Man..... Woman.....
21-35..... 36-50..... Ov-50.....

County.....
Name..... Post Office..... Coll..... H.S..... Grade.....
Local Address or RFD Interviewed on Su.. Mon.. Tu.. Wed.. Th.. Fr.. Sa..

1. Does the family have a radio set in home? Yes.... No.... If so, how many 1.... 2.... 3.... More....
Does the family have a radio set in its automobile or truck? Yes.... No.... (No car or truck)
About how far would you say YOU rode in your car (truck) YESTERDAY? Miles (or None....)
Did you use the radio while riding YESTERDAY? Yes.... No.... (Didn't Ride....) (No Radio....)
2. Does the family have a television set? Yes.... No....
(IF YES) Is TV set in working condition? Yes.... No.... (No TV set....)
(IF OUT OF ORDER) How long has TV set been out of order?
Under 1 month.... 1 month.... 2 months.... 3-6 months.... 6-12 months.... Longer.... Don't Know....
3. Do any members of your family hear any OTHER RADIOS regularly? Yes.... No.... Don't know....
(IF YES) WHERE do they hear them?.....
Do any members of your family watch TV outside your home REGULARLY? Yes.. No.... Don't know....
(IF YES) WHERE do they hear them?

(If family does not have a radio (or TV) set in working condition, jump to Question 15)

4. To what 5 RADIO stations does the family listen REGULARLY, during DAYTIME? (Name exactly 5 stations)
.....
To which ONE of these radio stations does the family listen MOST, during the daytime?
5. To what five RADIO stations does the family listen REGULARLY, after 6:00 at NIGHTTIME?
.....
To which ONE of these radio stations does the family listen MOST at night?

(If no TV set, Jump to Question 9)

6. To what TV stations does the family listen REGULARLY during DAYTIME?
.....
To which ONE of these TV stations does the family listen MOST, during the daytime?
7. To what TV stations does the family listen REGULARLY, after 6:00 at NIGHTTIME?
.....
To which ONE of these TV stations does the family listen MOST at night?

8. SOMETIMES, when part of your family watches TV, are other members of the family listening to radio in another part of your house? Yes.... No....

*(If Yes) About how often would you say this happens? Most times.... Quite Often....
Half of time.... Only now and then.... or Almost never....*

9. As you know, television stations use movies for some of their programs. Do you, personally, think television NOW USES TOO MANY movies, ABOUT THE RIGHT number, or should MORE movies be shown on television? Too many.... About right ... Want more .. Don't know ...

10. To what RADIO station do you USUALLY listen for NEWS? Morning..... (Don't Listen....)
Noon.....(Don't Listen....) Supper Hour.....(Don't Listen....)
Which RADIO NEWSCASTER is best in the EVENING?.....or (Don't Know....)
Which station has the BEST FARM NEWS?Station or don't listen....
To what station do you USUALLY listen for MARKET REPORTS? Station or don't listen....

11. *(Ask of TV owners)* which TV station carries the best NEWS & WEATHER REPORTS..... (D-K....)

12. Now, let's think about YESTERDAY. About how much time did you spend YESTERDAY
Reading newspapers?hours.....minutes (Didn't get to read....)
Reading magazines?hours.....minutes (Didn't get to read)
Listening to radio?hours.....minutes..... (Didn't listen....)
Watching television? hours..... minutes (Didn't watch ...)

13. Of these sixteen types of program material listed, what FIVE types do you like BEST?*(Name exactly five)*
(List all numbers of types named, here):

- | | | | |
|---------------------------|-------------------|-----------------------------------|----------------------|
| 1. News broadcasts | 5. Variety shows | 9. Religious music or devotionals | 13. Band music |
| 2. Comedians | 6. Serial drama | 10. Home-making programs | 14. Classical music |
| 3. Audience participation | 7. Complete drama | 11. Sports broadcasts | 15. Talks, comments |
| 4. Popular music | 8. Oldtime music | 12. Market reports | 16. Talks on farming |

14. **(TURN CARD OVER and ASK):**

Which FIVE do you like BEST on TV? *(Numbers here):*

15. Does family have:
An automobile? Yes.... No.... A telephone? Yes..... No.... Take a DAILY newspaper? Yes.... No....
Electricity in home? Yes... No... *(CITY & VILLAGE INTERVIEWS)* Own a FARM? Yes... No...
Diary Refused..... Taken.....

KEEPING THE RADIO DIARY

This is a record of listening of the ENTIRE FAMILY. The Diary divides the day and evening into 15-minute periods. Please record (1) whether the radio or television set is on or off for that period, (2) if the set is on, enter (for each period) the station heard, the spot on the dial where you find it—or the channel of TV stations—and the number of people who are listening. If a station is heard for 5 minutes or more in any 15-minute period, write down that station's CALL LETTERS. Please don't try to fill it in from memory—keep the diary as you listen. To help in making this record, keep the Diary and a pencil on or near the radio or television set.

Here are some questions you may have — and the answers to them:

QUESTIONS

1. Do I, personally, have to fill in the Diary—or may other members of my family help fill it in when they use the radio or television?
2. Does ALL of the family have to be listening before we write the call letters down?
3. If I tune in at 5 minutes after 8 o'clock, should I circle the "On," or do I have to have the set turned on the entire 15 minutes?
4. What should I write if I hear a program that is more than 15 minutes long?
5. What if I hear two stations during the 15 minutes?
6. If I hear a NETWORK program, should I write the network name (CBS, NBC, ABC, or MUTUAL) —or should I put the call letters of the Texas station which carries the program?
7. What if the set was left on but no one was listening because we left the room or the house?
8. What is meant by "Number of People Listening" —in 5 columns at right end of each line?
9. What if visitors are listening—do we count them, too?

ANSWERS

1. EACH MEMBER of the family (old enough to write) should fill it in when he uses the set. It's a FAMILY diary.
2. No. Keep a record when ANY member of the family is listening to the radio or TV set.
3. Mark the period as "On" WHENEVER the set is tuned to one station for as long as five minutes or a 15-minute period.
4. Write the station's call letters for EACH of the 15-minute periods, marking radio or TV as "On."
5. If you hear each for five minutes or more, then put down BOTH stations' call letters. Put down all stations you hear for as long as five minutes in a 15-minute period.
6. ALWAYS use the STATION'S call letters—we don't want the network's name or the program name, or anything but the station's call letters —like WAAA or KBB.
7. Mark the set as "On" because it was on. Then mark "NL" instead of a station, and we'll know you mean "No one listening."
8. In these four columns, show us how MANY people were listening each period the set was "On." By "people listening" we mean those who are giving all or a good part of their attention to what is coming over the radio. So, you count the number of men, women and children—then enter these numbers in the correct spaces.
9. Yes. Visitors, boarders or friends—they are "people and count if they listen to your radio or television set five minutes or more.

(PLEASE TURN TO BACK COVER)

DAY OF WEEK.....

Interview Number.....

Room containing this Radio or TV: Living..... Dining..... Kitchen..... Bedroom..... Other..... Move about.....

Number living in home: Women..... Men..... 4-11 yrs..... 12-18 yrs..... Under 4 yrs..... THIS WAS RADIO..... or TV SET.....

TIME	RADIO OR TELEVISION IS (Circle one)	STATIONS HEARD (5 Minutes or More) and Where Found on Dial MORNING (Write)		NUMBER OF PEOPLE LISTENING				TIME	RADIO OR TELEVISION IS (Circle one)	STATIONS HEARD (5 Minutes or More) and Where Found on Dial (Write)		NUMBER OF PEOPLE LISTENING								
		Call Letters	Spot on Dial	ADULTS		CHILDREN				Call Letters	Spot on Dial	ADULTS		CHILDREN						
				Women	Men	Age 12-18	Age 4-11					Women	Men	Age 12-18	Age 4-11					
5:00- 5:15	Off On																			
5:15- 5:30	Off On																			
5:30- 5:45	Off On																			
5:45- 6:00	Off On																			
6:00- 6:15	Off On																			
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11:00-11:15	Off On																			
11:15-11:30	Off On																			
11:30-11:45	Off On																			
11:45-12:00	Off On																			
AFTERNOON																				
12:00-12:15	Off On																			
12:15-12:30	Off On																			
12:30-12:45	Off On																			
12:45- 1:00	Off On																			
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2:45- 3:00	Off On																			
EVENING																				
3:00- 3:15	Off On																			
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11:45-12:00	Off On																			
12:00-12:15	Off On																			
12:15-12:30	Off On																			
12:30-12:45	Off On																			
12:45- 1:00	Off On																			

Man (head of household)—please answer these questions at END of day: Did you ride in an automobile today? Yes..... No.....
 (IF YES) About how many miles did you ride TODAY?miles. Did that automobile have a radio set? Yes..... No.....
 Did you listen to the radio TODAY while riding? Yes..... No.....

DAY OF WEEK.....

Interview Number.....

Room containing this Radio or TV: Living..... Dining..... Kitchen..... Bedroom..... Other..... Move about.....

Number living in home: Women..... Men..... 4-11 yrs..... 12-18 yrs..... Under 4 yrs..... THIS WAS RADIO..... or TV SET.....

TIME	RADIO OR TELEVISION IS (Circle one)	STATIONS HEARD (5 Minutes or More) and Where Found on Dial MORNING (Write)		NUMBER OF PEOPLE LISTENING				TIME	RADIO OR TELEVISION IS (Circle one)	STATIONS HEARD (5 Minutes or More) and Where Found on Dial (Write)		NUMBER OF PEOPLE LISTENING			
				ADULTS		CHILDREN						ADULTS		CHILDREN	
				Women	Men	Age 12-18	Age 4-11					Women	Men	Age 12-18	Age 4-11
		Call Letters	Spot on Dial					Call Letters	Spot on Dial						
5:00- 5:15	Off On							3:00- 3:15	Off On						
5:15- 5:30	Off On							3:15- 3:30	Off On						
5:30- 5:45	Off On							3:30- 3:45	Off On						
5:45- 6:00	Off On							3:45- 4:00	Off On						
6:00- 6:15	Off On							4:00- 4:15	Off On						
6:15- 6:30	Off On							4:15- 4:30	Off On						
6:30- 6:45	Off On							4:30- 4:45	Off On						
6:45- 7:00	Off On							4:45- 5:00	Off On						
7:00- 7:15	Off On							5:00- 5:15	Off On						
7:15- 7:30	Off On							5:15- 5:30	Off On						
7:30- 7:45	Off On							5:30- 5:45	Off On						
7:45- 8:00	Off On							5:45- 6:00	Off On						
8:00- 8:15	Off On							EVENING							
8:15- 8:30	Off On							6:00- 6:15	Off On						
8:30- 8:45	Off On							6:15- 6:30	Off On						
8:45- 9:00	Off On							6:30- 6:45	Off On						
9:00- 9:15	Off On							6:45- 7:00	Off On						
9:15- 9:30	Off On							7:00- 7:15	Off On						
9:30- 9:45	Off On							7:15- 7:30	Off On						
9:45-10:00	Off On							7:30- 7:45	Off On						
10:00-10:15	Off On							7:45- 8:00	Off On						
10:15-10:30	Off On							8:00- 8:15	Off On						
10:30-10:45	Off On							8:15- 8:30	Off On						
10:45-11:00	Off On							8:30- 8:45	Off On						
11:00-11:15	Off On							8:45- 9:00	Off On						
11:15-11:30	Off On							9:00- 9:15	Off On						
11:30-11:45	Off On							9:15- 9:30	Off On						
11:45-12:00	Off On							9:30- 9:45	Off On						
AFTERNOON															
12:00-12:15	Off On							9:45-10:00	Off On						
12:15-12:30	Off On							10:00-10:15	Off On						
12:30-12:45	Off On							10:15-10:30	Off On						
12:45- 1:00	Off On							10:30-10:45	Off On						
1:00- 1:15	Off On							10:45-11:00	Off On						
1:15- 1:30	Off On							11:00-11:15	Off On						
1:30- 1:45	Off On							11:15-11:30	Off On						
1:45- 2:00	Off On							11:30-11:45	Off On						
2:00- 2:15	Off On							11:45-12:00	Off On						
2:15- 2:30	Off On							12:00-12:15	Off On						
2:30- 2:45	Off On							12:15-12:30	Off On						
2:45- 3:00	Off On							12:30-12:45	Off On						
								12:45- 1:00	Off On						

Man (head of household)—please answer these questions at END of day: Did you ride in an automobile today? Yes..... No.....
 (IF YES) About how many miles did you ride TODAY?miles. Did that automobile have a radio set? Yes..... No.....
 Did you listen to the radio TODAY while riding? Yes..... No.....

QUESTIONS

10. What if more than one radio or television set in our home is going at once?
11. What if I forget to fill in the Diary until after the day is over?
12. Should we try to listen more than we usually do?
13. Do I return a Diary if the radio or television set was not used at all for those two days?
14. What is meant by "spot on the dial?"
15. WHEN should I mail the Diary back?

ANSWERS

10. Each radio or TV set has its own diary—so each diary will show when that set is "On."
11. Then, CHANGE THE DAY OF THE WEEK at top of page, and fill in the diary the NEXT day. Please don't fill it in from memory.
12. No. Do just as you would if there were no Diaries to keep.
13. Yes! Return ALL diaries left with you. If the set wasn't on at all, you will circle "Off" for all periods, or write "not used" across diary, and return the diary.
14. Stations WFAA and WBAP each come in at two different places on your dial—570 and 820. We want to know which place you are using for these stations. So write correct numbers after station call letters.
15. First, check to see you have circled "Off" for all periods the set was not used. Then mail it to us—JUST AS SOON AS YOU CAN after the two days' record has been kept. The sooner you mail it the more it will help us—we'll be waiting for it. And, THANKS!

HOW THE DIARY WILL LOOK

10:00-10:15	Off	On							
10:15-10:30	Off	On							
10:30-10:45	Off	On							
10:45-11:00	Off	On	KBB	1010	1	1			
11:00-11:15	Off	On	WAAA	620	1				
11:15-11:30	Off	On							
11:30-11:45	Off	On							
11:45-12:00	Off	On							

{ Woman and husband listened to 5 minute newscast on KBB.

{ Husband went to bed, and woman listened to dance program on WAAA.

{ Woman turned radio off at 11:10 and radio not used rest of hour.

5:00- 6:15	Off	On							
6:15- 6:30	Off	On							
6:30- 6:45	Off	On							
6:45- 7:00	Off	On							
7:00- 7:15	Off	On							
7:15- 7:30	Off	On							
7:30- 7:45	Off	On	WAAA KBB	620 1010	2	1			
7:45- 8:00	Off	On	KBB	1010	2	1	1	2	
8:00- 8:15	Off	On	NL						
8:15- 8:30	Off	On							
8:30- 8:45	Off	On							
8:45- 9:00	Off	On							

{ Radio was off.

{ Woman of house, another woman and a man listened to 5 minutes news on KBB, and then turned to station WAAA for music.

{ Children came in at 7:45 and all listened to station KBB until 8:00.

{ All went to kitchen to pop corn. Radio was left on, but nobody was in room or listening.

{ They come back in, hunt around the various stations for something they like. They find nothing, and turn radio off.

NOTE OF THANKS—Texas A & M College wants to thank you for being so nice to our interviewer when he called—and for helping with this worthwhile educational study

PROF. JOHN D. EBBS, Dept. of English
Texas A & M College
College Station, Texas

THE INTERVIEW SAMPLE

Homes Reached:

One home for each 110 homes in the Area; a total of 9,167.

Per Cent of All Families:	Total Area	Dallas Ft. Worth	Other Urban	Village	Farm
Owning an automobile	84.5%	79.0%	85.7%	81.3%	88.7%
With radio in the car	56.4	59.3	61.3	52.7	48.9
With working radio in the home	97.6	96.0	98.4	97.7	98.2
With a telephone in the home	73.3	90.0	86.5	60.6	43.4
Taking a daily newspaper	84.5	93.9	91.4	78.0	68.1
With electricity in the home	99.2	99.6	99.8	97.3	97.0
Owning (or living on) a farm	29.8	4.5	11.4	18.3	100.0
With "high" standard of living	13.9	10.2	20.6	10.3	11.5
With "medium" standard of living	62.0	66.8	61.6	63.0	55.7
With "low" standard of living	24.1	23.0	17.8	26.7	32.8

Per Cent of Individuals Interviewed:	WOMEN	MEN
Between 21 and 35 years of age	33.9%	27.8%
Between 36 and 50 years of age	43.8	41.5
Over 50 years of age	22.3	30.7
Having attended college*	20.3	22.6
Having attended high school, not college	57.8	49.5
Never having attended high school	21.9	27.9

Per Cent Interviewed on: Sunday, 1.9%; Monday, 20.1%; Tuesday, 20.4%; Wednesday, 19.6%; Thursday, 17.4%; Friday, 12.2%; Saturday, 8.4%.

RADIO AND TELEVISION SET OWNERSHIP—URBAN VS. RURAL

(Percentages based on 9,167 homes reached by interview)

Per Cent of All Homes With:	Area	Urban	Village	Farm
Radios in the home	97.7%	97.4%	98.0%	98.3%
Radios out of working order	0.1	0.1	0.3	0.1
One or more sets working	97.6	97.3	97.7	98.2
Television set in the home	28.5	37.2	16.7	14.8
Television set out of working order	0.9	1.1	0.5	0.6
Television set working	27.6	36.1	16.2	14.2
Radio, but not television set	69.9	61.1	81.6	83.8
Television, but no radio set	0.8	1.1	0.3	0.2
Both radio and television sets	27.7	36.3	16.4	14.5
1 or more radio sets in home	97.7	97.4	98.0	98.3
2 or more radio sets in home	42.9	49.3	34.7	32.8
3 or more radio sets in home	13.2	16.8	8.8	7.4
4 or more radio sets in home	3.9	5.1	2.9	1.3

*Bureau of Census figures on schooling taken at time of census, are based on the number of years of college or high school "completed" by the time of census in spring. Therefore, the census classification and figures are not parallel with those in this study. For example, educators estimate that 10 per cent of the college freshman class do not complete the first semester, and that 25 per cent do not complete the freshman year—but would be included as "college" in above figures, while not in the census report figures. Thus figures reported above are higher than census figures would be if gathered at the same time.

COMPARATIVE USE OF FOUR MEDIA BY ADULTS ON AN AVERAGE DAY

(Figures are in minutes, being total minutes reported in each class of home, divided by all persons living in that type of home)

Average Woman Living In:	Minutes Spent "Yesterday":			
	Listening To Radio	Watching TV	Reading Newspapers	Reading Magazines
Dallas-Fort Worth homes	139 minutes	142 minutes	36 minutes	21 minutes
Other urban homes	196 minutes	40 minutes	42 minutes	33 minutes
Village homes	191 minutes	41 minutes	34 minutes	28 minutes
Farm homes	189 minutes	33 minutes	31 minutes	26 minutes

Average Man Living In:	Minutes Spent "Yesterday":			
	Listening To Radio	Watching TV	Reading Newspapers	Reading Magazines
Dallas-Fort Worth homes	110 minutes	109 minutes	38 minutes	16 minutes
Other urban homes	141 minutes	33 minutes	47 minutes	29 minutes
Village homes	127 minutes	28 minutes	37 minutes	22 minutes
Farm homes	133 minutes	34 minutes	34 minutes	21 minutes

SIMULTANEOUS USE OF RADIO AND TELEVISION SETS IN THE HOME

(Based on 801 replies from those reporting simultaneous use in interviewed homes)

While TV Set is Used, Radio Also Used:	Total Area	Dallas Fort Worth	Other Urban	Village	Farm
Most of the time	10.3%	11.0%	11.5%	10.3%	4.0%
Quite often	15.6	13.8	17.3	15.0	21.1
Half of the time	13.2	16.6	9.7	10.3	9.2
Only now and then	47.9	47.1	50.0	47.6	46.0
Almost never	13.0	11.5	11.5	16.8	19.7
	100.0	100.0	100.0	100.0	100.0

Replies From Homes Having TV Set and:

While TV Set is Used, Radio Also Used:	1 Radio Set	2 Radio Sets	3 Radio Sets	4 or More Radios
Most of the time	8.6%	11.0%	12.0%	11.6%
Quite often	11.7	12.6	24.0	23.3
Half of the time	11.7	12.9	15.4	15.1
Only now and then	53.6	48.2	40.6	39.5
Almost never	14.4	15.3	8.0	10.5
	100.0	100.0	100.0	100.0

FAVORITE EVENING NEWSCASTERS

(Percentages following names based on total naming a favorite in each classification)

	MEN			WOMEN		
	Dallas Ft. Worth	Other Urban	All Rural	Dallas Ft. Worth	Other Urban	All Rural
"Don't Know"	54.5%	54.3%	59.0%	62.4%	59.3%	66.2%
Named Favorite	45.5	45.7	41.0	37.6	40.7	33.8
	100.0	100.0	100.0	100.0	100.0	100.0

OF THOSE WITH FAVORITES:

Ed. R. Murrow	20.3%	12.5%	12.1%	19.2%	15.9%	15.0%
Gabriel Heatter	12.7	14.3	11.6	13.1	15.0	9.2
Morgan Beatty	2.8	10.6	16.0	4.5	9.4	11.7
Fulton Lewis, Jr.	7.7	14.3	9.7	11.8	11.8	8.9
Porter Randall	26.4	1.5	9.0	24.3	2.5	7.3
Lowell Thomas	8.3	8.3	7.0	6.9	7.6	11.6
Paul Harvey	0.6	9.4	1.5	—	11.7	6.3
Walter Winchell	2.8	2.6	4.1	2.4	4.1	3.2
H. V. Kaltenborn	1.7	2.6	2.4	1.4	2.4	4.0
Elmer Davis	2.8	2.3	1.7	2.6	1.2	1.1
Bob Tripp	3.3	1.1	1.2	2.0	0.4	2.4
Lillard Hill	1.7	0.8	1.9	1.3	0.2	0.6
Cedric Foster	0.6	0.4	1.5	0.4	2.7	1.5
James Van Sickles	—	0.8	1.5	—	0.1	0.8
Murray Cox	0.6	—	1.5	0.1	0.2	1.4
Henry Howell	—	0.8	1.0	—	0.2	0.6
Drew Pearson	—	1.5	0.5	0.6	1.2	0.4
Lynn Bigler	—	0.8	0.7	—	0.1	0.2
John Daly	2.8	—	—	0.7	0.6	0.1
Frank Edwards	—	1.5	0.2	0.1	0.3	—

	MEN			WOMEN		
	Dallas Ft. Worth	Other Urban	All Rural	Dallas Ft. Worth	Other Urban	All Rural
Bud Sherman	—	0.4	1.0	0.3	0.1	0.4
John C. Swazy	0.6	0.4	0.7	1.6	0.8	—
Wes Izzard	—	—	1.0	—	1.1	0.8
64 others by men	4.3	13.1	12.2	—	—	—
91 others by women	—	—	—	6.7	10.4	12.5
	100.0	100.0	100.0	100.0	100.0	100.0

TYPES OF RADIO PROGRAMS LIKED BEST

(Percentages based on all questioned in radio-equipped homes in each classification.)

WOMEN:	Total* AREA	TV Homes	Non- TV	Urban	Vil- age	Farm	21-35	36-50	Over 50	Col- lege	High School	Grade
Sample Size	*	1,963	4,825	4,197	1,351	1,240	2,289	2,777	1,722	1,391	3,921	1,476
News Broadcasts	68.1%	67.5%	67.9%	67.0%	68.5%	69.7%	60.1%	70.9%	73.1%	69.0%	67.2%	68.3%
Aud. Participation	48.3	46.9	48.7	47.8	49.7	47.8	49.0	48.0	47.5	49.9	48.2	46.5
Comedians	47.4	49.5	46.7	49.5	46.5	42.0	56.3	46.4	37.6	50.8	48.8	40.8
Religious	45.6	32.8	49.8	38.0	55.5	56.7	31.5	47.0	59.3	30.8	44.6	58.9
Popular Music	45.4	49.0	44.3	50.6	39.0	36.4	59.4	45.0	28.6	51.8	47.7	34.5
Complete Drama	39.1	44.3	37.5	43.1	37.4	29.3	48.0	38.3	29.9	44.2	40.1	33.2
Variety Shows	32.9	41.6	29.6	35.3	31.6	27.5	36.7	33.1	28.3	37.3	33.5	28.2
Serial Drama	31.9	27.3	33.6	30.5	33.5	34.2	30.6	31.8	33.4	24.1	32.0	38.5
Oldtime Music	28.8	19.2	31.9	23.0	33.9	39.8	25.9	27.6	32.3	15.1	28.5	39.8
Sports	20.4	23.1	19.4	22.1	17.6	18.1	21.7	22.9	14.9	24.5	21.2	14.6
Classical Music	14.6	15.4	14.4	18.1	11.2	7.0	17.3	13.5	13.2	28.3	12.7	7.1
Talks, Comment	14.3	13.3	14.8	14.8	14.1	12.9	9.9	15.1	19.0	20.0	13.1	12.1
Homemaking	12.3	10.1	12.8	9.4	15.3	17.5	9.3	13.3	13.7	8.2	11.9	16.2
Brass Bands	12.2	7.8	13.8	11.4	13.8	12.4	11.6	11.5	13.7	11.5	12.2	12.4
Talks on Farming	7.9	3.5	9.1	3.7	8.7	18.7	3.6	7.6	12.4	4.6	6.8	12.0
Market Reports	6.2	2.8	7.1	2.6	7.1	15.4	3.5	5.5	9.6	3.8	6.0	7.5
MEN:												
Sample Size	*	497	1,531	982	465	581	554	860	614	463	1,027	538
News Broadcasts	80.3%	78.9%	80.1%	80.9%	78.3%	79.2%	73.9%	82.0%	82.1%	79.7%	81.3%	77.2%
Comedians	51.8	58.4	48.1	54.4	52.7	42.7	58.9	49.7	44.7	57.7	52.1	41.8
Sports	41.6	40.9	38.1	46.4	40.4	28.3	48.2	42.9	27.9	48.0	40.2	28.1
Aud. Participation	40.7	41.7	39.8	40.3	47.7	34.3	39.0	40.3	41.4	40.6	40.1	40.2
Popular Music	39.1	44.3	34.1	47.7	28.8	24.1	55.8	36.6	19.2	51.4	36.6	23.8
Religious	36.5	23.8	42.4	30.6	43.0	46.0	24.2	39.9	47.2	22.7	36.9	52.6
Oldtime Music	33.5	24.2	38.6	26.3	42.8	43.8	35.4	32.1	39.0	20.1	35.8	46.7
Complete Drama	32.7	37.0	29.6	36.3	28.8	25.3	38.5	30.5	26.4	34.4	30.8	30.1
Variety Shows	25.2	35.6	21.5	29.6	20.0	17.7	24.9	25.8	20.5	27.9	26.1	20.3
Talks, Comment	21.3	19.5	22.0	20.9	19.2	24.1	15.2	21.4	27.0	24.4	21.1	19.3
Market Reports	16.3	12.1	21.6	6.8	19.4	40.1	10.5	19.7	26.5	11.5	19.7	25.3
Talks on Farming	15.9	11.9	20.6	7.7	16.8	38.1	9.4	18.2	27.2	11.5	17.0	27.4
Serial Drama	15.3	16.5	15.2	14.3	14.8	18.4	13.2	16.8	16.1	13.4	16.6	15.6
Brass Bands	13.9	11.7	14.0	15.1	12.9	11.0	18.6	11.9	10.9	15.1	13.3	12.1
Classical Music	10.7	10.8	9.5	13.8	7.7	4.7	16.4	8.7	5.2	21.2	7.9	3.5
Homemaking	3.3	3.0	3.4	3.3	2.8	3.8	2.7	3.8	3.1	2.8	2.9	4.5

*The "Total" column contains figures that have been weighted for correct proportions of men and women living in urban, village and farm homes.

THE RELIABILITY OF FOREGOING PERCENTAGES

For the benefit of those interested in the reliability of individual percentages reported in the foregoing tables, the following table of "standard errors" has been prepared. From it may be determined the maximum sampling error that could be expected in any figure in tables which report for the classifications shown.

Because some readers are interested in one standard error deviation figures, while others are interested in some multiple of such figures, the table presents all figures on a basis of one standard error—showing the MAXIMUM variations which could be expected in 68 of every 100 samples. If greater certainty is desired, the figures shown may be multiplied by the number needed to get the desired degree of certainty. Doubling the figures in the table produces the maximum variation expected in 95 of 100 samples, tripling the figures produces the maximum variation expected in better than 99 of 100 samples.

To determine the reliability of a percentage, (1) find the column whose heading is closest to the percentage in question. (2) Run down the column until the correct "breakdown" line is reached. (3) The figure found is the maximum variation expected in 68 of 100 samples. (4) If greater certainty is desired, doubling or tripling the figure will produce the results explained above.

EXAMPLE: The table on "Ownership of Multiple Sets" on Page 8 shows that 13.2 per cent of the homes in the area are equipped with three or more radio sets. To determine the reliability of this figure:

- (1) Look under 15% (seventh heading from the left) because it is nearest to the percentage in question.
- (2) Go down that column to the "All Radio Homes" line of the "Interview" portion, because the percentage deals with all homes and was based on the interview sample. The line in question is second from the top.
- (3) The figure + or - 0.4% is the maximum variation expected in 68 of 100 samples. That is, there are 68 chances out of 100 that the true percentage of homes in the area having three or more radio sets (at the time of the study) lay between 12.8% and 13.6%.
- (4) For greater certainty, use some multiple of + or - 0.4%. For example multiplying by 2 gives + or - 0.8%, the maximum variation expected in 95 out of 100 samples, or multiplying by 3 gives + or - 1.2%, the maximum variation expected in better than 99 out of 100 samples. In this latter case you can be nearly certain that the true percentage of homes with 3 or more radio sets (at the time of the survey) lay somewhere between 12.0% and 14.4%. Of course, in most cases the sampling error is much smaller than these **MAXIMUMS** permit.

**TABLE FOR DETERMINING THE RELIABILITY OF PERCENTAGES
REPORTED IN PRECEDING PAGES**

WHEN BREAKDOWN WAS:	If the Percentage Being Tested Is Either:														
	% 1 99	% 2 98	% 3 97	% 4 96	% 5 95	% 10 90	% 15 85	% 20 80	% 25 75	% 30 70	% 35 65	% 40 60	% 45 55	% or 50	
INTERVIEW SAMPLE:	(MAXIMUM SAMPLING ERROR IS + or -):														
All Questioned	0.1	0.1	0.2	0.2	0.2	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	
All Radio Homes	0.1	0.1	0.2	0.2	0.2	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	
All Urban Homes	0.1	0.2	0.2	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	
Dallas-Fort Worth	0.2	0.3	0.4	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.0	1.0	1.0	1.0	
Other Urban	0.2	0.3	0.3	0.4	0.4	0.5	0.6	0.7	0.8	0.8	0.9	0.9	0.9	0.9	
All Village Homes	0.2	0.3	0.4	0.5	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.1	1.2	
All Farm Homes	0.2	0.3	0.4	0.5	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.2	1.2	
Women Car Riders	0.2	0.3	0.3	0.4	0.4	0.6	0.7	0.8	0.9	0.9	1.0	1.0	1.0	1.0	
Men Car Riders	0.3	0.5	0.6	0.7	0.7	1.0	1.2	1.4	1.5	1.5	1.6	1.7	1.7	1.7	
Simultaneous Radio and TV	0.2	0.3	0.3	0.4	0.4	0.6	0.7	0.8	0.9	0.9	1.0	1.0	1.0	1.0	
Morning News Station	0.1	0.2	0.2	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	
Noon-Time News Station	0.1	0.2	0.2	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	
Supper-Time News Station	0.1	0.2	0.2	0.3	0.3	0.4	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.7	
Evening Newscaster, Women	0.2	0.3	0.3	0.4	0.4	0.6	0.7	0.8	0.8	0.9	0.9	0.9	1.0	1.0	
Evening Newscaster, Men	0.3	0.5	0.6	0.7	0.7	1.0	1.2	1.4	1.5	1.6	1.6	1.7	1.7	1.7	
Most Populous County	0.3	0.4	0.4	0.5	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.3	1.3	1.3	
Average Population	1.1	1.5	1.8	2.1	2.4	3.3	3.9	4.3	4.7	5.0	5.2	5.3	5.4	5.4	
Least Populous County	3.0	4.2	5.1	5.9	6.6	9.1	10.8	12.1	13.1	13.8	14.4	14.8	15.0	15.1	
DIARY SAMPLE:															
All Radio Homes	0.3	0.4	0.4	0.5	0.5	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3	
Homes With Television	0.5	0.7	0.9	1.0	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.6	
Women Over 18	0.3	0.4	0.5	0.6	0.6	0.9	1.0	1.2	1.3	1.3	1.4	1.4	1.4	1.4	
Men Over 18	0.3	0.4	0.5	0.6	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5	
Teen-Agers, 12-18	0.5	0.7	0.9	1.0	1.2	1.6	1.9	2.1	2.3	2.5	2.6	2.6	2.7	2.7	
Children, 4-11	0.4	0.6	0.7	0.8	0.9	1.2	1.4	1.6	1.7	1.8	1.9	2.0	2.0	2.0	
Men Car Riders	0.3	0.5	0.6	0.6	0.7	1.0	1.2	1.3	1.4	1.5	1.6	1.6	1.6	1.6	
Simultaneous, Radio and TV	0.7	0.9	1.1	1.3	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3	
Quarter-Hour by Quarter-Hour	0.3	0.4	0.5	0.6	0.7	0.9	1.1	1.2	1.3	1.4	1.4	1.5	1.5	1.5	
Total Listening, Day	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	
Total Listening, night	0.1	0.1	0.2	0.2	0.2	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	

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