

**ZA –Archiv Nummer 0513**

# **The People Look at Radio (Special Deck)**

**1945**

0513

## Questionnaire and Selected Portions of the Code Book for Survey 238, The Radio Survey

No. 1234  
2858

NATIONAL OPINION RESEARCH CENTER  
UNIVERSITY OF DENVER

CONFIDENTIAL  
Survey 238  
• 10-31-45

- 5
- |  | Yes | No |
|--|-----|----|
| 1. A. Do you have a radio in working order?..... | 1   | 2  |
| B. Do you usually read a daily newspaper?.....   | 3   | 4  |
| C. Do you usually read a weekly newspaper?.....  | 5   | 6  |
| D. Do you read any magazine regularly?.....      | 7   | 8  |

2. Taking everything into consideration, which one of these do you think did the best job of serving the public during the war—magazines, newspapers, moving pictures, or radio broadcasting?

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Magazines .....	1	
Newspapers .....	2	
Moving pictures .....	3	
Radio broadcasting .....	4	
No opinion .....	5	

3. In every community, the schools, the newspapers, the local government, each has a different job to do. Around here, would you say that the schools are doing an excellent, good, fair or poor job? How about the newspapers? The radio stations? The local government? The churches?

	Excellent	Good	Fair	Poor	Don't Know
A. Schools .....	1	2	3	4	5
B. Newspapers .....	6	7	8	9	0
C. Radio stations .....	1	2	3	4	5
D. Local government .....	6	7	8	9	0
E. Churches .....	1	2	3	4	5

IF "NO" TO Q. 1-A (NO RADIO IN WORKING ORDER),  
SKIP TO FACTUAL DATA

- 10
- |  | Newspapers | Radio | Don't Know |
|--|------------|-------|------------|
| 4. A. From which one source do you get most of your daily news about what is going on — the newspapers or the radio? ..... | 1          | 2     | 3          |
| B. Which one gives you the latest news most quickly—the newspapers or the radio? .....                                     | 4          | 5     | 6          |
| C. Which one gives you the most complete news — the newspapers or the radio? .....   | 7          | 8     | 9          |
| D. And which one gives you the fairest, most unbiased news—the newspapers or the radio? .....                              | 0          | X     | Y          |

5. In what ways do you think radio news could be improved?

OTE

As an aid to the student, the appropriate column numbers have been written in beside each question. For example, the answers to question 2 are punched in Column 6, the answers to question 4 are in Column 10.

6. As far as your own listening is concerned, is the radio giving too much time, about the right amount, or not enough time to ...

	Too Much	About Right	Not Enough	Don't Know
A. News about other countries?.....	1	2	3	4
B. News about this country?.....	5	6	7	8
C. News about things around here?.....	9	0	X	Y

7. If you had to give up either going to the movies or listening to the radio, which one would you give up?

Movies .....	1	
Radio .....	2	
Don't Know .....	3	

8. If you had to give up either reading the newspapers or listening to the radio, which one would you give up?

Newspapers .....	1	
Radio .....	2	
Don't Know .....	3	

9. On an average weekday, about how many hours do you listen to the radio during the daytime—that is, before 6 o'clock in the evening?

15

10. And on an average weekday, about how many hours do you listen to the radio after 6 o'clock in the evening?

16

11. A. Here's a set of cards listing different kinds of radio programs. (HAND RESPONDENT SMALL CARDS) Would you mind looking through those cards, and telling me the types of programs you like to listen to in the daytime?

- B. Now which types of programs there do you like to listen to in the evening?

	Daytime	Evening
Children's programs .....	1	1
Classical music .....	2	2
Comedy programs .....	3	3
Home-making programs .....	4	4
Live stock and grain reports .....	5	5
News broadcasts .....	6	6
Old familiar music .....	7	7
Popular and dance music .....	8	8
Quiz programs .....	9	9
Radio plays .....	0	0
Religious broadcasts .....	X	X
Serial dramas .....	Y	Y
Sports events .....	1	1
Talks on farming .....	2	2
Talks or discussions about public issues .....	3	3
NONE .....	4	4
DON'T KNOW .....	5	5
DON'T LISTEN .....	6	6

# PROBLEM EXERCISES

401

12. Are there any kinds of radio programs that aren't on when you'd like to listen to them?

No \_\_\_\_\_ 1

IF "YES", ASK BOTH "A" AND "B" 21

A. What kinds?

B. Around what time would you like it to be on?

A. Kinds of Programs

B. Hour

22

23

13. Are there any kinds of programs you'd like to hear more of?

No \_\_\_\_\_ 1

IF "YES", ASK BOTH "A" AND "B" 24

A. What kinds?

B. Around what time would you like it to be on?

A. Kinds of Programs

B. Hour

25

26

14. Are there any kinds of programs you'd like to hear fewer of?

No \_\_\_\_\_ 1

A. IF "YES": What kinds? 27

28

15. Aside from news, in what other fields does the radio add to your information or knowledge?

29

30

16. As far as you know, is the radio broadcasting in England any differently from the way it is here?

Yes \_\_\_\_\_ 1  
No, no difference \_\_\_\_\_ 2  
Don't know \_\_\_\_\_ 3

31

\*A. IF "YES": What is the main difference?

17. Do you ever feel like criticizing when you listen to the radio?

32 Yes \_\_\_\_\_ 1  
No \_\_\_\_\_

\*A. IF "YES": What are some of your main criticisms? Any others?

33

18. As far as you know, where do radio stations get the money to run them?

34

19. As you know, every radio station broadcasts many different programs each day. About how many of these programs would you say are sold to advertisers—all of them, about three-quarters of them, about half of them, about one-quarter, or less than that?

All are sold \_\_\_\_\_ 1  
Three-quarters \_\_\_\_\_ 2  
Half are sold \_\_\_\_\_ 3  
One quarter \_\_\_\_\_ 4  
Less than one-quarter \_\_\_\_\_ 5  
Don't know \_\_\_\_\_ 6

35

A. UNLESS "ALL" OR "DON'T KNOW": Who pays for the programs broadcast during the rest of the time?

36

20. A. If your newspaper could be produced without advertising, would you prefer it that way?

Don't Know

1 2 3

- B. If your radio programs could be produced without advertising, would you prefer it that way?

4 5 6

37

- C. (If reply is not the same for both, probe informally to find out why his answers are different)

38

21. Which one of these four statements comes closest to what you yourself think about advertising on the radio? (HAND RESPONDENT WHITE CARD)

- 40
- A. I'm in favor of advertising on the radio, because it tells me about the things I want to buy ..... 1
- B. I don't particularly mind advertising on the radio. It doesn't interfere too much with my enjoyment of the programs. .... 2
- C. I don't like the advertising on radio, but I'll put up with it ..... 3
- D. I think all advertising should be taken off the radio. Don't know ..... 4

22. Would it be worth it to you to pay a tax of \$5 a year to get radio programs without any advertising in them?

\*A. IF "YES": Would it be worth a tax of \$10 a year?

\*B. IF "YES" TO "A": Would it be worth a tax of \$25 a year?

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		\$5	\$10	\$25
Yes	.....	R*	R*	5
No	.....	1	3	6
Don't know	.....	2	4	7

23. Can you give an example of what you think is the best advertising you've heard on the radio? (Get all possible details on name of program, sponsor, station, etc., so we can identify it)

42

No ..... 1

A. IF "YES": What did you like about it?

24. Can you give me an example of what you think is the worst advertising you've heard on the radio? (Get all possible details on name of program, sponsor, station, etc., so we can identify it)

43

No ..... 1

A. IF "YES": What didn't you like about it?

25. Here are some criticisms of radio advertising or commercials. (HAND RESPONDENT YELLOW CARD) Would you tell me which ones, if any, you feel strongly about?

Too long ..... 1

Bad taste ..... 2

Too detailed ..... 3

Too much singing ..... 4

Too repetitious ..... 5

Interrupt programs ..... 6

Silly ..... 7

Too many jingles ..... 8

Claim too much for product ..... 9

Too many of them ..... 0

DON'T FEEL STRONGLY ABOUT ANY ..... Y

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26. (ASK RESPONDENT TO TURN OVER YELLOW CARD) Are there any products listed there which you think should not be advertised over the radio?

Gasoline ..... 1

Laxatives ..... 2

Cigarettes ..... 3

Automobiles ..... 4

Whiskey ..... 5

Ice cream ..... 6

Liver remedies ..... 7

Deodorants ..... 8

Tooth paste ..... 9

Headache remedies ..... 0

Bread ..... X

Beer ..... Y

ALL SHOULD BE ALLOWED TO ADVERTISE ..... R

45

27. Do you think that radio stations should sell time for the following things, or should they give the time free, or shouldn't they be on the air at all? How about ...

	Sell	Give	Not on air	Don't Know
A. To solicit Red Cross memberships? ..... 1	2	3	4	
B. To solicit labor union memberships? ..... 5	6	7	8	
C. To solicit Community Chest donations? ..... 9	0	X	Y	
D. To solicit correspondence school registrations? ..... 1	2	3	4	
E. To solicit members for business men's organizations? ..... 5	6	7	8	
F. To solicit funds for churches? ..... 9	0	X	Y	
G. Political broadcasts? ..... 1	2	3	4	

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28. As far as you know, does the government have anything to do with the operation of radio stations?

47

Yes ..... 1

No ..... 2

Don't know ..... 3

IF "YES", ASK BOTH "A" AND "B"

\*A. As far as you know, which of these powers does the Federal government have over radio stations? (HAND RESPONDENT REVERSE SIDE OF WHITE CARD)

\*B. Which of those powers do you think the Federal government should have over radio stations?

	A. Does	B. Should
(1) Give each station a regular place on the dial ..... 1	1	1
(2) See to it that news broadcasts are truthful ..... 2	2	2
(3) Decide how much advertising can be broadcast ..... 3	3	3
(4) Approve of changes in the ownership of radio stations ..... 4	4	4
(5) Decide what kinds of programs are to be broadcast ..... 5	5	5
(6) Tell each station exactly how much power it can use to broadcast its programs ..... 6	6	6
(7) Limit the profits of radio stations ..... 7	7	7
NONE ..... X	X	X
DON'T KNOW ..... Y	Y	Y

50 51

# PROBLEM EXERCISES

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29. As far as you know, does the government require radio stations to broadcast a certain number of religious and educational programs, or do the stations broadcast these voluntarily?

52 Government requires \_\_\_\_\_ 1  
Do it voluntarily \_\_\_\_\_ 2  
Don't know \_\_\_\_\_ 3

30. I'd like to ask you how fair you think radio stations, newspapers and magazines generally are. For example, do you think radio stations are generally fair in giving both sides of an argument? How about newspapers in general? Magazines?

	Yes	No	Don't Know
61 A. Radio stations	1	2	3
B. Newspapers	4	5	6
C. Magazines	7	8	9

## FACTUAL DATA

1. About how many times did you go to the movies during the last month?

53

### 2. RADIO OWNERSHIP DATA:

- A. Number of radios in home \_\_\_\_\_ 54  
B. UNLESS "NONE" Age of one most frequently used: \_\_\_\_\_ 55  
C. Is there a car radio? \_\_\_\_\_ Yes No  
D. Is there an FM radio? \_\_\_\_\_ 1 2  
3 4

3. Is there a telephone where you live?

Yes \_\_\_\_\_ R\*  
No \_\_\_\_\_ 1

- 57 A. IF "YES": Is it listed either in your name or your family's name?

Yes \_\_\_\_\_ 2  
No \_\_\_\_\_ 3

### 4. RESPONDENT'S OCCUPATION OR STATUS:

Job:

58

Industry:

(If respondent is not the main earner in the family, specify occupation of breadwinner below)

Job:

Industry:

59

### 5. EDUCATION:

What was the name of the last school you attended?

What was the last grade (or year) you completed in that school?

- |                               |                                  |
|-------------------------------|----------------------------------|
| Completed college _____ 1     | Completed grammar school _____ 5 |
| Some college _____ 2          | Some grammar school _____ 6      |
| Completed high school _____ 3 | No schooling _____ 7             |
| Some high school _____ 4      |                                  |

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### 6. MARITAL STATUS:

Single \_\_\_\_\_ 1  
Married \_\_\_\_\_ 2  
Widowed, divorced, separated \_\_\_\_\_ 3

62

### 7. NUMBER IN FAMILY LIVING AT HOME (including respondent):

63

### 8. NUMBER OF CHILDREN UNDER TWELVE:

64

### 9. POLITICAL PREFERENCE

Did you favor Roosevelt or Dewey in the last Presidential election?

65 Roosevelt \_\_\_\_\_ 1  
Dewey \_\_\_\_\_ 2  
Neither \_\_\_\_\_ 3  
Don't know \_\_\_\_\_ 4

### 10. AGE: What is your approximate age?

66

### 11. RENT: (Do not record for farm respondents)

Contract rent (if renter) \_\_\_\_\_

Estimated rent (if owner) \_\_\_\_\_

### 12. SEX:

Male \_\_\_\_\_ 1  
Female \_\_\_\_\_ 2

67

### 13. ECONOMIC LEVEL:

A \_\_\_\_\_ 1  
B \_\_\_\_\_ 2  
C \_\_\_\_\_ 3  
D \_\_\_\_\_ 4

68

### 14. RACE:

White \_\_\_\_\_ 1  
Colored \_\_\_\_\_ 2

69

### 15. RESPONDENT'S HOME ADDRESS:

Size of town - 70

### 16. PLACE AND STATE:

Region - 71

### 17. INTERVIEWER'S SIGNATURE:

Time zone - 72

### 18. DATE: