ZA - Archiv Nummer 0470

Zeitschriften-Bekanntheitsgrad (US-Zivilpersonen in Frankfurt)

1965
Readership Survey
3rd ARMORED DIVISION - MEn

July 1965

Please read each question carefully and place the checkmarks in the appropriate boxes.

1. Do you regularly read the paper called "ARMY TIMES"?
   No
   Yes
   The Army Times contains a supplement called "FAMILY MAGAZINE". Do you regularly read this supplement?
   Yes
   No

2. Do you regularly read the paper called "OVERSEAS WEEKLY"?
   No
   Yes
   The Overseas Weekly contains a supplement called "OVERSEAS LIVING". Do you regularly read this supplement?
   Yes
   No

3. Do you read regularly the paper called "READER'S DIGEST"?
   No
   Yes
   Do you subscribe to Reader's Digest?
   No
   Yes
   Was the subscription sent to you as a gift?
   Yes
   No
Do you regularly read the paper called "3rd ARMORED DIVISION SPEARHEAD"?

Yes  

No

The 3rd Armored Division Spearhead contains a supplement called "MILITARY LIFE". Do you regularly read this supplement?

Yes  

No

What is your Grade?

GRADE

18: 1 Man  
2 Woman
Readership Survey
3rd Armored Division - Wivos

Please read each question carefully and place the checkmarks in the appropriate boxes.

1. Do you regularly read the paper called "ARMY TIMES"?
   No \[\Box 1\]  
   Yes \[\Box 2\]  
   \(\rightarrow\) The Army Times contains a supplement called "FAMILY MAGAZINE". Do you regularly read this supplement?
   Yes \[\Box 1\]  
   No \[\Box 2\]  

2. Do you regularly read the paper called "OVERSEAS WEEKLY"?
   No \[\Box 1\]  
   Yes \[\Box 2\]  
   \(\rightarrow\) The Overseas Weekly contains a supplement called "OVERSEAS LIVING". Do you regularly read this supplement?
   Yes \[\Box 1\]  
   No \[\Box 2\]  

3. Do you regularly read the paper called "READER'S DIGEST"?
   No \[\Box 1\]  
   Yes \[\Box 2\]  
   \(\rightarrow\) Do you subscribe to Reader's Digest?
   No \[\Box 1\]  
   Yes \[\Box 2\]  
   \(\downarrow\) Was the subscription sent to you as a gift?
   Yes \[\Box 1\]  
   No \[\Box 2\]  

4. Do you regularly read the paper called "3rd ARMORED DIVISION SPEARHEAD"?
   No \[\Box 1\]  
   Yes \[\Box 2\]  
   \(\rightarrow\) The 3rd Armored Division Spearhead contains a supplement called "MILITARY LIFE". Do you regularly read this supplement?
   Yes \[\Box 1\]  
   No \[\Box 2\]  

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**Additional Notes**

- For questions with multiple choices, select exactly one option per question.
- Ensure to mark the box corresponding to your response.
- If unsure, consider other factors such as personal preference or recent usage of the publications.
5. Do you read regularly the "AMERICAN WOMEN'S CLUB NEWSPAPER, THE FRANKFURT AMERICAN"?

No \[ \Box \]
Yes \[ \Box \]

BASIC INFORMATION

Is your husband a

COMMISSIONED OFFICER?

Yes \[ \Box \]
No \[ \Box \]

AN ENLISTED MAN?

No \[ \Box \]
Yes \[ \Box \]

What is the grade of your husband?

GRADE

\[ \text{No. 18: 1 MAN} \]
\[ 2 \text{ WOMAN} \]