The People Look at Radio (Special Deck)

1945
### Questionnaire and Selected Portions of the Code Book for Survey 238, The Radio Survey

<table>
<thead>
<tr>
<th>No</th>
<th>NATURAL OPINION RESEARCH CENTER</th>
<th>UNIVERSITY OF DENVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234</td>
<td>CONFIDENTIAL</td>
<td>Survey 238</td>
</tr>
</tbody>
</table>

#### 1. **Do you have a radio in working order?**
- Yes: 1
- No: 2

#### 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?**
- 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?**

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Schools</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>B. Newspapers</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>C. Radio stations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>D. Local government</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>E. Churches</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

#### 4. **From which one source do you get most of your daily news about what is going on—newspapers or the radio?**
- Newspapers: 1
- Radio: 2

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

<table>
<thead>
<tr>
<th>OTE</th>
</tr>
</thead>
</table>

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...**
   -太: 1
   -Just: 2
   -Not: 3
   -Not: 4

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

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

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?**
   -Yes: 15

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

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

<table>
<thead>
<tr>
<th>Program Type</th>
<th>CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's programs</td>
<td>2</td>
</tr>
<tr>
<td>Classical music</td>
<td>3</td>
</tr>
<tr>
<td>Comedy programs</td>
<td>5</td>
</tr>
<tr>
<td>Home-making programs</td>
<td>6</td>
</tr>
<tr>
<td>Live stock and grain reports</td>
<td>4</td>
</tr>
<tr>
<td>News broadcasts</td>
<td>7</td>
</tr>
<tr>
<td>Old familiar music</td>
<td>8</td>
</tr>
<tr>
<td>Popular and dance music</td>
<td>9</td>
</tr>
<tr>
<td>Quiz programs</td>
<td>10</td>
</tr>
<tr>
<td>Radio plays</td>
<td>11</td>
</tr>
<tr>
<td>Religious broadcasts</td>
<td>12</td>
</tr>
<tr>
<td>Serial dramas</td>
<td>13</td>
</tr>
<tr>
<td>Sports events</td>
<td>14</td>
</tr>
<tr>
<td>Talks on farming</td>
<td>15</td>
</tr>
<tr>
<td>Talks or discussions about public issues</td>
<td>16</td>
</tr>
</tbody>
</table>

**Note:**
- The numbers from 1 to 16 correspond to the columns in the questionnaire. For example, the answers to question 2 are punched in Column 6.
PROBLEM EXERCISES

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

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?

14. Are there any kinds of programs you'd like to hear fewer of?
   No ______ 1
   A. IF "YES": What kinds?

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

16. As far as you know, is the radio broadcasting in England any differently from the way it is here?
   Yes ______ 1* 31
   No, no difference ______ 2
   Don't know ______ 3
   A. IF "YES": What is the main difference?

17. Do you ever feel like criticizing when you listen to the radio?
   Yes ______ 1*
   No ______
   A. IF "YES": What are some of your main criticisms?
   Any others?

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

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

20. A. If your newspaper could be produced without advertising, would you prefer it that way? ______ 1 37
   B. If your radio programs could be produced without advertising, would you prefer it that way? ______ 4 5 6
   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)
   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 4
   Don't know 5

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? 1
   *B. IF "YES" TO "A": Would it be worth a tax of $25 a year? 2

   Yes 4
   No 5

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)

   Yes 4
   No 5

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)

   Yes 4
   No 5

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?
   A. Bad taste 1
   B. Too many jingles 2
   C. Too many slogans 3
   D. Too much sound effects 4
   E. Too repetitious 5
   F. Interrupt programs 6
   G. Silly 7

   26. (Ask Respondent to Turn Over Yellow Card) Are there any products listed there which you think should never be advertised on the radio?
   A. Gasoline 1
   B. Cigarettes 2
   C. Automobiles 3
   D. Whiskey 4
   E. Ice cream 5
   F. Liver remedies 6
   G. Deodorants 7

   All should be 4
   Some should be 5
   None of the above 6
   Don't know 7

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...
   A. To solicit Red Cross memberships 1
   B. To solicit labor union membership 2
   C. To solicit Community Chest donations 3
   D. To solicit correspondence school registrations 4
   E. To solicit members for business men's organizations 5
   F. To solicit funds for churches 6
   G. Political broadcasts 7

   Sell 1
   Give on air free 2
   Don't know 3

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

   Yes 4
   No 5
   Don't know 6

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

   A. 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?

   1. Give each station a regular place on the dial 1
   2. See to it that news broadcasts are truthful 2
   3. Decide how much advertising can be broadcast 3
   4. Approve of charges in the ownership of radio stations 4
   5. Decide what kinds of programs are to be broadcast 5
   6. Tell each station exactly how much power it can use to broadcast its programs 6
   7. Limit the profits of radio stations 7
   8. None 8
   9. Don't know 9
   10. Don't know 10
PROBLEM EXERCISES

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?

   Government requires 1
   Do it voluntarily 2
   Don’t know 3

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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 4
   No 5
   Don’t know 6

61

A. Radio stations
B. Newspapers
C. Magazines

Factual Data

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

   63

2. Radio Ownership Data:
   A. Number of radios in home
   B. Unless “NONE” Age of one most frequently used
   C. Is there a car radio?
   D. Is there an AM radio?

57

A. If “YES”, is it listed in your name or your family’s name?

   Yes 1
   No 2

4. Respondent’s Occupation or Status:
   Job:
   Industry:

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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
   Some college 2
   Completed grammar school 5
   Some grammar school 6
   Completed high school 3
   No schooling 7
   Some high school 4

60

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?

   Roosevelt 1
   Dewey 2
   Neither 3
   Don’t know 4

65

10. Age: What is your approximate age?

   66

11. Rent: (Do not record for farm respondents)
   Estimated rent (if you)

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: