ZA –Archiv Nummer 0470

Zeitschriften-Bekanntheitsgrad (US-Zivilpersonen in Frankfurt)

1965

C1 = 6-3

~~C2 = 1. Mann~~ 2. Woman

DIVO

INSTITUT FÜR WIRTSCHAFTSFORSCHUNG - SOZIALFORSCHUNG
INSTITUT FÜR ANGEWANDTE MATHEMATIK
FRANKFURT AM MAIN

Vp. 2-5 ~~C3,4,5~~ 4 d. N.

Readership Survey

3rd ARMORED DIVISION - MEN

663

July 1965

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

1. Do you read regulary the paper called "ARMY TIMES"?

6 -
No ☐ 1
Yes ☒ 2 ⟶ The Army Times contains a supplement called "FAMILY MAGAZINE". Do you regulary read this supplement?

7 -
Yes ☐ 1
No ☒ 2

2. Do you regulary read the paper called "OVERSEAS WEEKLY"?

8 -
No ☐ 1
Yes ☒ 2 ⟶ The Overseas Weekly contains a supplement called "OVERSEAS LIVING". Do you read regulary this supplement?

9 -
Yes ☐ 1
No ☒ 2

3. Do you read regulary the paper called "READERS'S DIGEST"?

10 -
No ☒ 1
Yes ☐ 2 ⟶ Do you subscribe to Reader's Digest?

11 -
No ☐ 1
Yes ☐ 2

Was the subscription sent to you as a gift?

12 -
☐ 1 Yes
☐ 2 No

4.

Do you read regulary the paper called "3rd ARMORED DIVISION SPEARHEAD"?

13 -
No [1]
Yes [2] ⟶ The 3rd Armored Division Spearhead contains a supplement called "MILITARY LIFE". Do you regulary read this supplement?

14 -
Yes [1]
No [2]

C 15 Fez.

C, INFORMATION
BASIC

16 -
COMMISSIONED OFFICER [1]
→ SINGLE
→ MARRIED
17 -
[1]
[2]

ENLISTED MAN [2]
R. KA
→ SINGLE
→ MARRIED
17 -
[1] ⟶ What is your Grade?
[2] ⟶ What is your Grade?

GRADE

Sp. 18: 1 MAN
2 WOMAN

$C_1 = 6-3$

~~$C_2 = 1.$ Mail~~
~~2 Woman~~

DIVO

INSTITUT FÜR WIRTSCHAFTSFORSCHUNG - SOZIALFORSCHUNG
UND ANGEWANDTE MATHEMATIK
FRANKFURT AM MAIN

Vp. 2-5 ~~C.S.S.~~ · Lfd. Nr.

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14. Yes [1]
No [2]

5.

5. Do you read regulary the "AMERICAN WOMEN'S CLUB NEWSPAPER, THE FRANKFURT AMERICAN"?

No 15 [1]
Yes [2]

BASIC INFORMATION

Is your husband a

COMMISSIONED OFFICER?

Yes 16 [1]
No [/]

AN ENLISTED MAN?

No [/]
Yes [1]

What is the Grade of your husband?

GRADE

fp. 18: 1 MAN
2 WOMAN